

LAMPIRAN 1

LEMBAR KUISIONER

“Pengaruh Harga, Citra Merek, dan Word of Mouth Terhadap Keputusan Pembelian di Toko Buku Gramedia Surabaya Expo”.

Oleh: **Cincin Ravikawati (20141221083)**

Responden yang terhormat, dalam rangka penyusunan skripsi dengan judul “Pengaruh Harga, Citra Merek, dan *Word of Mouth* Terhadap Keputusan Pembelian di Toko Buku Gramedia Surabaya Expo”. Bersama ini, saya mohon kesediaannya untuk mengisi angket yang telah saya sediakan. Atas waktu dan kerjasamanya saya ucapkan terima kasih.

A. IDENTITAS RESPONDEN

1. Nama :
2. Alamat :
3. No. Telepon :
4. Usia anda saat ini :
5. < 20 tahun 21-25 tahun
 26-30 tahun >31 tahun
6. Jenis kelamin :
- Pria Wanita
7. Pekerjaan anda saat ini :
- Pelajar / Mahasiswa PNS
 Pegawai swasta Lain-lain, sebutkan.....

8. Penghasilan rata-rata perbulan:

[] < 1 Juta

[] < 2 Juta

[] > 1 Juta

[] > 3 Juta

B. DAFTAR PERTANYAAN

Pilihlah salah satu untuk tiap nomor dengan memberi tanda centang (√) atas tanggapan pernyataan di bawah ini pada pilihan yang paling sesuai menurut anda, yaitu: STS = Sangat Tidak Setuju, TS = Tidak Setuju, CS = Cukup Setuju, S = Setuju, SS = Sangat Setuju.

a) Harga

| No | Pertanyaan | STS | TS | CS | S | SS |
|----|---|-----|----|----|---|----|
| 1 | Harga jual Toko Buku Gramedia mudah dijangkau oleh saya. | | | | | |
| 2 | Harga buku di Toko Buku Gramedia terkesan lebih mahal dari merek lainnya. | | | | | |
| 3 | Dari manfaat yang saya rasakan sudah sesuai dengan harga yang ditetapkan. | | | | | |

b) Citra Merek

| No | Pertanyaan | STS | TS | CS | S | SS |
|----|---|-----|----|----|---|----|
| 1 | Saya membeli di Toko Buku Gramedia karena citra merek Toko Buku Gramedia terpercaya | | | | | |

| | | | | | | |
|---|---|--|--|--|--|--|
| 2 | Saya mendatangi Toko Buku Gramedia karena dapat mempertinggi citra diri saya (prestige) | | | | | |
| 3 | Saya percaya karena citra Toko Buku Gramedia Lebih unggul dari pada toko buku lainnya. | | | | | |

c) Rekomendasi dari Mulut ke Mulut (WOM)

| No | Pertanyaan | STS | TS | CS | S | SS |
|----|---|-----|----|----|---|----|
| 1 | Saya membeli buku di Toko Buku Gramedia karena mendapatkan informasi dari kerabat. | | | | | |
| 2 | Saya membeli buku di Toko Buku Gramedia karena teman saya mendorong saya untuk membeli buku di Toko Buku Gramedia | | | | | |
| 3 | Saya memutuskan membeli buku di Toko Buku Gramedia karena mendapatka rekomendasi dari orang lain atau kerabat. | | | | | |

d) Keputusan Pembelian

| No | Pertanyaan | STS | TS | CS | S | SS |
|----|--|-----|----|----|---|----|
| 1 | Saya memutuskan untuk membeli buku di Toko Buku Gramedia karena ingin mencoba. | | | | | |
| 2 | Saya memutuskan untuk membeli buku di Toko Buku | | | | | |

| | | | | | | |
|---|---|--|--|--|--|--|
| | Gramedia karena kualitas produk terpercaya | | | | | |
| 3 | Saya memutuskan untuk membeli buku di Toko Buku Gramedia karena citra mereknya sudah dikenal baik di kalangan masyarakat. | | | | | |

Komentar dan Saran Anda Terhadap Toko Buku Gramedia:

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.....

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TERIMA KASIH ATAS KERJASAMA ANDA

LAMPIRAN 2

TABULASI DATA

| | X1.1 | X1.2 | X1.3 | TOTAL X1 | X1 | X2.1 | X2.2 | X2.3 | TOTALX2 | X2 | X3.1 | X3.2 | X3.3 | TOTALX3 | X3 | Y1.1 | Y1.2 | Y1.3 | TOTALY | Y | RES_1 |
|----|------|------|------|----------|----|------|------|------|---------|----|------|------|------|---------|----|------|------|------|--------|---|-------|
| 1 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 4 | 10 | 3 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 15 | 5 | 1 |
| 2 | 3 | 4 | 3 | 10 | 3 | 2 | 3 | 3 | 8 | 3 | 3 | 3 | 2 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 1 |
| 3 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 4 | 2 | 3 | 3 | 8 | 3 | 3 | 3 | 3 | 9 | 3 | 2 | 2 | 3 | 7 | 2 | 2 | 2 | 2 | 6 | 2 | -1 |
| 5 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 4 | 10 | 3 | 3 | 4 | 4 | 11 | 4 | 0 |
| 6 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 4 | 11 | 4 | 0 |
| 7 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 10 | 3 | 0 |
| 8 | 2 | 2 | 3 | 7 | 2 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 2 | 3 | 3 | 8 | 3 | 0 |
| 9 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 10 | 3 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 9 | 3 | 0 |
| 10 | 3 | 2 | 4 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 2 | 4 | 4 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 0 |
| 11 | 3 | 2 | 3 | 8 | 3 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 2 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 1 |
| 12 | 4 | 4 | 4 | 12 | 4 | 2 | 3 | 2 | 7 | 2 | 3 | 3 | 3 | 9 | 3 | 4 | 4 | 4 | 12 | 4 | 1 |
| 13 | 2 | 2 | 3 | 7 | 2 | 3 | 3 | 4 | 10 | 3 | 4 | 3 | 2 | 9 | 3 | 2 | 2 | 2 | 6 | 2 | -1 |
| 14 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 2 | 3 | 3 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 0 |
| 15 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 3 | 10 | 3 | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 4 | 12 | 4 | 0 |
| 16 | 3 | 3 | 2 | 8 | 3 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 3 | 10 | 3 | 0 |
| 17 | 2 | 3 | 3 | 8 | 3 | 2 | 3 | 2 | 7 | 2 | 4 | 4 | 3 | 11 | 4 | 3 | 2 | 2 | 7 | 2 | -1 |
| 18 | 2 | 3 | 2 | 7 | 2 | 2 | 3 | 2 | 7 | 2 | 2 | 2 | 3 | 7 | 2 | 2 | 2 | 2 | 6 | 2 | 0 |
| 19 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 4 | 10 | 3 | 4 | 4 | 4 | 12 | 4 | 0 |
| 20 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 3 | 10 | 3 | -1 |
| 21 | 3 | 2 | 4 | 9 | 3 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 0 |
| 22 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 23 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 9 | 3 | 0 |
| 24 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 4 | 10 | 3 | 3 | 4 | 4 | 11 | 4 | 0 |
| 25 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 9 | 3 | 0 |
| 26 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 4 | 10 | 3 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 15 | 5 | 1 |
| 27 | 5 | 5 | 5 | 15 | 5 | 2 | 3 | 3 | 8 | 3 | 3 | 3 | 2 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 0 |
| 28 | 3 | 4 | 3 | 10 | 3 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 29 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 9 | 3 | 2 | 2 | 3 | 7 | 2 | 2 | 2 | 2 | 6 | 2 | -1 |
| 30 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 4 | 10 | 3 | 3 | 4 | 4 | 11 | 4 | 0 |
| 31 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 4 | 11 | 4 | 0 |
| 32 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 10 | 3 | 0 |
| 33 | 2 | 2 | 3 | 7 | 2 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 2 | 3 | 3 | 8 | 3 | 0 |

| | | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|---|----|
| 34 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 10 | 3 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 9 | 3 | 0 |
| 35 | 3 | 4 | 3 | 10 | 3 | 2 | 3 | 3 | 8 | 3 | 3 | 3 | 2 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 1 |
| 36 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 37 | 2 | 3 | 3 | 8 | 3 | 3 | 3 | 3 | 9 | 3 | 2 | 2 | 3 | 7 | 2 | 2 | 2 | 2 | 6 | 2 | -1 |
| 38 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 4 | 10 | 3 | 3 | 4 | 4 | 11 | 4 | 0 |
| 39 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 4 | 11 | 4 | 0 |
| 40 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 10 | 3 | 0 |
| 41 | 2 | 2 | 3 | 7 | 2 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 2 | 3 | 3 | 8 | 3 | 0 |
| 42 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 10 | 3 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 9 | 3 | 0 |
| 43 | 3 | 2 | 4 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 2 | 4 | 4 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 0 |
| 44 | 3 | 2 | 3 | 8 | 3 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 2 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 1 |
| 45 | 4 | 4 | 4 | 12 | 4 | 2 | 3 | 2 | 7 | 2 | 3 | 3 | 3 | 9 | 3 | 4 | 4 | 4 | 12 | 4 | 1 |
| 46 | 2 | 2 | 3 | 7 | 2 | 3 | 3 | 4 | 10 | 3 | 4 | 3 | 2 | 9 | 3 | 2 | 2 | 2 | 6 | 2 | -1 |
| 47 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 2 | 3 | 3 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 0 |
| 48 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 49 | 3 | 3 | 2 | 8 | 3 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 3 | 10 | 3 | 0 |
| 50 | 2 | 3 | 3 | 8 | 3 | 2 | 3 | 2 | 7 | 2 | 4 | 4 | 3 | 11 | 4 | 3 | 2 | 2 | 7 | 2 | -1 |
| 51 | 2 | 3 | 2 | 7 | 2 | 2 | 3 | 2 | 7 | 2 | 2 | 2 | 3 | 7 | 2 | 2 | 2 | 2 | 6 | 2 | 0 |
| 52 | 3 | 4 | 3 | 10 | 3 | 2 | 3 | 3 | 8 | 3 | 3 | 3 | 2 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 1 |
| 53 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 54 | 2 | 3 | 3 | 8 | 3 | 3 | 3 | 3 | 9 | 3 | 2 | 2 | 3 | 7 | 2 | 2 | 2 | 2 | 6 | 2 | -1 |
| 55 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 4 | 10 | 3 | 3 | 4 | 4 | 11 | 4 | 0 |
| 56 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 4 | 11 | 4 | 0 |
| 57 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 10 | 3 | 0 |
| 58 | 2 | 2 | 3 | 7 | 2 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 2 | 3 | 3 | 8 | 3 | 0 |
| 59 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 10 | 3 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 9 | 3 | 0 |
| 60 | 3 | 2 | 4 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 2 | 4 | 4 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 0 |
| 61 | 3 | 2 | 3 | 8 | 3 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 2 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 1 |
| 62 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 5 | 14 | 5 | 0 |
| 63 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 5 | 14 | 5 | 0 |
| 64 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 3 | 3 | 2 | 8 | 3 | 4 | 5 | 5 | 14 | 5 | 0 |
| 65 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 4 | 3 | 3 | 10 | 3 | 0 |
| 66 | 3 | 3 | 2 | 8 | 3 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 2 | 9 | 3 | 4 | 4 | 4 | 12 | 4 | 1 |
| 67 | 3 | 4 | 2 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 1 |
| 68 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 2 | 9 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 4 | 11 | 4 | 1 |
| 69 | 3 | 3 | 3 | 9 | 3 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 9 | 3 | -1 |
| 70 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 3 | 10 | 3 | 4 | 4 | 4 | 12 | 4 | 0 |

| | | | | | | | | | | | | | | | | | | | | | |
|-----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|---|----|
| 71 | 3 | 3 | 2 | 8 | 3 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 2 | 8 | 3 | 3 | 3 | 3 | 9 | 3 | 0 |
| 72 | 3 | 3 | 3 | 9 | 3 | 4 | 4 | 4 | 12 | 4 | 2 | 2 | 4 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 0 |
| 73 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 3 | 10 | 3 | 2 | 2 | 3 | 7 | 2 | 3 | 3 | 3 | 9 | 3 | 0 |
| 74 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 2 | 2 | 3 | 7 | 2 | 3 | 4 | 4 | 11 | 4 | 1 |
| 75 | 4 | 4 | 4 | 12 | 4 | 2 | 3 | 2 | 7 | 2 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 76 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 77 | 4 | 4 | 3 | 11 | 4 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 5 | 14 | 5 | 0 |
| 78 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 5 | 14 | 5 | 0 |
| 79 | 4 | 5 | 5 | 14 | 5 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 15 | 5 | 0 |
| 80 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 15 | 5 | 2 | 4 | 4 | 10 | 3 | 5 | 5 | 5 | 15 | 5 | 0 |
| 81 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 2 | 8 | 3 | 3 | 3 | 3 | 9 | 3 | 0 |
| 82 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 13 | 4 | 3 | 3 | 3 | 9 | 3 | 4 | 4 | 4 | 12 | 4 | 0 |
| 83 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 4 | 10 | 3 | 4 | 3 | 2 | 9 | 3 | 3 | 3 | 3 | 9 | 3 | 0 |
| 84 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 5 | 14 | 5 | 0 |
| 85 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | -1 |
| 86 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 15 | 5 | 0 |
| 87 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 5 | 13 | 4 | 5 | 4 | 4 | 13 | 4 | 0 |
| 88 | 4 | 4 | 3 | 11 | 4 | 4 | 5 | 3 | 12 | 4 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 89 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 5 | 14 | 5 | -1 |
| 90 | 3 | 5 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 91 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 5 | 14 | 5 | 0 |
| 92 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 0 |
| 93 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 3 | 13 | 4 | 4 | 5 | 5 | 14 | 5 | 0 |
| 94 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 12 | 4 | 0 |
| 95 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 0 |
| 96 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 4 | 5 | 5 | 14 | 5 | 0 |
| 97 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 3 | 10 | 3 | 2 | 3 | 3 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 0 |
| 98 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 3 | 9 | 3 | 0 |
| 99 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 4 | 10 | 3 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 9 | 3 | 0 |
| 100 | 3 | 4 | 3 | 10 | 3 | 2 | 3 | 3 | 8 | 3 | 3 | 3 | 2 | 8 | 3 | 3 | 4 | 4 | 11 | 4 | 1 |

LAMPIRAN 3

OUTPUT SPSS

Frequencies

| | | Statistics | | |
|------|---------|------------|--------|--------|
| | | X1.1 | X1.2 | X1.3 |
| N | Valid | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 |
| Mean | | 3.4000 | 3.5000 | 3.5300 |

Frequency Table

| | | Statistics | | |
|------|---------|------------|--------|--------|
| | | X1.1 | X1.2 | X1.3 |
| N | Valid | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 |
| Mean | | 3.4000 | 3.5000 | 3.5300 |

X1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 13 | 13.0 | 13.0 | 13.0 |
| | 3 | 46 | 46.0 | 46.0 | 59.0 |
| | 4 | 29 | 29.0 | 29.0 | 88.0 |
| | 5 | 12 | 12.0 | 12.0 | 100.0 |
| Total | | 100 | 100.0 | 100.0 | |

X1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 13 | 13.0 | 13.0 | 13.0 |
| | 3 | 34 | 34.0 | 34.0 | 47.0 |
| | 4 | 43 | 43.0 | 43.0 | 90.0 |
| | 5 | 10 | 10.0 | 10.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 7 | 7.0 | 7.0 | 7.0 |
| | 3 | 47 | 47.0 | 47.0 | 54.0 |
| | 4 | 32 | 32.0 | 32.0 | 86.0 |
| | 5 | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Statistics

| | | X2.1 | X2.2 | X2.3 |
|------|---------|--------|--------|--------|
| N | Valid | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 |
| Mean | | 3.3700 | 3.7200 | 3.5700 |

X2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 12 | 12.0 | 12.0 | 12.0 |
| | 3 | 44 | 44.0 | 44.0 | 56.0 |
| | 4 | 39 | 39.0 | 39.0 | 95.0 |
| | 5 | 5 | 5.0 | 5.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 45 | 45.0 | 45.0 | 45.0 |
| | 4 | 38 | 38.0 | 38.0 | 83.0 |
| | 5 | 17 | 17.0 | 17.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Statistics

| | | X3.1 | X3.2 | X3.3 |
|------|---------|--------|--------|--------|
| N | Valid | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 |
| Mean | | 3.3300 | 3.5000 | 3.4800 |

X3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 16 | 16.0 | 16.0 | 16.0 |
| | 3 | 42 | 42.0 | 42.0 | 58.0 |
| | 4 | 35 | 35.0 | 35.0 | 93.0 |
| | 5 | 7 | 7.0 | 7.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 9 | 9.0 | 9.0 | 9.0 |
| | 3 | 40 | 40.0 | 40.0 | 49.0 |
| | 4 | 43 | 43.0 | 43.0 | 92.0 |
| | 5 | 8 | 8.0 | 8.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 15 | 15.0 | 15.0 | 15.0 |
| | 3 | 34 | 34.0 | 34.0 | 49.0 |
| | 4 | 39 | 39.0 | 39.0 | 88.0 |
| | 5 | 12 | 12.0 | 12.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Frequencies**Statistics**

| | | Y1.1 | Y1.2 | Y1.3 |
|------|---------|--------|--------|--------|
| N | Valid | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 |
| Mean | | 3.3600 | 3.6800 | 3.7200 |

Frequency Table**Y1.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 12 | 12.0 | 12.0 | 12.0 |
| | 3 | 46 | 46.0 | 46.0 | 58.0 |
| | 4 | 36 | 36.0 | 36.0 | 94.0 |
| | 5 | 6 | 6.0 | 6.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 10 | 10.0 | 10.0 | 10.0 |
| | 3 | 29 | 29.0 | 29.0 | 39.0 |
| | 4 | 44 | 44.0 | 44.0 | 83.0 |
| | 5 | 17 | 17.0 | 17.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 10 | 10.0 | 10.0 | 10.0 |
| | 3 | 25 | 25.0 | 25.0 | 35.0 |
| | 4 | 48 | 48.0 | 48.0 | 83.0 |
| | 5 | 17 | 17.0 | 17.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Correlations

Correlations

| | | X2.1 | X2.2 | X2.3 | TOTALX2 |
|---------|---------------------|--------|--------|--------|---------|
| X2.1 | Pearson Correlation | 1 | .653** | .689** | .884** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .653** | 1 | .659** | .868** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .689** | .659** | 1 | .893** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| TOTALX2 | Pearson Correlation | .884** | .868** | .893** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

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

Correlations

| | | Correlations | | | |
|--------|---------------------|--------------|--------|--------|--------|
| | | Y1.1 | Y1.2 | Y1.3 | TOTALY |
| Y1.1 | Pearson Correlation | 1 | .740** | .727** | .869** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| Y1.2 | Pearson Correlation | .740** | 1 | .974** | .971** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| Y1.3 | Pearson Correlation | .727** | .974** | 1 | .967** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| TOTALY | Pearson Correlation | .869** | .971** | .967** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .838 | 3 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X1.1 | 3.4000 | .86457 | 100 |
| X1.2 | 3.5000 | .84686 | 100 |
| X1.3 | 3.5300 | .82211 | 100 |

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 | 7.0300 | 2.050 | .831 | .641 |
| X1.2 | 6.9300 | 2.429 | .647 | .828 |
| X1.3 | 6.9000 | 2.515 | .638 | .835 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 10.4300 | 4.854 | 2.20310 | 3 |

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .857 | 3 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X2.1 | 3.3700 | .76085 | 100 |
| X2.2 | 3.7200 | .73964 | 100 |
| X2.3 | 3.5700 | .80723 | 100 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X2.1 | 7.2900 | 1.986 | .737 | .793 |
| X2.2 | 6.9400 | 2.077 | .714 | .815 |
| X2.3 | 7.0900 | 1.861 | .742 | .790 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 10.6600 | 4.146 | 2.03614 | 3 |

Reliability

Scale: ALL VARIABLES

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .818 | 3 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X3.1 | 3.3300 | .82945 | 100 |
| X3.2 | 3.5000 | .77198 | 100 |
| X3.3 | 3.4800 | .89307 | 100 |

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 | 6.9800 | 2.282 | .642 | .779 |
| X3.2 | 6.8100 | 2.155 | .807 | .622 |
| X3.3 | 6.8300 | 2.223 | .585 | .845 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 10.3100 | 4.580 | 2.14002 | 3 |

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .930 | 3 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| Y1.1 | 3.3600 | .77225 | 100 |
| Y1.2 | 3.6800 | .87479 | 100 |
| Y1.3 | 3.7200 | .86550 | 100 |

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 | 7.4000 | 2.990 | .738 | .987 |
| Y1.2 | 7.0800 | 2.317 | .930 | .839 |
| Y1.3 | 7.0400 | 2.362 | .920 | .847 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 10.7600 | 5.558 | 2.35754 | 3 |

Regression

Descriptive Statistics

| | Mean | Std. Deviation | N |
|----|--------|----------------|-----|
| Y | 3.5867 | .78585 | 100 |
| X1 | 3.4767 | .73437 | 100 |
| X2 | 3.5533 | .67871 | 100 |
| X3 | 3.4367 | .71334 | 100 |

Correlations

| | | Y | X1 | X2 | X3 |
|---------------------|----|-------|-------|-------|-------|
| Pearson Correlation | Y | 1.000 | .773 | .660 | .608 |
| | X1 | .773 | 1.000 | .616 | .509 |
| | X2 | .660 | .616 | 1.000 | .493 |
| | X3 | .608 | .509 | .493 | 1.000 |
| Sig. (1-tailed) | Y | . | .000 | .000 | .000 |
| | X1 | .000 | . | .000 | .000 |
| | X2 | .000 | .000 | . | .000 |
| | X3 | .000 | .000 | .000 | . |
| N | Y | 100 | 100 | 100 | 100 |
| | X1 | 100 | 100 | 100 | 100 |
| | X2 | 100 | 100 | 100 | 100 |
| | X3 | 100 | 100 | 100 | 100 |

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------------|-------------------|--------|
| 1 | X3, X2, X1 ^a | . | Enter |

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .830 ^a | .689 | .680 | .44476 | 1.933 |

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

b. Dependent Variable: Y

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 42.148 | 3 | 14.049 | 71.025 | .000 ^a |
| | Residual | 18.990 | 96 | .198 | | |
| | Total | 61.138 | 99 | | | |

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

b. Dependent Variable: Y

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -.148 | .270 | | -.550 | .584 | | |
| | X1 | .548 | .081 | .512 | 6.767 | .000 | .565 | 1.771 |
| | X2 | .266 | .087 | .230 | 3.068 | .003 | .577 | 1.733 |
| | X3 | .257 | .075 | .233 | 3.407 | .001 | .689 | 1.451 |

a. Dependent Variable: Y

Collinearity Diagnostics^a

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|-------|-----------|------------|-----------------|----------------------|-----|-----|-----|
| | | | | (Constant) | X1 | X2 | X3 |
| 1 | 1 | 3.943 | 1.000 | .00 | .00 | .00 | .00 |
| | 2 | .022 | 13.396 | .34 | .47 | .09 | .25 |
| | 3 | .021 | 13.720 | .52 | .01 | .03 | .75 |
| | 4 | .014 | 16.657 | .13 | .52 | .88 | .00 |

a. Dependent Variable: Y

Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|-----------------------------------|----------|---------|--------|----------------|-----|
| Predicted Value | 2.3516 | 5.2087 | 3.5867 | .65249 | 100 |
| Std. Predicted Value | -1.893 | 2.486 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .053 | .194 | .085 | .026 | 100 |
| Adjusted Predicted Value | 2.3700 | 5.2538 | 3.5850 | .65300 | 100 |
| Residual | -1.44256 | 1.14832 | .00000 | .43797 | 100 |
| Std. Residual | -3.243 | 2.582 | .000 | .985 | 100 |
| Stud. Residual | -3.374 | 2.710 | .002 | 1.014 | 100 |
| Deleted Residual | -1.56098 | 1.26466 | .00170 | .46417 | 100 |
| Stud. Deleted Residual | -3.575 | 2.805 | .002 | 1.029 | 100 |
| Mahal. Distance | .404 | 17.874 | 2.970 | 2.721 | 100 |
| Cook's Distance | .000 | .234 | .015 | .036 | 100 |
| Centered Leverage Value | .004 | .181 | .030 | .027 | 100 |

a. Dependent Variable: Y

NPar Tests

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|--------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^a | Mean | .0000000 |
| | Std. Deviation | .43796629 |
| Most Extreme Differences | Absolute | .077 |
| | Positive | .077 |
| | Negative | -.054 |
| Kolmogorov-Smirnov Z | | .766 |
| Asymp. Sig. (2-tailed) | | .600 |

a. Test distribution is Normal.



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Program Studi : Manajemen - Akuntansi
TERAKREDITASI BAN - PT

Jl. Sutorejo No. 59 Surabaya Telp. (031) 3811966-3811967, Fax. (031) 3813097

No. : 79/IL.3.AU/A/FEB/II/2018
Lamp. : -
Hal : Dosen Pembimbing Utama dan Pembimbing Pendamping

Kepada Yth,

1. Dr. Didin Fatihudin, SE., M.Si.
2. Dr. Mochamad Mockhlas, MM

Assalamu'alaikum Wr. Wb.

Sehubungan dengan telah dipenuhinya persyaratan penulisan skripsi, sebagai mana diatur dalam :

1. Peraturan Rektor no: 566.1/PRN/IL.3.AU.F/2014-03.09.2014, tentang pedoman Akademik Tahun 2014/2015 Universitas Muhammadiyah Surabaya, perihal penilaian hasil belajar point 4.5 (Tugas Akhir)
2. Surat Keputusan Dekan Fakultas Ekonomi UMSurabaya No:68/IL.3.AU/A/Fak. Ekonomi/IX/2013 Tentang Pedoman Akademik Pelaksanaan Pendidikan Program Sarjana (S-1), Bab IV Point C.4 (Prosedur Penilaian Skripsi).

Maka dimohon perkenannya untuk menjadi pembimbing terhadap mahasiswa sebagai berikut :

Nama : Cincin Ravikawati
Nim : 20141221083
Prodi : Manajemen
Judul Skripsi : Perbandingan Harga Dan Variasi Produk Bagi Konsumen Dalam Keputusan Pembelian Antara "Toko Buku Gramedia Surabaya Expo Dan Toko Buku Togamas Margorejo Surabaya.

Pembimbing Utama : Dr. Didin Fatihudin, SE., M.Si.
Pembimbing Pendamping : Dr. Mochamad Mockhlas, MM

Demikian, atas perhatian dan perkenannya disampaikan terima kasih

Wassalamu'alaikum Wr.Wb.

Surabaya, 27 Februari 2018
Kaprodik Manajemen,

Anita Roesmawarni, SE., M.SE

Tembusan Yth, (Tanpa Lampiran):

1. Dekan.
2. Kaprodik Manajemen.
3. Mahasiswa Yang Bersangkutan.



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Program Studi : Manajemen - Akuntansi (Terakreditasi B)

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Nomor : 330/IL.3.AU/A/FE/XII/2018
Lamp : -
Hal : **PERMOHONAN IJIN PENELITIAN UNTUK SKRIPSI**

Kepada :
Yth. Pimpinan PT.Gramedia Asri Media
Jl. Basuki Rahmad No. 95 Surabaya

Assalamu'alaikum Wr.Wb.

Dengan hormat, semoga Allah SWT senantiasa memberikan kekuatan kepada kita untuk dapat melaksanakan tugas dan kewajiban kita sebagai hamba Allah SWT. Kami selaku Dekan Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Surabaya mengajukan permohonan agar mahasiswa kami dengan identitas dibawah ini mendapatkan kesempatan untuk mengadakan penelitian di Lembaga/Institusi yang Bapak/Ibu pimpin.

Adapun maksud dari penelitian tersebut adalah untuk memperoleh informasi/data sesuai dengan judul skripsi yang telah kami setuju.

Identitas mahasiswa yang akan meneliti :

Nama/NIM : Cincin Ravikawati/20141221083
Fakultas/Prodi : Ekonomi/Manajemen
Alamat : Jl. Pacar Keling Gg 2 No. 77 Surabaya
No. Handphone : 0821-2045-5656
Judul Skripsi : Pengaruh Harga, Citra Merek dan *Word of Mouth* Terhadap Keputusan Pembelian di Toko Buku Gramedia Surabaya Expo.

Demikian permohonan kami, atas perhatian dan perkenannya disampaikan banyak terima kasih.

Wassalamu'alaikum Wr.Wb.

Surabaya, 10 Desember 2018

Dekan



Dr. Dra. Anna Marina, M.Si. Ak. CA.

Gramedia

PT GRAMEDIA ASRI MEDIA

Gramedia Expo Dept.

Jl. Basuki Rahmat No. 95 Surabaya



Lampiran : -
Perihal : Surat Balasan Ijin Penelitian

Kepada Yth.
Dekan Fakultas Ekonomi dan Bisnis
Universitas Muhammadiyah Surabaya
Di Tempat

Dengan Hormat,
Yang bertanda tangan dibawah ini :
Nama : Riyandi
Jabatan : Sales Superintendent Gm. Sby Expo

Menerangkan bahwa :
Nama : Cincin Ravikawati
NIM : 20141221083
Mahasiswa : Prodi S1 Manajemen Pemasaran
Fakultas Ekonomi dan Bisnis
Universitas Muhammadiyah Surabaya

Telah kami setuju untuk melakukan penelitian di tempat kami sebagai syarat penyusunan skripsi dengan judul :

“Pengaruh Harga, Citra merek, dan *Word of Mouth* terhadap Keputusan Pembelian di Toko Buku Gramedia Surabaya Expo”.

Demikian surat ini kami sampaikan dan atas kerjasamanya kami ucapkan terimakasih.

Surabaya, 10 Desember 2018

Hormat Kami,


Riyandi


Imagination. Transformed



FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS MUHAMMADIYAH SURABAYA

BERITA ACARA BIMBINGAN SKRIPSI

| | | | |
|--|---------------------|-----------------|--|
| Nama / No. HP | : CITIEM RAVIKAWATI | JUDUL SKRIPSI : | Pengaruh Harga, Citra Merek, dan Wb |
| NIM | : 20141221083 | | Mauhi Terhadap Keputusan Pembelian di Toko B |
| Program Studi | : Manajemen | | Gamedia Surabaya Expo |
| Tanggal Ujian | : | | |
| Tanggal/ di setuju skripsi sudah layak Uji | : | | |

DOSEN PEMBIMBING I

DOSEN PEMBIMBING II

| TANGGAL | MATERI PERKEMBANGAN BIMBINGAN | PARAF | TANGGAL | MATERI PERKEMBANGAN BIMBINGAN | PA |
|-----------|---|-------------|----------|--------------------------------------|----|
| 25/5-018 | 1. Teori Skripsi dan Struktur 2. Struktur Bab I, II, III, IV | [Signature] | 25/5/18 | BAB I latar belakang permasalahan | |
| 27/11-018 | 1. Rumus kerangka bab I, II, III 2. Struktur bab 2 & 3 | [Signature] | 27/11/18 | BAB 2 Pendahuluan | |
| 4/11/18 | 1. Rumus bab 3, 4, 5 2. Struktur bab 3 | [Signature] | 4/11/18 | BAB 3 Uji Hipotesis | |
| 6/12/18 | 1. Ace daya Angkor, daya & masa 2. Daftar Pustaka | [Signature] | 6/12/18 | ACE wordy proposal layout diperbaiki | |

DOSEN PEMBIMBING I

DOSEN PEMBIMBING II

| TANGGAL | MATERI PERKEMBANGAN BIMBINGAN | PARAF | TANGGAL | MATERI PERKEMBANGAN BIMBINGAN | PA |
|----------|---|-------------|----------|-------------------------------------|----|
| 1/10/19 | 1. Cara bentuk bab IV, V dan 2. Struktur bab IV, V | [Signature] | 1/10/19 | Sembahasan validitas & reliabilitas | |
| 26/10/19 | 1. Rumus bab IV, V & Daftar | [Signature] | 26/10/19 | Tabulasi data | |
| 27/1/19 | 1. Ace, daya & Daftar | [Signature] | 27/1/19 | Daftar Pustaka | |

DOSEN PEMBIMBING I

DOSEN PEMBIMBING II

KAPRODI AKUNTANSI/MANAJEMEN

MENGETAHUI DEKAN

[Signature]

[Signature] *Dr. M. Mochlas, S.Si, M.M.*

[Signature] *ARITA BOONWARI, M.S.*

[Signature]



PANITIA UJIAN SKRIPSI STRATA - 1 (S-1)
FAKULTAS EKONOMI DAN BISNIS

DAFTAR PERBAIKAN SKRIPSI

Nama Mahasiswa : Cincin Ravikawati
Noreg Mahasiswa : 20141221083
Jurusan : MANAJEMEN
Hari/Tanggal : Jumat 1 Pebruari 2019

Kami telah menyetujui perbaikan/refisi atas skripsi mahasiswa tersebut diatas

| Nama Penguji | Tanda Tangan | Tanggal |
|---------------------------------|--|-----------|
| Dr. Didin Fatihuddin, SE, M.Si. |  | 11/2-2019 |
| Dr. M. Anang Firmansyah, MM |  | 11/2-19 |
| Dr. Mochamad Mochklas, MM |  | 11/2-2019 |

Catatan

Setiap Mahasiswa membuat rangkap 3



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PUSAT BAHASA

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Email: pusba.umsby@gmail.com

ENDORSEMENT LETTER

106/PB-UMS/EL/II/2019

This letter is to certify that the abstract of the thesis below

Title : The Effect of Prices, Brand Images, and Word of Mouth on Purchasing Decisions in The Gramedia Bookstore of Surabaya Expo.
Student's name : Cincin Ravikawati
Reg. Number : 20141221083
Department : S1 Manajemen

has been endorsed by Pusat Bahasa *UMSurabaya* for further approval by the examining committee of the faculty.

Surabaya, 13 February 2019

Chair

Waode Hamsia, M.Pd



PERPUSTAKAAN
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ASLI

SURAT KETERANGAN BUKTI BEBAS PLAGIASI

Naskah tugas akhir / skripsi / karya tulis / tesis*) yang diserahkan atas :

Nama : Cincin Raitawati
NIM : 20141221083
Fakultas/Jurusan : FE / Manajemen
Alamat : Pacar Kelung bb 2 no. 77
Judul : Pengaruh Harga, Citra Merek, dan Word of Mouth Terhadap Keputusan Pembelian di Toko Buku Gramedia Surabaya Expo
telah diserahkan dan memenuhi kriteria batas maksimal yang sudah ditentukan.

Petugas perpustakaan

Juwandi S.H.K.



Mengetahui,
Kepala Perpustakaan

Mas'udah
Dra. Mas'udah, M.A.

Surabaya, 11 Februari 2019.
Mahasiswa

[Signature]

*) Coret yang tidak perlu



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SURAT KETERANGAN BEBAS PINJAM

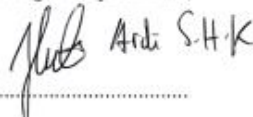
Dengan ini menyatakan bahwa :

Nama : Cincin Faukhaeni
NIM : 2014 121 083
Fakultas/Jurusan : Ekonomi Manajemen Bisnis
Alamat : Kedondong Lor 11 / 57 Pky
No.Telp/HP : 081 3333 787 99

Tidak memiliki pinjaman bahan pustaka di Perpustakaan Universitas Muhammadiyah Surabaya.
Surat keterangan ini digunakan untuk: ~~Cuti Kuliah/Pengambilan Ijazah/Pindah Kuliah~~

Surabaya, 13 Februari 2019

Mengetahui,
Kepala Perpustakaan

Dra. Mas'udah, M.A.

Petugas Perpustakaan,

.....

*) Coret yang tidak perlu

LAMPIRAN 12

FOTO DOKUMENTASI



