

LAMPIRAN

Frequencies

Statistics

		Jenis Kelamin	Usia	Penghasilan Perbulan
N	Valid	85	85	85
	Missing	0	0	0

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki laki	40	47.1	47.1	47.1
	Perempuan	45	52.9	52.9	100.0
	Total	85	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 tahun	14	16.5	16.5	16.5
	21-25 tahun	65	76.5	76.5	92.9
	>25 tahun	6	7.1	7.1	100.0
	Total	85	100.0	100.0	

Penghasilan Perbulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp.250.000 - Rp.500.000	64	75.3	75.3	75.3
	Rp.500.000 - Rp 1.000.000	9	10.6	10.6	85.9
	Rp.1.000.000 - Rp. 1.500.000	3	3.5	3.5	89.4
	Rp.1.500.000 - Rp.2.000.000	9	10.6	10.6	100.0
	Total	85	100.0	100.0	

Frequencies

Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5
N	Valid	85	85	85	85	85
	Missing	0	0	0	0	0
Mean		3.54	4.04	3.71	3.85	3.25
Sum		301	343	315	327	276

Frequency Table**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (STS)	4	4.7	4.7	4.7
	Tidak Setuju (TS)	9	10.6	10.6	15.3
	Kurang Setuju (KS)	29	34.1	34.1	49.4
	Setuju (S)	23	27.1	27.1	76.5
	Sangat Setuju (SS)	20	23.5	23.5	100.0
	Total	85	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	1	1.2	1.2	1.2
	Kurang Setuju (KS)	20	23.5	23.5	24.7
	Setuju (S)	39	45.9	45.9	70.6
	Sangat Setuju (SS)	25	29.4	29.4	100.0
	Total	85	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (TS)	7	8.2	8.2	8.2
	Kurang Setuju (KS)	32	37.6	37.6	45.9
	Setuju (S)	25	29.4	29.4	75.3
	Sangat Setuju (SS)	21	24.7	24.7	100.0
	Total	85	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju (STS)	1	1.2	1.2	1.2
Tidak Setuju (TS)	1	1.2	1.2	2.4
Kurang Setuju (KS)	30	35.3	35.3	37.6
Setuju (S)	31	36.5	36.5	74.1
Sangat Setuju (SS)	22	25.9	25.9	100.0
Total	85	100.0	100.0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju (STS)	4	4.7	4.7	4.7
Tidak Setuju (TS)	21	24.7	24.7	29.4
Kurang Setuju (KS)	24	28.2	28.2	57.6
Setuju (S)	22	25.9	25.9	83.5
Sangat Setuju (SS)	14	16.5	16.5	100.0
Total	85	100.0	100.0	

Frequencies

Statistics

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
N	Valid	85	85	85	85	85	85
	Missing	0	0	0	0	0	0
Mean		3.96	4.11	4.24	4.28	4.41	4.09
Sum		337	349	360	364	375	348

Frequency Table

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju (STS)	1	1.2	1.2	1.2
Tidak Setuju (TS)	1	1.2	1.2	2.4
Kurang Setuju (KS)	19	22.4	22.4	24.7
Setuju (S)	43	50.6	50.6	75.3
Sangat Setuju (SS)	21	24.7	24.7	100.0
Total	85	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang Setuju (KS)	16	18.8	18.8	18.8
Setuju (S)	44	51.8	51.8	70.6
Sangat Setuju (SS)	25	29.4	29.4	100.0
Total	85	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	2	2.4	2.4	2.4
Kurang Setuju (KS)	14	16.5	16.5	18.8
Setuju (S)	31	36.5	36.5	55.3
Sangat Setuju (SS)	38	44.7	44.7	100.0
Total	85	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	1	1.2	1.2	1.2
Kurang Setuju (KS)	13	15.3	15.3	16.5
Setuju (S)	32	37.6	37.6	54.1
Sangat Setuju (SS)	39	45.9	45.9	100.0
Total	85	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	1	1.2	1.2	1.2
Kurang Setuju (KS)	10	11.8	11.8	12.9
Valid Setuju (S)	27	31.8	31.8	44.7
Sangat Setuju (SS)	47	55.3	55.3	100.0
Total	85	100.0	100.0	

X2.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju (STS)	1	1.2	1.2	1.2
Tidak Setuju (TS)	5	5.9	5.9	7.1
Valid Kurang Setuju (KS)	14	16.5	16.5	23.5
Setuju (S)	30	35.3	35.3	58.8
Sangat Setuju (SS)	35	41.2	41.2	100.0
Total	85	100.0	100.0	

Frequencies

Statistics

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7
N	Valid	85	85	85	85	85	85	85
	Missing	0	0	0	0	0	0	0
Mean		3.93	4.08	3.86	3.62	3.74	3.82	3.85
Sum		334	347	328	308	318	325	327

Statistics

		X3.8	X3.9
N	Valid	85	85
	Missing	0	0
Mean		3.71	3.87
Sum		315	329

Frequency Table

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	2	2.4	2.4	2.4
Kurang Setuju (KS)	25	29.4	29.4	31.8
Valid Setuju (S)	35	41.2	41.2	72.9
Sangat Setuju (SS)	23	27.1	27.1	100.0
Total	85	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Kurang Setuju (KS)	14	16.5	16.5	16.5
Valid Setuju (S)	50	58.8	58.8	75.3
Sangat Setuju (SS)	21	24.7	24.7	100.0
Total	85	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	4	4.7	4.7	4.7
Kurang Setuju (KS)	25	29.4	29.4	34.1
Valid Setuju (S)	35	41.2	41.2	75.3
Sangat Setuju (SS)	21	24.7	24.7	100.0
Total	85	100.0	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju (STS)	2	2.4	2.4	2.4
Tidak Setuju (TS)	4	4.7	4.7	7.1
Kurang Setuju (KS)	30	35.3	35.3	42.4
Valid Setuju (S)	37	43.5	43.5	85.9
Sangat Setuju (SS)	12	14.1	14.1	100.0
Total	85	100.0	100.0	

X3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju (STS)	2	2.4	2.4	2.4
Tidak Setuju (TS)	3	3.5	3.5	5.9
Kurang Setuju (KS)	26	30.6	30.6	36.5
Setuju (S)	38	44.7	44.7	81.2
Sangat Setuju (SS)	16	18.8	18.8	100.0
Total	85	100.0	100.0	

X3.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju (STS)	2	2.4	2.4	2.4
Tidak Setuju (TS)	2	2.4	2.4	4.7
Kurang Setuju (KS)	25	29.4	29.4	34.1
Setuju (S)	36	42.4	42.4	76.5
Sangat Setuju (SS)	20	23.5	23.5	100.0
Total	85	100.0	100.0	

X3.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	2	2.4	2.4	2.4
Kurang Setuju (KS)	30	35.3	35.3	37.6
Setuju (S)	32	37.6	37.6	75.3
Sangat Setuju (SS)	21	24.7	24.7	100.0
Total	85	100.0	100.0	

X3.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju (STS)	1	1.2	1.2	1.2
Tidak Setuju (TS)	7	8.2	8.2	9.4
Kurang Setuju (KS)	29	34.1	34.1	43.5
Setuju (S)	27	31.8	31.8	75.3
Sangat Setuju (SS)	21	24.7	24.7	100.0

Total	85	100.0	100.0
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X3.9

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	6	7.1	7.1	7.1
Kurang Setuju (KS)	24	28.2	28.2	35.3
Valid Setuju (S)	30	35.3	35.3	70.6
Sangat Setuju (SS)	25	29.4	29.4	100.0
Total	85	100.0	100.0	

Frequencies**Statistics**

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7
N	Valid	85	85	85	85	85	85	85
	Missing	0	0	0	0	0	0	0
Mean		4.02	4.06	4.41	4.01	4.20	4.12	3.88
Sum		342	345	375	341	357	350	330

Frequency Table**Y1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	5	5.9	5.9	5.9
Kurang Setuju (KS)	16	18.8	18.8	24.7
Valid Setuju (S)	36	42.4	42.4	67.1
Sangat Setuju (SS)	28	32.9	32.9	100.0
Total	85	100.0	100.0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	3	3.5	3.5	3.5
Kurang Setuju (KS)	14	16.5	16.5	20.0
Valid Setuju (S)	43	50.6	50.6	70.6
Sangat Setuju (SS)	25	29.4	29.4	100.0

Total	85	100.0	100.0
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Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	1	1.2	1.2	1.2
Kurang Setuju (KS)	7	8.2	8.2	9.4
Valid Setuju (S)	33	38.8	38.8	48.2
Sangat Setuju (SS)	44	51.8	51.8	100.0
Total	85	100.0	100.0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Sangat Tidak Setuju (STS)	1	1.2	1.2	1.2
Tidak Setuju (TS)	2	2.4	2.4	3.5
Kurang Setuju (KS)	18	21.2	21.2	24.7
Valid Setuju (S)	38	44.7	44.7	69.4
Sangat Setuju (SS)	26	30.6	30.6	100.0
Total	85	100.0	100.0	

Y1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	1	1.2	1.2	1.2
Kurang Setuju (KS)	14	16.5	16.5	17.6
Valid Setuju (S)	37	43.5	43.5	61.2
Sangat Setuju (SS)	33	38.8	38.8	100.0
Total	85	100.0	100.0	

Y1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	2	2.4	2.4	2.4
Kurang Setuju (KS)	13	15.3	15.3	17.6
Valid Setuju (S)	43	50.6	50.6	68.2
Sangat Setuju (SS)	27	31.8	31.8	100.0

Total	85	100.0	100.0
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Y1.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Tidak Setuju (TS)	4	4.7	4.7	4.7
Kurang Setuju (KS)	25	29.4	29.4	34.1
Valid Setuju (S)	33	38.8	38.8	72.9
Sangat Setuju (SS)	23	27.1	27.1	100.0
Total	85	100.0	100.0	

Reliability

Scale: ALL VARIABLES

Case processing summary

	N	%
Valid	85	100.0
Cases Excluded ^a	0	.0
Total	85	100.0

. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's alpha	Cronbach's alpha based on standardized items	N of items
.797	.893	6

Inter-item correlation matrix

	X1.1	X1.2	X1.3	X1.4	X1.5	X1 daya tarik iklan
X1.1	1.000	.442	.660	.509	.466	.817
X1.2	.442	1.000	.498	.459	.358	.680
X1.3	.660	.498	1.000	.575	.413	.812
X1.4	.509	.459	.575	1.000	.519	.784
X1.5	.466	.358	.413	.519	1.000	.746
X1 daya tarik iklan	.817	.680	.812	.784	.746	1.000

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	85	100.0
Cases Excluded ^a	0	.0
Total	85	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
.797	.919	7

Inter-Item Correlation Matrix

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2 potongan harga
X2.1	1.000	.507	.549	.467	.448	.552	.744
X2.2	.507	1.000	.529	.438	.562	.434	.713
X2.3	.549	.529	1.000	.697	.586	.614	.839
X2.4	.467	.438	.697	1.000	.650	.628	.818
X2.5	.448	.562	.586	.650	1.000	.595	.803
X2.6	.552	.434	.614	.628	.595	1.000	.825
X2 potongan harga	.744	.713	.839	.818	.803	.825	1.000

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	85	100.0
Cases Excluded ^a	0	.0
Total	85	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
.781	.933	10

Inter-Item Correlation Matrix

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7
X3.1	1.000	.423	.486	.365	.419	.388	.605
X3.2	.423	1.000	.548	.418	.394	.355	.453
X3.3	.486	.548	1.000	.604	.520	.497	.583
X3.4	.365	.418	.604	1.000	.794	.762	.598
X3.5	.419	.394	.520	.794	1.000	.744	.628
X3.6	.388	.355	.497	.762	.744	1.000	.652
X3.7	.605	.453	.583	.598	.628	.652	1.000

X3.8	.469	.421	.555	.527	.585	.496	.611
X3.9	.527	.401	.555	.500	.525	.473	.631
X3 kualitas pelayanan	.671	.614	.770	.811	.819	.784	.834

Inter-Item Correlation Matrix

	X3.8	X3.9	X3 kualitas pelayanan
X3.1	.469	.527	.671
X3.2	.421	.401	.614
X3.3	.555	.555	.770
X3.4	.527	.500	.811
X3.5	.585	.525	.819
X3.6	.496	.473	.784
X3.7	.611	.631	.834
X3.8	1.000	.778	.800
X3.9	.778	1.000	.790
X3 kualitas pelayanan	.800	.790	1.000

Reliability

Scale: ALL VARIABLES

Case processing summary

	N	%
Valid	85	100.0
Cases Excluded ^a	0	.0
Total	85	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
.784	.908	8

Inter-item correlation matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7
Y1.1	1.000	.735	.475	.480	.428	.507	.587
Y1.2	.735	1.000	.528	.341	.387	.460	.507
Y1.3	.475	.528	1.000	.394	.614	.571	.319
Y1.4	.480	.341	.394	1.000	.460	.466	.535
Y1.5	.428	.387	.614	.460	1.000	.593	.347
Y1.6	.507	.460	.571	.466	.593	1.000	.483
Y1.7	.587	.507	.319	.535	.347	.483	1.000
Y keputusan belanja	.815	.756	.725	.713	.718	.770	.738

Inter-item correlation matrix

	Y keputusan belanja
Y1.1	.815
Y1.2	.756
Y1.3	.725
Y1.4	.713
Y1.5	.718
Y1.6	.770
Y1.7	.738
Y keputusan belanja	1.000

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3 kualitas pelayanan, X2 potongan harga, X1 daya tarik iklan ^b		Enter

a. Dependent Variable: Y keputusan belanja

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.711	.701	2.278

a. Predictors: (Constant), X3 kualitas pelayanan, X2 potongan harga, X1 daya tarik iklan

b. Dependent Variable: Y keputusan belanja

Anova^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1035.449	3	345.150	66.533	.000 ^b
	Residual	420.198	81	5.188		
	Total	1455.647	84			

a. Dependent Variable: Y keputusan belanja

b. Predictors: (Constant), X3 kualitas pelayanan, X2 potongan harga, X1 daya tarik iklan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.759	1.740		2.736	.008
	X1 daya tarik iklan	.248	.076	.242	3.263	.002
	X2 potongan harga	.516	.101	.469	5.131	.000
	X3 kualitas pelayanan	.293	.062	.418	4.696	.000

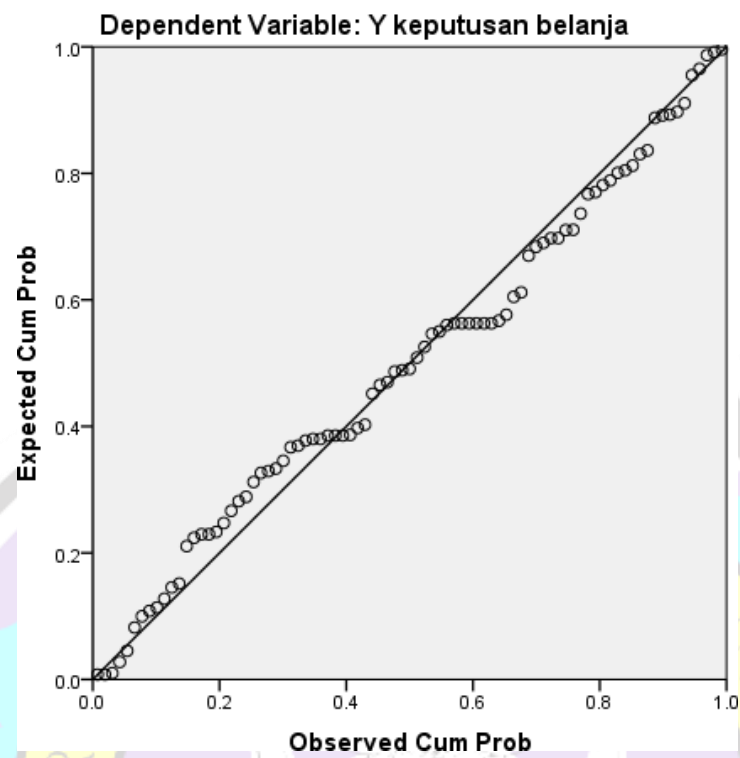
Coefficients^a

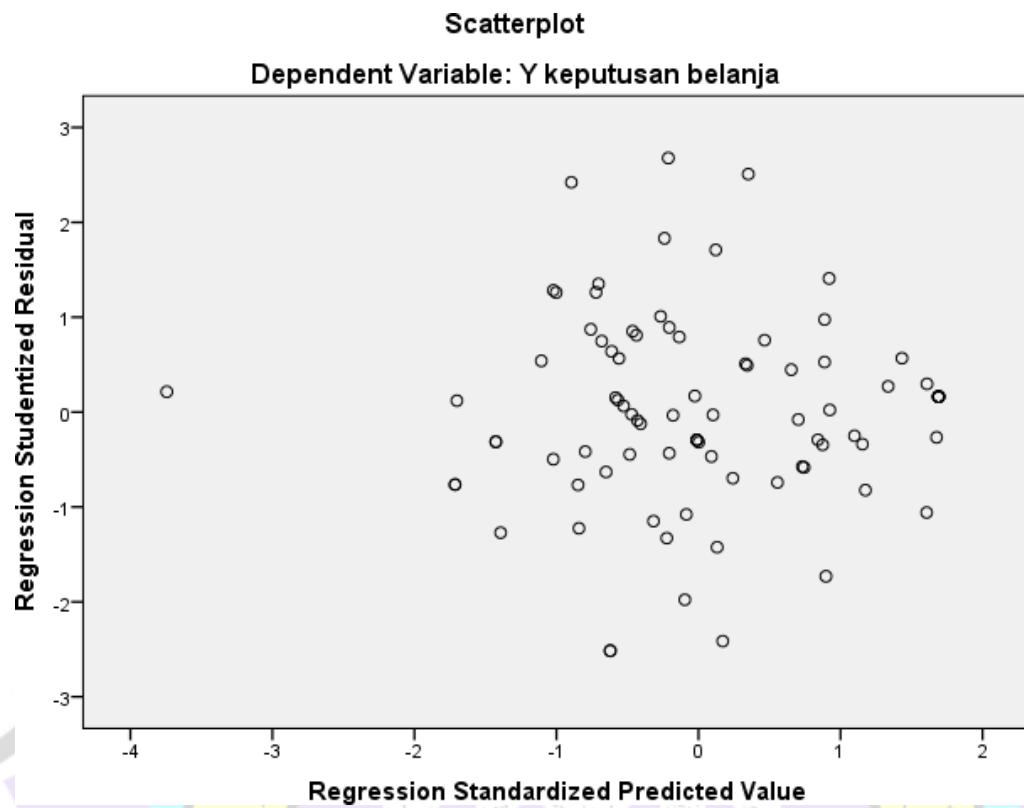
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1 daya tarik iklan	.386	2.588
	X2 potongan harga	.427	2.342
	X3 kualitas pelayanan	.450	2.221

a. Dependent Variable: Y keputusan belanja

Charts

Normal P-P Plot of Regression Standardized Residual





NPar Tests

a. Based on availability of workspace memory.

One-sample kolmogorov-smirnov test

		Unstandardized residual
N		85
Normal parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.23659540
	Absolute	.081
Most extreme differences	Positive	.081
	Negative	-.067
Kolmogorov-smirnov z		.746
Asymp. Sig. (2-tailed)		.634

a. Test distribution is normal.

b. Calculated from data.