LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN
"PENILAIAN EFEKTIFITAS BAURAN PEMASARAN JASA PADA KEPUTUSAN PEMBELIAN NASABAH KREDIT DI PT. BPR CEMPAKA MITRA NAGARI"

Bapak/Ibu yang terhormat, saya mohon bantuan dan kesediaannya untuk kiranya dapat mengisi kuesioner singkat di bawah ini. Adapun kuesioner ini disusun sebagai bahan penelitian untuk penyelesaian tugas akhir. Atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

A. IDENTITAS RESPONDEN

Isilah identitas diri Bapak/Ibu dengan keadaan yang sebenarnya (*identitas dirahasiakan*)

a. Nama :
b. Usia :
c. Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
d. Pekerjaan :

PETUNJUK PENGISIAN

Bapak/Ibu berilah tanda (√) pada kolom jawaban yang tersedia sesuai dengan jawaban Bapak/Ibu pilih.

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

B. VARIABEL BAURAN PEMASARAN JASA

No	Pernyataan	Jawaban				
	Produk	**SS**	**S**	**KS**	**TS**	**STS**
1	Produk kredit yang ditawarkan beragam					
2	Produk kredit sesuai keinginan dan kebutuhan					
3	Produk kredit menarik					
	Harga	**SS**	**S**	**KS**	**TS**	**STS**
4	Biaya administrasi yang bersahabat					
5	Suku bunga yang bersaing					
6	Cicilan yang terjangkau					
	Tempat	**SS**	**S**	**KS**	**TS**	**STS**
7	Lokasi yang strategis					
8	Mudah dijangkau					
9	Tempat parkir yang luas dan aman					
	Promosi	**SS**	**S**	**KS**	**TS**	**STS**

10	Melakukan periklanan dalam bentuk brosur dengan sajian informasi yang lengkap dan menarik					
11	Brosur tersedia dan diedarkan kepada nasabah					
12	Melakukan promosi secara langsung kepada nasabah dengan baik					
	Proses	**SS**	**S**	**KS**	**TS**	**STS**
13	Melakukan administrasi kredit dengan cepat					
14	Pencairan dilakukan pada hari yang sama					
15	Metode dan pembayaran cicilan yang beragam dan nyaman					
	Orang	**SS**	**S**	**KS**	**TS**	**STS**
16	Karyawan terampil dalam menjawab dan menjelaskan informasi kepada nasabah					
17	Karyawan melayani dengan ramah dan cepat					
18	Karyawan cepat tanggap dalam menangani keluhan nasabah					
	Bukti Fisik	**SS**	**S**	**KS**	**TS**	**STS**
19	Ruang tunggu yang nyaman					
20	Interior ruangan pelayanan menarik					
21	Logo dan bangunan yang menarik					

C. VARIABEL KEPUTUSAN PEMBELIAN

No	**Pernyataan**	**Jawaban**				
	Keputusan Pembelian (Y)	**SS**	**S**	**KS**	**TS**	**STS**
1	Produk kredit yang ditawarkan menarik					
2	Produk kredit yang ditawarkan sesuai dengan kebutuhan					
3	Solusi yang tepat dalam memenuhi kebutuhan					
4	Mendapat informasi dari teman dan keluarga					
5	Menemukan informasi dari media sosial Instagram					
6	Mendatangi bank secara langsung					
7	Tidak tertarik dengan bank lain					
8	Penawaran kreditnya lebih menarikan					
9	Prosesnya yang cepat					
10	Mengambil keputusan secara pribadi					
11	Dipengaruhi orang-orang sekitar					
12	Sudah punya pengalaman menjadi nasabah kredit					
13	Tertarik untuk kembali menjadi nasabah kredit					
14	Pelayanannya menyenangkan					
15	Akan beralih ke bank lain					

Lampiran 2. Uji Validitas

- Uji Validitas X1

Correlations

		X1_1	X1_2	X1_3	Total_X1
X1_1	Pearson Correlation	1	,436**	,368**	,753**
	Sig. (2-tailed)		,001	,005	,000
	N	56	56	56	56
X1_2	Pearson Correlation	,436**	1	,549**	,828**
	Sig. (2-tailed)	,001		,000	,000
	N	56	56	56	56
X1_3	Pearson Correlation	,368**	,549**	1	,808**
	Sig. (2-tailed)	,005	,000		,000
	N	56	56	56	56
Total_X1	Pearson Correlation	,753**	,828**	,808**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

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

- Uji Validitas X2

Correlations

		X2_1	X2_2	X2_3	Total_X2
X2_1	Pearson Correlation	1	,548**	,445**	,791**
	Sig. (2-tailed)		,000	,001	,000
	N	56	56	56	56
X2_2	Pearson Correlation	,548**	1	,483**	,842**
	Sig. (2-tailed)	,000		,000	,000
	N	56	56	56	56
X2_3	Pearson Correlation	,445**	,483**	1	,804**
	Sig. (2-tailed)	,001	,000		,000
	N	56	56	56	56
Total_X2	Pearson Correlation	,791**	,842**	,804**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

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

- Uji Validitas X3

Correlations

		X3_1	X3_2	X3_3	Total_X3
X3_1	Pearson Correlation	1	,539**	,475**	,806**
	Sig. (2-tailed)		,000	,000	,000
	N	56	56	56	56
X3_2	Pearson Correlation	,539**	1	,563**	,854**
	Sig. (2-tailed)	,000		,000	,000
	N	56	56	56	56
X3_3	Pearson Correlation	,475**	,563**	1	,821**
	Sig. (2-tailed)	,000	,000		,000
	N	56	56	56	56
Total_X3	Pearson Correlation	,806**	,854**	,821**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

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

- Uji Validitas X4

Correlations

		X4_1	X4_2	X4_3	Total_X4
X4_1	Pearson Correlation	1	,712**	,757**	,912**
	Sig. (2-tailed)		,000	,000	,000
	N	56	56	56	56
X4_2	Pearson Correlation	,712**	1	,661**	,887**
	Sig. (2-tailed)	,000		,000	,000
	N	56	56	56	56
X4_3	Pearson Correlation	,757**	,661**	1	,896**
	Sig. (2-tailed)	,000	,000		,000
	N	56	56	56	56
Total_X4	Pearson Correlation	,912**	,887**	,896**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

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

- Uji Validitas X5

Correlations

		X5_1	X5_2	X5_3	Total_X5
X5_1	Pearson Correlation	1	,622**	,604**	,860**
	Sig. (2-tailed)		,000	,000	,000
	N	56	56	56	56
X5_2	Pearson Correlation	,622**	1	,561**	,856**
	Sig. (2-tailed)	,000		,000	,000
	N	56	56	56	56
X5_3	Pearson Correlation	,604**	,561**	1	,847**
	Sig. (2-tailed)	,000	,000		,000
	N	56	56	56	56
Total_X5	Pearson Correlation	,860**	,856**	,847**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

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

- Uji Validitas X6

Correlations

		X6_1	X6_2	X6_3	Total_X6
X6_1	Pearson Correlation	1	,713**	,718**	,906**
	Sig. (2-tailed)		,000	,000	,000
	N	56	56	56	56
X6_2	Pearson Correlation	,713**	1	,656**	,891**
	Sig. (2-tailed)	,000		,000	,000
	N	56	56	56	56
X6_3	Pearson Correlation	,718**	,656**	1	,881**
	Sig. (2-tailed)	,000	,000		,000
	N	56	56	56	56
Total_X6	Pearson Correlation	,906**	,891**	,881**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

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

- Uji Validitas X7

Correlations

		X7_1	X7_2	X7_3	Total_X7
X7_1	Pearson Correlation	1	,623**	,555**	,866**
	Sig. (2-tailed)		,000	,000	,000
	N	56	56	56	56
X7_2	Pearson Correlation	,623**	1	,452**	,829**
	Sig. (2-tailed)	,000		,000	,000
	N	56	56	56	56
X7_3	Pearson Correlation	,555**	,452**	1	,807**
	Sig. (2-tailed)	,000	,000		,000
	N	56	56	56	56
Total_X7	Pearson Correlation	,866**	,829**	,807**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

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

- Uji Validitas Variabel Y

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Total_Y
Y1	Pearson Correlation	1	,548**	,483**	,311*	,380**	,130	,215	,111	,088	,376**	,103	,312*	,175	,574**	,120	,615**
	Sig. (2-tailed)		,000	,000	,020	,004	,341	,112	,415	,521	,004	,448	,019	,197	,000	,378	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y2	Pearson Correlation	,548**	1	,445**	,338*	,248	,089	,087	,243	-,041	,381**	,043	,251	,100	,466**	,433**	,568**
	Sig. (2-tailed)	,000		,001	,011	,066	,513	,526	,071	,764	,004	,751	,062	,463	,000	,001	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y3	Pearson Correlation	,483**	,445**	1	,529**	,418**	,011	,234	,121	,067	,268*	,066	,541**	,182	,364**	,241	,627**
	Sig. (2-tailed)	,000	,001		,000	,001	,937	,082	,374	,625	,046	,627	,000	,178	,006	,074	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y4	Pearson Correlation	,311*	,338*	,529**	1	,505**	,220	,200	,171	,309*	,108	,136	,507**	,375**	,227	,126	,639**
	Sig. (2-tailed)	,020	,011	,000		,000	,104	,140	,208	,020	,428	,316	,000	,004	,093	,353	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y5	Pearson Correlation	,380**	,248	,418**	,505**	1	,206	,216	,029	,000	,029	-,094	,486**	,234	,335*	,181	,530**

	Sig. (2-tailed)	,004	,066	,001	,000		,128	,110	,834	,997	,830	,492	,000	,083	,012	,183	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y6	Pearson Correlation	,130	,089	,011	,220	,206	1	,266*	,449**	,300*	,245	,255	,288*	,382**	,226	,241	,515**
	Sig. (2-tailed)	,341	,513	,937	,104	,128		,048	,001	,025	,069	,058	,031	,004	,094	,074	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y7	Pearson Correlation	,215	,087	,234	,200	,216	,266*	1	,480**	,391**	,396**	,111	,515**	,143	-,049	-,213	,494**
	Sig. (2-tailed)	,112	,526	,082	,140	,110	,048		,000	,003	,002	,417	,000	,293	,717	,114	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y8	Pearson Correlation	,111	,243	,121	,171	,029	,449**	,480**	1	,422**	,344**	,344**	,322*	,143	,063	,306*	,549**
	Sig. (2-tailed)	,415	,071	,374	,208	,834	,001	,000		,001	,009	,009	,015	,292	,643	,022	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y9	Pearson Correlation	,088	-,041	,067	,309*	,000	,300*	,391**	,422**	1	,286*	,279*	,127	,289*	-,080	-,019	,430**
	Sig. (2-tailed)	,521	,764	,625	,020	,997	,025	,003	,001		,032	,037	,350	,030	,557	,892	,001
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y10	Pearson Correlation	,376**	,381**	,268*	,108	,029	,245	,396**	,344**	,286*	1	,184	,279*	,071	,385**	,092	,547**
	Sig. (2-tailed)	,004	,004	,046	,428	,830	,069	,002	,009	,032		,174	,037	,605	,003	,499	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y11	Pearson Correlation	,103	,043	,066	,136	-,094	,255	,111	,344**	,279*	,184	1	,124	,190	,118	,368**	,379**
	Sig. (2-tailed)	,448	,751	,627	,316	,492	,058	,417	,009	,037	,174		,363	,161	,388	,005	,004
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y12	Pearson Correlation	,312*	,251	,541**	,507**	,486**	,288*	,515**	,322*	,127	,279*	,124	1	,252	,228	,087	,662**
	Sig. (2-tailed)	,019	,062	,000	,000	,000	,031	,000	,015	,350	,037	,363		,060	,091	,522	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56

Y13	Pearson Correlation	,175	,100	,182	,375**	,234	,382**	,143	,143	,289*	,071	,190	,252	1	,430**	,159	,515**
	Sig. (2-tailed)	,197	,463	,178	,004	,083	,004	,293	,292	,030	,605	,161	,060		,001	,241	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y14	Pearson Correlation	,574**	,466**	,364**	,227	,335*	,226	-,049	,063	-,080	,385**	,118	,228	,430**	1	,415**	,584**
	Sig. (2-tailed)	,000	,000	,006	,093	,012	,094	,717	,643	,557	,003	,388	,091	,001		,001	,000
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Y15	Pearson Correlation	,120	,433**	,241	,126	,181	,241	-,213	,306*	-,019	,092	,368**	,087	,159	,415**	1	,428**
	Sig. (2-tailed)	,378	,001	,074	,353	,183	,074	,114	,022	,892	,499	,005	,522	,241	,001		,001
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56
Total_Y	Pearson Correlation	,615**	,568**	,627**	,639**	,530**	,515**	,494**	,549**	,430**	,547**	,379**	,662**	,515**	,584**	,428**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,001	,000	,004	,000	,000	,000	,001	
	N	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran 3. Uji Reliabilitas

- Uji Reliabilitas X1

Reliability Statistics

Cronbach's Alpha	N of Items
,711	3

- Uji Reliabilitas X2

Reliability Statistics

Cronbach's Alpha	N of Items
,739	3

- Uji Reliabilitas X3

Reliability Statistics

Cronbach's Alpha	N of Items
,769	3

- Uji Reliabilitas X4

Reliability Statistics

Cronbach's Alpha	N of Items

,878	3

- Uji Reliabilitas X5

Reliability Statistics

Cronbach's Alpha	N of Items
,814	3

- Uji Reliabilitas X6

Reliability Statistics

Cronbach's Alpha	N of Items
,872	3

- Uji Reliabilitas X7

Reliability Statistics

Cronbach's Alpha	N of Items
,780	3

- Uji Reliabilitas Y

Reliability Statistics

Cronbach's Alpha	N of Items
,825	15

Lampiran 4. Uji Regresi Linier Berganda

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,962	,371		2,592	,013		
	X1	,268	,060	,419	4,481	,000	,620	1,613
	X2	,400	,067	,594	5,986	,000	,551	1,815
	X3	,156	,137	,184	1,137	,261	,209	4,793
	X4	-,074	,069	-,100	-1,069	,290	,617	1,621
	X5	,128	,107	,155	1,196	,237	,324	3,090
	X6	-,060	,092	-,077	-,659	,513	,396	2,526
	X7	-,117	,137	-,134	-,851	,399	,220	4,551

a. Dependent Variable: Y

Lampiran 5. Uji Asumsi Klasik

- Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		56
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,30751148
Most Extreme Differences	Absolute	,092
	Positive	,092

Negative	-,053
Test Statistic	,092
Asymp. Sig. (2-tailed)	,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

- Uji Multikolinearitas

No	Variabel	*Collinearity Statistic*		Keterangan
		Tolerance	VIF	
1	Produk	0,620	1,613	Tidak Terjadi Multikolinearitas
2	Harga	0,551	1,815	Tidak Terjadi Multikolinearitas
3	Tempat	0,209	4,793	Tidak Terjadi Multikolinearitas
4	Promosi	0,617	1,621	Tidak Terjadi Multikolinearitas
5	Proses	0,324	3,090	Tidak Terjadi Multikolinearitas
6	Orang	0,396	2,526	Tidak Terjadi Multikolinearitas
7	Bukti fisik	0,220	4,551	Tidak Terjadi Multikolinearitas

Lampiran 6. Uji Hipotesis

- Uji T

Variabel penelitian	t- statistic	*Sig*	*Alpha*	Kesimpulan
(Constanta)	2,592	,013	-	-
Produk	4,481	,000	0.05	Diterima
Harga	5,986	,000	0.05	Diterima
Tempat	1,137	,261	0.05	Ditolak
Promosi	-1,069	,290	0.05	Ditolak
Proses	1,196	,237	0.05	Ditolak
Orang	-,659	,513	0.05	Ditolak
Bukti fisik	-,851	,399	0.05	Ditolak

- Uji F

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14,751	7	2,107	19,448	,000[b]
	Residual	5,201	48	,108		
	Total	19,952	55			

a. Dependent Variable: Y
b. Predictors: (Constant), X7, X2, X6, X4, X1, X5, X3

- Uji Determinasi (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,860[a]	,739	,701	,32917

a. Predictors: (Constant), X7, X2, X6, X4, X1, X5, X3

b. Dependent Variable: Y

Lampiran 7. Dokumentasi Penelitian