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**LAMPIRAN**

**Lampiran 1 Kuesioner**

**KUESIONER PENELITIAN**

**PENGARUH KUALITAS PELAYANAN, *WORD OF MOUTH* DAN SUASANA TOKO TERHADAP MINAT BELI KONSUMEN CENTRAL *FASHION* STORE BREBES**

Kepada Yth. Bapak/Ibu/Sdr/Sdri

Pengunjung Central *Fashion* Store Brebes

Dengan Hormat,

Saya Eldora B. Simanjorang Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal. Yang bermaksud melakukan penelitian skripsi S1 dengan judul “Pengaruh Kualitas Pelayanan, *Word Of Mouth* dan Suasanan Toko Terhadap Minat Beli Konsumen Central *Fashion* Store Brebes”.

Isian kuesioner terlampir semata-mata untuk kepentingan ilmiah, serta jawaban Bapak/Ibu bersifat rahasia. Maka dari itu atas segala bantuan, partisipasi dan kesediaan Bapak/Ibu mengisi kuesioner yang dimaksud, sebelum dan sesudahnya disampaikan banyak terimakasih.

Hormat Kami,

Eldora B. Simanjorang

4119500059

**Petunjuk Pengisian Kuesioner**

1. Kepada Bapak/Ibu/Sdr/i diharapkan untuk menjawab sebuah pernyataan yang ada dengan sebenar-benarnya.
2. Berilah tanda () pada kolom yang tersedia dan pilih salah satu jawaban sesuai dengan keadaan sebenarnya.
3. Ada lima alternatif jawaban yaitu:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

**Identitas Responden**

1. Jenis kelamin:

Laki-Laki Perempuan

1. Usia Bapak/Ibu/Sdr/i saat ini:

20 - 30 tahun

30 - 40 tahun

> 40 tahun

1. Pekerjaan saat ini:

Pelajar/Mahasiswa

PNS/BUMN

Wiraswasta

Pegawai swasta

Lainnya

**VARIBEL MINAT BELI (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan/ Pertanyaan | STS | TS | N | S | SS |
| 1 | 2 | 3 | 4 | 5 |
|  | **Membeli Produk Hasil Perusahaan** | | | | | |
| 1. | Saya melakukan pembelian produk di central *fashion* store |  |  |  |  |  |
| 2. | Saya lebih memilih produk dari central *fashion* store |  |  |  |  |  |
|  | **Merekomendasikan Produk Ke Orang Lain** | | | | | |
| 3. | Saya merekomendasikan produk central *fashion* ke orang lain |  |  |  |  |  |
| 4. | Saya mengetahui central *fashion* store karena rekomendasi orang lain |  |  |  |  |  |
|  | **Mencari Informasi Produk** | | | | | |
| 5. | Saya terlebih dahulu mencari tahu informasi tentang produk yang tersedia di central *fashion* store |  |  |  |  |  |
| 6 | Sebelum membeli produk central *fashion* store saya terlebih dahulu mencaritahu tentang produk |  |  |  |  |  |

**VARIABEL KUALITAS PELAYANAN (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan/ Pertanyaan | STS | TS | N | S | SS |
| 1 | 2 | 3 | 4 | 5 |
|  | **Fasilitas Fisik** | | | | | |
| 1. | Central *fashion* store memiliki fasilitas yang lengkap |  |  |  |  |  |
| 2. | Saya tertarik berbelanja di central *fashion* karena fasilitas yang tersedia lengkap |  |  |  |  |  |
|  | **Keramahan Karyawan** | | | | | |
| 3. | Karyawan ramah dalam melayani konsumen |  |  |  |  |  |
| 4. | Saya berbelanja dicentral *fashion* karena keramahan karyawan |  |  |  |  |  |
|  | **Pengetahuan Karyawan Tentang Produk** | | | | | |
| 5. | Karyawan mengetahui semua informasi tentang produk |  |  |  |  |  |
| 6 | Saya tertarik berbelanja di central *fashion* store karena pemahaman karyawa tentang produk |  |  |  |  |  |

**VARIABEL *WORD OF MOUTH* (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan/ Pertanyaan | STS | TS | N | S | SS |
| 1 | 2 | 3 | 4 | 5 |
|  | **Menyebarkan Informasi Produk** | | | | | |
| 1. | Saya dengan sendirinya berbagi informasi tentang central *fashion* ke orang lain |  |  |  |  |  |
| 2. | Saya akan menceritakan tentang central *fashion* ke orang lain |  |  |  |  |  |
|  | **Kejujuran Perusahaan** | | | | | |
| 3. | Saya tertarik dengan central *fashion* karena kejujuran tentang produk |  |  |  |  |  |
| 4. | Perusahaan jujur ke konsumen tentang produk yang tersedia |  |  |  |  |  |
|  | **Berbagi Informasi Ke Temen dan Keluarga** | | | | | |
| 5. | Saya lebih tertarik berbagi informasi tentang central *fashion* ke teman dan keluarga |  |  |  |  |  |
| 6 | Saya akan berbagi informasi central *fashion* ke teman |  |  |  |  |  |

**VARIABEL SUASANA TOKO (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan/Pertanyaan | STS | TS | N | S | SS |
| 1 | 2 | 3 | 4 | 5 |
|  | **Mudah Menemukan Barang** | | | | | |
| 1. | Saya berbelanja di central *fashion* store karena mudah menemukan barang yang dibutuhkan |  |  |  |  |  |
| 2. | Central *fashion* memudahkan konsumen dalam mencari produk |  |  |  |  |  |
|  | **Pencahayaan Ruangan** | | | | | |
| 3. | Central *fashion* memiliki pencahayaan ruangan yang baik |  |  |  |  |  |
| 4. | Saya suka berbelanja di central *fashion* karena memiliki pencahayaan yang baik |  |  |  |  |  |
|  | **Desain Yang Menarik** | | | | | |
| 5. | Central *fashion* memiliki desain yang menarik |  |  |  |  |  |
| 6 | Saya nyaman berbelanja di central *fashion* karena desain nya yang menarik |  |  |  |  |  |

**Lampiran 2 Tabulasi Data Non Responden Minat Beli**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode** | **MINAT BELI** | | | | | | |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **JML** |
| R-01 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| R-02 | 3 | 3 | 3 | 5 | 5 | 5 | 24 |
| R-03 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| R-04 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R-05 | 4 | 4 | 3 | 2 | 4 | 4 | 21 |
| R-06 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-07 | 2 | 1 | 2 | 1 | 2 | 1 | 9 |
| R-08 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| R-09 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-10 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| R-11 | 4 | 5 | 3 | 5 | 5 | 5 | 27 |
| R-12 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| R-13 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-15 | 5 | 4 | 4 | 5 | 4 | 3 | 25 |
| R-16 | 5 | 3 | 3 | 3 | 4 | 3 | 21 |
| R-17 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| R-18 | 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| R-19 | 5 | 5 | 5 | 4 | 4 | 2 | 25 |
| R-20 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-21 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-22 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| R-23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-24 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-25 | 3 | 3 | 3 | 4 | 3 | 5 | 21 |
| R-26 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-27 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-28 | 4 | 4 | 1 | 4 | 2 | 4 | 19 |
| R-29 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-30 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |

**Lampiran 3 Tabulasi Data Non Responden Kualitas Pelayanan**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode** | **KUALITAS PELAYANAN (X1)** | | | | | | |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **JML** |
| R-01 | 5 | 5 | 4 | 3 | 4 | 5 | 26 |
| R-02 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-03 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| R-04 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-05 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| R-06 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-07 | 1 | 2 | 1 | 2 | 1 | 2 | 9 |
| R-08 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-09 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-10 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| R-11 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| R-12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-13 | 5 | 4 | 4 | 5 | 4 | 3 | 25 |
| R-14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-15 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-16 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-17 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-18 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-19 | 4 | 3 | 4 | 2 | 4 | 4 | 21 |
| R-20 | 5 | 4 | 5 | 4 | 3 | 4 | 25 |
| R-21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-22 | 4 | 3 | 3 | 4 | 5 | 4 | 23 |
| R-23 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| R-24 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-26 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| R-27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-28 | 4 | 4 | 2 | 3 | 4 | 4 | 21 |
| R-29 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-30 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

**Lampiran 4 Tabulasi Data Non Responden Word Of Mouth**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode** | ***WORD OF MOUTH* (X2)** | | | | | | |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **JML** |
| R-01 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| R-02 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-03 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| R-04 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R-05 | 5 | 4 | 4 | 3 | 2 | 3 | 21 |
| R-06 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-07 | 1 | 1 | 1 | 1 | 3 | 1 | 8 |
| R-08 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| R-09 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| R-10 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| R-11 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| R-12 | 5 | 5 | 4 | 4 | 3 | 4 | 25 |
| R-13 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| R-14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-15 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-16 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-17 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-18 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-19 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-20 | 4 | 5 | 4 | 4 | 4 | 3 | 24 |
| R-21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-22 | 3 | 5 | 4 | 3 | 4 | 5 | 24 |
| R-23 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-24 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-26 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-29 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R-30 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |

**Lampiran 5 Tabulasi Data Non Responden Suasana Toko**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode** | **SUASANA TOKO (X3)** | | | | | | |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **JML** |
| R-01 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-02 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-03 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| R-04 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| R-05 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| R-06 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-07 | 1 | 2 | 1 | 2 | 3 | 2 | 11 |
| R-08 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| R-09 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| R-10 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| R-11 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-13 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| R-14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-15 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-16 | 3 | 4 | 4 | 5 | 4 | 4 | 24 |
| R-17 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-18 | 3 | 3 | 4 | 3 | 3 | 4 | 20 |
| R-19 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| R-20 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-21 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-22 | 5 | 4 | 4 | 4 | 3 | 5 | 25 |
| R-23 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| R-24 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-25 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| R-26 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| R-27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-28 | 2 | 4 | 4 | 3 | 4 | 5 | 22 |
| R-29 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-30 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |

**Lampiran 6 Hasil Uji Validitas Minat Beli**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | JML |
| Y.1 | Pearson Correlation | 1 | .724\*\* | .649\*\* | .521\*\* | .637\*\* | .419\* | .782\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .003 | .000 | .021 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .724\*\* | 1 | .620\*\* | .715\*\* | .622\*\* | .560\*\* | .855\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .649\*\* | .620\*\* | 1 | .556\*\* | .719\*\* | .425\* | .804\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .001 | .000 | .019 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .521\*\* | .715\*\* | .556\*\* | 1 | .667\*\* | .663\*\* | .846\*\* |
| Sig. (2-tailed) | .003 | .000 | .001 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | .637\*\* | .622\*\* | .719\*\* | .667\*\* | 1 | .652\*\* | .872\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.6 | Pearson Correlation | .419\* | .560\*\* | .425\* | .663\*\* | .652\*\* | 1 | .768\*\* |
| Sig. (2-tailed) | .021 | .001 | .019 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JML | Pearson Correlation | .782\*\* | .855\*\* | .804\*\* | .846\*\* | .872\*\* | .768\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

**Lampiran 7 Hasil Uji Validitas Kualitas Pelayanan**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | JML |
| X1.1 | Pearson Correlation | 1 | .810\*\* | .797\*\* | .612\*\* | .717\*\* | .729\*\* | .893\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .810\*\* | 1 | .707\*\* | .624\*\* | .675\*\* | .733\*\* | .867\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .797\*\* | .707\*\* | 1 | .691\*\* | .719\*\* | .794\*\* | .907\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .612\*\* | .624\*\* | .691\*\* | 1 | .672\*\* | .528\*\* | .798\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .717\*\* | .675\*\* | .719\*\* | .672\*\* | 1 | .801\*\* | .878\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .729\*\* | .733\*\* | .794\*\* | .528\*\* | .801\*\* | 1 | .873\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .003 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JML | Pearson Correlation | .893\*\* | .867\*\* | .907\*\* | .798\*\* | .878\*\* | .873\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

**Lampiran 8 Hasil Uji Validitas Word Of Mouth**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | JML |
| X2.1 | Pearson Correlation | 1 | .785\*\* | .792\*\* | .830\*\* | .469\*\* | .710\*\* | .875\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .009 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .785\*\* | 1 | .839\*\* | .707\*\* | .479\*\* | .785\*\* | .873\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .007 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .792\*\* | .839\*\* | 1 | .802\*\* | .594\*\* | .837\*\* | .924\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .830\*\* | .707\*\* | .802\*\* | 1 | .753\*\* | .789\*\* | .927\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .469\*\* | .479\*\* | .594\*\* | .753\*\* | 1 | .704\*\* | .753\*\* |
| Sig. (2-tailed) | .009 | .007 | .001 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .710\*\* | .785\*\* | .837\*\* | .789\*\* | .704\*\* | 1 | .916\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JML | Pearson Correlation | .875\*\* | .873\*\* | .924\*\* | .927\*\* | .753\*\* | .916\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

**Lampiran 9 Hasil Uji Validitas Suasana Toko**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | JML |
| X3.1 | Pearson Correlation | 1 | .707\*\* | .692\*\* | .734\*\* | .495\*\* | .523\*\* | .840\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .005 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .707\*\* | 1 | .756\*\* | .803\*\* | .729\*\* | .621\*\* | .904\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .692\*\* | .756\*\* | 1 | .744\*\* | .668\*\* | .700\*\* | .897\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .734\*\* | .803\*\* | .744\*\* | 1 | .673\*\* | .499\*\* | .880\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .495\*\* | .729\*\* | .668\*\* | .673\*\* | 1 | .601\*\* | .800\*\* |
| Sig. (2-tailed) | .005 | .000 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .523\*\* | .621\*\* | .700\*\* | .499\*\* | .601\*\* | 1 | .762\*\* |
| Sig. (2-tailed) | .003 | .000 | .000 | .005 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JML | Pearson Correlation | .840\*\* | .904\*\* | .897\*\* | .880\*\* | .800\*\* | .762\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

**Lampiran 10 Hasil Uji Reliabilitas Minat beli**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .901 | 6 |

**Lampiran 11 Hasil Uji Reliabilitas Kualitas Pelayanan**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .934 | 6 |

**Lampiran 12 Hasil Uji Reliabilitas Word Of Mouth**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .941 | 6 |

**Lampiran 13 Hasil Uji Reliabilitas Suasana Toko**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .918 | 6 |

**Lampiran 14 Tabulasi Data Responden Minat Beli**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode | Minat Beli (Y) | | | | | | |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | JML |
| R-001 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-002 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-003 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-004 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-005 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-006 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-007 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-008 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| R-009 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| R-010 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-011 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-012 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-013 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-014 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-015 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-016 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| R-017 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-018 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-019 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-020 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-021 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-022 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| R-023 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-024 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| R-025 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-026 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| R-027 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| R-028 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-029 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-030 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-031 | 5 | 4 | 4 | 4 | 3 | 3 | 23 |
| R-032 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-033 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| R-034 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| R-035 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-036 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-037 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-038 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-039 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| R-040 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| R-041 | 4 | 5 | 3 | 3 | 4 | 3 | 22 |
| R-042 | 5 | 4 | 3 | 4 | 3 | 4 | 23 |
| R-043 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| R-044 | 4 | 4 | 3 | 3 | 5 | 4 | 23 |
| R-045 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-046 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-047 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-048 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| R-049 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| R-050 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-051 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-052 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-053 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-054 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-055 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-056 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| R-057 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| R-058 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-059 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-060 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-061 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-062 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-063 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-064 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| R-065 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-066 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-067 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-068 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-069 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-070 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| R-071 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-072 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-073 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-074 | 5 | 5 | 4 | 5 | 4 | 5 | 28 |
| R-075 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| R-076 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-077 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| R-078 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-079 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| R-080 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| R-081 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-082 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| R-083 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-084 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-085 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| R-086 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-087 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R-088 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-089 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-090 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-091 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| R-092 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| R-093 | 5 | 4 | 4 | 4 | 4 | 3 | 24 |
| R-094 | 4 | 4 | 5 | 5 | 5 | 3 | 26 |
| R-095 | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| R-096 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| R-097 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| R-098 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-099 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| R-100 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

**Lampiran 15 Tabulasi Data Responden Kualitas Pelayanan**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode** | **KUALITAS PELAYANAN (X1)** | | | | | | **JML** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** |
| R-001 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-002 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-003 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-004 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| R-005 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-006 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-007 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-008 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-009 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-010 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| R-011 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-012 | 5 | 2 | 4 | 3 | 3 | 4 | 21 |
| R-013 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-014 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-015 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-016 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-017 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-018 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-019 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-020 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-021 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| R-022 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-023 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-024 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-025 | 5 | 3 | 4 | 4 | 3 | 3 | 22 |
| R-026 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-027 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| R-028 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-029 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-030 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-031 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-032 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-033 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-034 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-035 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-036 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-037 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-038 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-039 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-040 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-041 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-042 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-043 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-044 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-045 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| R-046 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-047 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| R-048 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-049 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-050 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-051 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-052 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-053 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-054 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-055 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-056 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-057 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-058 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-059 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-060 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| R-061 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-062 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-063 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| R-064 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| R-065 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-066 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-067 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-068 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-069 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| R-070 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-071 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-072 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-073 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-074 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-075 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| R-076 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-077 | 5 | 2 | 4 | 3 | 3 | 4 | 21 |
| R-078 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-079 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-080 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-081 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-082 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-083 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-084 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-085 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-086 | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| R-087 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-088 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-089 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-090 | 5 | 3 | 4 | 4 | 3 | 3 | 22 |
| R-091 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-092 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| R-093 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-094 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-095 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-096 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-097 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-098 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-099 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-100 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |

**Lampiran 16 Tabulasi Data Responden Word Of Mouth**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode | ***WORD OF MOUTH* (X2)** | | | | | |  |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | JML |
| R-001 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-002 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| R-003 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-004 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| R-005 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-006 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| R-007 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| R-008 | 5 | 4 | 4 | 4 | 4 | 3 | 24 |
| R-009 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-010 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| R-011 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-012 | 5 | 3 | 4 | 5 | 4 | 3 | 24 |
| R-013 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| R-014 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| R-015 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-016 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| R-017 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| R-018 | 3 | 3 | 3 | 4 | 4 | 5 | 22 |
| R-019 | 4 | 4 | 4 | 5 | 5 | 5 | 29 |
| R-020 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-021 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-022 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-023 | 5 | 5 | 4 | 3 | 4 | 4 | 25 |
| R-024 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-025 | 5 | 4 | 5 | 4 | 4 | 3 | 25 |
| R-026 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-027 | 5 | 5 | 4 | 5 | 3 | 3 | 25 |
| R-028 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| R-029 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| R-030 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-031 | 3 | 5 | 5 | 3 | 4 | 3 | 23 |
| R-032 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| R-033 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| R-034 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-035 | 4 | 3 | 4 | 4 | 5 | 4 | 24 |
| R-036 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| R-037 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-038 | 5 | 5 | 4 | 5 | 3 | 3 | 25 |
| R-039 | 5 | 5 | 5 | 3 | 5 | 5 | 28 |
| R-040 | 3 | 3 | 3 | 4 | 5 | 5 | 23 |
| R-041 | 5 | 5 | 4 | 5 | 3 | 3 | 25 |
| R-042 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-043 | 4 | 4 | 3 | 3 | 4 | 5 | 23 |
| R-044 | 4 | 3 | 3 | 3 | 4 | 5 | 22 |
| R-045 | 5 | 3 | 3 | 3 | 4 | 4 | 22 |
| R-046 | 3 | 3 | 5 | 5 | 3 | 5 | 24 |
| R-047 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| R-048 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-049 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| R-050 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-051 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| R-052 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-053 | 4 | 3 | 4 | 4 | 5 | 4 | 24 |
| R-054 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| R-055 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| R-056 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| R-057 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| R-058 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| R-059 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-060 | 4 | 3 | 4 | 4 | 4 | 5 | 24 |
| R-061 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| R-062 | 4 | 3 | 4 | 5 | 4 | 4 | 24 |
| R-063 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| R-064 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| R-065 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| R-066 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| R-067 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| R-068 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-069 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| R-070 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| R-071 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-072 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-073 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-074 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| R-075 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| R-076 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-077 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| R-078 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| R-079 | 5 | 4 | 3 | 3 | 4 | 4 | 23 |
| R-080 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-081 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-082 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-083 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-084 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-085 | 5 | 2 | 2 | 2 | 4 | 4 | 19 |
| R-086 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-087 | 5 | 4 | 2 | 2 | 4 | 4 | 21 |
| R-088 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-089 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-090 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-091 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-092 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-093 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-094 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| R-095 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| R-096 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-097 | 4 | 3 | 3 | 4 | 4 | 3 | 21 |
| R-098 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| R-099 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-100 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

**Lampiran 17 Tabulasi Data Responden Suasana Toko**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode | **SUASANA TOKO (X3)** | | | | | | |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | JML |
| R-001 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-002 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| R-003 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| R-004 | 5 | 5 | 4 | 5 | 5 | 3 | 27 |
| R-005 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-006 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| R-007 | 4 | 5 | 4 | 3 | 4 | 5 | 25 |
| R-008 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-009 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| R-010 | 5 | 5 | 4 | 3 | 3 | 5 | 25 |
| R-011 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| R-012 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-013 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-014 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-015 | 4 | 4 | 5 | 3 | 4 | 5 | 25 |
| R-016 | 4 | 5 | 4 | 3 | 5 | 4 | 25 |
| R-017 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-018 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-019 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-020 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-021 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-022 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-023 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-024 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| R-025 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-026 | 5 | 3 | 5 | 2 | 5 | 4 | 24 |
| R-027 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-028 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| R-029 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-030 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| R-031 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| R-032 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| R-033 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-034 | 4 | 4 | 3 | 5 | 5 | 5 | 26 |
| R-035 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| R-036 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| R-037 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-038 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| R-039 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-040 | 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| R-041 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| R-042 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| R-043 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-044 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-045 | 4 | 4 | 4 | 2 | 5 | 4 | 23 |
| R-046 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-047 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-048 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| R-049 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-050 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-051 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| R-052 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| R-053 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| R-054 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-055 | 4 | 3 | 3 | 3 | 3 | 5 | 21 |
| R-056 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| R-057 | 3 | 4 | 3 | 3 | 4 | 4 | 21 |
| R-058 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| R-059 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-060 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-061 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-062 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-063 | 3 | 4 | 5 | 3 | 4 | 4 | 23 |
| R-064 | 3 | 4 | 5 | 3 | 4 | 4 | 23 |
| R-065 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-066 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-067 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-068 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| R-069 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-070 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-071 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-072 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-073 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-074 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-075 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-076 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| R-077 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| R-078 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-079 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-080 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-081 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-082 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| R-083 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R-084 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| R-085 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| R-086 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R-087 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-088 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-089 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-090 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-091 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-092 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| R-093 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-094 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-095 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-096 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-097 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-098 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| R-099 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-100 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |

**Lampiran 18 Transformasi Data Minat Beli**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **JML** |
| 4.631 | 4.166 | 3.713 | 2.186 | 2.163 | 2.386 | 19.245 |
| 4.631 | 4.166 | 3.713 | 2.186 | 2.163 | 2.386 | 19.245 |
| 3.056 | 4.166 | 2.346 | 3.431 | 2.163 | 2.386 | 17.548 |
| 4.631 | 4.166 | 2.346 | 2.186 | 2.163 | 2.386 | 17.878 |
| 4.631 | 4.166 | 2.346 | 3.431 | 3.373 | 3.774 | 21.721 |
| 4.631 | 4.166 | 3.713 | 3.431 | 3.373 | 3.774 | 23.088 |
| 3.056 | 2.642 | 2.346 | 1.000 | 1.000 | 1.000 | 11.044 |
| 4.631 | 4.166 | 2.346 | 3.431 | 3.373 | 3.774 | 21.721 |
| 3.056 | 2.642 | 1.000 | 2.186 | 1.000 | 2.386 | 12.269 |
| 4.631 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 16.354 |
| 3.056 | 2.642 | 2.346 | 2.186 | 3.373 | 3.774 | 17.376 |
| 3.056 | 2.642 | 2.346 | 1.000 | 1.000 | 2.386 | 12.430 |
| 3.056 | 2.642 | 3.713 | 3.431 | 3.373 | 3.774 | 19.989 |
| 3.056 | 2.642 | 3.713 | 3.431 | 3.373 | 3.774 | 19.989 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 14.779 |
| 4.631 | 4.166 | 2.346 | 2.186 | 3.373 | 2.386 | 19.088 |
| 4.631 | 2.642 | 3.713 | 3.431 | 3.373 | 3.774 | 21.564 |
| 3.056 | 2.642 | 3.713 | 3.431 | 3.373 | 2.386 | 18.601 |
| 4.631 | 2.642 | 3.713 | 3.431 | 3.373 | 3.774 | 21.564 |
| 4.631 | 4.166 | 2.346 | 2.186 | 2.163 | 2.386 | 17.878 |
| 4.631 | 4.166 | 2.346 | 2.186 | 2.163 | 2.386 | 17.878 |
| 3.056 | 2.642 | 1.000 | 1.000 | 1.000 | 1.000 | 9.698 |
| 3.056 | 2.642 | 3.713 | 3.431 | 3.373 | 2.386 | 18.601 |
| 3.056 | 2.642 | 3.713 | 3.431 | 2.163 | 2.386 | 17.391 |
| 3.056 | 2.642 | 2.346 | 1.000 | 1.000 | 1.000 | 11.044 |
| 3.056 | 2.642 | 2.346 | 3.431 | 3.373 | 2.386 | 17.234 |
| 3.056 | 2.642 | 3.713 | 2.186 | 2.163 | 3.774 | 17.534 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 14.779 |
| 3.056 | 2.642 | 3.713 | 3.431 | 3.373 | 2.386 | 18.601 |
| 3.056 | 2.642 | 3.713 | 3.431 | 3.373 | 2.386 | 18.601 |
| 4.631 | 2.642 | 2.346 | 2.186 | 1.000 | 1.000 | 13.805 |
| 4.631 | 4.166 | 2.346 | 2.186 | 2.163 | 2.386 | 17.878 |
| 4.631 | 2.642 | 2.346 | 1.000 | 1.000 | 2.386 | 14.006 |
| 4.631 | 2.642 | 2.346 | 1.000 | 1.000 | 2.386 | 14.006 |
| 4.631 | 4.166 | 3.713 | 3.431 | 3.373 | 3.774 | 23.088 |
| 3.056 | 2.642 | 2.346 | 3.431 | 2.163 | 2.386 | 16.024 |
| 3.056 | 1.000 | 2.346 | 2.186 | 2.163 | 2.386 | 13.137 |
| 3.056 | 2.642 | 2.346 | 3.431 | 2.163 | 2.386 | 16.024 |
| 3.056 | 4.166 | 3.713 | 3.431 | 3.373 | 2.386 | 20.125 |
| 3.056 | 2.642 | 3.713 | 3.431 | 2.163 | 2.386 | 17.391 |
| 3.056 | 4.166 | 1.000 | 1.000 | 2.163 | 1.000 | 12.384 |
| 4.631 | 2.642 | 1.000 | 2.186 | 1.000 | 2.386 | 13.845 |
| 3.056 | 2.642 | 2.346 | 2.186 | 1.000 | 1.000 | 12.229 |
| 3.056 | 2.642 | 1.000 | 1.000 | 3.373 | 2.386 | 13.457 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 14.779 |
| 3.056 | 2.642 | 2.346 | 1.000 | 1.000 | 2.386 | 12.430 |
| 4.631 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 16.354 |
| 3.056 | 2.642 | 2.346 | 2.186 | 1.000 | 1.000 | 12.229 |
| 4.631 | 2.642 | 2.346 | 1.000 | 1.000 | 2.386 | 14.006 |
| 3.056 | 2.642 | 2.346 | 1.000 | 1.000 | 2.386 | 12.430 |
| 3.056 | 4.166 | 2.346 | 3.431 | 2.163 | 2.386 | 17.548 |
| 4.631 | 4.166 | 2.346 | 2.186 | 2.163 | 2.386 | 17.878 |
| 4.631 | 4.166 | 2.346 | 3.431 | 3.373 | 3.774 | 21.721 |
| 4.631 | 4.166 | 3.713 | 3.431 | 3.373 | 3.774 | 23.088 |
| 3.056 | 2.642 | 2.346 | 1.000 | 1.000 | 1.000 | 11.044 |
| 3.056 | 2.642 | 1.000 | 1.000 | 1.000 | 1.000 | 9.698 |
| 3.056 | 2.642 | 1.000 | 2.186 | 1.000 | 2.386 | 12.269 |
| 4.631 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 16.354 |
| 3.056 | 2.642 | 2.346 | 2.186 | 3.373 | 3.774 | 17.376 |
| 3.056 | 2.642 | 2.346 | 1.000 | 1.000 | 2.386 | 12.430 |
| 4.631 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 16.354 |
| 3.056 | 2.642 | 3.713 | 3.431 | 3.373 | 3.774 | 19.989 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 14.779 |
| 4.631 | 4.166 | 2.346 | 2.186 | 3.373 | 2.386 | 19.088 |
| 4.631 | 2.642 | 3.713 | 3.431 | 3.373 | 3.774 | 21.564 |
| 3.056 | 2.642 | 3.713 | 3.431 | 3.373 | 2.386 | 18.601 |
| 4.631 | 2.642 | 3.713 | 3.431 | 3.373 | 3.774 | 21.564 |
| 4.631 | 4.166 | 2.346 | 2.186 | 2.163 | 2.386 | 17.878 |
| 4.631 | 4.166 | 2.346 | 2.186 | 2.163 | 2.386 | 17.878 |
| 3.056 | 2.642 | 1.000 | 1.000 | 1.000 | 1.000 | 9.698 |
| 4.631 | 4.166 | 3.713 | 3.431 | 3.373 | 3.774 | 23.088 |
| 4.631 | 4.166 | 3.713 | 3.431 | 3.373 | 3.774 | 23.088 |
| 4.631 | 4.166 | 3.713 | 3.431 | 3.373 | 3.774 | 23.088 |
| 4.631 | 4.166 | 2.346 | 3.431 | 2.163 | 3.774 | 20.511 |
| 4.631 | 4.166 | 3.713 | 2.186 | 3.373 | 2.386 | 20.455 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 14.779 |
| 4.631 | 2.642 | 3.713 | 2.186 | 3.373 | 2.386 | 18.931 |
| 4.631 | 4.166 | 3.713 | 3.431 | 2.163 | 2.386 | 20.490 |
| 3.056 | 1.000 | 2.346 | 1.000 | 2.163 | 1.000 | 10.565 |
| 3.056 | 1.000 | 1.000 | 2.186 | 2.163 | 2.386 | 11.791 |
| 4.631 | 4.166 | 3.713 | 3.431 | 3.373 | 3.774 | 23.088 |
| 3.056 | 1.000 | 2.346 | 1.000 | 2.163 | 2.386 | 11.951 |
| 4.631 | 4.166 | 3.713 | 3.431 | 3.373 | 3.774 | 23.088 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 14.779 |
| 3.056 | 2.642 | 2.346 | 3.431 | 3.373 | 2.386 | 17.234 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 14.779 |
| 3.056 | 2.642 | 1.000 | 2.186 | 2.163 | 2.386 | 13.433 |
| 4.631 | 4.166 | 3.713 | 3.431 | 3.373 | 3.774 | 23.088 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 14.779 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 14.779 |
| 3.056 | 2.642 | 1.000 | 2.186 | 2.163 | 2.386 | 13.433 |
| 1.000 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 12.723 |
| 4.631 | 2.642 | 2.346 | 2.186 | 2.163 | 1.000 | 14.968 |
| 3.056 | 2.642 | 3.713 | 3.431 | 3.373 | 1.000 | 17.215 |
| 3.056 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 8.056 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 3.774 | 16.167 |
| 3.056 | 2.642 | 1.000 | 2.186 | 2.163 | 1.000 | 12.046 |
| 3.056 | 2.642 | 2.346 | 1.000 | 1.000 | 1.000 | 11.044 |
| 4.631 | 4.166 | 3.713 | 3.431 | 3.373 | 2.386 | 21.700 |
| 3.056 | 2.642 | 2.346 | 2.186 | 2.163 | 2.386 | 14.779 |

**Lampiran 19 Transformasi Data Kualitas Pelayanan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **JML** |
| 4.220 | 3.030 | 4.463 | 3.926 | 3.749 | 3.920 | 23.307 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 3.920 | 23.292 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 2.470 | 21.842 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 4.405 | 4.463 | 2.463 | 2.358 | 2.470 | 20.380 |
| 2.636 | 3.030 | 2.905 | 2.463 | 1.000 | 1.000 | 13.034 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 1.000 | 2.905 | 1.000 | 1.000 | 2.470 | 12.596 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 2.470 | 21.842 |
| 4.220 | 3.030 | 4.463 | 3.926 | 3.749 | 3.920 | 23.307 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 2.636 | 1.870 | 2.905 | 1.000 | 1.000 | 1.000 | 10.411 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 2.636 | 1.870 | 2.905 | 2.463 | 2.358 | 2.470 | 14.702 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 1.870 | 2.905 | 2.463 | 1.000 | 1.000 | 13.459 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 2.470 | 21.842 |
| 2.636 | 1.870 | 2.905 | 2.463 | 1.000 | 2.470 | 13.344 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 2.636 | 3.030 | 4.463 | 3.926 | 3.749 | 3.920 | 21.723 |
| 4.220 | 4.405 | 4.463 | 2.463 | 2.358 | 2.470 | 20.380 |
| 2.636 | 3.030 | 4.463 | 3.926 | 3.749 | 3.920 | 21.723 |
| 1.000 | 1.870 | 1.000 | 1.000 | 1.000 | 1.000 | 6.870 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 2.470 | 21.842 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 3.030 | 2.905 | 2.463 | 3.749 | 2.470 | 18.837 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 3.030 | 4.463 | 2.463 | 2.358 | 2.470 | 19.004 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 2.470 | 21.842 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 3.030 | 4.463 | 3.926 | 3.749 | 3.920 | 23.307 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 3.030 | 4.463 | 3.926 | 3.749 | 3.920 | 23.307 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 2.636 | 3.030 | 4.463 | 3.926 | 2.358 | 2.470 | 18.882 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 2.636 | 3.030 | 2.905 | 3.926 | 3.749 | 3.920 | 20.165 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 3.920 | 17.312 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 4.220 | 3.030 | 4.463 | 3.926 | 3.749 | 3.920 | 23.307 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 3.920 | 23.292 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 2.470 | 21.842 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 4.405 | 4.463 | 2.463 | 2.358 | 2.470 | 20.380 |
| 2.636 | 3.030 | 2.905 | 2.463 | 1.000 | 1.000 | 13.034 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 2.470 | 21.842 |
| 4.220 | 1.000 | 2.905 | 1.000 | 1.000 | 2.470 | 12.596 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 2.470 | 21.842 |
| 4.220 | 3.030 | 4.463 | 3.926 | 3.749 | 3.920 | 23.307 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 2.636 | 1.870 | 2.905 | 1.000 | 1.000 | 1.000 | 10.411 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 2.636 | 1.870 | 2.905 | 2.463 | 2.358 | 2.470 | 14.702 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 1.870 | 2.905 | 2.463 | 1.000 | 1.000 | 13.459 |
| 4.220 | 4.405 | 4.463 | 3.926 | 2.358 | 2.470 | 21.842 |
| 2.636 | 1.870 | 2.905 | 2.463 | 1.000 | 2.470 | 13.344 |
| 4.220 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 17.447 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 4.220 | 4.405 | 4.463 | 3.926 | 3.749 | 3.920 | 24.683 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 2.636 | 3.030 | 2.905 | 2.463 | 2.358 | 2.470 | 15.862 |
| 2.636 | 3.030 | 4.463 | 3.926 | 3.749 | 3.920 | 21.723 |
| 4.220 | 4.405 | 4.463 | 2.463 | 2.358 | 2.470 | 20.380 |

**Lampiran 20 Transformasi Data Word Of Mouth**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **JML** |
| 3.781 | 4.667 | 3.229 | 3.186 | 2.360 | 2.353 | 19.577 |
| 3.781 | 3.381 | 4.559 | 3.186 | 2.360 | 2.353 | 19.621 |
| 3.781 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 18.291 |
| 2.359 | 4.667 | 4.559 | 4.538 | 2.360 | 3.728 | 22.212 |
| 3.781 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 18.291 |
| 3.781 | 4.667 | 4.559 | 3.186 | 3.757 | 2.353 | 22.303 |
| 2.359 | 4.667 | 3.229 | 2.000 | 2.360 | 2.353 | 16.969 |
| 3.781 | 3.381 | 3.229 | 3.186 | 2.360 | 1.000 | 16.938 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 2.359 | 4.667 | 4.559 | 4.538 | 2.360 | 2.353 | 20.837 |
| 3.781 | 4.667 | 4.559 | 4.538 | 2.360 | 2.353 | 22.259 |
| 3.781 | 2.250 | 3.229 | 4.538 | 2.360 | 1.000 | 17.159 |
| 2.359 | 3.381 | 3.229 | 4.538 | 3.757 | 3.728 | 20.993 |
| 2.359 | 3.381 | 2.057 | 3.186 | 1.000 | 2.353 | 14.337 |
| 1.000 | 2.250 | 2.057 | 2.000 | 1.000 | 1.000 | 9.307 |
| 3.781 | 4.667 | 3.229 | 3.186 | 3.757 | 3.728 | 22.348 |
| 3.781 | 3.381 | 3.229 | 3.186 | 2.360 | 3.728 | 19.666 |
| 1.000 | 2.250 | 2.057 | 3.186 | 2.360 | 3.728 | 14.581 |
| 2.359 | 3.381 | 3.229 | 4.538 | 3.757 | 3.728 | 20.993 |
| 2.359 | 3.381 | 3.229 | 3.186 | 3.757 | 3.728 | 19.641 |
| 2.359 | 3.381 | 3.229 | 2.000 | 1.000 | 1.000 | 12.970 |
| 3.781 | 4.667 | 4.559 | 3.186 | 2.360 | 2.353 | 20.907 |
| 3.781 | 4.667 | 3.229 | 2.000 | 2.360 | 2.353 | 18.390 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 3.781 | 3.381 | 4.559 | 3.186 | 2.360 | 1.000 | 18.268 |
| 3.781 | 4.667 | 4.559 | 4.538 | 3.757 | 3.728 | 25.030 |
| 3.781 | 4.667 | 3.229 | 4.538 | 1.000 | 1.000 | 18.216 |
| 1.000 | 2.250 | 2.057 | 3.186 | 2.360 | 2.353 | 13.206 |
| 2.359 | 3.381 | 2.057 | 3.186 | 1.000 | 1.000 | 12.983 |
| 2.359 | 2.250 | 3.229 | 3.186 | 2.360 | 2.353 | 15.738 |
| 1.000 | 4.667 | 4.559 | 2.000 | 2.360 | 1.000 | 15.586 |
| 2.359 | 3.381 | 2.057 | 2.000 | 1.000 | 1.000 | 11.797 |
| 1.000 | 2.250 | 2.057 | 3.186 | 2.360 | 2.353 | 13.206 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 2.359 | 2.250 | 3.229 | 3.186 | 3.757 | 2.353 | 17.135 |
| 2.359 | 3.381 | 2.057 | 3.186 | 1.000 | 1.000 | 12.983 |
| 3.781 | 4.667 | 4.559 | 4.538 | 3.757 | 3.728 | 25.030 |
| 3.781 | 4.667 | 3.229 | 4.538 | 1.000 | 1.000 | 18.216 |
| 3.781 | 4.667 | 4.559 | 2.000 | 3.757 | 3.728 | 22.492 |
| 1.000 | 2.250 | 2.057 | 3.186 | 3.757 | 3.728 | 15.978 |
| 3.781 | 4.667 | 3.229 | 4.538 | 1.000 | 1.000 | 18.216 |
| 3.781 | 4.667 | 3.229 | 4.538 | 3.757 | 3.728 | 23.701 |
| 2.359 | 3.381 | 2.057 | 2.000 | 2.360 | 3.728 | 15.885 |
| 2.359 | 2.250 | 2.057 | 2.000 | 2.360 | 3.728 | 14.754 |
| 3.781 | 2.250 | 2.057 | 2.000 | 2.360 | 2.353 | 14.801 |
| 1.000 | 2.250 | 4.559 | 4.538 | 1.000 | 3.728 | 17.075 |
| 2.359 | 2.250 | 3.229 | 2.000 | 2.360 | 1.000 | 13.199 |
| 3.781 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 18.291 |
| 2.359 | 4.667 | 3.229 | 3.186 | 3.757 | 3.728 | 20.926 |
| 2.359 | 3.381 | 4.559 | 4.538 | 3.757 | 2.353 | 20.948 |
| 2.359 | 4.667 | 3.229 | 3.186 | 3.757 | 2.353 | 19.552 |
| 2.359 | 3.381 | 4.559 | 4.538 | 3.757 | 2.353 | 20.948 |
| 2.359 | 2.250 | 3.229 | 3.186 | 3.757 | 2.353 | 17.135 |
| 2.359 | 4.667 | 4.559 | 4.538 | 3.757 | 2.353 | 22.234 |
| 3.781 | 3.381 | 4.559 | 3.186 | 2.360 | 2.353 | 19.621 |
| 3.781 | 3.381 | 3.229 | 4.538 | 3.757 | 3.728 | 22.415 |
| 3.781 | 4.667 | 4.559 | 3.186 | 3.757 | 2.353 | 22.303 |
| 3.781 | 3.381 | 4.559 | 4.538 | 2.360 | 2.353 | 20.973 |
| 2.359 | 3.381 | 3.229 | 4.538 | 2.360 | 2.353 | 18.222 |
| 2.359 | 2.250 | 3.229 | 3.186 | 2.360 | 3.728 | 17.113 |
| 3.781 | 3.381 | 4.559 | 4.538 | 2.360 | 2.353 | 20.973 |
| 2.359 | 2.250 | 3.229 | 4.538 | 2.360 | 2.353 | 17.090 |
| 2.359 | 2.250 | 3.229 | 4.538 | 2.360 | 2.353 | 17.090 |
| 3.781 | 4.667 | 4.559 | 3.186 | 3.757 | 3.728 | 23.678 |
| 3.781 | 4.667 | 3.229 | 3.186 | 3.757 | 2.353 | 20.973 |
| 2.359 | 4.667 | 4.559 | 4.538 | 3.757 | 2.353 | 22.234 |
| 2.359 | 3.381 | 3.229 | 4.538 | 3.757 | 2.353 | 19.618 |
| 2.359 | 4.667 | 3.229 | 4.538 | 2.360 | 2.353 | 19.507 |
| 3.781 | 3.381 | 4.559 | 3.186 | 3.757 | 2.353 | 21.018 |
| 3.781 | 3.381 | 3.229 | 4.538 | 3.757 | 3.728 | 22.415 |
| 3.781 | 4.667 | 3.229 | 4.538 | 3.757 | 3.728 | 23.701 |
| 3.781 | 4.667 | 4.559 | 4.538 | 3.757 | 3.728 | 25.030 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 2.359 | 4.667 | 3.229 | 3.186 | 3.757 | 3.728 | 20.926 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 2.359 | 3.381 | 3.229 | 3.186 | 3.757 | 2.353 | 18.266 |
| 3.781 | 4.667 | 3.229 | 3.186 | 3.757 | 3.728 | 22.348 |
| 3.781 | 3.381 | 2.057 | 2.000 | 2.360 | 2.353 | 15.932 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 3.781 | 4.667 | 4.559 | 4.538 | 3.757 | 3.728 | 25.030 |
| 3.781 | 4.667 | 3.229 | 3.186 | 2.360 | 2.353 | 19.577 |
| 3.781 | 4.667 | 4.559 | 4.538 | 3.757 | 3.728 | 25.030 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 3.781 | 1.000 | 1.000 | 1.000 | 2.360 | 2.353 | 11.494 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 3.781 | 3.381 | 1.000 | 1.000 | 2.360 | 2.353 | 13.876 |
| 3.781 | 4.667 | 3.229 | 3.186 | 2.360 | 2.353 | 19.577 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 3.781 | 4.667 | 4.559 | 4.538 | 3.757 | 3.728 | 25.030 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 2.359 | 3.381 | 4.559 | 3.186 | 2.360 | 2.353 | 18.199 |
| 2.359 | 3.381 | 4.559 | 3.186 | 2.360 | 2.353 | 18.199 |
| 3.781 | 4.667 | 4.559 | 4.538 | 3.757 | 3.728 | 25.030 |
| 2.359 | 2.250 | 2.057 | 3.186 | 2.360 | 1.000 | 13.212 |
| 2.359 | 3.381 | 2.057 | 2.000 | 2.360 | 2.353 | 14.511 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |
| 2.359 | 3.381 | 3.229 | 3.186 | 2.360 | 2.353 | 16.869 |

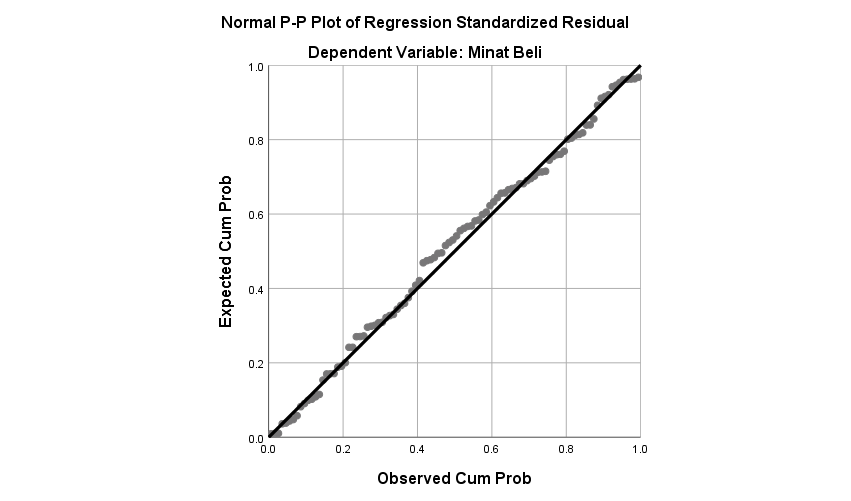
**Lampiran 21 Transformasi Data Suasana Toko**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | | | | | |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **JML** |
| 2.338 | 2.347 | 2.194 | 3.342 | 3.640 | 3.686 | 17.547 |
| 3.735 | 2.347 | 2.194 | 3.342 | 2.278 | 3.686 | 17.581 |
| 2.338 | 2.347 | 2.194 | 3.342 | 3.640 | 2.306 | 16.167 |
| 3.735 | 3.739 | 2.194 | 4.518 | 3.640 | 1.000 | 18.826 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 14.805 |
| 3.735 | 2.347 | 3.503 | 3.342 | 3.640 | 3.686 | 20.253 |
| 2.338 | 3.739 | 2.194 | 2.292 | 2.278 | 3.686 | 16.526 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 14.805 |
| 2.338 | 2.347 | 1.000 | 3.342 | 2.278 | 1.000 | 12.305 |
| 3.735 | 3.739 | 2.194 | 2.292 | 1.000 | 3.686 | 16.645 |
| 2.338 | 2.347 | 2.194 | 4.518 | 3.640 | 3.686 | 18.723 |
| 2.338 | 2.347 | 2.194 | 2.292 | 1.000 | 2.306 | 12.477 |
| 2.338 | 2.347 | 2.194 | 2.292 | 1.000 | 1.000 | 11.171 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 2.338 | 2.347 | 3.503 | 2.292 | 2.278 | 3.686 | 16.444 |
| 2.338 | 3.739 | 2.194 | 2.292 | 3.640 | 2.306 | 16.509 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 2.338 | 2.347 | 2.194 | 4.518 | 2.278 | 2.306 | 15.981 |
| 2.338 | 2.347 | 2.194 | 2.292 | 2.278 | 2.306 | 13.755 |
| 1.000 | 1.000 | 1.000 | 2.292 | 1.000 | 1.000 | 7.292 |
| 3.735 | 3.739 | 2.194 | 4.518 | 3.640 | 3.686 | 21.512 |
| 2.338 | 2.347 | 3.503 | 3.342 | 3.640 | 2.306 | 17.477 |
| 2.338 | 2.347 | 2.194 | 2.292 | 2.278 | 2.306 | 13.755 |
| 3.735 | 1.000 | 3.503 | 1.000 | 3.640 | 2.306 | 15.185 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 14.805 |
| 1.000 | 1.000 | 2.194 | 3.342 | 2.278 | 2.306 | 12.120 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 2.306 | 21.442 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 1.000 | 13.499 |
| 3.735 | 3.739 | 3.503 | 3.342 | 2.278 | 3.686 | 20.283 |
| 2.338 | 2.347 | 2.194 | 2.292 | 2.278 | 2.306 | 13.755 |
| 2.338 | 2.347 | 1.000 | 4.518 | 3.640 | 3.686 | 17.529 |
| 3.735 | 3.739 | 3.503 | 3.342 | 3.640 | 3.686 | 21.645 |
| 3.735 | 2.347 | 3.503 | 3.342 | 2.278 | 2.306 | 17.511 |
| 2.338 | 2.347 | 2.194 | 2.292 | 2.278 | 2.306 | 13.755 |
| 3.735 | 2.347 | 3.503 | 3.342 | 3.640 | 3.686 | 20.253 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 3.739 | 3.503 | 2.292 | 1.000 | 1.000 | 15.269 |
| 2.338 | 2.347 | 1.000 | 2.292 | 1.000 | 2.306 | 11.283 |
| 2.338 | 2.347 | 1.000 | 3.342 | 2.278 | 1.000 | 12.305 |
| 2.338 | 1.000 | 2.194 | 3.342 | 2.278 | 2.306 | 13.458 |
| 2.338 | 2.347 | 2.194 | 3.342 | 3.640 | 3.686 | 17.547 |
| 2.338 | 2.347 | 2.194 | 1.000 | 3.640 | 2.306 | 13.825 |
| 2.338 | 2.347 | 2.194 | 2.292 | 2.278 | 2.306 | 13.755 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 14.805 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 1.000 | 13.499 |
| 2.338 | 1.000 | 1.000 | 2.292 | 2.278 | 2.306 | 11.214 |
| 2.338 | 1.000 | 1.000 | 2.292 | 2.278 | 2.306 | 11.214 |
| 2.338 | 3.739 | 2.194 | 3.342 | 2.278 | 2.306 | 16.197 |
| 1.000 | 2.347 | 2.194 | 3.342 | 2.278 | 3.686 | 14.846 |
| 2.338 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 21.424 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 2.338 | 1.000 | 1.000 | 2.292 | 1.000 | 3.686 | 11.316 |
| 1.000 | 1.000 | 1.000 | 2.292 | 1.000 | 2.306 | 8.598 |
| 1.000 | 2.347 | 1.000 | 2.292 | 2.278 | 2.306 | 11.223 |
| 1.000 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 13.467 |
| 2.338 | 2.347 | 3.503 | 4.518 | 3.640 | 3.686 | 20.032 |
| 2.338 | 1.000 | 1.000 | 2.292 | 2.278 | 2.306 | 11.214 |
| 2.338 | 2.347 | 2.194 | 2.292 | 1.000 | 2.306 | 12.477 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 1.000 | 2.347 | 3.503 | 2.292 | 2.278 | 2.306 | 13.726 |
| 1.000 | 2.347 | 3.503 | 2.292 | 2.278 | 2.306 | 13.726 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 3.739 | 3.503 | 4.518 | 2.278 | 2.306 | 20.079 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 3.686 | 16.184 |
| 2.338 | 2.347 | 2.194 | 2.292 | 2.278 | 2.306 | 13.755 |
| 1.000 | 1.000 | 1.000 | 2.292 | 1.000 | 1.000 | 7.292 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 14.805 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 14.805 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 14.805 |
| 2.338 | 3.739 | 3.503 | 3.342 | 2.278 | 2.306 | 17.506 |
| 3.735 | 3.739 | 3.503 | 3.342 | 3.640 | 3.686 | 21.645 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 14.805 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 2.338 | 2.347 | 2.194 | 3.342 | 3.640 | 3.686 | 17.547 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 3.739 | 3.503 | 3.342 | 3.640 | 3.686 | 21.645 |
| 2.338 | 2.347 | 1.000 | 3.342 | 2.278 | 2.306 | 13.611 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 2.306 | 21.442 |
| 2.338 | 2.347 | 2.194 | 4.518 | 3.640 | 2.306 | 17.343 |
| 2.338 | 2.347 | 1.000 | 3.342 | 2.278 | 2.306 | 13.611 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 3.739 | 3.503 | 3.342 | 2.278 | 2.306 | 18.903 |
| 3.735 | 2.347 | 3.503 | 4.518 | 3.640 | 3.686 | 21.429 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 3.739 | 3.503 | 4.518 | 2.278 | 3.686 | 21.459 |
| 3.735 | 3.739 | 3.503 | 4.518 | 2.278 | 2.306 | 20.079 |
| 2.338 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 14.805 |
| 3.735 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 16.202 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 3.739 | 3.503 | 3.342 | 2.278 | 2.306 | 18.903 |
| 2.338 | 2.347 | 2.194 | 3.342 | 1.000 | 1.000 | 12.221 |
| 3.735 | 3.739 | 3.503 | 4.518 | 3.640 | 3.686 | 22.821 |
| 3.735 | 2.347 | 2.194 | 3.342 | 2.278 | 2.306 | 16.202 |

**Lampiran 22 Hasil Uji Normalitas Kolomogorov Smirnov Test**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 3.20053864 |
| Most Extreme Differences | Absolute | .058 |
| Positive | .032 |
| Negative | -.058 |
| Test Statistic | | .058 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

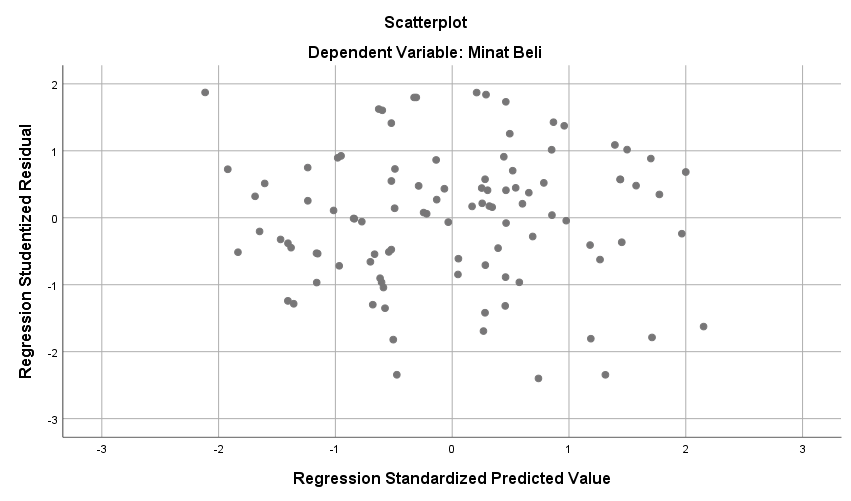
**Lampiran 23 Hasil Uji Normalitas Normal P-Plot**



**Lampiran 24 Hasil Uji Multikolonieritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .232 | 2.772 |  | .084 | .933 |  |  |
| Kualitas Pelayanan | .156 | .076 | .174 | 2.054 | .043 | .998 | 1.002 |
| Word Of Mouth | .299 | .094 | .271 | 3.186 | .002 | .991 | 1.009 |
| Suasana Toko | .460 | .080 | .490 | 5.755 | .000 | .989 | 1.011 |
| a. Dependent Variable: Minat Beli | | | | | | | | |

**Lampiran 25 Hasil Uji Heterokedastisitas Grafik Scatterplot**



**Lampiran 26 Hasil Analisis Regresi Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .232 | 2.772 |  | .084 | .933 |
| Kualitas Pelayanan | .156 | .076 | .174 | 2.054 | .043 |
| Word Of Mouth | .299 | .094 | .271 | 3.186 | .002 |
| Suasana Toko | .460 | .080 | .490 | 5.755 | .000 |
| a. Dependent Variable: Minat Beli | | | | | | |

**Lampiran 27 Hasil Uji t**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .232 | 2.772 |  | .084 | .933 |
| Kualitas Pelayanan | .156 | .076 | .174 | 2.054 | .043 |
| Word Of Mouth | .299 | .094 | .271 | 3.186 | .002 |
| Suasana Toko | .460 | .080 | .490 | 5.755 | .000 |
| a. Dependent Variable: Minat Beli | | | | | | |

**Lampiran 28 Hasil Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 460.955 | 3 | 153.652 | 14.545 | .000b |
| Residual | 1014.101 | 96 | 10.564 |  |  |
| Total | 1475.057 | 99 |  |  |  |
| a. Dependent Variable: Minat Beli | | | | | | |
| b. Predictors: (Constant), Suasana Toko, Kualitas Pelayanan, *Word Of Mouth* | | | | | | |

**Lampiran 29 Hasil Analisis Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .559a | .313 | .291 | 3.25016 |
| a. Predictors: (Constant), Suasana Toko, Kualitas Pelayanan, Word Of Mouth | | | | |
| b. Dependent Variable: Minat Beli | | | | |