

KUESIONER PENELITIAN

Kepada

Yth. Saudara/i

Konsumen Distro *Baliank*

Dengan Hormat,

Saya yang bertanda tangan di bawah ini :

Nama : Ardika

NIM : 302 11 11 055

Prodi : Manajemen

Adalah mahasiswa Fakultas Ekonomi, Universitas Bangka Belitung yang sedang menyusun sebuah skripsi sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi dengan judul “**Pengaruh *Windows Display, Interior Display dan Kualitas Pelayanan terhadap Keputusan Pembelian pada Distro Baliank Pangkalpinang***”. Oleh karena itu, mohon bantuan saudara/i untuk menjawab pertanyaan-pertanyaan kuesioner berikut ini.

Kuesioner ini hanya untuk kepentingan penelitian semata, dan tidak untuk dipublikasikan.

Demikianlah, saya ucapkan terima kasih atas kesediaan saudara/i yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

Balunijuk, Mei 2017

Peneliti,

Ardika

Profil Responden

Berilah tanda *check list* (✓) untuk setiap jawaban yang menurut anda paling sesuai dengan diri anda

1. Nama :
2. Jenis Kelamin : Laki-laki Perempuan
3. Usia : 15-25 Tahun 31 – 40 Tahun
 26-30 Tahun > 40 Tahun
4. Pekerjaan : Pelajar/Mahasiswa Pegawai Negeri
 Wiraswasta Karyawan Swasta

A. Petunjuk Pengisian Kuesioner

1. Sebelum mengisi kuesioner ini, mohon saudara/i membaca setiap butir pertanyaan dengan cermat.
2. Saudara/i tinggal beri tanda *check list* (✓) pada kolom yang sesuai dengan pilihan.
3. Untuk setiap butir pertanyaan hanya diperbolehkan memilih satu alternatif jawaban.
4. Jika ada kesalahan dalam memilih alternatif jawaban, beri tanda (X) pada kolom yang salah kemudian beri tanda *check list* (✓) pada kolom yang sesuai.
5. Semua pertanyaan yang ada, mohon di jawab tanpa ada satupun yang terlewat.

B. Keterangan Jawaban

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. RR : Ragu-Ragu
4. S : Setuju
5. SS : Sangat Setuju

Kuesioner *Windows Display* (X1)

Isi dan beri centang pada pilihan jawaban

No	Pertanyaan	Pilihan jawaban				
		STS	TS	RR	S	SS
<i>Merchandise Infomation</i>						
1	Distro Balliank memberikan informasi produk yang di jual dibagian depan toko sehingga memudahkan saya untuk melihat					
2	Distro Balliank memberikan informasi tentang perbedaan produk yang di jual.					
<i>Promotion Information</i>						
3	Distro Balliank selalu menampilkan promo terbaru dibagian depan toko					
4	Saya sangat tertarik dengan informasi promo dari Distro Balliank					
<i>New Fashion Information</i>						
5	Apabila ada informasi pakian baru, Distro Balliank selalu menyampaikannya dibagian depan toko					
6	Distro Balliank selau memberikan informasi tentang produk terbaiknya					
<i>Store Image Information</i>						
7	Saya sangat tetarik dengan informasi yang ditampilkan dibagian depan toko Distro Balliank					
8	Dengan adanya informasi dibagian depan toko sangat menarik minat saya dalam membeli					

Kuesioner *Interior Display* (X2)

Isi dan beri centang pada pilihan jawaban

No	Pertanyaan	Pilihan jawaban				
		STS	TS	RR	S	SS
Merchandise Display						
1	Distro Balliank melakukan pemajangan baarang ditempat yang dapat dilihat setiap pengunjung					
2	Distro Balliank menyediakan pajangan barang-barang tertentu ditempat tertutup					
3	Distro Balliank memperlihatkan contoh-contoh produk pakian yang dijual apabila digunakan					
Store Sign and Decoration						
4	Di dalam Distro Balliank memiliki simbol-simbol yang memudahkan saya untuk memilih barang					
5	Distro Balliank memberikan lambang-lambang utuk menunjukan sesuatu kepada konsumen					
6	Distro Balliank memasang poster-poster yang sangat menarik					
7	Distro Balliank memberikan daftar harga pada setiap produk yang dijual					
8	Pada saat-saat tertentu, Distro Balliank mendekorasi ruangan dengan sangat menarik.					

Kuesioner *Kualitas Pelayanan* (X3)

Isi dan beri centang pada pilihan jawaban

No	Pertanyaan	Pilihan jawaban				
		STS	TS	RR	S	SS
Kecepatan						
1	Distro Balliank memberikan pelayanan minimal kepada para konsumen.					
2	Saya merasa respon pegawai Distro Balliank sangat cepat.					
Ketepatan						
3	Produk yang di tawarkan Distro Balliank sudah sesuai.					
4	Saya merasaproduk Distro Balliank sesuai dengan harapan saya					
Keamanan						

5	Distro Balliank memberikan jaminan atas kerusakan produk yang di beli.					
6	Saya merasa aman pada saat membeli di Distro Balliank.					
Keramah Tamahan						
7	Seluruh pegawai Distro Balliank sangat sopan dan santun.					
8	Pegawai Distro Balliank sangat menjaga kerapiannya					
Kenyamanan						
9	Pegawai Distro Balliank memberikan pelayanan yang cukup baik.					
10	Saya merasa saat berbelanja pada Distro Balliank dapat di terima dengan baik.					

Kuesioner Keputusan Pembelian (Y1)

Isi dan beri centang pada pilihan jawaban

No	Pertanyaan	Pilihan jawaban				
		STS	TS	RR	S	SS
Kemantapan pada Sebuah Produk						
1	Produk Distro Balliank memiliki kualitas yang baik.					
2	Mutu produk Distro Balliank sangat baik.					
Kebiasaan dalam membeli						
3	Saya terbiasa membeli produk Distro Balliank.					
4	Dengan membeli produk Distro Balliank saya mendapatkan manfaat yang lebih.					
Memberikan rekomendasi						
5	Saya mendapatkan manfaat dari membeli produk Distro Balliank.					
6	Saya akan merekomendasikan produk Distro Balliank kepada orang lain.					
Melakukan Pembelian Ulang						
7	Produk Distro Balliank sesuai dengan keinginan saya.					
8	Saya sering melakukan pembelian produk Distro Balliank.					

LAMPIRAN Output SPSS

Tabulasi data dan Jawaban Responden

No	(X1)								X1.Total	(X2)								X2.Total
	1	2	3	4	5	6	7	8		1	2	3	4	5	6	7	8	
1	4	4	4	4	4	4	4	4	32	5	4	4	4	4	4	4	4	33
2	3	3	3	3	3	3	3	3	24	4	4	4	4	4	3	3	3	29
3	3	4	3	3	4	3	4	4	28	4	4	3	4	4	4	4	2	29
4	4	4	4	5	5	5	4	4	35	4	5	4	5	5	4	4	3	34
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7	5	4	4	5	5	5	4	4	36	4	5	4	5	4	3	3	4	32
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9	4	4	5	5	4	4	4	4	34	4	5	5	4	5	4	3	4	34
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11	5	5	4	5	5	5	5	5	39	5	5	5	5	5	5	5	3	38
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18	5	5	5	5	5	5	4	5	39	5	5	4	5	4	5	5	5	38
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220	3	5	3	4	3	3	4	3	3	5	36	3	3	4	3	3	3	5	5	29
221	4	4	2	3	4	3	4	2	4	4	34	4	4	4	5	4	4	4	4	33
222	4	2	3	3	2	3	2	1	2	4	26	4	3	3	3	3	2	4	5	27
223	4	5	4	5	5	5	5	4	4	2	43	4	3	4	4	3	4	4	5	31
224	5	5	5	4	4	4	4	5	4	4	44	4	4	5	5	5	4	3	3	33
225	4	4	5	4	4	4	5	4	5	5	44	5	4	4	4	5	5	3	3	33
226	4	4	3	4	4	4	4	4	4	4	39	4	4	4	4	4	4	5	5	34
227	4	4	5	4	3	3	4	3	4	4	38	5	3	4	4	4	4	5	5	34
228	4	5	4	5	4	4	5	5	4	5	45	5	4	4	5	4	4	5	4	35
229	4	5	4	4	4	4	4	5	3	5	42	3	4	4	4	4	3	4	4	30
230	4	5	4	4	4	4	4	3	5	5	42	4	4	4	4	4	5	4	4	33
231	4	4	3	4	4	4	4	3	3	4	37	4	5	5	5	4	3	4	4	34
232	5	5	5	5	4	4	4	4	4	4	44	5	5	5	5	4	4	4	4	36
233	4	4	4	4	5	4	4	4	5	5	43	4	4	5	4	4	4	4	5	34
234	4	4	3	4	5	4	4	4	4	4	40	3	3	4	3	4	4	5	5	31
235	4	4	4	4	4	4	4	4	4	5	41	4	4	3	3	4	4	3	3	28
236	4	4	3	4	4	5	4	4	3	5	40	4	3	4	3	4	4	3	4	29
237	4	4	3	4	5	4	5	4	4	4	41	4	3	3	3	4	4	4	4	29
238	5	5	5	5	5	4	2	5	2	5	43	5	5	3	5	5	5	5	4	37
239	5	4	4	4	4	4	3	4	4	5	41	5	4	4	4	5	5	3	3	33
240	4	4	4	4	5	5	4	4	4	4	42	4	4	5	4	4	4	3	4	32
241	3	3	4	2	2	4	3	3	4	3	31	4	4	2	2	3	3	3	3	24
242	5	4	4	4	4	4	4	4	5	5	43	4	4	3	4	4	5	4	5	33
243	3	4	4	4	4	4	4	4	4	5	40	5	4	4	4	3	3	4	4	31
244	4	3	4	3	3	4	3	3	3	3	33	4	4	4	4	4	4	4	4	32
245	5	5	5	5	5	5	5	5	5	5	50	5	5	5	5	4	5	4	4	37
246	3	5	4	5	4	4	4	5	4	4	42	4	4	5	4	3	3	3	4	30
247	4	4	4	3	5	3	4	4	4	5	40	4	4	3	3	3	4	3	4	28
248	5	4	4	5	4	4	4	4	4	4	42	4	4	4	3	4	5	4	4	32
249	5	5	5	4	5	5	5	5	5	5	49	5	5	5	4	5	5	4	4	37
250	5	5	5	4	5	4	5	5	4	5	47	5	5	5	4	4	5	4	4	36
251	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	5	5	34
252	4	4	5	4	5	5	5	4	5	5	46	5	5	5	5	4	4	5	5	38
253	3	4	4	4	3	4	4	4	4	4	38	5	4	4	3	3	3	4	5	31
254	3	4	3	3	4	3	4	4	3	5	36	3	3	3	3	3	3	3	4	25
255	2	4	4	4	3	2	4	4	4	5	36	3	4	4	4	1	2	4	3	25
256	4	4	3	4	4	4	4	4	4	4	39	4	3	2	2	4	4	3	4	26
257	3	5	5	4	4	2	4	5	4	4	40	4	5	4	4	3	3	3	3	29
258	4	5	5	5	4	4	4	5	5	4	45	5	5	4	5	4	4	5	3	35
259	4	4	4	4	5	5	4	4	5	4	43	4	4	4	4	4	4	4	4	32
260	4	5	4	4	2	4	5	5	5	4	42	4	4	5	4	4	4	4	5	34
261	5	5	5	5	3	3	5	5	5	5	46	5	5	5	5	4	5	4	2	35
262	4	4	4	4	5	4	4	4	5	4	42	5	4	5	5	4	4	4	3	34
263	5	5	4	4	5	5	4	5	5	5	47	5	4	4	5	5	5	4	4	36
264	5	4	5	4	5	4	5	4	5	4	45	4	5	5	4	4	5	4	4	35
265	4	4	4	4	5	5	5	4	4	5	44	5	4	4	5	4	4	5	5	36

266	5	4	5	5	4	4	5	4	4	5	45	4	5	5	4	4	5	4	5	36
267	4	4	5	4	4	5	5	4	4	5	44	4	5	4	4	4	4	4	3	32
268	3	3	4	3	3	4	4	3	4	5	36	4	4	3	5	2	3	4	4	29
269	4	5	4	2	4	2	4	5	3	4	37	4	4	4	4	4	4	5	5	34
270	4	4	4	4	5	5	4	4	5	5	44	4	4	4	4	4	4	5	5	34
271	4	4	4	5	5	4	5	4	5	5	45	4	4	5	5	4	4	4	4	34
272	4	4	4	4	5	4	4	4	5	5	43	5	4	3	3	4	4	5	5	33
273	4	4	4	5	4	4	5	4	4	5	43	5	4	5	4	5	4	4	4	35
274	4	4	4	5	5	4	5	4	5	5	45	5	4	5	4	5	4	3	3	33
275	4	4	4	4	5	4	5	4	4	5	43	4	4	4	4	5	4	4	4	33
276	4	5	4	4	5	5	4	5	5	5	46	4	4	4	4	4	4	3	2	29
277	5	5	5	5	5	4	5	5	5	5	49	5	5	4	4	5	5	5	4	37
278	4	4	4	5	5	4	5	4	5	4	44	4	4	4	4	5	4	5	4	34
279	5	5	4	5	4	4	5	5	5	4	46	4	4	4	4	5	5	4	4	34
280	4	4	4	5	5	4	5	4	4	4	43	4	4	4	4	5	4	4	5	34
281	3	4	4	4	4	3	5	4	5	5	41	4	4	3	5	3	3	5	5	32
282	3	4	3	3	4	4	4	4	3	4	36	3	3	3	4	4	3	4	5	29
283	3	4	4	4	4	4	4	4	4	4	39	3	4	3	1	4	3	4	4	26
284	3	3	4	3	4	3	4	3	4	4	35	3	4	3	3	3	3	5	5	29
285	5	4	5	4	4	3	4	4	5	5	43	4	5	4	4	5	5	4	4	35
286	3	4	4	4	5	4	5	4	4	4	41	4	4	4	3	3	3	5	5	31
287	4	4	4	5	4	3	4	4	4	4	40	4	4	3	3	4	4	5	4	31
288	3	4	4	5	3	2	4	4	5	5	39	4	4	2	2	3	3	4	3	25
289	4	4	4	2	4	2	2	4	4	4	34	4	4	4	4	4	4	4	4	32
290	4	4	4	3	4	3	4	4	4	4	38	4	4	2	3	4	4	4	4	29
291	4	4	4	4	4	3	3	4	3	4	37	3	4	2	3	4	4	4	5	29
292	5	5	4	5	5	5	4	5	5	4	47	4	4	4	4	5	5	4	3	33
293	3	4	3	4	5	4	4	4	4	4	39	4	3	3	4	4	3	4	5	30
294	3	3	4	5	5	4	5	3	4	5	41	3	4	5	4	3	3	4	5	31
295	3	4	4	4	4	5	3	4	2	3	36	4	4	4	4	3	3	4	4	30
296	2	5	5	5	5	5	5	5	5	5	47	5	5	5	5	5	2	4	4	35
297	5	4	4	4	4	5	3	4	4	5	42	4	4	4	3	5	5	5	4	34
298	4	5	4	5	4	4	4	5	4	5	44	4	4	3	4	4	4	4	4	31
299	3	5	5	5	3	3	4	5	4	5	42	4	5	3	4	3	3	4	4	30
300	3	4	4	3	3	4	3	4	4	4	36	4	4	3	3	4	3	4	4	29
301	3	4	4	4	4	4	4	4	4	4	39	4	4	3	3	3	3	4	3	27
302	3	4	3	4	4	3	4	4	4	3	36	3	3	4	4	4	3	3	3	27
303	3	4	4	4	4	2	3	4	4	4	36	4	4	4	3	3	3	4	3	28
304	4	4	2	3	4	4	4	4	2	3	34	4	2	4	2	3	4	4	3	26
305	4	4	5	4	4	4	4	4	4	5	42	5	5	4	4	4	4	5	4	35
306	2	4	2	4	3	4	4	4	3	3	33	3	2	4	4	2	2	4	4	25
307	3	4	4	5	5	4	4	4	4	5	42	4	4	4	3	4	3	4	3	29
308	4	4	4	5	4	5	4	4	5	5	44	4	4	3	3	4	4	4	2	28
309	4	4	4	5	4	4	4	4	4	5	42	5	4	4	4	3	4	4	4	32
310	4	4	4	4	4	4	4	4	4	4	40	4	4	4	4	4	4	4	2	30
311	3	4	5	3	4	3	4	4	3	3	36	5	5	5	5	3	3	4	2	32

312	4	4	4	3	4	4	4	4	4	4	39	5	4	4	3	4	4	4	32
313	4	5	4	4	4	4	5	5	4	4	43	4	4	4	4	5	4	4	34
314	4	4	4	4	5	4	5	4	4	4	42	4	4	5	4	4	4	4	33
315	4	4	4	4	4	4	4	4	3	4	39	4	4	4	4	4	4	5	32
316	3	4	4	4	4	4	4	4	3	3	37	4	4	5	3	4	3	3	30
317	3	4	4	4	4	4	3	4	3	4	37	4	4	3	5	4	3	4	31
318	4	4	4	5	5	4	4	4	4	5	43	4	4	3	3	5	4	2	29
319	5	5	4	5	5	4	5	5	5	5	48	4	4	4	4	5	5	5	35
320	4	5	5	5	3	5	4	5	4	5	45	4	5	5	5	3	4	4	34
321	4	4	5	4	4	3	4	4	4	4	40	5	5	5	5	3	4	4	34
322	5	4	4	4	4	4	4	4	3	3	39	4	4	4	3	3	5	4	31
323	3	4	3	3	3	3	5	4	4	4	36	3	3	2	2	3	3	5	26
324	4	5	5	5	5	3	3	5	4	5	44	5	5	5	5	4	4	4	36
325	5	5	4	5	5	4	4	5	4	5	46	4	4	4	4	5	5	4	32



HASIL ANALISIS DATA KARAKTERISTIK RESPONDEN

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	129	39,7	39,7	39,7
	Perempuan	196	60,3	60,3	100,0
	Total	325	100,0	100,0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	225	69,2	69,2	69,2
	26-30	40	12,3	12,3	81,5
	31-40	41	12,6	12,6	94,2
	>40	19	5,8	5,8	100,0
	Total	325	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	208	64,0	64,0	64,0
	Wiraswasta	47	14,5	14,5	78,5
	Pegawai Negeri	41	12,6	12,6	91,1
	Karyawan Swasta	29	8,9	8,9	100,0
	Total	325	100,0	100,0	

HASIL ANALISIS DATA VALIDITAS

Correlations

		Windows Display	Windows Display	Windows Display	Windows Display	Windows Display	Windows Display	Windows Display	Windows Display	X1.Total
Windows Display	Pearson Correlation	1	,322**	,211**	,126*	,285**	,151**	,241**	,223**	,487**
	Sig. (2-tailed)		,000	,000	,023	,000	,006	,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Windows Display	Pearson Correlation	,322**	1	,455**	,246**	,228**	,369**	,285**	,289**	,606**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Windows Display	Pearson Correlation	,211**	,455**	1	,318**	,243**	,341**	,406**	,326**	,650**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Windows Display	Pearson Correlation	,126*	,246**	,318**	1	,274**	,407**	,278**	,356**	,594**
	Sig. (2-tailed)	,023	,000	,000		,000	,000	,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Windows Display	Pearson Correlation	,285**	,228**	,243**	,274**	1	,374**	,351**	,364**	,619**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Windows Display	Pearson Correlation	,151**	,369**	,341**	,407**	,374**	1	,424**	,391**	,683**
	Sig. (2-tailed)	,006	,000	,000	,000	,000		,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Windows Display	Pearson Correlation	,241**	,285**	,406**	,278**	,351**	,424**	1	,611**	,722**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000
	N	325	325	325	325	325	325	325	325	325
Windows Display	Pearson Correlation	,223**	,289**	,326**	,356**	,364**	,391**	,611**	1	,715**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000
	N	325	325	325	325	325	325	325	325	325
X1.Total	Pearson Correlation	,487**	,606**	,650**	,594**	,619**	,683**	,722**	,715**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	325	325	325	325	325	325	325	325	325

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

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

Correlations

		Interior Display	Interior Display	Interior Display	Interior Display	Interior Display	Interior Display	Interior Display	Interior Display	X2.Total
Interior	Pearson Correlation	1	,249**	,367**	,243**	,253**	,279**	,309**	,302**	,599**
Display	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Interior	Pearson Correlation	,249**	1	,143**	,241**	,113*	,100	,192**	,175**	,421**
Display	Sig. (2-tailed)	,000		,010	,000	,041	,072	,000	,002	,000
	N	325	325	325	325	325	325	325	325	325
Interior	Pearson Correlation	,367**	,143**	1	,256**	,222**	,268**	,211**	,295**	,572**
Display	Sig. (2-tailed)	,000	,010		,000	,000	,000	,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Interior	Pearson Correlation	,243**	,241**	,256**	1	,455**	,307**	,352**	,238**	,621**
Display	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Interior	Pearson Correlation	,253**	,113*	,222**	,455**	1	,365**	,359**	,315**	,626**
Display	Sig. (2-tailed)	,000	,041	,000	,000		,000	,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Interior	Pearson Correlation	,279**	,100	,268**	,307**	,365**	1	,429**	,412**	,659**
Display	Sig. (2-tailed)	,000	,072	,000	,000	,000		,000	,000	,000
	N	325	325	325	325	325	325	325	325	325
Interior	Pearson Correlation	,309**	,192**	,211**	,352**	,359**	,429**	1	,388**	,685**
Display	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000
	N	325	325	325	325	325	325	325	325	325
Interior	Pearson Correlation	,302**	,175**	,295**	,238**	,315**	,412**	,388**	1	,673**
Display	Sig. (2-tailed)	,000	,002	,000	,000	,000	,000	,000		,000
	N	325	325	325	325	325	325	325	325	325
X2.Total	Pearson Correlation	,599**	,421**	,572**	,621**	,626**	,659**	,685**	,673**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	325	325	325	325	325	325	325	325	325

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

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

Correlations

		Kualita s Pelaya nan	Kualita s Pelaya nan	Kualita s Pelaya nan	Kualita s Pelaya nan	Kualita s Pelaya nan	Kualita s Pelaya nan	Kualita s Pelaya nan	Kualita s Pelaya nan	Kualita s Pelaya nan	Kualita s Pelaya nan	X3.Total
Kualitas Pelayana n	Pearson Correlation Sig. (2-tailed) N	1 325	,289** ,000 325	,391** ,000 325	,373** ,000 325	,327** ,000 325	,314** ,000 325	,191** ,001 325	,242** ,000 325	,243** ,000 325	,166** ,003 325	,585** ,000 325
Kualitas Pelayana n	Pearson Correlation Sig. (2-tailed) N	,289** ,000 325	1 325	,254** ,000 325	,285** ,000 325	,208** ,000 325	,165** ,003 325	,172** ,002 325	,414** ,000 325	,229** ,000 325	,103 ,063 325	,497** ,000 325
Kualitas Pelayana n	Pearson Correlation Sig. (2-tailed) N	,391** ,000 325	,254** ,000 325	1 325	,423** ,000 325	,345** ,000 325	,268** ,000 325	,189** ,001 325	,367** ,000 325	,321** ,000 325	,196** ,000 325	,627** ,000 325
Kualitas Pelayana n	Pearson Correlation Sig. (2-tailed) N	,373** ,000 325	,285** ,000 325	,423** ,000 325	1 325	,423** ,000 325	,329** ,000 325	,307** ,000 325	,318** ,000 325	,322** ,000 325	,195** ,000 325	,656** ,000 325
Kualitas Pelayana n	Pearson Correlation Sig. (2-tailed) N	,327** ,000 325	,208** ,000 325	,345** ,000 325	,423** ,000 325	1 325	,381** ,000 325	,297** ,000 325	,319** ,000 325	,262** ,000 325	,156** ,005 325	,611** ,000 325
Kualitas Pelayana n	Pearson Correlation Sig. (2-tailed) N	,314** ,000 325	,165** ,003 325	,268** ,000 325	,329** ,000 325	,381** ,000 325	1 325	,275** ,000 325	,217** ,000 325	,214** ,000 325	,104 ,061 325	,543** ,000 325
Kualitas Pelayana n	Pearson Correlation Sig. (2-tailed) N	,191** ,001 325	,172** ,002 325	,189** ,001 325	,307** ,000 325	,297** ,000 325	,275** ,000 325	1 325	,388** ,000 325	,452** ,000 325	,503** ,000 325	,629** ,000 325
Kualitas Pelayana n	Pearson Correlation Sig. (2-tailed) N	,242** ,000 325	,414** ,000 325	,367** ,000 325	,318** ,000 325	,319** ,000 325	,217** ,000 325	,388** ,000 325	1 325	,555** ,000 325	,232** ,000 325	,684** ,000 325
Kualitas Pelayana n	Pearson Correlation Sig. (2-tailed) N	,243** ,000 325	,229** ,000 325	,321** ,000 325	,322** ,000 325	,262** ,000 325	,214** ,000 325	,452** ,000 325	,555** ,000 325	1 325	,328** ,000 325	,669** ,000 325
Kualitas Pelayana n	Pearson Correlation Sig. (2-tailed) N	,166** ,003 325	,103 ,063 325	,196** ,000 325	,195** ,000 325	,156** ,005 325	,104 ,061 325	,503** ,000 325	,232** ,000 325	,328** ,000 325	1 325	,504** ,000 325
X3.Total	Pearson Correlation Sig. (2-tailed)	,585** ,000	,497** ,000	,627** ,000	,656** ,000	,611** ,000	,543** ,000	,629** ,000	,684** ,000	,669** ,000	,504** ,000	1

N	325	325	325	325	325	325	325	325	325	325	325
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** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Keputus an Pembeli an	Keputus an Pembeli an	Keputus an Pembeli an	Keputus an Pembeli an	Keputus an Pembeli an	Keputus an Pembeli an	Keputus an Pembeli an	Keputus an Pembeli an	Y1.Total
Keputusan Pembelian	Pearson Correlation	1	,425**	,357**	,367**	,308**	,425**	,252**	-,096	,639**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,083	,000
	N	325	325	325	325	325	325	325	325	325
Keputusan Pembelian	Pearson Correlation	,425**	1	,577**	,406**	,297**	,283**	,175**	,003	,667**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,002	,953	,000
	N	325	325	325	325	325	325	325	325	325
Keputusan Pembelian	Pearson Correlation	,357**	,577**	1	,448**	,259**	,263**	,152**	-,018	,648**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,006	,746	,000
	N	325	325	325	325	325	325	325	325	325
Keputusan Pembelian	Pearson Correlation	,367**	,406**	,448**	1	,311**	,192**	,107	,001	,606**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,054	,984	,000
	N	325	325	325	325	325	325	325	325	325
Keputusan Pembelian	Pearson Correlation	,308**	,297**	,259**	,311**	1	,397**	,172**	-,049	,585**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,002	,380	,000
	N	325	325	325	325	325	325	325	325	325
Keputusan Pembelian	Pearson Correlation	,425**	,283**	,263**	,192**	,397**	1	,523**	-,009	,675**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,875	,000
	N	325	325	325	325	325	325	325	325	325
Keputusan Pembelian	Pearson Correlation	,252**	,175**	,152**	,107	,172**	,523**	1	,295**	,586**
	Sig. (2-tailed)	,000	,002	,006	,054	,002	,000		,000	,000
	N	325	325	325	325	325	325	325	325	325
Keputusan Pembelian	Pearson Correlation	-,096	,003	-,018	,001	-,049	-,009	,295**	1	,244**
	Sig. (2-tailed)	,083	,953	,746	,984	,380	,875	,000		,000
	N	325	325	325	325	325	325	325	325	325
Y1.Total	Pearson Correlation	,639**	,667**	,648**	,606**	,585**	,675**	,586**	,244**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	325	325	325	325	325	325	325	325	325

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

HASIL ANALISIS DATA RELIABILITAS

Scale: Windows Display (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.790	7

Scale: Interior Display (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.758	8

Scale: Kualitas Pelayanan (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.804	10

Scale: Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.719	8

HASIL ANALISIS DATA REGRESI LINIER BERGANDA, UJI T, UJI F, R² DAN UJI ASUMSI KLASIK

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,791 ^a	,626	,623	2,219	1,695

a. Predictors: (Constant), X3.Total, X2.Total, X1.Total

b. Dependent Variable: Y1.Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2644,885	3	881,628	179,127	,000 ^b
	Residual	1579,903	321	4,922		
	Total	4224,788	324			

a. Dependent Variable: Y1.Total

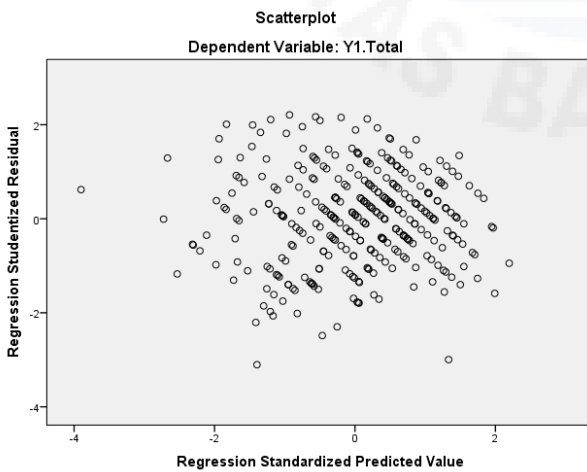
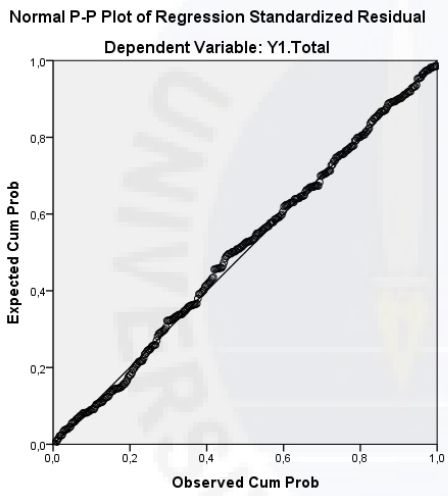
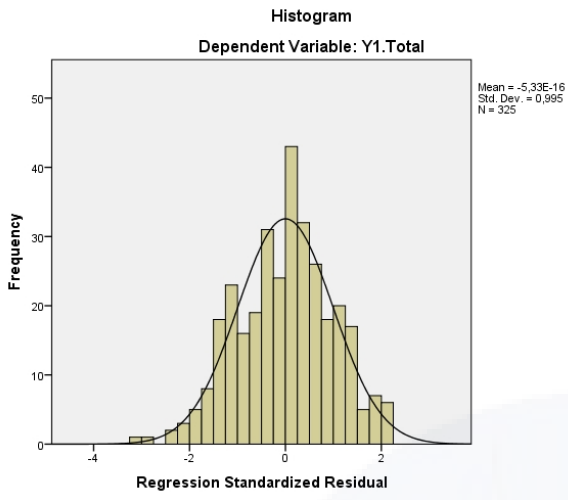
b. Predictors: (Constant), X3.Total, X2.Total, X1.Total

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,856	1,309		1,418	,157		
	X1.Total	,270	,050	,281	5,377	,000	,428	2,338
	X2.Total	,382	,048	,372	7,986	,000	,536	1,865
	X3.Total	,207	,044	,246	4,706	,000	,425	2,355

a. Dependent Variable: Y1.Total

Charts



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4. 1999-2005 : SD Negeri 5 Pangkalbuluh



KARTU PEMBIMBING SKRIPSI

FOTO 3X4
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ALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PADA
 TRO BALIANK DAN GALDINANG.

Tanggal	Keterangan	Paraf Pembimbing
27-05-2016	Konultasi judul	
10-07-2017	Revisi Bab 2	
21-09-2017	Revisi Bab II	
25-09-2017	Revisi Bab III	
9-05-2017	Revisi Kesimpulan	
10-05-2017	Tamabah ke Daftar Isi dan Naskah	

Hal. 1

Tanggal	Keterangan	Paraf Pembimbing
15/5/2017	ACC skripsi	
8/6/2017	Revisi skripsi	
5/7/2017	Revisi pembendah	
10/7/2017	Revisi pembendah	
21/07/2017	Revisi kesimpulan	
28/07/2017	Revisi kesimpulan	
31/07/2017	Revisi abstrak	
31/07/2017	ACC 4 final skripsi	



KARTU PEMBIMBING SKRIPSI

FOTO 3X4
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 Mata Kuliah :
 Judul Proposal / Skripsi :

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PENGARUH WINDOWS DISPLAY, INTERIOR DISPLAY DAN
 KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PADA DISTRO BAHAN KAYU
 LANGKAT, PINANG

Tanggal	Keterangan	Paraf Pembimbing
	Kamfren julu	
	Ace jua	
	Revisi Bab I	
	Revisi II	
	Revisi III	
	Ace ju	

Hal 1

Tanggal	Keterangan	Paraf Pembimbing
21/6/2017	Revisi Bab III	
27-6-17	Revisi Bab IV	
5-7-17	Revisi Bab V	
20-7-17	Revisi Bab VI	
27-7-17	Ace ju Lagi laCap	

Gambar I.1 *Window Display* Distro *Baliank* Pangkalpinang.



Sumber: Data diolah peneliti, 2017

Gambar I.2 *Interior Display* Distro *Baliank* Pangkalpinang.



Sumber: Data diolah peneliti, 2017



ARDIKA, 302 13 11 055 THE INFLUENCE OF WINDOWS DISPLAY, INTERIOR DISPLAY AND SERVICE QUALITY TO THE PURCHASING DECISION AT BAliANK DISTRO PANGKALPINANG

ABSTRACT

The background of this research based on some phenomenon which show that windows display, interior display and service quality can influence customer purchasing decision. The aims of this research are to know and study about the influence of windows display, interior display and service quality to purchasing decision at *BaliBank* Distro Pangkaipinang. This is quantitative descriptive research with total sample as much as 325 respondents, while the sampling technique method was using accidental sampling. In this research, independent variable consists of windows display, interior display, and service quality whereas dependent variable is purchasing decision. Instrument testing was using validity test and reliability test. The data analysis method was using multiple linear regression analysis, t test, F test and determination coefficient (R^2). The research result has shown that the independent variable X1 can be found $t_{count} (5,377) > T_{table} (1,9674)$, variable X2 $t_{count} (7,986) > T_{table} (1,9674)$ and variable X3 $t_{count} (4,706) > T_{table} (1,9674)$. So all of variable X (independent) has influenced partially to variable Y (dependent). F test result has shown that $F_{count} (1799,127) > F_{table} (2,61)$, while significance is $0,000 < \alpha$ at significant level 0,05, so H_0 is denied and H_a is accepted that means the independent variable (windows display, interior display, and service quality) together or simultaneously has influenced dependent variable (purchasing decision) positively and significantly. The determination coefficient analysis result (R^2) has shown that independent variable (windows display, interior display, and service quality) has influenced dependent variable as much as 62,3% and remains as much as 37,7% that be influenced by other variable out of the research.

Keywords: windows display, interior display, service quality and purchasing decision

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KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI
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KARTU REVISI
SIDANG SKRIPSI & UJIAN KOMPREHENSIF

Nama Mahasiswa : ~~Pengaruh windows display, interior Display~~ ^{Andika}
NIM : 0302.11.11.055
Jurusan : Manajemen
Judul Skripsi : Pengaruh windows Display, Interior Display dan Kualitas Pelayanan Terhadap Kepuasan Pembelian Pada Distro Bahari Pangkalpinang
Hari / Tanggal : Kamis, 10 Agustus 2017

NAMA DOSEN PENGUJI		REVISI / SARAN	PARAF
1	Dr. Ruman		Sebelum Revisi
			Setelah Revisi
2	Hidayat, re MM	Teknis penulisan ①. Tabel disesjaukan dg margin ②. Uraian Tglas. uraian Struktur Organisasi	Sebelum Revisi
			Setelah Revisi
3	Erwani, PhD	- tabel revisi - Kejelasan hasil penelitian dan perubahan diteliti - sumber dan pembantu	Sebelum Revisi
			Setelah Revisi

Mengetahui,
Ketua Jurusan Manajemen

M. Tanggung, S.E., M.Si.

Ketua Penguji

Dr. Ruman