

DAFTAR LAMPIRAN

Lampiran 1. Kuesioner Penelitian	145
Lampiran 2. Data Hasil Penelitian	147
Lampiran 3. Hasil <i>Correlations</i> dan <i>Reliability</i> X1 (Produk)	157
Lampiran 4. Hasil <i>Correlations</i> dan <i>Reliability</i> X2 (Harga)	158
Lampiran 5. Hasil <i>Correlations</i> dan <i>Reliability</i> X3 (Promosi)	159
Lampiran 6. Hasil <i>Correlations</i> dan <i>Reliability</i> X4 (Tempat)	160
Lampiran 7. Hasil <i>Correlations</i> dan <i>Reliability</i> X5 (SDM)	161
Lampiran 8. Hasil <i>Correlations</i> dan <i>Reliability</i> X6 (Bukti Fisik)	162
Lampiran 9. Hasil <i>Correlations</i> dan <i>Reliability</i> X7 (Proses)	163
Lampiran 10. Hasil <i>Correlations</i> dan <i>Reliability</i> X8 (Pelayanan Nasabah)	164
Lampiran 11. Hasil <i>Correlations</i> dan <i>Reliability</i> Y (Minat Beli)	165
Lampiran 12. Hasil Uji Regresi Linear Berganda	166

U N I V E R S I T A S
M E R C U B U A N A