

## **BAB V**

### **KESIMPULAN DAN SARAN**

#### **A. Kesimpulan**

Berdasarkan dari hasil penelitian yang telah dianalisis, dapat diambil kesimpulan sebagai berikut:

1. Marketing mix secara parsial (produk, harga, promosi, tempat, orang, proses, bukti fisik) masing-masing berpengaruh signifikan terhadap keputusan konsumen untuk menggunakan jasa di RSUD Dr Moewardi Surakarta.
2. Marketing mix (produk, harga, promosi, tempat, orang, proses, bukti fisik) bersama-sama berpengaruh signifikan terhadap keputusan konsumen untuk menggunakan jasa di RSUD Dr Moewardi Surakarta.
3. Keputusan konsumen untuk menggunakan jasa di RSUD Dr Moewardi Surakarta dapat ditentukan oleh faktor marketing mix (produk, harga, promosi, tempat, orang, proses, bukti fisik) secara efektif sebesar 57,3%.

#### **B. Saran**

Berdasarkan analisis data dan kesimpulan yang ada, maka untuk pengembangan dan peningkatan layanan jasa di RSUD Dr Moewardi Surakarta penulis memberikan saran sebagai berikut:

1. Berdasarkan hasil penelitian diketahui bahwa nilai koefisien korelasi dari variabel produk, harga, promosi, tempat, orang, proses, bukti fisik

terhadap konsumen untuk menggunakan jasa di RSUD Dr Moewardi Surakarta memiliki hubungan yang signifikan, sehingga hendaknya lebih ditingkatkan lagi kualitas variabel tersebut.

2. Perlu dilakukan penggunaan variabel baru tentang keputusan konsumen untuk menggunakan jasa di RSUD Dr Moewardi Surakarta, dan bagi peneliti selanjutnya hendaknya dilakukan penelitian untuk menggali secara mendalam faktor-faktor lain yang berpengaruh terhadap keputusan tersebut.

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## Lampiran 1. Distribusi skor uji coba kuesioner

### 1. Produk

RESPONDEN	PRODUK				
	PRODUK 1	PRODUK 2	PRODUK 3	PRODUK 4	PRODUK 5
1	3	4	3	3	3
2	4	4	3	4	3
3	3	3	3	4	3
4	3	3	4	3	3
5	4	3	3	4	5
6	3	3	3	4	3
7	2	2	2	2	3
8	4	4	2	4	3
9	3	4	3	3	4
10	3	2	3	2	2
11	3	4	3	3	3
12	3	3	3	4	4
13	3	4	3	4	3
14	2	3	3	3	3
15	3	4	3	3	4
16	3	2	2	2	3
17	4	3	4	3	3
18	3	4	3	2	2
19	4	4	4	4	5
20	4	3	4	3	4
21	3	2	2	2	3
22	4	4	3	3	3
23	3	4	3	3	4
24	3	3	3	4	4
25	3	4	3	4	4
26	4	3	3	3	4
27	3	4	3	4	4
28	4	4	3	4	4
29	3	3	3	3	3
30	3	3	4	3	4
31	4	3	4	3	4
32	2	2	2	3	3
33	4	3	3	3	3
34	4	4	4	3	3
35	3	3	3	4	4
36	3	3	3	3	3
37	4	3	4	3	4
38	3	3	4	4	4
39	4	3	3	4	4
40	2	4	2	4	3
41	3	4	4	4	4
42	4	4	3	3	3
43	3	3	3	4	3
44	4	5	3	4	4
45	4	3	3	3	3
46	4	4	4	4	4
47	3	4	3	3	4
48	4	4	3	4	4
49	4	4	3	4	3
50	3	3	3	3	4

## 2. Harga

RESPONDEN	HARGA				
	HARGA 1	HARGA 2	HARGA 3	HARGA 4	HARGA 5
1	4	3	3	3	3
2	4	3	3	3	3
3	3	3	3	4	4
4	3	3	3	3	3
5	3	3	4	4	3
6	4	2	3	3	2
7	3	2	3	2	3
8	4	2	4	4	3
9	4	1	4	1	4
10	3	1	2	2	2
11	3	3	3	3	3
12	3	3	3	2	4
13	4	2	3	3	3
14	4	3	2	3	2
15	3	3	3	3	3
16	2	4	3	2	3
17	3	3	4	2	3
18	3	2	4	1	2
19	4	3	4	3	3
20	4	3	3	3	3
21	2	2	1	3	2
22	1	1	2	1	3
23	4	3	3	3	3
24	3	3	3	3	3
25	3	3	3	1	3
26	2	3	4	3	4
27	3	3	4	2	3
28	3	4	3	3	3
29	4	3	3	2	2
30	4	2	4	2	3
31	4	3	3	3	3
32	2	2	1	3	2
33	1	1	2	1	3
34	4	3	3	3	3
35	3	3	3	3	3
36	3	3	3	1	3
37	2	3	4	3	4
38	3	3	3	2	3
39	3	4	3	3	3
40	4	3	3	2	2
41	4	2	4	2	3
42	4	5	4	4	4
43	5	4	4	3	3
44	4	3	4	3	4
45	4	4	4	3	4
46	3	3	4	3	3
47	3	3	3	3	3
48	3	4	4	3	3
49	3	3	4	3	3
50	3	2	3	3	3

### 3. Promosi

RESPONDEN	PROMOSI				
	PROMOSI 1	PROMOSI 2	PROMOSI 3	PROMOSI 4	PROMOSI 5
1	3	3	3	2	3
2	3	4	4	4	3
3	3	4	2	3	3
4	3	3	2	3	3
5	4	3	4	4	3
6	4	4	2	3	3
7	2	3	3	3	3
8	2	4	3	4	2
9	3	4	3	4	3
10	3	3	2	3	3
11	3	4	3	4	2
12	2	3	3	4	3
13	2	3	3	3	3
14	3	2	2	2	2
15	2	3	3	3	3
16	3	2	1	3	3
17	3	4	2	4	3
18	3	3	2	2	3
19	2	3	3	3	2
20	2	3	3	3	3
21	2	4	4	4	3
22	2	3	2	3	2
23	3	2	3	3	3
24	1	2	2	3	2
25	2	4	3	3	3
26	3	4	3	4	2
27	2	4	4	4	3
28	3	2	4	3	2
29	3	4	3	3	3
30	2	2	2	4	3
31	3	4	3	3	3
32	1	2	2	4	2
33	2	3	2	3	3
34	3	2	3	3	3
35	2	1	2	3	3
36	3	2	3	4	4
37	3	4	3	4	4
38	4	4	2	3	4
39	3	2	4	3	2
40	3	4	3	3	3
41	2	2	2	4	3
42	4	5	4	4	4
43	4	4	4	5	4
44	2	3	4	5	3
45	2	4	4	5	3
46	3	3	4	3	3
47	3	3	3	3	3
48	3	4	4	3	2
49	3	3	4	3	3
50	3	2	3	3	3

#### 4. Tempat

RESPONDEN	TEMPAT				
	TEMPAT 1	TEMPAT 2	TEMPAT 3	TEMPAT 4	TEMPAT 5
1	4	3	3	3	3
2	4	3	3	3	3
3	3	3	3	4	4
4	3	3	2	3	3
5	3	3	4	4	3
6	4	2	3	3	2
7	3	2	3	2	3
8	4	2	4	4	3
9	4	1	4	1	4
10	3	1	2	2	2
11	4	4	4	4	4
12	3	3	3	2	4
13	4	2	3	3	3
14	4	3	2	3	2
15	3	3	3	3	3
16	2	1	3	2	3
17	3	3	4	2	3
18	3	2	4	1	2
19	4	3	4	3	3
20	4	3	3	3	3
21	2	2	1	3	2
22	1	1	2	1	3
23	4	3	3	3	3
24	3	3	3	3	3
25	3	3	3	1	3
26	2	3	4	3	4
27	3	3	4	2	3
28	3	4	3	3	3
29	4	3	3	2	2
30	4	2	4	2	3
31	4	3	3	3	3
32	2	2	1	3	2
33	1	1	2	1	3
34	4	3	3	3	3
35	3	3	3	3	3
36	3	3	3	1	3
37	2	3	4	3	4
38	3	3	4	2	3
39	3	4	3	3	3
40	4	3	3	2	2
41	4	2	4	2	3
42	4	5	4	4	4
43	5	4	4	4	4
44	4	3	4	3	4
45	4	4	4	3	4
46	3	3	4	3	3
47	3	3	3	3	3
48	3	4	4	3	3
49	3	3	4	3	3
50	3	2	3	3	3



## 5. Orang

RESPONDEN	ORANG				
	ORANG 1	ORANG 2	ORANG 3	ORANG 4	ORANG 5
1	3	3	3	4	3
2	3	4	3	4	3
3	3	3	3	3	3
4	3	3	3	3	4
5	4	3	3	3	4
6	4	4	4	4	4
7	3	3	3	3	3
8	4	4	4	4	4
9	3	3	3	3	3
10	3	4	3	3	4
11	4	4	3	4	3
12	4	4	3	4	3
13	3	3	3	3	3
14	3	3	3	3	3
15	3	3	3	3	3
16	4	4	4	4	4
17	4	4	4	3	3
18	3	4	3	3	4
19	3	3	3	3	3
20	3	4	3	3	4
21	3	3	3	3	4
22	4	4	4	4	4
23	3	3	3	3	3
24	3	3	3	3	3
25	3	3	3	3	3
26	4	3	4	3	3
27	3	4	3	3	3
28	3	3	3	3	3
29	4	3	4	3	4
30	4	3	4	3	3
31	3	4	3	3	4
32	4	4	3	4	3
33	4	4	3	4	3
34	3	3	3	3	4
35	3	3	3	3	3
36	3	3	3	3	3
37	4	4	4	4	4
38	4	4	4	3	3
39	3	4	3	3	3
40	3	3	3	3	3
41	3	4	3	3	2
42	3	3	3	3	2
43	3	4	3	3	2
44	3	3	3	3	3
45	4	4	4	4	4
46	3	3	3	3	3
47	3	3	3	3	3
48	3	3	3	3	3
49	4	4	4	4	4
50	4	4	4	3	4

## 6. Proses

RESPONDEN	PROSES				
	PROSES 1	PROSES 2	PROSES 3	PROSES 4	PROSES 5
1	4	3	3	3	3
2	4	3	3	3	4
3	3	3	3	4	4
4	3	3	2	3	3
5	3	3	4	4	3
6	4	2	3	3	2
7	3	2	3	2	3
8	4	2	4	4	3
9	4	1	4	1	4
10	3	1	2	2	2
11	4	4	4	4	4
12	3	3	3	2	4
13	4	2	3	3	3
14	4	3	2	3	2
15	3	3	3	3	3
16	2	1	3	2	3
17	3	3	4	2	3
18	3	2	4	4	4
19	4	3	4	3	3
20	4	3	3	3	3
21	2	2	1	3	2
22	1	1	2	1	3
23	4	3	3	3	3
24	3	3	3	3	3
25	3	3	3	1	3
26	2	3	4	3	4
27	3	3	4	2	3
28	3	4	3	3	3
29	4	3	3	2	2
30	4	2	4	2	3
31	4	3	3	3	3
32	2	2	1	3	2
33	1	1	2	1	3
34	4	3	3	3	3
35	3	3	3	3	3
36	3	3	3	1	3
37	2	3	4	3	4
38	3	3	4	4	3
39	3	4	3	3	3
40	4	3	3	2	2
41	4	2	4	2	3
42	4	5	4	4	4
43	5	4	4	4	4
44	4	3	4	3	4
45	4	4	4	3	4
46	3	3	4	3	3
47	3	3	3	3	3
48	3	4	4	3	3
49	3	3	4	3	3
50	3	5	3	3	3

## 7. Bukti Fisik

RESPONDEN	BUKTI FISIK				
	BUKTI FISIK 1	BUKTI FISIK 2	BUKTI FISIK 3	BUKTI FISIK 4	BUKTI FISIK 5
1	4	3	3	4	3
2	4	2	4	4	2
3	2	2	3	2	2
4	2	2	2	2	2
5	4	4	4	4	5
6	3	3	3	3	3
7	3	3	3	3	3
8	3	3	3	3	3
9	3	2	2	2	2
10	2	2	2	2	2
11	4	4	4	4	4
12	3	3	3	3	3
13	3	3	3	3	3
14	4	4	3	4	4
15	3	3	3	3	3
16	1	2	2	1	2
17	3	2	2	2	2
18	2	2	2	2	2
19	3	3	3	3	3
20	3	3	3	3	3
21	3	3	3	3	3
22	4	4	3	4	4
23	3	3	3	3	3
24	2	2	2	2	2
25	2	2	2	1	1
26	1	2	2	2	2
27	2	2	2	1	1
28	3	2	2	2	2
29	1	2	2	2	2
30	2	2	2	2	2
31	3	4	4	4	4
32	2	2	3	2	2
33	2	2	2	2	2
34	3	3	3	3	3
35	2	2	2	4	4
36	4	4	4	2	2
37	3	2	2	2	2
38	2	2	2	4	4
39	3	3	3	2	3
40	3	3	3	3	3
41	2	2	2	2	2
42	2	3	2	2	2
43	3	3	3	3	3
44	3	3	3	3	3
45	3	4	4	4	4
46	3	3	3	4	3
47	3	3	3	3	3
48	3	3	3	3	3
49	4	3	3	4	3
50	3	3	3	3	3

## 8. Keputusan Pembelian

RESPONDEN	KEPUTUSAN PASIEN				
	PRODUK 1	PRODUK 2	PRODUK 3	PRODUK 4	PRODUK 5
1	3	4	4	4	3
2	4	4	4	4	2
3	3	3	3	2	2
4	2	2	2	2	2
5	4	4	4	4	5
6	3	3	3	3	3
7	3	4	4	3	3
8	3	3	3	3	3
9	2	2	4	2	2
10	2	2	2	2	2
11	4	4	4	4	4
12	3	3	3	3	3
13	3	3	3	3	3
14	3	3	3	4	4
15	3	3	3	3	3
16	2	2	2	1	2
17	2	2	2	2	2
18	2	2	2	2	2
19	3	3	3	3	3
20	3	3	3	3	3
21	3	3	3	3	3
22	4	3	3	4	4
23	3	3	3	3	3
24	2	2	2	2	2
25	2	2	2	1	1
26	2	2	2	2	2
27	4	2	2	1	1
28	2	2	2	2	2
29	4	4	2	2	2
30	4	2	2	2	2
31	4	4	4	4	4
32	3	3	3	2	2
33	2	2	2	2	2
34	3	3	3	3	3
35	2	2	2	4	4
36	4	4	4	2	2
37	2	2	2	2	2
38	2	2	4	4	4
39	3	3	3	2	3
40	3	3	3	3	3
41	2	2	4	2	2
42	2	2	4	2	2
43	3	3	3	3	3
44	3	3	3	3	3
45	4	4	4	4	4
46	3	3	3	4	3
47	3	3	4	3	3
48	3	3	3	3	3
49	3	3	3	4	3
50	3	3	3	3	3

## Lampiran 6. Hasil Uji Validitas dan Reliabilitas

### 1. Produk

#### Reliability Statistics

Cronbach's Alpha	N of Items
.697	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	13.3000	3.276	.440	.652
VAR00002	13.2400	3.084	.441	.653
VAR00003	13.5200	3.438	.406	.666
VAR00004	13.2800	3.063	.500	.626
VAR00005	13.1400	3.143	.474	.637

### 2. Harga

#### Reliability Statistics

Cronbach's Alpha	N of Items
.674	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11.6200	4.363	.375	.649
VAR00002	12.0600	3.894	.529	.572
VAR00003	11.6600	4.188	.507	.587
VAR00004	12.2400	4.349	.396	.638
VAR00005	11.8600	5.102	.348	.657

### 3. Promosi

#### Reliability Statistics

Cronbach's Alpha	N of Items
.612	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	12.3200	3.977	.303	.589
VAR00002	11.8600	3.062	.490	.483
VAR00003	12.0800	3.544	.382	.551
VAR00004	11.6200	3.955	.327	.577
VAR00005	12.1200	4.230	.350	.572

#### 4. Tempat

##### Reliability Statistics

Cronbach's Alpha	N of Items
.729	5

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11.6800	5.161	.457	.696
VAR00002	12.1800	4.518	.620	.627
VAR00003	11.7200	5.185	.489	.683
VAR00004	12.2800	5.063	.468	.692
VAR00005	11.9000	5.929	.432	.707

#### 5. Orang

##### Reliability Statistics

Cronbach's Alpha	N of Items
.792	5

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	13.2600	2.033	.747	.694
VAR00002	13.1600	2.260	.521	.769
VAR00003	13.3600	2.235	.657	.729
VAR00004	13.3600	2.317	.585	.750
VAR00005	13.3400	2.270	.408	.816

#### 6. Proses

##### Reliability Statistics

Cronbach's Alpha	N of Items
.719	5

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11.9000	5.316	.431	.691
VAR00002	12.3400	4.678	.535	.648
VAR00003	11.9400	5.078	.546	.644
VAR00004	12.4000	5.102	.478	.672
VAR00005	12.0600	6.017	.416	.697

## 7. Bukti Fisik

### Reliability Statistics

Cronbach's Alpha	N of Items
.915	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	10.9400	7.568	.738	.906
VAR00002	10.9800	7.734	.824	.890
VAR00003	10.9600	8.039	.785	.899
VAR00004	10.9400	6.833	.815	.892
VAR00005	10.9800	7.204	.791	.895

## 8. Keputusan Pembelian

### Reliability Statistics

Cronbach's Alpha	N of Items
.868	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11.2600	7.339	.583	.864
VAR00002	11.3200	6.712	.776	.821
VAR00003	11.1800	7.049	.625	.855
VAR00004	11.3800	5.955	.773	.819
VAR00005	11.4200	6.412	.714	.834

## Lampiran 5. Distribusi Skor Hasil Uji Penelitian

### 1. Produk

RESPONDEN	PRODUK				
	PRODUK 1	PRODUK 2	PRODUK 3	PRODUK 4	PRODUK 5
1	3	4	3	3	3
2	4	4	3	4	3
3	3	3	3	4	3
4	3	3	4	3	3
5	4	3	3	4	5
6	3	3	3	4	3
7	2	2	2	2	3
8	4	4	2	4	3
9	3	4	3	3	4
10	3	2	3	2	2
11	3	4	3	3	3
12	3	3	3	4	4
13	3	4	3	4	3
14	2	3	3	3	3
15	3	4	3	3	4
16	3	2	2	2	3
17	4	3	4	3	3
18	3	4	3	2	2
19	4	4	4	4	5
20	4	3	4	3	4
21	3	2	2	2	3
22	4	4	3	3	3
23	3	4	3	3	4
24	3	3	3	4	4
25	3	4	3	4	4
26	4	3	3	3	4
27	3	4	3	4	4
28	4	4	3	4	4
29	3	3	3	3	3
30	3	3	4	3	4
31	4	3	4	3	4
32	2	2	2	3	3
33	4	3	3	3	3
34	4	4	4	3	3
35	3	3	3	4	4
36	3	3	3	3	3
37	4	3	4	3	4
38	3	3	4	4	4
39	4	3	3	4	4
40	2	4	2	4	3
41	3	4	4	4	4
42	4	4	3	3	3
43	3	3	3	4	3
44	4	5	3	4	4
45	4	3	3	3	3
46	4	4	4	4	4
47	3	4	3	3	4
48	4	4	3	4	4
49	4	4	3	4	3
50	3	3	3	3	4



## 2. Harga

RESPONDEN	HARGA				
	HARGA 1	HARGA 2	HARGA 3	HARGA 4	HARGA 5
1	4	3	3	3	3
2	4	3	3	3	3
3	3	3	3	4	4
4	3	3	3	3	3
5	3	3	4	4	3
6	4	2	3	3	2
7	3	2	3	2	3
8	4	2	4	4	3
9	4	1	4	1	4
10	3	1	2	2	2
11	3	3	3	3	3
12	3	3	3	2	4
13	4	2	3	3	3
14	4	3	2	3	2
15	3	3	3	3	3
16	2	4	3	2	3
17	3	3	4	2	3
18	3	2	4	1	2
19	4	3	4	3	3
20	4	3	3	3	3
21	2	2	1	3	2
22	1	1	2	1	3
23	4	3	3	3	3
24	3	3	3	3	3
25	3	3	3	1	3
26	2	3	4	3	4
27	3	3	4	2	3
28	3	4	3	3	3
29	4	3	3	2	2
30	4	2	4	2	3
31	4	3	3	3	3
32	2	2	1	3	2
33	1	1	2	1	3
34	4	3	3	3	3
35	3	3	3	3	3
36	3	3	3	1	3
37	2	3	4	3	4
38	3	3	3	2	3
39	3	4	3	3	3
40	4	3	3	2	2
41	4	2	4	2	3
42	4	5	4	4	4
43	5	4	4	3	3
44	4	3	4	3	4
45	4	4	4	3	4
46	3	3	4	3	3
47	3	3	3	3	3
48	3	4	4	3	3
49	3	3	4	3	3
50	3	2	3	3	3

### 3. Promosi

RESPONDEN	PROMOSI				
	PROMOSI 1	PROMOSI 2	PROMOSI 3	PROMOSI 4	PROMOSI 5
1	3	3	3	2	3
2	3	4	4	4	3
3	3	4	2	3	3
4	3	3	2	3	3
5	4	3	4	4	3
6	4	4	2	3	3
7	2	3	3	3	3
8	2	4	3	4	2
9	3	4	3	4	3
10	3	3	2	3	3
11	3	4	3	4	2
12	2	3	3	4	3
13	2	3	3	3	3
14	3	2	2	2	2
15	2	3	3	3	3
16	3	2	1	3	3
17	3	4	2	4	3
18	3	3	2	2	3
19	2	3	3	3	2
20	2	3	3	3	3
21	2	4	4	4	3
22	2	3	2	3	2
23	3	2	3	3	3
24	1	2	2	3	2
25	2	4	3	3	3
26	3	4	3	4	2
27	2	4	4	4	3
28	3	2	4	3	2
29	3	4	3	3	3
30	2	2	2	4	3
31	3	4	3	3	3
32	1	2	2	4	2
33	2	3	2	3	3
34	3	2	3	3	3
35	2	1	2	3	3
36	3	2	3	4	4
37	3	4	3	4	4
38	4	4	2	3	4
39	3	2	4	3	2
40	3	4	3	3	3
41	2	2	2	4	3
42	4	5	4	4	4
43	4	4	4	5	4
44	2	3	4	5	3
45	2	4	4	5	3
46	3	3	4	3	3
47	3	3	3	3	3
48	3	4	4	3	2
49	3	3	4	3	3
50	3	2	3	3	3

#### 4. Tempat

RESPONDEN	TEMPAT				
	TEMPAT 1	TEMPAT 2	TEMPAT 3	TEMPAT 4	TEMPAT 5
1	4	3	3	3	3
2	4	3	3	3	3
3	3	3	3	4	4
4	3	3	2	3	3
5	3	3	4	4	3
6	4	2	3	3	2
7	3	2	3	2	3
8	4	2	4	4	3
9	4	1	4	1	4
10	3	1	2	2	2
11	4	4	4	4	4
12	3	3	3	2	4
13	4	2	3	3	3
14	4	3	2	3	2
15	3	3	3	3	3
16	2	1	3	2	3
17	3	3	4	2	3
18	3	2	4	1	2
19	4	3	4	3	3
20	4	3	3	3	3
21	2	2	1	3	2
22	1	1	2	1	3
23	4	3	3	3	3
24	3	3	3	3	3
25	3	3	3	1	3
26	2	3	4	3	4
27	3	3	4	2	3
28	3	4	3	3	3
29	4	3	3	2	2
30	4	2	4	2	3
31	4	3	3	3	3
32	2	2	1	3	2
33	1	1	2	1	3
34	4	3	3	3	3
35	3	3	3	3	3
36	3	3	3	1	3
37	2	3	4	3	4
38	3	3	4	2	3
39	3	4	3	3	3
40	4	3	3	2	2
41	4	2	4	2	3
42	4	5	4	4	4
43	5	4	4	4	4
44	4	3	4	3	4
45	4	4	4	3	4
46	3	3	4	3	3
47	3	3	3	3	3
48	3	4	4	3	3
49	3	3	4	3	3
50	3	2	3	3	3

## 5. Orang

RESPONDEN	ORANG				
	ORANG 1	ORANG 2	ORANG 3	ORANG 4	ORANG 5
1	3	3	3	4	3
2	3	4	3	4	3
3	3	3	3	3	3
4	3	3	3	3	4
5	4	3	3	3	4
6	4	4	4	4	4
7	3	3	3	3	3
8	4	4	4	4	4
9	3	3	3	3	3
10	3	4	3	3	4
11	4	4	3	4	3
12	4	4	3	4	3
13	3	3	3	3	3
14	3	3	3	3	3
15	3	3	3	3	3
16	4	4	4	4	4
17	4	4	4	3	3
18	3	4	3	3	4
19	3	3	3	3	3
20	3	4	3	3	4
21	3	3	3	3	4
22	4	4	4	4	4
23	3	3	3	3	3
24	3	3	3	3	3
25	3	3	3	3	3
26	4	3	4	3	3
27	3	4	3	3	3
28	3	3	3	3	3
29	4	3	4	3	4
30	4	3	4	3	3
31	3	4	3	3	4
32	4	4	3	4	3
33	4	4	3	4	3
34	3	3	3	3	4
35	3	3	3	3	3
36	3	3	3	3	3
37	4	4	4	4	4
38	4	4	4	3	3
39	3	4	3	3	3
40	3	3	3	3	3
41	3	4	3	3	2
42	3	3	3	3	2
43	3	4	3	3	2
44	3	3	3	3	3
45	4	4	4	4	4
46	3	3	3	3	3
47	3	3	3	3	3
48	3	3	3	3	3
49	4	4	4	4	4
50	4	4	4	3	4

## 6. Proses

RESPONDEN	PROSES				
	PROSES 1	PROSES 2	PROSES 3	PROSES 4	PROSES 5
1	4	3	3	3	3
2	4	3	3	3	4
3	3	3	3	4	4
4	3	3	2	3	3
5	3	3	4	4	3
6	4	2	3	3	2
7	3	2	3	2	3
8	4	2	4	4	3
9	4	1	4	1	4
10	3	1	2	2	2
11	4	4	4	4	4
12	3	3	3	2	4
13	4	2	3	3	3
14	4	3	2	3	2
15	3	3	3	3	3
16	2	1	3	2	3
17	3	3	4	2	3
18	3	2	4	4	4
19	4	3	4	3	3
20	4	3	3	3	3
21	2	2	1	3	2
22	1	1	2	1	3
23	4	3	3	3	3
24	3	3	3	3	3
25	3	3	3	1	3
26	2	3	4	3	4
27	3	3	4	2	3
28	3	4	3	3	3
29	4	3	3	2	2
30	4	2	4	2	3
31	4	3	3	3	3
32	2	2	1	3	2
33	1	1	2	1	3
34	4	3	3	3	3
35	3	3	3	3	3
36	3	3	3	1	3
37	2	3	4	3	4
38	3	3	4	4	3
39	3	4	3	3	3
40	4	3	3	2	2
41	4	2	4	2	3
42	4	5	4	4	4
43	5	4	4	4	4
44	4	3	4	3	4
45	4	4	4	3	4
46	3	3	4	3	3
47	3	3	3	3	3
48	3	4	4	3	3
49	3	3	4	3	3
50	3	5	3	3	3

## 7. Bukti Fisik

RESPONDEN	BUKTI FISIK				
	BUKTI FISIK 1	BUKTI FISIK 2	BUKTI FISIK 3	BUKTI FISIK 4	BUKTI FISIK 5
1	4	3	3	4	3
2	4	2	4	4	2
3	2	2	3	2	2
4	2	2	2	2	2
5	4	4	4	4	5
6	3	3	3	3	3
7	3	3	3	3	3
8	3	3	3	3	3
9	3	2	2	2	2
10	2	2	2	2	2
11	4	4	4	4	4
12	3	3	3	3	3
13	3	3	3	3	3
14	4	4	3	4	4
15	3	3	3	3	3
16	1	2	2	1	2
17	3	2	2	2	2
18	2	2	2	2	2
19	3	3	3	3	3
20	3	3	3	3	3
21	3	3	3	3	3
22	4	4	3	4	4
23	3	3	3	3	3
24	2	2	2	2	2
25	2	2	2	1	1
26	1	2	2	2	2
27	2	2	2	1	1
28	3	2	2	2	2
29	1	2	2	2	2
30	2	2	2	2	2
31	3	4	4	4	4
32	2	2	3	2	2
33	2	2	2	2	2
34	3	3	3	3	3
35	2	2	2	4	4
36	4	4	4	2	2
37	3	2	2	2	2
38	2	2	2	4	4
39	3	3	3	2	3
40	3	3	3	3	3
41	2	2	2	2	2
42	2	3	2	2	2
43	3	3	3	3	3
44	3	3	3	3	3
45	3	4	4	4	4
46	3	3	3	4	3
47	3	3	3	3	3
48	3	3	3	3	3
49	4	3	3	4	3
50	3	3	3	3	3

## 8. Keputusan Konsumen

RESPONDEN	KEPUTUSAN KONSUMEN				
	KEPUTUSAN KONSUMEN 1	KEPUTUSAN KONSUMEN 2	KEPUTUSAN KONSUMEN 3	KEPUTUSAN KONSUMEN 4	KEPUTUSAN KONSUMEN 5
1	3	4	4	4	3
2	4	4	4	4	2
3	3	3	3	2	2
4	2	2	2	2	2
5	4	4	4	4	5
6	3	3	3	3	3
7	3	4	4	3	3
8	3	3	3	3	3
9	2	2	4	2	2
10	2	2	2	2	2
11	4	4	4	4	4
12	3	3	3	3	3
13	3	3	3	3	3
14	3	3	3	4	4
15	3	3	3	3	3
16	2	2	2	1	2
17	2	2	2	2	2
18	2	2	2	2	2
19	3	3	3	3	3
20	3	3	3	3	3
21	3	3	3	3	3
22	4	3	3	4	4
23	3	3	3	3	3
24	2	2	2	2	2
25	2	2	2	1	1
26	2	2	2	2	2
27	4	2	2	1	1
28	2	2	2	2	2
29	4	4	2	2	2
30	4	2	2	2	2
31	4	4	4	4	4
32	3	3	3	2	2
33	2	2	2	2	2
34	3	3	3	3	3
35	2	2	2	4	4
36	4	4	4	2	2
37	2	2	2	2	2
38	2	2	4	4	4
39	3	3	3	2	3
40	3	3	3	3	3
41	2	2	4	2	2
42	2	2	4	2	2
43	3	3	3	3	3
44	3	3	3	3	3
45	4	4	4	4	4
46	3	3	3	4	3
47	3	3	4	3	3
48	3	3	3	3	3
49	3	3	3	4	3
50	3	3	3	3	3

## Lampiran 7. Hasil Uji Statistik

### NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Produk	Harga	Promosi	Tempat	Orang	Proses	Bukti_fisik	Keputusan
N		50	50	50	50	50	50	50	50
Normal Parameters <sup>a,b</sup>	Mean	16.44	14.66	14.50	15.30	15.92	14.86	14.74	17.06
	Std. Deviation	1.740	2.076	2.023	1.982	2.398	1.604	1.549	1.731
Most Extreme Differences	Absolute	.166	.155	.118	.140	.129	.135	.144	.130
	Positive	.105	.155	.118	.116	.129	.105	.144	.130
	Negative	-.166	-.105	-.082	-.140	-.101	-.135	-.107	-.106
Kolmogorov-Smirnov Z		1.175	1.096	.832	.989	.915	.953	1.015	.918
Asymp. Sig. (2-tailed)		.126	.181	.494	.282	.372	.324	.254	.368

a. Test distribution is Normal.

b. Calculated from data.

### Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan	17.06	1.731	50
Produk	16.44	1.740	50
Harga	14.66	2.076	50
Promosi	14.50	2.023	50
Tempat	15.30	1.982	50
Orang	15.92	2.398	50
Proses	14.86	1.604	50
Bukti_fisik	14.74	1.549	50



**Correlations**

		Keputusan	Produk	Harga	Promosi	Tempat	Orang	Proses	Bukti fisik
Pearson Correlation	Keputusan	1.000	.364	-.244	.242	.244	.041	-.254	.280
	Produk	.364	1.000	.274	.203	.233	.170	.279	.074
	Harga	-.244	.274	1.000	.143	.075	.007	.463	.029
	Promosi	.242	.203	.143	1.000	-.028	.164	.248	-.088
	Tempat	.244	.233	.075	-.028	1.000	.409	.200	-.080
	Orang	.041	.170	.007	.164	.409	1.000	.119	.159
	Proses	-.254	.279	.463	.248	.200	.119	1.000	-.048
	Bukti_fisik	.280	.074	.029	-.088	-.080	.159	-.048	1.000
Sig. (1-tailed)	Keputusan	.	.005	.044	.045	.044	.390	.037	.025
	Produk	.005	.	.027	.079	.052	.119	.025	.306
	Harga	.044	.027	.	.160	.303	.482	.000	.421
	Promosi	.045	.079	.160	.	.423	.127	.041	.272
	Tempat	.044	.052	.303	.423	.	.002	.082	.289
	Orang	.390	.119	.482	.127	.002	.	.205	.135
	Proses	.037	.025	.000	.041	.082	.205	.	.371
	Bukti_fisik	.025	.306	.421	.272	.289	.135	.371	.
N	Keputusan	50	50	50	50	50	50	50	50
	Produk	50	50	50	50	50	50	50	50
	Harga	50	50	50	50	50	50	50	50
	Promosi	50	50	50	50	50	50	50	50
	Tempat	50	50	50	50	50	50	50	50
	Orang	50	50	50	50	50	50	50	50
	Proses	50	50	50	50	50	50	50	50
	Bukti_fisik	50	50	50	50	50	50	50	50

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	BUKTI_FISIK, HARGA, TEMPAT, PROMOSI, PRODUK, ORANG, PROSES <sup>a</sup>	.	Enter

a. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 <sup>a</sup>	.573	.502	1.221

a. Predictors: (Constant), BUKTI\_FISIK, HARGA, TEMPAT, PROMOSI, PRODUK, ORANG, PROSES

b. Dependent Variable: KEPUTUSAN

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.170	7	12.024	8.061	.000 <sup>a</sup>
	Residual	62.650	42	1.492		
	Total	146.820	49			

a. Predictors: (Constant), Bukti\_Fisik, Harga, Tempat, Promosi, Produk, Orang, Proses

b. Dependent Variable: Keputusan

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.184	2.982		2.409	.020
	Produk	.389	.110	.391	3.526	.001
	Harga	-.230	.097	-.276	-2.379	.022
	Promosi	.321	.093	.375	3.448	.001
	Tempat	.340	.102	.389	3.326	.002
	Orang	-.186	.084	-.257	-2.215	.032
	Proses	-.387	.129	-.359	-3.002	.005
	Bukti_fisik	.388	.118	.347	3.297	.002

a. Dependent Variable: KEPUTUSAN

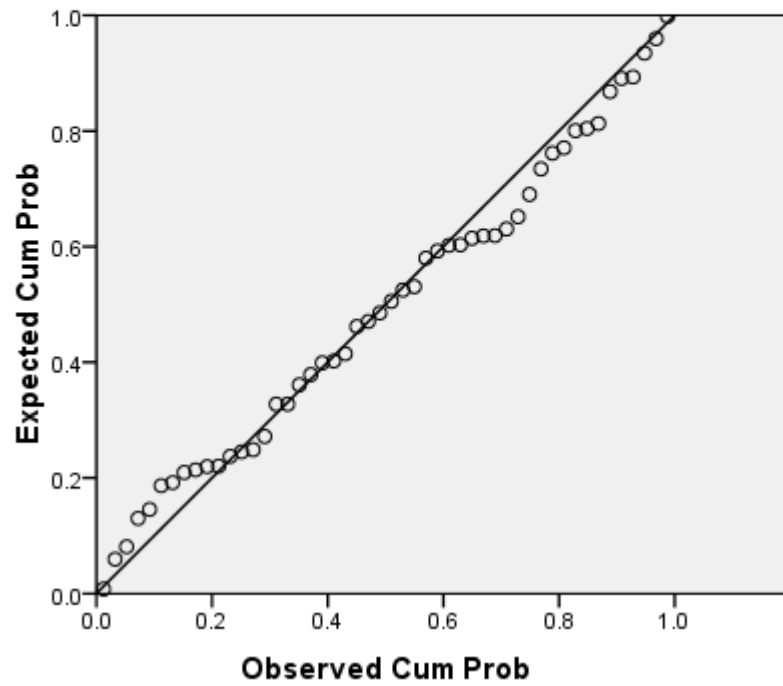
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.44	19.98	17.06	1.311	50
Residual	-2.951	3.541	.000	1.131	50
Std. Predicted Value	-2.003	2.231	.000	1.000	50
Std. Residual	-2.416	2.899	.000	.926	50

a. Dependent Variable: KEPUTUSAN

**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: KEPUTUSAN**



## Lampiran 5. Tabel F

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	161	199	216	225	230	234	237	239	241	242	243	244	245	245	246
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40	19.40	19.41	19.42	19.42	19.43
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.76	8.74	8.73	8.71	8.70
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96	5.94	5.91	5.89	5.87	5.86
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.70	4.68	4.66	4.64	4.62
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06	4.03	4.00	3.98	3.96	3.94
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.60	3.57	3.55	3.53	3.51
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35	3.31	3.28	3.26	3.24	3.22
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.10	3.07	3.05	3.03	3.01
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.94	2.91	2.89	2.86	2.85
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85	2.82	2.79	2.76	2.74	2.72
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75	2.72	2.69	2.66	2.64	2.62
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.63	2.60	2.58	2.55	2.53
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60	2.57	2.53	2.51	2.48	2.46
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54	2.51	2.48	2.45	2.42	2.40
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.46	2.42	2.40	2.37	2.35
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45	2.41	2.38	2.35	2.33	2.31
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.37	2.34	2.31	2.29	2.27
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38	2.34	2.31	2.28	2.26	2.23
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35	2.31	2.28	2.25	2.22	2.20
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.28	2.25	2.22	2.20	2.18
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30	2.26	2.23	2.20	2.17	2.15
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27	2.24	2.20	2.18	2.15	2.13
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25	2.22	2.18	2.15	2.13	2.11
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.20	2.16	2.14	2.11	2.09
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.18	2.15	2.12	2.09	2.07
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20	2.17	2.13	2.10	2.08	2.06
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.15	2.12	2.09	2.06	2.04
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18	2.14	2.10	2.08	2.05	2.03
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.13	2.09	2.06	2.04	2.01
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15	2.11	2.08	2.05	2.03	2.00
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14	2.10	2.07	2.04	2.01	1.99
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13	2.09	2.06	2.03	2.00	1.98
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12	2.08	2.05	2.02	1.99	1.97
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11	2.07	2.04	2.01	1.99	1.96
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11	2.07	2.03	2.00	1.98	1.95
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10	2.06	2.02	2.00	1.97	1.95
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09	2.05	2.02	1.99	1.96	1.94
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08	2.04	2.01	1.98	1.95	1.93
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.04	2.00	1.97	1.95	1.92
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07	2.03	2.00	1.97	1.94	1.92
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06	2.03	1.99	1.96	1.94	1.91
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06	2.02	1.99	1.96	1.93	1.91
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05	2.01	1.98	1.95	1.92	1.90
45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05	2.01	1.97	1.94	1.92	1.89

## Lampiran 6. Tabel t

Titik Persentase Distribusi t (df = 41 – 80)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526

Catatan: Probabilita yang lebih kecil yang ditunjukkan pada judul tiap kolom adalah luas daerah dalam satu ujung, sedangkan probabilitas yang lebih besar adalah luas daerah dalam kedua ujung