

LAMPIRAN

LAMPIRAN 1

KUISIONER PENELITIAN

KUISIONER

**ANALISIS PENGARUH BAURAN PEMASARAN 7P TERHADAP
KEPUTUSAN PEMBELIAN KONSUMEN SOLARIA
(Studi Kasus di Mall Citraland Jakarta Barat)**

Bersama ini saya sampaikan daftar pertanyaan kepada konsumen Solaria mall Citraland Jakarta Barat dengan permohonan agar berkenan meluangkan waktunya untuk mengisi daftar pertanyaan dibawah ini.

Pertanyaan dalam daftar ini berkenaan dengan tanggapan anda terkait dengan produk, harga, tempat, promosi, orang, proses dan bukti fisik yang telah diberikan oleh Solaria mall Citraland Jakarta Barat.

Atas kesediaan anda memberikan jawaban, sebelum dan sesudahnya saya ucapkan terimakasih.

Data Responden**Petunjuk**

Isilah data responden sesuai dengan data yang tersedia dengan diberi tanda silang (X) .

1. Jenis kelamin
 - a. Laki-laki
 - b. Perempuan
2. Usia
 - a. 17 – 22 tahun
 - b. 23 - 28 tahun
 - c. 29 – 34 tahun
 - d. > 35 tahun.
3. Pendidikan Terakhir
 - a. SD
 - b. SMP
 - c. SMA
 - d. S1/S2/S3*(coret yang tidak perlu)
4. Pekerjaan
 - a. Pelajar / Mahasiswa
 - b. PNS
 - c. Wirausaha
 - d. Karyawan Swasta
 - e. Lainnya (sebutkan).....
5. Pendapatan per bulan
 - a. Rp. 1.000.000 – Rp. 3.000.000
 - b. Rp. 3.000.001 – Rp. 5.000.000
 - c. Rp. 5.000.001 – Rp. 7.000.000
 - d. > Rp. 7.000.001
6. Frekuensi berkunjung
 - a. 2-3 kali
 - b. 4-5 kali
 - c. 6-7 kali
 - d. 8-10 kali

PETUNJUK :

Isilah semua pernyataan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (√) pada kotak pilihan yang sudah tersedia.

Keterangan :

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. S : Setuju
4. SS : Sangat Setuju

No	Pertanyaan	STS	TS	S	SS
Bauran Pemasaran (<i>Marketing Mix</i>)					
Produk (X1)					
1	Produk yang ditawarkan Solaria selalu mengikuti selera konsumen				
2	Solaria memiliki cita rasa makanan dan minuman yang enak				
Harga (X2)					
3	Harga makanan dan minuman di Solaria terjangkau				
4	Harga makanan dan minuman di Solaria sesuai dengan kualitasnya				
Tempat (X3)					
5	Lokasi Solaria yang strategis				
6	Akses menuju Solaria mudah dijangkau				
Promosi (X4)					
7	Iklan yang dibuat Solaria dalam bentuk spanduk sangat menarik perhatian saya				

	Orang (X5)				
8	Karyawan Solaria memberikan perhatian khusus kepada konsumennya				
9	Karyawan Solaria mampu menjawab pertanyaan yang diberikan konsumen				
10	Karyawan Solaria berpenampilan rapi dan menarik				
	BuktiFisik (X6)				
11	Fasilitas yang diberikan Solaria sangat baik untuk mendukung kenyamanan, seperti : toilet, wifi dll				
12	Kebersihan Solaria sangat terjaga dengan baik				
	Proses (X7)				
13	Proses pemesanan makanan pada Solaria mudah				
14	Proses pembayaran di Solaria sangat mudah				
15	Proses pembayaran di Solaria sangat cepat				
	KeputusanPembelian				
	<i>Benefit Association</i>				
16	Saya membeli di Solaria karena memenuhi kebutuhan				
17	Saya membeli di solaria karena tempatnya yang nyaman				

PETUNJUK :

Untuk frekuensi pembelian berilah tanda (√) pada kotak pilihan yang sudah tersedia.

Keterangan frekuensi pembelian:

- a. 2-3 kali dalam satu tahun
- b. 4-5 kali dalam satu tahun
- c. 6-7 kali dalam satu tahun
- d. 8-10 kali dalam satu tahun

No	Frekuensi Pembelian	2-3 kali	4-5 kali	6-7 kali	8-10 kali
18.	Tingkat keseringan saya berkunjung dalam satu tahun ke Solaria.				

Menurut anda, faktor apa yang paling anda pertimbangkan saat memilih rumah makan (Restoran)?

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TERIMA KASIH

LAMPIRAN 2**TABULASI DATA *PRE TEST* 30 RESPONDEN**

NO	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27
1	3	3	3	3	3	2	3	3	3	3	3	3	2	2	3	3	3	2	2	4	3	2	3	3	3	3	3
2	4	3	3	3	3	2	3	3	3	3	3	3	3	1	3	3	3	3	2	3	3	2	3	3	3	3	3
3	3	2	3	3	2	3	3	3	3	1	2	2	2	2	3	3	3	2	3	2	3	3	3	3	3	3	3
4	3	2	3	3	3	3	3	4	3	3	3	3	2	2	4	3	3	2	1	3	3	3	3	3	3	3	2
5	3	3	3	3	4	2	3	3	2	3	4	3	3	3	3	2	3	2	3	4	3	4	4	4	4	4	3
6	3	3	3	4	3	2	4	3	2	3	3	3	2	2	3	2	3	2	1	2	4	3	3	3	3	3	4
7	3	3	2	3	3	2	3	3	3	3	3	3	1	2	3	3	3	2	1	3	3	3	3	2	2	2	2
8	3	3	3	3	3	2	3	2	2	3	3	3	3	2	2	2	3	2	3	2	3	3	2	2	2	2	2
9	3	3	3	3	3	2	3	2	3	3	3	4	2	3	2	3	3	2	2	3	3	3	3	2	3	2	2
10	3	3	2	2	3	4	3	3	3	3	3	3	2	2	3	3	2	3	1	2	2	1	3	2	2	2	2
11	2	2	3	3	2	3	3	2	2	2	2	3	2	2	2	2	3	2	2	3	3	2	3	3	2	2	2
12	2	2	3	3	2	1	3	2	2	2	2	3	3	2	2	2	3	2	3	2	3	3	3	3	3	3	3
13	3	3	3	3	3	2	2	3	2	3	3	3	1	3	3	2	2	3	1	3	4	4	3	3	2	1	1
14	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3	4	3	2	2	2
15	2	2	3	3	2	2	3	2	2	3	3	3	2	3	2	2	3	2	2	3	3	2	3	3	3	3	3
16	3	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	1	2	1	3	3	3	3	2	2	2	2
17	3	3	3	4	4	3	4	4	4	3	3	3	3	4	4	4	3	3	3	4	4	4	4	4	3	4	4
18	3	3	2	2	3	2	2	3	3	3	3	4	2	3	3	3	2	3	1	3	2	2	3	3	3	2	3
19	3	3	4	2	3	4	3	3	2	3	3	4	3	3	3	2	4	3	1	3	2	1	4	3	2	2	3
20	4	3	2	3	3	3	2	3	3	3	3	4	2	4	3	3	1	2	1	3	3	3	4	3	2	1	2
21	3	3	3	3	3	3	2	3	3	2	3	3	2	3	3	3	2	2	2	3	3	3	3	2	3	2	2
22	4	3	4	4	3	3	3	3	4	3	3	4	3	4	3	4	3	3	1	4	3	3	4	3	3	3	3
23	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	4	3	2	3	4	4	3	3	3	2	3
24	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	4	2	4	3	3	3	3	3	2	2

25	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	
26	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	2	3	3	3	3	3	2	2	3
27	3	2	3	3	2	3	2	2	3	2	2	3	2	1	2	3	3	1	3	3	3	3	4	3	2	3	3
28	3	3	2	3	3	3	3	3	2	3	3	3	2	3	3	2	3	2	1	3	3	2	3	3	3	2	3
29	3	2	3	3	3	2	2	3	2	3	3	3	3	3	3	2	3	2	2	3	3	3	3	3	3	3	3
30	2	2	3	3	2	3	3	2	1	2	2	2	3	2	2	1	3	2	2	3	3	3	3	3	3	3	3

x3.1	Pearson Correlation Sig. (2- tailed) N	-.358 .052 30	.430 ₊ .018 30	.078 .681 30	.238 .205 30	.708 _{**} .000 30	.313 .092 30	.241 .199 30	1 .000 30	.543 _{**} .002 30	-.107 .572 30	-.543 _{**} .002 30	.056 .770 30	.000 1.00 0 30	.374 ₊ .042 30	1.000 _{**} .000 30	.543 _{**} .002 30	.055 .772 30	.428 ₊ .018 30	-.226 .230 30	.320 .085 30	.153 .419 30	.148 .435 30	.284 .128 30	.395 ₊ .031 30	.229 .223 30	.037 .846 30	.284 .128 30	.647 _{**} .000 30
x3.2	Pearson Correlation Sig. (2- tailed) N	-.067 .726 30	-.409 ₊ .025 30	.011 .955 30	.295 .114 30	.405 ₊ .026 30	.246 .191 30	.138 .466 30	.543 _{**} .002 30	1 .000 30	-.144 .448 30	-.242 .197 30	-.145 .444 30	-.028 .882 30	.308 .098 30	.543 _{**} .002 30	1.000 _{**} .000 30	-.043 .821 30	.338 .068 30	.035 .853 30	.351 .057 30	.039 .840 30	.122 .521 30	.341 .065 30	.054 .776 30	.031 .869 30	.107 .574 30	.104 .584 30	.553 _{**} .002 30
x4.1	Pearson Correlation Sig. (2- tailed) N	-.106 .578 30	-.048 .803 30	.292 .117 30	.141 .458 30	.070 .714 30	-.233 .089 30	-.233 .215 30	-.107 .572 30	-.144 .448 30	1 .000 30	.080 .673 30	.099 .604 30	-.244 .194 30	.038 .840 30	-.107 .572 30	-.144 .448 30	.316 .089 30	-.205 .278 30	.267 .154 30	-.126 .507 30	.045 .812 30	.019 .919 30	-.183 .332 30	.117 .539 30	.271 .148 30	.285 .127 30	.336 .070 30	.197 .298 30
x4.2	Pearson Correlation Sig. (2- tailed) N	-.280 .134 30	-.722 _{**} .000 30	.233 .215 30	.142 .453 30	.869 _{**} .000 30	-.018 .923 30	-.175 .356 30	.543 _{**} .002 30	.242 .197 30	.080 .673 30	1 .000 30	.055 .771 30	.082 .666 30	.485 _{**} .007 30	.543 _{**} .002 30	.242 .197 30	.092 .630 30	.345 .062 30	-.161 .397 30	.382 ₊ .037 30	.025 .894 30	.098 .605 30	.154 .415 30	.196 .298 30	.319 .086 30	-.111 .560 30	.038 .843 30	.521 _{**} .003 30
x4.3	Pearson Correlation Sig. (2- tailed) N	-.167 .378 30	-.066 .730 30	-.032 .867 30	-.292 .117 30	.048 .800 30	-.241 .200 30	-.098 .605 30	.056 .770 30	-.145 .444 30	.099 .604 30	.055 .771 30	1 .000 30	-.084 .658 30	-.219 .245 30	.056 .770 30	-.145 .444 30	-.173 .360 30	-.216 .251 30	.224 .234 30	.000 1.000 30	-.010 .956 30	.141 .457 30	-.063 .740 30	.040 .833 30	.234 .214 30	.136 .472 30	.077 .685 30	-.003 .988 30
x5.1	Pearson Correlation Sig. (2- tailed) N	-.271 .148 30	-.000 1.00 0 30	.237 .208 30	.217 .250 30	.179 .345 30	.028 .884 30	.332 .073 30	.000 1.00 0 30	-.028 .882 30	.244 .194 30	.082 .666 30	-.084 .658 30	1 .000 30	.148 .436 30	.000 1.000 30	-.028 .882 30	.447 ₊ .013 30	.216 .252 30	.391 ₊ .033 30	.194 .305 30	-.039 .839 30	.075 .695 30	.117 .537 30	.374 ₊ .042 30	.451 ₊ .012 30	.506 _{**} .004 30	.459 ₊ .011 30	.471 _{**} .009 30
x5.2	Pearson Correlation Sig. (2- tailed) N	-.329 .076 30	-.423 ₊ .020 30	-.075 .696 30	-.256 .173 30	.506 _{**} .004 30	.185 .329 30	.031 .869 30	.374 ₊ .042 30	.308 .098 30	.038 .840 30	.485 _{**} .007 30	-.219 .436 30	.148 .000 30	1 .000 30	.374 ₊ .042 30	.308 .098 30	-.119 .532 30	.393 ₊ .032 30	-.150 .429 30	.457 ₊ .011 30	.128 .501 30	.271 .148 30	.407 ₊ .026 30	.300 .107 30	.164 .387 30	-.146 .441 30	.000 1.00 0 30	.481 _{**} .007 30
x5.3	Pearson Correlation Sig. (2- tailed) N	-.358 .052 30	.430 ₊ .018 30	.078 .681 30	.238 .205 30	.708 _{**} .000 30	.313 .092 30	.241 .199 30	1.00 .000 0 30	.543 _{**} .002 30	-.107 .572 30	-.543 _{**} .002 30	.056 .770 30	.000 1.00 0 30	.374 ₊ .042 30	1 .000 30	.543 _{**} .002 30	.055 .772 30	.428 ₊ .018 30	-.226 .230 30	.320 .085 30	.153 .419 30	.148 .435 30	.284 .128 30	.395 ₊ .031 30	.229 .223 30	.037 .846 30	.284 .128 30	.647 _{**} .000 30

x6.1	Pearson Correlation Sig. (2- tailed) N	-.067 .726 30	.409 .025 30	.011 .955 30	.295 .114 30	.405 .026 30	.246 .191 30	.138 .466 30	.543 .002 30	1.00 .000 30	-.144 .448 30	.242 .197 30	-.145 .444 30	-.028 .882 30	.308 .098 30	.543** .002 30	1 .821 30	-.043 .068 30	.338 .853 30	.035 .057 30	.351 .840 30	.039 .521 30	.122 .065 30	.341 .776 30	.054 .869 30	.031 .574 30	.107 .584 30	.104 .584 30	.553** .002 30
x6.2	Pearson Correlation Sig. (2- tailed) N	-.079 .676 30	-.011 .954 30	.285 .126 30	.387 .035 30	.080 .675 30	.072 .704 30	.628** .000 30	.055 .772 30	-.043 .821 30	.316 .089 30	.092 .630 30	-.447 .360 30	-.447 .013 30	-.119 .532 30	.055 .772 30	-.043 .821 30	1 .821 30	.047 .806 30	.266 .155 30	.086 .649 30	.128 .501 30	-.027 .889 30	-.063 .741 30	.307 .099 30	.341 .065 30	.437 .016 30	.512** .004 30	.437** .016 30
x6.3	Pearson Correlation Sig. (2- tailed) N	-.271 .148 30	-.517** .003 30	-.128 .499 30	.000 1.00 30	.405 .026 30	.311 .094 30	.242 .197 30	.428* .018 30	.338 .068 30	-.205 .278 30	-.345 .062 30	-.216 .251 30	-.216 .252 30	.393* .032 30	.428* .018 30	.338 .068 30	.047 .806 30	1 .333 30	-.183 .125 30	.286 .125 30	-.042 .826 30	-.059 .757 30	.093 .626 30	.162 .392 30	-.034 .858 30	-.199 .291 30	.113 .552 30	-.357 .053 30
x7.1	Pearson Correlation Sig. (2- tailed) N	.012 .949 30	-.210 .266 30	-.037 .846 30	.254 .176 30	-.056 .770 30	-.179 .344 30	-.192 .310 30	-.226 .230 30	.035 .853 30	.267 .154 30	-.224 .397 30	-.391 .033 30	-.391 .033 30	-.150 .429 30	-.226 .230 30	.035 .853 30	.266 .155 30	-.183 .333 30	1 1.000 30	.000 .306 30	.193 .049 30	.362* .700 30	.073 .103 30	.304 .103 30	.217 .250 30	.501** .005 30	.179 .343 30	.302 .105 30
x7.2	Pearson Correlation Sig. (2- tailed) N	-.240 .202 30	.252 .179 30	.122 .520 30	.224 .235 30	.443* .014 30	.086 .649 30	.000 1.00 30	.320 .085 30	.351 .057 30	-.126 .507 30	-.382* .037 30	.000 1.00 30	.194 .305 30	.457* .011 30	.320 .085 30	.351 .057 30	.086 .649 30	.286 .125 30	.000 1.000 30	1 .528 30	.120 .218 30	.231 .218 30	.485** .007 30	.463** .010 30	.322 .082 30	.174 .358 30	.089 .641 30	.549** .002 30
x7.3	Pearson Correlation Sig. (2- tailed) N	-.005 .980 30	.045 .812 30	-.161 .395 30	.804** .000 30	.155 .414 30	-.266 .155 30	-.386* .035 30	.153 .419 30	.039 .840 30	.045 .812 30	.025 .894 30	-.010 .956 30	-.039 .839 30	.128 .501 30	.153 .419 30	.039 .840 30	.128 .501 30	-.042 .826 30	.193 .306 30	.120 .528 30	1 .000 30	.758** .000 30	-.029 .879 30	.296 .113 30	.172 .365 30	.167 .378 30	.142 .454 30	.379* .039 30
x7.4	Pearson Correlation Sig. (2- tailed) N	.018 .923 30	.019 .919 30	-.132 .487 30	.604** .000 30	.256 .172 30	-.307 .099 30	.095 .617 30	.148 .435 30	.122 .521 30	.019 .919 30	.098 .605 30	.141 .457 30	.075 .695 30	.271 .148 30	.148 .435 30	.122 .521 30	-.027 .889 30	-.059 .757 30	.362* .049 30	.231 .218 30	.758** .000 30	1 .555 30	.112 .126 30	.286 .185 30	.249 .621 30	.094 1.00 30	.000 .022 30	.416* .022 30
y1.1	Pearson Correlation Sig. (2- tailed) N	-.320 .085 30	.122 .520 30	.356 .054 30	.136 .475 30	.268 .152 30	.378* .040 30	-.025 .896 30	.284 .128 30	.341 .065 30	-.183 .332 30	-.154 .415 30	-.117 .740 30	-.117 .537 30	.407* .026 30	.284 .128 30	.341 .065 30	-.063 .741 30	.093 .626 30	.073 .700 30	.485** .007 30	-.029 .879 30	.112 .555 30	1 .002 30	.533** 1.00 30	.000 .372 30	.169 .253 30	.215 .253 30	.449* .013 30

y1.2	Pearson Correlation Sig. (2- tailed) N	- .259 30	- .029 30	.339 .067 30	.388 .034 30	.299 .109 30	.027 .889 30	.293 .116 30	.395 .031 30	.054 .776 30	.117 .539 30	.196 .298 30	.040 .833 30	.374 .042 30	.300 .107 30	.395 [*] .031 30	.054 .776 30	.307 .099 30	.162 .392 30	.304 .103 30	.463 ^{**} .010 30	.296 .113 30	.286 .126 30	.533 ^{**} .002 30	1 .011 30	.456 [*] .010 30	.463 ^{**} .001 30	.583 ^{**} .001 30	.670 ^{**} .000 30
y2.1	Pearson Correlation Sig. (2- tailed) N	.043 .822 30	.000 1.00 30	.131 .489 30	.360 .050 30	.277 .138 30	- .096 30	.294 .114 30	.229 .223 30	.031 .869 30	.271 .148 30	.319 .086 30	.234 .214 30	.451 .012 30	.164 .387 30	.229 .223 30	.031 .869 30	.341 .065 30	-0.034 .858 30	.217 .250 30	.322 .082 30	.172 .365 30	.249 .185 30	.000 1.000 30	.456 [*] .011 30	1 .001 30	.561 ^{**} .002 30	.541 ^{**} .002 30	.556 ^{**} .001 30
y2.2	Pearson Correlation Sig. (2- tailed) N	- .250 30	- .263 30	.085 .655 30	.389 .033 30	.000 1.00 30	- .264 30	.412 .024 30	.037 .846 30	.107 .574 30	.285 .127 30	- .560 30	.136 .472 30	.506 ^{**} .004 30	-.146 .441 30	.037 .846 30	.107 .574 30	.437 [*] .016 30	-.199 .291 30	.501 ^{**} .005 30	.174 .358 30	.167 .378 30	.094 .621 30	.169 .372 30	.463 ^{**} .010 30	.561 ^{**} .001 30	1 .000 30	.773 ^{**} .000 30	.473 ^{**} .008 30
y2.3	Pearson Correlation Sig. (2- tailed) N	- .284 30	- .112 30	.217 .249 30	.397 .030 30	.131 .490 30	- .893 30	.517 .003 30	.284 .128 30	.104 .584 30	.336 .070 30	.038 .843 30	.077 .685 30	.459 .011 30	.000 1.000 30	.284 .128 30	.104 .584 30	.512 ^{**} .004 30	-.113 .552 30	.179 .343 30	.089 .641 30	.142 .454 30	.000 1.000 30	.215 .253 30	.583 ^{**} .001 30	.541 ^{**} .002 30	.773 ^{**} .000 30	1 .000 30	.559 ^{**} .001 30
BUT IR_T OT	Pearson Correlation Sig. (2- tailed) N	- .320 30	.424 .020 30	.247 .188 30	.642 .000 30	.690 .000 30	.139 .464 30	.569 .001 30	.647 .000 30	.553 .002 30	.197 .298 30	.521 .003 30	- .988 30	.471 .009 30	.481 ^{**} .007 30	.647 ^{**} .000 30	.553 ^{**} .002 30	.437 [*] .016 30	.357 .053 30	.302 .105 30	.549 ^{**} .002 30	.379 .039 30	.416 [*] .022 30	.449 [*] .013 30	.670 .000 30	.556 .001 30	.473 .008 30	.559 .001 30	1 .001 30

*. 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 *PRE TEST* 30 RESPONDEN****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.830	27

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	71.1000	49.266	-.382	.846
x1.2	71.4333	44.392	.365	.824
x1.3	71.0333	45.482	.180	.830
x1.4	71.1333	42.533	.594	.817
x2.1	71.3000	42.148	.646	.815
x2.2	71.5667	46.047	.040	.838
x2.3	71.2667	42.754	.508	.819
x3.1	71.3333	42.299	.597	.816
x3.2	71.5000	42.259	.480	.819
x4.1	71.4333	45.840	.130	.831
x4.2	71.3000	43.803	.469	.821
x4.3	71.0667	47.099	-.069	.837
x5.1	71.8000	43.338	.397	.823
x5.2	71.5333	42.395	.388	.824
x5.3	71.3333	42.299	.597	.816
x6.1	71.5000	42.259	.480	.819
x6.2	71.3667	43.275	.352	.825
x6.3	71.7667	44.254	.275	.828
x7.1	72.2667	44.271	.194	.833
x7.2	71.1333	42.809	.485	.820
x7.3	71.1000	44.576	.315	.826
x7.4	71.3333	43.126	.317	.827
y1.1	70.9333	44.133	.390	.824
y1.2	71.2667	42.478	.626	.816
y2.1	71.4667	43.016	.497	.820
y2.2	71.7333	42.961	.391	.823
y2.3	71.4667	42.257	.487	.819

LAMPIRAN 5**DATA KARAKTERISTIK**

NO	JENIS KELAMIN	USIA	PENDIDIKAN TERAKHIR	PEKERJAAN	PENDAPATAN	FREKUENSI BERKUNJUNG
1	2	1	3	1	1	2
2	2	1	3	1	1	2
3	2	1	3	1	1	1
4	2	1	3	1	1	2
5	2	1	3	1	1	2
6	2	1	3	1	1	1
7	1	3	4	2	2	3
8	1	4	4	2	2	4
9	2	3	4	2	2	1
10	2	3	4	2	2	2
11	2	2	3	4	1	1
12	2	2	4	4	1	2
13	1	2	4	4	1	1
14	2	3	4	2	2	3
15	2	2	4	2	2	2
16	2	2	3	4	1	1
17	2	2	3	4	1	1
18	2	2	3	4	2	2
19	2	3	4	3	3	3
20	1	4	4	2	2	4
21	1	3	4	2	2	2
22	1	3	4	2	2	2
23	2	2	3	4	2	1
24	1	2	3	3	1	1
25	2	1	4	3	1	4
26	1	1	4	4	2	2
27	1	1	3	4	1	2
28	2	1	3	4	1	1
29	1	2	3	3	1	1
30	2	2	3	5	1	3
31	2	2	3	4	1	2
32	1	2	3	4	1	1
33	1	2	4	2	1	2
34	1	4	4	3	4	2
35	1	4	4	3	2	3
36	1	3	3	4	2	3

37	1	4	4	3	3	1
38	2	2	3	4	2	2
39	2	2	3	4	2	3
40	2	2	4	4	2	1
41	2	2	4	4	2	1
42	2	2	4	4	2	2
43	2	2	4	4	2	2
44	2	2	4	4	2	4
45	1	2	4	4	2	1
46	2	1	3	4	1	2
47	1	1	3	3	1	2
48	1	2	4	3	3	1
49	1	2	4	2	2	2
50	2	4	3	5	2	1
51	2	3	4	3	4	1
52	2	3	4	2	2	2
53	2	2	3	4	1	3
54	1	2	3	4	1	2
55	2	2	4	2	2	3
56	2	2	4	2	2	2
57	2	2	4	2	2	4
58	2	1	4	4	1	1
59	1	1	4	4	1	1
60	2	4	3	5	2	4
61	2	4	3	5	1	3
62	2	4	3	4	2	3
63	2	4	2	5	1	2
64	2	3	4	3	3	1
65	2	3	4	2	2	2
66	2	1	4	3	1	3
67	2	2	4	4	2	2
68	2	2	4	4	2	2
69	2	2	4	4	2	3
70	2	2	4	4	2	3
71	2	2	4	4	2	1
72	1	3	4	4	2	1
73	1	4	4	3	4	1
74	2	2	4	2	2	2

75	2	2	4	2	2	2
76	2	2	4	4	2	4
77	1	1	3	1	1	3
78	1	1	3	1	1	2
79	1	1	3	1	1	1
80	1	1	3	1	1	1
81	2	2	4	4	2	2
82	1	2	4	4	2	1
83	2	2	4	4	2	3
84	1	3	4	3	3	1
85	2	2	4	2	2	4
86	1	2	4	2	2	4
87	1	3	4	3	3	2
88	1	4	4	3	4	1
89	2	3	4	4	3	2
90	2	3	4	4	2	2
91	2	2	4	4	2	3
92	2	2	4	4	2	1
93	2	2	4	4	2	2
94	2	1	4	4	1	4
95	1	1	4	4	1	1
96	2	1	4	4	2	2
97	1	1	3	4	1	1
98	2	4	4	3	3	1
99	1	2	4	3	4	1
100	2	2	4	4	2	3

LAMPIRAN 6

TABULASI DATA 100 RESPONDEN

	produk		Rata''	harga		Rata''	tempat		Rata''	promosi	Rata''	orang			Rata''	buktifisik		Rata''	proses			Rata''	Keputusan pembelian			Rata''
1	1	3	2.00	3	3	3.00	3	3	3.00	3	3.00	3	4	4	3.67	3	2	2.50	3	3	3	3.00	3	3	2	2.67
2	2	3	2.50	4	3	3.50	3	3	3.00	3	3.00	4	4	4	4.00	3	3	3.00	3	4	3	3.33	4	4	2	3.33
3	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	2	2.00	3	3	3	3.00	3	3	1	2.33
4	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	2	2.67
5	3	1	2.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	2	2.00	3	3	3	3.00	2	2	2	2.00
6	4	3	3.50	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	1	2.33
7	4	3	3.50	3	4	3.50	3	3	3.00	4	4.00	3	3	3	3.00	2	3	2.50	3	3	3	3.00	3	3	3	3.00
8	1	3	2.00	4	4	4.00	4	4	4.00	3	3.00	4	4	4	4.00	3	2	2.50	4	4	4	4.00	2	2	4	2.67
9	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	1	2.33
10	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	2	2.00	3	3	3	3.00	3	2	2	2.33
11	4	4	4.00	3	3	3.00	4	4	4.00	4	4.00	4	4	4	4.00	3	4	3.50	4	3	4	3.67	3	3	1	2.33
12	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	2	2.67
13	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	1	2.33
14	4	4	4.00	4	4	4.00	4	4	4.00	4	4.00	4	4	4	4.00	4	4	4.00	4	4	4	4.00	4	4	3	3.67
15	3	1	2.00	4	3	3.50	3	3	3.00	4	4.00	3	3	4	3.33	2	3	2.50	3	3	3	3.00	2	2	2	2.00
16	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	2	2.00	3	3	3	3.00	3	3	1	2.33
17	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	3	2.50	3	3	3	3.00	3	3	1	2.33
18	3	2	2.50	3	3	3.00	2	3	2.50	3	3.00	3	4	3	3.33	2	2	2.00	2	3	3	2.67	3	3	2	2.67

19	4	4	4.00	4	3	3.50	3	3	3.00	4	4.00	3	3	3	3.00	2	3	2.50	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3.00
20	3	3	3.00	3	3	3.00	3	4	3.50	3	3.00	3	4	4	3.67	2	2	2.00	2	3	3	2.67	3	3	4	2.67	3	3	4	2.67	3	3	4	2.67	3	3	4	2.67	3.33
21	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	2	3.00	3	3	2	3.00	3	3	2	3.00	3	3	2	3.00	2.67
22	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	2	3.00	3	3	2	3.00	3	3	2	3.00	3	3	2	3.00	2.67
23	3	4	3.50	4	3	3.50	4	4	4.00	3	3.00	4	4	4	4.00	3	3	3.00	3	3	3	3.00	3	3	1	3.00	3	3	1	3.00	3	3	1	3.00	3	3	1	3.00	2.33
24	3	3	3.00	3	3	3.00	4	3	3.50	3	3.00	3	3	4	3.33	2	1	1.50	2	3	3	2.67	3	2	1	2.67	3	2	1	2.67	3	2	1	2.67	3	2	1	2.67	2.00
25	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	2	2.67	2	2	4	2.67	2	2	4	2.67	2	2	4	2.67	2	2	4	2.67	2.67
26	2	2	2.00	2	3	2.50	3	3	3.00	3	3.00	3	3	3	3.00	1	1	1.00	1	1	1	1.00	1	1	2	1.00	1	1	2	1.00	1	1	2	1.00	1	1	2	1.00	1.33
27	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	2	3.00	3	3	2	3.00	3	3	2	3.00	3	3	2	3.00	3.33
28	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	3	2.50	2	3	3	2.67	3	3	1	2.67	3	3	1	2.67	3	3	1	2.67	3	3	1	2.67	2.33
29	3	3	3.00	4	4	4.00	3	3	3.00	3	3.00	3	4	4	3.67	3	3	3.00	3	3	3	3.00	3	3	1	3.00	3	3	1	3.00	3	3	1	3.00	3	3	1	3.00	2.33
30	3	3	3.00	3	2	2.50	4	4	4.00	3	3.00	4	3	3	3.33	2	3	2.50	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3.00
31	3	3	3.00	3	4	3.50	3	3	3.00	4	4.00	3	3	3	3.00	3	2	2.50	3	3	3	3.00	2	2	2	3.00	2	2	2	3.00	2	2	2	3.00	2	2	2	3.00	2.00
32	3	4	3.50	4	3	3.50	3	3	3.00	4	4.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	1	3.00	3	3	1	3.00	3	3	1	3.00	3	3	1	3.00	2.33
33	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	4	3	3	3.33	3	2	2.50	3	3	3	3.00	3	3	2	3.00	3	3	2	3.00	3	3	2	3.00	3	3	2	3.00	2.67
34	3	3	3.00	3	3	3.00	4	3	3.50	3	3.00	3	3	3	3.00	2	2	2.00	2	3	3	2.67	2	2	2	2.67	2	2	2	2.67	2	2	2	2.67	2	2	2	2.67	2.00
35	3	3	3.00	3	3	3.00	4	4	4.00	4	4.00	4	4	3	3.67	3	2	2.50	3	4	4	3.67	4	4	3	3.67	4	4	3	3.67	4	4	3	3.67	4	4	3	3.67	3.67
36	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	4	3.33	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3	3	3	3.00	3.00
37	3	3	3.00	3	3	3.00	4	3	3.50	4	4.00	3	4	4	3.67	2	2	2.00	2	3	3	2.67	3	3	1	2.67	3	3	1	2.67	3	3	1	2.67	3	3	1	2.67	2.33

38	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	4	4	3.67	2	2	2.00	2	3	3	2.67	3	3	2	2.67
39	3	4	3.50	3	3	3.00	3	3	3.00	4	4.00	3	3	4	3.33	3	2	2.50	2	3	3	2.67	3	3	3	3.00
40	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	2	2.00	3	3	3	3.00	3	3	1	2.33
41	3	3	3.00	2	2	2.00	3	3	3.00	2	2.00	3	4	3	3.33	2	3	2.50	4	3	2	3.00	4	3	1	2.67
42	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	2	2.67
43	3	3	3.00	4	4	4.00	3	3	3.00	3	3.00	3	4	3	3.33	2	2	2.00	2	3	3	2.67	3	3	2	2.67
44	3	3	3.00	3	3	3.00	3	3	3.00	4	4.00	4	4	4	4.00	3	3	3.00	3	3	3	3.00	3	3	4	3.33
45	3	3	3.00	3	4	3.50	3	3	3.00	3	3.00	3	3	4	3.33	2	2	2.00	2	3	3	2.67	3	3	1	2.33
46	4	4	4.00	4	4	4.00	3	3	3.00	4	4.00	3	3	3	3.00	3	2	2.50	2	3	3	2.67	3	3	2	2.67
47	3	3	3.00	2	2	2.00	3	3	3.00	2	2.00	3	3	1	2.33	2	2	2.00	2	3	3	2.67	2	2	2	2.00
48	3	3	3.00	2	3	2.50	3	3	3.00	2	2.00	3	3	3	3.00	3	2	2.50	2	3	3	2.67	2	2	1	1.67
49	3	2	2.50	2	2	2.00	3	3	3.00	2	2.00	3	3	3	3.00	2	2	2.00	2	3	3	2.67	2	2	2	2.00
50	3	3	3.00	3	3	3.00	3	3	3.00	2	2.00	3	3	3	3.00	2	2	2.00	2	3	3	2.67	3	2	1	2.00
51	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	4	4	3.67	2	2	2.00	2	3	3	2.67	2	2	1	1.67
52	4	3	3.50	4	3	3.50	3	3	3.00	4	4.00	3	4	4	3.67	4	3	3.50	3	4	3	3.33	3	3	2	2.67
53	4	3	3.50	4	3	3.50	3	3	3.00	4	4.00	3	4	4	3.67	4	3	3.50	3	4	3	3.33	3	3	3	3.00
54	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	2	2.00	2	3	3	2.67	3	2	2	2.33
55	4	3	3.50	4	3	3.50	3	3	3.00	3	3.00	3	4	4	3.67	3	3	3.00	3	3	3	3.00	3	3	3	3.00
56	3	3	3.00	3	3	3.00	4	4	4.00	3	3.00	4	4	4	4.00	2	2	2.00	3	3	3	3.00	3	3	2	2.67

57	3	3	3.00	3	4	3.50	3	3	3.00	4	4.00	4	4	4	4.00	2	2	2.00	3	3	3	3.00	4	4	4	4.00
58	3	3	3.00	3	4	3.50	3	3	3.00	3	3.00	3	4	4	3.67	2	2	2.00	2	3	3	2.67	3	3	1	2.33
59	4	3	3.50	4	3	3.50	3	3	3.00	3	3.00	4	3	3	3.33	3	3	3.00	3	3	3	3.00	3	3	1	2.33
60	3	3	3.00	2	3	2.50	4	3	3.50	4	4.00	4	4	4	4.00	2	2	2.00	3	3	3	3.00	3	3	4	3.33
61	3	3	3.00	4	4	4.00	3	3	3.00	3	3.00	4	3	3	3.33	3	2	2.50	3	3	4	3.33	3	3	3	3.00
62	3	4	3.50	4	4	4.00	4	4	4.00	4	4.00	4	4	4	4.00	4	4	4.00	4	4	4	4.00	4	4	3	3.67
63	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	4	3	3	3.33	3	2	2.50	3	3	3	3.00	3	3	2	2.67
64	3	3	3.00	4	3	3.50	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	2	2	2.33	2	3	1	2.00
65	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	2	2.67
66	3	4	3.50	3	3	3.00	3	3	3.00	3	3.00	3	4	4	3.67	3	3	3.00	3	3	3	3.00	3	3	3	3.00
67	3	4	3.50	4	3	3.50	3	3	3.00	3	3.00	4	4	4	4.00	2	2	2.00	3	3	3	3.00	3	3	2	2.67
68	3	3	3.00	3	3	3.00	3	3	3.00	2	2.00	3	3	3	3.00	3	3	3.00	3	4	4	3.67	2	2	2	2.00
69	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	2	3	3	2.67	3	4	3	3.33
70	3	2	2.50	3	3	3.00	3	3	3.00	3	3.00	3	4	3	3.33	3	3	3.00	3	3	3	3.00	2	3	3	2.67
71	3	3	3.00	3	3	3.00	2	2	2.00	2	2.00	3	3	3	3.00	2	2	2.00	2	3	3	2.67	2	3	1	2.00
72	4	4	4.00	3	3	3.00	3	3	3.00	3	3.00	4	4	4	4.00	3	3	3.00	3	3	3	3.00	2	3	1	2.00
73	3	4	3.50	4	4	4.00	4	3	3.50	3	3.00	3	3	3	3.00	3	3	3.00	3	2	2	2.33	2	3	1	2.00
74	3	3	3.00	3	3	3.00	4	4	4.00	3	3.00	4	4	4	4.00	2	2	2.00	2	3	3	2.67	3	3	2	2.67
75	3	3	3.00	3	3	3.00	3	3	3.00	4	4.00	4	3	3	3.33	3	2	2.50	3	3	3	3.00	4	4	2	3.33

76	3	3	3.00	3	4	3.50	3	3	3.00	4	4.00	4	4	4	4.00	4	3	3.50	3	3	3	3.00	2	3	4	3.00
77	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	3	2.50	3	3	3	3.00	2	2	3	2.33
78	3	3	3.00	3	3	3.00	4	4	4.00	3	3.00	4	4	4	4.00	3	3	3.00	3	3	3	3.00	3	3	2	2.67
79	4	4	4.00	4	4	4.00	4	3	3.50	3	3.00	3	3	3	3.00	3	3	3.00	3	3	2	2.67	2	2	1	1.67
80	4	3	3.50	3	3	3.00	4	3	3.50	4	4.00	3	4	4	3.67	3	3	3.00	4	3	3	3.33	3	4	1	2.67
81	4	3	3.50	3	4	3.50	3	3	3.00	3	3.00	3	3	3	3.00	4	4	4.00	2	2	3	2.33	3	3	2	2.67
82	4	3	3.50	4	4	4.00	4	4	4.00	3	3.00	4	4	4	4.00	3	3	3.00	3	4	4	3.67	3	3	1	2.33
83	3	4	3.50	3	3	3.00	3	3	3.00	3	3.00	3	3	4	3.33	3	3	3.00	3	3	3	3.00	3	3	3	3.00
84	3	3	3.00	3	3	3.00	3	3	3.00	2	2.00	3	3	3	3.00	2	3	2.50	2	3	3	2.67	2	3	1	2.00
85	4	3	3.50	4	3	3.50	3	2	2.50	2	2.00	3	2	4	3.00	3	3	3.00	3	2	3	2.67	3	1	4	2.67
86	3	4	3.50	3	3	3.00	4	3	3.50	3	3.00	3	3	4	3.33	3	3	3.00	3	3	3	3.00	2	3	4	3.00
87	4	4	4.00	4	3	3.50	3	3	3.00	4	4.00	3	4	3	3.33	3	3	3.00	3	3	3	3.00	3	3	2	2.67
88	4	4	4.00	4	4	4.00	3	3	3.00	3	3.00	3	4	4	3.67	4	4	4.00	4	3	3	3.33	3	3	1	2.33
89	3	3	3.00	3	3	3.00	3	3	3.00	4	4.00	3	3	4	3.33	3	3	3.00	3	3	3	3.00	3	3	2	2.67
90	4	4	4.00	3	4	3.50	2	3	2.50	3	3.00	3	3	3	3.00	2	3	2.50	3	3	3	3.00	4	3	2	3.00
91	2	2	2.00	1	1	1.00	3	3	3.00	2	2.00	3	1	2	2.00	1	1	1.00	1	3	3	2.33	2	2	3	2.33
92	3	3	3.00	3	3	3.00	2	2	2.00	3	3.00	3	3	3	3.00	2	2	2.00	2	3	3	2.67	3	3	1	2.33
93	3	4	3.50	4	4	4.00	3	3	3.00	3	3.00	3	3	3	3.00	2	2	2.00	2	3	3	2.67	3	3	2	2.67
94	3	4	3.50	4	3	3.50	3	3	3.00	3	3.00	3	3	3	3.00	3	3	3.00	3	3	3	3.00	3	3	4	3.33

95	3	2	2.50	3	1	2.00	2	1	1.50	2	2.00	2	4	3	3.00	1	2	1.50	1	2	2	1.67	1	1	1	1.00
96	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	2	2.00	3	3	3	3.00	3	2	2	2.33
97	4	4	4.00	2	3	2.50	2	3	2.50	4	4.00	4	4	4	4.00	1	2	1.50	2	3	3	2.67	2	2	1	1.67
98	3	3	3.00	2	2	2.00	3	3	3.00	3	3.00	3	4	4	3.67	2	2	2.00	3	3	3	3.00	2	2	1	1.67
99	3	3	3.00	3	3	3.00	3	3	3.00	3	3.00	3	3	3	3.00	2	3	2.50	3	3	3	3.00	3	2	1	2.00
100	3	3	3.00	3	3	3.00	3	3	3.00	4	4.00	4	4	3	3.67	3	3	3.00	4	3	4	3.67	2	3	3	2.67

LAMPIRAN 7

HASIL UJI REGRESI LINIER BERGANDA

1. Hasil uji pengaruh Bauran Pemasaran terhadap Keputusan pembelian secara simultan.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.309	7	1.330	6.754	.000 ^a
	Residual	17.919	91	.197		
	Total	27.229	98			

a. Predictors: (Constant), proses, produk, promosi, tempat, harga, orang, bukti_fisik

b. Dependent Variable: keputusan_pembelian

2. Hasil uji pengaruh Bauran Pemasaran terhadap Keputusan Pembelian secara parsial.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.182	.490		.371	.712
	produk	-.071	.119	-.060	-.591	.556
	harga	.002	.108	.002	.020	.984
	tempat	.055	.126	.044	.438	.663
	promosi	.253	.092	.280	2.750	.007
	orang	.059	.135	.047	.434	.665
	bukti_fisik	.150	.101	.172	1.483	.141
	proses	.352	.150	.270	2.344	.021

a. Dependent Variable: keputusan_pembelian

3. Hasil Uji Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585 ^a	.342	.291	.44375

a. Predictors: (Constant), proses, produk, promosi, tempat, harga, orang, bukti_fisik