

LAMPIRAN

Lampiran 1: instrumen penelitian**KUESIONER PENELITIAN****PENGARUH LOKASI, PELAYANAN, DAN PROMOSI TERHADAP
KEPUTUSAN PEMBELIAN DI WARUNG BOTOK MBAK LIS**

Kuesioner ini merupakan bagian dari instrumen penelitian yang akan selesai. Semua informasi kuesioner ini bersifat sangat rahasia dan hanya digunakan untuk kepentingan akademik. Tidak ada jawaban yang salah dalam menjawab kuesioner. Atas kerja sama saudara/saudari, saya ucapkan terima kasih.

A. Identifikasi Responden

Nama :

Usia :

Jenis Kelamin :

B. Petunjuk Penilaian

| | |
|---------------------------|-----|
| Sangat Tidak Setuju (STS) | = 1 |
| Tidak Setuju (TS) | = 2 |
| Netral (N) | = 3 |
| Setuju (S) | = 4 |
| Sangat Setuju (SS) | = 5 |

Lampiran Kuesioner

| | | SS | S | N | TS | STS |
|------------|--|----|---|---|----|-----|
| Y | Keputusan Pembelian | | | | | |
| Y.1 | Kemantapan pada sebuah produk | | | | | |
| 1. | Saya membeli makanan botok di Warung Botok MBAK LIS karena harga dengan kualitas sesuai yang saya harapkan | | | | | |
| 2. | Saya memutuskan untuk membeli di Warung Botok MBAK LIS karena memiliki banyak varian olahan botok yang disajikan dibanding warung lain | | | | | |
| Y.2 | Kebiasaan dalam membeli produk | | | | | |
| 1. | Setiap saya membutuhkan makanan dari berbagai aneka olahan botok, saya selalu melakukan pembelian di Warung Botok MBAK LIS | | | | | |
| 2. | Saya sering membelikan orang lain botok di Warung Botok MBAK LIS, bahkan sebagai oleh-oleh untuk orang lain. | | | | | |
| Y.3 | Memberikan rekomendasi pada orang lain | | | | | |
| 1. | Saya akan merekomendasikan Warung Botok MBAK LIS kepada orang lain karena merasa puas terhadap olahan botok tersebut | | | | | |
| 2. | Saya pernah kembali lagi ke Warung Botok MBAK LIS bersama orang lain karena mempunyai ciri khas rasa dan banyak varian aneka botok | | | | | |
| Y.4 | Melakukan pembelian ulang | | | | | |

| | | | | | | |
|-------------|--|--|--|--|--|--|
| 1. | Minimal sebulan sekali saya melakukan pembelian di Warung Bothok MBAK LIS | | | | | |
| 2. | Saya akan selalu kembali ke Warung Botok MBAK LIS karena saya cocok dengan kualitas rasa dan pelayanan | | | | | |
| X.1 | Lokasi | | | | | |
| X1.1 | Akses | | | | | |
| 1. | Akses jalan menuju Warung Botok MBAK LIS mudah dilalui kendaraan pribadi | | | | | |
| 2. | Akses parkir yang disediakan luas dan strategis berada di depan Warung Botok MBAK LIS | | | | | |
| X1.2 | Visibilitas | | | | | |
| 1. | Lokasi Warung Botok MBAK LIS masuk jalan pemukiman warga namun mudah terlihat dari jalan raya | | | | | |
| 2. | Lokasi Warung Botok MBAK LIS dapat di ketahui dengan mudah melalui <i>google maps</i> | | | | | |
| X1.3 | Lalu lintas | | | | | |
| 1. | Lalu lintas jalan menuju Warung Botok MBAK LIS mudah dan tidak macet | | | | | |
| 2. | Lalu lintas di Warung Botok Mbak ramai dilalui orang karena dekat dengan pusat keramaian | | | | | |
| X2 | Pelayanan | | | | | |
| X2.1 | Kehandalan | | | | | |
| 1. | Tidak memerlukan waktu lama untuk mempersiapkan pesanan konsumen sesuai nomor antrian. | | | | | |

| | | | | | | |
|-------------|--|--|--|--|--|--|
| 2. | Karyawan Warung Botok MBAK LIS menguasai berbagai menu olahan botok yang ditawarkan. | | | | | |
| X2.2 | Daya tanggap | | | | | |
| 1. | Karyawan Warung Botok MBAK LIS bersedia membantu setiap permintaan konsumen dengan cepat dan sigap. | | | | | |
| 2. | Setiap keluhan konsumen ditangani dengan baik oleh karyawan Warung Botok MBAK LIS | | | | | |
| X2.3 | Jaminan | | | | | |
| 1. | Karyawan Warung Botok MBAK LIS memberikan jaminan pelayanan yang tepat sesuai dengan antrian order | | | | | |
| 2. | Warung Botok MBAK LIS memberikan jaminan makanan botok yang selalu baru dimasak setiap harinya | | | | | |
| X2.4 | Empati | | | | | |
| 1. | Karyawan Warung Botok MBAK LIS selalu membantu konsumen yang berkonsultasi tentang menu olahan botok. | | | | | |
| 2. | Warung Botok MBAK LIS menjalin komunikasi yang baik kepada konsumen tanpa membedakan pelanggan baru dan lama | | | | | |
| X3 | Promosi | | | | | |
| X3.1 | Periklanan (<i>advertising</i>) | | | | | |

| | | | | | | |
|-------------|---|--|--|--|--|--|
| 1. | Warung Botok MBAK LIS menampilkan ikhlannya melalui Whatsapp grub, whatapp story, dan instagram. | | | | | |
| 2. | Kegiatan promosi yang dilakukan Warung Botok MBAK LIS melalui (WA, INSTAGRAM) mudah dimengerti, sehingga menarik minat untuk saya membeli | | | | | |
| X3.2 | Publisitas | | | | | |
| 1. | Warung Botok MBAK LIS menginformasikan produknya melalui banner yang dipasang di warung | | | | | |
| 2. | Menginformasikan kepada konsumen Warung Botok MBAK LIS dengan memberi kartu nama dan stiker | | | | | |
| X3.3 | Promosi penjualan (<i>sales promotion</i>) | | | | | |
| 1. | Warung Botok MBAK LIS sering memberikan makanan gratis di hari jumat kepada kosumen | | | | | |
| 2. | Pembelian pada Warung Botok MBAK LIS memberikan potongan harga setiap pemesanan dalam jumlah besar | | | | | |
| X3.4 | Penjualan personal (<i>personal selling</i>) | | | | | |
| 1. | Testimoni yang diberikan orang lain dapat menarik minat saya untuk membeli di Warung Botok MBAK LIS | | | | | |
| 2. | Warung Botok MBAK LIS meberikan rekomendasi produk yang menjadi <i>best seller</i> | | | | | |

Lampiran 2: Data Penelitian Jenis Kelamin dan Usia Responden**Jenis Kelamin**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | Laki - Laki | 17 | 42.5 | 42.5 | 42.5 |
| | Perempuan | 23 | 57.5 | 57.5 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 20-25 Tahun | 22 | 55.0 | 55.0 | 55.0 |
| | 26-30 Tahun | 18 | 45.0 | 45.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Lampiran 3. Data Penelitian Keputusan Pembelian (Y)

| Variabel Keputusan Pembelian (Y) | | | | | | | | Total Y |
|----------------------------------|-----|-----|-----|-----|-----|-----|-----|------------|
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 30 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 35 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 35 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 35 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 34 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 36 |

Lampiran 4. Data Penelitian Lokasi (X1)

| (X1) Lokasi | | | | | | Total (X1) |
|--------------------|-------------|-------------|-------------|-------------|-------------|-------------------|
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 4 | 4 | 5 | 4 | 4 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 4 | 3 | 4 | 5 | 3 | 4 | 23 |
| 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 4 | 4 | 4 | 4 | 25 |

Lampiran 5. Data Penelitian Pelayanan (X2)

| Variabel Pelayanan (X2) | | | | | | | | Total |
|-------------------------|------|------|------|------|------|------|------|-------|
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 38 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 37 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 38 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 37 |
| 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 35 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 35 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 35 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 34 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 38 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 36 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 38 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 37 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 36 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 35 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |

Lampiran 6. Data Penelitian Promosi (X3)

| Variabel Promosi (X3) | | | | | | | | Total X3 |
|-----------------------|------|------|------|------|------|------|------|-------------|
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 37 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 36 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 36 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 36 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 35 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 30 |
| 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 32 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 37 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 35 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 35 |
| 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 30 |
| 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 29 |
| 5 | 2 | 4 | 3 | 4 | 4 | 3 | 4 | 29 |
| 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 28 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 37 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 35 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 35 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 30 |

Lampiran 7. Output Uji Validitas Variabel Keputusan Pembelian (Y) dengan SPSS.

| Correlations | | Y |
|--------------|---------------------|--------|
| Y1 | Pearson Correlation | .432** |
| | Sig. (2-tailed) | .005 |
| | N | 40 |
| Y2 | Pearson Correlation | .439** |
| | Sig. (2-tailed) | .005 |
| | N | 40 |
| Y3 | Pearson Correlation | .586** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| Y4 | Pearson Correlation | .696** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| Y5 | Pearson Correlation | .633** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| Y6 | Pearson Correlation | .615** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| Y7 | Pearson Correlation | .546** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| Y8 | Pearson Correlation | .346* |
| | Sig. (2-tailed) | .029 |
| | N | 40 |

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

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

Lampiran 8. Output Uji Validitas Variabel Lokasi (X1) dengan SPSS.

| Correlations | | X1 |
|--------------|---------------------|--------|
| X1.1 | Pearson Correlation | .592** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| X1.2 | Pearson Correlation | .600** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| X1.3 | Pearson Correlation | .736** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| X1.4 | Pearson Correlation | .514** |
| | Sig. (2-tailed) | .001 |
| | N | 40 |
| X1.5 | Pearson Correlation | .600** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| X1.6 | Pearson Correlation | .628** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |

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

Lampiran 9. Output Uji Validitas Variabel Kualitas Pelayanan (X2) dengan SPSS.

| | | X2 |
|------|---------------------|--------|
| X2.1 | Pearson Correlation | .542** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| X2.2 | Pearson Correlation | .388* |
| | Sig. (2-tailed) | .013 |
| | N | 40 |
| X2.3 | Pearson Correlation | .657** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| X2.4 | Pearson Correlation | .414** |
| | Sig. (2-tailed) | .008 |
| | N | 40 |
| X2.5 | Pearson Correlation | .369* |
| | Sig. (2-tailed) | .019 |
| | N | 40 |
| X2.6 | Pearson Correlation | .695** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| X2.7 | Pearson Correlation | .432** |
| | Sig. (2-tailed) | .005 |
| | N | 40 |
| X2.8 | Pearson Correlation | .547** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |

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

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

Lampiran 10. Output Uji Validitas Variabel Promosi (X3) dengan SPSS.

| Correlations | | X3 |
|--------------|---------------------|--------|
| X3.1 | Pearson Correlation | .546** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| X3.2 | Pearson Correlation | .408** |
| | Sig. (2-tailed) | .009 |
| | N | 40 |
| X3.3 | Pearson Correlation | .655** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| X3.4 | Pearson Correlation | .792** |
| | Sig. (2-tailed) | .000 |
| | N | 40 |
| X3.5 | Pearson Correlation | .500** |
| | Sig. (2-tailed) | .001 |
| | N | 40 |
| X3.6 | Pearson Correlation | .462** |
| | Sig. (2-tailed) | .003 |
| | N | 40 |
| X3.7 | Pearson Correlation | .485** |
| | Sig. (2-tailed) | .002 |
| | N | 40 |
| X3.8 | Pearson Correlation | .367* |
| | Sig. (2-tailed) | .020 |
| | N | 40 |

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

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

Lampiran11. Output Uji Reliabilitas Variabel Keputusan Pembelian (Y) dengan SPSS

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .707 | 8 |

Lampiran12. Output Uji Reliabilitas Variabel Lokasi (X1) dengan SPSS

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .658 | 6 |

Lampiran13. Output Uji Reliabilitas Variabel Pelayanan (X2) dengan SPSS

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .607 | 8 |

Lampiran14. Output Uji Reliabilitas Variabel Promosi (X3) dengan SPSS

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .648 | 8 |

Lampiran 15. Output SPSS statistik Deskriptif

Distribusi Frekuensi Lokasi (X1)

Item X1 Ke 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 3 | 7.3 | 7.3 | 7.3 |
| | Setuju | 25 | 61.0 | 61.0 | 68.3 |
| | Sangat Setuju | 13 | 31.7 | 31.7 | 100.0 |
| | Total | 41 | 100.0 | 100.0 | |

Item X1 Ke 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 5 | 12.2 | 12.2 | 12.2 |
| | Setuju | 26 | 63.4 | 63.4 | 75.6 |
| | Sangat Setuju | 10 | 24.4 | 24.4 | 100.0 |
| | Total | 41 | 100.0 | 100.0 | |

Item X1 Ke 3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 2 | 4.9 | 4.9 | 4.9 |
| | Setuju | 29 | 70.7 | 70.7 | 75.6 |
| | Sangat Setuju | 10 | 24.4 | 24.4 | 100.0 |
| | Total | 41 | 100.0 | 100.0 | |

Item X1 Ke 4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 2 | 4.9 | 4.9 | 4.9 |
| | Setuju | 23 | 56.1 | 56.1 | 61.0 |
| | Sangat Setuju | 16 | 39.0 | 39.0 | 100.0 |
| Total | | 41 | 100.0 | 100.0 | |

Item X1 Ke 5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 7 | 17.1 | 17.1 | 17.1 |
| | Setuju | 27 | 65.9 | 65.9 | 82.9 |
| | Sangat Setuju | 7 | 17.1 | 17.1 | 100.0 |
| Total | | 41 | 100.0 | 100.0 | |

Item X1 Ke 6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 3 | 7.3 | 7.3 | 7.3 |
| | Setuju | 29 | 70.7 | 70.7 | 78.0 |
| | Sangat Setuju | 9 | 22.0 | 22.0 | 100.0 |
| Total | | 41 | 100.0 | 100.0 | |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 20 | 2 | 4.9 | 4.9 | 4.9 |
| | 22 | 4 | 9.8 | 9.8 | 14.6 |
| | 23 | 4 | 9.8 | 9.8 | 24.4 |
| | 24 | 8 | 19.5 | 19.5 | 43.9 |
| | 25 | 8 | 19.5 | 19.5 | 63.4 |
| | 26 | 5 | 12.2 | 12.2 | 75.6 |
| | 27 | 1 | 2.4 | 2.4 | 78.0 |
| | 28 | 3 | 7.3 | 7.3 | 85.4 |
| | 29 | 5 | 12.2 | 12.2 | 97.6 |
| | 30 | 1 | 2.4 | 2.4 | 100.0 |
| | Total | 41 | 100.0 | 100.0 | |

Distribusi Frekuensi Pelayanan (X2)

Item X2 Ke 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Setuju | 26 | 65.0 | 65.0 | 65.0 |
| | Sangat Setuju | 14 | 35.0 | 35.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X2 Ke 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Setuju | 21 | 52.5 | 52.5 | 52.5 |
| | Sangat Setuju | 19 | 47.5 | 47.5 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X2 Ke 3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 1 | 2.5 | 2.5 | 2.5 |
| | Setuju | 23 | 57.5 | 57.5 | 60.0 |
| | Sangat Setuju | 16 | 40.0 | 40.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X2 Ke 4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Setuju | 23 | 57.5 | 57.5 | 57.5 |
| | Sangat Setuju | 17 | 42.5 | 42.5 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X2 Ke 5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 1 | 2.5 | 2.5 | 2.5 |
| | Setuju | 23 | 57.5 | 57.5 | 60.0 |
| | Sangat Setuju | 16 | 40.0 | 40.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X2 Ke 6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Setuju | 18 | 45.0 | 45.0 | 45.0 |
| | Sangat Setuju | 22 | 55.0 | 55.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X2 Ke 7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Setuju | 23 | 57.5 | 57.5 | 57.5 |
| | Sangat Setuju | 17 | 42.5 | 42.5 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X2 Ke 8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Setuju | 20 | 50.0 | 50.0 | 50.0 |
| | Sangat Setuju | 20 | 50.0 | 50.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Total X2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 31 | 1 | 2.5 | 2.5 | 2.5 |
| | 32 | 10 | 25.0 | 25.0 | 27.5 |
| | 34 | 2 | 5.0 | 5.0 | 32.5 |
| | 35 | 4 | 10.0 | 10.0 | 42.5 |
| | 36 | 5 | 12.5 | 12.5 | 55.0 |
| | 37 | 7 | 17.5 | 17.5 | 72.5 |
| | 38 | 8 | 20.0 | 20.0 | 92.5 |
| | 39 | 3 | 7.5 | 7.5 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Distribusi Frekuensi Promosi (X3)

Item X3 Ke 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 1 | 2.5 | 2.5 | 2.5 |
| | Setuju | 17 | 42.5 | 42.5 | 45.0 |
| | Sangat Setuju | 22 | 55.0 | 55.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X3 Ke 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 2.5 | 2.5 | 2.5 |
| | Netral | 6 | 15.0 | 15.0 | 17.5 |
| | Setuju | 22 | 55.0 | 55.0 | 72.5 |
| | Sangat Setuju | 11 | 27.5 | 27.5 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X3 Ke 3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 2 | 5.0 | 5.0 | 5.0 |
| | Setuju | 20 | 50.0 | 50.0 | 55.0 |
| | Sangat Setuju | 18 | 45.0 | 45.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X3 Ke 4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 3 | 7.5 | 7.5 | 7.5 |
| | Setuju | 21 | 52.5 | 52.5 | 60.0 |
| | Sangat Setuju | 16 | 40.0 | 40.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X3 Ke 5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 3 | 7.5 | 7.5 | 7.5 |
| | Setuju | 23 | 57.5 | 57.5 | 65.0 |
| | Sangat Setuju | 14 | 35.0 | 35.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X3 Ke 6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Setuju | 22 | 55.0 | 55.0 | 55.0 |
| | Sangat Setuju | 18 | 45.0 | 45.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X3 Ke 7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 5 | 12.5 | 12.5 | 12.5 |
| | Setuju | 19 | 47.5 | 47.5 | 60.0 |
| | Sangat Setuju | 16 | 40.0 | 40.0 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Item X3 Ke 8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Setuju | 25 | 62.5 | 62.5 | 62.5 |
| | Sangat Setuju | 15 | 37.5 | 37.5 | 100.0 |
| | Total | 40 | 100.0 | 100.0 | |

Total X3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----|-----------|---------|---------------|-----------------------|
| Valid | 28 | 1 | 2.5 | 2.5 | 2.5 |
| | 29 | 2 | 5.0 | 5.0 | 7.5 |
| | 30 | 5 | 12.5 | 12.5 | 20.0 |
| | 32 | 2 | 5.0 | 5.0 | 25.0 |
| | 33 | 5 | 12.5 | 12.5 | 37.5 |
| | 34 | 1 | 2.5 | 2.5 | 40.0 |
| | 35 | 6 | 15.0 | 15.0 | 55.0 |
| | 36 | 4 | 10.0 | 10.0 | 65.0 |
| | 37 | 6 | 15.0 | 15.0 | 80.0 |
| | 38 | 1 | 2.5 | 2.5 | 82.5 |
| | 39 | 5 | 12.5 | 12.5 | 95.0 |
| | 40 | 2 | 5.0 | 5.0 | 100.0 |
| Total | | 40 | 100.0 | 100.0 | |



Yayasan Pembina Lembaga Pendidikan Perguruan Tinggi PGRI Kediri
UNIVERSITAS NUSANTARA PGRI KEDIRI
LEMBAGA PENELITIAN DAN PENGABDIAN PADA MASYARAKAT (LPPM)
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 Website: <http://lp2m.unpkediri.ac.id>, Email: lemlit@unpkediri.ac.id; lemlit.unpkediri@gmail.com

Nomor : 20444.07/LPPM.UN PGRI Kd/VI/2022
 Lampiran : -
 Hal : Permohonan Ijin Melakukan Penelitian

06 Juni 2022

Kepada Yth. FIDIA SULISTINA Warung Botok Mbak Lis
 di : Jl. Ngipik Mbono, No.21, Kecamatan Boyolangu, Kabupaten Tulungagung, Jawa Timur

Dengan ini kami hadapkan mahasiswa Universitas Nusantara PGRI Kediri:

NAMA : M. FRESA ROSALDI
 NPM : 18.1.02.02.0088
 FAK - PRODI : FEB- Manajemen
 Maksud : Ijin melakukan penelitian untuk penulisan Skripsi
 JUDUL :

Pengaruh Lokasi, Pelayanan, Dan Promosi Terhadap Keputusan Pembelian Di Warung Botok Mbak Lis

Sehubungan dengan hal tersebut, kami mohon bantuannya untuk memberi ijin kepada mahasiswa yang bersangkutan guna mendapatkan data-data penelitian pada lembaga yang bapak/ibu/sdr. pimpin sebagai bahan penulisan Skripsi Program Sarjana (S1).


 p.a.n. Ketua
 Sekretaris LPPM,
 H. Rizki Aswi Ramadhani, M.Kom
 NIDN. 0708049001

Tembusan :
 1. Kaprodi
 2. Dosen Pembimbing 1 dan 2



Lembaga Penelitian dan Pengabdian Pada Masyarakat Universitas Nusantara PGRI Kediri





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"PENGARUH LOKASI, KUALITAS PELAYANAN, DAN PROMOSI
TERHADAP KEPUTUSAN PEMBELIAN DI WARUNG BOTOK
MBAK LIS"

Catatan :

1. Periode Bimbingan (Sesuai SK Rektor) : _____
 2. Jadwal Bimbingan : _____

| | Hari | Pukul | Tempat / Ruang |
|---------------|--------|-------|----------------|
| Pembimbing I | | | Google Meet |
| Pembimbing II | Selasa | 11.00 | J19 |
| | Rabu | 11.00 | J19 |
| | Kamis | 11.00 | J19 |

Pembimbing I

| NO. | TANGGAL | MATERI | MASALAH | TT. DOSEN |
|-----|-----------|---------|-----------------------|--------------------|
| 1. | 08 Apr 22 | Bab 1 | Pengajuan Judul | <i>[Signature]</i> |
| 2. | 13 Apr 22 | bab 1 | Revisi Latar Belakang | <i>[Signature]</i> |
| 3. | 27 Apr 22 | Bab 2-3 | Revisi teori | <i>[Signature]</i> |
| 4. | 11 Mei 22 | Bab 2-3 | ACC | <i>[Signature]</i> |
| 5. | 02 Jun 22 | Bab 4-5 | Revisi pembahasan | <i>[Signature]</i> |
| 6. | 22 Jun 22 | Bab 4-5 | ACC | <i>[Signature]</i> |
| 7. | 05 Jun 22 | Bab 1-5 | ACC sidang | <i>[Signature]</i> |
| | | | | |
| | | | | |
| | | | | |

Pembimbing II

| NO. | TANGGAL | MATERI | MASALAH | TT. DOSEN |
|-----|----------|--------|-------------------------|--------------------|
| 1 | 29/3 '22 | | Diagram Materi Seungma | <i>[Signature]</i> |
| 2 | 30/3 '22 | | Koreksi judul | <i>[Signature]</i> |
| 3 | 5/4 '22 | | Schedul kurva, stabilit | <i>[Signature]</i> |
| 4 | 12/4 '22 | | Revisi Bab III & IV | <i>[Signature]</i> |
| 5. | 2/6 '22 | | Revisi Bab III & IV | <i>[Signature]</i> |
| 6. | 9/6 '22 | | persiapan jurnal, Bab V | <i>[Signature]</i> |
| 7 | 16/6 '22 | | ACC Bab III | <i>[Signature]</i> |
| 8 | 23/6 '22 | | ACC Bab III, IV & V | <i>[Signature]</i> |
| | | | | |
| | | | | |
| | | | | |

Mengetahui,
Kaprosdi



Kediri, 07 Juli 2022
Mahasiswa Ybs,

[Signature]

M. FLESA ROSALDI
NPM 18.1.02.02.0087

