

	x1	y1	x2	y2	x3	y3	x4	y4
1	3	2	3	2	2	2	2	2
2	2	2	2	2	1	1	2	1
3	3	2	2	2	2	2	1	1
4	3	2	2	2	3	2	2	2
5	2	1	1	1	2	2	3	2
6	3	2	2	2	3	2	3	2
7	3	2	2	2	3	2	3	2
8	1	1	1	1	2	1	3	2
9	2	1	2	1	2	2	1	1
10	2	2	3	2	2	2	1	2
11	2	2	3	2	3	2	1	1
12	1	1	2	1	2	2	3	2
13	2	1	3	2	2	2	1	1
14	2	1	2	1	2	2	1	1
15	1	1	2	1	2	2	3	2
16	3	2	2	2	2	2	3	2
17	2	2	3	2	2	2	1	1
18	3	1	2	1	1	1	3	2
19	2	2	3	2	2	2	2	2
20	3	2	2	2	2	2	1	1
21	2	1	3	2	2	2	2	2
22	1	2	2	2	2	2	3	2
23	2	1	2	1	2	2	3	2
24	2	1	2	1	1	1	3	2
25	1	2	2	2	2	2	2	1
26	3	2	3	2	2	2	1	1
27	3	2	2	2	2	2	1	1
28	1	1	2	2	2	2	3	2
29	2	2	1	2	2	2	2	2
30	2	2	3	2	3	2	2	2
31	2	2	2	2	2	2	2	2
32	2	2	2	2	2	2	2	1
33	3	2	1	2	2	2	3	2
34	1	1	3	2	2	2	2	1
35	2	1	2	1	2	1	2	2
36	3	2	2	2	2	2	3	2

	x1	y1	x2	y2	x3	y3	x4	y4
37	3	2	2	2	1	1	3	2
38	2	2	2	2	2	2	2	2
39	3	2	1	1	1	1	1	1
40	1	1	2	2	2	2	2	2
41	3	2	2	1	3	2	1	1
42	3	2	1	2	2	1	2	2
43	3	2	2	2	1	1	2	1
44	3	2	3	2	2	2	2	2
45	3	2	2	2	2	2	3	2
46	3	2	1	1	2	1	3	2
47	2	1	1	1	2	1	2	1
48	2	2	3	2	3	2	1	1
49	1	2	2	2	2	2	2	1
50	3	2	1	1	2	1	3	2
51	1	1	2	2	2	2	1	1
52	1	2	2	2	3	2	3	2
53	1	1	1	1	2	1	2	1
54	2	2	2	2	1	1	1	1
55	2	2	3	2	2	2	3	2
56	3	2	2	2	2	2	3	2
57	1	1	1	1	2	1	2	1
58	1	1	1	1	2	1	1	1
59	1	2	3	2	3	2	3	2
60	3	2	2	2	2	2	3	2
61	3	2	1	1	2	1	3	2
62	1	2	2	2	2	2	2	1
63	2	2	1	2	2	2	2	2
64	2	2	3	2	3	2	3	2
65	1	2	2	2	2	2	3	2
66	3	2	2	2	2	2	3	2
67	2	2	1	2	2	2	2	2
68	1	2	3	2	2	2	3	2
69	1	1	2	1	2	1	2	2
70	2	2	2	2	2	2	2	1
71	2	1	2	1	1	1	1	2
72	3	2	2	2	2	1	2	1

	x1	y1	x2	y2	x3	y3	x4	y4
73	3	2	1	1	1	1	2	1
74	2	2	2	2	2	2	3	2
75	3	2	2	2	3	2	2	1



Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Kelengkapan barang * Keputusan Konsumen	75	100.0%	0	.0%	75	100.0%

Kelengkapan barang * Keputusan Konsumen Crosstabulation

Count

		Keputusan Konsumen		Total
		Tidak membeli	Membeli	
Kelengkapan barang	Tidak lengkap	11	8	19
	Lengkap	10	18	28
	Sangat lengkap	1	27	28
Total		22	53	75

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.992 ^a	2	.000
Likelihood Ratio	19.776	2	.000
Linear-by-Linear Association	16.561	1	.000
N of Valid Cases	75		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.57.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.476			.000
	Cramer's V	.476			.000
	Contingency Coefficient	.430			.000
Interval by Interval	Pearson's R	.473	.089	4.588	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.475	.087	4.614	.000 ^c
N of Valid Cases		75			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Pelayanan * Keputusan Konsumen	75	100.0%	0	.0%	75	100.0%

Pelayanan * Keputusan Konsumen Crosstabulation

Count

		Keputusan Konsumen		Total
		Tidak membeli	Membeli	
Pelayanan	Tidak memuaskan	11	5	16
	Memuaskan	11	32	43
	Sangat memuaskan		16	16
Total		22	53	75

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.926 ^a	2	.000
Likelihood Ratio	21.989	2	.000
Linear-by-Linear Association	17.998	1	.000
N of Valid Cases	75		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 4.69.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.502			.000
	Cramer's V	.502			.000
	Contingency Coefficient	.449			.000
Ordinal by Ordinal	Kendall's tau-b	.470	.075	5.063	.000
	Gamma	.855	.077	5.063	.000
	Spearman Correlation	.493	.080	4.844	.000 ^c
Interval by Interval	Pearson's R	.493	.080	4.844	.000 ^c
N of Valid Cases		75			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Harga * Keputusan Konsumen	75	100.0%	0	.0%	75	100.0%

Harga * Keputusan Konsumen Crosstabulation

Count

		Keputusan Konsumen		Total
		Tidak membeli	Membeli	
Harga	Mahal	9		9
	Cukup murah	12	43	55
	Murah		11	11
Total		21	54	75

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.463 ^a	2	.000
Likelihood Ratio	31.237	2	.000
Linear-by-Linear Association	22.425	1	.000
N of Valid Cases	75		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.52.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.616			.000
	Cramer's V	.616			.000
	Contingency Coefficient	.525			.000
Interval by Interval	Pearson's R	.550	.064	5.634	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.547	.069	5.580	.000 ^c
N of Valid Cases		75			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Lokasi * Keputusan Konsumen	75	100.0%	0	.0%	75	100.0%

Lokasi * Keputusan Konsumen Crosstabulation

Count

		Keputusan Konsumen		Total
		Tidak membeli	Membeli	
Lokasi	Tidak strategis	15	2	17
	Cukup strategis	14	15	29
	Sangat strategis		29	29
Total		29	46	75

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.025 ^a	2	.000
Likelihood Ratio	47.602	2	.000
Linear-by-Linear Association	36.406	1	.000
N of Valid Cases	75		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.57.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.703			.000
	Cramer's V	.703			.000
	Contingency Coefficient	.575			.000
Interval by Interval	Pearson's R	.701	.059	8.408	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.703	.057	8.435	.000 ^c
N of Valid Cases		75			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Lampiran 2

C Maksimum

$$C_{maks} = \sqrt{\frac{m-1}{m}}$$

$$m = 2$$

$$C_{maks} = \sqrt{\frac{2-1}{2}}$$

$$C_{maks} = 0,707$$



Lampiran 3

Nilai r

$$r = \frac{CC}{Cmaks}$$

1. Nilai hubungan keeratan (r) antara kelengkapan barang dengan keputusan konsumen

$$r = \frac{0,430}{0,707}$$

$$r = 0,610$$

2. Nilai hubungan keeratan (r) antara pelayanan dengan keputusan konsumen

$$r = \frac{0,449}{0,707}$$

$$r = 0,640$$

3. Nilai hubungan keeratan (r) antara harga dengan keputusan konsumen

$$r = \frac{0,525}{0,707}$$

$$r = 0,740$$

4. Nilai hubungan keeratan (r) antara lokasi dengan keputusan konsumen

$$r = \frac{0,575}{0,707}$$

$$r = 0,810$$

Tabel III
 Nilai χ^2

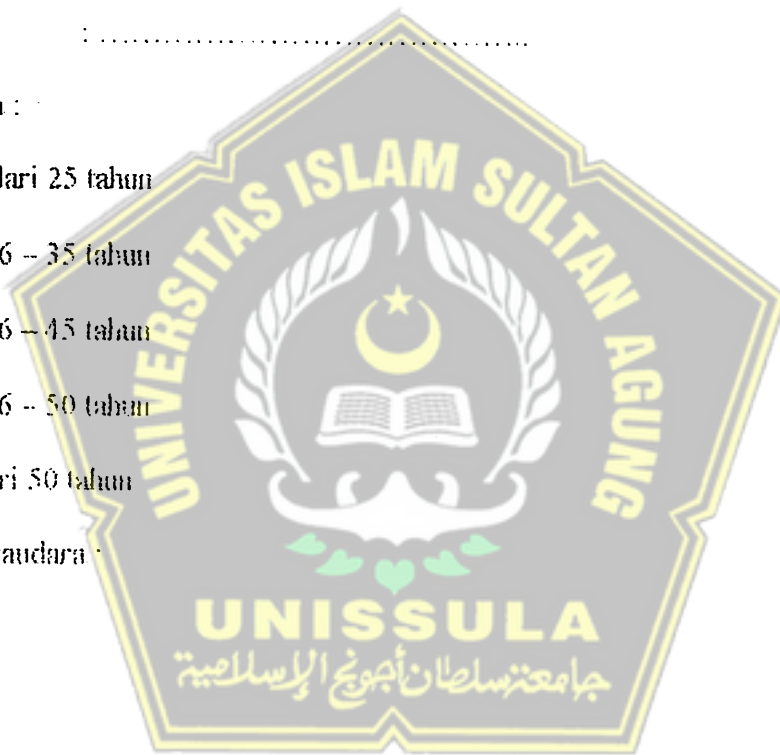
d.f.	$\chi^2_{.05}$	$\chi^2_{.025}$	$\chi^2_{.01}$	$\chi^2_{.005}$	d.f.
1	3.841	5.024	6.635	7.879	1
2	5.991	7.378	9.210	10.597	2
3	7.815	9.348	11.345	12.838	3
4	9.488 ✓	11.143	13.277	14.860	4
5	11.070	12.832	15.086	16.750	5
6	12.592	14.449	16.812	18.548	6
7	14.067	16.013	18.475	20.278	7
8	15.507	17.535	20.090	21.955	8
9	16.919	19.023	21.666	23.589	9
10	18.307	20.483	23.209	25.188	10
11	19.675	21.920	24.725	26.757	11
12	21.026	23.337	26.217	28.300	12
13	22.362	24.736	27.688	29.819	13
14	23.685	26.119	29.141	31.319	14
15	24.996	27.488	30.578	32.801	15
16	26.296	28.845	32.000	34.267	16
17	27.587	30.191	33.409	35.718	17
18	28.869	31.526	34.805	37.156	18
19	30.144	32.852	36.191	38.582	19
20	31.410	34.170	37.566	39.997	20
21	32.671	35.479	38.932	41.401	21
22	33.924	36.781	40.289	42.796	22
23	35.172	38.076	41.638	44.181	23
24	36.415	39.364	42.980	45.558	24
25	37.652	40.646	44.314	46.928	25
26	38.885	41.923	45.642	48.290	26
27	40.113	43.194	46.963	49.645	27
28	41.337	44.461	48.278	50.993	28
29	42.557	45.722	49.588	52.336	29
30	43.773	46.979	50.892	53.672	30



KUESIONER

Pilihlah 1 (satu) jawaban yang paling tepat dan berilah tanda silang (x) pada jawaban yang paling cocok dengan keadaan atau pendapat saudara.

1. Nama Saudara :
2. Alamat :
3. No. telp :
4. Usia saudara :
 - a. Kurang dari 25 tahun
 - b. Antara 26 – 35 tahun
 - c. Antara 36 – 45 tahun
 - d. Antara 46 – 50 tahun
 - e. Lebih dari 50 tahun
5. Pendidikan saudara :
 - a. SD
 - b. SLTP
 - c. SLTA
 - d. Akademi
 - e. Perguruan Tinggi
6. Pekerjaan saudara :
 - a. Pegawai Negeri
 - b. Swasta



- c. Wiraswasta
 - d. TNI
 - e. Pelajar / Mahasiswa
7. Pendapatan (gaji pokok) saudara per bulan :
- a. Kurang dari Rp. 1.000.000
 - b. Antara Rp. 1.000.000 – Rp. 2.000.000
 - c. Lebih dari Rp. 2.000.000



Berilah tanda silang (x) pada jawaban yang saudara anggap benar.

a. Kelengkapan barang

1. Bagaimana pendapat saudara terhadap kelengkapan barang di swalayan BINTER Bojonegoro ?
 - a. Sangat lengkap
 - b. Lengkap
 - c. Tidak lengkap
2. Berdasarkan kelengkapan barang di swalayan BINTER apakah saudara memutuskan untuk :
 - a. Membeli lagi
 - b. Tidak membeli lagi

b. Pelayanan

1. Bagaimana pendapat saudara terhadap pelayanan di swalayan BINTER Bojonegoro ?
 - a. Sangat memuaskan
 - b. Memuaskan
 - c. Tidak memuaskan
2. Berdasarkan pelayanan di swalayan BINTER apakah saudara memutuskan untuk
 - a. Membeli lagi
 - b. Tidak membeli lagi



c. Harga

1. Bagaimana pendapat saudara terhadap harga barang di swalayan BINTER Bojonegoro ?
 - a. Murah
 - b. Cukup murah
 - c. Mahal
2. Berdasarkan harga di swalayan BINTER apakah saudara memutuskan untuk ?
 - a. Membeli
 - b. Tidak membeli lagi

d. Lokasi

1. Bagaimana tanggapan saudara terhadap lokasi dari swalayan BINTER Bojonegoro ?
 - a. Sangat strategis
 - b. Strategis
 - c. Tidak strategis
2. Berdasarkan lokasi tersebut apakah saudara memutuskan untuk ?
 - a. Membeli lagi
 - b. Tidak membeli lagi

