

LAMPIRAN 1

KUESIONER PENELITIAN

Kepada Yth.

Bapak/ Ibu/ Sdr/i

Di tempat

Dengan Hormat,

Saya yang bertanda tangan di bawah ini :

Nama : Tarisna
NIM : 3021211111
Prodi : Manajemen
Fakultas : Ekonomi

Sedang menyusun skripsi dengan judul “Analisis Pengaruh Strategi pemasaran, Kelengkapan produk dan Lokasi terhadap Keputusan Pembelian Konsumen Pada Minimarket Tj Mart Pangkalpinang”. Oleh karena itu, saya sangat mengharapkan bantuan Bapak/ Ibu/ Sdr/i, untuk mengisi kuesioner penelitian yang telah disediakan. Kuesioner ini hanya untuk penelitian tidak untuk di publikasikan sehingga saya mengharapkan agar Bapak/ Ibu/ Sdr/i dapat menjawab pertanyaan tersebut dengan keadaan sebenarnya.

Demikianlah, atas perhatian dan kerjasamanya saya ucapkan terima kasih.

Hormat saya,

(Tarisna)

Nama :

Umur : 18-25 th 26-50 th >50 th

Jenis Kelamin : Laki-laki Perempuan

Pendidikan Terakhir : SD SMP SMA S1

Petunjuk pengisian:

Berilah tanda (X) pada pilihan jawaban yang anda anggap paling sesuai. (1) sangat tidak setuju (STS), (2) tidak setuju (TS), (3) cukup setuju (CS), (4) setuju (S), (5) sangat setuju (SS). Terimakasih atas partisipasinya.

Strategi pemasaran (X1)

NO	Daftar Pertanyaan	STS	TS	CS	S	SS
1.	Tersedianya label expired di setiap produk yang sesuai dengan UU perlindungan konsumen.					
2.	Produk yang ditawarkan Minimarket Tj Mart beragam jenis.					
3.	Minimarket Tj Mart memberi label harga disetiap produk dengan benar.					
4.	Minimarket Tj Mart memberikan harga kompetitif yang sehat.					
5.	Minimarket Tj Mart menyediakan lokasi yang mudah dijangkau.					
6.	Tata letak barang-barang di Minimarket Tj Mart tersusun dengan rapi.					
7.	Promosi dilakukan melalui surat kabar.					
8.	Minimarket Tj Mart memberikan informasi yang benar disetiap promosi yang dilakukan.					
9.	Karyawan Minimarket Tj Mart menyapa konsumen dengan ramah dan sopan.					
10.	Pelayanan yang diberikan minimarket Tj Mart					

	cukup memuaskan konsumen.					
11	Tersedianya pendingin ruangan (AC) dan lampu penerangan yang baik.					
12	Minimarket Tj Mart kelihatan rapi dan bersih.					

Kelengkapan produk(X2)

NO	Daftar Pertanyaan	STS	TS	CS	S	SS
1.	Produk Minimarket Tj Mart lengkapsesuai dengan kebutuhan konsumen.					
2.	Ada banyak pilihan produk yang tersedia di Minimarket Tj Mart.					
3.	Produk-produk Minimarket Tj Mart bervariasi ukurandan kemasannya, seperti produk gula ada yang ukuran 1 kg, ½ kg, 2 kg,kemasannya juga berbeda sesuaidengan merek yang dijual sehinggasesuai keinginan pembeli.					
4.	Adanya kemasan yang berbeda untuk produk yang sejenis.					
5.	Ketersediaan stock produk yang sejenis di MinimarketTj Mart.					
6.	Ada berbagai macam pilihan merk produk yang tersedia di MinimarketTj Mart.					
7.	Tersedianya produk lokal dan non lokal.					

Faktor lokasi(X3)

NO	Daftar Pertanyaan	STS	TS	CS	S	SS
1.	Akses menuju Minimarket Tj Martstrategis.					
2.	Konfigurasi toko, sisi muka toko, papan nama, warna, desain, jalur, koridor yang menarik.					
3.	Fasilitas ruang tunggu yang diberikan Minimarket Tj Mart sangat nyaman.					
4.	Lokasi di Minimarket Tj Mart aman saat parkir kendaraan.					
5.	Tersedianya berbagai gerai ATM di Minimarket Tj Mart.					
6.	akses transportasi yang mendukung untuk menuju lokasiMinimarket Tj Mart..					
7.	Lokasi Minimarket Tj Mart di lalui angkot.					

Keputusan pembelian(Y)

NO	Daftar Pertanyaan	STS	TS	CS	S	SS
1.	Anda membeli di Minimarket Tj Mart setelah mengetahui produknya memiliki kualitas yang baik.					
2.	Anda membeli di Minimarket Tj Mart karena untuk memenuhi kebutuhan.					
3.	Anda membeli di Supermarket Tj Mart karena rekomendasi dari orang lain.					
4.	Minimarket Tj Mart memberikan informasi yang tepat dan benar.					
5.	Minimarket Tj Mart menyediakan berbagai macam merek produk.					
6.	Minimarket Tj Mart Memberikan kemudahan pelayanan dalam akses pelayanan.					
7.	Anda membeli di Minimarket Tj Mart karena adanya perasaan puas terhadap produk, harga, lokasi, pelayanan dan lokasi yang diberikan.					



LAMPIRAN 2

TABULASI DATA

Variabel Strategi Pemasaran (X1)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	Total X1
1	5	5	5	5	5	5	5	5	5	4	5	5	59
2	5	4	4	4	5	4	5	4	5	4	4	4	52
3	4	5	5	4	4	3	4	3	4	5	5	4	50
4	5	5	4	3	4	2	3	2	4	4	4	4	44
5	3	3	5	4	4	3	4	3	3	3	3	4	42
6	3	4	4	3	4	3	5	4	4	4	3	3	44
7	4	4	5	4	5	4	3	4	3	3	3	3	45
8	5	5	5	5	4	5	5	3	3	3	3	3	49
9	5	5	5	5	5	5	5	5	5	5	3	4	57
10	5	4	4	4	5	5	5	5	5	5	5	4	56
11	5	4	5	5	5	5	5	5	5	5	4	3	56
12	4	4	5	5	5	5	5	5	5	5	5	4	57
13	5	5	5	5	5	5	5	5	4	4	4	4	56
14	4	3	3	4	4	2	4	4	3	3	3	3	40
15	4	5	5	4	4	2	3	4	4	3	3	3	44
16	5	5	4	4	4	3	4	3	4	4	5	4	49
17	2	3	4	3	4	5	4	5	5	5	4	4	48
18	5	5	4	5	5	5	5	2	3	4	2	3	48
19	5	5	3	4	5	5	4	3	4	3	4	4	49
20	4	4	4	5	5	5	5	4	4	5	5	5	55
21	5	4	3	4	4	5	5	4	4	4	3	3	48
22	3	3	5	4	5	5	5	4	4	4	4	4	50
23	4	5	5	5	5	4	5	4	4	4	4	5	54
24	4	4	3	4	4	4	4	5	5	5	5	4	51
25	5	5	5	5	5	5	5	5	4	4	3	4	55
26	4	4	4	3	4	4	2	3	4	5	5	4	46
27	5	3	5	5	5	5	4	5	4	4	4	4	53
28	4	5	5	5	5	5	5	3	4	4	4	4	53
29	4	4	5	3	5	4	4	4	3	4	4	4	48
30	3	4	5	4	5	5	5	5	5	5	5	5	56
31	5	4	3	4	4	5	4	5	4	4	3	3	48
32	5	5	5	5	5	5	5	5	4	4	3	3	54
33	3	5	3	4	5	5	5	5	5	5	5	4	54
34	4	3	3	3	4	5	5	5	4	5	5	5	51
35	4	5	5	5	5	5	5	5	4	4	4	4	55

36	3	5	5	5	5	5	5	5	5	5	5	5	58
37	4	5	4	5	5	4	5	3	5	5	4	5	54
38	4	5	5	5	5	5	4	4	4	4	4	3	52
39	4	3	3	4	4	5	4	5	4	4	5	4	49
40	4	5	5	4	4	4	4	4	4	4	4	4	50
41	4	5	5	5	5	5	5	5	5	5	4	2	55
42	5	4	5	5	5	5	5	4	4	5	5	3	55
43	4	5	5	5	5	5	5	5	5	4	5	4	57
44	4	5	5	5	5	4	4	5	4	4	3	3	51
45	3	4	4	4	4	5	5	5	4	4	5	3	50
46	4	5	4	4	4	4	4	4	5	5	5	4	52
47	3	4	5	5	5	4	4	4	5	5	5	5	54
48	2	3	5	5	5	4	4	4	4	3	3	3	45
49	2	3	3	4	4	2	4	4	4	4	3	4	41
50	3	3	3	4	4	5	4	4	4	4	4	3	45
51	4	4	4	4	4	5	5	5	5	4	3	4	51
52	5	4	4	4	4	4	4	4	5	5	4	5	52
53	5	4	4	3	3	4	4	3	4	5	5	4	48
54	3	4	3	4	4	4	4	5	4	3	3	5	46
55	4	5	4	5	4	5	4	4	5	5	5	4	54
56	4	5	5	5	5	5	5	4	3	3	3	3	50
57	3	3	5	3	4	4	4	5	5	5	5	5	51
58	4	5	5	5	5	4	5	5	4	4	4	2	52
59	3	3	3	5	5	4	4	4	4	4	5	5	49
60	5	5	5	5	5	5	5	5	5	4	4	5	58
61	4	3	5	5	5	5	4	5	5	5	5	5	56
62	3	2	4	5	5	5	4	4	4	4	4	4	48
63	4	4	5	5	5	4	5	4	5	3	4	4	52
64	4	3	4	4	5	5	4	4	4	3	3	4	47
65	4	5	5	5	5	5	4	4	4	4	4	4	53
66	4	3	4	3	5	5	5	5	5	4	3	3	49
67	4	3	4	4	3	5	5	4	5	3	3	4	47
68	5	5	5	5	3	4	5	5	2	2	3	2	46
69	4	4	5	4	4	4	4	4	4	3	3	3	46
70	4	4	4	4	4	4	4	4	3	4	3	3	45
71	4	4	4	4	4	5	4	3	5	3	2	3	45
72	4	4	4	5	5	4	4	3	4	3	3	4	47
73	4	5	3	4	5	4	4	4	4	2	3	3	45
74	4	4	3	4	4	4	5	5	4	4	3	3	47
75	4	3	4	4	4	5	3	3	3	5	4	5	47
76	4	4	4	3	4	4	5	5	4	4	4	4	49

77	5	5	5	5	4	5	3	3	3	3	4	3	48
78	4	3	4	4	4	5	5	5	4	5	5	5	53
79	3	3	2	3	4	5	4	5	5	5	4	5	48
80	5	4	4	3	3	4	3	3	4	2	2	3	40
81	3	3	3	4	3	5	5	5	5	4	4	4	48
82	4	4	4	3	4	5	4	4	4	4	4	3	47
83	4	4	3	4	3	4	4	4	4	5	5	4	48
84	4	3	4	4	4	3	3	2	4	4	3	3	41
85	5	5	5	5	5	4	4	4	5	5	5	4	56
86	4	3	5	5	5	5	5	4	4	4	4	3	51
87	5	3	5	3	5	2	4	3	2	2	2	3	39
88	4	3	3	4	4	5	5	5	5	5	4	5	52
89	4	5	4	4	4	3	4	4	2	5	4	4	47
90	3	4	2	5	3	5	5	5	5	5	5	4	51
91	5	4	5	5	4	4	5	4	4	4	3	2	49
92	3	3	3	3	3	4	4	4	5	5	5	4	46
93	4	5	5	4	5	4	4	3	4	3	3	4	48
94	3	3	3	4	4	5	4	5	4	4	5	4	48
95	4	4	5	5	4	4	4	5	3	3	4	4	49
96	5	4	4	4	4	4	4	3	4	3	3	4	46
97	5	5	4	4	5	5	4	4	5	5	5	5	56
98	4	3	3	4	5	5	4	4	4	4	4	5	49
99	4	3	4	3	5	5	5	5	5	4	4	5	52
100	3	3	3	3	4	5	5	5	5	5	4	4	49
101	3	3	4	3	3	3	3	3	4	5	5	4	43
102	3	4	4	4	4	4	4	5	4	4	4	5	49
103	4	3	4	5	4	4	4	3	5	4	5	3	48
104	2	2	4	2	4	4	4	4	4	5	4	2	41
105	4	3	4	4	4	2	3	3	4	3	4	3	41
106	4	3	4	4	5	5	4	4	3	3	4	5	48
107	5	4	4	4	4	3	3	3	3	4	4	3	44
108	4	3	4	3	4	4	4	4	3	4	4	5	46
109	5	5	5	4	4	4	5	5	5	5	4	3	54
110	3	3	3	5	4	5	4	5	5	5	5	5	52
111	3	2	2	4	4	4	5	4	4	4	4	5	45
112	2	3	3	4	4	4	4	5	4	5	5	5	48
113	4	3	4	3	4	4	5	5	5	4	4	4	49
114	4	2	2	2	3	3	5	4	4	5	5	5	44
115	5	4	5	4	4	4	3	3	2	3	3	4	44
116	3	3	4	4	3	4	3	3	4	5	4	5	45
117	3	5	4	4	4	5	4	4	4	4	5	4	50

118	4	3	4	4	4	4	4	5	4	5	4	4	49
119	3	4	5	5	4	4	4	4	3	5	3	4	48
120	5	4	4	4	4	3	3	4	3	3	3	3	43
121	4	3	3	4	3	4	3	5	5	3	4	4	45
122	3	3	3	3	3	3	3	3	4	5	5	4	42
123	5	5	4	3	4	4	5	4	4	4	4	5	51
124	4	4	4	3	4	4	4	4	5	4	5	5	50
125	4	4	3	3	4	3	3	4	5	5	5	4	47
126	4	3	5	4	5	4	4	5	4	4	3	3	48
127	4	4	4	3	4	3	4	4	3	4	4	4	45
128	3	2	3	3	4	4	4	5	5	5	5	4	47
129	5	4	4	4	4	4	4	3	3	2	3	4	44
130	3	2	3	2	3	3	2	3	5	4	4	4	38
131	4	3	2	2	3	2	2	3	4	4	4	4	37
132	3	3	3	3	4	4	5	5	5	5	5	5	50
133	4	2	3	3	3	3	4	4	5	4	4	5	44
134	3	4	4	4	2	2	4	5	4	4	4	4	44
135	3	2	3	2	3	3	4	4	5	5	5	5	44
136	4	2	3	3	3	3	5	5	5	4	4	4	45
137	5	2	4	3	4	5	4	4	4	5	5	5	50
138	3	3	4	4	4	4	4	5	5	5	5	5	51
139	4	3	4	2	2	4	4	4	4	5	4	4	44
140	2	2	3	4	3	4	4	4	4	4	4	5	43
141	5	4	3	4	2	2	4	3	4	3	2	3	39
142	4	2	2	2	3	4	3	4	3	4	5	5	41
143	4	4	4	4	4	3	3	3	3	2	2	4	40
144	4	4	4	4	5	4	4	4	4	4	4	4	49
145	3	4	4	3	4	5	5	5	5	4	4	4	50
146	3	4	4	4	4	4	4	4	5	5	4	4	49
147	5	4	5	4	5	4	4	4	4	4	4	4	51
148	3	4	4	3	4	3	4	4	5	5	4	5	48
149	4	4	4	3	3	2	2	4	3	3	4	4	40
150	3	2	2	2	3	3	3	5	4	5	5	5	42
151	5	4	4	4	3	4	4	4	4	3	5	4	48
152	4	3	3	4	4	3	3	4	4	4	3	3	42
153	5	3	3	3	3	3	3	5	5	4	5	5	47
154	5	4	3	5	5	4	3	5	5	5	5	5	54
155	3	5	4	5	5	5	4	5	4	4	4	4	52
156	5	5	5	4	4	4	4	3	4	5	3	4	50
157	4	3	4	5	4	3	4	4	4	4	5	5	49
158	5	4	3	4	5	3	4	5	5	5	4	4	51

159	3	2	3	3	4	3	4	5	4	4	4	4	43
160	5	4	4	4	3	3	3	5	4	5	4	5	49
161	4	4	4	4	3	4	5	5	5	5	5	5	53
162	5	4	4	3	2	3	4	5	5	5	5	4	49
163	4	5	5	4	4	5	5	4	5	5	3	3	52
164	4	4	4	3	5	5	5	5	5	5	5	5	55
165	4	3	3	3	4	4	4	4	5	5	5	5	49
166	4	3	3	3	4	5	4	5	4	4	3	5	47
167	5	5	5	5	5	5	4	3	4	3	4	4	52
168	5	5	5	4	4	4	3	3	4	4	3	5	49
169	4	5	4	5	5	4	4	2	4	4	4	5	50
170	5	5	4	5	5	5	4	2	3	4	3	4	49
171	4	4	4	4	3	5	5	4	5	5	5	5	53
172	5	3	3	3	4	3	4	4	5	5	5	4	48
173	3	2	3	3	4	4	4	5	4	5	4	5	46
174	5	4	4	4	5	4	4	3	4	3	3	3	46
175	3	4	4	4	5	4	5	5	4	4	2	5	49
176	5	5	5	5	5	5	5	5	4	4	5	4	57
177	5	5	5	5	4	5	3	3	4	4	4	4	51
178	4	4	4	4	5	5	4	5	5	5	5	4	54
179	4	4	4	4	5	5	3	3	4	4	4	4	48
180	5	5	4	4	4	4	4	5	3	3	2	3	46
181	5	5	3	3	3	3	3	3	4	3	4	4	43
182	4	3	3	4	4	5	5	5	4	4	3	5	49
183	5	4	5	4	3	3	4	4	3	4	4	4	47
184	5	4	4	5	5	5	5	5	5	4	5	5	57
185	4	4	4	4	5	4	3	5	4	5	4	4	50
186	4	4	5	5	5	5	5	4	5	4	3	5	54
187	5	5	5	5	5	5	5	5	4	4	5	5	58
188	5	3	5	4	5	4	4	4	4	5	5	4	52
189	5	5	5	5	5	5	5	5	5	5	5	5	60
190	4	5	5	5	5	5	5	5	5	5	5	5	59
191	5	5	5	5	5	4	4	5	5	5	5	3	56
192	5	5	5	5	5	5	5	4	3	4	4	4	54
193	4	4	4	4	4	5	4	5	5	5	5	5	54
194	4	4	5	4	5	3	3	5	4	5	3	5	50
195	4	5	3	3	3	5	5	4	5	4	5	3	49
196	5	5	5	5	5	5	5	5	4	3	3	5	55
197	5	4	5	5	5	5	5	5	4	4	4	4	55
198	4	3	3	4	4	4	3	5	5	5	5	5	50
199	5	5	5	5	5	5	5	4	4	4	4	4	55

Variabel Kelengkapan Produk (X2)

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	Total X2
1	5	5	5	5	5	5	5	35
2	3	4	4	5	4	5	5	30
3	2	3	3	5	3	4	4	24
4	5	4	3	4	4	2	4	26
5	5	3	4	4	3	3	3	25
6	3	3	4	4	4	4	4	26
7	4	4	4	4	3	3	4	26
8	4	4	3	4	4	4	5	28
9	5	5	5	5	5	5	5	35
10	4	4	5	5	5	4	4	31
11	5	5	5	5	5	5	4	34
12	5	5	4	4	5	5	5	33
13	5	5	4	4	5	4	4	31
14	4	3	4	3	3	2	2	21
15	4	4	4	4	3	5	4	28
16	4	3	4	5	5	4	4	29
17	5	5	5	4	3	3	3	28
18	4	3	3	4	4	4	4	26
19	5	4	4	4	4	4	5	30
20	5	5	5	5	5	5	5	35
21	4	3	4	4	4	4	5	28
22	4	4	4	5	4	4	4	29
23	4	4	4	5	5	5	5	32
24	4	4	5	5	4	4	4	30
25	5	5	5	4	4	4	5	32
26	4	3	3	3	4	4	4	25
27	4	4	5	4	4	4	4	29
28	4	5	4	5	5	5	4	32
29	5	4	4	3	3	3	4	26
30	5	5	5	5	5	5	4	34
31	3	3	5	5	5	5	5	31
32	5	5	5	5	5	5	5	35
33	5	5	5	5	5	5	4	34
34	5	5	5	5	5	5	4	34
35	5	5	5	5	5	5	5	35
36	5	5	5	4	5	5	5	34
37	4	4	5	5	4	5	4	31
38	4	5	5	5	5	5	5	34

39	4	5	5	5	4	5	4	32
40	4	5	5	4	5	4	4	31
41	4	5	5	5	5	5	5	34
42	5	5	5	5	5	4	4	33
43	5	5	5	5	5	5	5	35
44	5	4	4	3	4	5	5	30
45	4	4	4	4	4	3	5	28
46	4	5	4	4	4	3	4	28
47	5	4	4	4	3	4	5	29
48	4	4	4	4	5	5	4	30
49	3	3	3	3	3	2	4	21
50	4	5	3	3	4	4	5	28
51	5	5	4	5	4	3	4	30
52	5	2	3	5	3	4	5	27
53	3	4	5	4	4	5	3	28
54	4	4	3	5	4	4	3	27
55	5	5	5	5	5	4	5	34
56	3	4	5	3	4	4	4	27
57	5	5	3	5	4	5	4	31
58	4	3	4	4	4	4	3	26
59	4	5	4	5	5	5	3	31
60	5	4	5	5	5	5	5	34
61	4	4	5	5	5	5	5	33
62	5	4	4	5	3	4	4	29
63	4	3	3	4	4	5	5	28
64	5	5	5	5	5	5	5	35
65	5	4	5	4	4	5	4	31
66	4	4	4	4	3	4	5	28
67	5	5	4	4	3	3	4	28
68	3	3	4	3	5	5	4	27
69	4	4	4	4	3	4	4	27
70	5	3	5	5	4	3	3	28
71	2	4	4	3	3	5	5	26
72	4	4	3	4	5	4	5	29
73	4	4	4	3	3	4	3	25
74	5	4	4	5	3	4	4	29
75	4	3	3	4	3	2	4	23
76	4	4	4	4	3	2	4	25
77	4	3	4	4	4	3	4	26
78	5	4	5	5	4	5	2	30
79	4	4	4	5	3	3	4	27

80	3	2	2	2	5	4	3	21
81	5	4	5	4	3	4	3	28
82	5	3	4	5	3	5	4	29
83	3	2	4	5	4	5	5	28
84	4	3	3	3	2	2	4	21
85	4	5	5	5	4	5	5	33
86	3	3	5	4	5	4	5	29
87	4	3	2	3	3	2	4	21
88	4	4	4	4	5	4	5	30
89	3	3	3	4	4	5	3	25
90	3	3	5	4	5	4	5	29
91	5	5	5	3	2	4	4	28
92	5	3	3	3	4	5	4	27
93	4	4	3	4	4	5	4	28
94	4	4	3	4	4	5	5	29
95	5	5	4	3	4	3	4	28
96	4	4	4	4	4	5	4	29
97	4	5	5	5	5	5	4	33
98	4	4	3	4	5	3	5	28
99	3	3	4	4	5	5	5	29
100	5	5	3	5	3	4	5	30
101	4	3	3	3	3	4	2	22
102	4	4	4	5	5	5	4	31
103	4	3	3	4	4	5	5	28
104	3	4	4	4	4	3	5	27
105	5	4	3	4	2	2	3	23
106	4	3	3	3	5	5	5	28
107	4	5	4	4	4	3	3	27
108	4	4	5	4	3	4	4	28
109	4	5	4	3	4	5	4	29
110	4	5	5	5	4	4	4	31
111	5	3	4	5	4	3	5	29
112	4	5	5	5	4	3	3	29
113	3	5	3	3	5	5	4	28
114	4	3	3	3	3	4	5	25
115	4	5	3	3	4	4	3	26
116	5	5	4	4	4	4	4	30
117	5	4	5	4	5	4	3	30
118	4	4	5	5	5	4	5	32
119	5	3	3	5	5	4	3	28
120	3	4	4	3	3	3	4	24

121	3	4	4	3	4	3	4	25
122	3	3	3	3	3	3	5	23
123	4	4	5	4	5	4	4	30
124	5	4	4	4	4	4	4	29
125	4	5	5	3	3	3	5	28
126	5	5	5	4	5	5	4	33
127	4	4	4	4	4	4	3	27
128	4	4	4	4	4	4	5	29
129	4	4	4	4	5	3	3	27
130	3	4	4	5	5	4	4	29
131	3	4	5	3	3	3	4	25
132	5	4	5	3	4	5	4	30
133	3	3	4	3	5	3	5	26
134	4	3	4	4	4	4	4	27
135	5	5	4	4	3	2	4	27
136	3	3	3	4	4	4	5	26
137	5	5	4	4	2	2	4	26
138	3	4	4	4	5	5	5	30
139	5	3	4	4	3	4	4	27
140	3	4	4	5	4	4	3	27
141	4	2	3	4	3	3	3	22
142	4	3	3	3	3	4	4	24
143	3	4	3	3	3	3	4	23
144	4	5	4	5	4	3	3	28
145	4	5	5	5	4	3	3	29
146	4	4	4	4	3	4	5	28
147	4	4	4	4	5	4	4	29
148	5	4	4	5	3	3	4	28
149	3	3	3	4	3	4	4	24
150	4	4	3	4	4	5	5	29
151	4	5	4	4	4	3	5	29
152	4	4	5	4	3	3	3	26
153	4	4	4	3	4	3	4	26
154	4	5	3	3	5	4	3	27
155	4	5	5	5	5	3	5	32
156	4	4	4	4	5	5	4	30
157	4	3	4	5	5	5	3	29
158	5	2	5	3	4	5	4	28
159	4	4	3	4	3	3	4	25
160	5	5	4	4	3	4	3	28
161	4	4	4	4	5	5	4	30

162	3	5	5	3	4	5	5	30
163	5	4	5	4	5	4	4	31
164	5	5	5	5	5	5	4	34
165	5	4	3	3	4	4	5	28
166	5	3	4	4	4	4	3	27
167	5	3	4	5	5	4	4	30
168	4	5	3	5	5	4	4	30
169	4	2	5	4	5	5	5	30
170	5	5	2	3	4	5	4	28
171	5	4	4	5	4	3	5	30
172	4	5	4	3	4	4	5	29
173	4	5	4	4	4	4	4	29
174	4	4	5	4	4	4	5	30
175	4	4	3	3	5	4	4	27
176	5	5	5	5	5	5	4	34
177	4	4	4	4	5	4	5	30
178	5	5	5	3	4	4	4	30
179	4	3	2	4	5	4	5	27
180	4	5	4	4	3	3	4	27
181	5	4	4	4	4	3	4	28
182	5	5	5	5	5	3	3	31
183	4	3	4	4	4	4	4	27
184	4	5	5	5	5	5	5	34
185	4	4	4	4	4	5	4	29
186	5	5	4	4	4	4	4	30
187	4	5	5	5	5	5	4	33
188	5	5	5	5	5	4	4	33
189	5	5	5	5	5	5	5	35
190	5	5	5	5	5	5	5	35
191	4	5	5	5	4	5	4	32
192	3	4	5	4	5	4	5	30
193	5	5	5	4	4	4	4	31
194	4	4	4	5	4	5	5	31
195	4	4	4	5	4	4	4	29
196	4	5	5	5	5	5	3	32
197	4	5	5	5	5	5	5	34
198	4	3	3	4	5	4	5	28
199	4	5	4	5	5	5	5	33
200	5	4	4	4	5	5	4	31
201	3	3	4	3	5	5	5	28
202	4	4	4	5	3	4	5	29

203	4	5	4	3	5	5	4	30
204	4	5	4	3	5	5	4	30
205	4	5	5	4	5	5	5	33
206	4	5	4	5	4	4	3	29
207	5	4	3	4	4	4	4	28
208	5	5	5	5	5	3	4	32
209	5	5	5	5	5	4	5	34
210	5	5	5	4	4	3	2	28
211	3	4	4	3	4	4	5	27
212	4	5	5	5	4	3	4	30
213	5	4	4	3	5	5	5	31
214	4	4	4	4	4	4	4	28
215	4	4	4	4	5	4	3	28
216	5	4	4	4	4	3	4	28
217	5	4	5	5	5	3	4	31
218	5	5	5	5	5	5	5	35
219	4	5	4	5	4	4	5	31
220	5	4	3	3	4	3	4	26
221	4	4	4	4	3	3	3	25
222	4	3	4	3	3	2	3	22
223	4	4	4	4	4	4	5	29
224	5	5	5	3	5	5	3	31
225	5	5	5	5	4	4	5	33
226	4	5	5	5	5	4	5	33
227	4	4	5	4	5	3	3	28
228	5	5	5	5	5	5	5	35
229	5	4	4	4	4	5	5	31
230	5	3	3	4	4	3	4	26
231	4	4	4	3	4	2	4	25
232	5	4	4	4	4	4	3	28
233	4	5	3	4	4	4	4	28
234	4	4	5	5	3	3	4	28
235	4	4	4	3	5	4	5	29
236	4	5	5	4	3	4	3	28
237	4	5	4	4	4	4	5	30
238	5	5	5	4	4	5	4	32
239	5	5	4	5	5	4	4	32
240	5	5	5	5	5	5	4	34

Variabel Lokasi(X3)

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	Total X3
1	5	4	5	5	5	5	5	34
2	4	5	5	5	4	4	4	31
3	4	5	5	5	3	2	4	28
4	4	4	3	2	5	4	3	25
5	3	3	3	4	4	4	4	25
6	3	4	3	2	5	3	5	25
7	2	4	4	4	5	4	4	27
8	2	3	4	4	5	5	5	28
9	5	5	5	5	5	5	5	35
10	5	5	5	4	3	4	4	30
11	5	5	5	5	4	4	5	33
12	4	5	4	4	5	5	5	32
13	5	5	5	4	5	3	5	32
14	3	2	4	5	4	4	4	26
15	3	4	5	5	5	4	3	29
16	4	4	4	5	3	5	5	30
17	3	4	4	4	5	4	4	28
18	5	4	4	4	4	4	4	29
19	4	5	4	5	4	5	4	31
20	5	5	5	4	5	5	4	33
21	4	3	4	4	5	5	4	29
22	4	4	3	4	4	4	4	27
23	5	4	5	5	5	3	3	30
24	4	5	4	3	4	4	5	29
25	5	3	4	5	5	5	4	31
26	4	4	4	4	4	2	3	25
27	4	4	4	4	4	3	5	28
28	5	5	5	5	5	5	3	33
29	5	4	4	4	3	4	3	27
30	3	5	5	5	5	5	5	33
31	3	4	4	4	4	4	4	27
32	5	5	5	3	5	5	5	33
33	4	5	5	5	4	5	4	32
34	4	4	4	4	5	5	5	31
35	5	5	5	5	5	4	4	33
36	4	5	5	5	5	5	5	34
37	4	5	4	5	5	5	4	32
38	4	5	5	4	4	5	5	32

39	4	5	5	5	5	4	4	32
40	5	5	5	5	4	4	4	32
41	4	4	4	5	5	5	5	32
42	5	5	5	4	4	4	4	31
43	5	4	5	5	5	4	5	33
44	4	4	4	4	4	4	4	28
45	4	5	3	5	3	4	5	29
46	4	4	4	3	5	4	5	29
47	4	4	4	4	5	4	5	30
48	5	5	5	3	4	3	3	28
49	3	2	3	3	4	5	4	24
50	4	4	4	2	4	4	5	27
51	4	5	3	4	4	4	5	29
52	4	4	4	3	4	5	4	28
53	3	3	4	3	5	5	4	27
54	3	2	2	4	5	4	5	25
55	5	5	5	5	5	4	4	33
56	3	5	4	3	4	3	3	25
57	5	5	4	3	3	5	4	29
58	3	3	4	3	4	5	4	26
59	4	4	4	4	4	4	5	29
60	4	5	5	5	5	5	5	34
61	5	4	4	5	4	5	4	31
62	4	4	4	4	4	3	4	27
63	4	4	4	5	5	4	3	29
64	3	4	5	4	5	5	5	31
65	4	3	3	5	4	4	5	28
66	5	4	5	4	4	4	5	31
67	4	3	4	4	4	4	5	28
68	4	4	3	3	4	4	5	27
69	5	5	4	4	3	3	4	28
70	3	4	4	4	4	4	5	28
71	4	2	4	4	5	5	4	28
72	4	4	5	4	4	4	3	28
73	4	3	4	2	4	4	3	24
74	4	4	3	5	3	4	4	27
75	2	2	4	3	3	4	4	22
76	5	4	3	3	2	3	3	23
77	4	3	5	4	5	4	4	29
78	4	4	5	4	5	4	5	31
79	4	4	3	4	3	2	3	23

80	4	2	3	3	4	3	4	23
81	5	5	4	3	4	4	4	29
82	4	4	3	4	4	4	5	28
83	5	5	5	3	4	3	3	28
84	4	4	3	2	2	2	4	21
85	5	5	5	5	5	5	4	34
86	3	4	5	5	4	4	3	28
87	3	2	2	3	4	3	3	20
88	4	5	4	3	3	3	5	27
89	4	4	3	3	4	4	4	26
90	4	5	4	4	4	4	4	29
91	4	3	4	4	4	5	5	29
92	4	5	5	5	3	4	4	30
93	4	4	5	4	3	4	3	27
94	5	4	3	5	5	3	3	28
95	5	3	4	4	4	4	3	27
96	3	4	3	3	4	4	5	26
97	5	5	4	5	5	5	4	33
98	4	4	4	4	5	4	4	29
99	4	4	5	4	4	4	3	28
100	4	4	4	4	4	5	4	29
101	5	3	3	4	3	3	2	23
102	4	3	5	5	5	5	4	31
103	5	4	4	4	3	4	4	28
104	4	4	4	4	3	3	3	25
105	3	3	3	4	3	4	5	25
106	5	5	4	4	3	3	4	28
107	4	4	4	4	5	5	3	29
108	3	3	3	3	4	4	4	24
109	4	4	4	5	5	5	4	31
110	4	3	3	5	4	5	5	29
111	4	5	4	5	5	5	4	32
112	4	4	4	4	4	4	5	29
113	4	5	4	4	4	4	5	30
114	4	4	4	3	3	3	5	26
115	4	3	3	5	5	5	5	30
116	4	5	5	3	4	5	5	31
117	4	5	5	5	5	5	5	34
118	5	5	5	5	5	4	3	32
119	3	4	3	4	4	5	5	28
120	4	3	2	4	4	4	4	25

121	2	4	2	4	3	3	4	22
122	5	4	4	4	3	2	3	25
123	5	4	4	4	4	5	4	30
124	4	3	5	4	4	5	4	29
125	5	4	5	5	5	5	4	33
126	5	5	5	5	3	3	4	30
127	3	3	3	4	4	5	5	27
128	3	4	5	5	5	5	5	32
129	3	4	4	4	3	4	5	27
130	5	5	4	4	4	4	5	31
131	4	5	5	5	5	4	4	32
132	4	4	5	5	4	5	5	32
133	4	5	4	4	4	4	3	28
134	4	3	2	2	4	5	5	25
135	4	4	4	4	5	4	4	29
136	4	4	4	4	5	4	4	29
137	5	3	5	4	4	5	5	31
138	4	4	5	5	5	4	4	31
139	4	3	3	4	3	4	5	26
140	5	5	3	3	3	3	4	26
141	3	2	4	3	3	4	3	22
142	4	3	3	2	3	2	4	21
143	3	3	3	3	2	4	4	22
144	4	3	4	5	4	4	4	28
145	5	4	5	4	5	5	5	33
146	4	5	3	3	4	4	5	28
147	4	4	4	5	4	4	4	29
148	4	4	3	5	5	5	5	31
149	4	4	4	3	4	4	4	27
150	4	4	4	4	4	2	4	26
151	4	5	4	4	3	4	3	27
152	4	3	5	5	3	4	5	29
153	5	3	3	3	4	4	4	26
154	4	4	4	4	4	4	4	28
155	4	4	5	5	5	5	5	33
156	5	5	5	5	4	4	4	32
157	4	4	4	4	4	4	4	28
158	4	5	5	4	4	4	4	30
159	4	4	4	3	3	3	4	25
160	5	5	3	4	4	4	4	29
161	4	3	4	5	5	4	5	30

162	4	4	5	5	5	4	5	32
163	4	5	5	5	5	5	5	34
164	4	5	5	5	5	5	4	33
165	5	5	5	3	3	4	4	29
166	3	4	4	3	5	5	5	29
167	5	4	5	5	5	5	5	34
168	5	4	4	5	3	4	5	30
169	4	3	4	4	5	5	4	29
170	5	3	4	5	4	4	4	29
171	5	5	5	4	4	3	4	30
172	4	4	4	4	4	4	5	29
173	5	5	3	4	4	3	3	27
174	3	4	4	5	5	4	4	29
175	4	4	4	4	4	5	4	29
176	4	4	5	5	5	5	5	33
177	5	5	4	5	4	4	5	32
178	5	5	4	4	4	4	4	30
179	5	5	4	3	3	4	3	27
180	4	4	4	4	4	3	4	27
181	3	4	3	3	3	4	4	24
182	3	5	5	4	5	3	5	30
183	4	4	4	4	3	4	5	28
184	5	5	5	5	4	3	4	31
185	4	3	4	4	5	5	4	29
186	4	4	3	4	4	4	5	28
187	5	4	4	4	5	5	5	32
188	4	4	4	4	5	5	4	30
189	5	5	5	5	5	5	5	35
190	4	5	5	5	5	5	4	33
191	5	5	5	5	5	5	5	35
192	5	5	5	3	3	4	3	28
193	5	3	3	5	5	5	4	30
194	4	4	4	4	4	4	4	28
195	5	5	4	4	4	4	4	30
196	5	5	5	5	5	5	4	34
197	5	3	5	4	5	4	5	31
198	4	4	4	4	5	3	3	27
199	5	5	5	5	5	5	5	35
200	4	5	3	5	3	3	5	28
201	4	4	5	4	4	4	5	30
202	4	4	5	5	4	4	4	30

203	5	5	5	5	4	4	4	32
204	4	4	5	5	5	5	5	33
205	4	3	5	5	5	5	4	31
206	5	5	4	3	4	4	3	28
207	4	4	5	4	4	4	5	30
208	4	3	3	3	3	3	4	23
209	5	5	5	4	4	5	5	33
210	4	4	4	4	4	5	4	29
211	3	3	5	3	3	5	5	27
212	4	4	4	5	5	4	5	31
213	5	5	5	4	5	4	4	32
214	4	4	4	4	4	4	5	29
215	4	4	4	5	3	4	5	29
216	5	4	4	4	4	4	4	29
217	4	5	4	4	4	5	5	31
218	4	5	5	5	5	4	3	31
219	4	5	5	4	4	5	4	31
220	4	3	3	4	4	4	4	26
221	4	4	5	3	2	2	3	23
222	4	4	4	3	5	4	4	28
223	4	3	3	4	4	4	4	26
224	4	4	5	5	5	5	5	33
225	5	5	5	5	5	5	5	35
226	4	5	4	4	5	4	4	30
227	4	4	5	4	4	4	5	30
228	5	5	4	4	5	5	5	33
229	5	5	4	5	4	5	5	33
230	4	4	4	3	3	2	4	24
231	4	3	4	3	5	4	4	27
232	4	5	5	5	4	4	3	30
233	4	3	4	4	5	5	5	30
234	5	4	3	3	5	4	4	28
235	4	3	4	4	5	3	5	28
236	5	5	5	5	5	4	5	34
237	5	3	3	4	4	4	4	27
238	5	5	5	5	5	5	5	35
239	4	4	5	5	5	5	4	32
240	5	5	5	5	5	5	5	35

Variabel Keputusan Pembelian (Y)

No	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Total Y
1	5	5	5	5	5	5	5	35
2	4	5	5	4	4	5	5	32
3	5	2	5	4	4	5	5	30
4	4	4	3	3	5	5	4	28
5	3	3	3	4	3	4	4	24
6	4	4	5	3	4	2	5	27
7	5	3	4	4	5	4	3	28
8	4	3	4	4	3	5	4	27
9	5	5	5	5	5	5	5	35
10	4	5	4	5	5	5	4	32
11	5	5	5	5	5	4	5	34
12	5	5	5	5	4	4	5	33
13	5	5	5	5	5	5	5	35
14	3	3	4	3	4	3	5	25
15	4	4	3	4	4	3	4	26
16	4	5	4	4	3	4	4	28
17	4	4	4	4	5	4	4	29
18	4	4	4	4	4	5	4	29
19	4	3	5	3	5	5	4	29
20	5	5	5	5	5	5	5	35
21	4	3	4	5	5	5	4	30
22	4	5	4	3	4	4	4	28
23	4	4	5	5	5	5	4	32
24	4	5	4	4	3	5	4	29
25	4	5	5	4	4	4	5	31
26	4	3	4	3	4	4	4	26
27	4	4	4	4	5	5	4	30
28	5	5	5	4	3	5	5	32
29	4	3	4	3	5	4	4	27
30	5	5	5	4	5	5	5	34
31	4	3	4	4	5	4	5	29
32	5	5	5	5	5	4	5	34
33	5	5	4	5	5	5	4	33
34	5	5	4	4	5	3	5	31
35	5	5	5	4	5	5	5	34
36	5	5	5	5	5	5	5	35
37	5	5	4	4	4	5	4	31
38	5	5	4	5	5	4	5	33

39	5	4	4	4	5	4	5	31
40	4	5	4	4	4	5	4	30
41	5	5	4	4	5	4	5	32
42	5	5	4	5	5	4	4	32
43	5	5	5	5	5	4	5	34
44	5	4	4	4	4	5	4	30
45	4	5	4	4	4	4	4	29
46	4	4	4	4	5	4	4	29
47	5	5	4	3	3	5	5	30
48	4	3	5	4	3	4	5	28
49	3	3	4	3	4	4	4	25
50	4	3	3	5	4	4	4	27
51	5	5	3	4	4	4	5	30
52	5	5	4	3	4	5	3	29
53	5	4	3	3	4	3	4	26
54	3	4	4	4	4	3	3	25
55	5	5	5	4	5	5	5	34
56	3	4	4	4	3	4	4	26
57	4	4	4	5	4	5	4	30
58	4	3	5	4	4	3	5	28
59	5	5	4	4	4	4	4	30
60	5	5	5	5	5	5	5	35
61	5	5	4	5	5	4	5	33
62	4	4	5	4	3	4	4	28
63	5	4	4	5	3	4	5	30
64	5	5	4	4	4	4	4	30
65	4	4	5	4	4	5	4	30
66	4	4	4	4	5	4	4	29
67	3	4	4	4	4	4	4	27
68	3	4	5	4	4	4	5	29
69	4	3	4	5	5	3	4	28
70	4	3	4	3	4	5	4	27
71	4	4	4	4	4	3	5	28
72	4	5	3	3	5	3	4	27
73	4	4	2	4	4	3	5	26
74	4	4	3	5	3	5	3	27
75	3	2	4	5	4	5	4	27
76	3	4	4	2	4	5	4	26
77	4	4	4	5	4	4	3	28
78	5	5	3	3	5	5	4	30
79	3	5	4	3	3	3	4	25

80	3	3	3	3	3	4	3	22
81	4	4	4	4	4	4	4	28
82	4	4	4	4	4	4	4	28
83	4	4	4	4	4	4	4	28
84	2	4	3	2	4	4	3	22
85	4	5	5	5	5	5	5	34
86	4	4	4	4	4	5	4	29
87	4	4	2	3	3	2	4	22
88	3	3	5	5	5	4	4	29
89	4	3	4	4	4	4	4	27
90	4	4	4	4	4	5	4	29
91	4	4	4	4	4	4	5	29
92	3	4	4	4	4	5	4	28
93	4	4	4	4	4	4	4	28
94	5	4	4	4	4	5	4	30
95	4	4	4	4	4	4	5	29
96	4	4	4	4	4	4	4	28
97	5	5	5	5	5	5	5	35
98	4	4	4	4	4	4	4	28
99	4	4	4	4	4	4	5	29
100	5	4	4	4	4	4	4	29
101	4	3	3	3	3	3	4	23
102	4	4	4	5	4	4	4	29
103	4	4	4	4	4	4	4	28
104	4	2	4	4	4	4	4	26
105	4	3	4	4	4	4	4	27
106	4	3	4	4	4	4	4	27
107	3	3	3	4	3	3	4	23
108	4	4	4	3	4	4	4	27
109	4	5	4	5	5	4	4	31
110	4	4	4	5	5	5	4	31
111	4	5	4	5	4	4	4	30
112	4	3	3	4	5	5	4	28
113	4	4	4	5	4	4	5	30
114	3	2	3	5	3	4	3	23
115	4	3	4	4	4	4	5	28
116	5	5	5	4	5	4	5	33
117	3	4	5	5	5	5	3	30
118	3	4	4	4	4	4	4	27
119	4	4	5	3	5	5	4	30
120	2	4	4	4	3	4	4	25

121	3	2	4	5	4	3	4	25
122	3	4	3	3	4	4	4	25
123	5	4	5	5	4	5	4	32
124	4	5	5	4	5	4	5	32
125	5	3	5	4	4	5	4	30
126	4	4	5	5	4	3	5	30
127	3	4	4	3	3	4	4	25
128	4	3	5	4	4	5	5	30
129	4	4	4	4	4	4	4	28
130	4	4	4	3	4	4	4	27
131	4	3	4	4	4	4	5	28
132	5	4	4	5	5	5	4	32
133	4	3	4	5	4	4	4	28
134	3	4	4	5	4	4	4	28
135	4	4	4	4	4	4	5	29
136	3	4	4	5	4	4	5	29
137	5	3	5	5	5	5	3	31
138	4	4	5	4	4	3	5	29
139	2	5	4	3	4	4	4	26
140	3	3	4	3	2	4	4	23
141	3	4	4	4	3	3	4	25
142	5	4	4	4	4	4	3	28
143	3	4	4	3	2	4	5	25
144	4	4	4	4	4	4	4	28
145	3	4	4	5	5	4	4	29
146	5	2	5	4	5	4	5	30
147	4	4	5	5	5	4	5	32
148	4	4	5	4	5	5	5	32
149	4	4	3	5	4	4	5	29
150	4	4	3	3	3	3	3	23
151	4	4	4	5	3	4	4	28
152	4	4	4	4	4	5	4	29
153	5	5	5	4	4	5	4	32
154	4	5	3	4	5	5	4	30
155	5	5	3	5	5	4	4	31
156	5	4	5	5	4	5	5	33
157	4	5	5	4	4	5	4	31
158	5	5	5	5	4	5	5	34
159	4	4	4	4	4	4	3	27
160	4	4	4	4	5	3	4	28
161	5	4	4	4	4	5	4	30

162	3	4	5	5	3	4	5	29
163	4	4	5	5	5	4	4	31
164	5	5	5	5	4	4	5	33
165	4	4	4	4	4	4	5	29
166	4	4	4	5	4	4	4	29
167	4	4	4	5	5	4	4	30
168	4	5	3	5	5	5	4	31
169	5	4	4	4	4	4	4	29
170	4	4	4	4	4	4	4	28
171	4	5	5	4	5	5	4	32
172	4	5	4	4	4	4	4	29
173	4	4	4	4	3	4	5	28
174	4	4	4	4	4	5	4	29
175	4	4	4	4	3	4	4	27
176	5	4	5	5	5	5	5	34
177	5	4	4	5	5	4	5	32
178	4	5	4	5	4	5	4	31
179	4	4	4	4	4	4	4	28
180	4	4	4	3	3	3	4	25
181	4	4	4	4	3	4	3	26
182	5	5	5	5	3	4	5	32
183	4	3	4	4	3	4	5	27
184	5	5	5	5	5	5	5	35
185	4	4	4	3	4	4	4	27
186	5	5	5	5	5	5	4	34
187	5	5	5	5	5	5	4	34
188	5	5	4	4	5	3	4	30
189	5	5	5	5	5	5	5	35
190	5	5	5	5	5	5	5	35
191	5	4	5	5	5	5	4	33
192	5	5	5	5	4	3	5	32
193	5	5	4	5	5	4	4	32
194	4	3	4	5	3	5	4	28
195	5	5	4	3	3	4	4	28
196	5	5	4	5	4	4	4	31
197	5	5	5	5	5	5	4	34
198	5	5	5	3	4	4	5	31
199	5	5	5	5	5	5	5	35
200	5	5	5	3	5	5	5	33
201	5	5	4	4	3	4	3	28
202	4	5	4	5	4	4	4	30

203	4	5	4	4	5	4	5	31
204	5	4	4	3	4	5	4	29
205	5	4	5	5	4	4	5	32
206	4	5	5	3	4	3	4	28
207	4	5	4	4	4	4	5	30
208	5	4	4	5	5	4	4	31
209	5	5	5	5	5	5	3	33
210	5	5	5	5	5	4	5	34
211	4	4	4	4	5	4	3	28
212	5	4	5	5	4	5	5	33
213	3	5	5	5	4	5	4	31
214	5	4	5	5	4	4	5	32
215	4	5	5	4	3	5	5	31
216	4	4	4	5	4	4	4	29
217	5	4	4	4	4	4	4	29
218	5	5	5	4	5	3	5	32
219	5	5	5	4	5	5	4	33
220	4	3	5	5	4	4	5	30
221	4	4	3	4	4	4	4	27
222	4	3	3	4	3	3	3	23
223	4	4	4	4	4	4	4	28
224	5	4	5	5	3	4	5	31
225	5	3	4	5	5	5	5	32
226	5	5	5	4	5	4	5	33
227	4	5	4	5	5	4	5	32
228	5	5	5	4	5	5	5	34
229	5	3	5	5	5	5	5	33
230	4	5	4	5	4	3	3	28
231	3	4	3	3	4	3	3	23
232	5	4	5	4	3	4	5	30
233	4	4	4	4	4	4	4	28
234	5	4	5	5	4	4	5	32
235	4	4	4	4	4	4	4	28
236	4	4	4	5	4	5	4	30
237	3	5	5	5	5	5	4	32
238	5	5	5	5	4	3	5	32
239	5	4	5	5	3	5	4	31
240	5	5	5	4	4	5	4	32

	Sig. (2-tailed)	,046	,005	,000	,069	,551	,030	,494	,001	,000	,000	,000		,000
	N	240	240	240	240	240	240	240	240	240	240	240	240	240
totalx1	Pearson Correlation	,309*	,519*	,463*	,581*	,612*	,675*	,576*	,475*	,458*	,414*	,396*	,314*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	240	240	240	240	240	240	240	240	240	240	240	240	240

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

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

Variabel Kelengkapan Produk(X2)

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	totalx2
x2.1	Pearson Correlation	1	,330**	,215**	,248**	,050	,023	-,082	,419**
	Sig. (2-tailed)		,000	,001	,000	,445	,727	,204	,000
	N	240	240	240	240	240	240	240	240
x2.2	Pearson Correlation	,330**	1	,437**	,274**	,219**	,151*	,044	,614**
	Sig. (2-tailed)	,000		,000	,000	,001	,020	,500	,000
	N	240	240	240	240	240	240	240	240
x2.3	Pearson Correlation	,215**	,437**	1	,405**	,292**	,227**	,040	,652**
	Sig. (2-tailed)	,001	,000		,000	,000	,000	,538	,000
	N	240	240	240	240	240	240	240	240
x2.4	Pearson Correlation	,248**	,274**	,405**	1	,283**	,220**	,090	,621**
	Sig. (2-tailed)	,000	,000	,000		,000	,001	,167	,000
	N	240	240	240	240	240	240	240	240
x2.5	Pearson Correlation	,050	,219**	,292**	,283**	1	,511**	,231**	,659**
	Sig. (2-tailed)	,445	,001	,000	,000		,000	,000	,000
	N	240	240	240	240	240	240	240	240
x2.6	Pearson Correlation	,023	,151*	,227**	,220**	,511**	1	,284**	,628**
	Sig. (2-tailed)	,727	,020	,000	,001	,000		,000	,000
	N	240	240	240	240	240	240	240	240
x2.7	Pearson Correlation	-,082	,044	,040	,090	,231**	,284**	1	,401**
	Sig. (2-tailed)	,204	,500	,538	,167	,000	,000		,000
	N	240	240	240	240	240	240	240	240
totalx2	Pearson Correlation	,419**	,614**	,652**	,621**	,659**	,628**	,401**	1

Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
N	240	240	240	240	240	240	240	240

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

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

Variabel Lokasi(X3)

Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	x3.7	totalx3
x3.1	Pearson Correlation	1	,413**	,280**	,200**	,038	-,002	-,095	,447**
	Sig. (2-tailed)		,000	,000	,002	,559	,979	,143	,000
	N	240	240	240	240	240	240	240	240
x3.2	Pearson Correlation	,413**	1	,436**	,232**	,055	-,003	,021	,548**
	Sig. (2-tailed)	,000		,000	,000	,394	,964	,741	,000
	N	240	240	240	240	240	240	240	240
x3.3	Pearson Correlation	,280**	,436**	1	,415**	,294**	,235**	,049	,686**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,446	,000
	N	240	240	240	240	240	240	240	240
x3.4	Pearson Correlation	,200**	,232**	,415**	1	,364**	,317**	,149*	,679**
	Sig. (2-tailed)	,002	,000	,000		,000	,000	,021	,000
	N	240	240	240	240	240	240	240	240
x3.5	Pearson Correlation	,038	,055	,294**	,364**	1	,493**	,207**	,617**
	Sig. (2-tailed)	,559	,394	,000	,000		,000	,001	,000
	N	240	240	240	240	240	240	240	240
x3.6	Pearson Correlation	-,002	-,003	,235**	,317**	,493**	1	,365**	,603**
	Sig. (2-tailed)	,979	,964	,000	,000	,000		,000	,000
	N	240	240	240	240	240	240	240	240
x3.7	Pearson Correlation	-,095	,021	,049	,149*	,207**	,365**	1	,411**
	Sig. (2-tailed)	,143	,741	,446	,021	,001	,000		,000
	N	240	240	240	240	240	240	240	240
totalx3	Pearson Correlation	,447**	,548**	,686**	,679**	,617**	,603**	,411**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	240	240	240	240	240	240	240	240

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

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

Variabel Keputusan Pembelian(Y)

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	totalY
Y1	Pearson Correlation	1	,366**	,361**	,294**	,348**	,257**	,321**	,699**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	240	240	240	240	240	240	240	240
Y2	Pearson Correlation	,366**	1	,242**	,126	,255**	,148*	,188**	,570**
	Sig. (2-tailed)	,000		,000	,051	,000	,022	,004	,000
	N	240	240	240	240	240	240	240	240
Y3	Pearson Correlation	,361**	,242**	1	,331**	,264**	,339**	,445**	,689**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	240	240	240	240	240	240	240	240
Y4	Pearson Correlation	,294**	,126	,331**	1	,303**	,229**	,204**	,591**
	Sig. (2-tailed)	,000	,051	,000		,000	,000	,002	,000
	N	240	240	240	240	240	240	240	240
Y5	Pearson Correlation	,348**	,255**	,264**	,303**	1	,268**	,165*	,622**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,010	,000
	N	240	240	240	240	240	240	240	240
Y6	Pearson Correlation	,257**	,148*	,339**	,229**	,268**	1	,030	,534**
	Sig. (2-tailed)	,000	,022	,000	,000	,000		,641	,000
	N	240	240	240	240	240	240	240	240
Y7	Pearson Correlation	,321**	,188**	,445**	,204**	,165*	,030	1	,530**
	Sig. (2-tailed)	,000	,004	,000	,002	,010	,641		,000
	N	240	240	240	240	240	240	240	240
totalY	Pearson Correlation	,699**	,570**	,689**	,591**	,622**	,534**	,530**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	240	240	240	240	240	240	240	240

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

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

LAMPIRAN 4

HASIL UJI REALIBILITAS

Variabel Strategi Pemasaran (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,699	12

Case Processing Summary

		N	%
Cases	Valid	240	100,0
	Excluded ^a	0	,0
	Total	240	100,0

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

Variabel Kelengkapan Produk (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,661	7

Case Processing Summary

		N	%
Cases	Valid	240	100,0
	Excluded ^a	0	,0
	Total	240	100,0

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

Variabel Lokasi(X3)

Reliability Statistics

Cronbach's Alpha	N of Items
,660	7

Case Processing Summary

		N	%
Cases	Valid	240	100,0
	Excluded ^a	0	,0
	Total	240	100,0

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

Variabel Keputusan Pembelian(Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,710	7

Case Processing Summary

		N	%
Cases	Valid	240	100,0
	Excluded ^a	0	,0
	Total	240	100,0

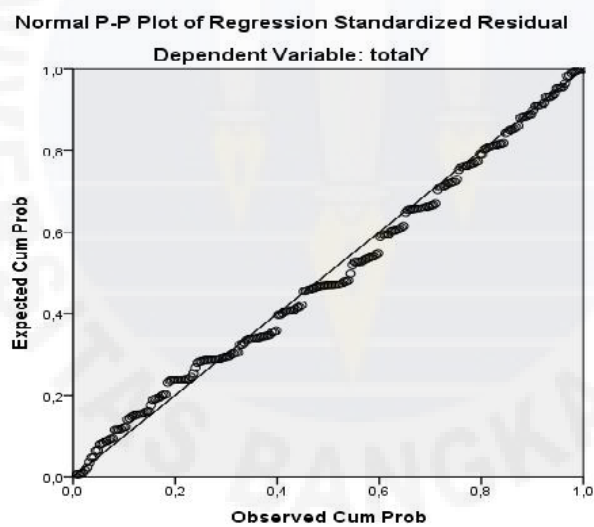
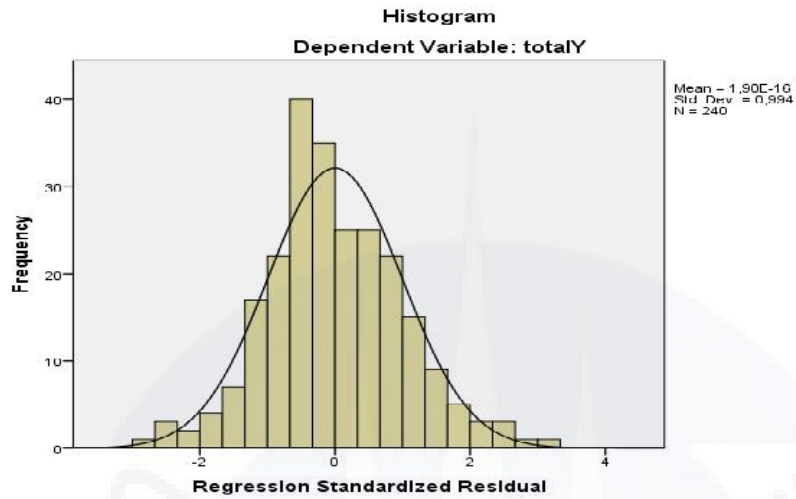
a. Listwise deletion based on all variables in the procedure.



LAMPIRAN 5

HASIL UJI ASUMSI KLASIK

Uji Normalitas

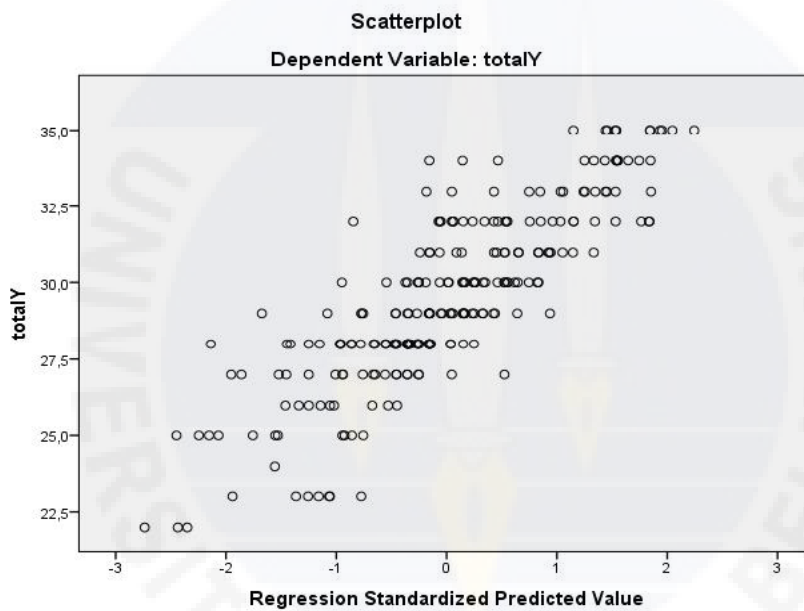


Uji Multikolinearitas

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
totalx1	,318	3,142
totalx2	,262	3,813
totalx3	,387	2,584

Uji Heteroskedastisitas



LAMPIRAN 6

HASIL UJI REGRESI BERGANDA, KOEFISIEN DETERMINASI UJI T DAN UJI F

Uji Regresi Berganda dan Uji T

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,817	1,113		2,531	,012		
totalx1	,257	,038	,411	6,694	,000	,318	3,142
totalx2	,247	,063	,263	3,897	,000	,262	3,813
totalx3	,234	,053	,245	4,408	,000	,387	2,584

a. Dependent Variable: totalY

Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,847 ^a	,717	,714	1,569

a. Predictors: (Constant), totalx3, totalx1, totalx2

b. Dependent Variable: totalY

Uji F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1473,222	3	491,074	199,554	,000 ^b
	Residual	580,761	236	2,461		
	Total	2053,983	239			

a. Dependent Variable: totalY

b. Predictors: (Constant), totalx3, totalx1, totalx2

MINIMARKET TJ MART

Jalan selan No.12 Pangkalpinang

Kepulauan Bangka Belitung 33684, Indonesia

Kepada Yth.

Dekan Fakultas Ekonomi
Universitas Bangka Belitung
Di Balunijuk

Dengan Hormat,

Yang bertanda tangan di bawah ini :

Nama : KIN-KIN

Jabatan : MANEJER

Menerangkan bahwa,

Nama : TARISNA

Nim : 3021 2111 11

Dengan ini diberitahukan bahwa Telah kami setuju dan tidak keberatan untuk mengadakan penelitian di Minimarket Tj Mart Pangkalpinang dengan permasalahan dan judul : **“ANALISIS PENGARUH STRATEGI PEMASARAN, KELENGKAPAN PRODUK DAN LOKASI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA MINIMARKET TJ MART PANGKALPINANG”**

Demikian surat ini kami sampaikan, dan atas kerja samanya kami mengucapkan terima kasih.

Pangkalpinang, 31 Mei 2016

MANEJER


KIN-KIN

TJ MART
JALAN SELAN NO. 12
PANGKALPINANG



KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI
UNIVERSITAS BANGKA BELITUNG

UPT BAHASA

Kampus Terpadu UBB, Gedung Timah I Balunujuk,
Kec. Merawang Kab. Bangka Provinsi Kepulauan Bangka Belitung 33172
Telepon (0717) 4260035, Faksimile (0717) 421303
Laman www.ubb.ac.id

ABSTRACT

Tarಿಸna. 302.12.11.111. The Analysis of the Influence of Marketing Strategy, the Completeness of Product, and Location on the Consumer Purchase Decision at Tj Mart Minimarket Pangkalpinang

The background of this research is based on the phenomenon which indicates that marketing strategy, the completeness of product, and location influence the consumer purchase decision. The purpose of this research is to analyze the influence of marketing strategy, the completeness of product, and location on the consumer purchase decision. This is descriptive research with quantitative approach with a total sample of 240 respondents, while the sampling technique uses incidental sampling. The independent variable of this research consists of marketing strategy (X1), the completeness of product (X2), and location (X3) while the dependent variable is consumer purchase decision (Y). The test of instrument uses classical assumption test, multiple linear regressions, t test, f test, and coefficient of determination (R^2). The result of independent variable is obtained X_1 $t_{value}(6,694) > t_{table}(1,651)$, variable X_2 $t_{hitung}(3,897) > t_{table}(1,651)$, variable X_3 $t_{hitung}(4,408) > t_{table}(1,651)$. Thus X_1 , X_2 and X_3 have positive and significant influence. From F test is obtained $F_{value}(199,554) > F_{table}(2,642)$ with the significance value is $0,000 < 0,05$, then independent variable simultaneously influence dependent variable significantly. The result of coefficient of determination test (R^2) indicates Adjusted R Square is 0.714 or 71.4% which means variable of consumer purchase decision at Tj Mart Minimarket Pangkalpinang can be explained by variable of marketing strategy, the completeness of product, and location. The remaining is 0.286 or 28.6% can be explained by other variable out of the research.

Keywords: marketing strategy, the completeness of product, location, consumer purchase decision

Head of UPT Bahasa



Riwan Kusmiadi, S.T.P., M.Si.

Translator

Maya Susilawati, S.Pd.

LAMPIRAN 9

DAFTAR RIWAYAT HIDUP

Nama : Tarisna
Jenis Kelamin : Perempuan
Tempat, Tanggal Lahir : Pergam, 11 November 1992
Kewarganegaraan : Indonesia
Agama : Islam
Alamat : Desa Pergam, Kec. Air Gegas Bangka Selatan

Pendidikan Formal

1. SDN. 1 Desa Pergam : 2001-2006
2. SMPN 1 Air Gegas : 2006-2009
3. SMKN 1 Pangkalpinang : 2009 -2012
4. Universitas Bangka Belitung : 2012-2016

Lampiran 10



KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : TARISMA
 NIM : 302121111
 Jurusan : Akuntansi / Manajemen
 Angkatan : 2012
 Konsentrasi Studi : Manajemen pemasaran
 IPK : 3,18
 Nama Pembimbing : Hidayati, S.E., M.M
 Mulai Skripsi : November 2016
 Judul Proposal/Skripsi : Analisis pengaruh strategi pemasaran, kelengkapan produk dan faktor lokasi terhadap keputusan pembelian (Studi kasus pada Minimarket Tj Mart pangkalpinang)

NO	Tanggal	Keterangan	Paraf Pembimbing
1		Korrek judul	[Signature]
2	20 Jun 2016	BAB I	[Signature]
3	21 Jun 2016	BAB II, DP	[Signature]
4	23 Jun 2016	BAB I, II, III	[Signature]
5	24 Jun 2016	Kelengkapan hasil	[Signature]
6	28 Jun 2016	Ace ke pembimbing Utama	[Signature]
7	27 Des 2016	Revisi awal	[Signature]
8	30 Des 2016	DAFTAR ISI	[Signature]
9	3 Jan 2016	kelengkapan Berleas	[Signature]
10	3 Jan 2016	Ace ke pemb. Utam	[Signature]
11			
12			
13			
14			
15			

Catatan :
 1. Kartu ini harus diisi saat bimbingan skripsi



KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : TARISMA
NIM : 3021211111
Jurusan : Akuntansi / Manajemen
Angkatan : 2012
Konsentrasi Studi : Manajemen pemasaran
IPK : 3.18
Nama Pembimbing : Khairiyansyah, S.E., M.M
Mulai Skripsi : November 2016
Judul Proposal/Skripsi : Analisis pengaruh Strategi pemasaran, kelongkapan produk dan faktor lokasi terhadap keputusan pembelian (studi kasus pada minimarket Tj Mart pangkal pinang)

NO	Tanggal	Keterangan	Paraf Pembimbing
1		Revisi judul	[Signature]
2	29 Juni 2016	Revisi bab 1	[Signature]
3	30 Juni 2016	Revisi bab 2	[Signature]
4	1 Juli 2016	Revisi bab 3	[Signature]
5	2 Juli 2016	ACC	[Signature]
6	4 Januari 2017	penyempurnaan bab 4	[Signature]
7	4 Januari 2017	penyempurnaan bab 5	[Signature]
8	5 Januari 2017	penyempurnaan kesimpulan	[Signature]
9	5 Januari 2017	penyempurnaan bab 6	[Signature]
10	6 Januari 2017	ACC	[Signature]
11			
12			
13			
14			
15			

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi

LAMPIRAN 11

DOKUMENTASI



Halaman depan minimarket Tj Mart Pangkalpinang



Tata letak produk minimarket Tj Mart Pangkalpinang



Suasana kasir minimarket Tj Mart Pangkalpinang



Suasana konsumen berbelanja di minimarket Tj Mart pangkalpinang



