

BAB V

KESIMPULAN DAN SARAN

1.1. Kesimpulan

Bedasarkan hasil penelitian dan analisis data yang telah dilakukan pada bab sebelumnya, maka diiperoleh hasil temuan penelitian ini sebagai berikut:

1. Hasil uji secara persial (uji t) menunjukkan bahwa variabel kualitas pelayanan dan harga berpengaruh secara persial terhadap minat beli ulang konsumen pada kedai pancing, sedangkan variabel Lokasi secara parsial tidak berpengaruh terhadap minat beli ulang konsumen pada kedai pancing.
2. Hasil uji secara simultan (uji f) menunjukkan bahwa variabel Kualitas pelayanan, Lokasi dan Harga berpengaruh secara simultan terhadap minat beli ulang konsumen pada kedai pancing.

Dari hasil penelitian ini dapat kita simpulkan bahwa dari ketiga variabel indivenden atau variabel bebas yang diajukan dalam penelitian yaitu Kualitas Pelayanan (X1), Lokasi (X2), dan Harga (X3).

1.2. Saran

Berdasarkan hasil kesimpulan tersebut diatas, maka dapat disampaikan saran adalah sebagai berikut:

1. Kedai Pancing hendaknya menjadikan kualitas pelayanan dan harga sebagai salah satu fokus strategi utama dalam memperluas jaringan pelangganya serta mempertahankan nilai usaha yang telah ada saat ini.

2. Kedai Pancing hendanya memperhatikan nilai pada setiap konsep yang disuguhkan atau ditawarkan pada pelanggan
3. Kedai Pancing hendaknya memperkaya jenis fasilitas dan kualitas kedai seperti kipas angin, ruang khusus atau *indor room* dan daftar menu yang bergambar sehingga mempermudah proses penerimaan informasi yang lengkap dan dibutuhkan oleh konsumen serta menjadi salah satu upaya dalam menggait segmen pasar.
4. Penelitian ini menggunakan subjek yang terbatas serta jenis penelitian kuantitatif, sehingga disarankan untuk pengembangan dan pendalaman pada penelitian selanjutnya agar memperkaya pendapat responden yang merupakan subjek penelitian dengan menggali informasi yang lebih komprehensif demi tercapainya tujuan yang diharapkan.

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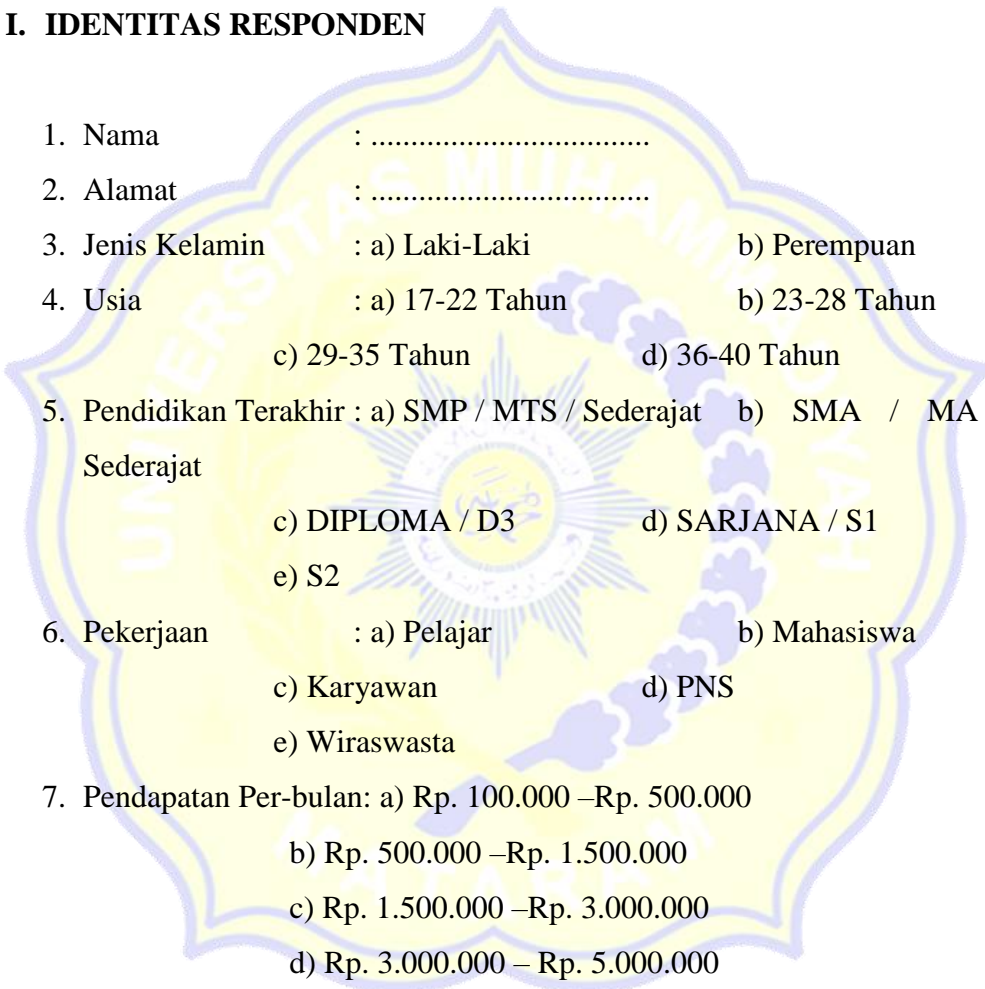




LAMPIRAN

KUESIONER PENELITIAN
PENGARUH KUALITAS PELAYANAN, LOKASI DAN HARGA
TERHADAP MINAT BELI ULANG KONSUMEN PADA KEDAI
PANCING.
Jl. Pemuda No. 14 Gomong Kota Mataram Nusa Tenggara Barat

I. IDENTITAS RESPONDEN

- 
1. Nama :
 2. Alamat :
 3. Jenis Kelamin : a) Laki-Laki b) Perempuan
 4. Usia : a) 17-22 Tahun b) 23-28 Tahun
c) 29-35 Tahun d) 36-40 Tahun
 5. Pendidikan Terakhir : a) SMP / MTS / Sederajat b) SMA / MA /
Sederajat
c) DIPLOMA / D3 d) SARJANA / S1
e) S2
 6. Pekerjaan : a) Pelajar b) Mahasiswa
c) Karyawan d) PNS
e) Wiraswasta
 7. Pendapatan Per-bulan: a) Rp. 100.000 –Rp. 500.000
b) Rp. 500.000 –Rp. 1.500.000
c) Rp. 1.500.000 –Rp. 3.000.000
d) Rp. 3.000.000 – Rp. 5.000.000
e) Rp. 5.000.000 – Rp. 10.000.000
 8. Berapa kali Anda melakukan kunjungan dan pembelian pada Kedai kamila Risoles?
 - a) Lebih dari 10 Kali b) 7-10 Kali
 - c) 5-7 Kali d) 2-5 Kali
 - e) 1 Kali

II. PETUNJUK PENGISIAN

1. Bacalah terlebih dahulu dengan cermat setiap point pertanyaan sebelum Anda mulai menjawab.
2. Berilah jawaban anda dengan tanda *check list*(√) pada salah satu jawaban yang paling sesuai dengan penilain Anda
3. Semua penilaian Anda tidak ada yang salah, oleh karena itu jawablah pertanyaan sesuai dengan keadaan Anda dengan jujur.

III. SKOR PENILAIAN

1. Sangat Setuju (**SS**) = 5
2. Setuju (**S**) = 4
3. Ragu-Ragu (**R**) = 3
4. Tidak Setuju (**TS**) = 2
5. Sangat Tidak Setuju (**STS**) = 1

IV. PERTANYAAN

A. Variabel Independen

1. Kualitas pelayanan (X1)

VARIABEL	Idikator	PERTANYAAN	SS	S	R	TS	STS
			5	4	3	2	1
Kualitas pelayanan (X1)	1. Bukti Fisik	2. Fasilitas yang di berikan kedai pancing (Wifi)					
		3. Kebersihan dan kerapian kedai					
		4. Penataan interior dan ekterior kedai					
		5. Kerapian, kebersihan dan penampilan karyawan					

		6. Keberadaan musik dan tampilan live musik tidak mengganggu konsentrasi dan komunikasi pengunjung					
		7. Keberadaan kasier dan fasilitas penunjang seperti musolah, toilet, tisu sudah baik dan memberi kenyamanan bagi pengunjung					
	1. Reliabiliti /Keandalan	8. Ketepatan waktu buka dan jam tutup					
		9. Kecepatan, ketepatan dan pelayanan yang rama					
2. Daya Tanggap		10. Kemampuan karyawan dalam menanggapi keluhan pelanggan					
		11. Memberikan informasi yang jelas dan mudah dipahami oleh pelanggan					
3. Empati		12. Memberikan perhatian dengan setulus hati dalam melayani pelanggan					
		13. Memberikan perhatian dalam menanggapi keluhan pelanggan					
4. Jaminan		14. Saya merasa aman ketika karyawan memberikan pelayanan sesuai dengan yang saya harapkan					

2.Lokasi (X2)

VARIABEL	PERTANYAAN	SS	S	R	TS	STS
		5	4	3	2	1
Lokasi (X2)	1. Keberadaan kedai pancing yang muda di jangkau					
	2. Kedai pancing muda untuk dilihat dan diketahui banyak orang					
	3. Kedai pancing memiliki tempat parker yang memadai bagi pengunjungnya					

3. Harga (X3)

VARIABEL	PERTANYAAN	SS	S	R	TS	STS
		5	4	3	2	1
Harga (X3)	1. Saya berkunjung ke Kedai Pancing karena harga yang terjangkau					
	2. Harga produk lebih murah daripada kedai yang lain					
	3. Harga sesuai dengan manfaat yang saya peroleh					

2. Variabel Dependen

1. Minat Beli Ulang Konsumen

VARIABEL	PERTANYAAN	SS	S	R	TS	STS
		5	4	3	2	1
Mina Beli Ulang konsumen (Y)	1. Saya berusaha mencari informasi lebih lanjut mengenai produk yang ditawarkan kedai pancing					
	2. Saya bersedia merekomendasikan produk kedai pancing kepada orang lain					
	3. Kedai pancing lebih menarik perhatian saya					
	4. Saya memilih kedai pancing sebagai kedai faporit					

Data SPSS

CORRELATIONS

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 X1.9 X1.10 X1.11 X1.12 X1.13

TOTALX1

/PRINT=TWOTAIL NOSIG

/STATISTICS XPROD

/MISSING=PAIRWISE.

Correlations



Notes

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Correlations

		X1.1	X1.2	X1.3	X1.4
1.1	Pearson Correlation	1	.315*	.224	.094
	sig. (2-tailed)		.026	.118	.515
	Sum of Squares and Cross-products	46.020	8.080	6.800	2.520
	variance	.939	.165	.139	.051
		50	50	50	50
1.2	Pearson Correlation	.315*	1	.780**	.609**
	sig. (2-tailed)	.026		.000	.000
	Sum of Squares and Cross-products	8.080	14.320	13.200	9.080
	variance	.165	.292	.269	.185
		50	50	50	50
1.3	Pearson Correlation	.224	.780**	1	.499**
	sig. (2-tailed)	.118	.000		.000
	Sum of Squares and Cross-products	6.800	13.200	20.000	8.800
	variance	.139	.269	.408	.180
		50	50	50	50
1.4	Pearson Correlation	.094	.609**	.499**	1
	sig. (2-tailed)	.515	.000	.000	
	Sum of Squares and Cross-products	2.520	9.080	8.800	15.520
	variance	.051	.185	.180	.317
		50	50	50	50
1.5	Pearson Correlation	.639**	.434**	.331*	.257
	sig. (2-tailed)	.000	.002	.019	.071
	Sum of Squares and Cross-products	28.720	10.880	9.800	6.720
	variance	.586	.222	.200	.137

		50	50	50	50
1.6	Pearson Correlation	.149	.351*	.440**	.350*
	sig. (2-tailed)	.302	.012	.001	.013
	Sum of Squares and Cross-products	4.100	5.400	8.000	5.600

Correlations

		X1.5	X1.6	X1.7	X1.8
1.1	Pearson Correlation	.639	.149*	.194	.244
	sig. (2-tailed)	.000	.302	.176	.088
	Sum of Squares and Cross-products	28.720	4.100	6.540	7.400
	variance	.586	.084	.133	.151
1.2		50	50	50	50
	Pearson Correlation	.434*	.351	.328**	.449**
	sig. (2-tailed)	.002	.012	.020	.001
	Sum of Squares and Cross-products	10.880	5.400	6.160	7.600
1.3	variance	.222	.110	.126	.155
		50	50	50	50
	Pearson Correlation	.331	.440**	.343	.400**
	sig. (2-tailed)	.019	.001	.015	.004
1.4	Sum of Squares and Cross-products	9.800	8.000	7.600	8.000
	variance	.200	.163	.155	.163
		50	50	50	50
	Pearson Correlation	.257	.350**	.156**	.534
1.5	sig. (2-tailed)	.071	.013	.280	.000
	Sum of Squares and Cross-products	6.720	5.600	3.040	9.400
	variance	.137	.114	.062	.192
		50	50	50	50
1.6	Pearson Correlation	1**	.245**	.257*	.351
	sig. (2-tailed)		.086	.072	.012
	Sum of Squares and Cross-products	43.920	6.600	8.440	10.400
	variance	.896	.135	.172	.212
		50	50	50	50

1.6	earson Correlation	.245	1*	.432**	.330*
	ig. (2-tailed)	.086		.002	.019
	um of Squares and Cross-products	6.600	16.500	8.700	6.000

Correlations

		X1.9	X1.10	X1.11	X1.12
1.1	earson Correlation	.221	.292*	.251	.180
	ig. (2-tailed)	.123	.039	.079	.211
	um of Squares and Cross-products	7.840	9.280	7.840	5.540
	ovariance	.160	.189	.160	.113
1.2	earson Correlation	.322*	.402	.364**	.475**
	ig. (2-tailed)	.023	.004	.009	.000
	um of Squares and Cross-products	6.360	7.120	6.360	8.160
	ovariance	.130	.145	.130	.167
1.3	earson Correlation	.240	.487**	.368	.325**
	ig. (2-tailed)	.094	.000	.008	.021
	um of Squares and Cross-products	5.600	10.200	7.600	6.600
	ovariance	.114	.208	.155	.135
1.4	earson Correlation	.478	.449**	.486**	.562
	ig. (2-tailed)	.000	.001	.000	.000
	um of Squares and Cross-products	9.840	8.280	8.840	10.040
	ovariance	.201	.169	.180	.205
1.5	earson Correlation	.180**	.260**	.400*	.247
	ig. (2-tailed)	.210	.068	.004	.083
	um of Squares and Cross-products	6.240	8.080	12.240	7.440
	ovariance	.127	.165	.250	.152
1.6	earson Correlation	.198	.494*	.438**	.635*

ig. (2-tailed)	.168	.000	.001	.000
um of Squares and Cross-products	4.200	9.400	8.200	11.700

Correlations

		X1.13	KUALITAS PELAYANAN
1.1	earson Correlation	.259	.524 [*]
	ig. (2-tailed)	.069	.000
	um of Squares and Cross-products	9.840	150.520
	ovariance	.201	3.072
		50	50
1.2	earson Correlation	.395 [*]	.693
	ig. (2-tailed)	.005	.000
	um of Squares and Cross-products	8.360	111.080
	ovariance	.171	2.267
		50	50
1.3	earson Correlation	.304	.633 ^{**}
	ig. (2-tailed)	.032	.000
	um of Squares and Cross-products	7.600	119.800
	ovariance	.155	2.445
		50	50
1.4	earson Correlation	.583	.662 ^{**}
	ig. (2-tailed)	.000	.000
	um of Squares and Cross-products	12.840	110.520
	ovariance	.262	2.256
		50	50
1.5	earson Correlation	.573 ^{**}	.644 ^{**}
	ig. (2-tailed)	.000	.000
	um of Squares and Cross-products	21.240	180.720
	ovariance	.433	3.688
		50	50
1.6	earson Correlation	.405	.602 [*]
	ig. (2-tailed)	.004	.000
	um of Squares and Cross-products	9.200	103.600

Correlations

		X1.1	X1.2	X1.3	X1.4
1.6	variance	.084	.110*	.163	.114
		50	50	50	50
	Pearson Correlation	.194	.328	.343	.156
	sig. (2-tailed)	.176	.020	.015	.280
1.7	Sum of Squares and Cross-products	6.540	6.160	7.600	3.040
	variance	.133*	.126	.155**	.062**
		50	50	50	50
	Pearson Correlation	.244	.449	.400	.534
	sig. (2-tailed)	.088	.001	.004	.000
	Sum of Squares and Cross-products	7.400	7.600	8.000	9.400
1.8	variance	.151	.155**	.163	.192**
		50	50	50	50
	Pearson Correlation	.221	.322	.240	.478
	sig. (2-tailed)	.123	.023	.094	.000
1.9	Sum of Squares and Cross-products	7.840	6.360	5.600	9.840
	variance	.160	.130**	.114**	.201
		50	50	50	50
	Pearson Correlation	.292	.402	.487	.449
	sig. (2-tailed)	.039	.004	.000	.001
	Sum of Squares and Cross-products	9.280	7.120	10.200	8.280
1.10	variance	.189**	.145**	.208*	.169
		50	50	50	50
	Pearson Correlation	.251	.364	.368	.486
	sig. (2-tailed)	.079	.009	.008	.000
1.11	Sum of Squares and Cross-products	7.840	6.360	7.600	8.840
	variance	.160	.130*	.155**	.180*
		50	50	50	50
	Pearson Correlation	.180	.475	.325	.562
1.12	sig. (2-tailed)	.211	.000	.021	.000

Correlations

		X1.5	X1.6	X1.7	X1.8
1.6	ovariance	.135	.337*	.178	.122
		50	50	50	50
	earson Correlation	.257	.432	1	.577
	ig. (2-tailed)	.072	.002		.000
1.7	um of Squares and Cross-products	8.440	8.700	24.580	12.800
	ovariance	.172*	.178	.502**	.261**
		50	50	50	50
	earson Correlation	.351	.330	.577	1
	ig. (2-tailed)	.012	.019	.000	
1.8	um of Squares and Cross-products	10.400	6.000	12.800	20.000
	ovariance	.212	.122**	.261	.408**
		50	50	50	50
	earson Correlation	.180	.198	.412	.591
	ig. (2-tailed)	.210	.168	.003	.000
1.9	um of Squares and Cross-products	6.240	4.200	10.680	13.800
	ovariance	.127	.086**	.218**	.282
		50	50	50	50
	earson Correlation	.260	.494	.283	.506
	ig. (2-tailed)	.068	.000	.047	.000
1.10	um of Squares and Cross-products	8.080	9.400	6.560	10.600
	ovariance	.165**	.192**	.134'	.216
		50	50	50	50
	earson Correlation	.400	.438	.336	.572
	ig. (2-tailed)	.004	.001	.017	.000
1.11	um of Squares and Cross-products	12.240	8.200	7.680	11.800
	ovariance	.250	.167*	.157**	.241'
		50	50	50	50
1.12	earson Correlation	.247	.635	.470	.532
	ig. (2-tailed)	.083	.000	.001	.000

Correlations

		X1.9	X1.10	X1.11	X1.12
1.6	ovariance	.086	.192*	.167	.239
		50	50	50	50
	earson Correlation	.412	.283	.336	.470
	ig. (2-tailed)	.003	.047	.017	.001
1.7	um of Squares and Cross-products	10.680	6.560	7.680	10.580
	ovariance	.218*	.134	.157**	.216**
		50	50	50	50
	earson Correlation	.591	.506	.572	.532
	ig. (2-tailed)	.000	.000	.000	.000
1.8	um of Squares and Cross-products	13.800	10.600	11.800	10.800
	ovariance	.282	.216**	.241	.220**
		50	50	50	50
	earson Correlation	1	.604	.551	.451
	ig. (2-tailed)		.000	.000	.001
1.9	um of Squares and Cross-products	27.280	14.760	13.280	10.680
	ovariance	.557	.301**	.271**	.218
		50	50	50	50
	earson Correlation	.604	1	.683	.497
	ig. (2-tailed)	.000		.000	.000
1.10	um of Squares and Cross-products	14.760	21.920	14.760	10.560
	ovariance	.301**	.447**	.301*	.216
		50	50	50	50
	earson Correlation	.551	.683	1	.606
	ig. (2-tailed)	.000	.000		.000
1.11	um of Squares and Cross-products	13.280	14.760	21.280	12.680
	ovariance	.271	.301*	.434**	.259*
		50	50	50	50
1.12	earson Correlation	.451	.497	.606	1

ig. (2-tailed)

.001

.000

.000

Correlations

		X1.13	KUALITAS PELAYANAN
1.6	variance	.188	2.114 [*]
		50	50
	Pearson Correlation	.205	.567
	ig. (2-tailed)	.154	.000
1.7	Sum of Squares and Cross-products	5.680	119.040
	variance	.116 [*]	2.429
		50	50
	Pearson Correlation	.592	.757
	ig. (2-tailed)	.000	.000
1.8	Sum of Squares and Cross-products	14.800	143.400
	variance	.302	2.927 ^{**}
		50	50
	Pearson Correlation	.489	.655
	ig. (2-tailed)	.000	.000
1.9	Sum of Squares and Cross-products	14.280	144.840
	variance	.291	2.956 ^{**}
		50	50
	Pearson Correlation	.602	.743
	ig. (2-tailed)	.000	.000
1.10	Sum of Squares and Cross-products	15.760	147.280
	variance	.322 ^{**}	3.006 ^{**}
		50	50
	Pearson Correlation	.553	.752
	ig. (2-tailed)	.000	.000
1.11	Sum of Squares and Cross-products	14.280	146.840
	variance	.291	2.997 [*]
		50	50
	Pearson Correlation	.500	.719
1.12	ig. (2-tailed)	.000	.000

Correlations

		X1.1	X1.2	X1.3	X1.4
1.12	Sum of Squares and Cross-products	5.540	8.160*	6.600	10.040
	variance	.113	.167	.135	.205
		50	50	50	50
	Pearson Correlation	.259	.395	.304	.583
1.13	Sum of Squares and Cross-products	9.840*	8.360	7.600**	12.840**
	variance	.201	.171	.155	.262
		50	50	50	50
	Pearson Correlation	.524	.693	.633	.662
KUALITAS PELAYANAN	Sum of Squares and Cross-products	150.520	111.080**	119.800	110.520**
	variance	3.072	2.267	2.445	2.256
		50	50	50	50

Correlations

		X1.5	X1.6	X1.7	X1.8
1.12	Sum of Squares and Cross-products	7.440	11.700*	10.580	10.800
	variance	.152	.239	.216	.220
		50	50	50	50
	Pearson Correlation	.573	.405	.205	.592
1.13	Sum of Squares and Cross-products	21.240*	9.200	5.680**	14.800**
	variance	.433	.188	.116	.302
		50	50	50	50
	Pearson Correlation	.644	.602	.567	.757
KUALITAS PELAYANAN	Sum of Squares and Cross-products	180.720	103.600**	119.040	143.400**
	variance	3.688	2.114	2.429	2.927

50	50	50	50
----	----	----	----

Correlations

		X1.9	X1.10	X1.11	X1.12
1.12	Sum of Squares and Cross-products	10.680	10.560*	12.680	20.580
	variance	.218	.216	.259	.420
		50	50	50	50
	Pearson Correlation	.489	.602	.553	.500
	sig. (2-tailed)	.000	.000	.000	.000
1.13	Sum of Squares and Cross-products	14.280*	15.760	14.280**	12.680**
	variance	.291	.322	.291	.259
		50	50	50	50
	Pearson Correlation	.655	.743	.752	.719
	sig. (2-tailed)	.000	.000	.000	.000
KUALITAS PELAYANAN	Sum of Squares and Cross-products	144.840	147.280**	146.840	138.040**
	variance	2.956	3.006	2.997	2.817
		50	50	50	50

Correlations

		X1.13	KUALITAS PELAYANAN
1.12	Sum of Squares and Cross-products	12.680	138.040*
	variance	.259	2.817
		50	50
	Pearson Correlation	1	.751
	sig. (2-tailed)		.000
1.13	Sum of Squares and Cross-products	31.280*	177.840
	variance	.638	3.629
		50	50
	Pearson Correlation	.751	1
	sig. (2-tailed)	.000	
KUALITAS PELAYANAN	Sum of Squares and Cross-products	177.840	1793.520**
	variance	3.629	36.602

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

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

CORRELATIONS

```
/VARIABLES=X2.1 X2.2 X2.3 TOTALX2
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```
/PRINT=TWOTAIL NOSIG
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```
/STATISTICS XPROD
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/MISSING=PAIRWISE.
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Correlations

Notes

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Missing Value Handling		Statistics for each pair of variables are based on all the cases with valid data for that pair.
Cases Used		
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Resources	Processor Time	00:00:00,03

[DataSet0]

Correlations

		X2.1	X2.2	X2.3	LOKASI
	earson Correlation	1	.664**	.229	.771**
	ig. (2-tailed)		.000	.109	.000
2.1	um of Squares and Cross-products	25.780	15.540	6.720	48.040
	ovariance	.526	.317	.137	.980
		50	50	50	50
	earson Correlation	.664**	1	.488**	.879**
	ig. (2-tailed)	.000		.000	.000
2.2	um of Squares and Cross-products	15.540	21.220	12.960	49.720
	ovariance	.317	.433	.264	1.015
		50	50	50	50
	earson Correlation	.229	.488**	1	.748**
	ig. (2-tailed)	.109	.000		.000
2.3	um of Squares and Cross-products	6.720	12.960	33.280	52.960
	ovariance	.137	.264	.679	1.081
		50	50	50	50
	earson Correlation	.771**	.879**	.748**	1
	ig. (2-tailed)	.000	.000	.000	
LOKASI	um of Squares and Cross-products	48.040	49.720	52.960	150.720
	ovariance	.980	1.015	1.081	3.076
		50	50	50	50

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

CORRELATIONS

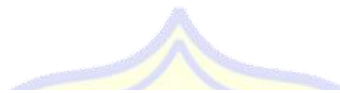
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/PRINT=TWOTAIL NOSIG

/STATISTICS XPROD

/MISSING=PAIRWISE.

Correlationz



Notes

Output Created		05-AUG-2020 17:27:26
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Number of Rows in Working Data File		50
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Missing Value Handling		Statistics for each pair of variables are based on all the cases with valid data for that pair.
Cases Used		
Syntax		<p>CORRELATIONS</p> <p>VARIABLES=X3.1 X3.2 X3.3</p> <p>TOTALX3</p> <p>PRINT=TWOTAIL NOSIG</p> <p>STATISTICS XPROD</p> <p>MISSING=PAIRWISE.</p>
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Elapsed Time		00:00:00,19

[DataSet0]

Correlations

		X3.1	X3.2	X3.3	HARGA
3.1	earson Correlation	1	.780**	.511**	.876**
	ig. (2-tailed)		.000	.000	.000
	um of Squares and Cross-products	46.180	36.920	23.060	106.160
	ovariance	.942	.753	.471	2.167
		50	50	50	50
3.2	earson Correlation	.780**	1	.642**	.927**
	ig. (2-tailed)	.000		.000	.000
	um of Squares and Cross-products	36.920	48.480	29.640	115.040
	ovariance	.753	.989	.605	2.348
		50	50	50	50
3.3	earson Correlation	.511**	.642**	1	.818**
	ig. (2-tailed)	.000	.000		.000
	um of Squares and Cross-products	23.060	29.640	44.020	96.720
	ovariance	.471	.605	.898	1.974
		50	50	50	50
HARGA	earson Correlation	.876**	.927**	.818**	1
	ig. (2-tailed)	.000	.000	.000	
	um of Squares and Cross-products	106.160	115.040	96.720	317.920
	ovariance	2.167	2.348	1.974	6.488
		50	50	50	50

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

CORRELATIONS

/VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 TOTALY

/PRINT=TWOTAIL NOSIG

/STATISTICS XPROD

/MISSING=PAIRWISE.

Correlations

Notes	
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Missing Value Handling	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Cases Used	CORRELATIONS VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 TOTALY
Syntax	PRINT=TWOTAIL NOSIG STATISTICS XPROD MISSING=PAIRWISE.
Processor Time	00:00:00,02
Elapsed Time	00:00:00,02

[DataSet0]

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4
1.1	earson Correlation	1	.620**	.572**	.543**
	ig. (2-tailed)		.000	.000	.000
	um of Squares and Cross-products	35.120	19.120	16.240	17.280
	ovariance	.717	.390	.331	.353
1.2		50	50	50	50
	earson Correlation	.620**	1	.450**	.511**
	ig. (2-tailed)	.000		.001	.000
	um of Squares and Cross-products	19.120	27.120	11.240	14.280
1.3	ovariance	.390	.553	.229	.291
		50	50	50	50
	earson Correlation	.572**	.450**	1	.818**
	ig. (2-tailed)	.000	.001		.000
1.4	um of Squares and Cross-products	16.240	11.240	22.980	21.060
	ovariance	.331	.229	.469	.430
		50	50	50	50
	earson Correlation	.543**	.511**	.818**	1
1.4	ig. (2-tailed)	.000	.000	.000	
	um of Squares and Cross-products	17.280	14.280	21.060	28.820
	ovariance	.353	.291	.430	.588
		50	50	50	50
INAT BELI ULANG	earson Correlation	.838**	.780**	.844**	.858**
	ig. (2-tailed)	.000	.000	.000	.000
	um of Squares and Cross-products	87.760	71.760	71.520	81.440
	ovariance	1.791	1.464	1.460	1.662
	50	50	50	50	

Correlations

		MINAT BELI ULANG
1.1	earson Correlation	.838
	ig. (2-tailed)	.000
	um of Squares and Cross-products	87.760
	ovariance	1.791
1.2		50
	earson Correlation	.780**
	ig. (2-tailed)	.000
	um of Squares and Cross-products	71.760
1.3	ovariance	1.464
		50
	earson Correlation	.844**
	ig. (2-tailed)	.000
1.4	um of Squares and Cross-products	71.520
	ovariance	1.460
		50
	earson Correlation	.858**
1.4	ig. (2-tailed)	.000
	um of Squares and Cross-products	81.440
	ovariance	1.662
		50
MINAT BELI ULANG	earson Correlation	1**
	ig. (2-tailed)	
	um of Squares and Cross-products	312.480
	ovariance	6.377
		50

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

RELIABILITY

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 X1.9 X1.10 X1.11 X1.12 X1.13

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability

Notes

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Comments		
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	Number of Rows in Working Data File	50
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
		RELIABILITY VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 X1.9 X1.10 X1.11 X1.12 X1.13 SCALE('ALL VARIABLES') ALL MODEL=ALPHA SUMMARY=TOTAL.
Syntax		
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,03

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	50	100.0
Cases	Excluded ^a	0	.0
Total		50	100.0

. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.888	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.1	50.5000	31.398	.393	.894
1.2	49.9200	32.361	.642	.878
1.3	49.9600	32.121	.563	.881
1.4	50.0000	32.408	.605	.880
1.5	50.4000	30.122	.537	.884
1.6	50.0600	32.711	.536	.882
1.7	50.1400	32.245	.479	.885
1.8	50.1600	31.158	.706	.874
1.9	50.2400	31.247	.575	.880
1.10	50.3200	31.038	.687	.875
1.11	50.2400	31.043	.698	.874
1.12	50.1400	31.388	.660	.876
1.13	50.2400	29.982	.684	.874

RELIABILITY

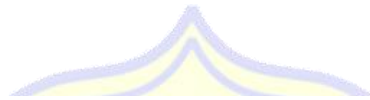
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/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability



Notes

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Comments		
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	/eighth	none>
Output	Split File	none>
	Number of Rows in Working Data File	50
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
		RELIABILITY
		VARIABLES=X2.1 X2.2 X2.3
		SCALE('ALL VARIABLES')
Syntax		ALL
		MODEL=ALPHA
		SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,06

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.701	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
2.1	8.4600	1.641	.489	.645
2.2	8.5000	1.480	.727	.371
2.3	8.7200	1.593	.386	.796

RELIABILITY

/VARIABLES=X3.1 X3.2 X3.3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability

Notes

Output Created		05-AUG-2020 17:30:04
Comments		
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	/eights	none>
	Split File	none>
	Number of Rows in Working Data File	50
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing. Statistics are based on all
	Cases Used	cases with valid data for all variables in the procedure.
Syntax		RELIABILITY VARIABLES=X3.1 X3.2 X3.3 SCALE('ALL VARIABLES') ALL MODEL=ALPHA SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	50	100.0
Excluded ^a	0	.0
Total	50	100.0

. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.846	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
3.1	7.3800	3.098	.716	.781
3.2	7.4400	2.782	.819	.677
3.3	7.1000	3.439	.612	.876

RELIABILITY

/VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability

Notes	
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Comments	
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Weight	none>
Split File	none>
Number of Rows in Working Data File	50
Matrix Input	
Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Statistics are based on all cases with valid data for all variables in the procedure.
Cases Used	RELIABILITY VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4
Syntax	SCALE('ALL VARIABLES') ALL MODEL=ALPHA SUMMARY=TOTAL.
Processor Time	00:00:00,02
Elapsed Time	00:00:00,13

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	50	100.0
Excluded ^a	0	.0
Total	50	100.0

. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.847	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.1	11.7200	3.512	.677	.812
1.2	11.7200	4.002	.612	.835
1.3	11.4600	3.927	.730	.790
1.4	11.5400	3.641	.734	.784

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT TOTALY

/METHOD=ENTER TOTALX1 TOTALX2 TOTALX3

/SCATTERPLOT=(*SRESID ,*ZPRED)

/RESIDUALS DURBIN NORMPROB(ZRESID)

/SAVE PRED SEPRED DFBETA.

Regression

Notes	
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Comments	
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Filter	none>
Output	none>
Split File	none>
Number of Rows in Working Data File	50
Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Statistics are based on cases with no missing values for any variable used.
Cases Used	
Syntax	REGRESSION MISSING LISTWISE STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE CRITERIA=PIN(.05) POUT(.10) NOORIGIN DEPENDENT TOTALY METHOD=ENTER TOTALX1 TOTALX2 TOTALX3 SCATTERPLOT=(*SRESID ,*ZPRED) RESIDUALS DURBIN NORMPROB(ZRESID) SAVE PRED SEPRED DFBETA.
Processor Time	00:00:03,14
Elapsed Time	00:00:09,29

Memory Required	400 bytes
Additional Memory Required for Residual Plots	04 bytes
Variables Created or Modified	RE_1
	Standardized Predicted Value

Notes

Variables Created or Modified	EP_1	Standard Error of Predicted Value
	FB0_1	FBETA for (Constant)
	FB1_1	FBETA for TOTALX1
	FB2_1	FBETA for TOTALX2
	FB3_1	FBETA for TOTALX3

[DataSet0]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
	ARGA, LOKASI, KUALITAS PELAYANAN ^b		Enter

. Dependent Variable: MINAT BELI ULANG

. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					Square Change	F Change	df1
	.693 ^a	.480	.446	1.87953	.480	14.152	3

Model Summary^b

Model	Change Statistics		Durbin-Watson
	df2	Sig. F Change	
	46 ^a	.000	2.130

. Predictors: (Constant), HARGA, LOKASI, KUALITAS PELAYANAN

. Dependent Variable: MINAT BELI ULANG

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	149.978	3	49.993	14.152	.000 ^b
Residual	162.502	46	3.533		
Total	312.480	49			

. Dependent Variable: MINAT BELI ULANG

. Predictors: (Constant), HARGA, LOKASI, KUALITAS PELAYANAN

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.562	2.462		12.259	.000
	KUALITAS PELAYANAN	.139	.070	.333	2.987	.003
	LOKASI	.288	.220	.200	1.305	.199
	HARGA	.553	.127	.558	4.347	.000

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
Constant)		
UALITAS PELAYANAN	.403	2.479
OKASI	.482	2.074
ARGA	.686	1.458

Dependent Variable: MINAT BELI ULANG

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	KUALITAS PELAYANAN	LOKASI	HARGA
		3.958	1.000	.00	.00	.00	.00
		.030	11.553	.07	.01	.02	.85
		.009	21.135	.66	.01	.47	.04
		.003	33.888	.28	.99	.51	.11

Dependent Variable: MINAT BELI ULANG

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.1277	18.5714	15.4800	1.74951	50
Std. Predicted Value	-2.488	1.767	.000	1.000	50
Standard Error of Predicted Value	.290	1.013	.510	.151	50
Adjusted Predicted Value	8.3131	18.4232	15.4406	1.91301	50
Residual	-3.45653	6.87230	.00000	1.82109	50
Std. Residual	-1.839	3.656	.000	.969	50
Std. Residual	-1.933	4.341	.009	1.059	50
Deleted Residual	-3.81761	9.68691	.03940	2.18903	50
Std. Deleted Residual	-1.994	5.588	.030	1.179	50
Mahal. Distance	.189	13.257	2.940	2.455	50

ook's Distance	.000	1.929	.058	.272	50
entered Leverage Value	.004	.271	.060	.050	50

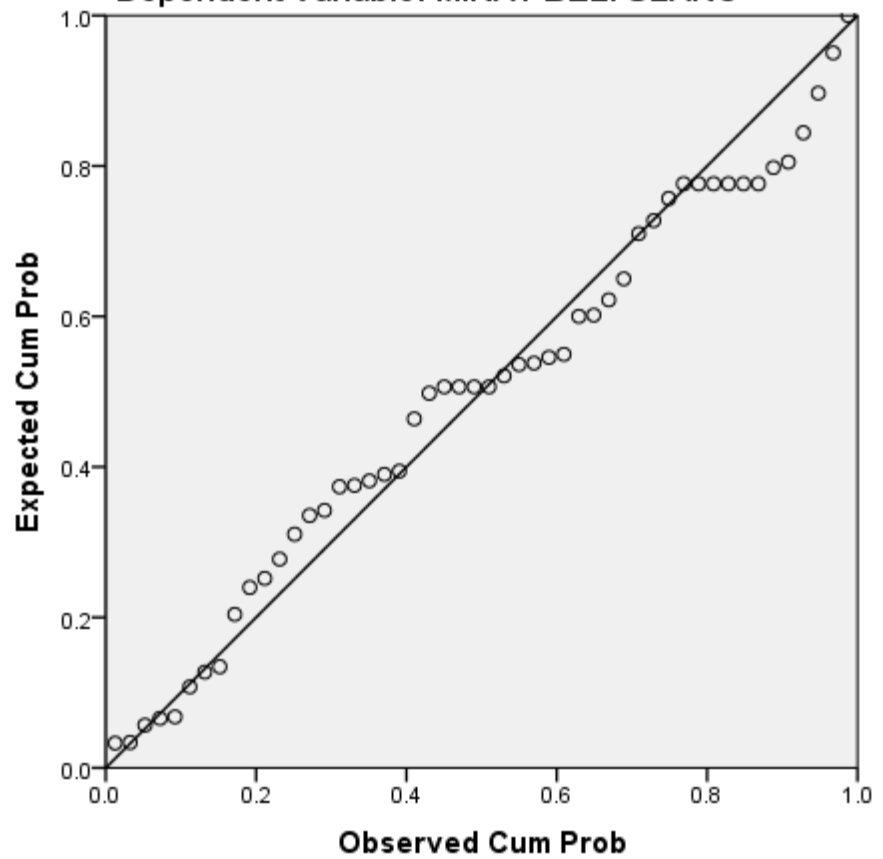
. Dependent Variable: MINAT BELI ULANG

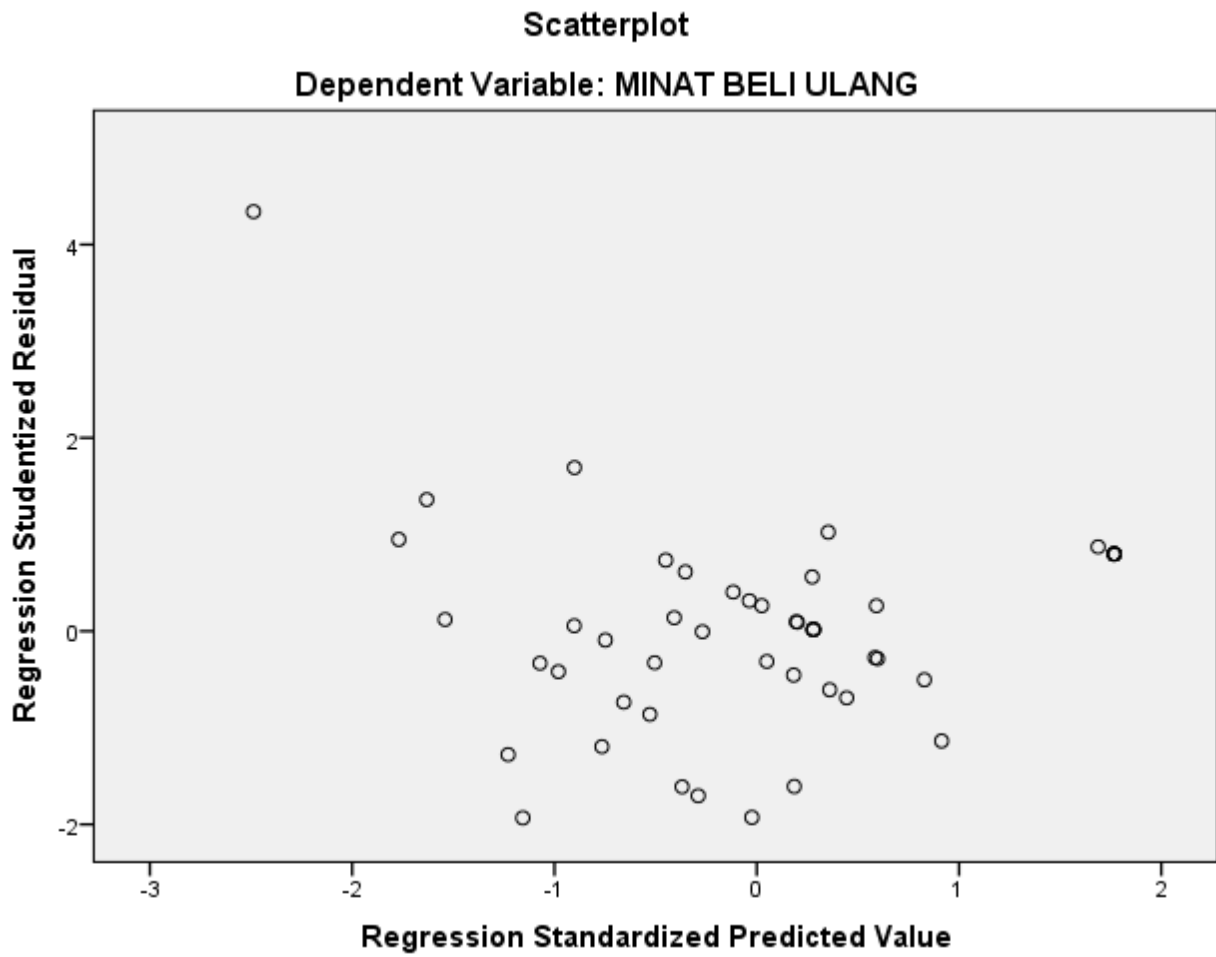
Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: MINAT BELI ULANG







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FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
STATUS TERAKREDITASI

Jalan KH. Ahmad Dahlan No.1 Telp. 639180 – 633723 Mataram

BERITA - ACARA

Pada hari ini Kamis Tanggal 13 Agustus 2020 Bulan Tahun pukul 11.00 Wita telah diselenggarakan Ujian Skripsi bertempat di Ruang Ujian Skripsi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram dan dinyatakan LULUS / ~~TIDAK LULUS~~ dengan predikat ~~SIKUT~~ / ~~MULIAKAN~~ / ~~SIKUT~~ MEMUJAKAN / CUM LAUDE, Mahasiswa :

Nama : **ANDI SURATNO**
NIM : 21512A0008
Jurusan : Administrasi
Program Studi : Administrasi Bisnis.
Konsentrasi : ENTREPRENIUR
Fakultas : Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram
Judul Skripsi : "Pengaruh Kualitas Pelayanan, Lokasi Dan Harga Terhadap Minat Beli Ulang Konsumen (Studi Kasus Kedai Pancing)".

Rekap Nilai dari masing-masing Team Penguji sebagai berikut :

No	Nama Team Penguji Skripsi	Jabatan	IP Yg Diberikan
1	Dr. H. Muhammad Ali, M.Si NIDN. 0806066801	PU	3,84.
2	Sulhan Hadi, S.E., MM NIDN. 0813038202	PP	3,92
3	Baiq Reinelda Tri yunarni, S.E., M.Ak NIDN. 0807058301	PN	3,65
TOTAL			

Jumlah IP 11,41
AI IP = 3,8
Jmlh Penguji 3

Mataram, 13 Agustus 2020

TEAM PENGUJI SKRIPSI

Penguji Utama	Penguji Pendamping	Penguji Netral
 <u>Dr. H. Muhammad Ali, M.Si</u> NIDN. 0806066801	 <u>Sulhan Hadi, S.E., MM</u> NIDN. 0813038202	 <u>Baiq Reinelda Tri yunarni, S.E.,</u> <u>M.Ak</u> NIDN. 0807058301



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BERITA - ACARA

Lampiran : Berita Acara Ujian Skripsi Sarjana Lengkap Strata Satu Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram.

Nama : **ANDI SURATNO**
NIM : 21512A0008
Jurusan : Administrasi
Program Studi : Administrasi Bisnis
Konsentrasi : ENTREPRENIUR
Fakultas : Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram
Judul Skripsi : *"Pengaruh Kualitas Pelayanan, Lokasi Dan Harga Terhadap Minat Beli Ulang Konsumen (Studi Kasus Kedal Pancing)"*.

KOMPONEN – KOMPONEN SKRIPSI YANG DI UJI

NO	KOMPONEN	BOBOT	NILAI	B X N	KET.
1	Sistematika	2	3,5	7	
2	Latar Belakang / Alasan	2	3,5	7	
3	Wawasan Pengetahuan	2	3,5	12	
4	Metodologi	3	4	12	
5	Penyajian Data	3	4	16	
6	Analisa Data	4	4	7	
7	Kesimpulan	2	3,5	12	
8	Konsistensi Bahasan	3	4	8	
9	Bahasa	2	4	8	
10	Sikap	2	4	8	
Jumlah		25			

TOTAL BN
IP

96
25 = 3,84

Mataram, 13 Agustus 2020
Penguji Utama,

Dr. H. Muhammad Ali, M.Si
NIDN. 0806066801



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BERITA - ACARA

2Lampiran : Berita Acara Ujian Skripsi Sarjana Lengkap Strata Satu Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram.

Nama : **ANDI SURATNO**
NIM : 21512A0008
Jurusan : Administrasi
Program Studi : Administrasi Bisnis
Konsentrasi : ENTREPRENIUR
Fakultas : Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram
Judul Skripsi : *"Pengaruh Kualitas Pelayanan, Lokasi Dan Harga Terhadap Minat Beli Ulang Konsumen (Studi Kasus Kedai Pancing)"*.

KOMPONEN – KOMPONEN SKRIPSI YANG DI UJI

NO	KOMPONEN	BOBOT	NILAI	B X N	KET.
1	Sistematika	2	A	8	
2	Latar Belakang / Alasan	2	A	8	
3	Wawasan Pengetahuan	2	3,5	7	
4	Metodologi	3	A	12	
5	Penyajian Data	3	A	12	
6	Analisa Data	4	A	16	
7	Kesimpulan	2	3,5	7	
8	Konsistensi Bahasan	3	A	12	
9	Bahasa	2	A	8	
10	Sikap	2	A	8	
Jumlah		25		98	

TOTAL BN 98
IP ----- = 3,92
TOTAL B 25

Mataram, 13 Agustus 2020
Penguji Pendamping,

Subhan Hadi, S.E., MM
NIDN. 0813038202



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BERITA - ACARA

Lampiran : Berita Acara Ujian Skripsi Sarjana Lengkap Strata Satu Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram.

Nama : **ANDI SURATNO**
NIM : 21512A0008
Jurusan : Administrasi
Program Studi : Administrasi Bisnis
Konsentrasi : ENTREPRENIUR
Fakultas : Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram
Judul Skripsi : *"Pengaruh Kualitas Pelayanan, Lokasi Dan Harga Terhadap Minat Beli Utang Konsumen (Studi Kasus Kedai Pancing)"*.

KOMPONEN - KOMPONEN SKRIPSI YANG DI UJI

NO	KOMPONEN	BOBOT	NILAI	B X N	KET.
1	Sistematika	2	3,5	7	
2	Latar Belakang / Alasan	2	3,5	7	
3	Wawasan Pengetahuan	2	4	8	
4	Metodologi	3	3,7	11,1	
5	Penyajian Data	3	3,7	11,1	
6	Analisa Data	4	3,5	14	
7	Kesimpulan	2	3	6	
8	Konsistensi Bahasan	3	3,7	11,1	
9	Bahasa	2	4	8	
10	Sikap	2	4	8	
Jumlah		25		91,3	

$$\text{IP} = \frac{\text{TOTAL BN}}{\text{TOTAL B}} = \frac{91,3}{25} = 3,65$$

Mataram, 13 Agustus 2020
Penguji Netral,


Baig Reimelda Triandarni, S.E., M.Ak
NIDN. 0807058301



UNIVERSITAS MUHAMMADIYAH MATARAM
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
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Jalan K. H. Ahmad Dahlan No. 1 Telp. 639180-633723 Mataram

LEMBAR KONSULTASI SKRIPSI

Nama : ANDI SURATNO
NIM : 21512A0008
Dosen Pembimbing I : Dr. H. Muhammad Ali, M.Si
Judul Proposal Penelitian : Pengaruh Kualitas pelayanan, Lokasi dan Harga Terhadap Minat Beli Ulang Konsumen (Studi Kasus Kedai Pancing Kota Mataram).

No	Hari/Tanggal		Materi Konsultasi	Paraf Pembimbing
	Masuk	Keluar		
1			11.000.000 dan arahan 11.000.000 di PII	
2				
3				
4	8/8-20		100 utk uji ahli peng	
5				

Kaprodi Administrasi Bisnis

(Lalu Hendra Maniza, S.Sos.,MM)
NIDN. 0828108484

Mengetahui Mataram, 2019

Dosen Pembimbing I

(Dr. H. Muhammad Ali, M.Si)
NIDN. 0806066801



UNIVERSITAS MUHAMMADIYAH MATARAM
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STATUS TERAKREDITASI "B"

Jalan K. H. Ahmad Dahlan No. 1 Telp. 639180-633723 Mataram

LEMBAR KONSULTASI SKRIPSI

Nama : ANDI SURATNO
NIM : 21512A0008
Dosen Pembimbing II : Sulhan Hadi, S.E., M.M.
Judul Proposal Penelitian : Pengaruh Kualitas pelayanan, Lokasi dan Harga Terhadap Minat Beli Ulang Konsumen (Studi Kasus Kedai Pancing Kota Mataram).

No	Hari/Tanggal		Materi Konsultasi	Paraf Pembimbing
	Masuk	Keluar		
1	20/7/2020		- penjelasan Absort - cara - skema Takel	
2	24/7/20		- Penjelasan lagi Absort - cara - skema metode - skema Takel	
3	31/07/20		-	
4	08/08/20			
5				

ACU (dikerjakan)
08/08/2020

Kaprodi Administrasi Bisnis

(Lalu Hendra Maniza, S.Sos.,MM)
NIDN. 0828108484

Mengetahui Mataram, 2020

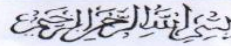
Dosen Pembimbing II

(Sulhan Hadi, S.E., M.M.)
NIDN. 0813038202



UNIVERSITAS MUHAMMADIYAH MATARAM
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
STATUS TERAKREDITASI "B"

Jalan KH. Ahmad Dahlan No.1 Telp. 639180 – 633723



Nomor : 418/II.3.AU/F/VII/2020
Lamp : Proposal Skripsi
Hal : *Mohon Izin Penelitian*

Mataram, 23 Dzulqaidah 1441 H
14 Juli 2020 M

Kepada Yth : Owners Kedai Pancing
di –
Tempat

Assalamu'alaikum Wr. Wb

Ba'dasalam, Semoga Allah SWT senantiasa melimpahkan rahmat-Nya kepada kita dalam melaksanakan aktivitas sehari-hari, Amin.

Dalam rangka menyelesaikan syarat-syarat untuk mencapai kebulatan studi program Sarjana Strata Satu (S1) pada Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Muhammadiyah Mataram, maka para mahasiswa harus memenuhi Karya Ilmiah (Skripsi). Untuk keperluan tersebut kami mohonkan ijin bagi mahasiswa berikut:

1. Nama : **ANDI SURATNO**
2. NIM : 21512A0008
3. Jurusan : Administrasi
4. Program Studi : Administrasi Bisnis
5. Tujuan : Untuk Memperoleh Data
6. Tema / Judul : **"Pengaruh Kualitas Pelayanan, Lokasi Dan Harga Terhadap Minat Beli Ulang Konsumen (Studi Kasus Kedai Pancing)"**
7. Lokasi Penelitian : Kedai Pancing

Demikian atas bantuan dan rekomendasi/izin bagi mahasiswa yang bersangkutan, kami khaturkan terima kasih.

*Wabillahitaufiq Walhidayah
Wassalamu'alaikum Wr. Wb*



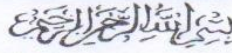
Dr. H. Muhammad Ali, M.Si.
NIDN. 0806066801

Tembusan, disampaikan kepada Yth :

1. Rektor UMMAT (untuk maklum);
2. Saudara mahasiswa yang bersangkutan;
3. Arsip.



UNIVERSITAS MUHAMMADIYAH MATARAM
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
STATUS TERAKREDITASI
Jalan KH. Ahmad Dahlan No.1 Telp. 639180 – 633723 Mataram



Nomor : 311/II.3.AU/F/VIII/2020
Lamp. : Proposal Skripsi
Hal : *Mohon Sebagai Penguji Skripsi*

Mataram, 22 Dzulhijjah 1441 H
12 Agustus 2020 M

Kepada
Yth. : 1. Bapak/Ibu : Dr. H. Muhammad Ali, M.Si (PU)
2. Bapak/Ibu : Sulhan Hadi, S.E., M.M (PP)
3. Bapak/Ibu : Baiq Reinelda Tri Yunarni, S.E., M.Ak (PN)

Assalamu'alaikum Wr. Wb

Bersama ini kami sampaikan 1 (satu) exp. Skripsi Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram, mohon dapat diuji :

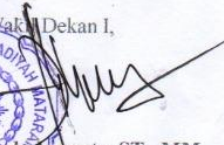
Hari / Tanggal : Kamis 13 Agustus 2020
Pukul : 11.00 Wita – sampai selesai
Tempat : Ruang Ujian Skripsi FISIPOL UMMAT

Adapun Mahasiswa tersebut :

Nama : **ANDI SURATNO**
NIM : 21512A0008
Jurusan : Administrasi
Program Studi : Administrasi Bisnis
Judul Skripsi : **"Pengaruh Kualitas Pelayanan, Lokasi Dan Harga Terhadap Minat Beli Ulang Konsumen (Studi Kasus Kedai Pancing)"**

Demikian, atas perhatian dan kerjasama yang baik kami ucapkan terima kasih.

Wabillahitaufiq Walhidayah
Wassalamu'alaikum Wr. Wb

Wakil Dekan I,

Udaya Irawanto, ST., MM.
FISIPOL UMMAT No. 0818087901

Tembusan, disampaikan kepada Yth:

1. Dekan FISIPOL UMMAT (Sebagai Laporan);
2. Arsip.