

LAMPIRAN

Lampiran 1 Kuesioner Penelitian

KUESIONER PENELITIAN

Kepada Responden Yth.

Saya Winni Anggriany Gultom, mahasiswi program studi Manajemen Pemasaran Internasional Politeknik Wilmar Bisnis Indonesia. Dengan hormat saya meminta kesediaan bapak/ibu untuk meluangkan waktu untuk mengisi kusioner penelitian ini. Kuesiner penelitian ini ditujukan untuk penelitian saya mengenai “Pengaruh rodok, Promosi dan Lokasi terhadap Minat Nasabah Pada PT Bank Mandiri Taspen KCP Medan Iskandar Muda”. Jawaban jujur bapak/ibu sangat bermanfaat bagi penelitian yang sedang saya lakukan. Hasil survey berfungsi untuk bahan penyusunan tugas akhir sebagai salah satu syarat penyelesaian program sarjana terapan (S.Tr). Atas perhatiannya saya ucapkan terima kasih.

A. Petunjuk Pengisian

1. Melakukan pengisian data diri sebelum melakukan pengisian kusioner
2. Berikut ini adalah keterangan alternatif pilihan jawaban yang sudah tersedia, yaitu:
SS : Sangat Setuju
TS : Tidak Setuju
STS : Sangat Tidak Setuju
3. Pilihlah salah satu jawaban yang menurut Bapak/Ibu tepat dengan memberikan tanda centang (✓) pada setiap kolom.

B. Identitas Responden

Isilah pertanyaan dibawah ini dengan sebenar-benarnya

1. Nama :
2. Usia :
3. Jenis Kelamin : ☐Laki-laki ☐Perempuan
4. Pekerjaan :

C. Uraian Pertanyaan Responden

1. Variabel Produk (X1)

No	Produk (X1)	STS	TS	S	SS
Kualitas Produk					
Kineja					
1	Produk perbankan yang saya gunakan memenuhi kebutuhan saya dengan baik.				
Keandalan					

No	Produk (X1)	STS	TS	S	SS
2	Saya mendapatkan informasi yang jelas mengenai produk saat mendesak.				
Karakteristik produk					
3	Informasi yang diberikan mengenai produk mudah dipahami.				
Fitur Produk					
Jumlah Fitur					
1	Produk perbankan yang saya gunakan memiliki banyak fitur yang bermanfaat.				
Relevansi fitur					
2	Saya merasa fitur-fitur dalam produk ini membantu saya mencapai tujuan keuangan saya.				
Inovasi produk					
3	Saya merasa bahwa produk ini menawarkan fitur-fitur baru yang inovatif.				
Style dan Desain Produk					
Desain visual					
1	Desain visual produk ini menciptakan pengalaman pengguna yang positif.				
Kenyamanan penggunaan					
2	Saya merasa produk ini responsif dalam memberikan hasil saat digunakan.				

2. Variabel Promosi (X2)

No	Promosi (X2)	STS	TS	S	SS
Promosi Penjualan					
Penjualan produk Bank Mantap					
1	Saya mengetahui produk-produk Bank Mantap melalui promosi yang dilakukan.				
Unsur-unsur promosi					
2	Penawaran promosi (seperti diskon/bonus) menarik.				
Periklanan					
Iklan diberbagai media					
1	Iklan diberbagai media memberikan informasi yang jelas.				
Promosi yang menarik					
2	Saya merasa bahwa iklan produk ini kreatif dalam menyampaikan pesan promosi.				
Penjualan Pribadi					

No	Promosi (X2)	STS	TS	S	SS
Komunikasi efektif					
1	Saya merasa nyaman berkomunikasi dengan petugas bank mengenai produk dan layanan				
Bahasa tubuh dan pengetahuan					
2	Saya merasa bahwa petugas bank mampu menjelaskan produk dengan detail.				
Hubungan masyarakat					
Pembuatan acara					
1	Bank Mantap menyelenggarakan sosialisasi yang sesuai dengan kebutuhan nasabah.				
Kerjasama					
2	Bank Mantap sering melakukan program sosial.				

3. Variabel Lokasi (X3)

No	Lokasi (X3)	STS	TS	S	SS
Aksesibilitas					
Lokasi bank mudah dijangkau					
1	Kenyamanan lokasi menjadi pertimbangan dalam memilih bank.				
Letak kantor tidak jauh dari tempat tinggal					
2	Ketersediaan transportasi umum dengan kantor Bank Mantap sangat baik.				
Visibilitas					
Bank dapat dilihat dengan jelas dari tepi jalan					
1	Petunjuk jalan menuju Bank Mantap sangat jelas.				
Lokasi bank strategis dan dekat dengan jalan raya					
2	Saya merasa bahwa lokasi kantor yang strategis meningkatkan kepercayaan saya terhadap Bank Mantap.				
Lalu Lintas					
Banyaknya orang yang lalu lintas					
1	Saya merasa bahwa banyaknya orang disekitar kantor menandakan reputasi baik Bank Mantap.				
Kepadatan dan kemacetan lalu lintas					
2	Kondisi tempat parkir di Bank Mantap tersusun teratur.				

4. Variabel Keputusan Nasabah (Y)

No	Keputusan Nasabah (X4)	STS	TS	S	SS
Identifikasi Kebutuhan					
Kebutuhan masa depan					
1	Saya percaya bahwa memiliki asuransi sangat penting untuk kebutuhan masa depan saya.				
Tindakan penghematan					
2	Saya memiliki anggaran bulanan yang jelas untuk mengatur pengeluaran.				
Pencarian Informasi					
Memberikan informasi yang jelas					
1	Saya mendapatkan informasi yang cukup untuk membuat keputusan yang tepat mengenai penggunaan layanan Bank Mantap.				
Informasi lewat media sosial					
2	Saya merasa bahwa media sosial merupakan saluran efektif untuk mendapatkan informasi terbaru dari Bank Mantap.				
Evaluasi Alternatif					
Sesuai kebutuhan					
1	Saya mudah menemukan produk yang sesuai dengan tujuan keuangan saya.				
Lokasi yang strategis					
2	Lokasi kantor mendukung aksesibilitas bagi pelanggan.				
Pembelian dan Konsumsi					
Kemauan diri sendiri					
1	Saya merasa bahwa keputusan pembelian memberikan dampak positif terhadap keuangan saya.				
Lembaga yang sesuai dengan kebutuhan					
2	Saya merasa puas dengan pengalaman saya menggunakan produk dan layanan Bank Mantap.				
Evaluasi Purnabeli					
Pelayanan yang memuaskan					
1	Bank Mantap menangani keluhan saya dengan efektif.				
Kualitas produk yang baik					

No	Keputusan Nasabah (X4)	STS	TS	S	SS
2	Saya puas dengan hasil yang diperoleh dari penggunaan produk Bank Mantap.				

Lampiran 2 Hasil Uji Validitas

a. Uji Validitas

1. Produk (X1)

Correlations															
		X1.1	X1.4	X1.6	X1.8	X1.9	X1.15	X1.16	X1.17	X1.18	X1.20	X1.21	X1.22	X1.24	Produk
X1.1	Pearson Correlation	1	.097	-.020	.103	.049	.080	.103	.232 [*]	-.004	.036	-.157	.248 [*]	.208	.325 ^{**}
	Sig. (2-tailed)		.389	.858	.358	.666	.480	.361	.037	.975	.751	.161	.026	.062	.003
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.4	Pearson Correlation	.097	1	.134	-.072	.127	.072	.003	-.159	.010	.204	-.077	.408 ^{**}	.083	.307 ^{**}
	Sig. (2-tailed)		.389	.232	.521	.259	.526	.975	.156	.928	.068	.497	<.001	.460	.005
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.6	Pearson Correlation	-.020	.134	1	.021	.175	.000	-.073	-.069	-.069	.162	.190	.216	.058	.350 ^{**}
	Sig. (2-tailed)		.858	.232		.850	.118	.997	.517	.580	.542	.148	.089	.052	.610
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.8	Pearson Correlation	.103	-.072	.021	1	.076	.137	-.066	.332 ^{**}	-.075	.096	.012	-.155	-.164	.244 [*]
	Sig. (2-tailed)		.358	.521	.850		.500	.224	.558	.002	.505	.392	.914	.168	.144
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.9	Pearson Correlation	.049	.127	.175	.076	1	.013	.203	.034	.073	.157	.129	.182	.256 [*]	.492 ^{**}
	Sig. (2-tailed)		.666	.259	.118	.500		.911	.070	.766	.519	.161	.249	.105	.021
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.15	Pearson Correlation	.080	.072	.000	.137	.013	1	.405 ^{**}	.179	.042	.066	-.096	-.079	-.030	.345 ^{**}
	Sig. (2-tailed)		.480	.526	.997	.224	.911	<.001	.109	.710	.561	.393	.481	.791	.002
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.16	Pearson Correlation	.103	.003	-.073	-.066	.203	.405 ^{**}	1	.074	.521 ^{**}	.074	-.027	-.200	-.009	.393 ^{**}
	Sig. (2-tailed)		.361	.975	.517	.558	.070	<.001		.511	<.001	.511	.810	.073	.940
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.17	Pearson Correlation	.232 [*]	-.159	-.062	.332 ^{**}	.034	.179	.074	1	-.136	.095	.274 [*]	.075	.112	.417 ^{**}
	Sig. (2-tailed)		.037	.156	.580	.002	.766	.109	.511		.224	.397	.013	.504	.318
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.18	Pearson Correlation	-.004	.010	-.069	-.075	.073	.042	.521 ^{**}	-.136	1	.061	-.101	-.106	-.005	.241 [*]
	Sig. (2-tailed)		.975	.928	.542	.505	.519	.710	<.001	.224		.587	.371	.348	.961
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.20	Pearson Correlation	.036	.204	.162	.096	.157	.066	.074	.095	.061	1	.233 [*]	.203	.202	.550 ^{**}
	Sig. (2-tailed)		.751	.068	.148	.392	.161	.561	.511	.397	.587		.036	.070	.070
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.21	Pearson Correlation	-.157	-.077	.000	.012	.129	-.096	-.027	.274 [*]	-.101	.233 [*]	1	.360 ^{**}	.150	.416 ^{**}
	Sig. (2-tailed)		.161	.497	.089	.914	.249	.393	.810	.013	.371	.036		<.001	.180
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.22	Pearson Correlation	.248 [*]	.408 ^{**}	.216	-.155	.182	-.079	-.200	.075	-.106	.203	.360 ^{**}	1	.407 ^{**}	.493 ^{**}
	Sig. (2-tailed)		.026	<.001	.052	.168	.105	.481	.073	.504	.348	.070	<.001		<.001
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X1.24	Pearson Correlation	.208	.083	.058	-.164	.256 [*]	-.030	-.009	.112	-.005	.202	.150	.407 ^{**}	1	.461 ^{**}
	Sig. (2-tailed)		.062	.460	.610	.144	.021	.791	.940	.318	.961	.070	.180	<.001	
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81
Produk	Pearson Correlation	.325 ^{**}	.307 ^{**}	.350 ^{**}	.244 [*]	.492 ^{**}	.345 ^{**}	.393 ^{**}	.417 ^{**}	.241 [*]	.550 ^{**}	.416 ^{**}	.493 ^{**}	.461 ^{**}	1
	Sig. (2-tailed)		.003	.005	.001	.028	<.001	.002	<.001	<.001	.030	<.001	<.001	<.001	<.001
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81

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

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

2. Promosi (X2)

Correlations																		Promosi
	X2.1	X2.3	X2.6	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	X2.18	X2.19	X2.20	X2.21	X2.22	X2.23	X2.24		
X2.1	Pearson Correlation	1	.256 [*]	-.085	.059	.130	.125	.020	-.081	.098	-.023	.161	.024	.140	.011	.140	.256 [*]	.303 ^{**}
	Sig. (2-tailed)		.021	.451	.602	.248	.265	.861	.471	.382	.836	.152	.831	.212	.923	.211	.021	.006
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.3	Pearson Correlation	.256 [*]	1	.292 ^{**}	-.004	.059	.106	.051	.151	.027	.227 [*]	.108	.185	.118	.209	.105	.174	.435 ^{**}
	Sig. (2-tailed)		.021	.008	.975	.600	.347	.653	.179	.813	.041	.337	.099	.293	.061	.350	.120	<.001
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.6	Pearson Correlation	-.085	.292 ^{**}	1	.211	-.125	-.049	.033	.109	-.060	.050	-.011	.044	-.138	.270	.009	-.016	.245 [*]
	Sig. (2-tailed)		.451	.008		.059	.268	.664	.767	.333	.593	.660	.925	.695	.218	.015	.934	.887
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.12	Pearson Correlation	.059	-.004	.211	1	.341 ^{**}	.177	.051	.130	.190	.057	-.205	-.069	-.159	-.067	.043	.019	.271 [*]
	Sig. (2-tailed)		.602	.975	.059		.002	.113	.652	.246	.089	.613	.067	.543	.156	.553	.705	.865
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.13	Pearson Correlation	.130	.059	-.125	.341 ^{**}	1	.213	.190	.168	.350 ^{**}	.075	.047	.254 [*]	.044	.042	.173	.091	.423 ^{**}
	Sig. (2-tailed)		.248	.600	.268	.002		.058	.089	.134	.001	.507	.674	.022	.699	.710	.123	.419
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.14	Pearson Correlation	.125	.106	-.049	.177	.213	1	.157	.256 [*]	.444 ^{**}	.307 ^{**}	.101	.036	.195	.369 ^{**}	.034	.081	.520 ^{**}
	Sig. (2-tailed)		.265	.347	.664	.113	.056		.163	.021	<.001	.005	.368	.747	.082	<.001	.762	.472
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.15	Pearson Correlation	.020	.051	.033	.051	.190	.157	1	.420 ^{**}	.195	.244 [*]	.172	.071	.175	.089	.098	.173	.414 [*]
	Sig. (2-tailed)		.861	.653	.767	.652	.089	.163		<.001	.081	.028	.124	.527	.118	.430	.382	.123
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.16	Pearson Correlation	-.081	.151	.109	.130	.168	.256 [*]	.420 ^{**}	1	.411 ^{**}	.220 [*]	.105	.146	.038	.217	.130	.218	.513 ^{**}
	Sig. (2-tailed)		.471	.179	.333	.246	.134	.021	<.001		<.001	.048	.349	.195	.736	.051	.248	.051
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.17	Pearson Correlation	.098	.027	-.060	.190	.350 ^{**}	.444 ^{**}	.195	.411 ^{**}	1	.197	.073	.170	.192	.111	.092	.255 [*]	.552 ^{**}
	Sig. (2-tailed)		.382	.813	.593	.089	.001	<.001	.081	<.001		.079	.519	.130	.087	.322	.413	.020
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.18	Pearson Correlation	-.023	.227 [*]	.060	.057	.075	.307 ^{**}	.244 [*]	.220 [*]	.197	1	.216	.203	.259 [*]	.132	.042	.085	.448 ^{**}
	Sig. (2-tailed)		.836	.041	.660	.613	.507	.005	.028	.048	.079		.053	.069	.019	.241	.712	.453
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.19	Pearson Correlation	.161	.108	-.011	-.205	.047	.101	.172	.105	.073	.216	1	.190	.405 ^{**}	.295 ^{**}	.075	.198	.421 ^{**}
	Sig. (2-tailed)		.152	.337	.925	.067	.674	.368	.124	.349	.519	.053		.089	<.001	.008	.508	.076
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.20	Pearson Correlation	.024	.185	.044	-.069	.254 [*]	.036	.071	.146	.170	.203	.190	1	.099	.272 [*]	.385 ^{**}	.256 [*]	.478 ^{**}
	Sig. (2-tailed)		.831	.099	.695	.543	.022	.747	.527	.195	.130	.069	.089		.379	.014	<.001	.021
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.21	Pearson Correlation	.140	.118	-.138	-.159	.044	.195	.175	.038	.192	.259 [*]	.405 ^{**}	.099	1	.253 [*]	.132	.205	.421 ^{**}
	Sig. (2-tailed)		.212	.293	.218	.156	.699	.082	.118	.736	.087	.019	<.001	.379		.022	.240	.067
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.22	Pearson Correlation	.011	.209	.270 [*]	-.067	.042	.369 ^{**}	.089	.217	.111	.132	.295 ^{**}	.272 [*]	.253 [*]	1	.131	.321 ^{**}	.543 ^{**}
	Sig. (2-tailed)		.923	.061	.015	.553	.710	<.001	.030	.051	.322	.241	.008	.014	.022		.245	.003
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.23	Pearson Correlation	.110	.105	.009	.043	.173	.034	.098	.130	.092	.042	.075	.385 ^{**}	.131	.131	1	.292	.075
	Sig. (2-tailed)		.214	.350	.914	.705	.124	.782	.383	.232	.419	.712	.008	<.001	.240	.245		.009
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
X2.24	Pearson Correlation	.256 [*]	.174	-.016	.019	.091	.081	.173	.218	.259 [*]	.085	.198	.256 [*]	.205	.321 ^{**}	.292 [*]	1	.531 ^{**}
	Sig. (2-tailed)		.021	.120	.887	.865	.419	.472	.123	.051	.020	.453	.076	.021	.067	.003	.008	
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81
Promosi	Pearson Correlation	.303 ^{**}	.435 ^{**}	.245 [*]	.271 [*]	.423 ^{**}	.520 ^{**}	.414 ^{**}	.512 ^{**}	.443 ^{**}	.473 ^{**}	.452 ^{**}	.421 ^{**}	.431 ^{**}	.543 ^{**}	.419 ^{**}	.531 ^{**}	1
	Sig. (2-tailed)		.006	<.001	.028	.014	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
N		81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81

3. Lokasi (X3)

		Correlations													Lokasi
		X3.2	X3.3	X3.5	X3.6	X3.8	X3.10	X3.11	X3.12	X3.13	X3.15	X3.17			
X3.2	Pearson Correlation	1	.252*	.048	.177	.207	.166	.158	.180	.024	.459**	.067	.519**		
	Sig. (2-tailed)		.023	.671	.114	.063	.138	.160	.108	.829	<.001	.553	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
X3.3	Pearson Correlation	.252*	1	-.003	.094	.006	.085	-.091	.147	.036	.150	.237*	.419**		
	Sig. (2-tailed)		.023	.977	.404	.957	.453	.421	.191	.747	.181	.033	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
X3.5	Pearson Correlation	.048	-.003	1	.325**	.141	.007	.202	.268*	.119	.193	.136	.455**		
	Sig. (2-tailed)		.671	.977	.003	.208	.953	.071	.015	.291	.085	.225	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
X3.6	Pearson Correlation	.177	.094	.325**	1	.235*	-.124	.230*	.242*	.099	.041	-.023	.462**		
	Sig. (2-tailed)		.114	.404	.003	.035	.269	.039	.029	.381	.715	.841	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
X3.8	Pearson Correlation	.207	.006	.141	.235*	1	.078	.346**	.272*	.077	.350**	.097	.508**		
	Sig. (2-tailed)		.063	.957	.208	.035	.490	.002	.014	.493	.001	.389	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
X3.10	Pearson Correlation	.166	.085	.007	-.124	.078	1	.178	.231*	-.025	.338**	.179	.420**		
	Sig. (2-tailed)		.138	.453	.953	.269	.490	.112	.038	.824	.002	.111	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
X3.11	Pearson Correlation	.158	-.091	.202	.230*	.346**	.178	1	.227*	.147	.132	.075	.489**		
	Sig. (2-tailed)		.160	.421	.071	.039	.002	.112	.042	.190	.241	.505	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
X3.12	Pearson Correlation	.180	.147	.268*	.242*	.272*	.231*	.227*	1	-.115	.032	.118	.533**		
	Sig. (2-tailed)		.108	.191	.015	.029	.014	.038	.042	.308	.778	.296	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
X3.13	Pearson Correlation	.024	.036	.119	.099	.077	-.025	.147	-.115	1	.233*	-.006	.293**		
	Sig. (2-tailed)		.829	.747	.291	.381	.493	.824	.190	.308	.036	.958	.008		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
X3.15	Pearson Correlation	.459**	.150	.193	.041	.350**	.338**	.132	.032	.233*	1	.190	.600**		
	Sig. (2-tailed)		<.001	.181	.085	.715	.001	.002	.241	.778	.036	.089	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
X3.17	Pearson Correlation	.067	.237*	.136	-.023	.097	.179	.075	.118	-.006	.190	1	.410**		
	Sig. (2-tailed)		.553	.033	.225	.841	.389	.111	.505	.296	.958	.089	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81		
Lokasi	Pearson Correlation	.519**	.419**	.455**	.462**	.508**	.420**	.489**	.533**	.293**	.600**	.410**	1		
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	.008	<.001	<.001			
	N	81	81	81	81	81	81	81	81	81	81	81	81		

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

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

4. Keputusan Nasabah (Y)

		Correlations																							Keputusan Nasabah					
		Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y14	Y15	Y16	Y17	Y18	Y20	Y22	Y23	Y24	Y25	Y26	Y27	Y28	Y29	Y30			
Y2	Pearson Correlation	1	.395 [*]	.193	.190	.234 [*]	.088	.290 [*]	.211	.037	-.006	.001	.960	-.964	-.988	-.932	.903	.904	.240	.215	.171	.294	.261	.141	.313 [*]	.210	.189	.395 [*]		
	Sig. (2-tailed)		.004	.084	.090	.035	.443	.009	.059	.748	.960	.949	<.001	.569	.434	.777	.981	.905	.027	.387	.127	.052	.019	.208	<.001	.015	.105	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y3	Pearson Correlation	.395 [*]	1	.244 [*]	.095	.162	.417 [*]	.164	.089	.366 [*]	.121	.218	.048	.321 [*]	.277 [*]	.260	.229	.080	-.006	.175	.167	.028	.187	.002	.131	.162	.066	.409 [*]		
	Sig. (2-tailed)	.004		.022	.399	.105	<.001	.100	.432	<.001	.293	.060	.672	.003	.012	.066	.040	.434	.965	.117	.162	.816	.077	.989	.293	.174	.595	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y4	Pearson Correlation	.193	.244 [*]	1	.358 [*]	.579 [*]	.270	.267 [*]	.314 [*]	.343 [*]	.339 [*]	.320 [*]	.298	.006	.135	.065	.211	.220 [*]	.142	.056	.034	.129	.063	.182	.249	.201	.108	.427 [*]		
	Sig. (2-tailed)	.084	.022		.001	<.001	.015	.019	.004	.002	.002	.003	.033	.363	.228	.400	.058	.048	.206	.619	.761	.249	.577	.095	.028	.072	.335	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y5	Pearson Correlation	.190	.095	.358 [*]	1	.339 [*]	.347 [*]	.178	.342 [*]	.195	.399 [*]	.327 [*]	.001	.100	.020	.347	.015	.132	.104	.086	-.131	.085	.002	.119	.184	-.154	.342	.060 [*]		
	Sig. (2-tailed)	.080	.399	.001		.002	.062	.116	.010	.002	.001	.003	.952	.155	.860	.874	.888	.687	.354	.448	.782	.449	.983	.342	.100	.429	.706	.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y6	Pearson Correlation	.234	.162	.095	.339 [*]	1	.381 [*]	.133	.187	.069	.432 [*]	.430 [*]	.167	.138	.244 [*]	.339	.033	.171	.083	-.072	-.049	-.117	.077	.077	.158	.309 [*]	.214	.074	.481 [*]	
	Sig. (2-tailed)	.035	.105	<.001	.002		<.001	.236	.038	<.001	<.001	<.001	.153	.059	.083	.192	.018	.030	.098	.586	.277	.484	.444	.166	.005	.028	.522	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y7	Pearson Correlation	.088	.417 [*]	.270 [*]	.347 [*]	.381 [*]	1	.307 [*]	.186	.367 [*]	.347 [*]	.227 [*]	.138	.244 [*]	.339	.033	.171	.083	-.072	-.049	-.117	.077	.077	.158	.309 [*]	.214	.074	.481 [*]		
	Sig. (2-tailed)	.443	<.001	.015	.002	<.001		.006	.165	<.001	.017	.046	.227	.010	.081	.772	.126	.441	.523	.682	.288	.159	.731	.936	.019	.421	.013	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y8	Pearson Correlation	.290 [*]	.164	.261 [*]	.133	.387 [*]	.307 [*]	1	.311 [*]	.052	.007	.201	.427 [*]	.244 [*]	.023	.080	.126	.134	.100	.088	-.071	.132	.290 [*]	.187	.236 [*]	.188	.327 [*]	.81		
	Sig. (2-tailed)	.009	.100	.019	.116	.236	.008		.005	.917	.616	.072	<.001	.010	.979	.477	.261	.332	.658	.082	.530	.241	.007	.615	.035	.335	.003	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y9	Pearson Correlation	.211	.088	.314 [*]	.358 [*]	.339 [*]	.186	.387 [*]	1	.183	.330 [*]	.118	.162	.226 [*]	.051	.268	.306 [*]	.060	.262 [*]	.171	.103	.063	.095	-.104	.247 [*]	-.336	.066	.507 [*]		
	Sig. (2-tailed)	.059	.432	.004	.010	.038	.165	.005		.102	.002	.327	.103	.040	.649	.063	.006	.426	.018	.127	.329	.575	.400	.356	.009	.751	.557	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y10	Pearson Correlation	.037	.387 [*]	.347 [*]	.133	.489 [*]	.387 [*]	.012	.183	1	.491 [*]	.315 [*]	.067	.167	.334 [*]	.329	.367	.073	.224 [*]	-.043	-.320	.903	.157	.053	.642	.339 [*]	-.161	.509 [*]		
	Sig. (2-tailed)	.748	<.001	.002	.082	<.001	<.001	.917	.102		<.001	.052	.136	.002	.795	.019	.518	.045	.7	.2	.1	.001	.001	.001	.001	.001	.001	.001	.001	
Y11	Pearson Correlation	.008	.12	.339 [*]	.358 [*]	.427 [*]	.264 [*]	.057	.329 [*]	.449 [*]	1	.621 [*]	-.141	.205	.136	.262	.136	.167	.204	-.068	.005	-.205	.059	.014	.145	.013	.028	.476 [*]		
	Sig. (2-tailed)	.965	.203	.002	.001	<.001	.917	.616	.003	<.001		<.001	.211	.629	.225	.018	.227	.137	.068	.588	.862	.686	.898	.197	.011	.019	.819	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y12	Pearson Correlation	-.087	.210	.329 [*]	.327 [*]	.438 [*]	.222	.201	.118	.078 [*]	.81	1	-.054	.151	.179	.184	.226 [*]	.188	.171	.084	-.111	.021	.055	.166	.028	.208	.003	.538 [*]		
	Sig. (2-tailed)	.949	.060	.003	.003	<.001	.046	.072	.327	.001	<.001		.631	.178	.110	.101	.043	.047	.126	.699	.325	.855	.823	.165	.005	.005	.981	<.001		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y14	Pearson Correlation	.362 [*]	.488	.239 [*]	.007	.160	.136	.427 [*]	.182	.007	.141	-.054	1	-.048	-.116	.829	.094	.156	.020	.212	.099	.035	.237	.118	.223	.141	.181	.338 [*]		
	Sig. (2-tailed)	.001	.672	.033	.952	.153	.227	<.001	.103	.952	.211	.631		.873	.304	.787	.402	.165	.858	.057	.860	.754	.037	.296	.048	.210	.105	.002		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y15	Pearson Correlation	-.004	.323 [*]	.096	.160	.211	.264	.264	.228	.167	.055	.151	.048	1	.140	.142	.279 [*]	-.025	.000	.187	.067	.288	.000	.000	.000	.065	.005	.121	.342 [*]	
	Sig. (2-tailed)	.969	.003	.393	.155	.095	.116	.010	.040	.136	.628	.178	.073		.211	.205	.012	.928	.1000	.044	.553	.009	.1000	.1000	.001	.563	.263	.002		
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y16	Pearson Correlation	-.088	.277	.135	.020	.207	.209	.003	.003	.334	.176	.118	-.140	1	.033	.407 [*]	.061	.127	-.004	.166	.072	.040	.170	-.078	.159	.028	.365 [*]			
	Sig. (2-tailed)	.434	.012	.229	.860	.983	.991	.979	.949	.002	.225	.116	.304	.211	.773	.001	.067	.259	.872	.879	.523	.726	.130	.441	.166	.015	.002		<.001	
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y17	Pearson Correlation	-.032	.205	.085	.047	.147	.033	.088	.028	.029	.267	.184	-.029	-.142	.033	1	.049	.176	.028	.158	.068	.195	.142	.082	.007	.002	.292 [*]			
	Sig. (2-tailed)	.777	.066	.450	.674	.192	.772	.477	.063	.795	.016	.101	.797	.205	.723		.067	.116	.116	.001	.158	.548	.081	.206	.467	.951	.988		.008	
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81		
Y18	Pearson Correlation	.003	.229 [*]	.211	.015	.263 [*]	.171	.128	.368 [*]	.136	.226 [*]	.094	.279	.487 [*]	.849	1	.849	.044	.088	.160	.134	.095	.126	.267 [*]	.113	.181	.470 [*]			
	Sig. (2-tailed)	.981	.040	.058	.898	.019	.126	.261	.006	.019	.227	.043	.402	.012	<.001		.686	.700	.437	.133	.239	.397	.262	.016	.134	.152	.001			
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81			
Y20	Pearson Correlation	.309 [*]	.888	.227	.192	.242 [*]	.087	.134	.006	.073	.167	.199	.156	-.055	.061	.178	.049	1	.244	.239	.148	.164	.126	.152	.100	.342 [*]	.145			
	Sig. (2-tailed)	.005	.434	.048	.087	.030	.441	.232	.426	.018	.137	.077	.145	.629	.687	.116	.886		.101	.020	.193	.145	.163	.118	.314	.002	.167			
	N	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81	81			
Y22	Pearson Correlation	.246 [*]	-.005	.142	.184	.195	.072	-.050	.267 [*]	.224	.204	.171	.020	.020	.127	.178	.044	.144	1	-.190	.291 [*]	.200	.247 [*]	.194	.176	.165	.899	.378 [*]		
	Sig. (2-tailed)	.027	.965	.206	.354	.096	.523	.058	.016	.045	.086	.126	.958	.1000	.259	.116	.700	.291		.009	.009	.07								

Lampiran 3 Hasil Uji Reliabilitas

1. Uji Reliabilitas

Variabel Produk (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.610	8

Variabel Promosi (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.706	16

Variabel Lokasi (X3)

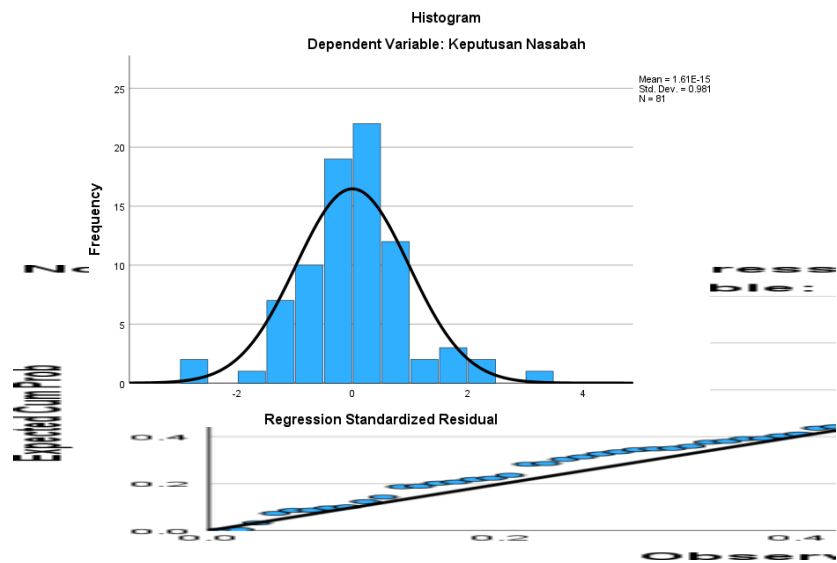
Reliability Statistics	
Cronbach's Alpha	N of Items
.627	11

Variabel Keputusan Nasabah (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.800	26

Lampiran 4 Hasil Uji Klasik

1. Uji Normalitas



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		81
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	3.43783256
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.069
Test Statistic		.077
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.272
	99% Confidence Interval	Lower Bound .261
		Upper Bound .284

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

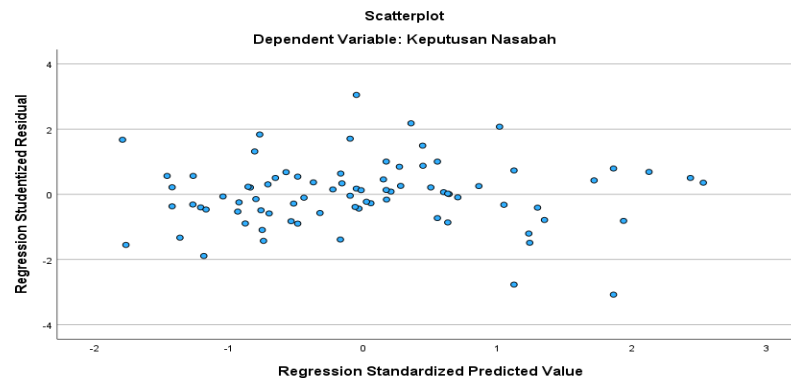
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.

2. Uji Multikolinearitas

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	19.808	4.734	4.184	<.001					
	Produk	1.106	.293	3.768	<.001	.775	.395	.237	.299	3.339
	Promosi	.304	.109	2.777	.007	.565	.302	.175	.669	1.495
	Lokasi	.559	.232	2.405	.019	.787	.264	.151	.246	4.071

a. Dependent Variable: Keputusan Nasabah

3. Uji Heteroskedastisitas



Lampiran 5 Hasil Regresi Linier Berganda

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	19.808	4.734	4.184	<.001					
	Produk	1.106	.293	3.768	<.001	.775	.395	.237	.299	3.339
	Promosi	.304	.109	2.777	.007	.565	.302	.175	.669	1.495
	Lokasi	.559	.232	2.405	.019	.787	.264	.151	.246	4.071

a. Dependent Variable: Keputusan Nasabah

Lampiran 6 Hasil Uji T (Parsial)

Coefficients ^a										
Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
						Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	19.808		4.184	<.001					
	Produk	1.106	.293	3.768	<.001	.775	.395	.237	.299	3.339
	Promosi	.304	.109	2.777	.007	.565	.302	.175	.669	1.495
	Lokasi	.559	.232	2.405	.019	.787	.264	.151	.246	4.071

a. Dependent Variable: Keputusan Nasabah

Lampiran 7 Hasil Uji F (Simultan)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2162.826	3	720.942	58.713	<.001 ^b
	Residual	945.495	77	12.279		
	Total	3108.321	80			

a. Dependent Variable: Keputusan Nasabah

b. Predictors: (Constant), Lokasi, Promosi, Produk

Lampiran 8 Hasil Uji Determinasi

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.834 ^a	.696	.684	3.504	.696	58.713	3	77	<.001

a. Predictors: (Constant), Lokasi, Promosi, Produk

b. Dependent Variable: Keputusan Nasabah

Lampiran 9 Dokumentasi

