

# LAMPIRAN 1

## Kuesioner Penelitian



## KUESIONER

Kepada:

Konsumen Kafé Bvgil Gelato and Friends Jember

Di Tempat

Dengan Hormat,

Sehubungan dengan penelitian yang dilakukan untuk penyelesaian tugas akhir sebagai syarat kelulusan untuk memperoleh gelar Sarjana di Fakultas Ekonomi Universitas Muhammadiyah Jember, maka penulis melakukan penelitian mengenai **Pengaruh Kepercayaan Merek, Harga dan *Store Atmosphere* Terhadap Keputusan Pembelian di Kafe Bvgil Gelato and Friends Jember.**

Atas kesediaan Bapak/Ibu/, Sdr/Sdri meluangkan waktunya untuk mengisi kuesioner ini, penulis mengucapkan terima kasih

Penulis

Lailatul Qudriyah

### A. Identitas Responden

Nama Responden = ..... (boleh tidak diisi)

Berilah tanda silang (X) pada jawaban yang anda pilih.

Jenis Kelamin	a. Perempuan	b. Laki – laki
Usia	a. 17 - 19 tahun	c. 20 – 25 Tahun
	b. 26 – 30 Tahun	d. 31 – 40 Tahun
	e. $\geq$ 40 tahun	
Pekerjaaan	a. Pelajar	c. Mahasiswa
	b. Pegawai negeri	d. Pegawai swasta
	e. Ibu rumah tangga	f. Wiraswasta
	f. TNI/Polri	g. Lainnya.....

### B. Pertanyaan

Pilihlah jawaban yang sesuai dengan pilihan anda dengan cara memberikan tanda ( $\surd$ ) pada kolom yang tersedia. Penilaian dapat dilakukan berdasarkan skala berikut :

Sangat Setuju (SS) = 5

Setuju (S) = 4

Kurang Setuju (KS) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (KS) = 1

**Variabel Kepercayaan Merek (X1)**

No.	Item Pertanyaan	STS	TS	KS	S	SS
1.	Saya meyakini bahwa kafe Bvgil Gelato and Friends menjadi merek yang telah dikenal oleh banyak orang					
2.	Saya mengandalkan merek kafe Bvgil Gelato and Friends					
3.	Saya merasa bahwa benar-benar mempercayai merek kafe Bvgil Gelato and Friends					
4.	Saya merasa aman ketika mengkonsumsi produk dari Kafe Bvgil Gelato and Friends					

**Keterangan :**

STS = Sangat Tidak Setuju (1)    KS = Kurang Setuju (3)    SS = Sangat Setuju (5)

TS = Tidak Setuju (2)    S = Setuju (4)

**Variabel Harga (X2)**

No.	Item Pertanyaan	STS	TS	KS	S	SS
1.	Harga produk-produk kafe Bvgil Gelato and Friends terjangkau oleh semua kalangan					
2.	Harga dengan kualitas produk-produk kafe Bvgil Gelato and Friends sesuai dengan yang ditawarkan					
3.	Harga produk-produk kafe Bvgil Gelato and Friends mampu bersaing dan sesuai dengan kemampuan atau daya beli saya					
4.	Harga produk-produk kafe Bvgil Gelato and Friends sesuai dengan manfaat yang dirasakan.					

**Keterangan :**

STS = Sangat Tidak Setuju (1)    KS = Kurang Setuju (3)    SS = Sangat Setuju (5)

TS = Tidak Setuju (2)    S = Setuju (4)

**Variabel Store Atmosphere (X3)**

No	Item Pertanyaan	STS	TS	KS	S	SS
1.	<i>Exterior/</i> bagian luar kafe Bvgil Gelato and Friends memberikan kesan yang menarik kepada konsumen					
2.	<i>General interior</i> kafe Bvgil Gelato and Friends seperti musik yang diperdengarkan, warna dinding kafe, aroma dan bau yang segar didalam kafe sangat menarik					
3.	<i>Store layout/</i> tata letak, kafe Bvgil Gelato and Friends pengaturan jalan atau gang didalam toko yang cukup lebar dan memudahkan orang untuk berlalu-lalang, dan fasilitas lain seperti toiler baik dan nyaman					
4.	<i>Interior display</i> seperti poster, dan <i>display</i> produk sangat menentukan suasana kafe dan memberikan informasi kepada konsumen					

**Keterangan :**

STS = Sangat Tidak Setuju (1)    KS = Kurang Setuju (3)    SS = Sangat Setuju (5)

TS = Tidak Setuju (2)                    S = Setuju (4)

**Variabel Keputusan Pembelian (Y)**

No	Item Pertanyaan	STS	TS	KS	S	SS
1.	Saya membeli produk kafe Bvgil Gelato and Friends karena adanya kebutuhan					
2.	Saya tertarik membeli produk kafe Bvgil Gelato and Friends karena sesuai yang diperoleh dari sumber terdekat (kerabat, teman, atau orang lain)					
3.	Saya yakin sudah mengambil keputusan yang tepat saat membeli produk kafe Bvgil Gelato and Friends					
4.	Saya melakukan pembelian produk kafe Bvgil Gelato and Friends berulang-ulang atau lebih dari satu kali					

**Keterangan :**

STS = Sangat Tidak Setuju (1)    KS = Kurang Setuju (3)    SS = Sangat Setuju (5)

TS = Tidak Setuju (2)                    S = Setuju (4)

**TERIMA KASIH BANYAK**

## LAMPIRAN 2

### Rekapitulasi Data



No	x1.1	x1.2	x1.3	x1.4	X1	x2.1	x2.3	x2.3	x2.4	X2	x3.1	x3.2	x3.3	x3.4	X3	y.1	y.2	y.3	y.4	Y
1	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
2	5	5	5	5	20	4	2	4	3	13	4	3	3	3	13	4	4	4	4	16
3	5	2	5	4	16	4	4	4	4	16	4	4	4	3	15	4	4	5	5	18
4	4	4	4	4	16	5	5	5	5	20	3	4	5	5	17	4	4	4	5	17
5	5	5	2	3	15	4	4	4	4	16	5	4	4	4	17	5	4	4	4	17
6	5	4	4	4	17	4	4	4	3	15	5	4	3	4	16	4	5	5	5	19
7	5	4	4	4	17	5	4	4	4	17	4	4	4	5	17	3	3	4	4	14
8	4	4	4	4	16	5	5	5	5	20	5	5	5	5	20	4	5	5	5	20
9	4	4	4	5	17	4	4	4	4	16	5	5	4	2	16	5	5	4	4	18
10	5	5	5	5	20	4	3	3	3	13	4	4	4	4	16	3	3	4	3	13
11	4	4	4	4	16	5	2	5	4	16	4	4	4	3	15	5	5	4	4	18
12	4	4	4	4	16	5	4	4	4	17	5	4	4	4	17	4	5	5	5	19
13	5	2	5	3	15	5	4	4	4	17	5	4	4	4	17	5	5	5	4	19
14	5	4	4	4	17	4	4	4	4	16	4	4	4	3	15	4	5	4	4	17
15	4	4	4	4	16	4	4	4	5	17	4	4	4	4	16	5	5	5	4	19
16	4	5	5	4	18	5	4	4	5	18	5	4	4	5	18	4	5	5	5	19
17	5	4	4	4	17	5	4	4	4	17	5	5	4	4	18	5	5	4	4	18
18	4	4	4	4	16	2	4	5	5	16	4	4	4	4	16	4	4	4	5	17
19	4	4	4	5	17	3	4	4	4	15	4	4	4	3	15	2	3	3	3	11
20	5	5	5	5	20	5	5	5	4	18	5	5	5	5	20	4	5	4	5	18
21	5	5	2	5	17	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16
22	5	5	4	4	18	4	4	4	3	15	4	4	4	4	16	4	5	5	5	19
23	5	2	4	5	16	4	4	4	4	16	4	4	4	5	17	5	5	4	4	18
24	4	4	5	5	18	5	5	4	4	18	4	5	4	5	18	4	4	5	5	18
25	5	5	4	4	18	5	5	4	4	18	5	4	4	4	17	5	4	4	5	18
26	5	4	4	5	18	5	5	4	4	18	4	5	5	4	18	5	5	4	4	18
27	5	4	4	4	17	5	5	5	5	20	5	4	4	4	17	5	5	5	5	20
28	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
29	4	4	4	3	15	3	3	3	4	13	4	4	4	5	17	4	3	3	3	13
30	5	4	4	4	17	2	5	5	5	17	4	4	4	5	17	5	4	4	4	17
31	4	4	4	3	15	4	5	5	4	18	4	4	4	4	16	4	4	4	4	16
32	2	5	4	5	16	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16
33	5	5	5	5	20	5	5	4	4	18	5	5	5	4	19	5	5	5	5	20
34	5	5	5	5	20	5	4	4	4	17	5	5	4	4	18	5	5	4	4	18
35	5	5	4	4	18	5	4	4	4	17	5	5	4	4	18	5	5	4	4	18
36	5	5	5	5	20	4	5	5	5	20	5	5	5	5	20	5	5	5	5	20
37	4	5	4	5	18	4	5	5	4	18	4	5	4	5	18	5	4	4	5	18
38	4	4	4	4	16	3	4	2	5	14	4	4	4	4	16	4	4	4	4	16
39	5	5	5	4	19	5	4	4	4	17	5	5	5	5	20	5	5	5	5	20
40	5	4	4	4	17	5	4	4	4	17	5	4	4	4	17	5	4	4	4	17
41	3	4	4	4	15	4	4	3	3	14	5	4	4	4	17	4	4	4	3	15
42	2	4	5	5	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
43	5	5	5	5	20	5	2	5	4	16	4	4	4	3	15	5	5	5	5	20
44	5	5	5	5	20	4	4	4	3	15	4	4	4	4	16	5	4	4	4	17
45	4	4	4	4	16	4	4	5	5	18	5	5	5	5	20	4	4	4	4	16
46	4	4	5	5	18	4	4	5	5	18	5	5	4	4	18	4	4	5	5	18
47	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16	5	4	4	4	17
48	4	4	4	4	16	4	5	2	5	16	4	4	4	4	16	4	4	4	4	16
49	4	4	4	5	17	4	4	4	4	16	5	5	5	5	20	4	4	4	5	17
50	4	4	4	3	15	3	4	4	4	15	5	5	5	4	19	4	4	4	3	15

No	x1.1	x1.2	x1.3	x1.4	X1	x2.1	x2.3	x2.3	x2.4	X2	x3.1	x3.2	x3.3	x3.4	X3	y.1	y.2	y.3	y.4	Y
51	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16	5	4	4	4	17
52	5	5	4	4	18	5	4	5	4	18	4	4	5	5	18	4	4	5	5	18
53	4	4	4	4	16	4	4	4	4	16	4	3	3	3	13	4	3	3	3	13
54	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
55	5	5	4	3	17	5	4	4	4	17	4	4	3	3	14	4	4	3	3	14
56	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16	2	5	5	4	16
57	4	4	4	3	15	3	4	4	4	15	5	4	4	4	17	5	4	4	4	17
58	4	4	4	4	16	5	5	5	5	20	5	5	5	4	19	5	5	5	4	19
59	3	3	3	5	14	5	4	4	4	17	4	4	4	5	17	4	4	4	5	17
60	5	4	4	4	17	4	4	4	3	16	4	4	4	4	16	4	4	4	4	16
61	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
62	5	4	4	4	17	4	4	4	5	17	4	4	4	5	17	4	4	5	4	17
63	5	4	5	5	19	4	5	5	5	19	4	5	5	5	19	4	5	5	5	19
64	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16	4	4	4	3	15
65	5	4	4	5	18	4	4	5	5	18	5	5	4	4	18	5	4	5	4	18
66	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
67	4	4	4	4	16	5	4	4	4	17	4	4	4	3	15	4	4	4	3	15
68	3	4	4	4	15	5	4	4	4	17	4	4	4	4	16	2	5	5	4	16
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70	5	5	5	4	19	4	4	4	3	15	5	5	5	5	20	5	5	5	5	20
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72	4	4	4	3	15	5	4	4	4	17	4	4	4	3	15	4	4	4	3	15
73	5	4	4	4	17	5	5	5	5	20	5	4	4	4	17	5	4	4	4	17
74	5	5	5	5	20	3	3	3	4	13	5	4	4	4	17	4	3	3	3	13
75	3	3	3	4	13	4	3	3	3	13	4	4	4	4	16	4	3	3	3	13
76	4	3	3	3	13	4	2	5	5	16	4	4	4	4	16	4	4	4	4	16
77	5	4	4	4	16	5	4	4	4	17	4	4	4	5	13	5	4	4	4	17
78	4	3	3	3	13	4	4	4	4	16	5	5	5	5	20	5	5	5	4	19
79	4	3	3	3	13	4	3	3	3	13	5	4	4	4	17	5	4	4	4	17
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82	4	4	4	4	16	5	3	3	3	14	5	5	5	5	20	4	4	4	4	16
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84	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16	5	5	5	5	20
85	5	5	4	4	18	4	5	5	5	19	5	5	5	5	20	4	4	5	5	18
86	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
87	4	3	3	3	13	4	3	3	3	13	5	5	5	5	20	4	3	3	3	13
88	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15
89	4	4	4	5	17	4	4	4	3	15	4	4	4	4	16	5	4	4	4	17
90	4	4	4	4	16	4	3	3	3	13	4	4	4	3	15	4	4	4	4	16
91	4	4	4	3	15	5	4	4	4	17	5	4	4	4	17	4	4	4	3	15
92	5	4	4	4	17	4	4	4	5	17	5	4	4	4	17	5	4	4	4	17
93	5	5	5	5	20	4	4	4	4	16	5	5	5	4	19	5	5	5	5	20
94	4	4	4	4	16	5	4	4	4	17	4	4	4	5	17	4	4	4	4	16
95	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16	4	3	3	3	13
96	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16	4	4	4	4	16
97	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16	5	4	4	4	17
98	5	4	4	4	17	5	4	4	4	17	4	4	4	3	15	5	4	4	4	17
99	4	4	4	4	16	5	4	4	3	16	5	4	4	4	17	5	4	4	3	16
100	4	4	4	5	17	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16



**LAMPIRAN 2**  
**Output SPSS**  
**Frekuensi Jawaban Responden**



## Statistics

	x1.1	x1.2	x1.3	x1.4	x2.1	x2.2	x2.3	x2.4	x3.1	x3.2	x3.3	x3.4	y.1	y.2	y.3	y.4
N Valid	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

## Kepercayaan Merek

## x1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	4	4.0	4.0	6.0
4	44	44.0	44.0	50.0
5	50	50.0	50.0	100.0
Total	100	100.0	100.0	

## x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.0	3.0	3.0
3	6	6.0	6.0	9.0
4	63	63.0	63.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

## x1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	6	6.0	6.0	8.0
4	68	68.0	68.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

## x1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	13	13.0	13.0	13.0
4	55	55.0	55.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

**Harga****x2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	7	7.0	7.0	9.0
	4	44	44.0	44.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**x2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	8	8.0	8.0	12.0
	4	65	65.0	65.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

**x2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	10	10.0	10.0	12.0
	4	62	62.0	62.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

**x2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17.0	17.0	17.0
	4	57	57.0	57.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

*Store Atmosphere***x3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0	2.0
	4	54	54.0	54.0	56.0
	5	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

**x3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0	2.0
	4	67	67.0	67.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

**x3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.0	4.0	4.0
	4	71	71.0	71.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**x3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	12	12.0	12.0	13.0
	4	55	55.0	55.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

**Keputusan Pembelian****y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	2	2.0	2.0	5.0
	4	51	51.0	51.0	56.0
	5	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

**y.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.0	9.0	9.0
	4	55	55.0	55.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

**y.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.0	9.0	9.0
	4	57	57.0	57.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**y.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17.0	17.0	17.0
	4	50	50.0	50.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

**LAMPIRAN 4**  
**Output SPSS**  
**Uji Instrumen Penelitian**



## UJI VALIDITAS

## Kepercayaan Merek

## Correlations

		x1.1	x1.2	x1.3	x1.4	X1
x1.1	Pearson Correlation	1	.280**	.253*	.094	.594**
	Sig. (2-tailed)		.005	.011	.353	.000
	N	100	100	100	100	100
x1.2	Pearson Correlation	.280**	1	.348**	.376**	.732**
	Sig. (2-tailed)	.005		.000	.000	.000
	N	100	100	100	100	100
x1.3	Pearson Correlation	.253*	.348**	1	.475**	.736**
	Sig. (2-tailed)	.011	.000		.000	.000
	N	100	100	100	100	100
x1.4	Pearson Correlation	.094	.376**	.475**	1	.700**
	Sig. (2-tailed)	.353	.000	.000		.000
	N	100	100	100	100	100
X1	Pearson Correlation	.594**	.732**	.736**	.700**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

\* . Correlation is significant at the 0.05 level (2-tailed).

## Harga

## Correlations

		x2.1	x2.2	x2.3	x2.4	X2
x2.1	Pearson Correlation	1	.178	.234	.039	.529**
	Sig. (2-tailed)		.077	.019	.702	.000
	N	100	100	100	100	100
x2.2	Pearson Correlation	.178	1	.386**	.482**	.740**
	Sig. (2-tailed)	.077		.000	.000	.000
	N	100	100	100	100	100
x2.3	Pearson Correlation	.234	.386**	1	.517**	.763**
	Sig. (2-tailed)	.019	.000		.000	.000
	N	100	100	100	100	100
x2.4	Pearson Correlation	.039	.482**	.517**	1	.725**
	Sig. (2-tailed)	.702	.000	.000		.000
	N	100	100	100	100	100
X2	Pearson Correlation	.529**	.740**	.763**	.725**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\* . Correlation is significant at the 0.05 level (2-tailed).

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

**Store Atmosphere****Correlations**

		x3.1	x3.2	x3.3	x3.4	X3
x3.1	Pearson Correlation	1	.561*	.385**	.209	.667**
	Sig. (2-tailed)		.000	.000	.037	.000
	N	100	100	100	100	100
x3.2	Pearson Correlation	.561**	1	.769**	.446*	.851**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x3.3	Pearson Correlation	.385**	.769**	1	.579**	.845**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x3.4	Pearson Correlation	.209	.446*	.579**	1	.704**
	Sig. (2-tailed)	.037	.000	.000		.000
	N	100	100	100	100	100
X3	Pearson Correlation	.667**	.851**	.845**	.704**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

\* . Correlation is significant at the 0.05 level (2-tailed).

**Keputusan Pembelian****Correlations**

		y.1	y.2	y.3	y.4	Y
y.1	Pearson Correlation	1	.395**	.221*	.286**	.609**
	Sig. (2-tailed)		.000	.027	.004	.000
	N	100	100	100	100	100
y.2	Pearson Correlation	.395**	1	.732**	.607**	.861**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y.3	Pearson Correlation	.221*	.732**	1	.718**	.840**
	Sig. (2-tailed)	.027	.000		.000	.000
	N	100	100	100	100	100
y.4	Pearson Correlation	.286**	.607**	.718**	1	.836**
	Sig. (2-tailed)	.004	.000	.000		.000
	N	100	100	100	100	100
Y	Pearson Correlation	.609**	.861**	.840**	.836**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

\* . Correlation is significant at the 0.05 level (2-tailed).



## UJI RELIABILITAS

### Kepercayaan Merek

**Case Processing Summary**

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

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.632	4

### Harga

**Case Processing Summary**

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

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.633	4

**Store Atmosphere****Case Processing Summary**

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

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.777	4

**Keputusan Pembelian****Case Processing Summary**

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

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.790	4

**LAMPIRAN 5**  
**Output SPSS**  
**Analisis Regresi, Uji Asumsi Klasik,**  
**Uji Hipotesis dan Koefisien Determinasi**



**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	X3, X1, X2 <sup>b</sup>	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636 <sup>a</sup>	.405	.386	1.604

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	167.864	3	55.955	21.758	.000 <sup>b</sup>
	Residual	246.886	96	2.572		
	Total	414.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.050	2.024		.519	.605		
	X1	.256	.097	.223	2.630	.010	.863	1.159
	X2	.356	.099	.324	3.593	.001	.763	1.311
	X3	.337	.102	.291	3.302	.001	.799	1.251

a. Dependent Variable: Y

**Coefficient Correlations<sup>a</sup>**

Model			X3	X1	X2
1	Correlations	X3	1.000	-.151	-.369
		X1	-.151	1.000	-.259
		X2	-.369	-.259	1.000
	Covariances	X3	.010	-.001	-.004
		X1	-.001	.009	-.003
		X2	-.004	-.003	.010

a. Dependent Variable: Y

**Collinearity Diagnostics<sup>a</sup>**

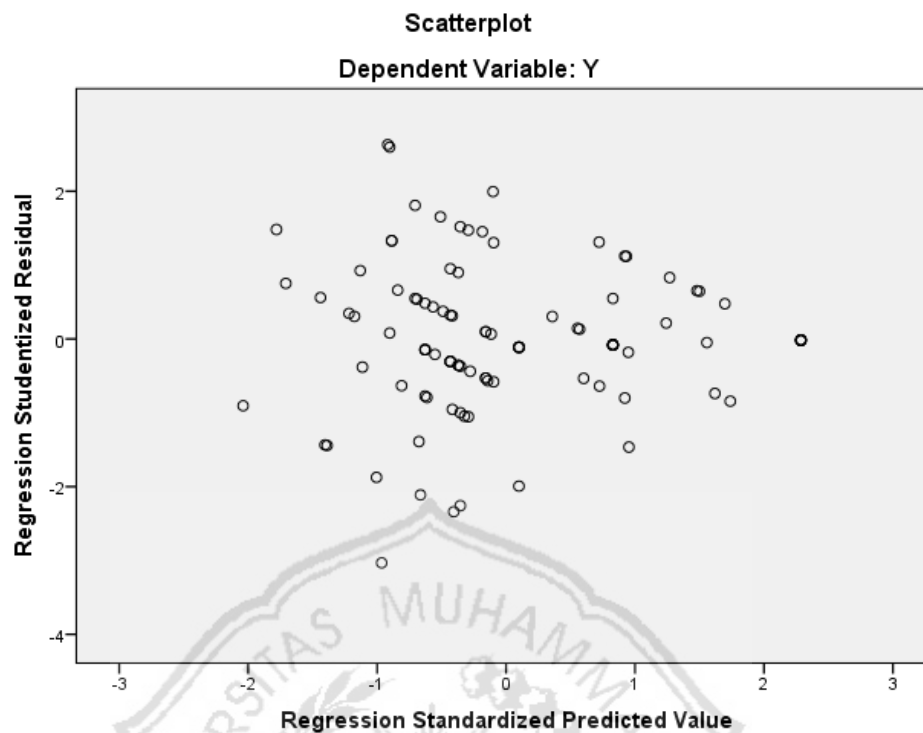
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3.981	1.000	.00	.00	.00	.00
	2	.008	22.112	.01	.69	.21	.21
	3	.007	24.394	.05	.01	.79	.46
	4	.005	29.533	.94	.30	.00	.32

a. Dependent Variable: Y

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.39	20.03	17.05	1.302	100
Std. Predicted Value	-2.039	2.286	.000	1.000	100
Standard Error of Predicted Value	.164	.658	.300	.113	100
Adjusted Predicted Value	14.51	20.03	17.06	1.298	100
Residual	-4.794	4.145	.000	1.579	100
Std. Residual	-2.990	2.585	.000	.985	100
Stud. Residual	-3.033	2.631	-.002	1.011	100
Deleted Residual	-4.934	4.294	-.006	1.665	100
Stud. Deleted Residual	-3.173	2.717	-.003	1.026	100
Mahal. Distance	.051	15.701	2.970	3.103	100
Cook's Distance	.000	.183	.014	.032	100
Centered Leverage Value	.001	.159	.030	.031	100

a. Dependent Variable: Y



**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.57917582
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.072
Test Statistic		.077
Asymp. Sig. (2-tailed)		.155 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## LAMPIRAN 6

### *Tabel Pearson Product Moment*



df	Tabel t		Tabel r	
	Uji satu sisi (one tailed)			
	0.05	0.025	0.05	0.025
	Uji dua sisi (two tailed)			
	0.1	0.05	0.1	0.05
61	1.670	2.000	0.209	0.248
62	1.670	1.999	0.207	0.246
63	1.669	1.998	0.206	0.244
64	1.669	1.998	0.204	0.242
65	1.669	1.997	0.203	0.240
66	1.668	1.997	0.201	0.239
67	1.668	1.996	0.200	0.237
68	1.668	1.995	0.198	0.235
69	1.667	1.995	0.197	0.234
70	1.667	1.994	0.195	0.232
71	1.667	1.994	0.194	0.230
72	1.666	1.993	0.193	0.229
73	1.666	1.993	0.191	0.227
74	1.666	1.993	0.190	0.226
75	1.665	1.992	0.189	0.224
76	1.665	1.992	0.188	0.223
77	1.665	1.991	0.186	0.221
78	1.665	1.991	0.185	0.220
79	1.664	1.990	0.184	0.219
80	1.664	1.990	0.183	0.217
81	1.664	1.990	0.182	0.216
82	1.664	1.989	0.181	0.215
83	1.663	1.989	0.180	0.213
84	1.663	1.989	0.179	0.212
85	1.663	1.988	0.178	0.211
86	1.663	1.988	0.176	0.210
87	1.663	1.988	0.175	0.208
88	1.662	1.987	0.174	0.207
89	1.662	1.987	0.174	0.206
90	1.662	1.987	0.173	0.205
91	1.662	1.986	0.172	0.204
92	1.662	1.986	0.171	0.203
93	1.661	1.986	0.170	0.202
94	1.661	1.986	0.169	0.201
95	1.661	1.985	0.168	0.200
96	1.661	1.985	0.167	0.199
97	1.661	1.985	0.166	0.198
98	1.661	1.984	0.165	0.197
99	1.660	1.984	0.165	0.196
100	1.660	1.984	0.164	0.195



## LAMPIRAN 6

### DOKUMENTASI













