

LAMPIRAN KUESIONER

KUESIONER PENELITIAN
PENGARUH PELAYANAN, KETERSEDIAAN BARANG DAN LOKASI
TERHADAP PEMBELIAN KEBUTUHAN POKOK DI PASAR TRADISIONAL
TAMBAH REJO KAPAS KRAMPUNG SURABAYA

A. Petunjuk

1. Mohon bantuan Bapak/Ibu untuk menjawab seluruh pertanyaan yang ada dengan jujur sesuai kenyataan yang ada.
2. Berilah tanda (✓) pada kolom pilihan jawaban yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.
3. Pendapat Bapak/Ibu dinyatakan dalam Skala 1 sampai dengan 5 yang memiliki makna sebagai berikut :
Sangat Setuju (SS) = 5
Setuju (S) = 4
Ragu-ragu (RR) = 3
Tidak Setuju (TS) = 2
Sangat Tidak Setuju (STS) = 1
4. Setiap pertanyaan hanya membutuhkan 1 (satu) jawaban saja.
5. Mohon memberikan jawaban yang sebenarnya karena tidak akan mempengaruhi pekerjaan Bapak/Ibu
6. Setelah mengisi kuesioner, mohon Bapak/Ibu berkenan untuk memberikan kepada yang menyerahkan kuesioner.

B. Identitas Responden

- Jenis kelamin : a. Pria b. Wanita
- Umur : a. < 20 tahun b. 21 - 30 tahun c. 31- 40 tahun
d. > 41 tahun
- Pendidikan : a. SMA/SMK b. D3 c. S-1 d. S-2
- Penghasilan perbulan : a. Rp.1.000.000 s/d Rp.3.000.000
b. Rp.3.000.000 s/d Rp. 5.000.000
c. Rp 5.000.000 s/d Rp 10.000.000
d. > Rp.10.000.000

1. Pelayanan di pasar Tambah Rejo

No	Pernyataan	Pilihan Jawaban				
	Variabel Pelayanan (X_1)	SS	S	RR	TS	STS
1	Pasar Tambah Rejo bersih dan tidak kumuh					
2	Tersedianya pos keamanan di pasar Tambah Rejo					
3	Kios dibagi berdasarkan jenis barang yang dijual					
4	Saya merasa nyaman dengan pelayanan pedagang di pasar tradisional Tambah Rejo					
5	Saya merasa pedagang melayani dengan sepenuh hati					
6	Saya merasa pedagang menunjukkan perhatian dan kesungguhan yang cukup besar dalam memberikan layanan terhadap barang yang dijual					
7	Pedagang melayani pelanggan dengan cepat					
8	Pedagang memberikan saran mengenai produk yang akan dibeli sesuai dengan kebutuhan pelanggan					
9	Pedagang akan menjawab pertanyaan pelanggan mengenai produk yang dijual					
10	Pedagang memberikan senyuman kepada pelanggan					
11	Pedagang tidak menunjukkan kesan sibuk dalam menyambut pelanggan					
12	Pedagang menawarkan produk yang dijualnya dalam keadaan bersih dengan ramah					
13	Pedagang menguasai produk yang dijual					
14	Saya merasa nyaman dan aman untuk berbelanja di pasar Tambah Rejo					

2. Ketersediaan Barang di pasar Tambah Rejo

No	Pernyataan	Pilihan Jawaban				
	Variabel (X_2)	SS	S	RR	TS	STS
1	Barang yang diletakkan tertata dengan rapi					
2	Pasar Tambah Rejo mengkatogerikan produk sesuai kebutuhan di kios-kios					
3	Pasar Tambah Rejo selalu menyediakan produk kebutuhan sehari-hari					
4	Pasar Tambah Rejo menjual berbagai kebutuhan pokok masyarakat					
5	Saya meraa kebutuhan sehari-hari saya dapat terpenuhi apabila membeli di pasar Tambah Rejo					
6	Barang yang dibutuhkan selalu tersedia di semua kios pasar Tambah Rejo					
7	Pasar Tambah Rejo memudahkan pelanggan dalam melakukan kegiatan jual-beli					
8	Saya merasa pembelian kebutuhan pokok di pasar Tambah Rejo tidak begitu sulit					
9	Pasar Tambah Rejo menjualkan kebutuhan pokok lengkap di setiap kios					
10	Saya merasa terpenuhi berbelanja kebutuhan pokok di pasar Tambah Rejo karena lengkap					

3. Lokasi pasar Tambah Rejo

No	Pernyataan	Pilihan Jawaban				
	Variabel Lokasi (X3)	SS	S	RR	TS	STS
1	Jalan menuju pasar Tambah Rejo mudah dilalui banyak orang					
2	Pasar Tambah Rejo memiliki tempat yang luas dengan akses pada alat transportasi yang mudah didapat					
3	Saya merasa lokasi pasar Tambah Rejo strategis untuk dikunjungi					
4	Pasar Tambah Rejo mudah diakses di kota Surabaya dan lingkungan sekitar					
5	Saya merasa lokasi pasar Tambah Rejo dekat dengan pusat kota Surabaya					

4. Pembelian kebutuhan pokok di pasar Tambah Rejo

No	Pernyataan	Pilihan Jawaban				
	Variabel Pembelian (Y)	SS	S	RR	TS	STS
1	Pasar Tambah rejo selalu menyediakan kebutuhan pokok yang diinginkan pelanggan					
2	Adanya faktor lingkungan untuk membeli kebutuhan pokok di pasar Tambah Rejo					
3	Keputusan untuk membeli kebutuhan pokok setelah melihat kelengkapan pada pasar Tambah Rejo					
4	Saya merasa puas berbelanja di pasar Tambah Rejo karena lokasinya dekat dan harganya murah					
5	Saya memutuskan berbelanja di pasar Tambah Rejo saat jam operasional pedagang kebutuhan pokok					
6	Saya memutuskan berbelanja di pasar Tambah Rejo karena dapat melakukan pembelian dalam jumlah banyak					

Terima kasih kepada Bapak/Ibu/Saudara/I atas partisipasinya untuk pengisian kuisioner penelitian ini untuk kepentingan penyelesaian penulisan skripsi sebagai syarat kelulusan S1 Fakultas Ekonomi Universitas Muhammadiyah Surabaya.

Hormat Saya

Farahdila Indah P.

**LAMPIRAN
TABULASI
RESPONDEN**

52	1	3	2	3	3	3	4	2	4	3	2	2	4	3	39	3	4	4	3	2	2	3	3	2	2	28	4	3	4	4	3	18	4	4	1	2	4	2	17
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LAMPIRAN VALIDITAS

X1.10	Sig. (2-tailed)	,001	,001	,000	,000	,000	,001	,029	,136		,000	,004	,000	,001	,005	,000	,000	,000	,233	,011	,012
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.831**	.620**	.883**	.709**	.880**	.581**	.669**	.363*	.775**	1	.724**	.901**	.743**	.615**	.769**	.913**	.835**	.459*	.694**	.716**
X1.11	Sig. (2-tailed)	,000	,000	,000	,000	,000	,001	,000	,048	,000		,000	,000	,000	,000	,000	,000	,000	,011	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.424*	.650**	.803**	.634**	.619**	.594**	.477**	,190	.504**	.724**	1	.744**	.548**	.526**	.775**	.672**	.565**	.410*	.587**	.652**
X1.12	Sig. (2-tailed)	,019	,000	,000	,000	,000	,001	,008	,314	,004	,000		,000	,002	,003	,000	,000	,001	,024	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.760**	.475**	.871**	.557**	.829**	.576**	.656**	.372*	.823**	.901**	.744**	1	.722**	.440*	.675**	.875**	.742**	,254	.588**	.581**
X1.13	Sig. (2-tailed)	,000	,008	,000	,001	,000	,001	,000	,043	,000	,000	,000		,000	,015	,000	,000	,000	,176	,001	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.664**	.552**	.812**	.517**	.798**	.692**	.821**	.384*	.584**	.743**	.548**	.722**	1	.602**	.588**	.764**	.686**	,244	.614**	.552**
X1.14	Sig. (2-tailed)	,000	,002	,000	,003	,000	,000	,000	,036	,001	,000	,002	,000		,000	,001	,000	,000	,194	,000	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,359	.872**	.693**	.793**	.570**	.721**	.462*	.432*	.496**	.615**	.526**	.440*	.602**	1	.700**	.550**	.660**	.448*	.809**	.608**
X2.1	Sig. (2-tailed)	,051	,000	,000	,000	,001	,000	,010	,017	,005	,000	,003	,015	,000		,000	,002	,000	,013	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.529**	.708**	.825**	.691**	.553**	.464**	.441*	,122	.623**	.769**	.775**	.675**	.588**	.700**	1	.703**	.609**	,261	.592**	.474**

		Sig. (2-tailed)	,335	,007	,076	,000	,004	,002	,564	,568	,233	,011	,024	,176	,194	,013	,164	,012	,001		,000	,000
		N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	X2.5	Pearson Correlation	.464**	.684**	.727**	.734**	.651**	.667**	.428*	.553**	.459*	.694**	.587**	.588**	.614**	.809**	.592**	.719**	.778**	.617**	1	.816**
		Sig. (2-tailed)	,010	,000	,000	,000	,000	,000	,018	,002	,011	,000	,001	,001	,000	,000	,001	,000	,000	,000	,000	,000
		N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	X2.6	Pearson Correlation	.507**	.622**	.661**	.713**	.791**	.727**	.431*	.438*	.455*	.716**	.652**	.581**	.552**	.608**	.474**	.756**	.771**	.850**	.816**	1
		Sig. (2-tailed)	,004	,000	,000	,000	,000	,000	,017	,015	,012	,000	,000	,001	,002	,000	,008	,000	,000	,000	,000	,000
		N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	X2.7	Pearson Correlation	.546**	.495**	.735**	.524**	.681**	.547**	.593**	,308	.678**	.720**	.565**	.751**	.648**	.538**	.531**	.797**	.892**	,331	.667**	.626**
		Sig. (2-tailed)	,002	,005	,000	,003	,000	,002	,001	,098	,000	,000	,001	,000	,000	,002	,003	,000	,000	,074	,000	,000
		N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	X2.8	Pearson Correlation	,155	.384*	,332	,220	,289	,351	.402*	,281	-,160	,233	,236	,080	,300	.599**	,202	,149	,230	.410*	.555**	.430**
		Sig. (2-tailed)	,414	,036	,073	,243	,122	,057	,028	,133	,399	,215	,209	,675	,107	,000	,286	,433	,222	,024	,001	,018
		N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	X2.9	Pearson Correlation	.621**	.652**	.801**	.552**	.880**	.765**	.746**	,291	.578**	.748**	.674**	.729**	.680**	.572**	.516**	.757**	.803**	.529**	.627**	.790**
		Sig. (2-tailed)	,000	,000	,000	,002	,000	,000	,000	,119	,001	,000	,000	,000	,000	,001	,004	,000	,000	,003	,000	,000
		N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	X2.10	Pearson Correlation	.690**	.579**	.805**	.506**	.854**	.681**	.720**	.517**	.560**	.777**	.592**	.699**	.709**	.668**	.538**	.792**	.784**	.564**	.744**	.826**

		Y1	Y2	Y3	Y4	Y5	Y6	TOTALY
Y1	Pearson Correlation	1	,222	,101	,333	,199	,507**	,679**
	Sig. (2-tailed)		,237	,594	,072	,291	,004	,000
Y2	N	30	30	30	30	30	30	30
	Pearson Correlation	,222	1	,142	,604**	,312	,244	,722**
	Sig. (2-tailed)	,237		,454	,000	,093	,194	,000
Y3	N	30	30	30	30	30	30	30
	Pearson Correlation	,101	,142	1	,000	,055	,444	,438
	Sig. (2-tailed)	,594	,454		1,000	,775	,014	,015
Y4	N	30	30	30	30	30	30	30
	Pearson Correlation	,333	,604**	,000	1	,085	,391*	,676**
	Sig. (2-tailed)	,072	,000	1,000		,654	,033	,000
Y5	N	30	30	30	30	30	30	30
	Pearson Correlation	,199	,312	,055	,085	1	-,082	,426*
	Sig. (2-tailed)	,291	,093	,775	,654		,667	,019
Y6	N	30	30	30	30	30	30	30
	Pearson Correlation	,507**	,244	,444	,391*	-,082	1	,671**
	Sig. (2-tailed)	,004	,194	,014	,033	,667		,000
TOTALY	N	30	30	30	30	30	30	30
	Pearson Correlation	,679**	,722**	,438	,676**	,426	,671**	1
	Sig. (2-tailed)	,000	,000	,015	,000	,019	,000	
	N	30	30	30	30	30	30	30

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	x1.11	x1.12	x1.13	x1.14	x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	x2.9	x2.10	x3.1	x3.2	x3.3	x3.4	x3.5	totalX	
x1.1	Pearson Correlation	1	.347	.680	.426	.683	.414	.426	.429	.319	.754	.513	.718	.516	.522	.648	.527	.415	.343	.521	.522	.421	.351	.698	.691	.538	.306	.391	.484	.377	.741	
	Sig. (2-tailed)		.001	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.001	.000	.000	.000	.003	.000	.000	.000	.000	
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x1.2	Pearson Correlation	.347	1	.469	.619	.531	.404	.223	.148	.275	.380	.328	.341	.274	.588	.486	.467	.512	.317	.579	.547	.446	.381	.438	.367	.271	.363	.248	.168	.354	.569	
	Sig. (2-tailed)	.001		.000	.000	.000	.000	.031	.156	.008	.000	.001	.001	.008	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.009	.000	.016	.110	.001	.000	
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x1.3	Pearson Correlation	.680	.469	1	.490	.712	.426	.623	.452	.473	.669	.704	.707	.590	.602	.606	.588	.614	.344	.683	.663	.771	.429	.717	.719	.590	.523	.634	.370	.500	.846	
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x1.4	Pearson Correlation	.426	.619	.490	1	.524	.691	.062	.242	.462	.599	.599	.448	.332	.588	.561	.527	.459	.495	.573	.528	.327	.281	.402	.398	.469	.528	.480	.368	.446	.658	
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.552	.019	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.001	.006	.000	.000	.000	.000	.000	.000	.000	.000	
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x1.5	Pearson Correlation	.683	.531	.712	.524	1	.616	.634	.345	.520	.720	.509	.619	.705	.522	.424	.664	.625	.399	.598	.729	.556	.356	.716	.719	.664	.372	.547	.621	.480	.833	
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x1.6	Pearson Correlation	.414	.404	.426	.691	.616	1	.285	.364	.352	.522	.582	.480	.472	.534	.523	.518	.334	.518	.475	.445	.238	.374	.602	.547	.336	.397	.327	.550	.637	.671	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.006	.000	.001	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.022	.000	.000	.000	.001	.000	.001	.000	.000	.000	
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x1.7	Pearson Correlation	.426	.223	.623	.062	.634	.285	1	.507	.292	.399	.318	.493	.541	.468	.273	.304	.502	.096	.327	.432	.533	.365	.539	.560	.497	.171	.394	.411	.388	.594	
	Sig. (2-tailed)	.000	.031	.000	.552	.000	.006		.000	.005	.000	.002	.000	.000	.000	.008	.003	.000	.360	.001	.000	.000	.000	.000	.000	.000	.100	.000	.000	.000	.000	
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x1.8	Pearson Correlation	.429	.148	.452	.242	.345	.364	.507	1	.323	.404	.397	.536	.353	.464	.387	.264	.211	.312	.502	.419	.336	.292	.414	.510	.413	.431	.374	.378	.454	.562	
	Sig. (2-tailed)	.000	.156	.000	.019	.001	.000	.000		.002	.000	.000	.000	.001	.000	.000	.011	.042	.002	.000	.000	.001	.005	.000	.000	.000	.000	.000	.000	.000	.000	
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93

x1.9	Pearson Correlation	.319	.275	.473	.462	.520	.352	.292	.323	1	.626	.359	.611	.585	.407	.242	.551	.499	.176	.297	.230	.387	-.176	.317	.394	.489	.204	.481	.355	.231	.536
	Sig. (2-tailed)	.002	.008	.000	.000	.000	.001	.005	.002		.000	.000	.000	.000	.000	.020	.000	.000	.091	.004	.027	.000	.091	.002	.000	.000	.050	.000	.001	.026	.000
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x1.10	Pearson Correlation	.754	.380	.669	.599	.720	.522	.399	.404	.626	1	.669	.843	.684	.600	.638	.716	.495	.392	.613	.540	.410	.203	.673	.700	.685	.505	.603	.587	.583	.838
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.051	.000	.000	.000	.000	.000	.000	.000	.000
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93
x1.11	Pearson Correlation	.513	.328	.704	.599	.509	.582	.318	.397	.359	.669	1	.632	.432	.505	.631	.538	.326	.419	.540	.606	.481	.272	.621	.631	.430	.736	.569	.383	.631	.747
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.002	.000	.000	.000		.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.008	.000	.000	.000	.000	.000	.000	.000	.000
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93
x1.12	Pearson Correlation	.718	.341	.707	.448	.619	.480	.493	.536	.611	.843	.632	1	.588	.548	.637	.625	.482	.322	.545	.497	.501	.183	.745	.663	.483	.427	.435	.485	.565	.793
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.002	.000	.000	.000	.079	.000	.000	.000	.000	.000	.000	.000	.000
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x1.13	Pearson Correlation	.516	.274	.590	.332	.705	.472	.541	.353	.585	.684	.432	.588	1	.573	.326	.492	.330	.109	.442	.397	.464	.183	.495	.558	.569	.191	.443	.397	.408	.654
	Sig. (2-tailed)	.000	.008	.000	.001	.000	.000	.000	.001	.000	.000	.000	.000		.000	.001	.000	.001	.297	.000	.000	.000	.079	.000	.000	.000	.066	.000	.000	.000	.000
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x1.14	Pearson Correlation	.522	.588	.602	.588	.522	.534	.468	.464	.407	.600	.505	.548	.573	1	.634	.441	.513	.378	.625	.486	.447	.467	.555	.605	.496	.409	.508	.258	.608	.739
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.013	.000	.000	
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x2.1	Pearson Correlation	.648	.486	.606	.561	.424	.523	.273	.387	.242	.638	.631	.637	.326	.634	1	.625	.458	.527	.644	.578	.496	.426	.686	.569	.429	.549	.385	.379	.551	.744
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.008	.000	.020	.000	.000	.000	.001	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93
x2.2	Pearson Correlation	.527	.467	.588	.527	.664	.518	.304	.264	.551	.716	.538	.625	.492	.441	.625	1	.690	.485	.651	.636	.535	.157	.605	.576	.488	.430	.516	.492	.426	.751
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.003	.011	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.134	.000	.000	.000	.000	.000	.000	.000	.000
	N	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	93	92	93	93

		y1	y2	y3	y4	y5	y6	totalY
y1	Pearson	1	,198	,035	.623	.292	.632	.699
	Correlation							
	Sig. (2-tailed)		,057	,736	,000	,005	,000	,000
	N	93	93	93	93	93	93	93
y2	Pearson	,198	1	.450	.233	.514	.388	.657
	Correlation							
	Sig. (2-tailed)	,057		,000	,025	,000	,000	,000
	N	93	93	93	93	93	93	93
y3	Pearson	,035	.450	1	.311	,055	.287	.514
	Correlation							
	Sig. (2-tailed)	,736	,000		,002	,602	,005	,000
	N	93	93	93	93	93	93	93
y4	Pearson	.623	.233	.311	1	.221	.592	.740
	Correlation							
	Sig. (2-tailed)	,000	,025	,002		,033	,000	,000
	N	93	93	93	93	93	93	93
y5	Pearson	.292	.514	,055	.221	1	.337	.586
	Correlation							
	Sig. (2-tailed)	,005	,000	,602	,033		,001	,000
	N	93	93	93	93	93	93	93
y6	Pearson	.632	.388	.287	.592	.337	1	.837
	Correlation							
	Sig. (2-tailed)	,000	,000	,005	,000	,001		,000
	N	93	93	93	93	93	93	93
totalY	Pearson	.699	.657	.514	.740	.586	.837	1
	Correlation							
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	93	93	93	93	93	93	93

LAMPIRAN RELIABILITAS

Variabel Pelayanan (X1)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.954	14

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	53.17	73.730	.730	.952
X1.2	53.33	76.920	.701	.952
X1.3	52.73	74.271	.941	.946
X1.4	53.30	79.114	.738	.951
X1.5	53.13	69.499	.915	.946
X1.6	53.40	78.800	.762	.951
X1.7	52.80	78.372	.728	.951
X1.8	53.27	82.340	.432	.957
X1.9	52.83	79.040	.736	.951
X1.10	53.10	69.748	.916	.946
X1.11	53.37	78.861	.716	.952
X1.12	53.07	73.099	.853	.948
X1.13	52.83	78.902	.820	.950
X1.14	53.27	76.202	.708	.952

Case Processing Summary

		N	%
Cases	Valid	93	100.0
	Excluded ^a	0	.0
	Total	93	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.933	14

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	52.87	60.331	.724	.927
x1.2	52.89	66.771	.507	.933
x1.3	52.70	60.952	.817	.923
x1.4	52.81	66.636	.633	.930
x1.5	52.91	60.601	.812	.924
x1.6	52.91	64.993	.635	.929
x1.7	52.77	65.003	.556	.932
x1.8	52.97	67.010	.521	.932
x1.9	52.58	67.485	.577	.931
x1.10	52.74	60.346	.843	.923
x1.11	53.04	62.259	.690	.928
x1.12	52.81	60.527	.810	.924
x1.13	52.67	65.659	.703	.928
x1.14	52.92	62.331	.721	.927

Variabel Ketersediaan Barang (X2)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.941	10

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	37.13	45.361	.613	.941
X2.2	36.90	37.472	.839	.932
X2.3	36.57	40.668	.886	.928
X2.4	36.83	46.213	.627	.941
X2.5	36.97	39.689	.832	.931
X2.6	37.13	39.292	.877	.928
X2.7	36.47	43.844	.806	.934
X2.8	36.73	47.099	.427	.947
X2.9	36.73	38.202	.860	.929
X2.10	36.63	37.344	.908	.927

Case Processing Summary

		N	%
Cases	Valid	93	100.0
	Excluded ^a	0	.0
	Total	93	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.929	10

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	36.76	37.183	.708	.923
x2.2	36.68	36.351	.704	.923
x2.3	36.43	37.465	.685	.924
x2.4	36.57	39.509	.641	.927
x2.5	36.76	35.204	.813	.917
x2.6	37.01	33.880	.839	.915
x2.7	36.58	37.007	.691	.924
x2.8	36.55	39.424	.538	.930
x2.9	36.67	32.355	.848	.916
x2.10	36.57	33.335	.818	.917

Variabel Lokasi (X3)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.864	5

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	16.90	6.300	.779	.813
X3.2	17.33	6.851	.683	.838
X3.3	16.70	6.700	.835	.811
X3.4	17.10	6.369	.631	.850
X3.5	17.43	5.840	.609	.869

Case Processing Summary

		N	%
Cases	Valid	93	100.0
	Excluded ^a	1	1.1
	Total	93	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
a	
.860	5

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	17.07	6.413	.658	.836
x3.2	17.30	6.368	.695	.828
x3.3	16.93	6.325	.769	.813
x3.4	17.15	5.999	.682	.830
x3.5	17.37	5.642	.638	.850

Variabel Pembelian (Y)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.657	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	21.57	2.875	.432	.598
Y2	21.93	2.754	.496	.569
Y3	21.67	3.678	.217	.666
Y4	21.90	3.128	.496	.577
Y5	21.60	3.697	.198	.672
Y6	21.67	3.195	.503	.578

Case Processing Summary

		N	%
Cases	Valid	93	100.0
	Excluded ^a	0	.0
	Total	93	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.758	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	20.83	7.687	.548	.711
y2	20.86	8.187	.519	.722
y3	20.86	8.556	.307	.770
y4	20.96	7.542	.606	.697
y5	21.06	8.170	.391	.751
y6	21.13	5.874	.680	.668

LAMPIRAN
UJI ASUMSI KLASIK

UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		93
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.05196756
	Absolute	.118
Most Extreme Differences	Positive	.097
	Negative	-.118
Kolmogorov-Smirnov Z		1.141
Asymp. Sig. (2-tailed)		.148

a. Test distribution is Normal.

b. Calculated from data.

UJI MULTIKOLINIERITAS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.513	1.596		4.707	.000	
	PELAYANAN	.228	.049	.602	4.631	.000	.266
	KETERSEDIAAN BARANG	.020	.067	.042	.307	.760	.241
	LOKASI	.179	.118	.170	1.523	.131	.360

a. Dependent Variable: PEMBELIAN

UJI HETEROSKEDASTISITAS

Correlations

		Pelayana n	Ketersedia an Barang	Lokasi	Unstandardiz ed Residual	
Spearman' s rho	Pelayanan	Correlation	1.000	.651**	.579**	-.154
		Coefficient				
		Sig. (2-tailed)	.	.000	.000	.142
		N	93	93	93	93
	Ketersediaan Barang	Correlation	.651**	1.000	.628**	-.095
		Coefficient				
		Sig. (2-tailed)	.000	.	.000	.365
		N	93	93	93	93
	Lokasi	Correlation	.579**	.628**	1.000	.018
		Coefficient				
		Sig. (2-tailed)	.000	.000	.	.863
		N	93	93	93	93
Unstandardized Residual	Correlation	-.154	-.095	.018	1.000	
	Coefficient					
	Sig. (2-tailed)	.142	.365	.863	.	
	N	93	93	93	93	

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

LAMPIRAN
UJI HIPOTESIS

UJI F

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	581.810	3	193.937	44.558	.000 ^b
Residual	387.373	89	4.353		
Total	969.183	92			

a. Dependent Variable: PEMBELIAN

b. Predictors: (Constant), LOKASI, PELAYANAN, KETERSEDIAAN BARANG

UJI T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.513	1.596		4.707	.000
PELAYANAN	.228	.049	.602	4.631	.000
KETERSEDIAAN BARANG	.020	.067	.042	.307	.760
LOKASI	.179	.118	.170	1.523	.131

a. Dependent Variable: PEMBELIAN

LAMPIRAN ANALISIS DATA

UJI ANALISIS REGRESI LINEAR BERGANDA

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.513	1.596		4.707	.000
PELAYANAN	.228	.049	.602	4.631	.000
KETERSEDIAAN BARANG	.020	.067	.042	.307	.760
LOKASI	.179	.118	.170	1.523	.131

a. Dependent Variable: PEMBELIAN

UJI KOEFISIEN DETERMINASI BERGANDA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 ^a	.600	.587	2.086

a. Predictors: (Constant), LOKASI, PELAYANAN, KETERSEDIAAN BARANG



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No. : 278.4/II.3.AU/A/FEB/XI/2018

Lamp. : -

Hal : *Dosen Pembimbing Utama dan Pembimbing Pendamping*

Kepada Yth,

1. Dr. Didin Fatihudin, SE., M.Si
2. Anita Roosmawarni, SE., M.SE

Assalamu'alaikum Wr. Wb.

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

1. Peraturan Rektor no: 566.1/PRN/II.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/II.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 : Farahdila Indah Permatasari
Nim : 20151221028
Prodi : Manajemen
Judul Skripsi : Pengaruh Pelayanan, Ketersediaan Barang dan Lokasi terhadap Pembelian Kebutuhan Pokok di Pasar Tradisional Tambah Rejo Kapas Krampung Surabaya

Pembimbing Utama : Dr. Didin Fatihudin, SE., M.Si.

Pembimbing Pendamping : Anita Roosmawarni, SE., M.SE.

Demikian, atas perhatian dan perkenannya disampaikan terima kasih

Wassalamu'alaikum Wr.Wb.



November 2018

Kaprodi Manajemen,

Anita Roosmawarni, SE., M.SE

Tembusan Yth, (Tanpa Lampiran):

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



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Nomor : 153/II.3.AU/A/FEB/V/2019
Lamp : -
Hal : PERMOHONAN IJIN PENELITIAN UNTUK SKRIPSI

Kepada :
Yth. Pimpinan PD Surya Surabaya
Jl. Manyar Kertoarjo V No. 2, Mojo, Gubeng, 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 setujui.

Identitas mahasiswa yang akan meneliti :

Nama/NIM : Farahdila Indah Permatasari/20151221028
Fakultas/Prodi : Ekonomi/Manajemen
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No. Handphone : 082232256531
Judul Skripsi : Pengaruh Pelayanan, Ketersediaan Barang dan Lokasi terhadap Pembelian Kebutuhan Pokok di Pasar Tradisional Tambak Rejo Kapas Krampung Surabaya

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

Wassalamu'alaikum Wr.Wb.

Surabaya, 14 Mei 2019
Dekan,

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

KARTU MENGIKUTI SEMINAR PROPOSAL SKRIPSI
 FAKULTAS EKONOMI DAN BISNIS UMSURABAYA
 TAHUN AKADEMIK 2018 - 2019 (Ganjil/Genap *)

Nama Mahasiswa : FARAHDILA INDAH PERMATASARI
 NIM : 20191221028
 Jurusan : MANAJEMEN

NO	TGL	NAMA	NIM	JUDUL	TTD KETUA PENGUJI
1	04 April 2019	Vindia Budi Anggraeni	20191221019	Pengaruh motivasi dan prestasi terhadap sustentif (usang) pada Atlet Disung Puskasita (Pusat latihan Olahraga) <small>Disung Puskasita</small>	
2	04 April 2019	Mas Huda Andraina	20191221069	Pengaruh absensi PTD dan pengumuman terhadap disiplin kerja karyawan pada dan tingkat harga di PT. PA INDAHISA <small>PER SERO SURABAYA</small>	
3	05 April 2019	Dika Arista Suryati	20191221009	Pengaruh persepsi brand image & kualitas produk terhadap minat beli konsumen Sim Card pembayar SMS Ooredoo <small>Surabaya</small>	
4	02 Mei 2019	Fitri Matussolihah	20151221018	Pengaruh kualitas layanan dan promosi terhadap kepuasan pengunjung pada objek wisata Taman Hiburan Parkis (THP) <small>tegaran Kota Surabaya</small>	
5	02 Mei 2019	Rusiyanto	20191221153	Pengaruh stress kerja kompensasi dan motivasi terhadap kinerja karyawan CV. Golden Shop Mula Surabaya	
6					
7					
8					
9					
10					

Surabaya,

Wadek I,

Dr. Siti Maro'ah, M.Pd



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BERITA ACARA BIMBINGAN SKRIPSI

Nama / No. HP	: FARAHANA INDAH P. / 088-23225531	JUDUL SKRIPSI :	Pengaruh pelayanan, ketersediaan Barang dan lokasi terhadap pembelian kebutuhan pokok di Pasar Tradisional <u>Tambah Rejo</u> Kepar Krumping Surabaya.
NIM	: 20151221028		
Program Studi	: MANAJEMEN		
Tanggal Ujian	:		
Tanggal/ di setujui skripsi sudah layak Uji	:		

DOSEN PEMBIMBING I

TANGGAL	MATERI PERKEMBANGAN BIMBINGAN	PARAF	TANGGAL	MATERI PERKEMBANGAN BIMBINGAN	PARAF
8/11/18	Topik pjd & etnografi - Etimologi & definisi		24/11/19	Pembulan Bab 1 → teknik tulis.	
24/11/18	Revisi bab I, II, III		13/11/19	Revisi Bab 1 setelah itu lanjut Bab 2	
24/11/18	Revisi bab I, II, III		19/11/19	Lanjut Bab 3. → pengisian konsep dan simpulan	
24/11/18	Revisi bab I, II, III		24/11/19	Perbaiki semua Bab 2 } Fokus STAFISI 1	
24/11/18	Revisi bab I, II, III		27/11/19	Perbaiki semua Bab 3	
24/11/18	Revisi bab I, II, III		27/11/19	Revisi Bab 3	
24/11/18	Revisi bab I, II, III		29/11/19	Revisi Bab 4 kemudian pembahasan	
24/11/18	Revisi bab I, II, III		29/11/19	Bab 4 + 5 → fix ok.	

DOSEN PEMBIMBING II

DOSEN PEMBIMBING I

TANGGAL	MATERI PERKEMBANGAN BIMBINGAN	PARAF	TANGGAL	MATERI PERKEMBANGAN BIMBINGAN	PARAF
07/10	- Matrikale dpt ditinjau, rangkian dpt	<i>[Signature]</i>			
27/10	- Cara membuat surat bid. I, II, III	<i>[Signature]</i>			
27/10	- Cara siren bid. I, II, III	<i>[Signature]</i>			
28/10	- Metode analisis dan kempelan	<i>[Signature]</i>			
08/10	- konsep: cari yg relevan	<i>[Signature]</i>			
01/10	- Cobi buatkan surat bylot	<i>[Signature]</i>			
01/10	- Bani bagi bid III & bylot	<i>[Signature]</i>			
01/10	- Ape utk dengan	<i>[Signature]</i>			
27/10	- Cara buat surat bid II, I, & bylot	<i>[Signature]</i>			
27/10	- Cara bid IV, I & bylot	<i>[Signature]</i>			
27/10	- Cara utk bylot bylot	<i>[Signature]</i>			

DOSEN PEMBIMBING II

DOSEN PEMBIMBING I
[Signature]
 Dr. Lili F. S. MS.

DOSEN PEMBIMBING II
[Signature]
 ARIYAN SUDHARNO, N.S.

KAPRODI AKUNTANSI/MANAJEMEN
[Signature]
 ARIYAN SUDHARNO, N.S.

MENGETAHUI
 DEKAN
[Signature]



PERPUSTAKAAN
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ASLI

SURAT KETERANGAN BUKTI BEBAS PLAGIASI

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

Nama : Farahdila Indah Permatasari
 NIM : 20191221028
 Fakultas/Jurusan : Ekonomi dan Bisnis / Manajemen
 Alamat : Jl. Sidolopo IV / 195 B
 Judul : Pengaruh pelayanan, ketersediaan barang dan lokasi terhadap pembelian kebutuhan pokok di pasar tradisional tambak Kaji Kapas Krampug Surabaya
 telah diserahkan dan memenuhi kriteria batas maksimal yang sudah ditentukan.

Petugas perpustakaan

[Signature] Ardi Surya

Surabaya, 29 Juli 2010.
 Mahasiswa,

[Signature]
 Farahdila Indah P.

Mengetahui,
 Kepala Perpustakaan
[Signature]
 Dra. Mas'udah, M.A.

*) Coret yang tidak perlu



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ENDORSEMENT LETTER

687/PB-UMS/EL/VIII/2019

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

Title : Effect of Services, Availability of Goods and Location on the Purchase of basic needs in traditional markets at Tambak Rejo Kapas Krampung, Surabaya.

Student's name : Farahdilla Indah Permatasari

Reg. Number : 20151221028

Department : S1 Manajemen

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

Surabaya, 22 August 2019



Wade Hamsia, M.Pd



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Jl Sutorejo No 59 Surabaya

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

DAFTAR PERBAIKAN SKRIPSI

Nama Mahasiswa : Farahdila Indah Permatasari

Noreg Mahasiswa : 20151221028

Jurusan : MANAJEMEN

Hari/Tanggal : Selasa, 27 Agustus 2019

Kami telah menyetujui perbaikan/refisi atas skripsi mahasiswa tersebut diatas

Nama Penguji	Tanda Tangan	Tanggal
Dr. Siti Maro'ah, M.Pd		29/8 2019
Dr. Didin Fatihuddin, SE, M.Si.		27/8 2019
Anita Roosmawarni, SE, M.SE		28/08 2019

Catatan

Setiap Mahasiswa membuat rangkap 3