**LAMPIRAN 3**

**PROFILE RESPONDEN**

| **JK** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | PRIA | 71 | 88.8 | 88.8 | 88.8 |
| WANITA | 9 | 11.2 | 11.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **UMUR** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17– ¬25 tahun | 43 | 53.8 | 53.8 | 53.8 |
| 26 – 34 tahun | 26 | 32.5 | 32.5 | 86.2 |
| 35 – 43 tahun | 10 | 12.5 | 12.5 | 98.8 |
| 44 – 52 tahun | 1 | 1.2 | 1.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **PEKERJAAN** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pelajar | 31 | 38.8 | 38.8 | 38.8 |
| Mahasiswa | 32 | 40.0 | 40.0 | 78.8 |
| PNS/BUMN | 14 | 17.5 | 17.5 | 96.2 |
| Wiraswasta | 3 | 3.8 | 3.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **PENDAPATAN** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < Rp 1.000.000 | 54 | 67.5 | 67.5 | 67.5 |
| Rp 1.000.000 – Rp 2.000.000 | 9 | 11.2 | 11.2 | 78.8 |
| Rp 3.000.001 – Rp 4.000.000 | 17 | 21.2 | 21.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**LAMPIRAN 4**

**VALIDITAS DAN RELIABILITAS**

**UJI VALIDITAS**

KEPUTUSAN PEMBELIAN

| **Component Matrixa** | | |
| --- | --- | --- |
|  | Component | |
|  | 1 | 2 |
| KP1 | .668 | .159 |
| KP2 | .519 | .405 |
| KP3 | .572 | .545 |
| KP4 | .699 | .187 |
| KP5 | .693 | -.315 |
| KP6 | .550 | -.296 |
| KP7 | .494 | -.477 |
| KP8 | .685 | -.321 |
| KP9 | .592 | .131 |
| Extraction Method: Principal Component Analysis. | | |
| a. 2 components extracted. | | |

KUALITAS PELAYANAN

| **Component Matrixa** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Component | | | | | | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| KPEL1 | .265 | -.239 | .202 | -.583 | -.164 | .148 | .004 |
| KPEL2 | .397 | -.419 | .395 | -.103 | -.168 | .441 | .005 |
| KPEL3 | .447 | -.567 | .349 | -.071 | -.019 | -.161 | .251 |
| KPEL4 | .500 | -.309 | .313 | -.325 | -.007 | .255 | -.006 |
| KPEL5 | .358 | -.587 | .105 | .295 | .345 | .064 | -.259 |
| KPEL6 | .255 | -.466 | .435 | .168 | -.060 | -.215 | .279 |
| KPEL7 | .157 | -.451 | .457 | .365 | .187 | -.303 | -.091 |
| KPEL8 | .600 | -.149 | -.421 | -.107 | -.063 | -.105 | -.001 |
| KPEL9 | .652 | -.089 | -.393 | .059 | -.052 | .152 | -.223 |
| KPEL10 | .571 | .055 | -.252 | .222 | -.448 | .040 | -.053 |
| KPEL11 | .568 | .007 | -.282 | .436 | -.328 | .066 | -.112 |
| KPEL12 | .644 | .089 | -.153 | .274 | -.097 | -.062 | .337 |
| KPEL13 | .540 | -.079 | -.341 | -.173 | .586 | -.096 | .190 |
| KPEL14 | .473 | -.118 | -.539 | -.313 | .317 | -.004 | -.119 |
| KPEL15 | .063 | .416 | -.022 | .258 | .255 | .320 | .513 |
| KPEL16 | .502 | .493 | .166 | -.083 | .028 | -.499 | -.137 |
| KPEL17 | .391 | .454 | .317 | -.324 | -.137 | -.366 | -.132 |
| KPEL18 | .224 | .503 | .459 | .090 | .214 | .273 | -.302 |
| KPEL19 | .432 | .494 | .299 | .025 | .161 | .211 | -.203 |
| KPEL20 | .436 | .564 | .308 | .298 | .084 | .037 | .051 |
| KPEL21 | .343 | .486 | .105 | -.315 | -.104 | .035 | .353 |
| Extraction Method: Principal Component Analysis. | | | | |  |  |  |
| a. 7 components extracted. | | |  |  |  |  |  |

SUASANA TOKO

| **Component Matrixa** | | |
| --- | --- | --- |
|  | Component | |
|  | 1 | 2 |
| ST1 | .292 | .740 |
| ST2 | .674 | .042 |
| ST3 | .674 | .246 |
| ST4 | .701 | -.204 |
| ST5 | .591 | -.358 |
| ST6 | .594 | -.155 |
| ST7 | .414 | -.604 |
| ST8 | .560 | .513 |
| Extraction Method: Principal Component Analysis. | | |
| a. 2 components extracted. | | |

LOKASI

| **Component Matrixa** | | |
| --- | --- | --- |
|  | Component | |
|  | 1 | 2 |
| LK1 | .746 | .212 |
| LK2 | .709 | .336 |
| LK3 | .670 | -.250 |
| LK4 | .733 | -.112 |
| LK5 | .755 | -.377 |
| LK6 | .592 | .134 |
| LK7 | .068 | .867 |
| Extraction Method: Principal Component Analysis. | | |
| a. 2 components extracted. | | |

**UJI RELIABILITAS**

KEPUTUSAN PEMBELIAN

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .788 | 9 |

KUALITAS PELAYANAN

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .781 | 21 |

SUASANA TOKO

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .693 | 8 |

LOKASI

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .742 | 7 |

**LAMPIRAN 5**

**ANALISIS DESKRIPTIF**

**KEPUTUSAN PEMBELIAN**

| **Statistics** | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.81 | 3.90 | 3.91 | 3.98 | 3.85 | 3.81 | 3.95 | 3.69 | 4.01 |

**KUALITAS PELAYANAN**

| **Statistics** | | | | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | KPEL  1 | KPEL  2 | KPEL  3 | KPEL  4 | KPEL  5 | KPEL  6 | KPEL  7 | KPEL  8 | KPEL  9 | KPEL  10 | KPEL  11 | KPEL  12 | KPEL  13 | KPEL  14 | KPEL  15 | KPEL  16 | KPEL  17 | KPEL  18 | KPEL  19 | KPEL  20 | KPEL  21 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.68 | 3.74 | 3.98 | 3.81 | 4.05 | 4.16 | 4.29 | 4.00 | 4.12 | 3.95 | 3.94 | 3.75 | 4.21 | 4.00 | 3.64 | 3.86 | 3.81 | 3.94 | 4.00 | 3.94 | 3.80 |

**SUASANA TOKO**

| **Statistics** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | ST1 | ST2 | ST3 | ST4 | ST5 | ST6 | ST7 | ST8 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.59 | 3.12 | 3.16 | 3.24 | 3.35 | 3.31 | 3.04 | 3.31 |

**LOKASI**

| **Statistics** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | LK1 | LK2 | LK3 | LK4 | LK5 | LK6 | LK7 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.86 | 3.81 | 3.94 | 4.00 | 3.94 | 3.80 | 3.68 |

**LAMPIRAN 6**

**ASUMSI KLASIK**

**NORMALITAS**

| **One-Sample Kolmogorov-Smirnov Test** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Keputusan  Pembelian | Kualitas  Pelayanan | Suasana  Toko | lokasi |
| N | | 80 | 80 | 80 | 80 |
| Normal Parametersa | Mean | 3.8800 | 3.7438 | 3.8917 | 3.7417 |
| Std. Deviation | .45851 | .48966 | .53703 | .46683 |
| Most Extreme Differences | Absolute | .106 | .150 | .119 | .186 |
| Positive | .047 | .075 | .049 | .090 |
| Negative | -.106 | -.150 | -.119 | -.186 |
| Kolmogorov-Smirnov Z | | .946 | 1.341 | 1.067 | 1.665 |
| Asymp. Sig. (2-tailed) | | .333 | .055 | .205 | .008 |
| a. Test distribution is Normal. | |  |  |  |  |
|  |  |  |  |  |  |

**SETELAH DI NORMALKAN**

| **One-Sample Kolmogorov-Smirnov Test** | | |
| --- | --- | --- |
|  |  | Unstandardized Residual |
| N | | 80 |
| Normal Parametersa | Mean | .0000000 |
| Std. Deviation | .40534349 |
| Most Extreme Differences | Absolute | .064 |
| Positive | .040 |
| Negative | -.064 |
| Kolmogorov-Smirnov Z | | .569 |
| Asymp. Sig. (2-tailed) | | .903 |
| a. Test distribution is Normal. | |  |
|  | | |

**MULTIKOLINEARITAS**

| **Coefficientsa** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .798 | .291 |  | 2.741 | .008 |  |  |
| kualitasPelayanan | .419 | .107 | .447 | 3.913 | .000 | .353 | 2.831 |
| SuasanaToko | .456 | .067 | .535 | 6.847 | .000 | .757 | 1.321 |
| lokasi | -.070 | .105 | -.071 | -.667 | .507 | .405 | 2.470 |
| a. Dependent Variable: keputusanPembelian | | | |  |  |  |  |  |

**HETEROSKEDASTISITAS**

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .918 | .227 |  | 4.046 | .000 |
| kualitasPelayanan | -.009 | .083 | -.020 | -.108 | .914 |
| SuasanaToko | -.135 | .052 | -.321 | -2.590 | .011 |
| lokasi | -.007 | .082 | -.014 | -.084 | .933 |
| a. Dependent Variable: RES2 | | |  |  |  |  |

**LAMPIRAN 7**

**ANALISIS REGRESI LINIER BERGANDA**

**UJI R2**

| **Model Summary** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .806a | .649 | .635 | .27682 | .649 | 46.911 | 3 | 76 | .000 |
| a. Predictors: (Constant), lokasi, SuasanaToko, kualitasPelayanan | | | | | |  |  |  |  |

**UJI F**

| **ANOVAb** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 10.784 | 3 | 3.595 | 46.911 | .000a |
| Residual | 5.824 | 76 | .077 |  |  |
| Total | 16.608 | 79 |  |  |  |
| a. Predictors: (Constant), lokasi, SuasanaToko, kualitasPelayanan | | | | | |  |
| b. Dependent Variable: keputusanPembelian | | | |  |  |  |

**UJI T**

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .798 | .291 |  | 2.741 | .008 |
| kualitasPelayanan | .419 | .107 | .447 | 3.913 | .000 |
| SuasanaToko | .456 | .067 | .535 | 6.847 | .000 |
| lokasi | -.070 | .105 | -.071 | -.667 | .507 |
| a. Dependent Variable: keputusanPembelian | | | |  |  |  |