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


Lampiran 1

Lampiran 2

BERITA ACARA BIMBINGAN SKRIPSI

Nama Mahasiswa : Handika Nur Mathliyatul Aprilia
NIM : 161500182
Program Studi : Manajemen
Tanggal Pengajuan Skripsi : 30 September 2019
Judul Skripsi : Pengaruh Inovasi Produk, Kualitas Pelayanan dan Store Atmosphere terhadap Keputusan Pembelian pada Dapur Roti & Dapur Kopi By Lyly Di Lamongan
Dosen Pembimbing : 1) Dr. Untung Lasiyono, S.E.,M.Si.
2) Tri Aripriabowo, S.E.,M.Si.

Konsultasi :

| No. | Tanggal | Paraf Pembimbing | Uraian/ Kegiatan | Keterangan |
|-----|------------------|---|------------------|------------|
| 1. | 10 Oktober 2019 |  | Judul Skripsi | ACC |
| 2. | 21 Oktober 2019 |  | BAB I | REVISI |
| 3. | 06 November 2019 |  | BAB I-III | REVISI |

| | | | | |
|-----|------------------|--|---------------------------|--------|
| 4. | 11 November 2019 | | BAB I | ACC |
| 5. | 14 November 2019 | | BAB II | REVISI |
| 6. | 25 November 2019 | | BAB II | ACC |
| 7. | 03 Desember 2019 | | BAB III | REVISI |
| 8. | 09 Desember 2019 | | BAB III | REVISI |
| 9. | 19 November 2019 | | BAB III | ACC |
| 10. | 27 Desember 2019 | | Ujian Proposal | |
| 11. | 02 Maret 2020 | | BAB I - III, Kuesioner | ACC |
| 12. | 07 Juni 2020 | | BAB IV & V | REVISI |
| 13. | 16 Juni 2020 | | BAB IV | REVISI |
| 14. | 23 Juni 2020 | | BAB IV | ACC |
| 15. | 29 Juni 2020 | | BAB V | REVISI |
| 16. | 10 Juli 2020 | | BAB V | ACC |

Surabaya, 22 Juli 2020

Dosen Pembimbing I

Dr. Untung Lasiyono, S.E., M.Si
NPP : 9102331/DY

Dosen Pembimbing II

Tri Aripriabowo, S.E., M.Si
NPP : 1809867/DY

Lampiran 2



UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : <http://www.fe.unipasby.ac.id>

BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Jumat tanggal 27 bulan Desember tahun 2019 bertempat di Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap *) Tahun Akademik 20___/20___

| | |
|----------------|--|
| Nama Mahasiswa | : Handika Nur Mathiyatul Aprilia |
| NIM | : 161500182 |
| Program Studi | : Manajemen |
| Judul Proposal | : Pengaruh Inovasi Produk, Kualitas Pelayanan dan Store Atmosphere terhadap Keputusan Pembelian pada Dapur Roti&Dapur Kopi by Lyly di Lamongan |

Dihadiri oleh :

| No | NIM | Nama Mahasiswa | Tanda Tangan |
|----|------------|------------------------|--------------------|
| 1 | 161500237 | Susi adelia | <i>[Signature]</i> |
| 2 | 161500672 | Mohamad ainun raqib | <i>[Signature]</i> |
| 3 | 161500768 | Ally purora putra | <i>[Signature]</i> |
| 4 | 161500152 | Reza Andriansyah | <i>[Signature]</i> |
| 5 | 161500184 | Fatma Afi'randini | <i>[Signature]</i> |
| 6 | 161500059 | Indah Purnamasari | <i>[Signature]</i> |
| 7 | 161500097 | Winda Rista Wijayanti | <i>[Signature]</i> |
| 8 | 161500094 | SOPYAN HADI | <i>[Signature]</i> |
| 9 | 161600201 | Nanidyah Aulionita | <i>[Signature]</i> |
| 10 | 161600055 | Ereka Nur Amalia | <i>[Signature]</i> |
| 11 | 161600225 | Ismala Faradisaari | <i>[Signature]</i> |
| 12 | 161600118 | Ika AMELIA SARI | <i>[Signature]</i> |
| 13 | 161600142 | Anita Hariani | <i>[Signature]</i> |
| 14 | 161500170 | Fatimah Putri Anogrami | <i>[Signature]</i> |
| 15 | 1615002219 | Febby Ayu Cerkina | <i>[Signature]</i> |

Surabaya, 23 Desember 2019

Penguji : Dra. Christina Meauk ()

Pembimbing : Dr. Untung Lasiyono, S.E., M.Si. ()

Lampiran3



UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234

Website : <http://www.fe.unipasby.ac.id>

Nomor : 19435 /01/FE/X/2019
Lampiran : -
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Pimpinan
DAPUR ROTI & DAPUR KOPI by Lyly
Jl. Sunan Drajat No.54, Kauman, Sidoharjo, Kec. Lamongan, Kab. Lamongan, Jawa Timur
62217
di -
Lamongan

Sesuai kurikulum Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi/Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon perkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini :

Nama : Handika Nur Mathiyatul Aprilia
NIM : 161500182
Prodi : Manajemen
Judul Skripsi : Pengaruh Inovasi Produk, Kualitas Pelayanan dan *Store Atmosphere* Terhadap Keputusan Pembelian pada Dapur Roti & Dapur Kopi by Lyly di Lamongan

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.

Surabaya, 17 Oktober 2019
D e k a n,


Dra. Siti Istikhoroeh, M.Si
NIP. 19671019.199203.2001

Lampiran 4



Dapur Roti-Dapur Kopi Bakery & Cafe

Jl. Sunan Drajat 54 Lamongan, Telp. (0322) 332666
e-mail : dapurroti.kopi@gmail.com

Nomor : 12/DR_DK/I/2020
Lampiran : -
Perihal : SURAT JAWABAN PENELITIAN

Kepada Yth
Dekan Fakultas Ekonomi
Universitas PGRI Adi Buana Surabaya
Di Tempat

Dengan hormat. Sesuai dengan surat yang kami terima dari Universitas PGRI Adi Buana Surabaya Fakultas Ekonomi Nomor : 191035/01/FE/X/2019 tertanggal 17 Oktober 2019, tentang Ijin Penelitian dan Pengambilan Data, untuk bahan penyusunan Skripsi/Tugas Akhir.

Maka dengan ini perlu kami sampaikan bahwa pihak Dapur Roti_Dapur Kopi By Lyly **tidak keberatan/memberi ijin** penelitian tersebut kepada :

Nama : Handika Nur Mthliyatul Aprilia
NIM : 161500182
Prodi : Manajemen
Judul Skripsi : Pengaruh inovasi produk, kualitas pelayanan dan store atmosphere terhadap keputusan pembelian pada Dapur Roti_Dapur Kopi By Lyly di Lamongan
Catatan : Mentaati tata tertib / peraturan yang ditentukan oleh perusahaan

Demikian isi surat jawaban ini, untuk dipergunakan sebaik-baiknya dan menjadi maklum adanya.

Lamongan, 14 Januari 2020

DAPUR ROTI
(Handwritten Signature)
JL. SUNAN DRAJAT 54 LAMONGAN
RYAN NATAPRAWIRA, S.I.Kom.
Direktur Dapur Roti_Dapur Kopi

Lampiran 5

KUESIONER PENELITIAN

Pengaruh Inovasi Produk, Kualitas Pelayanan dan *Store Atmosphere* terhadap Keputusan Pembelian Dapur Roti dan Dapur Kopi by Lyly di Lamongan.

Dengan hormat,

Dalam rangka memenuhi tugas akhir Perguruan Tinggi yang berkaitan dengan penelitian, saya mahasiswi Prodi Manajemen Fakultas Ekonomi dari Universitas PGRI Adi Buana Surabaya memohon kesediaan Bapak/Ibu/Saudara/i untuk memberikan dukungan kepada saya dengan mengisi kuesioner dibawah ini. Adapun judul penelitian saya tentang “Pengaruh Inovasi Produk, Kualitas Pelayanan dan *Store Atmosphere* Terhadap Keputusan Pembelian Pada Dapur Roti & Dapur Kopi By Lyly Di Lamongan”. Kuesioner ini hanya dipergunakan untuk kepentingan akademis, sifatnya rahasia, terbatas dan tidak dipublikasikan. Atas kesediaan dan waktunya saya sampaikan terimakasih.

I. IDENTITAS RESPONDEN

Nama :
.....*)
Jenis Kelamin : Laki-laki/Perempuan *)
Usia :tahun *)
Pekerjaan : a. Pelajar/Mahasiswa
c. Pegawai Swasta
b. Wiraswasta d.
Pegawai Negeri

e. Lain-lain.....

*)

Penghasilan : a. < Rp 250.000
c. Rp 1.000.000

b. < Rp 1.000.000

d. > Rp 1.000.000

e. > Rp 2.500.000 *)

Jumlah kunjungan : a. 2 – 4 kali

b. 5 – 7 kali

c. lebih dari 7 kali **)

*) jika tidak berkenan bisa tidak diisi atau dipilih

**) mohon untuk dipilih

II. PETUNJUK PENGISIAN

1. Sebelum mengisi pertanyaan / pernyataan berikut, kami memohon kesediaan Bapak/Ibu/Saudara/i untuk membaca terlebih dahulu petunjuk pengisian ini.
2. Pilihlah jawaban yang sesuai pendapat Bapak/Ibu/Saudara/i dengan memberi tanda checklist (√) terhadap jawaban yang sesuai dengan pilihan anda.
3. Penilaian dapat dilakukan berdasarkan skala sebagai berikut :

Bab III

SS : Sangat Setuju

S : Setuju

RG : Ragu-Ragu

TS : Tidak Setuju

STS : Sangat Tidak Setuju

A. INOVASI PRODUK (X₁)

| No. | KETERANGAN | SS | S | RG | TS | STS |
|-----|---|----|---|----|----|-----|
| 1. | Menu unik pada Dapur Roti & Dapur Kopi By Lyly merupakan produk yang belum pernah dibuat oleh pesaing lainnya | | | | | |
| 2. | Menu unik Dapur Roti & Dapur Kopi By Lyly mempunyai ciri khas yang berbeda dengan produk pesaing lainnya | | | | | |
| 3. | Dapur Roti & Dapur Kopi By Lyly memungkinkan untuk masuk dalam persaingan pasar dan diminati konsumen | | | | | |
| 4. | Dapur Roti & Dapur Kopi By Lyly memberikan pilihan pada konsumen untuk menentukan pilihan karena produk memiliki pilihan baru | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 5. | Dapur Roti & Dapur Kopi By Lyly semakin lengkap jika dibandingkan dengan toko bakery dan cafe yang telah ada di Lamongan | | | | | |
| 6. | Dapur Roti & Dapur Kopi By Lyly menjadikan pilihan menu unik yang beragam sehingga memunculkan banyak pilihan | | | | | |
| 7. | Perbaikan selalu dilakukan Dapur Roti & Dapur Kopi By Lyly untuk meningkatkan kuantitas pilihan | | | | | |
| 8. | Perbaikan yang dilakukan Dapur Roti & Dapur Kopi By Lyly dapat memberikan nilai yang lebih dibandingkan produk-produk sebelumnya | | | | | |
| 9. | Dapur Roti & Dapur Kopi By Lyly melakukan pengembangan produk untuk memasuki pasar | | | | | |

| | | | | | | |
|-----|---|--|--|--|--|--|
| | baru dalam dunia kuliner | | | | | |
| 10. | Pengembangan produk Dapur Roti & Dapur Kopi By Lyly dapat meningkatkan jumlah kunjungan konsumen dan meningkatkan volume penjualan | | | | | |
| 11. | Dapur Roti & Dapur Kopi By Lyly berupaya menekan biaya untuk menghasilkan produk, sehingga harga dapat bersaing dengan produk pesaing | | | | | |
| 12. | Dapur Roti & Dapur Kopi By Lyly membuat menu unik dan harga yang sesuai dengan kualitas yang baik | | | | | |

B. KUALITAS PELAYANAN (X₂)

| No. | KETERANGAN | SS | S | RG | TS | STS |
|-----|--|----|---|----|----|-----|
| 1. | Dapur Roti & Dapur Kopi By Lyly memiliki | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | pegawai yang ramah dan sopan | | | | | |
| 2. | Pegawai Dapur Roti & Dapur Kopi By Lyly berpenampilan rapi | | | | | |
| 3. | Pegawai Dapur Roti & Dapur Kopi By Lyly memberikan pelayanan yang ramah dari konsumen datang hingga pulang | | | | | |
| 4. | Pegawai Dapur Roti & Dapur Kopi By Lyly memberikan pelayanan sesuai dengan yang dijanjikan | | | | | |
| 5. | Pegawai Dapur Roti & Dapur Kopi By Lyly selalu siap/tanggap memberikan pelayanan dengan cepat | | | | | |
| 6. | Pegawai Dapur Roti & Dapur Kopi By Lyly bersedia membantu kesulitan konsumen dalam memilih menu | | | | | |
| 7. | Pegawai Dapur Roti & Dapur Kopi By Lyly dapat meyakinkan dan menjamin keamanan | | | | | |

| | | | | | | |
|-----|--|--|--|--|--|--|
| | saat bertransaksi pembayaran | | | | | |
| 8. | Pegawai Dapur Roti & Dapur Kopi By Lyly sopan tutur kata dan tingkah laku | | | | | |
| 9. | Pegawai Dapur Roti & Dapur Kopi By Lyly memberikan perhatian terhadap konsumen | | | | | |
| 10. | Pegawai memiliki kepekaan dalam memahami keinginan konsumen | | | | | |

C. STORE ATMOSPHERE (X₃)

| No. | KETERANGAN | SS | S | RG | TS | STS |
|-----|---|----|---|----|----|-----|
| 1. | Papan nama sangat jelas sehingga mudah dikenali identitasnya | | | | | |
| 2. | Lokasi Dapur Roti & Dapur Kopi By Lyly yang strategis dan mudah dijangkau | | | | | |
| 3. | Area Dapur Roti & Dapur Kopi By Lyly | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | nyaman | | | | | |
| 4. | Kebersihan interior Dapur Roti & Dapur Kopi By Lyly terjaga | | | | | |
| 5. | Tata letak atau layout (meja, kursi, lampu dan colokan listrik) di Dapur Roti & Dapur Kopi By Lyly sudah sesuai dan rapi | | | | | |
| 6. | Kursi yang tersedia nyaman ditempati | | | | | |
| 7. | Miniatur dan quotes terlihat menarik perhatian | | | | | |
| 8. | Miniatur di Dapur Roti & Dapur Kopi By Lyly sesuai dengan tema | | | | | |

D. KEPUTUSAN PEMBELIAN (Y)

| No. | KETERANGAN | SS | S | RG | TS | STS |
|-----|---|----|---|----|----|-----|
| 1. | Memutuskan membeli produk Dapur Roti & Dapur Kopi By Lyly karena produk yang dijual sesuai dengan | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| | kebutuhan dan keinginan. | | | | | |
| 2. | Melakukan penilaian terhadap beberapa alternative dengan produk sejenis yang ada sebelum membeli di Dapur Roti & Dapur Kopi By Lyly | | | | | |
| 3. | Memutuskan berkunjung ke Dapur Roti & Dapur Kopi by Lyly karena ingin mencoba suasana kuliner ynag baru | | | | | |
| 4. | Memutuskan membeli produk Dapur Roti & Dapur Kopi By Lyly karena produknya berkualitas. | | | | | |
| 5. | Memutuskan membeli produk di Dapur Roti & Dapur Kopi By Lyly karena mereknya sudah terkenal | | | | | |
| 6. | Bentuk produk yang ada di Dapur Roti & Dapur Kopi By Lyly menarik | | | | | |

| | | | | | | |
|-----|--|--|--|--|--|--|
| | perhatian. | | | | | |
| 7. | Memutuskan membeli produk Dapur Roti & Dapur Kopi By Lyly karena lokasi yang cukup dekat dengan tempat tinggal | | | | | |
| 8. | Memutuskan membeli produk Dapur Roti & Dapur Kopi By Lyly lebih dari satu varian rasa. | | | | | |
| 9. | Memutuskan membeli produk Dapur Roti & Dapur Kopi By Lyly ketika memiliki uang lebih. | | | | | |
| 10. | Memutuskan membeli produk Dapur Roti & Dapur Kopi By Lyly ketika sedang ada promo. | | | | | |
| 11. | Memutuskan melakukan pembayaran di Dapur Roti & Dapur Kopi By Lyly dengan cara tunai. | | | | | |
| 12. | Memutuskan melakukan pembayaran di Dapur Roti & Dapur Kopi By Lyly dengan menggunakan kartu | | | | | |

| | | | | | | |
|--|--------|--|--|--|--|--|
| | debit. | | | | | |
|--|--------|--|--|--|--|--|

Lampiran 6

INOVASI PRODUK

| Responden | Inovasi Produk | | | | | | | | | | | | X1_Total |
|--------------|----------------|------|------|------|------|------|------|------|------|-------|-------|-------|----------|
| | X1_1 | X1_2 | X1_3 | X1_4 | X1_5 | X1_6 | X1_7 | X1_8 | X1_9 | X1_10 | X1_11 | X1_12 | |
| Responden_1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Responden_2 | 5 | 5 | 3 | 2 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 51 |
| Responden_3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 51 |
| Responden_4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 50 |
| Responden_5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 50 |
| Responden_6 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 47 |
| Responden_7 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 54 |
| Responden_8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_9 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 48 |
| Responden_10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_11 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 55 |
| Responden_12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_13 | 2 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 48 |

| | | | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden_32 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_33 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Responden_34 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 40 |
| Responden_35 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 44 |
| Responden_36 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 49 |
| Responden_37 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 40 |
| Responden_38 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 43 |
| Responden_39 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 50 |
| Responden_40 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 44 |
| Responden_41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_42 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Responden_43 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 44 |
| Responden_44 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 46 |
| Responden_45 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 39 |
| Responden_46 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| Responden_47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_48 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 53 |
| Responden_49 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 43 |
| Responden_50 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 46 |
| Responden_51 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 44 |

| | | | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden_52 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 46 |
| Responden_53 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| Responden_54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_55 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 53 |
| Responden_56 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 55 |
| Responden_57 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Responden_58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_59 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 43 |
| Responden_60 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 49 |
| Responden_61 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 48 |
| Responden_62 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 54 |
| Responden_63 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 47 |
| Responden_64 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| Responden_65 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 46 |
| Responden_66 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 39 |
| Responden_67 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| Responden_68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_69 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 53 |

| | | | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden_70 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 43 |
| Responden_71 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 50 |
| Responden_72 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 48 |
| Responden_73 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 55 |
| Responden_74 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 53 |
| Responden_75 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 53 |
| Responden_76 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 48 |
| Responden_77 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 53 |
| Responden_78 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_79 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 53 |
| Responden_80 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 50 |
| Responden_81 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 51 |
| Responden_82 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 53 |
| Responden_83 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 53 |
| Responden_84 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 54 |
| Responden_85 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 50 |
| Responden_86 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 54 |
| Responden_87 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 55 |
| Responden_88 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 54 |
| Responden_89 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 50 |

KUALITAS PELAYANAN

| Responden | Kualitas Pelayanan | | | | | | | | | | X2_Total |
|-------------|--------------------|------|------|------|------|------|------|------|------|-------|----------|
| | X2_1 | X2_2 | X2_3 | X2_4 | X2_5 | X2_6 | X2_7 | X2_8 | X2_9 | X2_10 | |
| Responden_1 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_2 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |

| | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|----|
| Responden_3 | 5 | 5 | 4 | 2 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| Responden_4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 29 |
| Responden_5 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 38 |
| Responden_6 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| Responden_7 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| Responden_8 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 32 |
| Responden_9 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 37 |
| Responden_10 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 2 | 2 | 34 |
| Responden_11 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_12 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_13 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| Responden_14 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| Responden_15 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| Responden_16 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 38 |
| Responden_17 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| Responden_18 | 4 | 5 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 31 |
| Responden_19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| Responden_20 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 3 | 42 |

| | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|----|
| Responden_21 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 36 |
| Responden_22 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| Responden_23 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 37 |
| Responden_24 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 38 |
| Responden_25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| Responden_26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| Responden_27 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 47 |
| Responden_28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| Responden_29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| Responden_30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| Responden_31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| Responden_32 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| Responden_33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| Responden_34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Responden_35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| Responden_36 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| Responden_37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| Responden_38 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 36 |
| Responden_39 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 38 |
| Responden_40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |

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|--------------|---|---|---|---|---|---|---|---|---|---|----|
| Responden_59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| Responden_60 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 34 |
| Responden_61 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 32 |
| Responden_62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Responden_63 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 34 |
| Responden_64 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 36 |
| Responden_65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Responden_66 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| Responden_67 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 36 |
| Responden_68 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 36 |
| Responden_69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Responden_70 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| Responden_71 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 32 |
| Responden_72 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 37 |
| Responden_73 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 2 | 2 | 34 |
| Responden_74 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_75 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_76 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 37 |
| Responden_77 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_78 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |

| | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|----|
| Responden_79 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| Responden_80 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_81 | 5 | 5 | 4 | 2 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| Responden_82 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| Responden_83 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_84 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| Responden_85 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 32 |
| Responden_86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Responden_87 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| Responden_88 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| Responden_89 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 29 |
| Responden_90 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| Responden_91 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_92 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 38 |
| Responden_93 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| Responden_94 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| Responden_95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| Responden_96 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |

| | | | | | | | | | | | |
|---------------|---|---|---|---|---|---|---|---|---|---|----|
| Responden_97 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| Responden_98 | 5 | 5 | 4 | 2 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| Responden_99 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| Responden_100 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_101 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_102 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| Responden_103 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| Responden_104 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| Responden_105 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |

STORE ATMOSPHERE

| Responden | Store Atmosphere | | | | | | | | X3_Total |
|-------------|------------------|------|------|------|------|------|------|------|----------|
| | X3_1 | X3_2 | X3_3 | X3_4 | X3_5 | X3_6 | X3_7 | X3_8 | |
| Responden_1 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| Responden_2 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| Responden_3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 26 |
| Responden_5 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 27 |
| Responden_6 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| Responden_7 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |

| | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|----|
| Responden_8 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| Responden_9 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| Responden_10 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| Responden_11 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| Responden_12 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| Responden_13 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| Responden_14 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_16 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| Responden_17 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| Responden_18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_19 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| Responden_20 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| Responden_21 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| Responden_22 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |
| Responden_23 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| Responden_24 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| Responden_25 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| Responden_26 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 37 |
| Responden_27 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 32 |

| | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|----|
| Responden_28 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 33 |
| Responden_29 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 32 |
| Responden_30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden_31 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| Responden_32 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| Responden_33 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| Responden_34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_35 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 38 |
| Responden_36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden_37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden_38 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| Responden_39 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |
| Responden_40 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 29 |
| Responden_41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden_42 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 33 |
| Responden_43 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| Responden_44 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 33 |
| Responden_45 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 31 |

| | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|----|
| Responden_46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_47 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 35 |
| Responden_48 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 34 |
| Responden_49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_50 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| Responden_51 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| Responden_52 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| Responden_53 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden_55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| Responden_57 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| Responden_58 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| Responden_59 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| Responden_60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| Responden_61 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_62 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 26 |
| Responden_63 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| Responden_64 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 28 |
| Responden_65 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 31 |

| | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|----|
| Responden_66 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_67 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 35 |
| Responden_68 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 34 |
| Responden_69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_71 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| Responden_72 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| Responden_73 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| Responden_74 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| Responden_75 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| Responden_76 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| Responden_77 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| Responden_78 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| Responden_79 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_80 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_81 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_82 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_83 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |

| | | | | | | | | | |
|---------------|---|---|---|---|---|---|---|---|----|
| Responden_84 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| Responden_85 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| Responden_86 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| Responden_87 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| Responden_88 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 26 |
| Responden_89 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 26 |
| Responden_90 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| Responden_91 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_92 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 26 |
| Responden_93 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_94 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 34 |
| Responden_95 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| Responden_96 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| Responden_97 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_98 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| Responden_99 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| Responden_100 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| Responden_101 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| Responden_102 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| Responden_103 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |

KEPUTUSAN PEMBELIAN

| Responden | Keputusan Pembelian | | | | | | | | | | | | Y_Total |
|--------------|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|---------|
| | Y_1 | Y_2 | Y_3 | Y_4 | Y_5 | Y_6 | Y_7 | Y_8 | Y_9 | Y_10 | Y_11 | Y_12 | |
| Responden_1 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 55 |
| Responden_2 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 2 | 5 | 2 | 47 |
| Responden_3 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 49 |
| Responden_4 | 4 | 3 | 2 | 4 | 3 | 3 | 5 | 4 | 2 | 2 | 4 | 1 | 37 |
| Responden_5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 49 |
| Responden_6 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 50 |
| Responden_7 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 54 |
| Responden_8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_9 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 48 |
| Responden_10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_11 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 55 |
| Responden_12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_13 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 50 |
| Responden_14 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 48 |
| Responden_15 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 55 |

| | | | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden_16 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Responden_17 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 54 |
| Responden_18 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| Responden_19 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 51 |
| Responden_20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_21 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| Responden_22 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 58 |
| Responden_23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_24 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| Responden_25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_26 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 56 |
| Responden_27 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 50 |
| Responden_28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_29 | 3 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 53 |
| Responden_30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 49 |
| Responden_31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_32 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 59 |
| Responden_33 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 48 |

| | | | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden_34 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| Responden_35 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 54 |
| Responden_36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_37 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 45 |
| Responden_38 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 54 |
| Responden_39 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 41 |
| Responden_40 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 43 |
| Responden_41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_42 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Responden_43 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 46 |
| Responden_44 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 55 |
| Responden_45 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 52 |
| Responden_46 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| Responden_47 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 53 |
| Responden_48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 49 |
| Responden_49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_52 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_53 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |

| | | | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden_54 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| Responden_55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_57 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Responden_58 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Responden_59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_61 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_62 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Responden_63 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| Responden_64 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 45 |
| Responden_65 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 52 |
| Responden_66 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| Responden_67 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 53 |
| Responden_68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 49 |
| Responden_69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_71 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 48 |

| | | | | | | | | | | | | | |
|--------------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden_72 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 48 |
| Responden_73 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 5 | 4 | 3 | 41 |
| Responden_74 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 55 |
| Responden_75 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 55 |
| Responden_76 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 48 |
| Responden_77 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 55 |
| Responden_78 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| Responden_79 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 55 |
| Responden_80 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 55 |
| Responden_81 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 55 |
| Responden_82 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 55 |
| Responden_83 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 54 |
| Responden_84 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 52 |
| Responden_85 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 50 |
| Responden_86 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 52 |
| Responden_87 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 51 |
| Responden_88 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 43 |
| Responden_89 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 1 | 38 |
| Responden_90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 50 |
| Responden_91 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 54 |

| | | | | | | | | | | | | | |
|---------------|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Responden_92 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 5 | 44 |
| Responden_93 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 54 |
| Responden_94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 50 |
| Responden_95 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 52 |
| Responden_96 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 55 |
| Responden_97 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 54 |
| Responden_98 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 54 |
| Responden_99 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 54 |
| Responden_100 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 54 |
| Responden_101 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 54 |
| Responden_102 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 52 |
| Responden_103 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 55 |
| Responden_104 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Responden_105 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 52 |

Lampiran 7

Karakteristik Responden

Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-Laki | 37 | 35.2 | 35.2 | 35.2 |
| | Perempuan | 68 | 64.8 | 64.8 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Pegawai | 41 | 39.0 | 39.0 | 39.0 |
| | Wiraswasta | 16 | 15.2 | 15.2 | 54.3 |
| | Pegawai Swasta | 27 | 25.7 | 25.7 | 80.0 |
| | Pegawai Negeri | 8 | 7.6 | 7.6 | 87.6 |
| | Lain-Lain | 13 | 12.4 | 12.4 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Penghasilan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | Rp. < 250.000 | 15 | 14.3 | 14.3 | 14.3 |
| | Rp. < 1.000.000 | 29 | 27.6 | 27.6 | 41.9 |
| | Rp. 1.000.000 | 23 | 21.9 | 21.9 | 63.8 |
| | Rp. > 1.000.000 | 25 | 23.8 | 23.8 | 87.6 |

| | | | | |
|----------------|-----|-------|-------|-------|
| Rp. > 2.500.00 | 13 | 12.4 | 12.4 | 100.0 |
| Total | 105 | 100.0 | 100.0 | |

Jumlah Kunjungan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | 2-4 kali | 20 | 19.0 | 19.0 | 19.0 |
| | 5-7 kali | 40 | 38.1 | 38.1 | 57.1 |
| | > 7 kali | 45 | 42.9 | 42.9 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Frekuensi Variabel

X1_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 4 | 3.8 | 3.8 | 3.8 |
| | Ragu-Ragu | 12 | 11.4 | 11.4 | 15.2 |
| | Setuju | 68 | 64.8 | 64.8 | 80.0 |
| | Sangat Setuju | 21 | 20.0 | 20.0 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X1_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 18 | 17.1 | 17.1 | 20.0 |

| | | | | | |
|--|---------------|-----|-------|-------|-------|
| | Setuju | 50 | 47.6 | 47.6 | 67.6 |
| | Sangat Setuju | 34 | 32.4 | 32.4 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X1_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 1.9 | 1.9 | 1.9 |
| | Ragu-Ragu | 14 | 13.3 | 13.3 | 15.2 |
| | Setuju | 50 | 47.6 | 47.6 | 62.9 |
| | Sangat Setuju | 39 | 37.1 | 37.1 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X1_4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 13 | 12.4 | 12.4 | 15.2 |
| | Setuju | 59 | 56.2 | 56.2 | 71.4 |
| | Sangat Setuju | 30 | 28.6 | 28.6 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X1_5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 1.9 | 1.9 | 1.9 |

| | | | | |
|---------------|-----|-------|-------|-------|
| Ragu-Ragu | 17 | 16.2 | 16.2 | 18.1 |
| Setuju | 52 | 49.5 | 49.5 | 67.6 |
| Sangat Setuju | 34 | 32.4 | 32.4 | 100.0 |
| Total | 105 | 100.0 | 100.0 | |

X1_6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 1.9 | 1.9 | 1.9 |
| | Ragu-Ragu | 17 | 16.2 | 16.2 | 18.1 |
| | Setuju | 53 | 50.5 | 50.5 | 68.6 |
| | Sangat Setuju | 33 | 31.4 | 31.4 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X1_7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 14 | 13.3 | 13.3 | 16.2 |
| | Setuju | 65 | 61.9 | 61.9 | 78.1 |
| | Sangat Setuju | 23 | 21.9 | 21.9 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X1_8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|--|-----------|---------|---------------|--------------------|
|--|--|-----------|---------|---------------|--------------------|

| | | | | | |
|-------|---------------|-----|-------|-------|-------|
| Valid | Tidak Setuju | 2 | 1.9 | 1.9 | 1.9 |
| | Ragu-Ragu | 14 | 13.3 | 13.3 | 15.2 |
| | Setuju | 56 | 53.3 | 53.3 | 68.6 |
| | Sangat Setuju | 33 | 31.4 | 31.4 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X1_9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 1.9 | 1.9 | 1.9 |
| | Ragu-Ragu | 24 | 22.9 | 22.9 | 24.8 |
| | Setuju | 39 | 37.1 | 37.1 | 61.9 |
| | Sangat Setuju | 40 | 38.1 | 38.1 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X1_10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 1.9 | 1.9 | 1.9 |
| | Ragu-Ragu | 15 | 14.3 | 14.3 | 16.2 |
| | Setuju | 59 | 56.2 | 56.2 | 72.4 |
| | Sangat Setuju | 29 | 27.6 | 27.6 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X1_11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 1.9 | 1.9 | 1.9 |
| | Ragu-Ragu | 18 | 17.1 | 17.1 | 19.0 |
| | Setuju | 58 | 55.2 | 55.2 | 74.3 |
| | Sangat Setuju | 27 | 25.7 | 25.7 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X1_12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 22 | 21.0 | 21.0 | 23.8 |
| | Setuju | 41 | 39.0 | 39.0 | 62.9 |
| | Sangat Setuju | 39 | 37.1 | 37.1 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X2_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 7 | 6.7 | 6.7 | 6.7 |
| | Ragu-Ragu | 24 | 22.9 | 22.9 | 29.5 |
| | Setuju | 43 | 41.0 | 41.0 | 70.5 |
| | Sangat Setuju | 31 | 29.5 | 29.5 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X2_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 8 | 7.6 | 7.6 | 7.6 |
| | Ragu-Ragu | 17 | 16.2 | 16.2 | 23.8 |
| | Setuju | 40 | 38.1 | 38.1 | 61.9 |
| | Sangat Setuju | 40 | 38.1 | 38.1 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X2_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 7 | 6.7 | 6.7 | 6.7 |
| | Ragu-Ragu | 29 | 27.6 | 27.6 | 34.3 |
| | Setuju | 46 | 43.8 | 43.8 | 78.1 |
| | Sangat Setuju | 23 | 21.9 | 21.9 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X2_4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 10 | 9.5 | 9.5 | 9.5 |
| | Ragu-Ragu | 22 | 21.0 | 21.0 | 30.5 |
| | Setuju | 37 | 35.2 | 35.2 | 65.7 |

| | | | | | |
|--|---------------|-----|-------|-------|-------|
| | Sangat Setuju | 36 | 34.3 | 34.3 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X2_5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 7 | 6.7 | 6.7 | 6.7 |
| | Ragu-Ragu | 29 | 27.6 | 27.6 | 34.3 |
| | Setuju | 30 | 28.6 | 28.6 | 62.9 |
| | Sangat Setuju | 39 | 37.1 | 37.1 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X2_6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 8 | 7.6 | 7.6 | 7.6 |
| | Ragu-Ragu | 23 | 21.9 | 21.9 | 29.5 |
| | Setuju | 59 | 56.2 | 56.2 | 85.7 |
| | Sangat Setuju | 15 | 14.3 | 14.3 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X2_7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 9 | 8.6 | 8.6 | 8.6 |
| | Ragu-Ragu | 21 | 20.0 | 20.0 | 28.6 |

| | | | | |
|---------------|-----|-------|-------|-------|
| Setuju | 35 | 33.3 | 33.3 | 61.9 |
| Sangat Setuju | 40 | 38.1 | 38.1 | 100.0 |
| Total | 105 | 100.0 | 100.0 | |

X2_8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 10 | 9.5 | 9.5 | 9.5 |
| | Ragu-Ragu | 24 | 22.9 | 22.9 | 32.4 |
| | Setuju | 36 | 34.3 | 34.3 | 66.7 |
| | Sangat Setuju | 35 | 33.3 | 33.3 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X2_9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 15 | 14.3 | 14.3 | 14.3 |
| | Ragu-Ragu | 11 | 10.5 | 10.5 | 24.8 |
| | Setuju | 41 | 39.0 | 39.0 | 63.8 |
| | Sangat Setuju | 38 | 36.2 | 36.2 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X2_10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|--|-----------|---------|---------------|--------------------|
|--|--|-----------|---------|---------------|--------------------|

| | | | | | |
|-------|---------------|-----|-------|-------|-------|
| Valid | Tidak Setuju | 13 | 12.4 | 12.4 | 12.4 |
| | Ragu-Ragu | 17 | 16.2 | 16.2 | 28.6 |
| | Setuju | 41 | 39.0 | 39.0 | 67.6 |
| | Sangat Setuju | 34 | 32.4 | 32.4 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X3_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 9 | 8.6 | 8.6 | 11.4 |
| | Setuju | 61 | 58.1 | 58.1 | 69.5 |
| | Sangat Setuju | 32 | 30.5 | 30.5 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X3_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 14 | 13.3 | 13.3 | 16.2 |
| | Setuju | 47 | 44.8 | 44.8 | 61.0 |
| | Sangat Setuju | 41 | 39.0 | 39.0 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X3_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 13 | 12.4 | 12.4 | 15.2 |
| | Setuju | 46 | 43.8 | 43.8 | 59.0 |
| | Sangat Setuju | 43 | 41.0 | 41.0 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X3_4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 10 | 9.5 | 9.5 | 12.4 |
| | Setuju | 42 | 40.0 | 40.0 | 52.4 |
| | Sangat Setuju | 50 | 47.6 | 47.6 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X3_5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 13 | 12.4 | 12.4 | 15.2 |
| | Setuju | 42 | 40.0 | 40.0 | 55.2 |
| | Sangat Setuju | 47 | 44.8 | 44.8 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X3_6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 12 | 11.4 | 11.4 | 14.3 |
| | Setuju | 39 | 37.1 | 37.1 | 51.4 |
| | Sangat Setuju | 51 | 48.6 | 48.6 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X3_7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 11 | 10.5 | 10.5 | 13.3 |
| | Setuju | 45 | 42.9 | 42.9 | 56.2 |
| | Sangat Setuju | 46 | 43.8 | 43.8 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

X3_8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 2.9 | 2.9 | 2.9 |
| | Ragu-Ragu | 12 | 11.4 | 11.4 | 14.3 |
| | Setuju | 66 | 62.9 | 62.9 | 77.1 |
| | Sangat Setuju | 24 | 22.9 | 22.9 | 100.0 |

| | | | |
|-------|-----|-------|-------|
| Total | 105 | 100.0 | 100.0 |
|-------|-----|-------|-------|

Y_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 9 | 8.6 | 8.6 | 8.6 |
| | Setuju | 62 | 59.0 | 59.0 | 67.6 |
| | Sangat Setuju | 34 | 32.4 | 32.4 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Y_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 14 | 13.3 | 13.3 | 13.3 |
| | Setuju | 61 | 58.1 | 58.1 | 71.4 |
| | Sangat Setuju | 30 | 28.6 | 28.6 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Y_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Ragu-Ragu | 11 | 10.5 | 10.5 | 11.4 |

| | | | | | |
|--|---------------|-----|-------|-------|-------|
| | Setuju | 43 | 41.0 | 41.0 | 52.4 |
| | Sangat Setuju | 50 | 47.6 | 47.6 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Y_4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 15 | 14.3 | 14.3 | 14.3 |
| | Setuju | 53 | 50.5 | 50.5 | 64.8 |
| | Sangat Setuju | 37 | 35.2 | 35.2 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Y_5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 12 | 11.4 | 11.4 | 11.4 |
| | Setuju | 35 | 33.3 | 33.3 | 44.8 |
| | Sangat Setuju | 58 | 55.2 | 55.2 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Y_6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 10 | 9.5 | 9.5 | 9.5 |

| | | | | |
|---------------|-----|-------|-------|-------|
| Setuju | 41 | 39.0 | 39.0 | 48.6 |
| Sangat Setuju | 54 | 51.4 | 51.4 | 100.0 |
| Total | 105 | 100.0 | 100.0 | |

Y_7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 5 | 4.8 | 4.8 | 4.8 |
| | Ragu-Ragu | 11 | 10.5 | 10.5 | 15.2 |
| | Setuju | 38 | 36.2 | 36.2 | 51.4 |
| | Sangat Setuju | 51 | 48.6 | 48.6 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Y_8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Ragu-Ragu | 14 | 13.3 | 13.3 | 13.3 |
| | Setuju | 45 | 42.9 | 42.9 | 56.2 |
| | Sangat Setuju | 46 | 43.8 | 43.8 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Y_9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Tidak Setuju | 2 | 1.9 | 1.9 | 1.9 |
| | Ragu-Ragu | 13 | 12.4 | 12.4 | 14.3 |
| | Setuju | 44 | 41.9 | 41.9 | 56.2 |
| | Sangat Setuju | 46 | 43.8 | 43.8 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Y_10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Tidak Setuju | 2 | 1.9 | 1.9 | 1.9 |
| | Ragu-Ragu | 9 | 8.6 | 8.6 | 10.5 |
| | Setuju | 50 | 47.6 | 47.6 | 58.1 |
| | Sangat Setuju | 44 | 41.9 | 41.9 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Y_11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|-----------------------|
| Valid | Ragu-Ragu | 7 | 6.7 | 6.7 | 6.7 |
| | Setuju | 57 | 54.3 | 54.3 | 61.0 |
| | Sangat Setuju | 41 | 39.0 | 39.0 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

Y_12

| | | Frequency | | Valid | Cumulative |
|-------|---------------------|-----------|---------|---------|------------|
| | | y | Percent | Percent | Percent |
| Valid | Sangat Tidak Setuju | 2 | 1.9 | 1.9 | 1.9 |
| | Tidak Setuju | 1 | 1.0 | 1.0 | 2.9 |
| | Ragu-Ragu | 21 | 20.0 | 20.0 | 22.9 |
| | Setuju | 32 | 30.5 | 30.5 | 53.3 |
| | Sangat Setuju | 49 | 46.7 | 46.7 | 100.0 |
| | Total | 105 | 100.0 | 100.0 | |

VALIDITAS

Correlations

| | | X1_1 | X1_2 | X1_3 | X1_4 | X1_5 | X1_6 | X1_7 | X1_8 | X1_9 | X1_10 | X1_11 | X1_12 | Inovasi Produk |
|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------|
| X1_1 | Pearson Correlation | 1 | .664** | .451** | .524** | .507** | .567** | .531** | .410** | .304** | .438** | .628** | .622** | .749** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .002 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_2 | Pearson Correlation | .664** | 1 | .368** | .394** | .312** | .483** | .427** | .478** | .343** | .389** | .599** | .653** | .695** |
| | Sig. (2-tailed) | | | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_3 | Pearson Correlation | .451** | .368** | 1 | .430** | .480** | .487** | .482** | .748** | .736** | .780** | .475** | .576** | .796** |
| | Sig. (2-tailed) | | | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_4 | Pearson Correlation | .524** | .394** | .430** | 1 | .641** | .539** | .578** | .402** | .093 | .342** | .272** | .319** | .619** |
| | Sig. (2-tailed) | | | | | .000 | .000 | .000 | .000 | .345 | .000 | .005 | .001 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_5 | Pearson Correlation | .507** | .312** | .480** | .641** | 1 | .781** | .654** | .202** | .228** | .457** | .552** | .415** | .700** |
| | Sig. (2-tailed) | | | .000 | .000 | | .000 | .000 | .038 | .019 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_6 | Pearson Correlation | .567** | .483** | .487** | .539** | .781** | 1 | .659** | .334** | .326** | .518** | .593** | .435** | .757** |
| | Sig. (2-tailed) | | | | .000 | .000 | | .000 | .000 | .001 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_7 | Pearson Correlation | .531** | .427** | .482** | .578** | .654** | .659** | 1 | .424** | .385** | .395** | .332** | .433** | .708** |
| | Sig. (2-tailed) | | | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .001 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_8 | Pearson Correlation | .410** | .478** | .748** | .402** | .202** | .334** | .424** | 1 | .774** | .743** | .441** | .640** | .751** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .038 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_9 | Pearson Correlation | .304** | .343** | .736** | .093 | .228** | .326** | .385** | .774** | 1 | .764** | .515** | .642** | .701** |
| | Sig. (2-tailed) | | .002 | .000 | .345 | .019 | .001 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_10 | Pearson Correlation | .438** | .389** | .780** | .342** | .457** | .518** | .395** | .743** | .764** | 1 | .492** | .660** | .793** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_11 | Pearson Correlation | .628** | .599** | .475** | .272** | .552** | .593** | .332** | .441** | .515** | .492** | 1 | .674** | .747** |
| | Sig. (2-tailed) | | .000 | .000 | .005 | .000 | .000 | .001 | .000 | .000 | .000 | | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X1_12 | Pearson Correlation | .622** | .653** | .576** | .319** | .415** | .435** | .433** | .640** | .642** | .660** | .674** | 1 | .809** |
| | Sig. (2-tailed) | | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Inovasi Produk | Pearson Correlation | .749** | .695** | .796** | .619** | .700** | .757** | .708** | .751** | .701** | .793** | .747** | .809** | 1 |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

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

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

Correlations

| | | X2_1 | X2_2 | X2_3 | X2_4 | X2_5 | X2_6 | X2_7 | X2_8 | X2_9 | X2_10 | Kualitas Pelayanan |
|--------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------------|
| X2_1 | Pearson Correlation | 1 | .859** | .803** | .608** | .773** | .677** | .716** | .737** | .715** | .679** | .873** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X2_2 | Pearson Correlation | .859** | 1 | .735** | .693** | .763** | .643** | .841** | .757** | .756** | .690** | .896** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X2_3 | Pearson Correlation | .803** | .735** | 1 | .648** | .658** | .591** | .514** | .708** | .641** | .536** | .786** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X2_4 | Pearson Correlation | .608** | .693** | .648** | 1 | .763** | .663** | .668** | .720** | .648** | .595** | .812** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X2_5 | Pearson Correlation | .773** | .763** | .658** | .763** | 1 | .688** | .768** | .738** | .753** | .764** | .890** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X2_6 | Pearson Correlation | .677** | .643** | .591** | .663** | .688** | 1 | .774** | .740** | .672** | .640** | .815** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X2_7 | Pearson Correlation | .716** | .841** | .514** | .668** | .768** | .774** | 1 | .728** | .740** | .714** | .866** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X2_8 | Pearson Correlation | .737** | .757** | .708** | .720** | .738** | .740** | .728** | 1 | .916** | .851** | .918** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X2_9 | Pearson Correlation | .715** | .756** | .641** | .648** | .753** | .672** | .740** | .916** | 1 | .917** | .904** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X2_10 | Pearson Correlation | .679** | .690** | .536** | .595** | .764** | .640** | .714** | .851** | .917** | 1 | .862** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Kualitas Pelayanan | Pearson Correlation | .873** | .896** | .786** | .812** | .890** | .815** | .866** | .918** | .904** | .862** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

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

Correlations

| | | X3_1 | X3_2 | X3_3 | X3_4 | X3_5 | X3_6 | X3_7 | X3_8 | Store Atmosphere |
|------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|------------------|
| X3_1 | Pearson Correlation | 1 | .456** | .519** | .587** | .412** | .398** | .565** | .818** | .694** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X3_2 | Pearson Correlation | .456** | 1 | .658** | .827** | .870** | .807** | .747** | .581** | .890** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X3_3 | Pearson Correlation | .519** | .658** | 1 | .749** | .781** | .684** | .686** | .579** | .845** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X3_4 | Pearson Correlation | .587** | .827** | .749** | 1 | .764** | .754** | .649** | .576** | .882** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X3_5 | Pearson Correlation | .412** | .870** | .781** | .764** | 1 | .808** | .737** | .584** | .893** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X3_6 | Pearson Correlation | .398** | .807** | .684** | .754** | .808** | 1 | .747** | .561** | .863** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X3_7 | Pearson Correlation | .565** | .747** | .686** | .649** | .737** | .747** | 1 | .656** | .862** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| X3_8 | Pearson Correlation | .818** | .581** | .579** | .576** | .584** | .561** | .656** | 1 | .786** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Store Atmosphere | Pearson Correlation | .694** | .890** | .845** | .882** | .893** | .863** | .862** | .786** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

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

Correlations

| | | Y_1 | Y_2 | Y_3 | Y_4 | Y_5 | Y_6 | Y_7 | Y_8 | Y_9 | Y_10 | Y_11 | Y_12 | Keputusan Pembelian |
|---------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------|
| Y_1 | Pearson Correlation | 1 | .642** | .529** | .519** | .722** | .500** | .496** | .565** | .451** | .585** | .565** | .302** | .733** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .002 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_2 | Pearson Correlation | .642** | 1 | .567** | .465** | .571** | .627** | .497** | .594** | .618** | .566** | .633** | .660** | .808** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_3 | Pearson Correlation | .529** | .567** | 1 | .408** | .703** | .627** | .460** | .484** | .538** | .522** | .616** | .575** | .767** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_4 | Pearson Correlation | .519** | .465** | .408** | 1 | .645** | .533** | .521** | .621** | .490** | .454** | .331** | .306** | .682** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .001 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_5 | Pearson Correlation | .722** | .571** | .703** | .645** | 1 | .624** | .626** | .579** | .596** | .500** | .515** | .501** | .825** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_6 | Pearson Correlation | .500** | .627** | .627** | .533** | .624** | 1 | .699** | .765** | .672** | .515** | .652** | .562** | .850** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_7 | Pearson Correlation | .496** | .497** | .460** | .521** | .626** | .699** | 1 | .689** | .619** | .213* | .543** | .476** | .756** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .029 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_8 | Pearson Correlation | .565** | .594** | .484** | .621** | .579** | .765** | .689** | 1 | .701** | .579** | .548** | .404** | .819** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_9 | Pearson Correlation | .451** | .618** | .538** | .490** | .596** | .672** | .619** | .701** | 1 | .496** | .505** | .603** | .805** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_10 | Pearson Correlation | .585** | .566** | .522** | .454** | .500** | .515** | .213* | .579** | .496** | 1 | .364** | .460** | .677** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .029 | .000 | .000 | | .000 | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_11 | Pearson Correlation | .565** | .633** | .616** | .331** | .515** | .652** | .543** | .548** | .505** | .364** | 1 | .447** | .723** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Y_12 | Pearson Correlation | .302** | .660** | .575** | .306** | .501** | .562** | .476** | .404** | .603** | .460** | .447** | 1 | .709** |
| | Sig. (2-tailed) | .002 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Keputusan Pembelian | Pearson Correlation | .733** | .808** | .767** | .682** | .825** | .850** | .756** | .819** | .805** | .677** | .723** | .709** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

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

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

RELIABILITAS

X1

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|------------|
| .922 | 12 |

X2

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|------------|
| .962 | 10 |

X3

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|------------|
| .941 | 8 |

Y

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|------------|
| .932 | 12 |

NORMALITAS

One-Sample Kolmogorov-Smirnov Test

Unstandardiz
ed Residual

| | | | |
|----------------------------------|-------------------------|-------------|-------------------|
| N | | | 105 |
| Normal Parameters ^{a,b} | Mean | | .000000 |
| | Std. Deviation | | 5.33686271 |
| Most Extreme Differences | Absolute | | .105 |
| | Positive | | .078 |
| | Negative | | -.105 |
| Test Statistic | | | .105 |
| Monte Carlo Sig. (2-tailed) | Sig. | | .162 ^d |
| | 95% Confidence Interval | Lower Bound | .091 |
| | | Upper Bound | .232 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 105 sampled tables with starting seed 1502173562.

MULTIKOLINEARITAS

| | | Collinearity Statistics | |
|-------|--------------------|-------------------------|-------|
| Model | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Inovasi Produk | .993 | 1.007 |
| | Kualitas Pelayanan | .978 | 1.022 |
| | Store Atmosphere | .976 | 1.025 |

AUTOKORELASI DAN RSquare (R^2)

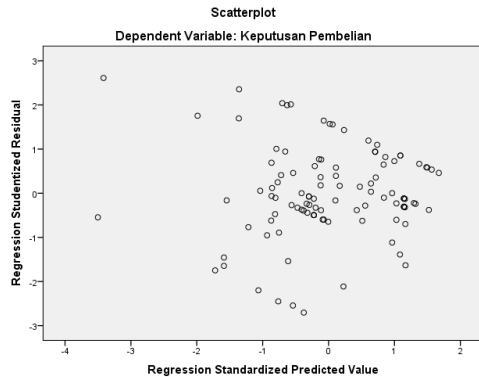
Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .563 ^a | .317 | .297 | 5.416 | 1.686 |

a. Predictors: (Constant), Store Atmosphere, Inovasi Produk, Kualitas Pelayanan

b. Dependent Variable: Keputusan Pembelian

HETEROSKEDASTISITAS



Regresi Linear Berganda

| Model | Unstandardized Coefficients | | |
|-------|-----------------------------|------------|-------|
| | B | Std. Error | |
| 1 | (Constant) | 13.289 | 5.872 |
| | Inovasi Produk | .276 | .082 |
| | Kualitas Pelayanan | .246 | .067 |
| | Store Atmosphere | .443 | .106 |

Uji t

| Model | | t | Sig. |
|-------|--------------------|-------|------|
| 1 | (Constant) | 2.263 | .026 |
| | Inovasi Produk | 3.373 | .001 |
| | Kualitas Pelayanan | 3.695 | .000 |
| | Store Atmosphere | 4.187 | .000 |

Uji F

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 1374.090 | 3 | 458.030 | 15.617 | .000 ^b |
| | Residual | 2962.139 | 101 | 29.328 | | |
| | Total | 4336.229 | 104 | | | |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Store Atmosphere, Inovasi Produk, Kualitas Pelayanan