# LAMPIRAN

**Lampiran 1. Kuesioener Penelitian**

*Assalamualaikum Wr. Wb,*

Sehubungan dengan pelaksanaan tugas akhir untuk menempuh gelar Sarjana S1 di Fakultas Ekonomi Universitas Islam Batik Surakarta, penelitian saya yang berjudul “**Keputusan Pembelian Ditinjau Dari Diferensiasi Produk, Citra Merek Dan *Store Atmosphere* Pada Restoran JCO *Donuts* Di Kota Surakarta”,** membutuhkan kerjasama dari para pembeli produk **Restoran JCO *Donuts* Di Kota Surakarta**.

Mohon dengan Hormat kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner, sehingga penelitian yang saya kerjakan ini dapat diselesaikan dengan baik dan bermanfaat kepada berbagai pihak. Perlu dipahami bahwa penelitian ini tidak ada tujuan lain semata-mata hanya pengembang ilmu pengetahuan khususnya dalam bidang pemasaran jasa dan semua jawaban Bapak/Ibu/Saudara saya jaga kerahasiaannya.

Atas kesediaannya saya ucapkan terima kasih, semoga penelitian ini bermanfaat.

*Wassalamualaikum Wr. Wb*

Hormat Saya

**Alrisha Windiya Fresha**

**Petunjuk pengisian**

1. Mohon memberi tanda centang (√) pada jawaban yang menurut Bapak/Ibu/Sdr/I anggap paling sesuai.
2. Mohon mengisi bagian yang membutuhkan jawaban tertulis.
3. Isilah jawaban pernyataan berikut ini sesuai pendapat anda dengan memberikan tanda centang (√ ) pada kolom yang tersedia.

Sangat Setuju = 5

Setuju (S) = 4

Kurang Setuju (KS) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (STS) = 1

IDENTITAS RESPONDEN

1. Nama :……………………………………………………
2. Jenis Kelamin : Laki - laki Perempuan
3. Usia : < 20 Tahun 31 – 35 Tahun

21 – 25 Tahun > 36 Tahun

26 – 30 Tahun

1. Pendidikan Terakhir : SMP 31 S1 / D4

SMA/SMK > S2

D3

1. Pekerjaan : Swasta 31 Wiraswasta

ASN Lainnya

Mahasiswa / Pelajar

PERTANYAAN KUESIONER

1. **Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1 | Jco *Donuts* memiliki variasi produk yang beragam |  |  |  |  |  |
| 2 | Jco *Donuts* menjadi pilihan pertama saya, ketika ingin membeli donat |  |  |  |  |  |
| 3 | Jco *Donuts* memudahkan saya untuk membeli melalui layanan pesan antar online |  |  |  |  |  |
| 4 | Jco *Donuts* memiliki proses pemesanan makanan yang cepat |  |  |  |  |  |
| 5 | JCO *Donuts* memiliki banyak cara pemilihan pembayaran |  |  |  |  |  |

1. **Diferensiasi Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1 | Produk Jco *Donuts* memiliki ciri khas dibanding produk pesaing lainnya |  |  |  |  |  |
| 2 | Kualitas produk Jco *donuts* selalu terjaga |  |  |  |  |  |
| 3 | Jco *Donuts* selalu melakukan inovasi pada produknya |  |  |  |  |  |
| 4 | Kualitas Produk Jco *Donuts* sesuai dengan harganya |  |  |  |  |  |
| 5 | Jco *Donuts* menyediakan menu bervariasi |  |  |  |  |  |

1. **Citra merek**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Keterangan | SS | S | N | TS | STS |
| 1 | Merek Jco *Donuts* sudah terkenal di setiap kalangan |  |  |  |  |  |
| 2 | Jco *Donuts* memiliki reputasi yang baik dimasyarakat |  |  |  |  |  |
| 3 | Jco *Donut* mempunyai keunikan cita rasa disetiap produknya. |  |  |  |  |  |
| 4 | Merek Jco *donuts* mudah diucapkan dan mudah diingat. |  |  |  |  |  |
| 5 | Produk Jco *Donuts* diolah dengan teknologi yang tinggi dan higienis |  |  |  |  |  |

1. ***Store Atmosphere***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1 | Desain Restoran Jco *Donuts* menarik |  |  |  |  |  |
| 2 | Kebersihan Jco *Donuts* membuat saya ingin menghabiskan waktu lebih didalamnya |  |  |  |  |  |
| 3 | Daftar menu di Jco *Donuts* membantu saya untuk memilih apa yang akan saya beli |  |  |  |  |  |
| 4 | Suasana Jco *Donuts* sangat nyaman dalam segala kondisi |  |  |  |  |  |
| 5 | Penempatan meja, kursi dan fasilitas pada Restoran Jco *Donuts* tertata rapi |  |  |  |  |  |

**Lampiran 2. Tabulasi Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Keputusan Pembelian (Y)** | | | | | | **Diferensiasi Produk (X1)** | | | | | | **Citra Merek (X2)** | | | | | | ***Store Atmosphere* (X3)** | | | | | |
| **KP 1** | **KP 2** | **KP 3** | **KP 4** | **KP 5** |  | **DP 1** | **DP 2** | **DP 3** | **DP 4** | **DP 5** |  | **CM 1** | **CM 2** | **CM 3** | **CM 4** | **CM 5** |  | **SA 1** | **SA 2** | **SA 3** | **SA 4** | **SA 5** |  |
| 1 | 4 | 3 | 4 | 5 | 3 | 19 | 5 | 2 | 4 | 2 | 3 | 16 | 4 | 3 | 5 | 3 | 5 | 20 | 4 | 5 | 4 | 5 | 3 | 21 |
| 2 | 5 | 4 | 3 | 5 | 4 | 21 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 4 | 3 | 3 | 5 | 20 | 5 | 4 | 3 | 5 | 4 | 21 |
| 3 | 5 | 3 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 4 | 5 | 22 |
| 4 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 3 | 5 | 5 | 23 |
| 5 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 4 | 4 | 23 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 5 | 4 | 3 | 4 | 5 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 2 | 3 | 18 |
| 8 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 5 | 24 |
| 9 | 5 | 4 | 4 | 3 | 4 | 20 | 4 | 3 | 4 | 5 | 5 | 21 | 5 | 5 | 4 | 5 | 5 | 24 | 3 | 3 | 5 | 4 | 4 | 19 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 4 | 3 | 3 | 3 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 3 | 4 | 3 | 16 |
| 12 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 3 | 3 | 3 | 3 | 16 |
| 13 | 3 | 4 | 3 | 5 | 3 | 18 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 5 | 4 | 22 |
| 14 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 5 | 5 | 23 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 16 | 2 | 3 | 1 | 3 | 2 | 11 | 3 | 2 | 2 | 2 | 2 | 11 | 2 | 1 | 1 | 1 | 2 | 7 | 2 | 1 | 3 | 1 | 2 | 9 |
| 17 | 4 | 5 | 3 | 4 | 3 | 19 | 5 | 5 | 3 | 3 | 4 | 20 | 4 | 5 | 4 | 3 | 3 | 19 | 4 | 5 | 4 | 3 | 3 | 19 |
| 18 | 4 | 3 | 2 | 2 | 5 | 16 | 5 | 5 | 3 | 5 | 3 | 21 | 4 | 3 | 4 | 3 | 4 | 18 | 5 | 4 | 2 | 2 | 3 | 16 |
| 19 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 20 | 1 | 2 | 1 | 1 | 1 | 6 | 5 | 5 | 5 | 5 | 5 | 25 | 1 | 5 | 5 | 5 | 5 | 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 21 | 4 | 5 | 5 | 4 | 4 | 22 | 3 | 4 | 3 | 3 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 3 | 3 | 3 | 15 |
| 22 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 3 | 4 | 3 | 20 | 5 | 4 | 4 | 4 | 4 | 21 |
| 23 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 5 | 3 | 5 | 5 | 4 | 22 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 5 | 23 | 3 | 4 | 4 | 4 | 4 | 19 |
| 25 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 4 | 5 | 5 | 24 |
| 26 | 5 | 3 | 3 | 3 | 5 | 19 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 3 | 5 | 23 | 4 | 3 | 4 | 3 | 3 | 17 |
| 27 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 3 | 4 | 19 |
| 28 | 5 | 3 | 4 | 4 | 3 | 19 | 3 | 4 | 5 | 4 | 5 | 21 | 5 | 5 | 4 | 5 | 4 | 23 | 3 | 4 | 4 | 4 | 4 | 19 |
| 29 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 3 | 23 | 3 | 3 | 4 | 3 | 4 | 17 |
| 30 | 4 | 4 | 5 | 4 | 5 | 22 | 3 | 4 | 5 | 4 | 5 | 21 | 5 | 4 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 5 | 4 | 22 |
| 31 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 5 | 5 | 4 | 4 | 22 |
| 32 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 4 | 23 |
| 33 | 4 | 5 | 4 | 3 | 5 | 21 | 3 | 5 | 4 | 3 | 5 | 20 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 5 | 4 | 4 | 5 | 22 |
| 34 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 35 | 5 | 4 | 4 | 4 | 2 | 19 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 5 | 4 | 2 | 4 | 19 | 5 | 4 | 3 | 4 | 5 | 21 |
| 36 | 4 | 5 | 3 | 4 | 5 | 21 | 2 | 3 | 4 | 5 | 3 | 17 | 4 | 4 | 5 | 4 | 3 | 20 | 5 | 5 | 4 | 5 | 5 | 24 |
| 37 | 4 | 5 | 4 | 3 | 5 | 21 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 5 | 5 | 23 |
| 38 | 4 | 2 | 4 | 4 | 4 | 18 | 5 | 4 | 3 | 5 | 4 | 21 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 5 | 4 | 4 | 4 | 22 |
| 39 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 5 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 4 | 5 | 5 | 23 |
| 40 | 3 | 2 | 3 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 4 | 3 | 3 | 17 |
| 41 | 5 | 4 | 3 | 5 | 4 | 21 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 4 | 24 |
| 42 | 4 | 2 | 5 | 4 | 3 | 18 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 4 | 4 | 4 | 5 | 22 | 3 | 5 | 4 | 5 | 5 | 22 |
| 43 | 4 | 3 | 4 | 3 | 5 | 19 | 3 | 4 | 5 | 3 | 4 | 19 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 5 | 5 | 4 | 22 |
| 44 | 4 | 3 | 4 | 2 | 3 | 16 | 4 | 4 | 4 | 3 | 5 | 20 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 4 | 4 | 23 |
| 45 | 3 | 2 | 3 | 3 | 4 | 15 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 3 | 3 | 3 | 4 | 17 |
| 46 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 4 | 5 | 5 | 24 |
| 47 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 48 | 5 | 4 | 2 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 4 | 19 | 5 | 4 | 4 | 4 | 4 | 21 | 3 | 4 | 4 | 4 | 4 | 19 |
| 49 | 5 | 4 | 3 | 4 | 4 | 20 | 3 | 4 | 3 | 4 | 4 | 18 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 4 | 5 | 4 | 5 | 23 |
| 50 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 5 | 4 | 3 | 4 | 19 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 5 | 5 | 5 | 24 |
| 51 | 5 | 2 | 4 | 4 | 5 | 20 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 3 | 4 | 19 | 5 | 5 | 4 | 4 | 4 | 22 |
| 52 | 4 | 2 | 4 | 5 | 4 | 19 | 2 | 4 | 3 | 4 | 3 | 16 | 4 | 4 | 2 | 3 | 4 | 17 | 5 | 4 | 3 | 4 | 4 | 20 |
| 53 | 5 | 4 | 5 | 4 | 4 | 22 | 3 | 3 | 4 | 4 | 5 | 19 | 5 | 3 | 3 | 5 | 3 | 19 | 3 | 4 | 5 | 5 | 5 | 22 |
| 54 | 5 | 3 | 3 | 4 | 3 | 18 | 3 | 4 | 3 | 3 | 4 | 17 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 55 | 5 | 4 | 3 | 4 | 3 | 19 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 4 | 5 | 4 | 22 | 3 | 3 | 3 | 3 | 4 | 16 |
| 56 | 4 | 2 | 4 | 4 | 5 | 19 | 2 | 3 | 3 | 2 | 4 | 14 | 4 | 4 | 4 | 2 | 2 | 16 | 3 | 4 | 5 | 4 | 5 | 21 |
| 57 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 4 | 3 | 4 | 5 | 20 | 5 | 5 | 4 | 3 | 3 | 20 | 4 | 3 | 3 | 5 | 3 | 18 |
| 58 | 4 | 5 | 3 | 3 | 4 | 19 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 5 | 3 | 3 | 19 |
| 59 | 5 | 5 | 1 | 4 | 4 | 19 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 60 | 5 | 3 | 4 | 5 | 5 | 22 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 5 | 4 | 5 | 22 |
| 61 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 62 | 4 | 4 | 3 | 4 | 4 | 19 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 4 | 4 | 4 | 4 | 21 |
| 63 | 4 | 2 | 3 | 3 | 4 | 16 | 4 | 4 | 3 | 4 | 4 | 19 | 3 | 3 | 4 | 2 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 64 | 4 | 3 | 3 | 4 | 3 | 17 | 5 | 3 | 3 | 4 | 5 | 20 | 5 | 5 | 5 | 5 | 3 | 23 | 4 | 3 | 4 | 4 | 4 | 19 |
| 65 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 24 |
| 66 | 4 | 2 | 3 | 4 | 3 | 16 | 4 | 4 | 3 | 3 | 3 | 17 | 5 | 5 | 4 | 3 | 3 | 20 | 4 | 4 | 3 | 3 | 4 | 18 |
| 67 | 3 | 2 | 2 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 68 | 5 | 3 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 |
| 69 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 70 | 5 | 5 | 3 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 4 | 4 | 21 |
| 71 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 |
| 72 | 5 | 4 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 4 | 4 | 4 | 21 |
| 73 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 4 | 5 | 23 |
| 74 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 3 | 5 | 20 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 3 | 4 | 5 | 3 | 19 |
| 75 | 2 | 4 | 4 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 4 | 3 | 4 | 17 | 3 | 3 | 4 | 3 | 4 | 17 |
| 76 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 5 | 5 | 5 | 4 | 23 |
| 77 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 5 | 5 | 4 | 4 | 22 |
| 78 | 3 | 4 | 4 | 5 | 4 | 20 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 4 | 5 | 4 | 21 |
| 79 | 4 | 5 | 4 | 4 | 3 | 20 | 4 | 5 | 3 | 4 | 5 | 21 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 3 | 4 | 5 | 4 | 20 |
| 80 | 4 | 5 | 4 | 4 | 3 | 20 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 5 | 4 | 22 |
| 81 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 4 | 3 | 20 | 4 | 4 | 5 | 4 | 5 | 22 |
| 82 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 4 | 5 | 4 | 4 | 22 |
| 83 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 5 | 4 | 4 | 5 | 22 |
| 84 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 4 | 5 | 4 | 4 | 22 |
| 85 | 4 | 5 | 4 | 5 | 3 | 21 | 5 | 4 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 5 | 4 | 4 | 21 |
| 86 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 4 | 5 | 5 | 24 |
| 87 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 4 | 5 | 22 | 5 | 3 | 4 | 5 | 4 | 21 |
| 88 | 1 | 2 | 3 | 2 | 1 | 9 | 1 | 3 | 2 | 4 | 1 | 11 | 1 | 2 | 1 | 2 | 4 | 10 | 1 | 4 | 1 | 2 | 2 | 10 |
| 89 | 1 | 2 | 4 | 1 | 2 | 10 | 1 | 3 | 1 | 2 | 2 | 9 | 2 | 1 | 3 | 2 | 2 | 10 | 1 | 2 | 2 | 2 | 2 | 9 |
| 90 | 2 | 2 | 2 | 2 | 2 | 10 | 1 | 2 | 2 | 1 | 1 | 7 | 2 | 2 | 2 | 3 | 2 | 11 | 2 | 2 | 1 | 2 | 1 | 8 |
| 91 | 1 | 1 | 1 | 2 | 1 | 6 | 1 | 2 | 1 | 1 | 1 | 6 | 1 | 2 | 1 | 2 | 1 | 7 | 1 | 1 | 2 | 1 | 1 | 6 |
| 92 | 1 | 2 | 1 | 1 | 2 | 7 | 1 | 2 | 1 | 1 | 1 | 6 | 1 | 2 | 1 | 1 | 1 | 6 | 2 | 1 | 1 | 1 | 2 | 7 |
| 93 | 1 | 1 | 1 | 2 | 1 | 6 | 2 | 1 | 2 | 1 | 1 | 7 | 2 | 2 | 1 | 2 | 1 | 8 | 2 | 1 | 2 | 1 | 1 | 7 |
| 94 | 2 | 1 | 1 | 2 | 1 | 7 | 1 | 2 | 1 | 4 | 1 | 9 | 2 | 4 | 2 | 2 | 1 | 11 | 1 | 2 | 1 | 1 | 2 | 7 |
| 95 | 2 | 2 | 1 | 1 | 1 | 7 | 1 | 1 | 1 | 2 | 2 | 7 | 1 | 2 | 1 | 1 | 2 | 7 | 1 | 1 | 1 | 2 | 2 | 7 |
| 96 | 1 | 2 | 2 | 1 | 2 | 8 | 2 | 2 | 1 | 1 | 2 | 8 | 1 | 2 | 2 | 1 | 1 | 7 | 1 | 2 | 1 | 1 | 1 | 6 |
| 97 | 1 | 1 | 2 | 1 | 1 | 6 | 1 | 2 | 1 | 1 | 1 | 6 | 1 | 1 | 1 | 2 | 1 | 6 | 1 | 1 | 1 | 1 | 1 | 5 |
| 98 | 1 | 2 | 2 | 1 | 1 | 7 | 2 | 1 | 1 | 1 | 1 | 6 | 2 | 1 | 1 | 1 | 1 | 6 | 1 | 2 | 1 | 1 | 1 | 6 |
| 99 | 2 | 1 | 1 | 1 | 2 | 7 | 1 | 2 | 1 | 1 | 1 | 6 | 2 | 2 | 1 | 1 | 1 | 7 | 2 | 1 | 1 | 1 | 1 | 6 |
| 100 | 2 | 1 | 2 | 1 | 2 | 8 | 1 | 2 | 2 | 1 | 1 | 7 | 1 | 2 | 1 | 1 | 1 | 6 | 2 | 1 | 2 | 1 | 1 | 7 |

**Lampiran 3. Output SPSS**

1. **REGRESI BERGANDA**

| **Variables Entered/Removedb** | | | |
| --- | --- | --- | --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREKa | . | Enter |
| a. All requested variables entered. | | |  |
| b. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | |

| **Model Summaryb** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .779a | .573 | .566 | 2.47948 |
| a. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | |
| b. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | |

| **ANOVAb** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2014.317 | 3 | 671.439 | 109.215 | .000a |
| Residual | 590.193 | 96 | 6.148 |  |  |
| Total | 2604.510 | 99 |  |  |  |
| a. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | | | |
| b. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .745 | .215 |  | 3.464 | .001 |
| X1\_DIFERENSIASI\_PRODUK | .265 | .151 | .273 | 1.758 | .082 |
| X2\_CITRA\_MEREK | .022 | .010 | .313 | 2.262 | .026 |
| X3\_STORE\_ATMOSPHERE | .311 | .133 | .332 | 2.345 | .021 |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELI | | | | | | |

| **Residuals Statisticsa** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 6.5149 | 23.1290 | 18.4300 | 4.51072 | 100 |
| Residual | -1.52961E1 | 4.79147 | .00000 | 2.44163 | 100 |
| Std. Predicted Value | -2.642 | 1.042 | .000 | 1.000 | 100 |
| Std. Residual | -6.169 | 1.932 | .000 | .985 | 100 |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | |  |  |

1. UJI NORMALITAS

| **Variables Entered/Removedb** | | | |
| --- | --- | --- | --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREKa | . | Enter |
| a. All requested variables entered. | | |  |
| b. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | |

| **Model Summary** | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | R | R Square | | Adjusted R Square | | Std. Error of the Estimate | |
| 1 | .779a | .573 | | .566 | | 2.47948 | |
| a. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | | | | |
| b. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | | | | |
| **ANOVAb** | | | | | | | | | | |
| Model | | | Sum of Squares | | df | | Mean Square | | F | Sig. |
| 1 | Regression | | 2014.317 | | 3 | | 671.439 | | 109.215 | .000a |
| Residual | | 590.193 | | 96 | | 6.148 | |  |  |
| Total | | 2604.510 | | 99 | |  | |  |  |
| a. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | | | | | | | |
| b. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | | | | | |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .745 | .215 |  | 3.464 | .001 |
| X1\_DIFERENSIASI\_PRODUK | .265 | .151 | .273 | 1.758 | .082 |
| X2\_CITRA\_MEREK | .022 | .010 | .313 | 2.262 | .026 |
| X3\_STORE\_ATMOSPHERE | .311 | .133 | .332 | 2.345 | .021 |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELI | | | | | | |

| **Residuals Statisticsa** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 6.5149 | 23.1290 | 18.4300 | 4.51072 | 100 |
| Residual | -1.52961E1 | 4.79147 | .00000 | 2.44163 | 100 |
| Std. Predicted Value | -2.642 | 1.042 | .000 | 1.000 | 100 |
| Std. Residual | -6.169 | 1.932 | .000 | .985 | 100 |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | |  |  |

NPAR TEST

| **One-Sample Kolmogorov-Smirnov Test** | | |
| --- | --- | --- |
|  |  | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa | Mean | .0000000 |
| Std. Deviation | 2.44162757 |
| Most Extreme Differences | Absolute | .096 |
| Positive | .079 |
| Negative | -.096 |
| Kolmogorov-Smirnov Z | | .961 |
| Asymp. Sig. (2-tailed) | | .314 |
| a. Test distribution is Normal. | |  |
|  |  |  |

1. UJI AUTOKORELASI

|  | | | **Model Summary** | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | R | | R Square | | Adjusted R Square | | Std. Error of the Estimate | | Durbin-  Watson | | |
| 1 | | .779a | | .573 | | .566 | | 2.47948 | | 2,058 | | |
| a. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | | | | | | |  | | |
| b. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | | | | | | |  | | |
|  | | | **ANOVAb** | | | | | | | | | | | | | | | |
| Model | | | | | Sum of Squares | | df | | Mean Square | | F | Sig. | | |
| 1 | | Regression | | | 2014.317 | | 3 | | 671.439 | | 109.215 | .000a | | |
| Residual | | | 590.193 | | 96 | | 6.148 | |  |  | | |
| Total | | | 2604.510 | | 99 | |  | |  |  | | |
|  | a. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | | | | | | | | | | | |
|  | b. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | | | | | | | | | |  | | |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .745 | .215 |  | 3.464 | .001 |
| X1\_DIFERENSIASI\_PRODUK | .265 | .151 | .273 | 1.758 | .082 |
| X2\_CITRA\_MEREK | .022 | .010 | .313 | 2.262 | .026 |
| X3\_STORE\_ATMOSPHERE | .311 | .133 | .332 | 2.345 | .021 |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELI | | | | | | |

1. UJI HETEROSKEDASTISITAS

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREKb | . | Enter |
| a. Dependent Variable: Abs\_Res | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .243a | .059 | .030 | 1.74940 |
| a. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 18.420 | 3 | 6.140 | 2.006 | .118b |
| Residual | 293.800 | 96 | 3.060 |  |  |
| Total | 312.221 | 99 |  |  |  |
| a. Dependent Variable: Abs\_Res | | | | | | |
| b. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .498 | .682 |  | .730 | .467 |
| X1\_DIFERENSIASI\_PRODUK | .059 | .091 | .180 | .650 | .517 |
| X2\_CITRA\_MEREK | -.114 | .100 | -.343 | -1.145 | .255 |
| X3\_STORE\_ATMOSPHERE | .119 | .079 | .365 | 1.510 | .134 |
| a. Dependent Variable: Abs\_Res | | | | | | |

1. Uji Multikolinieritas

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREKb | . | Enter |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | |
| 1. All requested variables entered. | | | |

| **Model Summaryb** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .779a | .573 | .566 | 2.47948 |
| a. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | |
| b. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2014.317 | 3 | 671.439 | 109.215 | .000b |
| Residual | 590.193 | 96 | 6.148 |  |  |
| Total | 2604.510 | 99 |  |  |  |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | | | |
| b. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .745 | .215 |  | 3.464 | .001 |
| X1\_DIFERENSIASI\_PRODUK | .265 | .151 | .273 | 1.758 | .082 |
| X2\_CITRA\_MEREK | .022 | .010 | .313 | 2.262 | .026 |
| X3\_STORE\_ATMOSPHERE | .311 | .133 | .332 | 2.345 | .021 |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELI | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
| (Constant) | X1\_DIFERENSIASI\_PRODUK | X2\_CITRA\_MEREK | X3\_STORE\_ATMOSPHERE |
| 1 | 1 | 3.936 | 1.000 | .00 | .00 | .00 | .00 |
| 2 | .050 | 8.837 | .98 | .01 | .01 | .02 |
| 3 | .009 | 21.385 | .00 | .34 | .05 | .89 |
| 4 | .005 | 28.521 | .01 | .64 | .94 | .08 |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | | | | |

1. UJI F KOEFISIEN DETERMINAN (R2)

| **Model Summaryb** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .779a | .573 | .566 | 2.47948 |
| a. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | |
| b. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | |

1. UJI SIMULTAN F

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2014.317 | 3 | 671.439 | 109.215 | .000b |
| Residual | 590.193 | 96 | 6.148 |  |  |
| Total | 2604.510 | 99 |  |  |  |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELIAN | | | | | | |
| b. Predictors: (Constant), X3\_STORE\_ATMOSPHERE, X1\_DIFERENSIASI\_PRODUK, X2\_CITRA\_MEREK | | | | | | |

1. UJI PARSIAL T

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .745 | .215 |  | 3.464 | .001 |
| X1\_DIFERENSIASI\_PRODUK | .265 | .151 | .273 | 1.758 | .082 |
| X2\_CITRA\_MEREK | .022 | .010 | .313 | 2.262 | .026 |
| X3\_STORE\_ATMOSPHERE | .311 | .133 | .332 | 2.345 | .021 |
| a. Dependent Variable: Y\_KEPUTUSAN\_PEMBELI | | | | | | |

1. UJI VALIDITAS

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | TOTAL\_Y\_KEPUTUSAN\_PEMBELI |
| Y1 | Pearson Correlation | 1 | .607\*\* | .619\*\* | .763\*\* | .749\*\* | .877\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .607\*\* | 1 | .562\*\* | .641\*\* | .642\*\* | .816\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .619\*\* | .562\*\* | 1 | .659\*\* | .655\*\* | .814\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .763\*\* | .641\*\* | .659\*\* | 1 | .688\*\* | .879\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y5 | Pearson Correlation | .749\*\* | .642\*\* | .655\*\* | .688\*\* | 1 | .876\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| TOTAL\_Y\_KEPUTUSAN\_PEMBELI | Pearson Correlation | .877\*\* | .816\*\* | .814\*\* | .879\*\* | .876\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL\_X1\_DIFERENSIASI\_PRODUK |
| X1.1 | Pearson Correlation | 1 | .724\*\* | .754\*\* | .720\*\* | .767\*\* | .886\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .724\*\* | 1 | .749\*\* | .742\*\* | .795\*\* | .887\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .754\*\* | .749\*\* | 1 | .768\*\* | .813\*\* | .909\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .720\*\* | .742\*\* | .768\*\* | 1 | .751\*\* | .888\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .767\*\* | .795\*\* | .813\*\* | .751\*\* | 1 | .920\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| TOTAL\_X1\_DIFERENSIASI\_PRODUK | Pearson Correlation | .886\*\* | .887\*\* | .909\*\* | .888\*\* | .920\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | TOTAL\_X2\_CITRA\_MEREK |
| X2.1 | Pearson Correlation | 1 | .768\*\* | .769\*\* | .752\*\* | .682\*\* | .891\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .768\*\* | 1 | .768\*\* | .758\*\* | .697\*\* | .891\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .769\*\* | .768\*\* | 1 | .761\*\* | .747\*\* | .907\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .752\*\* | .758\*\* | .761\*\* | 1 | .739\*\* | .901\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .682\*\* | .697\*\* | .747\*\* | .739\*\* | 1 | .868\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| TOTAL\_X2\_CITRA\_MEREK | Pearson Correlation | .891\*\* | .891\*\* | .907\*\* | .901\*\* | .868\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | TOTAL\_X3\_STORE\_ATMOSPHERE |
| X3.1 | Pearson Correlation | 1 | .762\*\* | .718\*\* | .748\*\* | .753\*\* | .878\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .762\*\* | 1 | .749\*\* | .804\*\* | .834\*\* | .915\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .718\*\* | .749\*\* | 1 | .761\*\* | .803\*\* | .889\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .748\*\* | .804\*\* | .761\*\* | 1 | .843\*\* | .918\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| X3.5 | Pearson Correlation | .753\*\* | .834\*\* | .803\*\* | .843\*\* | 1 | .933\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| TOTAL\_X3\_STORE\_ATMOSPHERE | Pearson Correlation | .878\*\* | .915\*\* | .889\*\* | .918\*\* | .933\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

1. UJI REABILITAS Y

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .905 | .906 | 5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inter-Item Correlation Matrix** | | | | | |
|  | Y1 | Y2 | Y3 | Y4 | Y5 |
| Y1 | 1.000 | .607 | .619 | .763 | .749 |
| Y2 | .607 | 1.000 | .562 | .641 | .642 |
| Y3 | .619 | .562 | 1.000 | .659 | .655 |
| Y4 | .763 | .641 | .659 | 1.000 | .688 |
| Y5 | .749 | .642 | .655 | .688 | 1.000 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inter-Item Covariance Matrix** | | | | | |
|  | Y1 | Y2 | Y3 | Y4 | Y5 |
| Y1 | 1.449 | .931 | .850 | 1.089 | 1.094 |
| Y2 | .931 | 1.621 | .817 | .968 | .991 |
| Y3 | .850 | .817 | 1.303 | .892 | .906 |
| Y4 | 1.089 | .968 | .892 | 1.406 | .990 |
| Y5 | 1.094 | .991 | .906 | .990 | 1.472 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Y1 | 14.5900 | 16.931 | .800 | .681 | .876 |
| Y2 | 14.8600 | 17.273 | .700 | .498 | .899 |
| Y3 | 14.9200 | 18.074 | .714 | .521 | .895 |
| Y4 | 14.6900 | 17.024 | .805 | .667 | .876 |
| Y5 | 14.6600 | 16.873 | .799 | .652 | .877 |

1. UJI REABILITAS X1

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .939 | .940 | 5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inter-Item Correlation Matrix** | | | | | |
|  | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |
| X1.1 | 1.000 | .724 | .754 | .720 | .767 |
| X1.2 | .724 | 1.000 | .749 | .742 | .795 |
| X1.3 | .754 | .749 | 1.000 | .768 | .813 |
| X1.4 | .720 | .742 | .768 | 1.000 | .751 |
| X1.5 | .767 | .795 | .813 | .751 | 1.000 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inter-Item Covariance Matrix** | | | | | |
|  | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |
| X1.1 | 1.587 | .970 | 1.107 | 1.126 | 1.201 |
| X1.2 | .970 | 1.131 | .929 | .980 | 1.051 |
| X1.3 | 1.107 | .929 | 1.359 | 1.111 | 1.177 |
| X1.4 | 1.126 | .980 | 1.111 | 1.541 | 1.158 |
| X1.5 | 1.201 | 1.051 | 1.177 | 1.158 | 1.543 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| X1.1 | 15.5900 | 18.386 | .815 | .666 | .929 |
| X1.2 | 15.3700 | 19.791 | .830 | .697 | .927 |
| X1.3 | 15.6600 | 18.772 | .856 | .738 | .921 |
| X1.4 | 15.4400 | 18.491 | .820 | .676 | .928 |
| X1.5 | 15.4200 | 18.064 | .869 | .764 | .919 |

1. UJI REABILITAS X2

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .935 | .936 | 5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inter-Item Correlation Matrix** | | | | | |
|  | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 |
| X2.1 | 1.000 | .768 | .769 | .752 | .682 |
| X2.2 | .768 | 1.000 | .768 | .758 | .697 |
| X2.3 | .769 | .768 | 1.000 | .761 | .747 |
| X2.4 | .752 | .758 | .761 | 1.000 | .739 |
| X2.5 | .682 | .697 | .747 | .739 | 1.000 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inter-Item Covariance Matrix** | | | | | |
|  | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 |
| X2.1 | 1.482 | 1.045 | 1.109 | 1.136 | 1.007 |
| X2.2 | 1.045 | 1.250 | 1.017 | 1.050 | .944 |
| X2.3 | 1.109 | 1.017 | 1.402 | 1.118 | 1.071 |
| X2.4 | 1.136 | 1.050 | 1.118 | 1.537 | 1.109 |
| X2.5 | 1.007 | .944 | 1.071 | 1.109 | 1.468 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 15.7400 | 18.275 | .825 | .694 | .921 |
| X2.2 | 15.6800 | 18.987 | .832 | .700 | .920 |
| X2.3 | 15.9400 | 18.320 | .851 | .726 | .916 |
| X2.4 | 15.8800 | 17.985 | .839 | .705 | .918 |
| X2.5 | 15.9200 | 18.620 | .790 | .637 | .927 |

1. UJI REABILITAS X3

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .946 | .946 | 5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inter-Item Correlation Matrix** | | | | | |
|  | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 |
| X3.1 | 1.000 | .762 | .718 | .748 | .753 |
| X3.2 | .762 | 1.000 | .749 | .804 | .834 |
| X3.3 | .718 | .749 | 1.000 | .761 | .803 |
| X3.4 | .748 | .804 | .761 | 1.000 | .843 |
| X3.5 | .753 | .834 | .803 | .843 | 1.000 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inter-Item Covariance Matrix** | | | | | |
|  | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 |
| X3.1 | 1.427 | 1.097 | 1.028 | 1.127 | 1.060 |
| X3.2 | 1.097 | 1.452 | 1.082 | 1.221 | 1.184 |
| X3.3 | 1.028 | 1.082 | 1.435 | 1.149 | 1.134 |
| X3.4 | 1.127 | 1.221 | 1.149 | 1.590 | 1.252 |
| X3.5 | 1.060 | 1.184 | 1.134 | 1.252 | 1.388 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| X3.1 | 15.3700 | 19.912 | .809 | .657 | .941 |
| X3.2 | 15.3500 | 19.341 | .865 | .757 | .931 |
| X3.3 | 15.4100 | 19.739 | .825 | .690 | .938 |
| X3.4 | 15.4300 | 18.874 | .867 | .762 | .930 |
| X3.5 | 15.4000 | 19.313 | .894 | .810 | .926 |





