LAMPIRAN 1  
KUESIONER PENELITIAN

Pengaruh Harga, Produk, dan Pelayanan terhadap Perilaku Konsumen Pada Perusahaan Konveksi Mutiara Medan dengan melakukan pembelian Produk Mutiara.


Data Responden
Nama : 
Usia : 
Jenis kelamin : 
Lama menjadi konsumen Konveksi Mutiara Medan : 

Petunjuk Pengisian:
1. Jawablah pertanyaan ini dengan jujur dan benar.
2. Bacalah terlebih dahulu pertanyaan dengan cermat sebelum anda memulai jawabannya.
3. Pilihlah salah satu jawaban yang tersedia dengan memberi tanda silang (X) pada jawaban yang anda anggap paling benar.
4. Atas kesediaan anda untuk mengisi angket ini terlebih dahulu saya ucapkan terima kasih.

Keterangan Skor:
Sangat Setuju (SS) : 5
Setuju (S) : 4
Kurang Setuju (KS) : 3
Tidak Setuju(TS) : 2
Sangat Tidak Setuju (STS) : 1

A. Harga (X₁)

<table>
<thead>
<tr>
<th>No</th>
<th>Harga (X₁)</th>
<th>SS</th>
<th>S</th>
<th>KS</th>
<th>TS</th>
<th>STS</th>
</tr>
</thead>
</table>

Universitas Sumatera Utara
1. Harga yang ditawarkan sesuai dengan kualitasnya.
2. Harga tiap produk bervariasi.
3. Harga lebih murah daripada konveksi lain.
4. Harga produk termasuk biaya pengiriman sampai ke toko pemesan.

**B. Produk (X2)**

<table>
<thead>
<tr>
<th>No</th>
<th>Produk (X2)</th>
<th>SS</th>
<th>S</th>
<th>KS</th>
<th>TS</th>
<th>STS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Variasi produk selalu berbeda, tidak ada yang sama dengan produk lama.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Produk selalu mengikuti fashion trend.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Kualitas produk bagus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Model Produk (pakaian anak-anak perempuan) sangat menarik.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Produk nyaman digunakan anak-anak</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**C. Pelayanan (X3)**

<table>
<thead>
<tr>
<th>No</th>
<th>Pelayanan (X3)</th>
<th>SS</th>
<th>S</th>
<th>KS</th>
<th>TS</th>
<th>STS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Karyawan memberikan perhatian secara khusus kepada konsumen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Konveksi Mutiara Medan melayani pesan antar sampai tujuan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Bagian pemasaran selalu menjelaskan secara detail tentang produk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Pesanan selalu diantar sesuai dengan janji yang telah di sepakati</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**d. Perilaku Konsumen (Y)**

<table>
<thead>
<tr>
<th>No</th>
<th>Perilaku Konsumen (Y)</th>
<th>SS</th>
<th>S</th>
<th>KS</th>
<th>TS</th>
<th>STS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Konveksi Mutiara tidak mengecewakan Anda</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Anda merasa Puas terhadap Konveksi Mutiara Medan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Anda tidak pernah melakukan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Responden</td>
<td>Harga</td>
<td>Produk</td>
<td>Pelayanan</td>
<td>Perilaku konsumen</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>-------</td>
<td>--------</td>
<td>-----------</td>
<td>-------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

LAMPIRAN 2

UJI VALIDITAS DAN RELIABILITAS

Anda selalu melakukan pembelian di Konveksi Mutiara Medan

Anda memutuskan untuk menjadi pelanggan Konveksi Mutiara Medan
## LAMPIRAN 3

### HASIL VALIDITAS DAN REABILITAS

#### A. DATA SEBELUM VALID
### Case Processing Summary

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases</td>
<td>30</td>
<td>100.0</td>
</tr>
<tr>
<td>Valid</td>
<td>30</td>
<td>100.0</td>
</tr>
<tr>
<td>Excluded</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

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

### Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.911</td>
<td>19</td>
</tr>
</tbody>
</table>

### Item Statistics

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>VAR00001</td>
<td>3.9333</td>
<td>.58329</td>
<td>30</td>
</tr>
<tr>
<td>VAR00002</td>
<td>3.9000</td>
<td>.60743</td>
<td>30</td>
</tr>
<tr>
<td>VAR00003</td>
<td>4.5333</td>
<td>.50742</td>
<td>30</td>
</tr>
<tr>
<td>VAR00004</td>
<td>3.4667</td>
<td>.86037</td>
<td>30</td>
</tr>
<tr>
<td>VAR00005</td>
<td>3.9333</td>
<td>.63968</td>
<td>30</td>
</tr>
<tr>
<td>VAR00006</td>
<td>3.8667</td>
<td>.62881</td>
<td>30</td>
</tr>
<tr>
<td>VAR00007</td>
<td>4.1000</td>
<td>.75886</td>
<td>30</td>
</tr>
<tr>
<td>VAR00008</td>
<td>3.9667</td>
<td>.55605</td>
<td>30</td>
</tr>
<tr>
<td>VAR00009</td>
<td>3.9333</td>
<td>.82768</td>
<td>30</td>
</tr>
<tr>
<td>VAR00010</td>
<td>4.1000</td>
<td>.54772</td>
<td>30</td>
</tr>
<tr>
<td>VAR00011</td>
<td>4.2333</td>
<td>.72793</td>
<td>30</td>
</tr>
<tr>
<td>VAR00012</td>
<td>4.5333</td>
<td>.50742</td>
<td>30</td>
</tr>
<tr>
<td>VAR00013</td>
<td>3.8333</td>
<td>.74664</td>
<td>30</td>
</tr>
<tr>
<td>VAR00014</td>
<td>4.6000</td>
<td>.49827</td>
<td>30</td>
</tr>
<tr>
<td>VAR00015</td>
<td>4.4000</td>
<td>.72397</td>
<td>30</td>
</tr>
<tr>
<td>VAR00016</td>
<td>4.3000</td>
<td>.46609</td>
<td>30</td>
</tr>
<tr>
<td>VAR00017</td>
<td>3.8000</td>
<td>.61026</td>
<td>30</td>
</tr>
<tr>
<td>VAR00018</td>
<td>4.0333</td>
<td>.61495</td>
<td>30</td>
</tr>
<tr>
<td>VAR00019</td>
<td>3.7000</td>
<td>.59596</td>
<td>30</td>
</tr>
</tbody>
</table>
### Item-Total Statistics

<table>
<thead>
<tr>
<th></th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach's Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>VAR00001</td>
<td>73,2333</td>
<td>51,082</td>
<td>.674</td>
<td>.904</td>
</tr>
<tr>
<td>VAR00002</td>
<td>73,2667</td>
<td>51,444</td>
<td>.600</td>
<td>.905</td>
</tr>
<tr>
<td>VAR00003</td>
<td>72,6333</td>
<td>53,482</td>
<td>.445</td>
<td>.909</td>
</tr>
<tr>
<td>VAR00004</td>
<td>73,7000</td>
<td>49,734</td>
<td>.541</td>
<td>.908</td>
</tr>
<tr>
<td>VAR00005</td>
<td>73,2333</td>
<td>50,254</td>
<td>.703</td>
<td>.903</td>
</tr>
<tr>
<td>VAR00006</td>
<td>73,3000</td>
<td>50,700</td>
<td>.664</td>
<td>.904</td>
</tr>
<tr>
<td>VAR00007</td>
<td>73,0667</td>
<td>49,099</td>
<td>.693</td>
<td>.903</td>
</tr>
<tr>
<td>VAR00008</td>
<td>73,2000</td>
<td>50,648</td>
<td>.769</td>
<td>.902</td>
</tr>
<tr>
<td>VAR00009</td>
<td>73,2333</td>
<td>50,047</td>
<td>.539</td>
<td>.908</td>
</tr>
<tr>
<td>VAR00010</td>
<td>73,0667</td>
<td>53,306</td>
<td>.429</td>
<td>.909</td>
</tr>
<tr>
<td>VAR00011</td>
<td>72,9333</td>
<td>49,582</td>
<td>.676</td>
<td>.903</td>
</tr>
<tr>
<td>VAR00012</td>
<td>72,6333</td>
<td>53,482</td>
<td>.445</td>
<td>.909</td>
</tr>
<tr>
<td>VAR00013</td>
<td>73,3333</td>
<td>49,333</td>
<td>.682</td>
<td>.903</td>
</tr>
<tr>
<td>VAR00014</td>
<td>72,5667</td>
<td>52,875</td>
<td>.541</td>
<td>.907</td>
</tr>
<tr>
<td>VAR00015</td>
<td>72,7667</td>
<td>50,116</td>
<td>.624</td>
<td>.905</td>
</tr>
<tr>
<td>VAR00016</td>
<td>72,8667</td>
<td>53,568</td>
<td>.477</td>
<td>.909</td>
</tr>
<tr>
<td>VAR00017</td>
<td>73,3667</td>
<td>50,723</td>
<td>.684</td>
<td>.903</td>
</tr>
<tr>
<td>VAR00018</td>
<td>73,1333</td>
<td>54,671</td>
<td>.219</td>
<td>.915</td>
</tr>
<tr>
<td>VAR00019</td>
<td>73,4667</td>
<td>53,361</td>
<td>.382</td>
<td>.911</td>
</tr>
</tbody>
</table>

### Scale Statistics

<table>
<thead>
<tr>
<th>Mean</th>
<th>Variance</th>
<th>Std. Deviation</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>77,1667</td>
<td>57,040</td>
<td>7,55250</td>
<td>19</td>
</tr>
</tbody>
</table>

### B. DATA SESUDAH VALID

#### Case Processing Summary

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases Valid</td>
<td>30</td>
<td>100,0</td>
</tr>
<tr>
<td>Excluded</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100,0</td>
</tr>
</tbody>
</table>

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

#### Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.915</td>
<td>18</td>
</tr>
</tbody>
</table>
## Item Statistics

| VAR00001  | 3.9333 | .58329 | 30 |
| VAR00002  | 3.9000 | .60743 | 30 |
| VAR00003  | 4.5333 | .50742 | 30 |
| VAR00004  | 3.4667 | .86037 | 30 |
| VAR00005  | 3.9333 | .63968 | 30 |
| VAR00006  | 3.8667 | .62881 | 30 |
| VAR00007  | 4.1000 | .75886 | 30 |
| VAR00008  | 3.9667 | .55605 | 30 |
| VAR00009  | 3.9333 | .82768 | 30 |
| VAR00010  | 4.1000 | .54772 | 30 |
| VAR00011  | 4.2333 | .72793 | 30 |
| VAR00012  | 4.5333 | .50742 | 30 |
| VAR00013  | 3.8333 | .74664 | 30 |
| VAR00014  | 4.6000 | .49827 | 30 |
| VAR00015  | 4.4000 | .72397 | 30 |
| VAR00016  | 4.3000 | .46609 | 30 |
| VAR00017  | 3.8000 | .61026 | 30 |
| VAR00019  | 3.7000 | .59596 | 30 |

## Item-Total Statistics

| VAR00001  | 69,2000 | 48,855 | .672 | .908 |
| VAR00002  | 69,2333 | 49,426 | .571 | .910 |
| VAR00003  | 68,6000 | 51,007 | .470 | .913 |
| VAR00004  | 69,6667 | 47,471 | .545 | .912 |
| VAR00005  | 69,2000 | 48,097 | .695 | .907 |
| VAR00006  | 69,2667 | 48,409 | .670 | .908 |
| VAR00007  | 69,0333 | 46,930 | .689 | .907 |
| VAR00008  | 69,1667 | 48,420 | .768 | .906 |
| VAR00009  | 69,2000 | 47,959 | .526 | .913 |
| VAR00010  | 69,0333 | 50,861 | .449 | .913 |
| VAR00011  | 68,9000 | 47,128 | .702 | .907 |
| VAR00012  | 68,6000 | 51,007 | .470 | .913 |
| VAR00013  | 69,3000 | 47,045 | .690 | .907 |
| VAR00014  | 68,5333 | 50,602 | .539 | .911 |
| VAR00015  | 68,7333 | 47,926 | .621 | .909 |
| VAR00016  | 68,8333 | 51,316 | .470 | .913 |
| VAR00017  | 69,3333 | 48,437 | .690 | .907 |
| VAR00019  | 69,4333 | 51,289 | .355 | .916 |
### Scale Statistics

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Variance</th>
<th>Std. Deviation</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>73.1333</td>
<td>54,671</td>
<td>7.39400</td>
<td>18</td>
</tr>
</tbody>
</table>

### Item-Total Statistics

<table>
<thead>
<tr>
<th></th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach's Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>VAR00001</td>
<td>69,200</td>
<td>48,855</td>
<td>.672</td>
<td>.908</td>
</tr>
<tr>
<td>VAR00002</td>
<td>69,2333</td>
<td>49,426</td>
<td>.571</td>
<td>.910</td>
</tr>
<tr>
<td>VAR00003</td>
<td>68,6000</td>
<td>51,007</td>
<td>.470</td>
<td>.913</td>
</tr>
<tr>
<td>VAR00004</td>
<td>69,6667</td>
<td>47,471</td>
<td>.545</td>
<td>.912</td>
</tr>
<tr>
<td>VAR00005</td>
<td>69,2000</td>
<td>48,097</td>
<td>.695</td>
<td>.907</td>
</tr>
<tr>
<td>VAR00006</td>
<td>69,2667</td>
<td>48,409</td>
<td>.670</td>
<td>.908</td>
</tr>
<tr>
<td>VAR00007</td>
<td>69,0333</td>
<td>46,930</td>
<td>.689</td>
<td>.907</td>
</tr>
<tr>
<td>VAR00008</td>
<td>69,1667</td>
<td>48,420</td>
<td>.768</td>
<td>.906</td>
</tr>
<tr>
<td>VAR00009</td>
<td>69,2000</td>
<td>47,959</td>
<td>.526</td>
<td>.913</td>
</tr>
<tr>
<td>VAR00010</td>
<td>69,0333</td>
<td>50,861</td>
<td>.449</td>
<td>.913</td>
</tr>
<tr>
<td>VAR00011</td>
<td>68,9000</td>
<td>47,128</td>
<td>.702</td>
<td>.907</td>
</tr>
<tr>
<td>VAR00012</td>
<td>68,6000</td>
<td>51,007</td>
<td>.470</td>
<td>.913</td>
</tr>
<tr>
<td>VAR00013</td>
<td>69,3000</td>
<td>47,045</td>
<td>.690</td>
<td>.907</td>
</tr>
<tr>
<td>VAR00014</td>
<td>68,5333</td>
<td>50,602</td>
<td>.539</td>
<td>.911</td>
</tr>
<tr>
<td>VAR00015</td>
<td>68,7333</td>
<td>47,926</td>
<td>.621</td>
<td>.909</td>
</tr>
<tr>
<td>VAR00016</td>
<td>68,8333</td>
<td>51,316</td>
<td>.470</td>
<td>.913</td>
</tr>
<tr>
<td>VAR00017</td>
<td>69,3333</td>
<td>48,437</td>
<td>.690</td>
<td>.907</td>
</tr>
<tr>
<td>VAR00019</td>
<td>69,4333</td>
<td>51,289</td>
<td>.367</td>
<td>.916</td>
</tr>
</tbody>
</table>

Universitas Sumatera Utara
# LAMPIRAN 4

## 1. DATA RESPONDEN REGRESI

<table>
<thead>
<tr>
<th>Responden</th>
<th>Harga</th>
<th>Produk</th>
<th>Pelayanan</th>
<th>Perilaku Kinsumen</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>15</td>
<td>4</td>
<td>21</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>14</td>
<td>4</td>
<td>19</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>16</td>
<td>4</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>16</td>
<td>4</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>18</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>17</td>
<td>4</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>19</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>17</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>14</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>19</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11</td>
<td>16</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>12</td>
<td>19</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>13</td>
<td>15</td>
<td>4</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>14</td>
<td>16</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>18</td>
<td>3</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>16</td>
<td>14</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>17</td>
<td>17</td>
<td>3</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>18</td>
<td>17</td>
<td>3</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>19</td>
<td>17</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>20</td>
<td>15</td>
<td>2</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>21</td>
<td>17</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>22</td>
<td>14</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>23</td>
<td>17</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>24</td>
<td>15</td>
<td>4</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>25</td>
<td>18</td>
<td>3</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>26</td>
<td>14</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>27</td>
<td>15</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>28</td>
<td>15</td>
<td>3</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>29</td>
<td>20</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>30</td>
<td>18</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>31</td>
<td>20</td>
<td>4</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>32</td>
<td>16</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>33</td>
<td>15</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>34</td>
<td>18</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>35</td>
<td>17</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>36</td>
<td>19</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>37</td>
<td>17</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>38</td>
<td>16</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>39</td>
<td>16</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>40</td>
<td>22</td>
<td>4</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>41</td>
<td>22</td>
<td>4</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Responden</td>
<td>Harga</td>
<td>Produk</td>
<td>Pelayanan</td>
<td>Perilaku Kinsumen</td>
</tr>
<tr>
<td>-----------</td>
<td>-------</td>
<td>--------</td>
<td>-----------</td>
<td>-------------------</td>
</tr>
<tr>
<td>43</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>44</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>45</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>46</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>47</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>48</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>49</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>50</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>51</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>52</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>53</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>54</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>55</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>56</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>57</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>58</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>59</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>60</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>61</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>62</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>63</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>64</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>65</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>66</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>67</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>68</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>69</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>70</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>71</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>72</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>73</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>74</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>75</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>76</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

**UJI REGRESI**

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>9</td>
<td>11</td>
<td>8</td>
<td>22</td>
</tr>
</tbody>
</table>

**Total**

| 12 | 10 | 9 | 7 | 30 |

Universitas Sumatera Utara
### One-Sample Kolmogorov-Smirnov Test

<table>
<thead>
<tr>
<th>N</th>
<th>76</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal Parameters</td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>0.0000000</td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>1.40890443</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
<td></td>
</tr>
<tr>
<td>Absolute</td>
<td>0.064</td>
</tr>
<tr>
<td>Positive</td>
<td>0.046</td>
</tr>
<tr>
<td>Negative</td>
<td>-0.064</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
<td>0.554</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>0.919</td>
</tr>
</tbody>
</table>

- a Test distribution is Normal.
- b Calculated from data.

### Coefficients(a)

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td></td>
</tr>
<tr>
<td>Harga</td>
<td>0.648</td>
</tr>
<tr>
<td>Produk</td>
<td>0.588</td>
</tr>
<tr>
<td>Pelayanan</td>
<td>0.746</td>
</tr>
</tbody>
</table>

- a Dependent Variable: Perilaku_Konsumen

### Model Summary(b)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.655(a)</td>
<td>.429</td>
<td>.405</td>
<td>1.43796</td>
<td>1.693</td>
</tr>
</tbody>
</table>

- a Predictors: (Constant), Pelayanan, Harga, Produk
- b Dependent Variable: Perilaku_Konsumen

### Coefficients(a)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>B</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.667</td>
<td>.958</td>
<td>.696</td>
</tr>
<tr>
<td></td>
<td>Harga</td>
<td>-.013</td>
<td>.052</td>
<td>-.036</td>
</tr>
<tr>
<td></td>
<td>Produk</td>
<td>.025</td>
<td>.051</td>
<td>.076</td>
</tr>
<tr>
<td></td>
<td>Pelayanan</td>
<td>.011</td>
<td>.060</td>
<td>.026</td>
</tr>
</tbody>
</table>

- a Dependent Variable: ABSUT

### Coefficients(a)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>B</td>
</tr>
<tr>
<td>-------</td>
<td>-------</td>
<td>------------</td>
<td>------</td>
<td>-------</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>8,746</td>
<td>1,655</td>
<td>5,283</td>
</tr>
<tr>
<td></td>
<td>Harga</td>
<td>-1,152</td>
<td>0,90</td>
<td>1,689</td>
</tr>
<tr>
<td></td>
<td>Produk</td>
<td>0,132</td>
<td>0,088</td>
<td>1,74</td>
</tr>
<tr>
<td></td>
<td>Pelayanan</td>
<td>1,434</td>
<td>3,103</td>
<td>4,214</td>
</tr>
</tbody>
</table>

a Dependent Variable: Perilaku_Konsumen

ANOVA(b)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>111,900</td>
<td>3</td>
<td>37,300</td>
<td>18,039</td>
<td>0,000</td>
</tr>
<tr>
<td>Residual</td>
<td>148,876</td>
<td>72</td>
<td>2,068</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>260,776</td>
<td>75</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Model 1: Predictors: (Constant), Pelayanan, Harga, Produk

Pengujian Koefisien Determinasi

<table>
<thead>
<tr>
<th>Mode</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.755(a)</td>
<td>.529</td>
<td>.505</td>
<td>1,43796</td>
</tr>
</tbody>
</table>

a Predictors: (Constant), Pelayanan, Harga, Produk

Universitas Sumatera Utara