

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN



**S1 MANAJEMEN FAKULTAS EKONOMI
UNIVERSITAS TRIBHUWANA TUNGGADEWI MALANG**

Bapak/Ibu yang saya hormati,

Saya Mahasiswa Universitas Tribhuwana Tungadewi Malang Fakultas Ekonomi Program Studi Manajemen, dalam hal ini saya sedang mengadakan penelitian sebagai syarat untuk memperoleh gelar Sarjana Ekonomi. Judul penelitian “Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Di Pasar Landungsari Malang”. Hasil penelitian ini tidak dipublikasikan, melainkan untuk kepentingan peneliti semata. Atas bantuan, kesediaan waktu dan kerja sama yang baik saya ucapkan terima kasih.

Hormat saya,

Yupita

Data Responden

Nomor :
 Jenis Kelamin : L/P
 Usia : tahun
 Pendidikan Terakhir :
 Pekerjaan :

Petunjuk Pengisian

- Berilah tanda checklist (√) untuk setiap jawaban pernyataan yang paling tepat dan sesuai dengan keadaan dan mencerminkan pilihan Bapak/Ibu/Sdr/i yang paling objektif.
- Dimohon Bapak/Ibu/Sdr/i untuk dapat mengisi semua jawaban yang ada.
- Setiap pernyataan mempunyai lima alternatif jawaban, yaitu :

SS = Sangat Setuju
 S = Setuju
 CS = Cukup Setuju
 TS = Tidak Setuju
 STS = Sangat Tidak Setuju

1. Produk (X1)

No.	Pernyataan	SS	S	CS	TS	STS
1	Produk yang ditawarkan berkualitas baik					
2	Produk sesuai dengan keinginan konsumen					
3	Produk yang tersedia memenuhi kebutuhan konsumen					
4	Kualitas produk menjadi perhatian konsumen					
5	Produk yang dijual beragam jenis					
6	Tampilan produk menarik perhatian konsumen					

2. Harga (X2)

No.	Pernyataan	SS	S	CS	TS	STS
1	Harga produk terjangkau bagi konsumen					
2	Harga produk antar pedagang satu dengan lain tidak jauh beda					
3	Pembelian produk dengan jumlah banyak mendapatkan potongan harga					
4	Harga produk murah					
5	Harga yang ditentukan sesuai dengan kualitas produk.					
6	Harga produk bisa ditawar.					

3. Tempat (X3)

No.	Pernyataan	SS	S	CS	TS	STS
1	Lokasi pasar strategis					
2	Lokasi pasar menyediakan keamanan bagi para pengunjung					
3	Pasar memiliki tempat parkir yang luas dan aman					
4	Lingkungan pasar ramai pengunjung					
5	Pasar memiliki fasilitas toilet					
6	Pasar dekat dengan pemukiman penduduk					

4. Promosi (X4)

No.	Pernyataan	SS	S	CS	TS	STS
1	Promosi dilakukan dengan menawarkan produk baru kepada konsumen.					
2	Promosi dilakukan dengan cara menawarkan produk yang berkualitas					
3	Promosi dilakukan pedagang secara ramah					
4	Promosi dilakukan pedagang secara sopan tanpa memaksa konsumen membeli produk					
5	Promosi dilakukan dengan memberikan potongan harga kepada konsumen					
6	Promosi dilakukan dengan cara memberikan bonus					

5. Komunikasi (X5)

No.	Pernyataan	SS	S	CS	TS	STS
1	Pedagang mampu berkomunikasi menggunakan bahasa Indonesia dengan baik					
2	Pedagang sopan dalam berkomunikasi dengan konsumen.					
3	Pedagang dan konsumen berkuminikasi dengan baik					
4	Pedagang siap merespon setiap permintaan konsumen.					
5	Pedagang tidak mudah marah apabila konsumen tidak jadi membeli produk					
6	Pedagang bisa menjelaskan manfaat produk kepada konsumen					

6. Keputusan Pembelian (Y)

No.	Pernyataan	SS	S	CS	TS	STS
1	Konsumen mampu menentukan pembelian produk dengan baik					
2	Konsumen puas dengan harga produk yang sesuai kualitas.					
3	Konsumen puas dengan berbagai jenis produk yang ada di pasar					
4	Konsumen puas dengan pelayanan yang diberikan pedagang di pasar					
5	Konsumen membeli produk tanpa khawatir produk rusak / cacat					
6	Konsumen merasa puas setelah membeli produk di pasar.					

Lampiran 2 : TABULASI DATA

No	Produk (X1)							Harga (X2)							Tempat (X3)							Promosi (X4)							Komunikasi (X5)							Keputusan Pembelian (Y)						
	1	2	3	4	5	6	Σ	1	2	3	4	5	6	Σ	1	2	3	4	5	6	Σ	1	2	3	4	5	6	Σ	1	2	3	4	5	6	Σ	1	2	3	4	5	6	Σ
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57	4	4	4	4	4	4	$\frac{2}{4}$	5	4	5	5	4	4	$\frac{2}{7}$	5	5	5	4	4	4	$\frac{2}{7}$	4	4	4	5	4	3	$\frac{2}{4}$	3	4	4	4	5	5	$\frac{2}{5}$	5	4	4	4	4	3	$\frac{2}{4}$
58	5	4	4	4	4	5	$\frac{2}{6}$	5	5	5	5	5	5	$\frac{3}{0}$	4	5	5	5	5	4	$\frac{2}{8}$	5	5	4	4	4	5	$\frac{2}{7}$	5	5	4	5	5	5	$\frac{2}{9}$	4	3	4	5	4	4	$\frac{2}{4}$
59	5	5	5	5	5	5	$\frac{3}{0}$	5	5	5	5	5	5	$\frac{3}{0}$	5	5	5	3	5	5	$\frac{2}{8}$	5	5	4	4	4	4	$\frac{2}{6}$	4	4	4	4	5	4	$\frac{2}{5}$	4	3	4	4	5	4	$\frac{2}{4}$
60	4	4	4	4	5	5	$\frac{2}{6}$	5	5	5	4	5	5	$\frac{2}{9}$	5	5	5	5	5	5	$\frac{3}{0}$	5	5	5	5	5	5	$\frac{3}{0}$	5	4	5	4	5	5	$\frac{2}{8}$	5	4	5	4	4	4	$\frac{2}{6}$

61	3	3	3	3	3	3	$\frac{1}{8}$	3	5	5	3	3	4	$\frac{2}{3}$	4	5	5	4	5	5	$\frac{2}{8}$	5	4	4	5	4	4	$\frac{2}{6}$	4	4	5	4	4	4	$\frac{2}{5}$	5	5	5	4	3	4	$\frac{2}{6}$
62	4	4	3	4	4	4	$\frac{2}{3}$	4	5	5	4	4	4	$\frac{2}{6}$	4	4	4	5	4	5	$\frac{2}{6}$	3	5	4	4	4	3	$\frac{2}{3}$	3	4	4	3	4	4	$\frac{2}{2}$	5	5	4	4	3	4	$\frac{2}{5}$
63	4	4	4	4	5	5	$\frac{2}{6}$	5	4	5	5	4	5	$\frac{2}{8}$	3	4	5	5	4	4	$\frac{2}{5}$	4	4	4	4	3	5	$\frac{2}{4}$	5	5	4	5	4	4	$\frac{2}{7}$	4	5	4	4	4	5	$\frac{2}{6}$
64	4	3	3	4	4	5	$\frac{2}{3}$	4	5	5	5	4	5	$\frac{2}{8}$	5	5	4	5	4	4	$\frac{2}{7}$	4	5	5	5	4	4	$\frac{2}{7}$	5	5	5	5	5	5	$\frac{3}{0}$	3	3	4	5	4	4	$\frac{2}{3}$
65	4	5	5	4	4	5	$\frac{2}{7}$	5	5	5	5	5	5	$\frac{3}{0}$	4	5	5	5	3	4	$\frac{2}{6}$	5	5	5	4	5	5	$\frac{2}{9}$	5	5	5	5	5	5	$\frac{3}{0}$	4	4	5	4	4	5	$\frac{2}{6}$
66	4	4	4	4	4	4	$\frac{2}{4}$	4	5	4	4	2	5	$\frac{2}{4}$	4	4	4	4	5	3	$\frac{2}{4}$	5	4	5	5	4	4	$\frac{2}{7}$	5	5	3	5	4	5	$\frac{2}{7}$	5	4	5	4	4	4	$\frac{2}{6}$
67	5	5	5	4	5	5	$\frac{2}{9}$	4	4	4	5	4	3	$\frac{2}{4}$	4	4	4	4	4	4	$\frac{2}{4}$	4	5	5	5	4	5	$\frac{2}{8}$	4	5	3	5	5	3	$\frac{2}{5}$	3	4	4	4	3	4	$\frac{2}{2}$
68	4	4	4	4	5	4	$\frac{2}{5}$	4	4	4	4	5	4	$\frac{2}{5}$	4	5	5	5	5	4	$\frac{2}{8}$	5	5	5	5	5	5	$\frac{3}{0}$	5	5	4	4	5	5	$\frac{2}{8}$	5	5	5	4	4	5	$\frac{2}{8}$
69	4	3	3	4	4	4	$\frac{2}{2}$	3	4	4	3	3	4	$\frac{2}{1}$	5	5	4	4	4	4	$\frac{2}{6}$	5	4	3	5	5	3	$\frac{2}{5}$	4	3	5	3	4	3	$\frac{2}{2}$	4	2	5	4	5	4	$\frac{2}{4}$
70	5	5	5	5	5	5	$\frac{3}{0}$	4	4	4	4	5	5	$\frac{2}{6}$	4	4	4	4	4	4	$\frac{2}{4}$	4	4	4	3	3	3	$\frac{2}{1}$	4	4	4	3	3	4	$\frac{2}{2}$	5	4	4	4	5	4	$\frac{2}{6}$
71	4	4	4	4	4	4	$\frac{2}{4}$	4	4	4	4	4	3	$\frac{2}{3}$	3	3	4	3	4	3	$\frac{2}{0}$	4	3	3	3	4	4	$\frac{2}{1}$	4	3	4	3	3	2	$\frac{1}{9}$	4	5	4	4	4	5	$\frac{2}{6}$
72	4	4	4	4	3	4	$\frac{2}{3}$	4	4	4	4	5	4	$\frac{2}{5}$	5	4	5	5	5	4	$\frac{2}{8}$	4	5	5	5	5	4	$\frac{2}{8}$	4	4	3	5	4	4	$\frac{2}{4}$	3	3	4	4	4	4	$\frac{2}{2}$
73	4	4	5	5	5	4	$\frac{2}{7}$	4	5	4	4	5	4	$\frac{2}{6}$	3	4	3	3	3	3	$\frac{1}{9}$	3	4	3	3	4	3	$\frac{2}{0}$	3	4	4	3	3	4	$\frac{2}{1}$	5	4	5	5	5	5	$\frac{2}{9}$
74	5	5	5	5	4	5	$\frac{2}{9}$	4	5	4	4	4	5	$\frac{2}{6}$	5	4	4	3	3	4	$\frac{2}{3}$	3	3	3	3	3	4	$\frac{1}{9}$	3	3	4	3	3	4	$\frac{2}{0}$	5	5	5	4	3	4	$\frac{2}{6}$
75	4	4	5	5	4	4	$\frac{2}{6}$	4	4	4	4	4	5	$\frac{2}{5}$	4	4	4	4	4	4	$\frac{2}{4}$	3	4	3	4	4	4	$\frac{2}{2}$	3	4	4	4	3	4	$\frac{2}{2}$	4	5	4	3	4	4	$\frac{2}{4}$

Lampiran 3 : Analisis Data

Uji Deskripsi

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.3	1.3	1.3
	3	7	9.3	9.3	10.7
	4	49	65.3	65.3	76.0
	5	18	24.0	24.0	100.0
	Total	75	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	6.7	6.7	6.7
	4	46	61.3	61.3	68.0
	5	24	32.0	32.0	100.0
	Total	75	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.3	1.3	1.3
	3	6	8.0	8.0	9.3

4	42	56.0	56.0	65.3
5	26	34.7	34.7	100.0
Total	75	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	6	8.0	8.0	8.0
4	40	53.3	53.3	61.3
5	29	38.7	38.7	100.0
Total	75	100.0	100.0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.3	1.3	1.3
3	4	5.3	5.3	6.7
4	31	41.3	41.3	48.0
5	39	52.0	52.0	100.0
Total	75	100.0	100.0	

X1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	2.7	2.7	2.7

4	42	56.0	56.0	58.7
5	31	41.3	41.3	100.0
Total	75	100.0	100.0	

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.7	2.7	2.7
3	10	13.3	13.3	16.0
4	33	44.0	44.0	60.0
5	30	40.0	40.0	100.0
Total	75	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	9.3	9.3	9.3
4	37	49.3	49.3	58.7
5	31	41.3	41.3	100.0
Total	75	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	4.0	4.0	4.0

4	37	49.3	49.3	53.3
5	35	46.7	46.7	100.0
Total	75	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	4.0	4.0	4.0
4	50	66.7	66.7	70.7
5	22	29.3	29.3	100.0
Total	75	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	4.0	4.0	4.0
3	7	9.3	9.3	13.3
4	35	46.7	46.7	60.0
5	30	40.0	40.0	100.0
Total	75	100.0	100.0	

X2.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.3	1.3	1.3

3	3	4.0	4.0	5.3
4	42	56.0	56.0	61.3
5	29	38.7	38.7	100.0
Total	75	100.0	100.0	

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	6	8.0	8.0	8.0
4	45	60.0	60.0	68.0
5	24	32.0	32.0	100.0
Total	75	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.3	1.3	1.3
3	3	4.0	4.0	5.3
4	29	38.7	38.7	44.0
5	42	56.0	56.0	100.0
Total	75	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	3	3	4.0	4.0	4.0
	4	43	57.3	57.3	61.3
	5	29	38.7	38.7	100.0
	Total	75	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	5.3	5.3	5.3
	4	38	50.7	50.7	56.0
	5	33	44.0	44.0	100.0
	Total	75	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	9.3	9.3	9.3
	4	30	40.0	40.0	49.3
	5	38	50.7	50.7	100.0
	Total	75	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	8.0	8.0	8.0

4	34	45.3	45.3	53.3
5	35	46.7	46.7	100.0
Total	75	100.0	100.0	

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	5.3	5.3	5.3
4	32	42.7	42.7	48.0
5	39	52.0	52.0	100.0
Total	75	100.0	100.0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.3	1.3	1.3
3	7	9.3	9.3	10.7
4	42	56.0	56.0	66.7
5	25	33.3	33.3	100.0
Total	75	100.0	100.0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	9.3	9.3	9.3

4	38	50.7	50.7	60.0
5	30	40.0	40.0	100.0
Total	75	100.0	100.0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	9.3	9.3	9.3
4	31	41.3	41.3	50.7
5	37	49.3	49.3	100.0
Total	75	100.0	100.0	

X4.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	12.0	12.0	12.0
4	34	45.3	45.3	57.3
5	32	42.7	42.7	100.0
Total	75	100.0	100.0	

X4.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	13.3	13.3	13.3
4	31	41.3	41.3	54.7

5	34	45.3	45.3	100.0
Total	75	100.0	100.0	

X5.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.7	2.7	2.7
3	9	12.0	12.0	14.7
4	38	50.7	50.7	65.3
5	26	34.7	34.7	100.0
Total	75	100.0	100.0	

X5.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.3	1.3	1.3
3	5	6.7	6.7	8.0
4	35	46.7	46.7	54.7
5	34	45.3	45.3	100.0
Total	75	100.0	100.0	

X5.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	5	6.7	6.7	6.7

4	37	49.3	49.3	56.0
5	33	44.0	44.0	100.0
Total	75	100.0	100.0	

X5.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	12.0	12.0	12.0
4	30	40.0	40.0	52.0
5	36	48.0	48.0	100.0
Total	75	100.0	100.0	

X5.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	13.3	13.3	13.3
4	31	41.3	41.3	54.7
5	34	45.3	45.3	100.0
Total	75	100.0	100.0	

X5.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.3	1.3	1.3
3	2	2.7	2.7	4.0

4	35	46.7	46.7	50.7
5	37	49.3	49.3	100.0
Total	75	100.0	100.0	

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	9.3	9.3	9.3
4	34	45.3	45.3	54.7
5	34	45.3	45.3	100.0
Total	75	100.0	100.0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.3	1.3	1.3
3	8	10.7	10.7	12.0
4	31	41.3	41.3	53.3
5	35	46.7	46.7	100.0
Total	75	100.0	100.0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	3	4	5.3	5.3	5.3
	4	39	52.0	52.0	57.3
	5	32	42.7	42.7	100.0
	Total	75	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	6.7	6.7	6.7
	4	52	69.3	69.3	76.0
	5	18	24.0	24.0	100.0
	Total	75	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	6.7	6.7	6.7
	4	41	54.7	54.7	61.3
	5	29	38.7	38.7	100.0
	Total	75	100.0	100.0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	3	9	12.0	12.0	12.0
	4	38	50.7	50.7	62.7
	5	28	37.3	37.3	100.0
Total		75	100.0	100.0	

Uji Validitas

Correlations

Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1 Pearson Correlation	1	.413**	.499**	.044	.167	.264*	.618**
Sig. (2-tailed)		.000	.000	.705	.151	.022	.000
N	75	75	75	75	75	75	75
X1.2 Pearson Correlation	.413**	1	.449**	.314**	.273*	.464**	.739**
Sig. (2-tailed)	.000		.000	.006	.018	.000	.000
N	75	75	75	75	75	75	75
X1.3 Pearson Correlation	.499**	.449**	1	.117	.283*	.268*	.687**
Sig. (2-tailed)	.000	.000		.318	.014	.020	.000
N	75	75	75	75	75	75	75
X1.4 Pearson Correlation	.044	.314**	.117	1	.262*	.329**	.529**
Sig. (2-tailed)	.705	.006	.318		.023	.004	.000
N	75	75	75	75	75	75	75

X1.5	Pearson Correlation	.167	.273*	.283*	.262*	1	.385**	.625**
	Sig. (2-tailed)	.151	.018	.014	.023		.001	.000
	N	75	75	75	75	75	75	75
X1.6	Pearson Correlation	.264*	.464**	.268*	.329**	.385**	1	.679**
	Sig. (2-tailed)	.022	.000	.020	.004	.001		.000
	N	75	75	75	75	75	75	75
X1	Pearson Correlation	.618**	.739**	.687**	.529**	.625**	.679**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75	75

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

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

Correlations

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2
X2.1							
Pearson Correlation	1	.323**	.369**	.132	.343**	.419**	.728**
Sig. (2-tailed)		.005	.001	.261	.003	.000	.000
N	75	75	75	75	75	75	75
X2.2							
Pearson Correlation	.323**	1	.506**	.199	.258*	.386**	.702**
Sig. (2-tailed)	.005		.000	.087	.025	.001	.000
N	75	75	75	75	75	75	75

X2.3	Pearson Correlation	.369**	.506**	1	.176	.294*	.181	.658**
	Sig. (2-tailed)	.001	.000		.132	.010	.120	.000
	N	75	75	75	75	75	75	75
X2.4	Pearson Correlation	.132	.199	.176	1	.222	.122	.448**
	Sig. (2-tailed)	.261	.087	.132		.056	.297	.000
	N	75	75	75	75	75	75	75
X2.5	Pearson Correlation	.343**	.258*	.294*	.222	1	.044	.620**
	Sig. (2-tailed)	.003	.025	.010	.056		.710	.000
	N	75	75	75	75	75	75	75
X2.6	Pearson Correlation	.419**	.386**	.181	.122	.044	1	.566**
	Sig. (2-tailed)	.000	.001	.120	.297	.710		.000
	N	75	75	75	75	75	75	75
X2	Pearson Correlation	.728**	.702**	.658**	.448**	.620**	.566**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75	75

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

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

Correlations

Correlations

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3
X3.1 Pearson Correlation	1	.253*	.072	-.076	.437**	.363**	.551**
Sig. (2-tailed)		.028	.537	.516	.000	.001	.000
N	75	75	75	75	75	75	75
X3.2 Pearson Correlation	.253*	1	.345**	.202	.245*	.386**	.658**
Sig. (2-tailed)	.028		.002	.082	.034	.001	.000
N	75	75	75	75	75	75	75
X3.3 Pearson Correlation	.072	.345**	1	.244*	.230*	.151	.528**
Sig. (2-tailed)	.537	.002		.035	.047	.196	.000
N	75	75	75	75	75	75	75
X3.4 Pearson Correlation	-.076	.202	.244*	1	.278*	.245*	.501**
Sig. (2-tailed)	.516	.082	.035		.016	.034	.000
N	75	75	75	75	75	75	75
X3.5 Pearson Correlation	.437**	.245*	.230*	.278*	1	.549**	.747**
Sig. (2-tailed)	.000	.034	.047	.016		.000	.000
N	75	75	75	75	75	75	75
X3.6 Pearson Correlation	.363**	.386**	.151	.245*	.549**	1	.735**
Sig. (2-tailed)	.001	.001	.196	.034	.000		.000
N	75	75	75	75	75	75	75

X3	Pearson Correlation	.551**	.658**	.528**	.501**	.747**	.735**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75	75

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

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

Correlations



	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4
X4.1 Pearson Correlation	1	.188	.399**	.342**	.374**	.186	.667**
Sig. (2-tailed)		.107	.000	.003	.001	.109	.000
N	75	75	75	75	75	75	75
X4.2 Pearson Correlation	.188	1	.419**	.019	.243*	.171	.563**
Sig. (2-tailed)	.107		.000	.874	.035	.143	.000
N	75	75	75	75	75	75	75
X4.3 Pearson Correlation	.399**	.419**	1	.317**	.218	.232*	.703**
Sig. (2-tailed)	.000	.000		.006	.060	.046	.000
N	75	75	75	75	75	75	75
X4.4 Pearson Correlation	.342**	.019	.317**	1	.267*	.041	.541**
Sig. (2-tailed)	.003	.874	.006		.021	.726	.000
N	75	75	75	75	75	75	75

X4.5	Pearson Correlation	.374**	.243*	.218	.267*	1	.218	.643**
	Sig. (2-tailed)	.001	.035	.060	.021		.061	.000
	N	75	75	75	75	75	75	75
X4.6	Pearson Correlation	.186	.171	.232*	.041	.218	1	.524**
	Sig. (2-tailed)	.109	.143	.046	.726	.061		.000
	N	75	75	75	75	75	75	75
X4	Pearson Correlation	.667**	.563**	.703**	.541**	.643**	.524**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75	75

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

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

Correlations

Correlations

	X5.1	X5.2	X5.3	X5.4	X5.5	X5.6	X5
X5.1							
Pearson Correlation	1	.416**	.303**	.457**	.230*	.302**	.670**
Sig. (2-tailed)		.000	.008	.000	.047	.009	.000
N	75	75	75	75	75	75	75
X5.2							
Pearson Correlation	.416**	1	.262*	.563**	.442**	.394**	.746**
Sig. (2-tailed)	.000		.023	.000	.000	.000	.000
N	75	75	75	75	75	75	75

X5.3 Pearson Correlation	.303**	.262*	1	.222	.128	.203	.494**
Sig. (2-tailed)	.008	.023		.056	.275	.081	.000
N	75	75	75	75	75	75	75
X5.4 Pearson Correlation	.457**	.563**	.222	1	.485**	.509**	.788**
Sig. (2-tailed)	.000	.000	.056		.000	.000	.000
N	75	75	75	75	75	75	75
X5.5 Pearson Correlation	.230*	.442**	.128	.485**	1	.636**	.708**
Sig. (2-tailed)	.047	.000	.275	.000		.000	.000
N	75	75	75	75	75	75	75
X5.6 Pearson Correlation	.302**	.394**	.203	.509**	.636**	1	.727**
Sig. (2-tailed)	.009	.000	.081	.000	.000		.000
N	75	75	75	75	75	75	75
X5 Pearson Correlation	.670**	.746**	.494**	.788**	.708**	.727**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	75	75	75	75	75	75	75

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

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

Correlations

Correlations

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1
Y1.1 Pearson Correlation	1	.230*	.245*	.130	.013	.068	.538**
Sig. (2-tailed)		.047	.034	.265	.915	.562	.000
N	75	75	75	75	75	75	75
Y1.2 Pearson Correlation	.230*	1	.021	-.012	.063	.132	.499**
Sig. (2-tailed)	.047		.857	.920	.593	.258	.000
N	75	75	75	75	75	75	75
Y1.3 Pearson Correlation	.245*	.021	1	.180	-.076	.171	.460**
Sig. (2-tailed)	.034	.857		.122	.519	.142	.000
N	75	75	75	75	75	75	75
Y1.4 Pearson Correlation	.130	-.012	.180	1	.293*	.376**	.564**
Sig. (2-tailed)	.265	.920	.122		.011	.001	.000
N	75	75	75	75	75	75	75
Y1.5 Pearson Correlation	.013	.063	-.076	.293*	1	.375**	.501**
Sig. (2-tailed)	.915	.593	.519	.011		.001	.000
N	75	75	75	75	75	75	75
Y1.6 Pearson Correlation	.068	.132	.171	.376**	.375**	1	.658**
Sig. (2-tailed)	.562	.258	.142	.001	.001		.000
N	75	75	75	75	75	75	75

Y1	Pearson Correlation	.538**	.499**	.460**	.564**	.501**	.658**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75	75

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

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

Uji Reliabilitas

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	75	100.0
Excluded ^a	0	.0
Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.758	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	47.3733	19.075	.527	.732

X1.2	47.2400	18.617	.676	.717
X1.3	47.2533	18.462	.603	.720
X1.4	47.1867	19.586	.426	.744
X1.5	47.0533	18.808	.528	.729
X1.6	47.1067	19.097	.609	.728
X1	25.7467	5.570	1.000	.717

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	75	100.0
Excluded ^a	0	.0
Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.749	7

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
--	---	---

Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.750	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	48.2933	18.480	.452	.733
X3.2	48.0400	17.634	.567	.715
X3.3	48.1867	18.721	.432	.737
X3.4	48.1467	18.748	.395	.740
X3.5	48.1200	17.026	.672	.699
X3.6	48.1467	17.235	.661	.703
X3	26.2667	5.279	1.000	.686

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%

Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.742	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	47.5600	19.196	.588	.707
X4.2	47.8133	19.532	.456	.720
X4.3	47.7200	18.799	.624	.699
X4.4	47.6267	19.697	.432	.724
X4.5	47.7200	18.961	.547	.707
X4.6	47.7067	19.643	.405	.726
X4	26.0133	5.662	1.000	.652

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%

Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.773	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	47.8800	26.134	.586	.743
X5.2	47.6933	25.999	.685	.736
X5.3	47.6800	28.139	.405	.768
X5.4	47.6933	25.540	.733	.729
X5.5	47.7333	26.090	.636	.739
X5.6	47.6133	26.484	.668	.741
X5	26.0267	7.783	1.000	.780

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%

Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.705	7

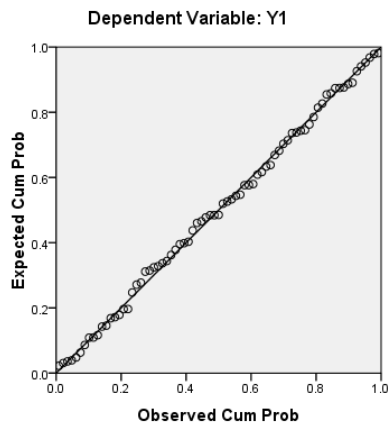
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	47.2667	13.793	.407	.679
Y1.2	47.2933	13.805	.346	.688
Y1.3	47.2533	14.354	.333	.693
Y1.4	47.4533	14.062	.464	.677
Y1.5	47.3067	14.134	.378	.686
Y1.6	47.3733	13.129	.548	.654
Y1	25.8133	4.046	1.000	.500

Uji Asumsi Klasik

Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



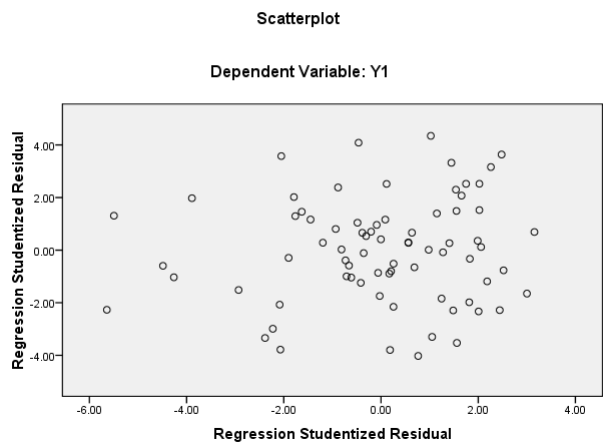
Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	25.107	3.894		6.448	.000		
X1	.807	.118	.808	6.838	.000	.724	1.381
X2	.794	.124	.714	6.403	.000	.609	1.643
X3	.580	.146	.592	3.972	.002	.671	1.491
X4	.619	.124	.623	4.991	.000	.645	1.550
X5	.534	.107	.586	4.990	.000	.633	1.579

a. Dependent Variable:
Y1

Uji Heteroskedastisitas



Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.804 ^a	.646	.528	2.03916	1.988

a. Predictors: (Constant), X5, X1, X3, X4, X2

b. Dependent Variable: Y1

Uji Regresi Linear Berganda

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X5, X1, X3, X4, X2 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Y1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 ^a	.646	.528	2.03916

a. Predictors: (Constant), X5, X1, X3, X4, X2

b. Dependent Variable: Y1

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	102.472	5	20.494	4.929	.000 ^a
Residual	286.914	69	4.158		
Total	299.387	74			

a. Predictors: (Constant), X5, X1, X3, X4, X2

b. Dependent Variable: Y1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25.107	3.894		6.448	.000
	X1	.807	.118	.808	6.838	.000
	X2	.794	.124	.714	6.403	.000
	X3	.580	.146	.592	3.972	.002
	X4	.619	.124	.623	4.991	.000
	X5	.534	.107	.586	4.990	.000

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 ^a	.646	.528	2.03916

a. Dependent Variable: Y1



Lampiran 4 : Foto Penelitian









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 Program Studi : Manajemen, Akuntansi



KARTU KONSULTASI SKRIPSI

NAMA : WPITA
 TEMPAT/TANGGAL LAHIR : KEMPAK, 13-04-1999
 PROGRAM STUDI : MANAJEMEN
 NIM : 2017120203
 JUDUL SKRIPSI : Pengaruh bauran pemasaran terhadap keputusan pembelian di pasar landungsari

No.	Tanggal	Uraian Materi	Tanda Tangan Pembimbing
	14/09/2020	ACC Judul	
	17/09/2020	ACC Judul	
	24/10/2020	Kelengkapan daftar pustaka	
	2/11/2020	ACC proposal	
	6/11/2020	Pendahuluan	
		Hipotesis	
		Daftar Pustaka	
	13/11/2020	Daftar pustaka	
		Latar belakang	
		Kuisisioner	
	30/11/2020	ACC BAB 1, 2, 3	
		Revisi kuisisioner	
	7/12/2020	ACC kuisisioner	
	1/02/2021	Konsul BAB 4 - BAB 5	
	07/02/2021	Revisi kesimpulan ke saran	
	08/02/2021	ACC BAB 4 - BAB 5	
	09/02/2021	ACC bab & tabel 5	
		Siap ujian	
	10/02/2021	Siap ujian SKRIPSI / ACC. Ujian	

Dosen Pembimbing Utama

(BUDI RAHATNININGTYAS., Dr., MAB

Malang,

Dosen Pembimbing Pendamping

(MULI NURHIDAYAT., ST, MM



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 Program Studi : Akuntansi, Manajemen

SURAT JALAN PENELITIAN UNTUK TUGAS AKHIR / SKRIPSI

Nomor : 6066/TB- Eknm /DL-520 / 12/2020

1. Pejabat yang berwenang memberi tugas :	Dr. NUR IDA IRIANI, MM Jabatan Dekan Fakultas : EKONOMI
2. Mahasiswa yang ditugaskan	YUPITA NIM : 2017120203 MANAJEMEN
3. Judul Penelitian / Skripsi	PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN DI PASAR LANDUNGSARI
4. Tujuan	PASAR LANDUNGSARI Jl. Tirto Rahayu 72, Dusun Bend.Landungsari, Kecamatan Dau, Malang
5. Lamanya Tugas : Tanggal Berangkat Tanggal Kembali	 10/12/2020 10/01/2021



Telah diberikan dengan keterangan bahwa perjalanan tersebut diatas benar dilakukan atas tugasnya dan semata-mata untuk kepentingan studi dalam waktu yang telah di tentukan.

Telah Kembali,
 Dekan,



Dr. NUR IDA IRIANI, MM
 NIDN : 0315016201

Mengetahui :
 Pembimbing Utama,

Dr. Budi Prihatminingtyas, SE., M.AB.

Malang, 08/12/2020



Dr. NUR IDA IRIANI, MM
 NIDN : 0315016201