

## LAMPIRAN 1

### KUESIONER :

#### Analisis Bauran Ritel (*Retail Mix*) Terhadap Keputusan Beli Konsumen Di Toko Sumber Wangi Semarang

**Petunjuk : Isilah titik-titik berikut ini dan berikan tanggapan anda dengan memberikan tanda lingkaran pada salah satu pilihan yang tersedia sesuai dengan pendapat anda.**

Nama : .....

Pendidikan Terakhir : a. SMP c. Sarjana e. Lain-Lain

b. SMA d. Pascasarjana

Jenis Kelamin : a. Laki-laki

b. Perempuan

Usia : a. 20 – 30 tahun

b. 31 – 40 tahun

d. Lebih dari 41 tahun

Pekerjaan : a. Karyawan c. Pegawai Negeri Sipil (PNS)

b. Ibu Rumah Tangga d. Wiraswasta.

### PETUNJUK :

Berilah tanda ( √ ) pada salah satu jawaban yang tersedia di bawah ini yang paling sesuai dengan apa yang anda rasakan.

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

### 1. VARIABEL LOKASI/LOCATION

No	Pernyataan	SS	S	N	TS	STS
1.	Lokasi toko bahan roti Sumber Wangi mudah dijangkau dengan transportasi umum					
2.	Lokasi toko bahan roti Sumber Wangi strategis di tengah kota Semarang					
3.	Tersedia sarana lahan parkir yang memadai di toko bahan roti Sumber Wangi					

### 2. VARIABEL BARANG DAGANGAN/MERCHANDISE

No	Pernyataan	SS	S	CS	TS	STS
1.	Kualitas barang dagangan di toko bahan roti Sumber Wangi lebih baik dibandingkan toko bahan roti di Semarang.					
2.	Kebersihan barang dagangan di toko bahan roti Sumber Wangi sudah baik dilakukan					
3.	Ketersediaan barang dagangan di toko bahan roti Sumber Wangi memadai					
4.	Keragaman barang dagangan di toko bahan roti Sumber Wangi lengkap					

### 3. VARIABEL HARGA/PRICE

No	Pernyataan	SS	S	CS	TS	STS
1.	Harga produk bahan roti di toko Sumber Wangi sudah sesuai dengan kualitasnya					
2.	Harga produk bahan roti di toko Sumber Wangi terjangkau					
3.	Harga bahan roti di toko Sumber Wangi lebih murah dibandingkan dengan toko bahan roti di Semarang					
4.	Pemberian potongan harga/ <i>discount</i> untuk menarik minat membeli di toko sumber wangi					

### 4. PROMOSI/PROMOTION

No	Pernyataan	SS	S	CS	TS	STS
1.	Media promosi toko bahan roti Sumber Wangi melalui brosur menarik minat beli konsumen					
2.	Tersedia tester kue yang diproduksi di toko bahan roti Sumber Wangi					
3.	Tersedianya kupon hadiah untuk menarik minat beli konsumen					

### 5. BAURAN PELAYANAN/*SERVICE*

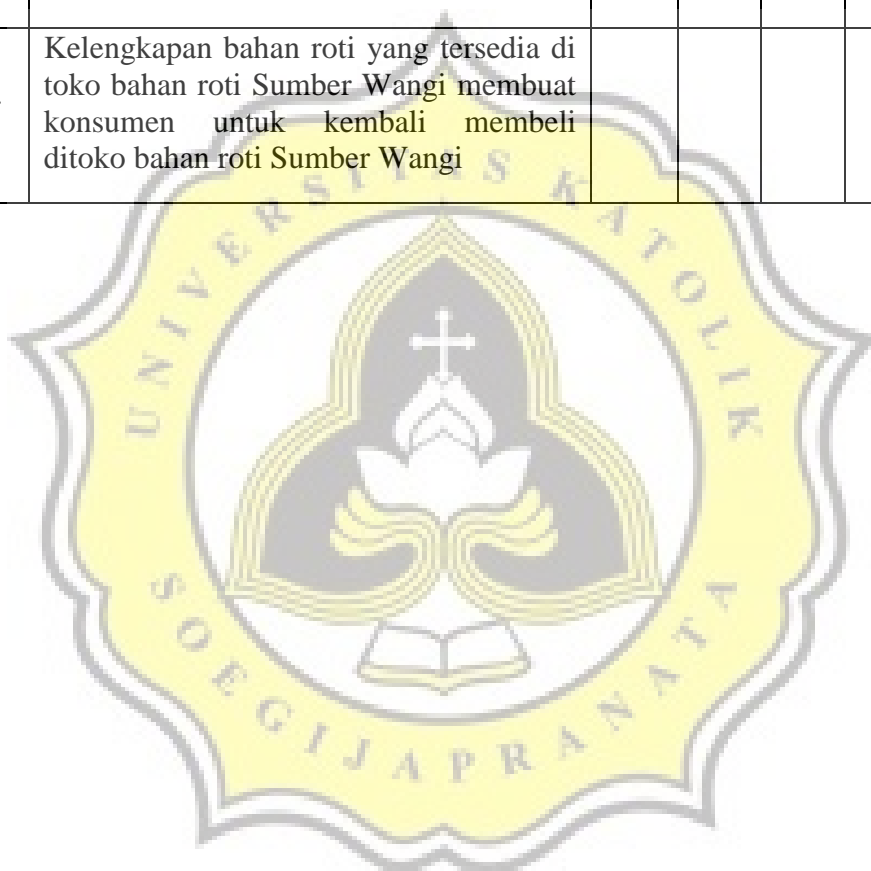
No	Pernyataan	SS	S	CS	TS	STS
1.	Jam buka toko Sumber Wangi buka lebih awal dari toko sejenis (08:00)					
2.	Karyawan di toko Sumber Wangi cepat tanggap terhadap keluhan konsumen					
3.	Sikap karyawan di toko bahan roti Sumber Wangi ramah dalam melayani konsumennya					

### 6. SUASANA TOKO/*STORE ATMOSPHERE*

No	Pernyataan	SS	S	CS	TS	STS
1.	Papan nama toko terlihat sehingga memudahkan pembeli dalam pencarian toko bahan roti Sumber Wangi					
2.	Tata letak atau lay out barang dagangan di toko bahan roti memudahkan konsumen dalam pencarian barang					

**7. KEPUTUSAN PEMBELIAN**

No	Pernyataan	SS	S	CS	TS	STS
1.	Bahan roti di toko Sumber Wangi sudah sesuai dengan kebutuhan konsumen					
2.	Keinginan untuk membeli bahan roti di toko bahan roti Sumber Wangi karena harganya yang terjangkau					
3.	Kelengkapan bahan roti yang tersedia di toko bahan roti Sumber Wangi membuat konsumen untuk kembali membeli ditoko bahan roti Sumber Wangi					



**LAMPIRAN 2**

**DATA MENTAH JAWABAN KUESIONER RESPONDEN**

No.	Pdk	JK	Usia	Pkrjn	Lokasi				Barang Dagangan					Harga					Promosi				Bauran Pelayanan				Suasana Toko			Keputusan Pembelian			
					1	2	3	Jml	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	Jml	1	2	3	Jml	1	2	3	Jml			
1	1	1	1	1	4	4	4	12	4	4	5	5	18	3	4	4	4	15	4	5	3	12	4	4	4	12	5	4	9	4	4	4	12
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73	4	2	3	4	4	4	4	<b>12</b>	4	4	4	4	<b>16</b>	4	4	4	5	<b>17</b>	3	3	4	<b>10</b>	5	4	4	<b>13</b>	4	4	<b>8</b>	4	4	4	<b>12</b>
74	4	2	3	4	4	5	4	<b>13</b>	4	3	4	4	<b>15</b>	3	4	4	4	<b>15</b>	4	4	4	<b>12</b>	4	4	4	<b>12</b>	3	4	<b>7</b>	4	4	4	<b>12</b>
75	4	2	3	4	5	5	4	<b>14</b>	5	4	5	4	<b>18</b>	4	4	4	5	<b>17</b>	4	5	5	<b>14</b>	5	4	4	<b>13</b>	4	4	<b>8</b>	5	4	4	<b>13</b>
76	4	2	3	4	5	4	5	<b>14</b>	4	5	5	5	<b>19</b>	4	4	5	5	<b>18</b>	4	4	4	<b>12</b>	4	4	4	<b>12</b>	5	5	<b>10</b>	4	4	5	<b>13</b>
77	4	2	3	4	5	5	5	<b>15</b>	4	5	5	5	<b>19</b>	5	5	5	5	<b>20</b>	5	5	5	<b>15</b>	5	4	4	<b>13</b>	5	5	<b>10</b>	4	4	4	<b>12</b>
78	4	2	3	4	4	4	5	<b>13</b>	4	4	5	5	<b>18</b>	4	4	5	5	<b>18</b>	4	4	4	<b>12</b>	4	4	5	<b>13</b>	5	4	<b>9</b>	4	4	4	<b>12</b>
79	4	2	3	4	5	5	5	<b>15</b>	5	4	5	5	<b>19</b>	4	4	4	4	<b>16</b>	4	4	4	<b>12</b>	4	4	4	<b>12</b>	3	4	<b>7</b>	4	5	4	<b>13</b>
80	4	2	3	4	4	5	5	<b>14</b>	5	4	4	4	<b>17</b>	4	4	4	5	<b>17</b>	4	4	4	<b>12</b>	4	4	5	<b>13</b>	5	4	<b>9</b>	4	4	4	<b>12</b>
81	4	2	3	4	4	4	5	<b>13</b>	5	4	4	4	<b>17</b>	4	5	4	4	<b>17</b>	5	5	4	<b>14</b>	5	5	5	<b>15</b>	4	4	<b>8</b>	4	4	5	<b>13</b>
82	4	2	3	4	4	5	4	<b>13</b>	4	4	4	5	<b>17</b>	5	5	5	5	<b>20</b>	4	4	5	<b>13</b>	4	4	5	<b>13</b>	5	4	<b>9</b>	4	4	4	<b>12</b>
83	4	2	3	4	5	4	4	<b>13</b>	4	4	4	4	<b>16</b>	5	4	5	4	<b>18</b>	4	3	4	<b>11</b>	5	4	4	<b>13</b>	5	5	<b>10</b>	5	5	4	<b>14</b>
84	4	2	3	4	5	5	4	<b>14</b>	5	5	5	4	<b>19</b>	4	4	5	5	<b>18</b>	4	4	4	<b>12</b>	5	4	5	<b>14</b>	4	4	<b>8</b>	4	4	4	<b>12</b>

85	4	2	3	4	4	4	4	<b>12</b>	4	5	4	4	<b>17</b>	4	5	4	4	<b>17</b>	4	4	4	<b>12</b>	4	4	5	<b>13</b>	5	4	<b>9</b>	4	5	4	<b>13</b>
86	4	2	3	4	4	4	5	<b>13</b>	4	4	5	5	<b>18</b>	5	4	4	5	<b>18</b>	4	4	4	<b>12</b>	4	4	4	<b>12</b>	4	4	<b>8</b>	4	4	4	<b>12</b>
87	4	2	3	4	4	4	4	<b>12</b>	5	4	4	4	<b>17</b>	4	4	4	4	<b>16</b>	4	4	4	<b>12</b>	5	4	4	<b>13</b>	5	4	<b>9</b>	4	5	5	<b>14</b>
88	5	2	3	4	4	4	4	<b>12</b>	4	4	4	4	<b>16</b>	4	4	4	5	<b>17</b>	4	5	5	<b>14</b>	4	5	4	<b>13</b>	5	5	<b>10</b>	5	5	4	<b>14</b>
89	5	2	3	4	5	5	4	<b>14</b>	4	4	5	4	<b>17</b>	4	4	4	4	<b>16</b>	4	4	4	<b>12</b>	4	4	5	<b>13</b>	4	4	<b>8</b>	5	4	4	<b>13</b>
90	5	2	3	4	4	4	4	<b>12</b>	4	4	4	4	<b>16</b>	4	5	4	5	<b>18</b>	4	4	4	<b>12</b>	4	4	4	<b>12</b>	4	5	<b>9</b>	5	4	5	<b>14</b>
91	5	2	3	4	5	4	4	<b>13</b>	5	4	4	4	<b>17</b>	4	4	4	5	<b>17</b>	4	4	4	<b>12</b>	4	4	5	<b>13</b>	4	4	<b>8</b>	4	4	4	<b>12</b>
92	5	2	3	4	4	5	4	<b>13</b>	4	4	5	4	<b>17</b>	5	4	5	4	<b>18</b>	4	5	4	<b>13</b>	5	5	4	<b>14</b>	4	4	<b>8</b>	5	5	5	<b>15</b>
93	5	2	3	4	5	5	4	<b>14</b>	4	4	4	5	<b>17</b>	5	4	5	4	<b>18</b>	4	4	5	<b>13</b>	4	5	4	<b>13</b>	5	5	<b>10</b>	5	4	5	<b>14</b>
94	5	2	3	4	5	5	4	<b>14</b>	4	4	4	5	<b>17</b>	4	5	5	4	<b>18</b>	4	4	5	<b>13</b>	4	4	5	<b>13</b>	4	4	<b>8</b>	5	4	4	<b>13</b>
95	5	2	3	4	3	4	4	<b>11</b>	3	4	4	4	<b>15</b>	4	4	4	4	<b>16</b>	5	5	4	<b>14</b>	5	4	5	<b>14</b>	4	4	<b>8</b>	4	4	4	<b>12</b>
96	5	2	3	4	4	5	4	<b>13</b>	4	4	4	5	<b>17</b>	4	4	4	5	<b>17</b>	4	4	5	<b>13</b>	4	4	4	<b>12</b>	5	4	<b>9</b>	4	4	4	<b>12</b>
97	5	2	3	4	4	5	5	<b>14</b>	4	4	4	4	<b>16</b>	4	4	4	5	<b>17</b>	4	4	4	<b>12</b>	5	4	4	<b>13</b>	5	4	<b>9</b>	5	4	4	<b>13</b>
98	5	2	3	4	4	5	4	<b>13</b>	5	5	5	5	<b>20</b>	2	5	5	4	<b>16</b>	4	4	5	<b>13</b>	4	4	4	<b>12</b>	4	4	<b>8</b>	5	4	4	<b>13</b>
99	5	2	3	4	5	5	4	<b>14</b>	5	4	5	4	<b>18</b>	4	4	4	4	<b>16</b>	5	4	5	<b>14</b>	5	4	5	<b>14</b>	5	4	<b>9</b>	5	4	4	<b>13</b>
100	5	2	3	4	5	5	5	<b>15</b>	4	5	5	5	<b>19</b>	4	4	4	4	<b>16</b>	4	4	4	<b>12</b>	4	5	5	<b>14</b>	5	4	<b>9</b>	4	4	5	<b>13</b>

### Lampiran 3

#### Hasil Output SPSS

#### Data Responden

Data Responden Berdasarkan Pendidikan

Pendidikan Terakhir

	Pendidikan	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	6	6.0	6.0	6.0
	SMA	27	27.0	27.0	33.0
	Sarjana	35	35.0	35.0	68.0
	Pasca Sarjana	19	19.0	19.0	87.0
	Lain-lain	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Data Responden Berdasarkan Jenis Kelamin

Jenis Kelamin

	Jenis Kelamin	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	21	21.0	21.0	21.0
	Perempuan	79	79.0	79.0	100.0
	Total	100	100.0	100.0	

## Data Responden Berdasarkan Usia

Usia Responden

Usia	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 - 30 Tahun	19	19.0	19.0	19.0
31 - 40 Tahun	36	36.0	36.0	55.0
Lebih dari 41 Tahun	45	45.0	45.0	100.0
Total	100	100.0	100.0	

## Data Responden Berdasarkan Pekerjaan

Pekerjaan Responden

Pekerjaan	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Karyawan	25	25.0	25.0	25.0
Ibu Rumah Tangga	20	20.0	20.0	45.0
Pegawai Negeri Sipil (PNS)	17	17.0	17.0	62.0
Wiraswasta	38	38.0	38.0	100.0
Total	100	100.0	100.0	

Respon Responden Terhadap Keputusan Pembelian

A. VARIABEL LOKASI/*LOCATION*

Lokasi Toko Bahan Roti Sumber Wangi Mudah Dijangkau  
Dengan Transportasi Umum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	4.0	4.0	4.0
	3.00	2	2.0	2.0	6.0
	4.00	59	59.0	59.0	65.0
	5.00	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Lokasi Toko Bahan Roti Sumber Wangi Strategis Di Tengah Kota  
Semarang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	1	1.0	1.0	4.0
	3.00	1	1.0	1.0	5.0
	4.00	45	45.0	45.0	50.0
	5.00	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Tersedia Sarana Lahan Parkir Yang Memadai Di Toko Bahan Roti  
Sumber Wangi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	1	1.0	1.0	4.0
	4.00	64	64.0	64.0	68.0
	5.00	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

B. VARIABEL BARANG DAGANGAN/MERCHANDISE

Kualitas Barang Dagangan Di Toko Bahan Roti Sumber Wangi  
Lebih Baik Dibandingkan Toko Bahan Roti Di Semarang

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	4.0	4.0	4.0
3.00	5	5.0	5.0	9.0
4.00	69	69.0	69.0	78.0
5.00	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Kebersihan Barang Dagangan Di Toko Bahan Roti Sumber Wangi  
Sudah Baik Dilakukan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	4.0	4.0	4.0
3.00	4	4.0	4.0	8.0
4.00	71	71.0	71.0	79.0
5.00	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Ketersediaan Barang Dagangan Di Toko Bahan Roti Sumber  
Wangi Memadai

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
4.00	58	58.0	58.0	62.0
5.00	38	38.0	38.0	100.0
Total	100	100.0	100.0	

Keragaman Barang Dagangan Di Toko Bahan Roti Sumber Wangi  
Lengkap

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
4.00	50	50.0	50.0	54.0
5.00	46	46.0	46.0	100.0
Total	100	100.0	100.0	

C. VARIABEL HARGA/PRICE

Harga Produk Bahan Roti Di Toko Sumber Wangi Sudah Sesuai  
Dengan Kualitasnya

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	5.0	5.0	5.0
3.00	9	9.0	9.0	14.0
4.00	65	65.0	65.0	79.0
5.00	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Harga Produk Bahan Roti Di Toko Sumber Wangi Terjangkau

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
4.00	75	75.0	75.0	79.0
5.00	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Harga Bahan Roti Di Toko Sumber Wangi Lebih Murah  
Dibandingkan Dengan Toko Bahan Roti Di Semarang

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	4.0	4.0	4.0
4.00	66	66.0	66.0	70.0
5.00	30	30.0	30.0	100.0
Total	100	100.0	100.0	

Pemberian Potongan Harga/*Discount* Untuk Menarik Minat  
Membeli Di Toko Sumber Wangi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	4.0	4.0	4.0
4.00	49	49.0	49.0	53.0
5.00	47	47.0	47.0	100.0
Total	100	100.0	100.0	

D. PROMOSI/*PROMOTION*

Media Promosi Toko Bahan Roti Sumber Wangi Melalui Brosur  
Menarik Minat Beli Konsumen

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	3	3.0	3.0	3.0
2.00	1	1.0	1.0	4.0
3.00	2	2.0	2.0	6.0
4.00	76	76.0	76.0	82.0
5.00	18	18.0	18.0	100.0
Total	100	100.0	100.0	



Tersedia Tester Kue Yang Diproduksi Di Toko Bahan Roti  
Sumber Wangi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	2	2.0	2.0	4.0
3.00	4	4.0	4.0	8.0
4.00	67	67.0	67.0	75.0
5.00	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Tersedianya Kupon Berhadiah Untuk Menarik Minat Beli  
Konsumen

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	2	2.0	2.0	4.0
3.00	2	2.0	2.0	6.0
4.00	63	63.0	63.0	69.0
5.00	31	31.0	31.0	100.0
Total	100	100.0	100.0	

E. BAURAN PELAYANAN/SERVICCE

Jam Buka Toko Sumber Wangi Buka Lebih Awal Dari Toko  
Sejenis (08:00)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	4.0	4.0	4.0
4.00	68	68.0	68.0	72.0
5.00	28	28.0	28.0	100.0
Total	100	100.0	100.0	

Karyawan Di Toko Sumber Wangi Cepat Tanggap Terhadap  
Keluhan Konsumen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	1	1.0	1.0	4.0
	4.00	79	79.0	79.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Sikap Karyawan Di Toko Bahan Roti Sumber Wangi Ramah  
Dalam Melayani Konsumennya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	1	1.0	1.0	4.0
	4.00	54	54.0	54.0	58.0
	5.00	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

F. SUASANA TOKO/STORE ATMOSPHERE

Papan Nama Toko Terlihat Sehingga Memudahkan Pembeli  
Dalam Pencarian Toko Bahan Roti Sumber Wangi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	4.0	4.0	4.0
	3.00	6	6.0	6.0	10.0
	4.00	43	43.0	43.0	53.0
	5.00	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Tata Letak Atau Lay Out Barang Dagangan Di Toko Bahan Roti  
Memudahkan Konsumen Dalam Pencarian Barang

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	4.0	4.0	4.0
4.00	76	76.0	76.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

G. KEPUTUSAN PEMBELIAN

Bahan Roti Di Toko Sumber Wangi Sudah Sesuai Dengan  
Kebutuhan Konsumen

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
4.00	61	61.0	61.0	65.0
5.00	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Keinginan Untuk Membeli Bahan Roti Di Toko Bahan Roti  
Sumber Wangi Karena Harganya Yang Terjangkau

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	2	2.0	2.0	4.0
4.00	73	73.0	73.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Kelengkapan Bahan Roti Yang Tersedia Di Toko Bahan Roti  
Sumber Wangi Membuat Konsumen Untuk Kembali Membeli  
Di toko Bahan Roti Sumber Wangi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	3	3.0	3.0	3.0
2.00	1	1.0	1.0	4.0
4.00	71	71.0	71.0	75.0
5.00	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Deskriptif Variabel Keseluruhan

Descriptive Statistics

Variabel	N	Minimum	Maximum	Mean	Std. Deviation
Lokasi	100	3.00	15.00	12.8000	2.13674
BarangDagangan	100	4.00	20.00	16.7600	2.58637
Harga	100	6.00	20.00	16.6700	2.47841
Promosi	100	3.00	15.00	12.3500	1.92472
BauranPelayanan	100	3.00	15.00	12.5300	2.00734
SuasanaToko	100	2.00	10.00	8.3700	1.52855
KeputusanPembelian	100	4.00	15.00	12.5300	1.82272
Valid N (listwise)	100				

**Uji Reliabilitas dan Validitas**

Uji Reliabilitas Variabel Lokasi

Reliability Statistics

Cronbach's Alpha	N of Items
.854	3

## Uji Reliabilitas Variabel Barang Dagangan

## Reliability Statistics

Cronbach's Alpha	N of Items
.875	4

## Uji Reliabilitas Variabel Harga

## Reliability Statistics

Cronbach's Alpha	N of Items
.842	4

## Uji Reliabilitas Variabel Promosi

## Reliability Statistics

Cronbach's Alpha	N of Items
.846	3

## Uji Reliabilitas Variabel Bauran Pelayanan

## Reliability Statistics

Cronbach's Alpha	N of Items
.851	3

## Uji Reliabilitas Variabel Suasana Toko

## Reliability Statistics

Cronbach's Alpha	N of Items
.825	2

## Uji Reliabilitas Variabel Keputusan Pembelian

## Reliability Statistics

Cronbach's Alpha	N of Items

## Reliability Statistics

Cronbach's Alpha	N of Items
.813	3

**Uji Validitas**

## Uji Validitas Variabel Lokasi

## Correlations

		X1.1	X1.2	X1.3	Lokasi
X1.1	Pearson Correlation	1	.691**	.672**	.898**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.691**	1	.620**	.879**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.672**	.620**	1	.862**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Lokasi	Pearson Correlation	.898**	.879**	.862**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Uji Validitas Variabel Barang Dagangan

## Correlations

		X2.1	X2.2	X2.3	X2.4	Barang Dagangan
X2.1	Pearson Correlation	1	.611**	.666**	.539**	.830**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.611**	1	.695**	.653**	.868**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.666**	.695**	1	.679**	.885**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.539**	.653**	.679**	1	.835**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
BarangDagangan	Pearson Correlation	.830**	.868**	.885**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

## Uji Validitas Variabel Harga

## Correlations

		X3.1	X3.2	X3.3	X3.4	Harga
X3.1	Pearson Correlation	1	.395**	.547**	.510**	.738**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.395**	1	.750**	.594**	.815**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.547**	.750**	1	.656**	.895**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.510**	.594**	.656**	1	.851**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Harga	Pearson Correlation	.738**	.815**	.895**	.851**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

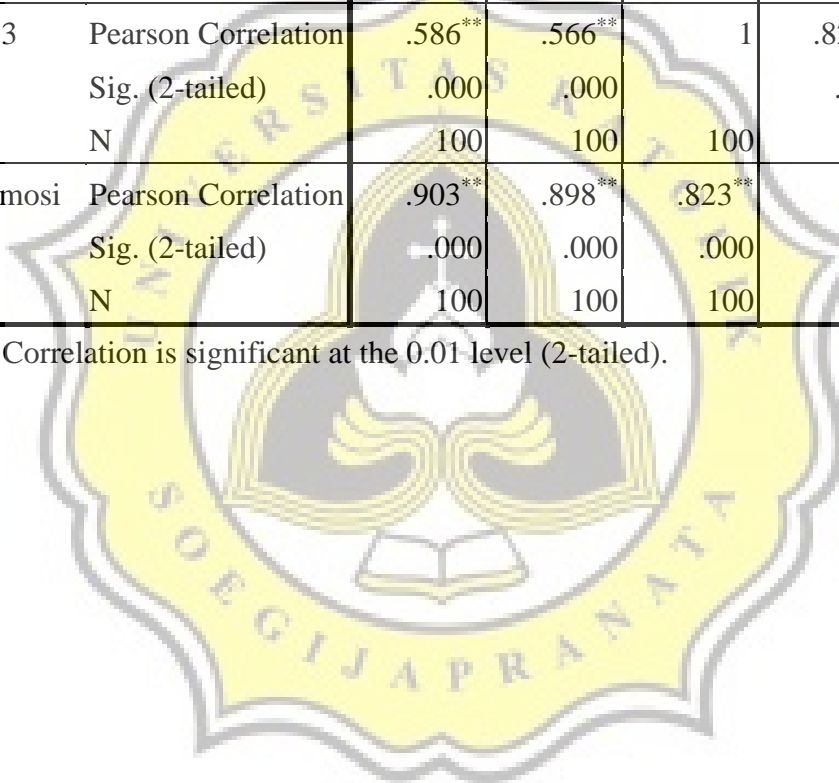


## Uji Validitas Variabel Promosi

## Correlations

		X4.1	X4.2	X4.3	Promosi
X4.1	Pearson Correlation	1	.793**	.586**	.903**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.793**	1	.566**	.898**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X4.3	Pearson Correlation	.586**	.566**	1	.823**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Promosi	Pearson Correlation	.903**	.898**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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



## Uji Validitas Variabel Bauran Pelayanan

## Correlations

		X5.1	X5.2	X5.3	BauranPelaya nan
X5.1	Pearson Correlation	1	.703**	.642**	.891**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X5.2	Pearson Correlation	.703**	1	.639**	.876**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X5.3	Pearson Correlation	.642**	.639**	1	.871**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
BauranPelayanan	Pearson Correlation	.891**	.876**	.871**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Uji Validitas Variabel Suasana Toko

## Correlations

		X6.1	X6.2	SuasanaToko
X6.1	Pearson Correlation	1	.714**	.939**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
X6.2	Pearson Correlation	.714**	1	.911**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
SuasanaToko	Pearson Correlation	.939**	.911**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

## Uji Validitas Variabel Keputusan Pembelian

## Correlations

		Y1.1	Y1.2	Y1.3	Keputusan Pembelian
Y1.1	Pearson Correlation	1	.614**	.530**	.835**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y1.2	Pearson Correlation	.614**	1	.636**	.875**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y1.3	Pearson Correlation	.530**	.636**	1	.852**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.835**	.875**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

### Uji Asumsi Klasik

#### Uji Normalitas (Kolmogorov-Smirnov)

##### One-Sample Kolmogorov-Smirnov Test

		Lokasi	Barang Dagangan	Harga	Promosi	Bauran Pelayanan	Suasa na Toko	Keputusan Pembelian
N		100	100	100	100	100	100	100
Normal Parameters <sup>a,b</sup>	Mean	11.3714	11.9143	11.5714	12.2286	12.8571	11.9429	12.0000
	Std. Deviation	3.20923	2.74796	2.55856	1.92638	2.42709	2.35076	2.18282
Most Extreme Differences	Absolute	.235	.198	.169	.170	.189	.138	.162
	Positive	.153	.131	.100	.093	.189	.097	.094
	Negative	-.235	-.198	-.169	-.170	-.183	-.138	-.162
Kolmogorov-Smirnov Z		1.389	1.172	.999	1.005	1.116	.818	.960
Asymp. Sig. (2-tailed)		.062	.728	.771	.865	.866	.915	.715

a. Test distribution is Normal.

b. Calculated from data.

## Uji Multikolinieritas

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.685	.607		2.777	.007		
Lokasi	-.247	.091	-.368	-2.731	.008	.147	6.812
BarangDagangan	.029	.082	.041	.350	.727	.156	6.399
Harga	.822	.349	.200	2.354	.022	.198	5.048
Promosi	.107	.089	.113	1.211	.229	.243	4.107
BauranPelayanan	.258	.091	.285	2.841	.006	.212	4.706
SuasanaToko	.263	.108	.221	2.431	.017	.258	3.872

a. Dependent Variable: KeputusanPembelian

## Uji Heteroskedastisitas

## Uji Gleijser

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.882	1.329		2.672	.013
Lokasi	-.386	.271	-.132	-1.065	.213
BarangDagangan	-.118	.135	-.033	-.134	.489
Harga	-.055	.242	-.366	-.315	.547
Promosi	.285	.191	.331	2.019	.066
BauranPelayanan	.003	.005	.053	.492	.624
SuasanaToko	-.152	.095	-.202	-1.597	.114

a. Dependent Variable: res\_2

Uji Regresi  
Uji Hipotesis (Uji t)

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.685	.607		2.777	.007
	Lokasi	-.247	.091	-.368	-2.731	.008
	BarangDagangan	.029	.082	.041	.350	.727
	Harga	.822	.349	.200	2.354	.022
	Promosi	.107	.089	.113	1.211	.229
	BauranPelayanan	.258	.091	.285	2.841	.006
	SuasanaToko	.263	.108	.221	2.431	.017

a. Dependent Variable: KeputusanPembelian

Uji Koefisien Determinasi

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895 <sup>a</sup>	.802	.789	.83725

a. Predictors: (Constant), SuasanaToko, BarangDagangan, Promosi, BauranPelayanan, Harga, Lokasi

b. Dependent Variable: KeputusanPembelian

Uji Goodness of Fit/Uji F

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263.718	6	43.953	62.702	.000 <sup>a</sup>
	Residual	65.192	93	.701		
	Total	328.910	99			

a. Predictors: (Constant), SuasanaToko, BarangDagangan, Promosi, BauranPelayanan, Harga, Lokasi

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263.718	6	43.953	62.702	.000 <sup>a</sup>
	Residual	65.192	93	.701		
	Total	328.910	99			

a. Predictors: (Constant), SuasanaToko, BarangDagangan, Promosi, BauranPelayanan, Harga, Lokasi

b. Dependent Variable: KeputusanPembelian



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