**PROFIL RESPONDEN**

| **Statistics** |
| --- |
|  |  | Gender | UMUR | Pekerjaan | Pendapatan |
| N | Valid | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 |
| Mean | 1.34 | 2.95 | 3.22 | 3.05 |

**Frequency Table**

| **Gender** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki - Laki | 53 | 66.2 | 66.2 | 66.2 |
| Perempuan | 27 | 33.8 | 33.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **UMUR** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17 -22 tahun | 10 | 12.5 | 12.5 | 12.5 |
| 23 - 28 tahun | 20 | 25.0 | 25.0 | 37.5 |
| 29 - 34 tahun | 22 | 27.5 | 27.5 | 65.0 |
| 35 - 39 tahun | 20 | 25.0 | 25.0 | 90.0 |
| > 40 tahun | 8 | 10.0 | 10.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Pekerjaan** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pegawai Negeri | 15 | 18.8 | 18.8 | 18.8 |
| BUMN | 6 | 7.5 | 7.5 | 26.2 |
| Pegawai Swasta | 24 | 30.0 | 30.0 | 56.2 |
| Wiraswasta | 19 | 23.8 | 23.8 | 80.0 |
| Pelajar/Mahasiswa | 13 | 16.2 | 16.2 | 96.2 |
| Lainnya | 3 | 3.8 | 3.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Pendapatan** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Rp. 1 juta - Rp 1.5 juta | 13 | 16.2 | 16.2 | 16.2 |
| Rp 1.5 juta - Rp. 2 juta | 9 | 11.2 | 11.2 | 27.5 |
| Rp 2 juta - Rp 2.5 juta | 19 | 23.8 | 23.8 | 51.2 |
| > Rp. 3 juta | 39 | 48.8 | 48.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**UJI VALIDITAS DAN REALIABILITAS**

**VARIABEL MINAT BELI ULANG (Y)**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .833 | 6 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| MinatBeliUlang1 | 19.32 | 14.070 | .573 | .813 |
| MinatBeliUlang2 | 19.64 | 14.082 | .479 | .829 |
| MinatBeliUlang3 | 19.60 | 12.344 | .617 | .804 |
| MinatBeliUlang4 | 19.35 | 11.901 | .712 | .782 |
| MinatBeliUlang5 | 19.60 | 11.610 | .715 | .781 |
| MinatBeliUlang6 | 19.36 | 13.981 | .550 | .816 |

**UJI VALIDITAS DAN RELIABILITAS**

**VARIABEL *ATMOSPHERE*(X1) tahap 1**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .708 | 8 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Atmosphere1 | 27.11 | 12.658 | .496 | .662 |
| Atmosphere2 | 27.31 | 11.661 | .521 | .650 |
| Atmosphere3 | 27.16 | 13.125 | .359 | .688 |
| Atmosphere4 | 27.32 | 12.450 | .542 | .653 |
| Atmosphere5 | 27.50 | 12.127 | .472 | .663 |
| Atmosphere6 | 27.20 | 11.580 | .528 | .649 |
| Atmosphere7 | 27.19 | 12.585 | .422 | .675 |
| Atmosphere8 | 27.86 | 15.133 | -.026 | .774 |

**UJI VALIDITAS DAN RELIABILITAS**

**VARIABEL *ATMOSPHERE* (X1) tahap 2**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .774 | 7 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Atmosphere1 | 23.74 | 11.791 | .537 | .739 |
| Atmosphere2 | 23.94 | 11.021 | .519 | .741 |
| Atmosphere3 | 23.79 | 12.321 | .381 | .767 |
| Atmosphere4 | 23.95 | 11.643 | .572 | .733 |
| Atmosphere5 | 24.12 | 11.199 | .522 | .740 |
| Atmosphere6 | 23.83 | 10.830 | .546 | .735 |
| Atmosphere7 | 23.81 | 11.952 | .414 | .762 |

**UJI VALIDITAS DAN RELIABILITAS**

**VARIABEL KUALITAS PRODUK (X2) tahap 1**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .832 | 16 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kualitas Produk1 | 55.10 | 51.863 | .518 | .819 |
| Kualitas Produk2 | 56.14 | 54.019 | .280 | .832 |
| Kualitas Produk3 | 54.94 | 53.907 | .357 | .827 |
| Kualitas Produk4 | 55.88 | 52.009 | .426 | .823 |
| Kualitas Produk5 | 55.11 | 54.481 | .277 | .831 |
| Kualitas Produk6 | 55.16 | 53.910 | .344 | .828 |
| Kualitas Produk7 | 55.80 | 50.061 | .537 | .816 |
| Kualitas Produk8 | 55.21 | 52.347 | .425 | .823 |
| Kualitas Produk9 | 55.24 | 50.639 | .572 | .815 |
| Kualitas Produk10 | 55.31 | 52.420 | .383 | .826 |
| Kualitas Produk11 | 55.80 | 50.061 | .537 | .816 |
| Kualitas Produk12 | 55.76 | 50.082 | .507 | .818 |
| Kualitas Produk13 | 55.80 | 50.061 | .537 | .816 |
| Kualitas Produk14 | 55.40 | 50.724 | .418 | .825 |
| Kualitas Produk15 | 55.88 | 52.009 | .426 | .823 |
| Kualitas Produk16 | 55.10 | 51.863 | .518 | .819 |

**UJI VALIDITAS DAN RELIABILITAS**

**VARIABEL KUALITAS PRODUK (X2) tahap 2**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .829 | 14 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KualitasProduk1 | 48.00 | 43.544 | .538 | .814 |
| KualitasProduk3 | 47.84 | 45.859 | .332 | .826 |
| KualitasProduk4 | 48.78 | 44.151 | .400 | .822 |
| KualitasProduk6 | 48.06 | 45.882 | .317 | .827 |
| KualitasProduk7 | 48.70 | 42.111 | .533 | .813 |
| KualitasProduk8 | 48.11 | 44.076 | .434 | .820 |
| KualitasProduk9 | 48.14 | 42.702 | .563 | .812 |
| KualitasProduk10 | 48.21 | 44.094 | .395 | .823 |
| KualitasProduk11 | 48.70 | 42.111 | .533 | .813 |
| KualitasProduk12 | 48.66 | 41.923 | .520 | .814 |
| KualitasProduk13 | 48.70 | 42.111 | .533 | .813 |
| KualitasProduk14 | 48.30 | 42.694 | .415 | .823 |
| KualitasProduk15 | 48.78 | 44.151 | .400 | .822 |
| KualitasProduk16 | 48.00 | 43.544 | .538 | .814 |

**UJI VALIDITAS DAN RELIABILITAS**

**VARIABEL KUALITAS PELAYANAN (X3) tahap 1**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .748 | 10 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kualitas Pelayanan1 | 33.29 | 19.777 | .311 | .744 |
| Kualitas Pelayanan2 | 32.59 | 18.650 | .605 | .702 |
| Kualitas Pelayanan3 | 32.58 | 20.526 | .311 | .741 |
| Kualitas Pelayanan4 | 33.36 | 19.677 | .363 | .735 |
| Kualitas Pelayanan5 | 33.62 | 19.301 | .434 | .724 |
| Kualitas Pelayanan6 | 32.70 | 19.630 | .397 | .730 |
| Kualitas Pelayanan7 | 32.75 | 19.785 | .460 | .722 |
| Kualitas Pelayanan8 | 32.59 | 18.650 | .605 | .702 |
| Kualitas Pelayanan9 | 33.60 | 19.332 | .452 | .722 |
| Kualitas Pelayanan10 | 32.89 | 19.645 | .267 | .755 |

**UJI VALIDITAS DAN RELIABILITAS**

**VARIABEL KUALITAS PELAYANAN (X3) tahap 2**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .755 | 9 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kualitas Pelayanan1 | 29.51 | 15.949 | .354 | .748 |
| Kualitas Pelayanan2 | 28.81 | 15.673 | .533 | .718 |
| Kualitas Pelayanan3 | 28.80 | 17.048 | .297 | .753 |
| Kualitas Pelayanan4 | 29.59 | 15.815 | .418 | .736 |
| Kualitas Pelayanan5 | 29.85 | 15.344 | .513 | .720 |
| Kualitas Pelayanan6 | 28.93 | 16.855 | .288 | .756 |
| Kualitas Pelayanan7 | 28.98 | 16.227 | .473 | .728 |
| Kualitas Pelayanan8 | 28.81 | 15.673 | .533 | .718 |
| Kualitas Pelayanan9 | 29.83 | 15.387 | .533 | .717 |

**UJI VALIDITAS DAN RELIABILITAS**

**VARIABEL KUALITAS PELAYANAN (X3) tahap 3**

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .760 | 7 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kualitas Pelayanan1 | 21.46 | 10.733 | .449 | .739 |
| Kualitas Pelayanan2 | 20.76 | 11.829 | .383 | .749 |
| Kualitas Pelayanan4 | 21.54 | 10.707 | .509 | .724 |
| Kualitas Pelayanan5 | 21.80 | 10.314 | .613 | .700 |
| Kualitas Pelayanan7 | 20.92 | 12.020 | .377 | .750 |
| Kualitas Pelayanan8 | 20.76 | 11.829 | .383 | .749 |
| Kualitas Pelayanan9 | 21.78 | 10.354 | .637 | .695 |

**DISTRIBUSI FREKUENSI RATA-RATA**

**VARIABEL MINAT BELI ULANG (Y)**

| **Statistics** |
| --- |
|  |  | Minat BeliUlang1 | Minat BeliUlang2 | Minat BeliUlang3 | Minat BeliUlang4 | Minat BeliUlang5 | Minat Beli Ulang6 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | 4.05 | 3.74 | 3.78 | 4.02 | 3.78 | 4.01 |

**Frequency Table**

| **MinatBeliUlang1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Netral | 11 | 13.8 | 13.8 | 18.8 |
| Setuju | 42 | 52.5 | 52.5 | 71.2 |
| Sangat Setuju | 23 | 28.8 | 28.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **MinatBeliUlang2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Tidak Setuju | 4 | 5.0 | 5.0 | 6.2 |
| Netral | 27 | 33.8 | 33.8 | 40.0 |
| Setuju | 31 | 38.8 | 38.8 | 78.8 |
| Sangat Setuju | 17 | 21.2 | 21.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **MinatBeliUlang3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Tidak Setuju | 6 | 7.5 | 7.5 | 12.5 |
| Netral | 14 | 17.5 | 17.5 | 30.0 |
| Setuju | 36 | 45.0 | 45.0 | 75.0 |
| Sangat Setuju | 20 | 25.0 | 25.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **MinatBeliUlang4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.5 | 2.5 | 2.5 |
| Tidak Setuju | 9 | 11.2 | 11.2 | 13.8 |
| Netral | 3 | 3.8 | 3.8 | 17.5 |
| Setuju | 37 | 46.2 | 46.2 | 63.8 |
| Sangat Setuju | 29 | 36.2 | 36.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **MinatBeliUlang5** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 3.8 | 3.8 | 3.8 |
| Tidak Setuju | 10 | 12.5 | 12.5 | 16.2 |
| Netral | 10 | 12.5 | 12.5 | 28.8 |
| Setuju | 36 | 45.0 | 45.0 | 73.8 |
| Sangat Setuju | 21 | 26.2 | 26.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **MinatBeliUlang6** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Tidak Setuju | 3 | 3.8 | 3.8 | 5.0 |
| Netral | 12 | 15.0 | 15.0 | 20.0 |
| Setuju | 42 | 52.5 | 52.5 | 72.5 |
| Sangat Setuju | 22 | 27.5 | 27.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**DISTRIBUSI FREKUENSI RATA-RATA**

**VARIABEL *ATMOSPHERE* (X1)**

| **Statistics** |
| --- |
|  |  | Atmosphere1 | Atmosphere 2 | Atmosphere3 | Atmosphere4 | Atmosphere 5 | Atmosphere 6 | Atmosphere 7 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | 4.12 | 3.92 | 4.08 | 3.91 | 3.74 | 4.04 | 4.05 |

**Frequency Table**

| **Atmosphere1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Netral | 6 | 7.5 | 7.5 | 12.5 |
| Setuju | 46 | 57.5 | 57.5 | 70.0 |
| Sangat Setuju | 24 | 30.0 | 30.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Atmosphere2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 6 | 7.5 | 7.5 | 7.5 |
| Netral | 20 | 25.0 | 25.0 | 32.5 |
| Setuju | 28 | 35.0 | 35.0 | 67.5 |
| Sangat Setuju | 26 | 32.5 | 32.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Atmosphere3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 6 | 7.5 | 7.5 | 7.5 |
| Netral | 5 | 6.2 | 6.2 | 13.8 |
| Setuju | 46 | 57.5 | 57.5 | 71.2 |
| Sangat Setuju | 23 | 28.8 | 28.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Atmosphere4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Netral | 14 | 17.5 | 17.5 | 22.5 |
| Setuju | 47 | 58.8 | 58.8 | 81.2 |
| Sangat Setuju | 15 | 18.8 | 18.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Atmosphere5** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Tidak Setuju | 4 | 5.0 | 5.0 | 6.2 |
| Netral | 27 | 33.8 | 33.8 | 40.0 |
| Setuju | 31 | 38.8 | 38.8 | 78.8 |
| Sangat Setuju | 17 | 21.2 | 21.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Atmosphere6** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Tidak Setuju | 8 | 10.0 | 10.0 | 11.2 |
| Netral | 4 | 5.0 | 5.0 | 16.2 |
| Setuju | 41 | 51.2 | 51.2 | 67.5 |
| Sangat Setuju | 26 | 32.5 | 32.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Atmosphere7** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 5 | 6.2 | 6.2 | 6.2 |
| Netral | 12 | 15.0 | 15.0 | 21.2 |
| Setuju | 37 | 46.2 | 46.2 | 67.5 |
| Sangat Setuju | 26 | 32.5 | 32.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**DISTRIBUSI FREKUENSI RATA-RATA**

**VARIABEL KUALITAS PRODUK (X2)**

| **Statistics** |
| --- |
|  |  | KualitasProduk1 | KualitasProduk3 | KualitasProduk4 | KualitasProduk6 | KualitasProduK7 | KualitasProduk8 | KualitasProduk9 | KualitasProduk 10 | KualitasProduk 11 | KualitasProduk 12 | KualitasProduk 13 | KualitasProduk 14 | KualitasProduk 15 | KualitasProduk 16 |
| N | Valid | 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 |
| Mean | 4.08 | 4.24 | 3.30 | 4.01 | 3.38 | 3.96 | 3.94 | 3.86 | 3.38 | 3.41 | 3.38 | 3.78 | 4.30 | 3.08 |

**Frequency Table**

| **Kualitas Produk 1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Tidak Setuju | 3 | 3.8 | 3.8 | 5.0 |
| Netral | 7 | 8.8 | 8.8 | 13.8 |
| Setuju | 47 | 58.8 | 58.8 | 72.5 |
| Sangat Setuju | 22 | 27.5 | 27.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Netral | 3 | 3.8 | 3.8 | 8.8 |
| Setuju | 43 | 53.8 | 53.8 | 62.5 |
| Sangat Setuju | 30 | 37.5 | 37.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 3.8 | 3.8 | 3.8 |
| Tidak Setuju | 9 | 11.2 | 11.2 | 15.0 |
| Netral | 35 | 43.8 | 43.8 | 58.8 |
| Setuju | 27 | 33.8 | 33.8 | 92.5 |
| Sangat Setuju | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 6** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Netral | 11 | 13.8 | 13.8 | 18.8 |
| Setuju | 45 | 56.2 | 56.2 | 75.0 |
| Sangat Setuju | 20 | 25.0 | 25.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 7** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Tidak Setuju | 10 | 12.5 | 12.5 | 17.5 |
| Netral | 24 | 30.0 | 30.0 | 47.5 |
| Setuju | 36 | 45.0 | 45.0 | 92.5 |
| Sangat Setuju | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 8** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Tidak Setuju | 4 | 5.0 | 5.0 | 6.2 |
| Netral | 13 | 16.2 | 16.2 | 22.5 |
| Setuju | 41 | 51.2 | 51.2 | 73.8 |
| Sangat Setuju | 21 | 26.2 | 26.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 9** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 7 | 8.8 | 8.8 | 8.8 |
| Netral | 11 | 13.8 | 13.8 | 22.5 |
| Setuju | 42 | 52.5 | 52.5 | 75.0 |
| Sangat Setuju | 20 | 25.0 | 25.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 10** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 8 | 10.0 | 10.0 | 10.0 |
| Netral | 16 | 20.0 | 20.0 | 30.0 |
| Setuju | 35 | 43.8 | 43.8 | 73.8 |
| Sangat Setuju | 21 | 26.2 | 26.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 11** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Tidak Setuju | 10 | 12.5 | 12.5 | 17.5 |
| Netral | 24 | 30.0 | 30.0 | 47.5 |
| Setuju | 36 | 45.0 | 45.0 | 92.5 |
| Sangat Setuju | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 12** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 5 | 6.2 | 6.2 | 6.2 |
| Tidak Setuju | 6 | 7.5 | 7.5 | 13.8 |
| Netral | 30 | 37.5 | 37.5 | 51.2 |
| Setuju | 29 | 36.2 | 36.2 | 87.5 |
| Sangat Setuju | 10 | 12.5 | 12.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 13** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Tidak Setuju | 10 | 12.5 | 12.5 | 17.5 |
| Netral | 24 | 30.0 | 30.0 | 47.5 |
| Setuju | 36 | 45.0 | 45.0 | 92.5 |
| Sangat Setuju | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 14** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 3.8 | 3.8 | 3.8 |
| Tidak Setuju | 10 | 12.5 | 12.5 | 16.2 |
| Netral | 10 | 12.5 | 12.5 | 28.8 |
| Setuju | 36 | 45.0 | 45.0 | 73.8 |
| Sangat Setuju | 21 | 26.2 | 26.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk 15** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 3.8 | 3.8 | 3.8 |
| Tidak Setuju | 9 | 11.2 | 11.2 | 15.0 |
| Netral | 35 | 43.8 | 43.8 | 58.8 |
| Setuju | 27 | 33.8 | 33.8 | 92.5 |
| Sangat Setuju | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Produk16** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Tidak Setuju | 3 | 3.8 | 3.8 | 5.0 |
| Netral | 7 | 8.8 | 8.8 | 13.8 |
| Setuju | 47 | 58.8 | 58.8 | 72.5 |
| Sangat Setuju | 22 | 27.5 | 27.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**DISTRIBUSI FREKUENSI RATA-RATA**

**VARIABEL KUALITAS PELAYANAN (X3)**

| **Statistics** |
| --- |
|  |  | Kualitas Pelayanan1 | Kualitas Pelayanan2 | Kualitas Pelayanan4 | Kualitas Pelayanan5 | Kualitas Pelayanan7 | Kualitas Pelayanan8 | Kualitas Pelayanan9 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | 3.38 | 4.08 | 3.30 | 3.04 | 3.91 | 4.08 | 3.06 |

**Frequency Table**

| **Kualitas Pelayanan1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Tidak Setuju | 10 | 12.5 | 12.5 | 17.5 |
| Netral | 24 | 30.0 | 30.0 | 47.5 |
| Setuju | 36 | 45.0 | 45.0 | 92.5 |
| Sangat Setuju | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Pelayanan2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Tidak Setuju | 3 | 3.8 | 3.8 | 5.0 |
| Netral | 7 | 8.8 | 8.8 | 13.8 |
| Setuju | 47 | 58.8 | 58.8 | 72.5 |
| Sangat Setuju | 22 | 27.5 | 27.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Pelayanan4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 3.8 | 3.8 | 3.8 |
| Tidak Setuju | 9 | 11.2 | 11.2 | 15.0 |
| Netral | 35 | 43.8 | 43.8 | 58.8 |
| Setuju | 27 | 33.8 | 33.8 | 92.5 |
| Sangat Setuju | 6 | 7.5 | 7.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Pelayanan5** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.5 | 2.5 | 2.5 |
| Tidak Setuju | 20 | 25.0 | 25.0 | 27.5 |
| Netral | 34 | 42.5 | 42.5 | 70.0 |
| Setuju | 21 | 26.2 | 26.2 | 96.2 |
| Sangat Setuju | 3 | 3.8 | 3.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Pelayanan7** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 5.0 | 5.0 | 5.0 |
| Netral | 14 | 17.5 | 17.5 | 22.5 |
| Setuju | 47 | 58.8 | 58.8 | 81.2 |
| Sangat Setuju | 15 | 18.8 | 18.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Pelayanan8** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Tidak Setuju | 3 | 3.8 | 3.8 | 5.0 |
| Netral | 7 | 8.8 | 8.8 | 13.8 |
| Setuju | 47 | 58.8 | 58.8 | 72.5 |
| Sangat Setuju | 22 | 27.5 | 27.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **Kualitas Pelayanan9** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.2 | 1.2 | 1.2 |
| Tidak Setuju | 20 | 25.0 | 25.0 | 26.2 |
| Netral | 35 | 43.8 | 43.8 | 70.0 |
| Setuju | 21 | 26.2 | 26.2 | 96.2 |
| Sangat Setuju | 3 | 3.8 | 3.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

MINAT BELI UALANG (Y)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| NO item  |  Alternatif jawaban Responden | Skor Total  | SkorRata-rata  | TCR (%) |
| STS | TS | N | S | SS |
| Fi | % | Fi | % | Fi | % | Fi | % | Fi | % |
| MBU1 | - | - | 4 | 5,0 | 11 | 13,8 | 42 | 52,5 | 23 | 28,8 | 405 | 4.05 | 81.0 |
| MBU2 | 1 | 1,2 | 4 | 5,0 | 27 | 33,8 | 31 | 38,8 | 17 | 21,2 | 374 | 3.74 | 74.8 |
| MBU3 | 4 | 5,0 | 6 | 7,5 | 14 | 17,5 | 36 | 45,0 | 20 | 25,0 | 378 | 3.78 | 75.6 |
| MBU4 | 2 | 2,5 | 9 | 11,2 | 3 | 3,8 | 37 | 46,2 | 29 | 36,2 | 402 | 4.02 | 80.4 |
| MBU5 | 3 | 3,8 | 10 | 12,5 | 10 | 12,5 | 36 | 46,0 | 21 | 26,2 | 378 | 3.78 | 75.6 |
| MBU6 | 1 | 1,2 | 3 | 3,8 | 12 | 15,0 | 42 | 52,5 | 22 | 27,5 | 401 | 4.01 | 80.2 |
|  |  | 2.338 | 23.38 | 46.7 |
|  | Rerata | 389 | 3.89 | 77.8 |

ATMOSPHERE (X1)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| NO item  |  Alternatif jawaban Responden | Skor Total  | SkorRata-rata  | TCR (%) |
| STS | TS | N | S | SS |
| Fi | % | Fi | % | Fi | % | Fi | % | FI | % |
| AT1 | - | - | 4 | 5,0 | 6 | 7,5 | 46 | 57,5 | 24 | 30,0 | 412 | 4.12 | 82.4 |
| AT2 | - | - | 6 | 7,5 | 20 | 25,0 | 28 | 35,0 | 26 | 32,5 | 392 | 3.92 | 78.4 |
| AT3 | - | - | 6 | 7,5 | 5 | 6,2 | 46 | 57,5 | 23 | 28,8 | 408 | 4.08 | 81.6 |
| AT4 | - | - | 4 | 5,0 | 14 | 17,5 | 47 | 58,8 | 15 | 18,8 | 391 | 3.91 | 78.2 |
| AT5 | 1 | 1,2 | 4 | 5,0 | 27 | 33,8 | 31 | 38,8 | 17 | 21,2 | 374 | 3.74 | 74.8 |
| AT6 | 1 | 1,2 | 8 | 10,0 | 4 | 5,0 | 41 | 51,2 | 26 | 32,5 | 404 | 4.04 | 80.8 |
| AT7 | - | - | 5 | 6,2 | 12 | 15,0 | 37 | 46,2 | 26 | 32,5 | 405 | 4.05 | 81.0 |
|  |  | 2786 | 27.86 | 11.5 |
|  | Rerata | 398 | 3.98 | 79.6 |

KUALITAS PRODUK (X2)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| NO item  |  Alternatif jawaban Responden | Skor Total  | SkorRata-rata  | TCR (%) |
| STS | TS | N | S | SS |
| Fi | % | Fi | % | Fi | % | Fi | % | Fi | % |
| KP1 | 1 | 1,2 | 3 | 3,8 | 7 | 8,8 | 47 | 58,8 | 22 | 27,5 | 408 | 4.08 | 81.6 |
| KP3 | - | - | 4 | 5,0 | 3 | 3,8 | 43 | 53,8 | 30 | 37,5 | 424 | 4.24 | 84.8 |
| KP4 | 3 | 3,8 | 9 | 11,2 | 35 | 43,8 | 27 | 33,8 | 6 | 7,5 | 330 | 3.30 | 66 |
| KP6 | - | - | 4 | 5,0 | 11 | 13,8 | 46 | 56,2 | 20 | 25,0 | 401 | 4.01 | 80.2 |
| KP7 | 4 | 5,0 | 10 | 12,5 | 24 | 30,0 | 36 | 45,0 | 6 | 7,5 | 338 | 3.38 | 67.6 |
| KP8 | 1 | 1,2 | 4 | 5,0 | 13 | 16,2 | 41 | 51,2 | 21 | 26,2 | 396 | 3.96 | 79.2 |
| KP9 | - | - | 7 | 8,8 | 11 | 13,8 | 42 | 42,5 | 20 | 25,0 | 394 | 3.94 | 78.8 |
| KP10 | - | - | 8 | 10,0 | 16 | 20,0 | 35 | 43,8 | 21 | 26,2 | 386 | 3.86 | 77.2 |
| KP11 | 4 | 5,0 | 10 | 12,5 | 24 | 30,0 | 36 | 45,0 | 6 | 7,5 | 338 | 3.38 | 67.6 |
| KP12 | 5 | 6,2 | 6 | 7,5 | 30 | 37,5 | 29 | 36,2 | 10 | 12,5 | 341 | 3.41 | 68.2 |
| KP13 | 4 | 5,0 | 10 | 12,5 | 24 | 30,0 | 36 | 45,0 | 6 | 7,5 | 338 | 3.38 | 67.6 |
| KP14 | 3 | 3,8 | 10 | 12,5 | 10 | 12,5 | 36 | 45,0 | 21 | 26,2 | 378 | 3.78 | 75.6 |
| KP15 | 3 | 3,8 | 9 | 11,2 | 35 | 43,8 | 27 | 33,8 | 6 | 7,5 | 430 | 4.30 | 86 |
| KP16 | 1 | 1,2 | 3 | 3,3 | 7 | 8,8 | 47 | 58,8 | 22 | 27,5 | 308 | 3.08 | 61.6 |
|  |  | 5210 | 52.10 | 10.4 |
|  | Rerata | 372 | 3.72 | 74.4 |

KUALITAS PELAYANAN (X3)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| NO item  |  Alternatif jawaban Responden | Skor Total  | SkorRata-rata | TCR (%) |
| STS | TS | N | S | SS |
| Fi | % | Fi | % | Fi | % | Fi | % | Fi | % |
| KPL1 | 4 | 5,0 | 10 | 12,5 | 24 | 30,0 | 36 | 45.0 | 6 | 7,5 | 338 | 3.38 | 67.6 |
| KPL2 | 1 | 1,2 | 3 | 3,8 | 7 | 8,8 | 47 | 58,8 | 22 | 27,5 | 408 | 4.08 | 81.6 |
| KPL4 | 3 | 3,8 | 9 | 11,2 | 35 | 43,8 | 27 | 33,8 | 6 | 7,5 | 330 | 3.30 | 66 |
| KPL5 | 2 | 2,5 | 20 | 25,0 | 34 | 42,5 | 21 | 26,2 | 3 | 3,8 | 304 | 3.04 | 60.8 |
| KPL7 | - | - | 4 | 5,0 | 14 | 17,5 | 47 | 58,8 | 15 | 18,8 | 391 | 3.91 | 78.2 |
| KPL8 | 1 | 1,2 | 3 | 3,8 | 7 | 8,8 | 47 | 58,8 | 22 | 27,5 | 408 | 4.08 | 81.6 |
| KPL9 | 1 | 1,2 | 20 | 25,0 | 35 | 43,8 | 21 | 26,2 | 3 | 3,0 | 306 | 3.06 | 61.2 |
|  |  | 2485 | 24.85 | 49.7 |
|  | Rerata | 355 | 35.5 | 71 |

**UJI HETEROKEDASTISITAS**

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .617 | .252 |  | 2.446 | .017 |
| Atmosphere | -.106 | .062 | -.224 | -1.718 | .090 |
| Kualitas produk | .008 | .091 | .015 | .087 | .931 |
| Kualitas pelayanan | .019 | .080 | .039 | .237 | .813 |
| a. Dependent Variable: RES2 |  |  |  |  |

**UJI NORMALITAS**

| **One-Sample Kolmogorov-Smirnov Test** |
| --- |
|  |  | Unstandardized Residual |
| N | 80 |
| Normal Parametersa | Mean | .0000000 |
| Std. Deviation | .39421539 |
| Most Extreme Differences | Absolute | .124 |
| Positive | .067 |
| Negative | -.124 |
| Kolmogorov-Smirnov Z | 1.114 |
| Asymp. Sig. (2-tailed) | .167 |
| a. Test distribution is Normal. |  |
|  |  |  |

**ANALISA REGRESI LINIER BERGANDA DAN PENGUJIAN HIPOTESIS**

**Regression**

| **Variables Entered/Removedb** |
| --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Kualitas Pelayanan, Atmosphere, Kualitas Produka | . | Enter |
| a. All requested variables entered. |  |
| b. Dependent Variable: Minat Beli Ulang |

| **Model Summaryb** |
| --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .831a | .691 | .679 | .40192 | 1.954 |
| a. Predictors: (Constant), Kualitas Pelayanan, Atmosphere, Kualitas Produk |
| b. Dependent Variable: Minat Beli Ulang |  |  |

| **ANOVAb** |
| --- |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 27.466 | 3 | 9.155 | 56.675 | .000a |
| Residual | 12.277 | 76 | .162 |  |  |
| Total | 39.743 | 79 |  |  |  |
| a. Predictors: (Constant), Kualitas Pelayanan, Atmosphere, Kualitas Produk |
| b. Dependent Variable: Minat Beli Ulang |  |  |  |

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -.349 | .386 |  | -.904 | .369 |  |  |
| Atmosphere | .688 | .095 | .539 | 7.272 | .000 | .740 | 1.350 |
| Kualitas Produk | 1.011 | .139 | .718 | 7.283 | .000 | .418 | 2.392 |
| Kualitas Pelayanan | -.634 | .123 | -.487 | -5.156 | .000 | .455 | 2.198 |
| a. Dependent Variable: Minat Beli Ulang |  |  |  |  |  |