



LAMPIRAN 1 :
Pengantar Kuisisioner



LAMPIRAN 5 :
Frekuensi Pernyataan
Responden

a. *Store Atmosphere*

x1.1

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	9	9.0	9.0	9.0
	4	56	56.0	56.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

x1.2

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	2	1	1.0	1.0	1.0
	3	24	24.0	24.0	25.0
	4	42	42.0	42.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

x1.3

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	1	1.0	1.0	1.0
	4	36	36.0	36.0	37.0
	5	63	63.0	63.0	100.0
	Total	100	100.0	100.0	

b. Lokasi

x2.1

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	10	10.0	10.0	10.0
	4	41	41.0	41.0	51.0
	5	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

x2.2

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	6	6.0	6.0	6.0
	4	58	58.0	58.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

x2.3

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	7	7.0	7.0	7.0
	4	32	32.0	32.0	39.0
	5	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

c. Kualitas Produk

x3.1

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	1	1.0	1.0	1.0
	4	28	28.0	28.0	29.0
	5	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

x3.2

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	7	7.0	7.0	7.0
	4	47	47.0	47.0	54.0
	5	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

x3.3

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	8	8.0	8.0	8.0
	4	44	44.0	44.0	52.0
	5	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

d. Keputusan Pembelian

y1

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	7	7.0	7.0	7.0
	4	32	32.0	32.0	39.0
	5	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

y2

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	5	5.0	5.0	5.0
	4	37	37.0	37.0	42.0
	5	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

y3

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	2	1	1.0	1.0	1.0
	4	41	41.0	41.0	42.0
	5	58	58.0	58.0	100.0

y3

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	2	1	1.0	1.0	1.0
	4	41	41.0	41.0	42.0
	5	58	58.0	58.0	100.0
	Total	100	100.0	100.0	



LAMPIRAN 4 :
Rekapitulasi Kuisisioner



Rekapitulasi Responden

<i>Store Atmosphere</i>				Lokasi				Kualitas Produk				Keputusan Pembelian			
x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2	x3.1	x3.2	x3.3	x3	y1	y2	y3	y
5	3	5	13	4	5	5	14	5	5	5	15	5	5	5	15
5	4	5	14	4	5	5	14	5	5	5	15	5	5	5	15
4	5	5	14	5	5	5	15	5	5	4	14	5	5	5	15
4	4	5	13	4	5	5	14	5	5	4	14	5	5	5	15
4	5	5	14	5	5	5	15	5	5	5	15	5	5	5	15
4	5	5	14	5	5	5	15	5	4	5	14	5	5	5	15
4	3	5	12	5	4	5	14	5	5	5	15	5	5	5	15
5	4	5	14	5	5	5	15	5	4	5	14	5	5	5	15
4	4	5	13	4	4	3	11	4	5	3	12	4	5	4	14
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4	5	3	12	5	5	5	15	5	5	5	15	3	5	4	12



LAMPIRAN 6 :
Uji Validitas

a. Store atmosphere

Correlations

		x1.1	x1.2	x1.3	x1
x1.1	<i>Pearson Correlation</i>	1	.193	.061	.600**
	<i>Sig. (2-tailed)</i>		.054	.547	.000
	<i>N</i>	100	100	100	100
x1.2	<i>Pearson Correlation</i>	.193	1	.347**	.799**
	<i>Sig. (2-tailed)</i>	.054		.000	.000
	<i>N</i>	100	100	100	100
x1.3	<i>Pearson Correlation</i>	.061	.347**	1	.638**
	<i>Sig. (2-tailed)</i>	.547	.000		.000
	<i>N</i>	100	100	100	100
x1	<i>Pearson Correlation</i>	.600**	.799**	.638**	1
	<i>Sig. (2-tailed)</i>	.000	.000	.000	
	<i>N</i>	100	100	100	100

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

b. Lokasi (X2)

Correlations

		x2.1	x2.2	x2.3	x2
x2.1	<i>Pearson Correlation</i>	1	.087	.314**	.669**
	<i>Sig. (2-tailed)</i>		.390	.001	.000
	<i>N</i>	100	100	100	100
x2.2	<i>Pearson Correlation</i>	.087	1	.469**	.681**
	<i>Sig. (2-tailed)</i>	.390		.000	.000
	<i>N</i>	100	100	100	100
x2.3	<i>Pearson Correlation</i>	.314**	.469**	1	.814**
	<i>Sig. (2-tailed)</i>	.001	.000		.000
	<i>N</i>	100	100	100	100
x2	<i>Pearson Correlation</i>	.669**	.681**	.814**	1
	<i>Sig. (2-tailed)</i>	.000	.000	.000	
	<i>N</i>	100	100	100	100

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

c. Kualitas Produk (X3)

Correlations

		x3.1	x3.2	x3.3	x3
x3.1	<i>Pearson Correlation</i>	1	.261**	.396**	.695**
	<i>Sig. (2-tailed)</i>		.009	.000	.000
	<i>N</i>	100	100	100	100
x3.2	<i>Pearson Correlation</i>	.261**	1	.319**	.729**
	<i>Sig. (2-tailed)</i>	.009		.001	.000
	<i>N</i>	100	100	100	100
x3.3	<i>Pearson Correlation</i>	.396**	.319**	1	.790**
	<i>Sig. (2-tailed)</i>	.000	.001		.000
	<i>N</i>	100	100	100	100
x3	<i>Pearson Correlation</i>	.695**	.729**	.790**	1
	<i>Sig. (2-tailed)</i>	.000	.000	.000	
	<i>N</i>	100	100	100	100

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

d. Keputusan Pembelian (Y)

Correlations

		y1	y2	y3	Y
y1	<i>Pearson Correlation</i>	1	.282**	.515**	.820**
	<i>Sig. (2-tailed)</i>		.004	.000	.000
	<i>N</i>	100	100	100	100
y2	<i>Pearson Correlation</i>	.282**	1	.132	.652**
	<i>Sig. (2-tailed)</i>	.004		.190	.000
	<i>N</i>	100	100	100	100
y3	<i>Pearson Correlation</i>	.515**	.132	1	.725**
	<i>Sig. (2-tailed)</i>	.000	.190		.000
	<i>N</i>	100	100	100	100
y	<i>Pearson Correlation</i>	.820**	.652**	.725**	1
	<i>Sig. (2-tailed)</i>	.000	.000	.000	
	<i>N</i>	100	100	100	100

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



LAMPIRAN 7 :
Hasil Uji Reliabilitas

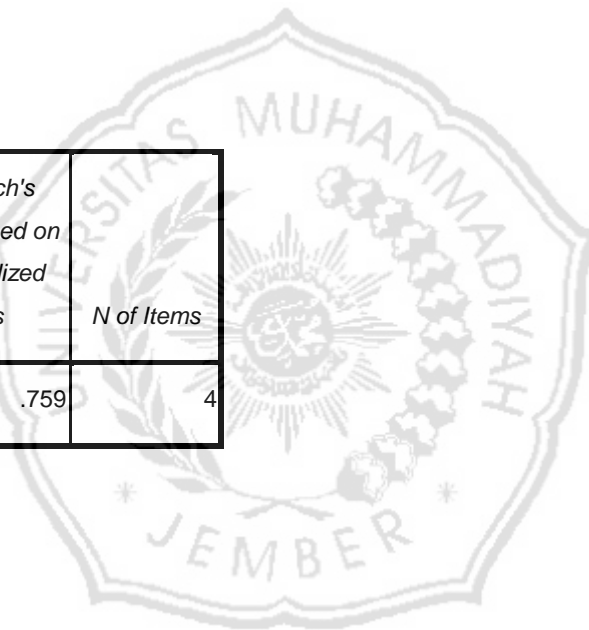
a. *Store Atmosphere (X1)***Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	<i>Valid</i>	100	100.0
	<i>Excluded^a</i>	0	.0
	<i>Total</i>	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.760	.759	4



b. Lokasi (X2)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	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
.784	.804	4

c. Kualitas Produk (X3)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	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
.798	.819	4

d. Keputusan Pembelian (Y)

Scale: ALL VARIABLES**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	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
.794	.813	4



LAMPIRAN 8 :
Hasil Uji Regresi Linier
Berganda, Uji Asumsi Klasik
dan Uji Hipotesis

REGRESSION

/DESCRIPTIVES MEAN STDDEV CORR SIG N

/MISSING LISTWISE

/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL CHANGE ZPP

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT y

/METHOD=ENTER x1 x2 x3

/RESIDUALS HIST (ZRESID) NORM (ZRESID).

Regression

[DataSet0]

Descriptive Statistics

	Mean	Std. Deviation	N
Y	13.64	1.307	100
x1	12.94	1.332	100
x2	13.21	1.380	100
x3	13.50	1.267	100

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.613 ^a	.376	.356	1.048	.376	19.278

a. Predictors: (Constant), x3, x1, x2

b. Dependent Variable: y

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	63.550	3	21.183	19.278	.000 ^a
	Residual	105.490	96	1.099		
	Total	169.040	99			

a. Predictors: (Constant), x3, x1, x2

b. Dependent Variable: y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.012	1.383		2.901	.005		
	x1	.069	.084	.070	.821	.413	.886	1.128
	x2	.262	.097	.277	2.702	.008	.619	1.616
	x3	.391	.104	.379	3.770	.000	.644	1.553

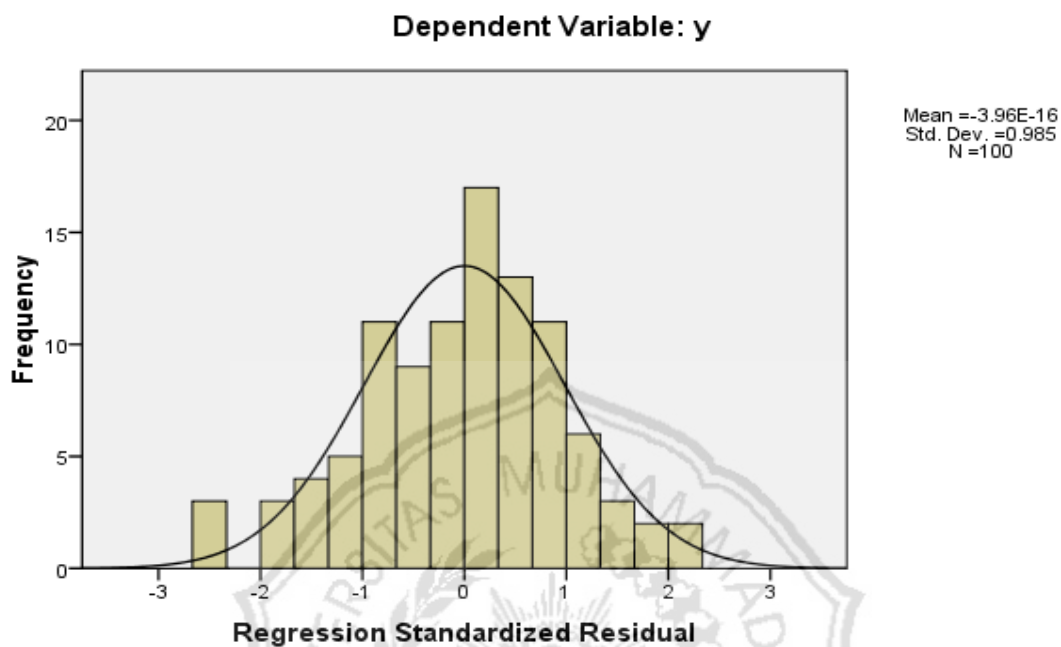
a. Dependent Variable: y

Collinearity Diagnostics^a

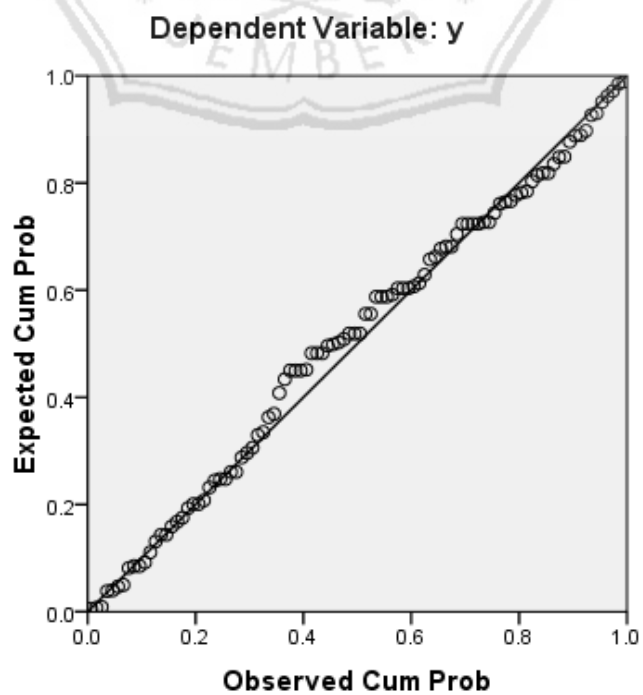
Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	x1	x2	x3
1	1	3.983	1.000	.00	.00	.00	.00
	2	.008	22.101	.01	.67	.17	.12
	3	.005	28.796	.58	.21	.49	.06
	4	.004	33.539	.42	.12	.34	.82

a. Dependent Variable: y

Histogram



Normal P-P Plot of Regression Standardized Residual

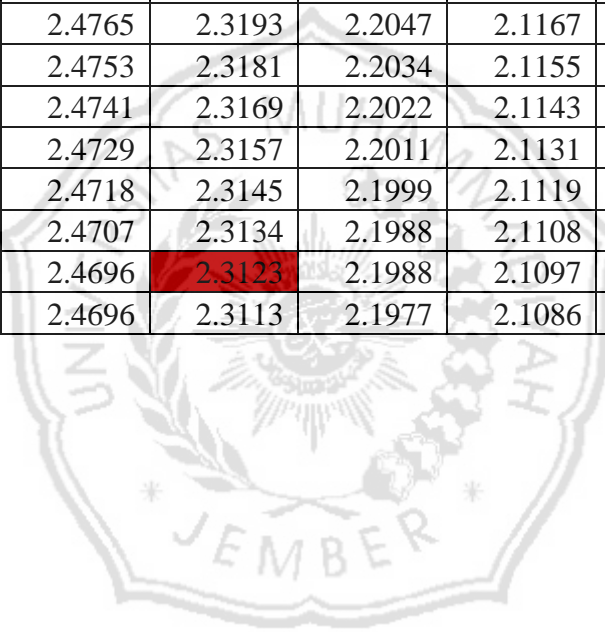


Tabel Distribusi F											
DF 1											0.05
DF 2	1	2	3	4	5	6	7	8	9	10	
1	161.4476	199.5000	215.7073	224.5832	230.1619	233.9860	236.7684	238.8827	240.5433	241.8817	
2	18.5128	19.0000	19.1643	19.2468	19.2964	19.3295	19.3532	19.3710	19.3848	19.3959	
3	10.1280	9.5521	9.2766	9.1172	9.0135	8.9406	8.8867	8.8452	8.8123	8.7855	
4	7.7086	6.9443	6.5914	6.3882	6.2561	6.1631	6.0942	6.0410	5.9988	5.9644	
5	6.6079	5.7861	5.4095	5.1922	5.0503	4.9503	4.8759	4.8183	4.7725	4.7351	
6	5.9874	5.1433	4.7571	4.5337	4.3874	4.2839	4.2067	4.1468	4.0990	4.0600	
7	5.5914	4.7374	4.3468	4.1203	3.9715	3.8660	3.7870	3.7257	3.6767	3.6365	
8	5.3177	4.4590	4.0662	3.8379	3.6875	3.5806	3.5005	3.4381	3.3881	3.3472	
9	5.1174	4.2565	3.8625	3.6331	3.4817	3.3738	3.2927	3.2296	3.1789	3.1373	
10	4.9646	4.1028	3.7083	3.4780	3.3258	3.2172	3.1355	3.0717	3.0204	2.9782	
11	4.8443	3.9823	3.5874	3.3567	3.2039	3.0946	3.0123	2.9480	2.8962	2.8536	
12	4.7472	3.8853	3.4903	3.2592	3.1059	2.9961	2.9134	2.8486	2.7964	2.7534	
13	4.6672	3.8056	3.4105	3.1791	3.0254	2.9153	2.8321	2.7669	2.7144	2.6710	
14	4.6001	3.7389	3.3439	3.1122	2.9582	2.8477	2.7642	2.6987	2.6458	2.6022	
15	4.5431	3.6823	3.2874	3.0556	2.9013	2.7905	2.7066	2.6408	2.5876	2.5437	
16	4.4940	3.6337	3.2389	3.0069	2.8524	2.7413	2.6572	2.5911	2.5377	2.4935	
17	4.4513	3.5915	3.1968	2.9647	2.8100	2.6987	2.6143	2.5480	2.4943	2.4499	
18	4.4139	3.5546	3.1599	2.9277	2.7729	2.6613	2.5767	2.5102	2.4563	2.4117	
19	4.3807	3.5219	3.1274	2.8951	2.7401	2.6283	2.5435	2.4768	2.4227	2.3779	
20	4.3512	3.4928	3.0984	2.8661	2.7109	2.5990	2.5140	2.4471	2.3928	2.3479	
21	4.3248	3.4668	3.0725	2.8401	2.6848	2.5727	2.4876	2.4205	2.3660	2.3210	
22	4.3009	3.4434	3.0491	2.8167	2.6613	2.5491	2.4638	2.3965	2.3419	2.2967	
23	4.2793	3.4221	3.0280	2.7955	2.6400	2.5277	2.4422	2.3748	2.3201	2.2747	
24	4.2597	3.4028	3.0088	2.7763	2.6207	2.5082	2.4226	2.3551	2.3002	2.2547	

25	4.2417	3.3852	2.9912	2.7587	2.6030	2.4904	2.4047	2.3371	2.2821	2.2365	
26	4.2252	3.3690	2.9752	2.7426	2.5868	2.4741	2.3883	2.3205	2.2655	2.2197	
27	4.2100	3.3541	2.9604	2.7278	2.5719	2.4591	2.3732	2.3053	2.2501	2.2043	
28	4.1960	3.3404	2.9467	2.7141	2.5581	2.4453	2.3593	2.2913	2.2360	2.1900	
29	4.1830	3.3277	2.9340	2.7014	2.5454	2.4324	2.3463	2.2783	2.2229	2.1768	
30	4.1709	3.3158	2.9223	2.6896	2.5336	2.4205	2.3343	2.2662	2.2107	2.1646	
31	4.1596	3.3048	2.9113	2.6787	2.5225	2.4094	2.3232	2.2549	2.1994	2.1532	
32	4.1491	3.2945	2.9011	2.6684	2.5123	2.3991	2.3127	2.2444	2.1888	2.1425	
33	4.1393	3.2849	2.8916	2.6589	2.5026	2.3894	2.3030	2.2346	2.1789	2.1325	
34	4.1300	3.2759	2.8826	2.6499	2.4936	2.3803	2.2938	2.2253	2.1696	2.1231	
35	4.1213	3.2674	2.8742	2.6415	2.4851	2.3718	2.2852	2.2167	2.1608	2.1143	
36	4.1132	3.2594	2.8663	2.6335	2.4772	2.3638	2.2771	2.2085	2.1526	2.1061	
37	4.1055	3.2519	2.8588	2.6261	2.4696	2.3562	2.2695	2.2008	2.1449	2.0982	
38	4.0982	3.2448	2.8517	2.6190	2.4625	2.3490	2.2623	2.1936	2.1375	2.0909	
39	4.0913	3.2381	2.8451	2.6123	2.4558	2.3423	2.2555	2.1867	2.1306	2.0839	
40	4.0847	3.2317	2.8387	2.6060	2.4495	2.3359	2.2490	2.1802	2.1240	2.0772	
41	4.0785	3.2257	2.8327	2.6000	2.4434	2.3298	2.2429	2.1740	2.1178	2.0710	
42	4.0727	3.2199	2.8270	2.5943	2.4377	2.3240	2.2371	2.1681	2.1119	2.0650	
43	4.0670	3.2145	2.8216	2.5888	2.4322	2.3185	2.2315	2.1625	2.1062	2.0593	
44	4.0617	3.2093	2.8165	2.5837	2.4270	2.3133	2.2263	2.1572	2.1009	2.0539	
45	4.0566	3.2043	2.8115	2.5787	2.4221	2.3083	2.2212	2.1521	2.0958	2.0487	
46	4.0517	3.1996	2.8068	2.5740	2.4174	2.3035	2.2164	2.1473	2.0909	2.0438	
47	4.0471	3.1951	2.8024	2.5695	2.4128	2.2990	2.2118	2.1427	2.0862	2.0391	
48	4.0427	3.1907	2.7981	2.5652	2.4085	2.2946	2.2074	2.1382	2.0817	2.0346	
49	4.0384	3.1866	2.7939	2.5611	2.4044	2.2904	2.2032	2.1340	2.0775	2.0303	
50	4.0343	3.1826	2.7900	2.5572	2.4004	2.2864	2.1992	2.1299	2.0734	2.0261	
51	4.0304	3.1788	2.7862	2.5534	2.3966	2.2826	2.1953	2.1260	2.0694	2.0222	
52	4.0266	3.1751	2.7826	2.5498	2.3930	2.2789	2.1916	2.1223	2.0656	2.0184	

53	4.0230	3.1716	2.7791	2.5463	2.3894	2.2754	2.1881	2.1187	2.0620	2.0147	
54	4.0195	3.1682	2.7758	2.5429	2.3861	2.2720	2.1846	2.1152	2.0585	2.0112	
55	4.0162	3.1650	2.7725	2.5397	2.3828	2.2687	2.1813	2.1119	2.0552	2.0078	
56	4.0130	3.1619	2.7694	2.5366	2.3797	2.2656	2.1782	2.1087	2.0519	2.0045	
57	4.0099	3.1588	2.7664	2.5336	2.3767	2.2625	2.1751	2.1056	2.0488	2.0014	
58	4.0069	3.1559	2.7636	2.5307	2.3738	2.2596	2.1721	2.1026	2.0458	1.9983	
59	4.0040	3.1531	2.7608	2.5279	2.3710	2.2568	2.1693	2.0997	2.0429	1.9954	
60	4.0012	3.1504	2.7581	2.5252	2.3683	2.2541	2.1665	2.0970	2.0401	1.9926	
61	3.9985	3.1478	2.7555	2.5226	2.3657	2.2514	2.1639	2.0943	2.0374	1.9899	
62	3.9959	3.1453	2.7530	2.5201	2.3631	2.2489	2.1613	2.0917	2.0348	1.9872	
63	3.9934	3.1428	2.7505	2.5177	2.3607	2.2464	2.1588	2.0892	2.0322	1.9847	
64	3.9909	3.1404	2.7482	2.5153	2.3583	2.2440	2.1564	2.0868	2.0298	1.9822	
65	3.9886	3.1381	2.7459	2.5130	2.3560	2.2417	2.1541	2.0844	2.0274	1.9798	
66	3.9863	3.1359	2.7437	2.5108	2.3538	2.2395	2.1518	2.0821	2.0251	1.9775	
67	3.9840	3.1338	2.7416	2.5087	2.3517	2.2373	2.1497	2.0799	2.0229	1.9752	
68	3.9819	3.1317	2.7395	2.5066	2.3496	2.2352	2.1475	2.0778	2.0207	1.9730	
69	3.9798	3.1296	2.7375	2.5046	2.3475	2.2332	2.1455	2.0757	2.0186	1.9709	
70	3.9778	3.1277	2.7355	2.5027	2.3456	2.2312	2.1435	2.0737	2.0166	1.9689	
71	3.9758	3.1258	2.7336	2.5008	2.3437	2.2293	2.1415	2.0717	2.0146	1.9669	
72	3.9739	3.1239	2.7318	2.4989	2.3418	2.2274	2.1397	2.0698	2.0127	1.9649	
73	3.9720	3.1221	2.7300	2.4971	2.3400	2.2256	2.1378	2.0680	2.0108	1.9631	
74	3.9702	3.1203	2.7283	2.4954	2.3383	2.2238	2.1360	2.0662	2.0090	1.9612	
75	3.9685	3.1186	2.7266	2.4937	2.3366	2.2221	2.1343	2.0644	2.0073	1.9594	
76	3.9668	3.1170	2.7249	2.4920	2.3349	2.2204	2.1326	2.0627	2.0055	1.9577	
77	3.9651	3.1154	2.7233	2.4904	2.3333	2.2188	2.1310	2.0611	2.0039	1.9560	
78	3.9635	3.1138	2.7218	2.4889	2.3317	2.2172	2.1294	2.0595	2.0022	1.9544	
79	3.9619	3.1123	2.7203	2.4874	2.3302	2.2157	2.1278	2.0579	2.0007	1.9528	
80	3.9604	3.1108	2.7188	2.4859	2.3287	2.2142	2.1360	2.0564	1.9991	1.9512	

81	3.9589	3.1093	2.7173	2.4844	2.3273	2.2127	2.1248	2.0549	1.9976	1.9497	
82	3.9574	3.1079	2.7159	2.4830	2.3259	2.2113	2.1234	2.0534	1.9961	1.9482	
83	3.9560	3.1065	2.7146	2.4874	2.3383	2.2099	2.1220	2.0520	1.9947	1.9468	
84	3.9546	3.1052	2.7132	2.4803	2.3231	2.2086	2.1206	2.0506	1.9933	1.9454	
85	3.9532	3.1038	2.7119	2.4790	2.3218	2.2072	2.1193	2.0493	1.9919	1.9440	
86	3.9519	3.1026	2.7106	2.4777	2.3205	2.2059	2.1180	2.0480	1.9906	1.9426	
87	3.9506	3.1013	2.7094	2.4765	2.3193	2.2047	2.1167	2.0467	1.9893	1.9413	
88	3.9493	3.1001	2.7082	2.4753	2.3181	2.2034	2.1155	2.0454	1.9880	1.9400	
89	3.9481	3.0989	2.7070	2.4741	2.3169	2.2022	2.1143	2.0442	1.9868	1.9388	
90	3.9469	3.0977	2.7058	2.4729	2.3157	2.2011	2.1131	2.0430	1.9856	1.9376	
91	3.9457	3.0966	2.7047	2.4718	2.3145	2.1999	2.1119	2.0418	1.9844	1.9844	
92	3.9445	3.0954	2.7036	2.4707	2.3134	2.1988	2.1108	2.0407	1.9833	1.9833	
93	3.9434	3.0943	2.7025	2.4696	2.3123	2.1988	2.1097	2.0395	1.9821	1.9821	
94	3.9423	3.0933	2.7014	2.4696	2.3113	2.1977	2.1086	2.0384	1.9810	1.9810	



LAMPIRAN 9 :
Tabel r *Product Moment*,
Tabel Distribusi F, dan
Tabel Distribusi t

The logo of Universitas Jember is a circular emblem with a shield in the center. The shield features a sunburst at the top, a book, and a banner with the word 'JEMBER'. The text 'UNIVERSITAS JEMBER' is written around the perimeter of the emblem.

Tabel r *product Moment* (Sig = 0,05)

df	R	df	R	df	R	df	r
1	0.9969	26	0.3739	51	0.2706	76	0.2227
2	0.9500	27	0.3673	52	0.2681	77	0.2213
3	0.8783	28	0.3610	53	0.2656	78	0.2199
4	0.8114	29	0.3550	54	0.2632	79	0.2165
5	0.7545	30	0.3494	55	0.2609	80	0.2162
6	0.7067	31	0.3440	56	0.2586	81	0.2159
7	0.6664	32	0.3388	57	0.2564	82	0.2146
8	0.6319	33	0.3388	58	0.2542	83	0.2133
9	0.6021	34	0.3291	59	0.2521	84	0.2120
10	0.5760	35	0.3246	60	0.2500	85	0.2108
11	0.5529	36	0.3202	61	0.2480	86	0.2096
12	0.5324	37	0.3160	62	0.2461	87	0.2084
13	0.5140	38	0.3120	63	0.2441	88	0.2072
14	0.4973	39	0.3081	64	0.2423	89	0.2061
15	0.4821	40	0.3044	65	0.2404	90	0.2050
16	0.4683	41	0.3008	66	0.2387	91	0.2039
17	0.4555	42	0.2973	67	0.2369	92	0.2028
18	0.4438	43	0.2940	68	0.2352	93	0.2017
19	0.4329	44	0.2907	69	0.2335	94	0.2006
20	0.4227	45	0.2876	70	0.2319	95	0.1996
21	0.4132	46	0.2845	71	0.2303	96	0.1986
22	0.4044	47	0.2816	72	0.2287	97	0.1975
23	0.3961	48	0.2787	73	0.2272	98	0.1966
24	0.3882	49	0.2759	74	0.2257	99	0.1956
25	0.3809	50	0.2732	75	0.2242	100	0.1946

Tabel Distribusi t			
Df	0,1	0,05	0,025
1	3.0777	6.3138	12.7062
2	1.8856	2.9200	4.3027
3	1.6377	2.3534	3.1824
4	1.5332	2.1318	2.7764
5	1.4759	2.0150	2.5706
6	1.4398	1.9432	2.4469
7	1.4149	1.8946	2.3646
8	1.3968	1.8595	2.3060
9	1.3830	1.8331	2.2622
10	1.3722	1.8125	2.2281
11	1.3634	1.7959	2.2010
12	1.3562	1.7823	2.1788
13	1.3502	1.7709	2.1604
14	1.3450	1.7613	2.1448
15	1.3406	1.7531	2.1314
16	1.3368	1.7459	2.1199
17	1.3334	1.7396	2.1098
18	1.3304	1.7341	2.1009
19	1.3277	1.7291	2.0930
20	1.3253	1.7247	2.0860
21	1.3232	1.7207	2.0796
22	1.3212	1.7171	2.0739
23	1.3195	1.7139	2.0687
24	1.3178	1.7109	2.0639
25	1.3163	1.7081	2.0595
26	1.3150	1.7056	2.0555
27	1.3137	1.7033	2.0518
28	1.3125	1.7011	2.0484
29	1.3114	1.6991	2.0452
30	1.3104	1.6973	2.0423
31	1.3095	1.6955	2.0395
32	1.3086	1.6939	2.0369
33	1.3077	1.6924	2.0345
34	1.3070	1.6909	2.0322
35	1.3062	1.6896	2.0301
36	1.3055	1.6883	2.0281
37	1.3049	1.6871	2.0262
38	1.3042	1.6860	2.0244
39	1.3036	1.6849	2.0227
40	1.3031	1.6839	2.0211
41	1.3025	1.6829	2.0195
42	1.3020	1.6820	2.0181
43	1.3016	1.6811	2.0167
44	1.3011	1.6802	2.0154
45	1.3006	1.6794	2.0141
46	1.3002	1.6787	2.0129
47	1.2998	1.6779	2.0117
48	1.2994	1.6772	2.0106
49	1.2991	1.6766	2.0096
50	1.2987	1.6759	2.0086

51	1.2984	1.6753	2.0076
52	1.2980	1.6747	2.0066
53	1.2977	1.6741	2.0057
54	1.2974	1.6736	2.0049
55	1.2971	1.6730	2.0040
56	1.2969	1.6725	2.0032
57	1.2966	1.6720	2.0025
58	1.2963	1.6716	2.0017
59	1.2961	1.6711	2.0010
60	1.2958	1.6706	2.0003
61	1.2956	1.6702	1.9996
62	1.2954	1.6698	1.9990
63	1.2951	1.6694	1.9983
64	1.2949	1.6690	1.9977
65	1.2947	1.6686	1.9971
66	1.2945	1.6683	1.9966
67	1.2943	1.6679	1.9960
68	1.2941	1.6676	1.9955
69	1.2939	1.6672	1.9949
70	1.2938	1.6669	1.9944
71	1.2936	1.6666	1.9939
72	1.2934	1.6663	1.9935
73	1.2933	1.6660	1.9930
74	1.2931	1.6657	1.9925
75	1.2929	1.6654	1.9921
76	1.2928	1.6652	1.9917
77	1.2926	1.6649	1.9913
78	1.2925	1.6646	1.9908
79	1.2924	1.6644	1.9905
80	1.2922	1.6641	1.9901
81	1.2921	1.6639	1.9897
82	1.2920	1.6636	1.9893
83	1.2918	1.6634	1.9890
84	1.2917	1.6632	1.9886
85	1.2916	1.6630	1.9883
86	1.2915	1.6628	1.9879
87	1.2914	1.6626	1.9876
88	1.2912	1.6624	1.9873
89	1.2911	1.6622	1.987
90	1.291	1.662	1.9867
91	1.2909	1.6618	1.9864
92	1.2908	1.6616	1.9861
93	1.2907	1.6614	1.9858
94	1.2906	1.6612	1.9855
95	1.2905	1.6611	1.9853
96	1.2904	1.6609	1.985
97	1.2903	1.6607	1.9847
98	1.2902	1.6606	1.9845
99	1.2902	1.6604	1.9842
100	1.2901	1.6602	1.984

KUESIONER PENELITIAN

ANALISIS PENGARUH *STORE ATMOSPHERE*, LOKASI DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN

(Study Kasus Pada Cafe Dan Resto Gunitir Banyuwangi)

Identitas Peneliti

Nama : Koko Dwi Saputra
NIM : 1210411227
Jurusan/ Prog. Studi : S-1 Manajemen Universitas Muhammadiyah Jember
Fakultas : Ekonomi

Dalam rangka menyelesaikan pendidikan strata satu (S1) pada jurusan Manajemen Universitas Muhammadiyah Jember, penulis melaksanakan penelitian sebagai bentuk tugas dan kewajiban yang harus dilakukan. Secara akademik penelitian ini bertujuan ingin menganalisis (*store atmosphere*), lokasi dan kualitas produk terhadap keputusan pembelian.

Berdasarkan hal tersebut, dimohon dengan hormat kesediaan saudara untuk mengisi kuisisioner yang peneliti ajukan sesuai dengan keadaan yang sebenarnya dan kerahasiaan dari jawaban yang diberikan akan dijaga sepenuhnya. Penelitian ini hanya semata-mata sebagai bahan penelitian penyusunan skripsi, maka sangat dibutuhkan pendapat dari responden untuk melengkapi penelitian ini. Informasi yang anda berikan sangat berarti bagi penelitian ini. Atas bantuannya saya ucapkan terima kasih.

Hormat saya,
Koko Dwi Saputra

LAMPIRAN 2 :
Petunjuk Pengisian
Kuisisioner



LAMPIRAN 3 :
Kuisisioner Penelitian



NO.	PERNYATAAN	STS	TS	N	S	SS
KEPUTUSAN PEMBELIAN						
1.	Cafe dan Resto Gunitir membuat yakin untuk membeli					
2.	Cafe dan Resto Gunitir memiliki menu varian harga yang terjangkau.					
3.	Akan melakukan pembelian ulang di Cafe dan Resto Gunitir.					
STORE ATMOSPHERE						
1.	Cafe dan Resto Gunitir memiliki taman yang indah pada halamanya					
2.	Cafe dan Resto Gunitir tampak indah dengan karya seni yang ada di dalamnya.					
3.	Cafe dan Resto Gunitir membuat nyaman dengan penataan ruangan yg tepat.					
LOKASI						
1.	Cafe dan Resto Gunitir lokasinya mudah di jangkau.					
2.	Cafe dan Resto Gunitir menyediakan tempat parkir yang luas dan memadai.					
3.	Cafe dan Resto Gunitir berada di lingkungan yang strategis.					
KUALITAS PRODUK						
1.	Cafe dan Resto Gunitir memiliki hidangan yang rasanya lezat.					
2.	Cafe dan Resto Gunitir menyajikan makanan yang higienis/bersih.					
3.	Cafe dan Resto Gunitir menyajikan porsi yang sesuai dengan keinginan.					