

DAFTAR PUSTAKA

- Analisa, Lucky Wulan. 2011. Analisis Pengaruh Motivasi Kerja Dan Lingkungan Kerja Terhadap Kinerja Karyawan (Studi Pada Dinas Perindustrian Dan Perdagangan Kota Semarang. Skripsi. Semarang: Fakultas Ekonomi Universitas Diponegoro.
- Ardhanari, Margaretha. 2016. *Customer Satisfaction Pengaruhnya Terhadap Brand Preference Dan Repurchase Intention Private Brand.* *Jurnal Riset Ekonomi dan Bisnis.* Vol.3 No. 2. Hal 2148-2159.
- Ariani, Maulida. 2018. Pengaruh Variasi Produk Terhadap Pembelian Ulang Pada Cafe Vin'z Ice Cream Di Kota Samarinda. *eJournal Administrasi Bisnis*, ISSN : 2355-5408, Vol.6 No. 1. Hal 278-287.
- Efnita, Titik. 2017. Pengaruh Variasi Produk, Kualitas Pelayanan, harga, Dan Lokasi Terhadap Kepuasan Konsumen Pada *Wedding Organizer.* *Jurnal AdBispreneur*, Vol.2 No. 2. Hal 107-115.
- Engel, James. F. & Roger. B.D, 1995, *Perilaku Konsumen*, Edisi Keenam, Alih Bahasa Drs. Budijanto. Binarupa Aksara, Jakarta.
- Faradisa, Isti, Leonardo Budi H. dan Maria M Minarsih. 2016. Pengaruh Variasi Produk, Fasilitas, dan Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen pada Indonesian Coffeshop Semarang (Icos Café). *Journal Of Management.* Vol.2 No. 2. hal 1-13.
- Faradiba, Sri Rahayu Tri Astuti. 2013. Analisis Pengaruh Kualitas Produk, Harga, Lokasi Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen (Studi Pada Warung Makan "Bebek Gendut" Semarang). *Journal Of Management.* Vol.2 No. 3. hal 1-10.

- Fure, Hendra. 2013. Lokasi, Keberagaman Produk, Harga, Dan Kualitas Pelayanan Pengaruhnya Terhadap Minat Beli Pada Pasar Tradisional Bersehati Calaca. *Jurnal EMBA*, ISSN : 2303-1174, Vol. 1 No. 3. Hal 273-283.
- Gilbert, David, 2003, *Retail Marketing Management*, Second Edition, Prentice Hall.
- Hidayat, Nurlaela. 2016. Pengaruh Kelengkapan Produk Dan Lokasi Terhadap Keputusan Pembelian Konsumen (Studi Kasus Pada Minimarket Indomaret Tn6v Cabang Sindanglaya Bandung). Skripsi, Universitas Komputer Indonesia Bandung.
- Kartika, Eric Kusnadi Isti. 2014. Pengaruh Bauran Pemasaran Terhadap Niat Beli Ulang Sepeda Motor Honda Kategori Sport Mid. *E-Journal Graduate Unpar*. Vol.1 No. 2. hal 1-14.
- Maneking, Jhon Robert, Bode Lumanauw. 2015. Analisis Strategi Harga, Diferensiasi Produk, Kualitas Produk, Dan Lokasi Terhadap Keputusan Pembelian Konsumen PT. Columbia Perdana Manado. *Jurnal EMBA*, ISSN : 2303-1174, Vol.3 No. 1. Hal 1173-1183.
- Melisa, Yuda. 2012. Pengaruh Bauran Pemasaran Ritel Terhadap Keputusan Pembelian Ulang Konsumen Mega Prima Swalayan Payakumbuh. *Jurnal Manajemen*, Vol.1 No.1, Hal 1-20.
- Mursyid, M. 2017. *Manajemen Pemasaran*. Edisi 1, Cetakan ke-9. Jakarta. Bumi Aksara. ISBN: 979-526-1657. Hal.25.
- Njoto, Tommy Kurniawan. 2016. Pengaruh Desain Kemasan, Cita Rasa, Dan Variasi Produk Terhadap Keputusan Pembelian Konsumen Bumi Anugrah. *Jurnal Manajemen dan Start-Up Bisnis*. Vol.1 No. 4.
- Nurrohman, Maria M Minarsih dan Moh Mukeri Warso. 2016. Analisis Pengaruh Letak, Variasi Produk Dan

- Lingkungan Fisik Terhadap Loyalitas Konsumen (Studi Kasus PD. Pasar Gayamsari Semarang). *Journal Of Management*, Vol. 2 No. 2.
- Nuraini, T. 2013. Manajemen Sumber Daya Manusia. Pekanbaru: Yayasan Aini Syam.
- Oktavia, Liendah F. 2013. Faktor-faktor yang mempengaruhi minat beli ulang konsumen terhadap produk fashion (Studi Kasus Pada Konsumen Post Mode, Gejayan, Sleman, Yogyakarta). Thesis, Sanata Dharma University.
- Peter, J Paul, Jerry C. Olson. 2000. *Consumer Behavior Perilaku Konsumen Dan Stategi Pemasaran* Terjemahan oleh Damos Sihombing. Edisi 4, Cetakan 1, Jilid 2. Jakarta. Erlangga. ISBN: 979-411-736-6.
- Priansa, Donni Juni. 2017. *Perilaku Konsumen*. Cetakan ke-1. Bandung. ALFABETA. ISBN:978-602-289-273-1.
- Putra, Andi Bagus, Joyce Lopian, Bode Lumanauw. 2014. Bauran Pemasaran Pengaruhnya Terhadap Minat Membeli Kembali Voucher Isi Ulang Telkomsel. *Jurnal EMBA*. Vol.2 No. 3. hal 428-437.
- Rachman, Mohammad Munir, 2017. *Aplikasi Komputer Statistik*. Adi Buana University Press. Surabaya. ISBN:978-602-5793-23-3.
- Rachman, Mohammad Munir, 2018. *Metodologi Penelitian*. Adi Buana University Press. Surabaya. ISBN:978-979-8559-75-4.
- Rosita, Rahmi. 2016. Produk, Pelayanan, Harga, Dan Kenyamanan Berbelanjaterhadapminat Beli Ulang Konsumen Pada Lotte Mart Bekasi Junction. *Jurnal Ilmiah WIDYA Ekonomika Edisi 4*. Vol.1 No. 2. hal 98-103.
- Sarah, Sri Suryoko. 2017. Pengaruh Store Atmosphere, Lokasi Dan Harga Terhadap Repurchase Intention (Studi

- Kasus Pada Konsumen Carrefour Dp Mall Semarang). *Journal Of Social And Political*. Vol.6 No. 4. hal 1-7.
- Soetanto, Arnold. 2012. Pengaruh Sales Promotion Dan Physical Environment Dalam Membangun Brand Equity Terhadap Consumer Repurchase Intentions gerai Icy Blue Di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen*. Vol.1 No. 2. hal 1-9.
- Sugiyono. 2017. *Statistika Untuk Penelitian*. Cetakan ke-28. Bandung. ALFABETA. ISBN:978-979-8433-10-8.
- Supirman. 2016. Pengaruh Kelengkapan Produk, Harga Dan Lokasi Terhadap Keputusan Pembelian Konsumen Pada Eramart Sentosa Samarinda. *eJournal Administrasi Bisnis*, ISSN : 2355-5408, Vol.4 No. 4. Hal 923-936.
- Taufik, Mohammad Maburr. 2015. Ketersediaan Areal Parkir, Kelengkapan Barang, Lokasi, Harga dan Kualitas Layanan Pengaruhnya Terhadap Keputusan Pembelian Sebagai Variable Intervening Minat Konsumen Berkunjung pada Minimarket Alfamart di Kotamadya Jakarta Selatan. *Jurnal Riset Ekonomi dan Bisnis*, ISSN: 2252-6226, Vol.3 No. 2. Hal 2148-2159.
- Thama, Harnawan Angga, Trisha Gilang Saraswati. 2016. Pengaruh *Servicescape* Terhadap Minat Beli Ulang Pada Verde Resto And Lounge Bandung. *E-Proceeding Of Management*, ISSN : 2355-9357, Vol.3 No. 2. Hal 2148-2159.
- Umamah, Bindy, Arif Wibowo. 2018. Pengaruh Physical Environment, Country Of Origin Dan Promosi Penjualan Terhadap Repurchase Intention Produk Mc Donald's Yogyakarta. *Jurnal Manajemen Bisnis Indonesia Edisi 4*. Vol.7 No. 4. hal 358-367.

- Utami, Christina Whidya, 201. *Manajemen Ritel*. Edisi 3. Jakarta. Salemba Empat. ISBN:978-979-061-583-0.
- Wahjono, Sentot Imam, Anna Mariana dan Siti Maro'ah dan Widayat. 2018. *Pengantar Bisnis*. Edisi 1, Cetakan 1. Jakarta. Prenadamedia Group. ISBN: 978-602-329-8.
- Wahyuningrum, Tiyas, Anik Lestari Andjarwati. 2013. Pengaruh Lokasi Dan *Store Design* Terhadap Keputusan Berbelanja. *Jurnal Ilmu Manajemen*, Vol.1 No. 2. Hal 402-413.
- Wuwungan, Ronna Yulia, Rita N. Taroreh, dan Yantie Uhing. 2015. Pengaruh Lingkungan Kerja Dan Motivasi Kerja Terhadap Kepuasan Kerja Karyawan Cinemaxx Lippo Plaza Manado. *Jurnal EMBA*, ISSN : 2303-1174, Vol.5 No. 2. Hal 298-307.
- Yunisyah, Nadya, Ai Lili Yuliati. 2017. Pengaruh *Servicescape* Terhadap Minat Beli Ulang (Studi Pada Konsumen Giggle BoxCafé & Resto Cihampelas Walk Bandung). *Jurnal Computech & Bisnis*, ISSN : 2442-4943, Vol.11 No. 2. Hal 120-131.
- Yunus, Astiani. 2014. Pengaruh Kualitas Produk, Lokasi, Dan Lingkungan Fisik Terhadap Pembelian Ulang Pada Warung Kopi Harapan J2 Di Kota Palu. *E-Jurnal Katalogis*, ISSN : 2302-2019, Vol.2 No. 7. Hal 1-12.

Web:

- Pasar (Pengertian, Ciri, Fungsi, Jenis /Macam, dan Contohnya), <http://www.artikelmateri.com/2017/08/pasar-pengertian-ciri-fungsi-jenis-macam-contoh.html>, diakses 10 November 2018 jam 18:08).
- Pasar, <https://id.wikipedia.org/wiki/Pasar>, 10 November 2018 jam 18:17).

Halaman ini sengaja dikosongkan

Lampiran 1

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Puji Sasmita Sari
2. NIM : 151500092
3. Program Studi : Manajemen
4. Tanggal Pengajuan Skripsi : 15 Oktober 2018
5. Judul Skripsi : Pengaruh Lokasi, Keragaman Produk, dan Lingkungan Fisik terhadap Minat Beli Ulang Konsumen Pasar Betro Baru Sidoarjo.
6. Dosen Pembimbing : Dr. M. Munir Rachman, Drs.,
Ec., M.Si
7. Konsultasi :

No	Tanggal	Paraf Pembimbing	Uraian/ Kegiatan	Keterangan
1.	15 Oktober 2018		Judul Skripsi	Acc
2.	23 Oktober 2018		Bab I	Revisi
3.	25 Oktober 2018		Bab I lanjut Bab II	Acc
4.	8 November 2018		Bab II	Revisi
5.	14 November 2018		Bab II lanjut Bab III	Acc
6.	21 November 2018		Bab III	Revisi
7.	03 Januari 2019		Bab III lanjut Kuesioner	Acc

8.	14 Januari 2019		Kuesioner	Acc
9.	13 Februari 2019		Seminar Proposal	
10.	01 April 2019		Bab IV&V&Artikel	Revisi
11.	11 April 2019		Bab I-V & Artikel	Acc

8. Tanggal selesai menulis skripsi : 11 April 2019

Surabaya, 15 April 2019
Dosen Pembimbing,

(Dr. M. Munir Rachman, Drs., Ec., M.Si)
NPP : 1601751/DY

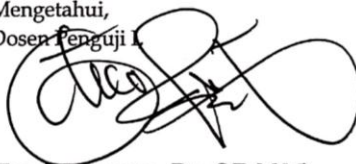
Lampiran 2
Berita Acara Bimbingan Revisi Skripsi

BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama : Puji Sasmita Sari
NIM/Program Studi : 151500092/Manajemen
Judul Skripsi : Pengaruh Lokasi, Keragaman Produk,
dan Lingkungan Fisik Terhadap Minat
Beli Ulang Konsumen Pasar Bетро Baru
Sidoarjo.
Tanggal Ujian Skripsi : 28 April 2019
Penguji : 1. Teguh Purwanto., Drs.,S.E.,M.M
2. Aristha Purwanthari S.,S.E.,M.A

No	Tanggal	Materi Konsultasi	Paraf Penguji
			Penguji I
1.	07 Mei 2019	Rumusan Masalah	
2.	07 Mei 2019	Hipotesis	
3.	07 Mei 2019	Kesimpulan	

Mengetahui,
Dosen Penguji I



(Teguh Purwanto., Drs.,S.E.,M.M)
NIP : 196012221990031001

BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama : Puji Sasmita Sari
NIM/Program Studi : 151500092/Manajemen
Judul Skripsi : Pengaruh Lokasi, Keragaman Produk,
dan Lingkungan Fisik Terhadap Minat
Beli Ulang Konsumen Pasar Betro Baru
Sidoarjo.
Tanggal Ujian Skripsi : 28 April 2019
Penguji : 1. Teguh Purwanto., Drs.,S.E.,M.M
2. Aristha Purwanthari S.,S.E.,M.A

No	Tanggal	Materi Konsultasi	Paraf Penguji
			Penguji II
1.	08 Mei 2019	Sampel	
2.	09 Mei 2019	Bab II referensi (Penulisan Sumber)	
3.	08 Mei 2019	Sampel Penelitian	
4.	08 Mei 2019	Definisi Operasional Variabel	
5.	08 Mei 2019	Kategori Interval Frekuensi (Sumber)	
6.	08 Mei 2019	Dasar Sumber Kategori Distribusi Frekuensi	

Mengetahui,
Dosen Penguji II,



(Aristha Purwanthari S.,S.E.,M.A)
NPP : 1507729/DY

Lampiran 5
Kuesioner Penelitian

KUESIONER PENELITIAN

Responden yang terhormat,

Nama saya Puji Sasmita Sari, mahasiswa S-1 Progam Studi Manajemen Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya. Saya sedang melakukan penelitian untuk Skripsi dengan judul **“Pengaruh Lokasi, Keragaman Produk, dan Lingkungan Fisik terhadap Minat Beli Ulang Konsumen Pasar Betro Baru”**.

Penelitian ini merupakan salah satu syarat memperoleh gelar S-1 Sarjana Manajemen. Berkaitan dengan hal tersebut, saya mohon kesediaan Saudara atau Saudari untuk meluangkan waktu melengkapi kuesioner ini, sehingga dapat membantu melengkapi data yang saya perlukan. Kuesioner ini hanya akan saya gunakan untuk kepentingan akademis dalam upaya penyelesaian Skripsi.

Atas bantuan dan kerjasama Saudara atau Saudari, saya ucapkan terimakasih.

Hormat saya,

Puji Sasmita Sari

No. Kuesioner:

(diisi oleh Peneliti)

A. Data Responden

Sebelum menjawab pernyataan dalam kuesioner ini, mohon Saudara mengisi data berikut terlebih dahulu. (Jawaban yang saudara berikan akan diperlakukan secara rahasia).

Lingkari untuk jawaban pilihan saudara.

1. Jenis Kelamin : Laki-laki Perempuan
2. Berapa usia anda saat ini : ____ Tahun
3. Lama Berbelanja : ____

B. Petunjuk Pengisian Kuesioner

Responden hanya dapat memberikan jawaban dengan memberikan tanda *check list* atau centang (\surd) pada salah satu pilihan jawaban yang tersedia. Hanya satu jawaban saja untuk setiap pernyataan. Pada masing-masing pernyataan terdapat lima alternatif jawaban yang mengacu pada teknik Skala Likert, yaitu:

Keterangan	Arti	Skor
SS	Sangat Setuju	5
S	Setuju	4
R	Ragu-Ragu	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

Data responden dan semua informasi yang diberikan akan dijamin kerahasiaannya oleh peneliti sebab itu dimohon untuk mengisi kuesioner dengan sebenarnya.

I. Lokasi (X_1)

No	Pernyataan	SS	S	KS	TS	STS
A. Mudah transportasinya						
1.	Lokasi Pasar Betro Baru mudah dijangkau.					
2.	Lokasi Pasar Betro Baru terletak di lingkungan jalan umum.					
3.	Dapat dilalui berbagai macam kendaraan.					
4.	Akses jalan Pasar Betro Baru cukup baik.					
B. Jarak dari pasar ke rumah dekat						
1.	Konsumen tidak memerlukan biaya lebih dalam menempuh jarak dari rumah ke Pasar Betro Baru.					
2.	Lokasi Pasar Betro Baru dekat.					
3.	Waktu tempuh menuju Pasar Betro Baru singkat.					
4.	Menghemat waktu perjalanan untuk berbelanja.					
C. Lokasi strategis						
1.	Lokasi Pasar Betro Baru strategis.					
2.	Lokasi Pasar Betro Baru menguntungkan untuk kegiatan berbelanja.					
3.	Dapat menjadi pusat kegiatan berjualan aneka kebutuhan konsumen.					
4.	Lokasi Pasar Betro Baru mudah dijumpai.					
D. Lokasi dekat dengan pusat keramaian						
1.	Pasar Betro Baru berlokasi dipinggir jalan.					
2.	Lokasi Pasar Betro Baru cukup					

	ramai.					
3.	Lokasi Pasar Betro Baru dekat dengan pertokoan atau warung.					
4.	Lokasi Pasar Betro Baru dekat dengan ATM.					

II. Keragaman Produk (X₂)

No	Pernyataan	SS	S	KS	TS	STS
A. Kelengkapan Produk yang dijual						
1.	Barangdagangan yang tersedia di Pasar Betro Betro Baru cukup lengkap.					
2.	Pasar Betro Baru menjual berbagai macam ke-butuhan sehari-hari.					
3.	Barang dagangan yang dijual Pasar Betro Baru sesuai keinginan konsumen.					
4.	Barang dagangan yang mudah ditemui.					
B. Produk yang bervariasi						
1.	Rata-rata dagangan yang dijual Pasar Baru Betro berkualitas cukup baik.					
2.	Pasar Baru Betro menjual dagangan sesuai denganselerakonsumen.					
3.	Jenis dagangan yang dijual di Pasar Betro Baru bervariasi.					
4.	HargabarangdaganganPasarBetro Barulebihbervariasi.					
C. Ketersediaan produk yang dijual						
1.	Konsumentidakmerasakesulitan mendapatbarangdagangan di					

	PasarBetroBaru.					
2.	Cepat menyediakan kembali dagangan ketika habis terjual.					
3.	Ketersediaan barang dagangan di PasarBaruBetrocukupbanyak.					
4.	Terdapat alternatif lainuntukbarangdagangan yang identik.					

III. Lingkungan Fisik (X₃)

No	Pernyataan	SS	S	KS	TS	STS
A. Tempat yang nyaman						
1.	Pasar Betro Baru cukup bersih.					
2.	Tetap nyaman berbelanja di Pasar Betro Baru dalam kondisi cuaca apapun.					
3.	Memilih Pasar Betro Baru sebagai tempat berbelanja yang tepat.					
4.	Kondisidisekitar Pasar Betro Baru terasanyamanuntukberbelanja.					
B. Tata letak ruangan						
1.	Barang dagangan Pasar Betro Baru tertata sesuaidengan jenisnya.					
2.	Tata letak kios rapi.					
3.	Berbelanja di Pasar Betro Baru mudah menemukan barang yang dibeli.					
4.	Ruanggerakberbelanja di PasarBetroBarulebihleluasa.					
C. Bentuk fisik tempat						
1.	Suhu udara Pasar Betro Baru cukup nyaman.					

2.	Adanya penerangan yang cukup baik di dalam Pasar Betro Baru.					
3.	Tingkat kebisingan Pasar Betro Baru tidak mengganggu konsumen dalam berbelanja.					
4.	Konsumen nyaman saat kondisi kios bersih.					
D. Tempat parkir						
1.	Tempat parkir konsumen aman.					
2.	Konsumen tidak keberatan membayar parkir.					
3.	Tempat parkir Pasar Betro Baru cukup memadai.					
4.	Tempat parkir Pasar Betro Baru tidak mengganggu lalu lintas.					

IV. Minat Beli Ulang (Y)

No	Pernyataan	SS	S	KS	TS	STS
A. Minat Transaksional						
1.	Konsumen lebih nyaman berbelanja di Pasar Betro Baru.					
2.	Banyak barang dagangan sesuai dengan kebutuhan konsumen.					
3.	Barang dagangan Pasar Betro Baru dalam kondisi baik..					
4.	Konsumen cocok membeli barang dagangan di Pasar Betro Baru.					
B. Minat Eksploratif						
1.	Konsumen mempunyai pilihan kios tersendiri.					
2.	Konsumen selalu menawarkan harga barang dagangan.					

3.	Konsumen selalu mencari informasi barang dagangan yang dibutuhkan.					
4.	Konsumen selalu menanyakan kadaluarsa barang dagangan.					
C. Minat Prefensial						
1.	Konsumen sering mencari barang dagangan tertentu di Pasar Betoro Baru.					
2.	Konsumen lebih memilih berbelanja di Pasar Betoro Baru.					
3.	Belanja di Pasar Betoro Baru lebih banyak daripada pasar lain.					
4.	Konsumen selalu berbelanja di Pasar Betoro Baru.					
D. Minat Referensial						
1.	Konsumen sudah mengetahui Pasar Betoro Baru.					
2.	Konsumen mendapatkan informasi dari saudara untuk belanja di Pasar Betoro Baru.					
3.	Konsumen merekomendasikan Pasar Betoro Baru ke tetangga sekitar.					
4.	Konsumen membicarakan kepada orang lain tentang barang dagangan yang sudah dibeli.					

-TERIMA KASIH ATAS PARTISIPASINYA-

Lampiran 6 Tabulasi

VARIABEL LOKASI (X1)																				
Mudah Transportasinya						Jarak Pasar ke Rumah Dekat					Lokasi Strategis					Lokasi Dekat Pusat Keramaian				
No.Resp	Item 1	Item 2	Item 3	Item 4	ΣX1.1	Item 1	Item 2	Item 3	Item 4	ΣX1.2	Item 1	Item 2	Item 3	Item 4	ΣX1.3	Item 1	Item 2	Item 3	Item 4	ΣX1.3
1.	3	4	3	4	14	5	5	5	5	20	4	4	4	4	16	5	5	5	5	20
2.	4	4	4	5	17	5	4	4	4	17	5	4	4	5	18	5	5	5	4	19
3.	4	5	3	5	17	4	5	4	4	17	4	5	5	5	19	4	4	4	4	16
4.	4	5	5	5	19	5	4	5	5	19	5	4	5	5	19	4	4	5	5	18
5.	5	4	5	5	19	5	4	4	4	17	5	4	5	5	19	3	4	5	4	16
6.	5	4	4	3	16	4	5	5	4	18	4	4	4	3	15	5	5	3	3	16
7.	4	4	3	4	15	4	4	5	5	18	4	4	3	4	15	5	5	5	5	20
8.	3	4	4	4	15	4	4	4	5	17	3	4	4	4	15	4	3	4	3	14
9.	4	4	5	5	18	4	4	4	4	16	4	4	5	5	18	5	4	4	4	17
10.	5	5	5	5	20	4	4	4	4	16	5	5	5	5	20	4	3	4	3	14
11.	5	4	3	4	16	5	4	4	5	18	5	4	4	4	17	4	4	4	4	16
12.	4	3	3	2	12	5	5	4	4	18	5	5	5	5	20	4	4	5	5	18
13.	4	4	3	4	15	4	4	4	4	16	4	4	3	4	15	5	2	4	4	15
14.	5	5	4	4	18	4	5	5	4	18	5	5	4	4	18	4	5	5	5	19

15.	4	4	3	2	13	4	5	5	5	19	4	4	3	3	14	5	5	4	4	18
16.	5	5	5	5	20	4	4	4	4	16	5	4	5	5	19	4	5	5	5	19
17.	5	5	4	4	18	4	5	5	5	19	5	5	4	4	18	3	3	4	3	13
18.	4	4	4	4	16	4	5	5	5	19	4	4	4	4	16	4	4	4	4	16
19.	5	5	4	5	19	4	4	4	4	16	5	5	4	5	19	5	4	3	3	15
20.	3	4	3	2	12	5	5	4	4	18	5	4	3	3	15	4	5	5	5	19
21.	5	5	5	5	20	5	5	4	5	19	5	4	4	5	18	4	5	4	4	17
22.	4	3	4	3	14	4	4	4	4	16	4	3	4	3	14	5	4	4	4	17
23.	4	4	3	5	16	5	4	4	4	17	4	4	5	5	18	5	3	4	5	17
24.	5	4	4	5	18	4	4	5	5	18	4	4	4	5	17	3	3	3	3	12
25.	5	5	5	5	20	5	5	4	4	18	5	5	5	5	20	5	4	4	4	17
26.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	5	5	5	19
27.	4	4	3	3	14	4	4	4	4	16	5	4	5	5	19	5	5	5	5	20
28.	5	4	5	5	19	5	4	5	5	19	5	4	5	5	19	4	4	4	5	17
29.	3	4	4	2	13	5	5	5	5	20	4	4	4	4	16	4	5	5	4	18
30.	4	5	5	5	19	5	4	4	4	17	5	5	5	5	20	4	4	4	4	16
31.	4	3	3	3	13	4	3	3	3	13	4	3	3	3	13	4	3	5	4	16
32.	4	4	4	4	16	5	4	5	5	19	4	4	4	4	16	4	4	4	4	16

33.	4	4	3	3	14	5	5	4	4	18	4	5	5	5	19	5	5	4	5	19
34.	4	5	5	4	18	5	5	5	5	20	4	5	5	4	18	4	5	5	4	18
35.	5	4	4	3	16	4	5	5	5	19	5	4	4	3	16	5	4	5	4	18
36.	5	4	3	3	15	4	5	5	5	19	5	4	3	3	15	4	3	4	4	15
37.	5	5	5	5	20	5	4	4	4	17	5	5	5	5	20	4	5	4	5	18
38.	3	4	4	3	14	5	4	5	5	19	3	4	4	3	14	4	4	4	4	16
39.	3	4	4	4	15	4	5	4	4	17	4	4	4	4	16	4	3	4	5	16
40.	5	5	5	5	20	5	5	4	5	19	5	5	5	5	20	4	4	5	5	18
41.	3	4	5	5	17	4	5	5	5	19	5	5	5	5	20	5	5	4	4	18
42.	5	5	4	4	18	4	5	5	5	19	5	5	4	4	18	4	4	5	5	18
43.	5	5	5	5	20	5	4	5	5	19	5	5	5	5	20	5	4	5	4	18
44.	5	4	3	4	16	4	5	4	4	17	4	4	4	4	16	4	5	5	4	18
45.	5	5	5	4	19	5	5	5	4	19	5	5	5	4	19	5	4	5	5	19
46.	5	5	5	4	19	4	5	4	4	17	5	5	5	4	19	4	5	5	4	18
47.	5	4	5	4	18	5	4	5	5	19	5	4	5	4	18	5	4	3	5	17
48.	4	3	5	5	17	5	5	5	5	20	4	4	5	4	17	5	5	5	5	20
49.	4	4	5	5	18	5	5	5	5	20	4	5	5	5	19	5	4	4	4	17
50.	4	5	4	4	17	4	5	5	5	19	4	5	4	4	17	4	5	5	4	18

51.	4	5	3	4	16	4	4	4	5	17	4	5	3	4	16	4	5	5	4	18
52.	3	4	4	4	15	5	5	5	5	20	3	4	4	4	15	5	3	4	4	16
53.	4	5	5	5	19	3	4	4	2	13	4	4	5	5	18	5	3	4	4	16
54.	5	4	4	3	16	3	4	3	3	13	5	4	4	3	16	3	4	3	3	13
55.	4	5	4	4	17	3	5	5	5	18	4	4	4	4	16	5	5	4	3	17
56.	5	4	3	3	15	4	5	4	4	17	5	4	3	3	15	4	4	3	3	14
57.	4	3	3	3	13	4	3	3	3	13	4	3	3	3	13	4	5	3	3	15
58.	5	5	4	5	19	5	5	5	5	20	4	5	4	5	18	3	3	5	4	15
59.	3	4	4	4	15	4	3	3	3	13	4	4	4	4	16	3	5	4	3	15
60.	5	5	5	4	19	4	4	4	3	15	5	5	5	4	19	4	4	4	3	15
61.	5	5	5	4	19	5	5	5	5	20	5	4	5	4	18	4	5	4	4	17
62.	4	3	3	3	13	4	4	4	4	16	4	3	3	3	13	4	4	4	4	16
63.	4	5	4	4	17	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
64.	5	4	4	3	16	5	4	4	4	17	5	4	4	3	16	4	5	4	4	17
65.	4	4	4	5	17	4	4	5	5	18	4	4	4	5	17	3	3	4	4	14
66.	4	4	4	3	15	4	4	4	3	15	4	3	4	3	14	3	4	5	3	15
67.	3	4	3	3	13	4	3	3	4	14	4	4	3	3	14	3	3	4	3	13
68.	5	4	4	5	18	5	4	4	5	18	5	4	4	5	18	5	4	3	5	17

69.	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
70.	4	3	4	3	14	4	4	4	4	16	4	3	4	3	14	5	4	5	4	18
71.	3	4	3	3	13	4	4	4	3	15	3	4	3	3	13	3	4	4	4	15
72.	4	5	5	4	18	5	5	5	5	20	4	3	5	4	16	4	4	5	5	18
73.	3	3	3	3	12	4	4	4	4	16	3	3	3	3	12	3	3	3	3	12
74.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	3	4	4	4	15
75.	4	5	4	5	18	5	4	4	5	18	4	5	4	5	18	5	4	5	5	19
76.	5	4	4	5	18	4	4	4	5	17	5	4	4	5	18	5	5	4	4	18
77.	4	3	4	2	13	4	4	4	4	16	4	3	4	4	15	4	4	4	4	16
78.	4	4	4	3	15	4	4	4	4	16	4	4	4	3	15	3	3	3	3	12
79.	4	3	4	3	14	4	4	4	4	16	4	3	4	3	14	4	4	4	4	16
80.	5	4	4	4	17	5	5	4	4	18	5	4	4	4	17	4	4	4	4	16
81.	3	3	3	3	12	4	3	3	3	13	4	4	3	3	14	3	3	3	3	12
82.	4	4	4	4	16	3	3	4	4	14	4	4	4	4	16	3	3	4	3	13
83.	5	5	5	5	20	5	5	4	4	18	5	5	5	5	20	5	5	5	5	20
84.	3	3	3	4	13	4	4	4	4	16	3	3	3	4	13	3	3	3	3	12
85.	4	3	3	5	15	4	4	4	4	16	4	3	3	4	14	3	5	3	3	14
86.	4	3	4	3	14	3	3	4	4	14	4	4	4	3	15	4	4	4	4	16

87.	3	3	3	3	12	3	3	3	4	13	3	3	3	3	12	3	3	3	3	12
88.	4	4	3	3	14	4	4	3	3	14	4	4	3	3	14	4	3	4	3	14
89.	4	3	4	2	13	3	4	3	4	14	4	4	4	3	15	3	3	4	3	13
90.	4	3	3	3	13	4	4	5	5	18	4	3	3	3	13	5	3	4	4	16
91.	4	4	4	4	16	4	4	3	3	14	4	4	4	4	16	3	4	4	4	15
92.	5	5	3	4	17	5	5	5	5	20	5	5	3	4	17	4	3	5	5	17
93.	4	3	4	2	13	5	4	5	5	19	4	4	4	4	16	3	4	5	4	16
94.	3	4	4	4	15	4	4	4	5	17	3	4	4	4	15	3	3	4	4	14
95.	4	3	4	4	15	4	5	5	4	18	4	3	4	4	15	4	4	4	4	16
96.	4	3	3	3	13	5	5	5	5	20	4	4	3	3	14	4	4	4	4	16
97.	5	3	3	3	14	5	5	5	5	20	4	3	3	3	13	3	3	3	3	12
98.	4	5	4	3	16	4	3	4	4	15	4	4	4	3	15	3	3	4	3	13
99.	5	4	4	3	16	5	5	5	5	20	5	4	4	3	16	3	3	4	3	13
100.	4	4	3	4	15	4	4	4	4	16	4	4	3	4	15	4	4	4	4	16
101.	4	4	3	4	15	4	4	4	4	16	4	4	3	4	15	5	4	4	4	17
102.	5	4	4	3	16	4	4	4	4	16	5	4	4	3	16	4	4	4	4	16
103.	4	3	4	4	15	4	4	5	5	18	4	4	5	4	17	4	4	4	4	16
104.	4	4	4	4	16	4	5	5	5	19	4	5	4	4	17	5	4	4	3	16

105.	5	3	3	3	14	5	5	5	5	20	5	4	3	3	15	4	4	4	4	16
106.	4	3	3	3	13	5	4	5	5	19	4	3	3	3	13	3	3	3	3	12
107.	5	5	5	5	20	4	3	4	4	15	5	5	5	5	20	4	3	4	4	15
108.	5	4	4	4	17	4	4	4	4	16	5	4	4	4	17	4	3	4	4	15
109.	4	5	3	4	16	4	3	3	4	14	4	5	3	4	16	3	4	4	4	15
110.	5	4	4	2	15	5	4	5	4	18	5	4	4	4	17	3	3	4	4	14
111.	5	5	4	4	18	4	4	5	4	17	5	5	5	4	19	4	3	5	5	17
112.	4	4	4	4	16	5	3	5	4	17	4	4	4	4	16	3	4	4	4	15
113.	3	3	3	3	12	4	4	5	4	17	3	3	3	3	12	5	3	4	4	16
114.	4	4	4	3	15	4	4	3	4	15	4	4	4	3	15	3	3	4	3	13
115.	4	4	3	3	14	4	4	4	4	16	4	4	3	3	14	4	3	4	3	14
116.	4	3	3	3	13	5	4	4	4	17	4	5	5	3	17	3	3	3	3	12
117.	4	3	3	2	12	5	5	5	5	20	4	3	3	3	13	4	4	4	4	16
118.	3	3	3	3	12	5	4	5	4	18	3	3	3	3	12	3	3	4	3	13
119.	4	5	5	5	19	4	4	5	4	17	4	5	5	5	19	4	4	4	4	16
120.	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	5	5	4	18
121.	4	4	4	4	16	4	4	4	5	17	4	5	5	4	18	5	4	4	4	17
122.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	3	3	4	3	13

123.	4	4	3	3	14	5	5	4	5	19	4	4	3	3	14	3	3	3	3	12
124.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
125.	4	3	4	4	15	4	4	4	4	16	4	3	4	4	15	4	3	4	4	15
126.	4	3	3	3	13	5	5	4	4	18	4	3	3	3	13	4	3	3	3	13
127.	4	4	4	4	16	4	4	5	5	18	4	4	4	4	16	4	3	4	4	15
128.	4	5	4	4	17	5	5	5	5	20	4	4	4	4	16	4	4	5	5	18
129.	4	4	4	3	15	4	4	4	4	16	4	5	4	3	16	3	4	4	3	14
130.	3	4	3	3	13	4	4	4	5	17	3	4	3	3	13	5	4	4	4	17
131.	4	3	3	3	13	4	4	4	4	16	4	3	3	3	13	3	4	4	4	15
132.	4	4	3	3	14	4	4	5	4	17	4	4	3	3	14	3	4	4	3	14
133.	4	3	3	3	13	4	4	4	4	16	4	3	3	3	13	4	4	4	4	16
134.	4	3	3	3	13	5	4	5	4	18	4	3	3	3	13	3	3	3	3	12
135.	4	3	3	3	13	4	4	4	4	16	4	3	3	3	13	4	3	4	3	14
136.	5	4	4	4	17	5	4	5	4	18	5	4	4	4	17	4	5	5	4	18
137.	4	4	4	4	16	5	5	4	4	18	4	4	4	4	16	5	5	5	5	20
138.	4	5	4	3	16	4	4	4	5	17	5	4	4	3	16	3	4	4	4	15
139.	4	4	4	4	16	5	4	5	4	18	4	5	4	4	17	3	5	4	3	15
140.	4	5	5	4	18	4	4	4	4	16	4	5	5	4	18	5	4	4	5	18

141.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	5	5	5	19
142.	3	4	3	3	13	5	5	5	4	19	3	4	3	3	13	4	5	4	4	17
143.	4	3	3	3	13	5	5	5	5	20	4	3	3	3	13	3	3	3	3	12
144.	4	4	4	4	16	4	4	5	4	17	4	4	4	4	16	4	4	4	3	15
145.	3	3	3	3	12	5	5	5	5	20	3	3	3	3	12	4	5	4	4	17
146.	4	3	3	3	13	5	5	5	4	19	4	3	5	3	15	4	3	3	3	13
147.	5	3	3	2	13	5	5	5	5	20	5	3	3	3	14	3	3	4	4	14
148.	4	4	3	3	14	4	4	5	4	17	4	4	3	3	14	3	3	3	3	12
149.	4	4	4	4	16	5	5	5	5	20	4	4	4	4	16	4	3	4	3	14
150.	5	4	3	3	15	4	4	4	5	17	5	4	3	3	15	3	4	4	4	15
151.	5	4	4	3	16	4	4	5	4	17	5	4	4	3	16	4	3	4	3	14
152.	4	3	4	4	15	4	4	5	3	16	4	3	4	4	15	5	3	4	4	16
153.	5	4	3	4	16	4	4	4	4	16	5	4	3	4	16	5	4	5	5	19
154.	5	4	4	4	17	4	3	3	3	13	5	4	4	4	17	5	3	4	4	16
155.	4	4	3	3	14	5	4	3	3	15	4	4	3	3	14	4	4	4	4	16
156.	4	4	4	5	17	4	4	4	4	16	4	4	5	4	17	3	5	4	3	15
157.	4	4	4	4	16	4	5	5	5	19	4	5	4	4	17	5	4	4	4	17
158.	4	5	3	3	15	4	4	4	5	17	4	5	3	3	15	3	5	4	4	16

159.	4	4	3	3	14	4	4	4	4	16	5	4	3	3	15	5	5	5	5	20
160.	5	4	3	4	16	4	4	4	4	16	4	4	3	4	15	4	3	4	4	15
161.	4	5	4	4	17	5	5	5	5	20	4	4	4	3	15	5	5	5	5	20

VARIABEL KERAGAMAN PRODUK (X2)															
Kelengkapan Produk yang di Jual					Produk yang Bervariasi					Ketersediaan Produk yang di Jual					
No.Resp	Item 1	Item 2	Item 3	Item 4	ΣX2.1	Item 1	Item 2	Item 3	Item 4	ΣX2.2	Item 1	Item 2	Item 3	Item 4	ΣX2.3
1.	4	4	3	4	15	4	4	5	4	17	4	4	5	5	18
2.	5	4	4	5	18	5	4	4	4	17	5	4	4	4	17
3.	4	5	5	5	19	4	5	4	4	17	5	4	4	4	17
4.	5	5	5	5	20	5	3	4	4	16	4	5	5	5	19
5.	5	4	5	5	19	5	4	4	5	18	5	4	4	5	18
6.	5	4	4	3	16	4	5	4	3	16	4	4	4	5	17
7.	4	4	2	4	14	5	5	5	5	20	4	5	5	4	18
8.	3	4	4	4	15	4	3	4	3	14	4	5	5	5	19
9.	4	4	5	5	18	4	5	4	4	17	4	4	5	5	18
10.	5	5	5	5	20	5	4	4	4	17	5	4	5	5	19
11.	5	4	3	4	16	4	3	4	4	15	5	4	4	4	17
12.	5	5	5	5	20	4	4	5	5	18	4	5	5	4	18
13.	4	4	3	4	15	5	3	5	4	17	4	5	5	5	19

14.	5	5	4	4	18	4	5	5	5	19	4	4	5	5	18
15.	4	4	3	3	14	5	5	4	4	18	5	5	5	4	19
16.	5	5	5	5	20	4	5	5	5	19	5	5	5	4	19
17.	5	5	4	4	18	5	4	5	5	19	5	5	4	4	18
18.	4	4	4	4	16	4	4	4	4	16	5	5	4	4	18
19.	5	5	4	5	19	5	4	4	4	17	5	5	4	4	18
20.	5	4	3	3	15	4	3	5	5	17	4	4	4	4	16
21.	5	5	5	5	20	4	5	5	5	19	5	5	4	5	19
22.	4	3	4	3	14	5	4	4	4	17	4	5	4	4	17
23.	4	4	5	5	18	5	4	4	5	18	5	5	5	5	20
24.	5	4	4	5	18	4	5	4	4	17	4	5	5	5	19
25.	5	5	5	5	20	5	4	4	4	17	5	5	5	5	20
26.	4	4	4	4	16	4	5	5	5	19	5	4	5	5	19
27.	5	4	5	5	19	5	4	4	4	17	5	5	5	5	20
28.	5	4	5	5	19	4	4	3	5	16	5	4	5	5	19
29.	5	4	4	4	17	4	5	4	4	17	5	5	5	5	20
30.	5	5	5	5	20	4	4	4	4	16	5	5	5	5	20

31.	4	3	2	3	12	4	3	3	3	13	4	4	5	4	17
32.	4	4	4	4	16	4	4	4	4	16	5	5	5	5	20
33.	4	5	5	5	19	5	4	4	5	18	5	4	4	4	17
34.	4	5	5	4	18	4	5	5	4	18	5	5	5	5	20
35.	5	4	4	3	16	5	4	5	4	18	5	5	4	5	19
36.	5	4	3	3	15	4	3	4	4	15	4	4	4	4	16
37.	5	5	5	5	20	4	5	5	5	19	4	5	5	5	19
38.	3	4	4	3	14	4	4	4	4	16	4	4	4	4	16
39.	4	4	3	4	15	4	4	4	5	17	4	5	5	5	19
40.	5	5	4	5	19	4	4	5	5	18	4	5	5	5	19
41.	5	5	5	5	20	5	5	4	4	18	4	4	5	4	17
42.	5	5	4	4	18	5	4	5	5	19	5	5	5	4	19
43.	5	5	5	5	20	5	4	5	4	18	5	4	5	5	19
44.	4	4	2	4	14	5	5	5	4	19	5	4	5	5	19
45.	5	5	5	4	19	5	4	5	5	19	5	4	5	4	18
46.	5	5	4	4	18	4	5	5	4	18	5	5	5	5	20
47.	5	4	5	4	18	4	4	4	5	17	4	5	5	5	19

48.	5	5	5	4	19	5	5	4	5	19	5	4	5	4	18
49.	4	5	5	5	19	4	4	4	4	16	4	4	4	4	16
50.	4	5	4	4	17	4	4	5	4	17	4	4	5	4	17
51.	4	5	3	4	16	4	4	4	4	16	4	5	5	4	18
52.	3	4	4	4	15	5	3	4	4	16	3	4	4	4	15
53.	4	5	5	5	19	3	3	4	4	14	3	3	4	4	14
54.	5	4	4	3	16	3	4	3	3	13	4	3	3	3	13
55.	4	4	4	4	16	3	3	4	3	13	3	3	4	3	13
56.	5	4	3	3	15	4	4	3	3	14	4	4	4	3	15
57.	4	3	3	3	13	4	3	3	3	13	4	3	5	3	15
58.	5	5	4	5	19	3	3	5	4	15	5	4	5	5	19
59.	4	4	4	4	16	3	3	4	3	13	4	4	4	4	16
60.	5	5	5	4	19	4	4	4	3	15	4	4	4	5	17
61.	5	5	5	4	19	4	4	4	4	16	5	4	4	4	17
62.	4	3	3	3	13	4	4	4	4	16	4	4	4	4	16
63.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
64.	5	4	2	3	14	4	3	4	4	15	4	4	5	4	17

65.	4	4	4	5	17	3	3	4	4	14	5	3	4	4	16
66.	4	4	4	3	15	3	4	5	3	15	4	3	4	3	14
67.	4	4	3	3	14	3	3	4	3	13	4	5	5	4	18
68.	5	4	4	5	18	5	4	3	5	17	4	4	5	4	17
69.	4	4	4	4	16	4	3	4	4	15	3	4	4	3	14
70.	4	3	4	3	14	5	4	5	4	18	5	5	5	5	20
71.	3	4	3	3	13	3	4	4	4	15	4	4	4	5	17
72.	4	5	5	4	18	4	4	5	5	18	5	5	5	5	20
73.	3	3	3	3	12	3	3	3	3	12	4	4	4	4	16
74.	4	4	4	4	16	3	4	4	4	15	4	4	4	4	16
75.	4	5	4	5	18	5	4	5	5	19	4	4	4	4	16
76.	5	4	4	5	18	5	5	4	4	18	4	5	4	5	18
77.	4	4	3	4	15	4	4	4	4	16	4	4	4	4	16
78.	4	4	4	3	15	3	3	3	3	12	4	4	4	3	15
79.	4	3	2	3	12	4	4	4	4	16	4	4	4	4	16
80.	5	4	4	4	17	4	5	5	4	18	5	4	5	5	19
81.	3	3	3	3	12	3	3	3	3	12	3	3	4	4	14

82.	4	4	4	4	16	3	3	4	3	13	4	5	5	4	18
83.	5	5	5	5	20	5	5	5	5	20	3	3	4	4	14
84.	3	3	3	4	13	3	3	3	3	12	4	5	5	3	17
85.	4	3	3	5	15	3	3	3	3	12	4	5	5	3	17
86.	4	3	4	3	14	4	4	4	4	16	5	5	4	4	18
87.	3	3	3	3	12	3	3	3	3	12	4	4	4	3	15
88.	4	4	3	3	14	4	3	4	3	14	4	4	4	4	16
89.	4	4	4	3	15	3	3	4	3	13	3	3	4	4	14
90.	4	3	3	3	13	5	3	4	4	16	5	5	5	4	19
91.	4	4	4	4	16	3	4	4	4	15	4	4	4	4	16
92.	5	5	3	4	17	4	3	5	5	17	5	3	4	4	16
93.	4	5	4	4	17	3	4	5	4	16	4	4	5	4	17
94.	3	4	4	4	15	3	3	4	4	14	5	5	5	4	19
95.	4	3	4	4	15	4	2	4	4	14	4	4	4	3	15
96.	4	3	3	3	13	4	4	4	4	16	4	4	4	4	16
97.	5	3	3	3	14	3	3	3	3	12	3	3	3	3	12
98.	4	4	4	3	15	3	3	4	3	13	4	4	4	4	16

99.	5	4	4	3	16	3	3	4	3	13	4	4	4	4	16
100.	4	4	3	4	15	4	4	4	4	16	4	4	4	4	16
101.	4	4	3	4	15	5	4	4	4	17	5	5	4	5	19
102.	5	4	4	3	16	4	3	4	4	15	4	4	4	3	15
103.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
104.	4	4	4	4	16	5	5	4	3	17	4	4	5	4	17
105.	5	3	3	3	14	4	4	4	4	16	4	3	4	4	15
106.	4	3	3	3	13	3	3	3	3	12	3	3	4	4	14
107.	5	5	5	5	20	5	3	4	4	16	4	4	4	4	16
108.	5	4	4	4	17	4	5	4	4	17	4	3	4	4	15
109.	4	5	3	4	16	5	4	4	4	17	4	4	5	4	17
110.	5	4	4	4	17	3	3	4	4	14	5	5	5	4	19
111.	5	5	4	4	18	4	3	5	5	17	4	3	4	5	16
112.	4	4	4	4	16	3	4	4	4	15	4	5	5	4	18
113.	3	3	3	3	12	5	3	4	4	16	5	4	4	4	17
114.	4	4	4	3	15	5	3	5	3	16	4	4	5	5	18
115.	4	4	3	3	14	4	3	4	3	14	4	4	4	4	16

116.	4	3	3	3	13	3	3	3	3	12	4	4	4	3	15
117.	4	3	3	3	13	4	4	4	4	16	5	5	4	4	18
118.	3	3	3	3	12	3	3	4	3	13	5	4	4	3	16
119.	4	5	5	5	19	4	4	4	4	16	5	4	5	4	18
120.	4	4	4	4	16	4	5	5	4	18	4	5	5	4	18
121.	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16
122.	4	3	4	4	15	3	3	4	3	13	4	5	5	5	19
123.	4	4	3	3	14	3	3	3	3	12	3	3	4	4	14
124.	4	4	4	4	16	4	4	4	4	16	5	4	5	5	19
125.	4	3	4	4	15	4	3	4	4	15	5	5	5	5	20
126.	4	3	3	3	13	5	3	3	3	14	4	4	4	3	15
127.	4	4	4	4	16	4	3	4	4	15	4	4	4	3	15
128.	4	4	4	4	16	4	4	5	5	18	4	5	5	5	19
129.	4	4	4	3	15	3	4	4	3	14	4	4	4	4	16
130.	3	4	3	3	13	5	5	4	4	18	4	5	5	4	18
131.	4	3	3	3	13	3	4	4	4	15	4	4	4	4	16
132.	4	4	3	3	14	3	4	4	3	14	4	4	4	4	16

133.	4	3	3	3	13	4	4	4	4	16	3	3	4	4	14
134.	4	3	2	3	12	3	3	3	3	12	4	3	4	4	15
135.	4	3	3	3	13	4	3	4	3	14	4	4	4	4	16
136.	5	4	4	4	17	4	5	5	4	18	4	3	4	4	15
137.	4	4	4	4	16	5	5	5	5	20	5	5	5	5	20
138.	5	4	4	3	16	3	4	4	4	15	4	4	4	4	16
139.	4	4	4	4	16	3	4	4	3	14	4	4	4	4	16
140.	4	5	5	4	18	5	4	4	5	18	5	5	5	5	20
141.	4	4	4	4	16	4	5	5	5	19	4	4	4	4	16
142.	3	4	3	3	13	4	5	4	4	17	4	4	4	4	16
143.	4	3	3	3	13	3	3	3	3	12	4	3	3	3	13
144.	4	4	4	4	16	4	4	4	3	15	3	4	4	3	14
145.	3	3	3	3	12	4	5	4	4	17	4	4	5	4	17
146.	4	4	3	3	14	4	3	3	3	13	4	3	4	4	15
147.	5	3	4	3	15	3	3	4	4	14	4	4	5	4	17
148.	4	4	3	3	14	3	3	3	3	12	4	4	4	3	15
149.	5	4	4	4	17	4	3	4	3	14	5	4	4	5	18

150.	5	4	3	3	15	3	4	4	4	15	4	5	5	5	19
151.	5	4	4	3	16	4	3	4	3	14	4	5	5	4	18
152.	4	3	4	4	15	5	3	4	4	16	4	3	5	4	16
153.	5	4	3	4	16	5	4	5	5	19	3	4	4	4	15
154.	5	3	4	4	16	5	3	4	4	16	4	4	4	4	16
155.	4	4	3	3	14	4	4	3	4	15	4	4	4	4	16
156.	4	4	4	4	16	3	5	4	3	15	3	4	4	5	16
157.	4	4	4	4	16	5	4	4	4	17	4	3	4	4	15
158.	4	5	3	3	15	3	3	4	4	14	4	5	4	4	17
159.	4	4	3	3	14	5	4	3	4	16	4	4	4	4	16
160.	5	4	3	4	16	4	4	4	4	16	4	5	4	4	17
161.	4	4	3	3	14	5	4	4	4	17	4	4	4	5	17

VARIABEL LINGKUNGAN FISIK (X3)

VARIABEL LINGKUNGAN FISIK (X3)																				
Tempat yang Nyaman						Tata Letak Ruangan					Bentuk Fisik Tempat					Tempat Parkir				
No.Resp	Item 1	Item 2	Item 3	Item 4	ΣX3.1	Item 1	Item 2	Item 3	Item 4	ΣX3.2	Item 1	Item 2	Item 3	Item 4	ΣX3.3	Item 1	Item 2	Item 3	Item 4	ΣX3.4
1.	4	5	5	4	18	4	4	5	5	18	4	5	5	5	19	4	5	5	4	18
2.	5	5	5	4	19	5	5	4	5	19	5	5	4	5	19	5	5	5	4	19
3.	5	5	5	4	19	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16
4.	5	5	4	4	18	4	5	5	5	19	4	4	5	5	18	5	5	4	4	18
5.	5	5	4	5	19	5	5	5	4	19	5	5	5	4	19	5	4	4	5	18
6.	4	5	4	3	16	5	5	4	4	18	5	5	4	4	18	4	5	4	3	16
7.	5	5	5	5	20	5	4	5	5	19	5	4	5	5	19	5	5	5	5	20
8.	4	3	4	3	14	4	4	4	4	16	4	4	4	4	16	4	3	4	3	14
9.	5	5	4	4	18	4	4	4	4	16	4	4	4	4	16	5	5	4	4	18
10.	5	4	4	4	17	5	5	5	5	20	5	5	5	5	20	5	4	4	4	17
11.	4	4	4	4	16	5	4	4	4	17	5	4	4	4	17	4	4	4	4	16
12.	4	4	5	5	18	5	5	5	4	19	5	5	5	4	19	4	4	5	5	18
13.	5	5	5	4	19	5	5	5	5	20	5	5	5	5	20	5	5	5	4	19
14.	4	5	5	5	19	4	4	4	4	16	5	4	4	4	17	4	5	5	5	19

15.	5	5	4	4	18	4	4	5	4	17	4	4	5	4	17	5	5	4	4	18
16.	4	5	5	5	19	4	5	5	5	19	4	5	4	5	18	4	5	5	5	19
17.	4	4	5	5	18	4	5	5	5	19	4	5	5	5	19	5	4	5	5	19
18.	4	4	4	4	16	4	5	5	5	19	4	5	5	5	19	4	4	4	4	16
19.	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16	5	4	4	4	17
20.	4	5	5	5	19	4	5	5	5	19	4	5	5	5	19	4	5	5	5	19
21.	5	5	5	5	20	5	4	5	5	19	5	4	5	5	19	5	5	5	5	20
22.	5	4	4	4	17	4	4	5	4	17	4	4	5	4	17	5	4	4	4	17
23.	5	4	4	5	18	5	5	4	4	18	5	5	4	4	18	5	4	4	5	18
24.	4	4	4	4	16	4	4	4	5	17	4	4	4	5	17	4	5	4	4	17
25.	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16	5	4	4	4	17
26.	4	5	5	5	19	5	4	4	5	18	5	4	4	5	18	4	5	5	5	19
27.	4	4	4	4	16	4	5	4	4	17	4	5	4	4	17	5	4	4	4	17
28.	4	4	4	5	17	5	4	5	5	19	5	4	5	5	19	4	4	4	5	17
29.	4	5	4	4	17	4	4	4	4	16	4	4	4	4	16	4	5	4	4	17
30.	4	4	4	4	16	5	5	5	5	20	5	4	5	5	19	4	4	4	4	16
31.	4	3	3	4	14	5	5	4	3	17	5	5	4	3	17	4	3	3	3	13

32.	4	4	4	4	16	4	5	5	5	19	4	5	5	5	19	4	4	4	4	16
33.	5	4	4	5	18	5	5	5	5	20	5	5	5	5	20	5	4	4	5	18
34.	4	5	5	4	18	5	5	5	4	19	5	5	5	4	19	4	5	5	4	18
35.	5	4	5	4	18	5	4	5	5	19	5	4	5	5	19	5	4	5	4	18
36.	4	3	4	4	15	4	4	5	4	17	4	4	5	4	17	4	3	4	4	15
37.	4	5	5	5	19	5	5	5	4	19	5	5	5	4	19	4	5	5	5	19
38.	4	4	4	4	16	5	4	4	5	18	5	4	4	5	18	4	4	4	4	16
39.	4	4	4	5	17	5	5	5	5	20	5	5	5	5	20	4	4	4	5	17
40.	4	4	5	5	18	5	5	5	4	19	5	4	5	4	18	4	4	5	5	18
41.	5	5	4	4	18	4	5	4	5	18	4	5	4	5	18	5	5	4	4	18
42.	5	4	5	5	19	5	5	5	5	20	5	5	5	5	20	5	4	5	5	19
43.	5	4	5	4	18	5	5	5	5	20	5	5	5	5	20	5	4	5	4	18
44.	5	5	5	4	19	4	5	5	4	18	4	5	5	4	18	5	5	5	4	19
45.	5	4	5	5	19	5	4	5	4	18	5	4	5	4	18	5	4	5	5	19
46.	4	5	5	4	18	5	5	5	5	20	5	5	5	5	20	4	5	5	4	18
47.	4	4	4	5	17	5	5	5	4	19	5	5	5	4	19	4	4	4	5	17
48.	5	5	5	5	20	4	5	4	5	18	4	5	4	5	18	5	5	4	5	19

49.	4	4	4	4	16	5	5	5	5	20	5	5	5	5	20	4	4	4	4	16
50.	4	4	5	4	17	5	4	4	5	18	5	4	4	5	18	4	4	5	4	17
51.	4	4	4	4	16	5	5	4	4	18	5	5	4	4	18	4	4	4	4	16
52.	5	3	4	4	16	3	3	4	3	13	3	3	4	3	13	5	3	4	4	16
53.	3	3	4	4	14	2	3	3	3	11	2	3	3	3	11	3	3	4	4	14
54.	3	4	3	3	13	4	4	4	3	15	4	4	4	3	15	3	4	3	3	13
55.	3	3	4	3	13	3	3	4	3	13	3	3	4	3	13	3	3	4	3	13
56.	4	4	3	3	14	4	4	4	4	16	4	4	4	4	16	4	4	3	3	14
57.	4	3	3	3	13	4	4	3	3	14	4	4	3	3	14	4	3	3	3	13
58.	3	3	5	4	15	4	4	4	3	15	4	4	4	3	15	3	3	5	4	15
59.	3	3	4	3	13	4	4	4	3	15	4	4	4	3	15	3	3	4	3	13
60.	4	4	4	3	15	4	4	4	3	15	4	4	4	3	15	4	4	4	3	15
61.	4	4	4	4	16	4	5	4	5	18	4	5	4	5	18	4	4	4	4	16
62.	4	4	4	4	16	4	4	4	4	16	4	5	4	4	17	4	4	4	4	16
63.	4	4	4	4	16	4	3	4	4	15	4	3	4	4	15	4	4	4	4	16
64.	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	3	4	4	15
65.	3	3	4	4	14	3	4	4	3	14	3	4	4	3	14	3	3	4	4	14

66.	3	4	5	3	15	3	4	4	3	14	3	4	4	3	14	3	4	5	3	15
67.	3	3	4	3	13	3	4	4	3	14	3	4	4	3	14	3	3	4	3	13
68.	5	4	3	5	17	4	4	4	4	16	4	4	4	4	16	5	4	3	5	17
69.	4	4	4	4	16	5	4	4	4	17	5	4	4	4	17	4	3	4	4	15
70.	5	4	5	4	18	4	4	4	4	16	4	4	4	4	16	5	4	5	4	18
71.	3	4	4	4	15	5	4	4	5	18	5	4	4	5	18	3	4	4	4	15
72.	4	4	5	5	18	4	3	4	3	14	4	3	4	3	14	4	4	5	5	18
73.	3	3	3	3	12	3	4	4	3	14	3	4	4	3	14	3	3	3	3	12
74.	3	4	4	4	15	4	4	4	3	15	4	4	4	3	15	3	4	4	4	15
75.	5	4	5	5	19	4	4	5	5	18	4	4	5	5	18	5	4	5	5	19
76.	5	5	4	4	18	4	4	5	4	17	4	4	5	4	17	5	5	4	4	18
77.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
78.	3	3	3	3	12	3	3	4	3	13	3	3	4	3	13	3	3	3	3	12
79.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
80.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
81.	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12
82.	3	3	4	3	13	4	4	4	4	16	4	4	4	4	16	3	3	4	3	13

83.	5	5	5	5	20	5	5	4	4	18	5	5	4	4	18	5	5	5	5	20
84.	3	3	3	3	12	3	3	4	5	15	3	3	4	5	15	3	3	3	3	12
85.	3	3	3	3	12	3	3	4	5	15	3	3	4	5	15	3	3	3	3	12
86.	4	4	4	4	16	5	4	4	5	18	5	4	4	5	18	4	4	4	4	16
87.	3	3	3	3	12	3	3	3	3	12	3	4	5	5	17	3	3	3	3	12
88.	4	3	4	3	14	4	4	4	4	16	5	5	4	4	18	4	3	4	3	14
89.	3	3	4	3	13	4	4	4	4	16	4	4	4	4	16	3	3	4	3	13
90.	5	3	4	4	16	5	5	4	5	19	5	5	4	5	19	5	3	4	4	16
91.	3	4	4	4	15	4	4	4	3	15	4	4	4	3	15	3	4	4	4	15
92.	4	3	5	5	17	5	4	4	4	17	5	4	4	4	17	4	3	5	5	17
93.	3	4	5	4	16	4	5	4	4	17	4	5	4	4	17	3	4	5	4	16
94.	3	3	4	4	14	4	3	4	4	15	4	3	4	4	15	3	3	4	4	14
95.	4	4	4	4	16	3	3	4	3	13	3	3	4	3	13	4	4	4	4	16
96.	4	4	4	4	16	3	3	4	3	13	3	3	4	3	13	4	4	4	4	16
97.	3	3	3	3	12	4	3	4	4	15	4	3	4	4	15	3	3	3	3	12
98.	3	3	4	3	13	3	3	3	3	12	3	3	3	3	12	3	3	4	3	13
99.	3	3	4	3	13	5	4	5	5	19	5	4	5	5	19	3	3	4	3	13

100.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
101.	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16	5	4	4	4	17
102.	4	4	4	4	16	5	4	4	5	18	5	4	4	5	18	4	3	4	4	15
103.	4	4	4	4	16	5	4	4	5	18	5	4	4	5	18	4	4	4	4	16
104.	5	4	4	3	16	5	5	4	5	19	5	5	4	5	19	5	5	4	3	17
105.	4	4	4	4	16	5	3	4	4	16	5	3	4	4	16	4	4	4	4	16
106.	3	3	3	3	12	5	4	4	5	18	5	4	4	5	18	3	3	3	3	12
107.	4	3	4	4	15	5	4	4	5	18	5	4	4	5	18	5	3	4	4	16
108.	4	3	4	4	15	5	3	3	5	16	5	3	3	5	16	4	5	4	4	17
109.	3	4	4	4	15	4	4	4	4	16	4	4	4	4	16	5	4	4	4	17
110.	3	3	4	4	14	4	3	4	4	15	4	3	4	4	15	3	3	4	4	14
111.	4	3	5	5	17	5	4	4	4	17	5	4	4	4	17	4	3	5	5	17
112.	3	4	4	4	15	5	5	5	4	19	5	5	5	4	19	3	4	4	4	15
113.	5	3	4	4	16	5	4	4	4	17	5	4	4	4	17	5	3	4	4	16
114.	3	3	4	3	13	4	4	4	4	16	4	4	4	4	16	5	3	5	3	16
115.	4	3	4	3	14	5	4	3	4	16	5	4	3	4	16	4	3	4	3	14
116.	3	3	3	3	12	4	3	3	3	13	4	3	3	3	13	3	3	3	3	12

117.	4	4	4	4	16	5	4	5	4	18	5	4	5	4	18	4	4	4	4	16
118.	3	3	4	3	13	3	3	4	5	15	3	3	4	5	15	3	3	4	3	13
119.	4	4	4	4	16	5	4	4	5	18	5	4	4	5	18	4	4	4	4	16
120.	4	5	5	4	18	3	3	3	3	12	3	3	3	3	12	4	5	5	4	18
121.	5	4	4	4	17	5	5	4	4	18	5	5	4	4	18	5	4	4	4	17
122.	3	3	4	3	13	4	4	5	4	17	4	4	5	4	17	3	3	4	3	13
123.	3	3	3	3	12	4	4	3	4	15	4	4	3	4	15	3	3	3	3	12
124.	4	4	4	4	16	4	4	4	4	16	4	5	4	4	17	4	4	4	4	16
125.	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	3	4	4	15
126.	4	3	3	3	13	5	4	4	4	17	5	4	5	4	18	5	3	3	3	14
127.	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	3	4	4	15
128.	4	4	5	5	18	4	5	4	5	18	4	5	4	5	18	4	4	5	5	18
129.	3	4	4	3	14	5	4	4	5	18	5	4	4	5	18	3	4	4	3	14
130.	5	4	4	4	17	5	5	4	5	19	5	5	5	5	20	5	5	4	4	18
131.	3	4	4	4	15	4	4	4	4	16	4	4	4	4	16	3	4	4	4	15
132.	3	4	4	3	14	4	5	4	5	18	4	5	4	5	18	3	4	4	3	14
133.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16

134.	3	3	3	3	12	4	4	4	4	16	4	4	4	4	16	3	3	3	3	12
135.	4	3	4	3	14	4	4	4	5	17	4	4	4	5	17	4	3	4	3	14
136.	4	5	5	4	18	5	4	5	5	19	5	4	5	5	19	4	5	5	4	18
137.	5	5	5	5	20	5	4	4	5	18	5	4	4	5	18	5	5	5	5	20
138.	3	4	4	4	15	4	4	4	5	17	4	4	4	5	17	3	4	4	4	15
139.	3	4	4	3	14	4	4	4	5	17	4	4	4	5	17	3	4	4	3	14
140.	5	4	4	5	18	5	5	4	5	19	5	5	4	5	19	5	4	4	5	18
141.	4	5	5	5	19	4	4	4	4	16	4	4	4	4	16	4	5	5	5	19
142.	4	5	4	4	17	4	4	4	5	17	4	4	4	5	17	4	5	4	4	17
143.	3	3	3	3	12	4	4	4	4	16	4	5	4	4	17	3	3	3	3	12
144.	4	4	4	3	15	4	4	4	5	17	4	4	4	5	17	4	4	4	3	15
145.	4	5	4	4	17	4	5	4	5	18	4	5	4	5	18	4	5	4	4	17
146.	4	3	3	3	13	4	4	4	5	17	4	4	4	5	17	4	3	3	3	13
147.	3	3	4	4	14	4	5	4	5	18	4	5	4	5	18	3	3	4	4	14
148.	3	3	3	3	12	4	4	4	4	16	4	4	4	4	16	3	3	3	3	12
149.	4	3	4	3	14	4	4	4	5	17	4	4	4	5	17	4	3	4	3	14
150.	3	4	4	4	15	4	4	4	4	16	4	4	4	4	16	3	4	4	4	15

151.	4	3	4	3	14	4	4	4	4	16	4	4	4	4	16	4	3	4	3	14
152.	5	3	4	4	16	5	4	4	4	17	5	4	4	4	17	5	3	4	4	16
153.	5	4	5	5	19	5	4	4	5	18	5	4	4	5	18	5	4	5	5	19
154.	5	3	4	4	16	4	4	4	4	16	4	4	4	4	16	5	3	4	4	16
155.	4	4	4	4	16	5	5	4	5	19	5	5	4	5	19	4	4	4	4	16
156.	3	5	4	3	15	4	5	4	5	18	4	5	4	5	18	3	5	4	3	15
157.	5	4	4	4	17	5	4	4	4	17	5	4	4	4	17	5	4	4	4	17
158.	3	3	4	4	14	5	4	4	4	17	5	4	4	4	17	3	3	4	4	14
159.	5	3	4	4	16	5	4	4	4	17	5	5	4	4	18	5	4	4	4	17
160.	4	3	4	4	15	4	4	4	4	16	4	4	3	4	15	4	3	4	4	15
161.	3	3	4	4	14	4	4	4	4	16	4	4	5	4	17	3	4	4	4	15

VARIABEL MINAT BELI ULANG (Y)

VARIABEL MINAT BELI ULANG (Y)																				
Minat Transaksional						Minat Eksploratif					Minat Prefensial					Minat Referensial				
No.Resp	Item 1	Item 2	Item 3	Item 4	ΣY1	Item 1	Item 2	Item 3	Item 4	ΣY2	Item 1	Item 2	Item 3	Item 4	ΣY3	Item 1	Item 2	Item 3	Item 4	ΣY4
1.	4	4	3	4	15	4	5	5	4	18	4	4	4	4	16	4	4	3	4	15
2.	5	4	4	5	18	5	5	5	4	19	5	4	4	5	18	5	4	4	5	18
3.	4	5	5	5	19	5	5	5	4	19	4	5	5	5	19	4	5	5	5	19
4.	5	5	5	5	20	5	5	4	4	18	5	5	5	5	20	5	5	5	5	20
5.	5	4	5	5	19	5	5	4	5	19	5	4	5	5	19	5	4	5	5	19
6.	5	4	4	3	16	4	5	4	2	15	5	4	4	3	16	5	4	4	3	16
7.	4	5	3	4	16	5	5	5	5	20	4	4	4	4	16	4	4	3	4	15
8.	3	4	4	4	15	4	3	4	3	14	3	4	4	4	15	3	4	4	4	15
9.	4	4	5	5	18	5	5	4	4	18	4	4	5	5	18	4	4	5	5	18
10.	5	5	5	5	20	5	4	4	4	17	5	5	5	5	20	5	5	5	5	20
11.	5	4	3	4	16	4	4	4	4	16	4	4	4	4	16	5	4	3	4	16
12.	5	5	5	5	20	4	4	5	5	18	5	5	5	5	20	5	5	5	5	20
13.	4	4	3	4	15	5	5	5	4	19	4	4	3	4	15	4	4	3	4	15
14.	5	5	4	4	18	4	5	5	4	18	5	5	4	4	18	5	5	4	4	18

15.	4	4	3	3	14	5	5	4	4	18	4	4	4	4	16	4	4	3	3	14
16.	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20	5	5	5	5	20
17.	5	5	4	4	18	4	4	5	5	18	5	5	4	4	18	5	5	4	4	18
18.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
19.	5	5	4	5	19	5	4	4	4	17	5	5	4	5	19	5	5	4	5	19
20.	5	4	3	3	15	4	5	5	5	19	5	4	4	4	17	5	4	3	3	15
21.	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
22.	4	3	4	3	14	5	4	4	4	17	4	4	4	4	16	4	3	4	3	14
23.	4	4	4	5	17	5	4	4	5	18	4	4	5	5	18	4	4	5	5	18
24.	5	4	4	5	18	4	4	4	3	15	5	4	4	5	18	5	4	4	5	18
25.	5	5	5	5	20	5	4	4	4	17	5	5	5	5	20	5	5	5	5	20
26.	4	4	4	4	16	4	5	5	5	19	4	4	4	4	16	4	4	4	4	16
27.	5	5	5	5	20	4	4	4	4	16	5	4	5	5	19	5	4	5	5	19
28.	5	4	5	5	19	4	4	4	5	17	5	4	5	5	19	5	4	5	5	19
29.	5	4	4	4	17	4	5	4	4	17	5	4	4	4	17	5	4	4	4	17
30.	5	5	5	5	20	4	4	4	4	16	5	5	5	5	20	5	5	5	5	20
31.	4	3	3	3	13	4	3	3	4	14	4	3	3	3	13	4	3	3	3	13

32.	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
33.	4	5	5	5	19	5	4	4	5	18	4	5	5	5	19	4	5	5	5	19
34.	4	5	4	4	17	4	5	5	4	18	4	5	5	4	18	4	5	5	4	18
35.	5	4	4	3	16	5	4	5	4	18	5	4	4	4	17	5	4	4	3	16
36.	5	4	3	3	15	4	3	4	3	14	5	4	3	3	15	5	4	3	3	15
37.	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20	5	5	5	5	20
38.	3	4	4	3	14	4	4	4	4	16	3	4	4	3	14	3	4	4	3	14
39.	4	4	4	4	16	4	4	4	5	17	4	4	4	5	17	4	4	4	4	16
40.	5	5	5	5	20	4	4	5	5	18	5	5	5	5	20	5	5	5	5	20
41.	5	5	5	4	19	5	5	4	4	18	5	5	5	5	20	5	5	5	5	20
42.	5	5	4	4	18	5	4	5	5	19	5	5	4	4	18	5	5	4	4	18
43.	3	5	5	5	18	5	4	5	4	18	5	5	5	5	20	5	5	5	5	20
44.	4	4	4	4	16	5	5	5	4	19	4	4	4	4	16	4	4	4	4	16
45.	5	5	5	4	19	5	4	5	5	19	5	5	5	4	19	5	5	5	4	19
46.	5	5	5	4	19	4	5	5	4	18	5	5	5	4	19	5	5	5	4	19
47.	5	4	5	4	18	4	4	4	5	17	5	5	5	4	19	5	4	5	4	18
48.	5	4	5	4	18	5	5	5	5	20	5	5	5	4	19	5	5	5	4	19

49.	4	5	5	5	19	4	4	3	2	13	4	5	5	5	19	4	5	5	5	19
50.	4	5	4	4	17	4	4	5	4	17	4	5	4	4	17	4	5	4	4	17
51.	4	5	3	4	16	4	4	4	4	16	4	5	3	4	16	4	5	3	4	16
52.	3	4	4	4	15	5	3	4	4	16	3	4	4	4	15	3	4	4	4	15
53.	4	5	5	5	19	3	3	3	4	13	4	5	5	5	19	4	5	5	5	19
54.	5	4	4	3	16	3	4	3	3	13	5	4	4	3	16	5	4	4	3	16
55.	4	5	4	4	17	3	3	4	3	13	4	4	4	4	16	4	4	4	4	16
56.	5	4	3	3	15	4	4	3	3	14	5	4	3	3	15	5	4	3	3	15
57.	4	3	3	3	13	4	3	3	3	13	4	3	3	3	13	4	3	3	3	13
58.	5	5	4	5	19	3	3	5	4	15	5	5	4	5	19	5	5	4	5	19
59.	4	4	4	3	15	3	3	4	3	13	4	4	4	4	16	4	4	4	4	16
60.	5	5	5	4	19	4	4	4	3	15	5	5	5	4	19	5	5	5	4	19
61.	5	5	5	4	19	4	3	3	2	12	5	5	5	4	19	5	5	5	4	19
62.	4	3	3	3	13	4	4	4	4	16	4	4	4	4	16	4	3	3	3	13
63.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
64.	5	4	4	3	16	4	3	4	4	15	4	4	4	3	15	5	4	4	3	16
65.	4	5	4	5	18	3	3	4	4	14	4	4	4	5	17	4	4	4	5	17

66.	4	4	4	3	15	3	4	5	3	15	4	4	4	3	15	4	4	4	3	15
67.	4	5	3	3	15	3	3	4	3	13	4	4	3	3	14	4	4	3	3	14
68.	5	4	4	5	18	5	4	3	5	17	5	4	4	5	18	5	4	4	5	18
69.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
70.	4	3	4	3	14	5	4	5	4	18	4	3	4	3	14	4	3	4	3	14
71.	3	4	3	3	13	3	4	4	4	15	3	4	3	3	13	3	4	3	3	13
72.	4	5	5	4	18	4	4	5	5	18	4	5	5	4	18	4	5	5	4	18
73.	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12
74.	4	4	4	4	16	3	4	4	4	15	4	4	4	4	16	4	4	4	4	16
75.	4	5	4	5	18	5	4	5	5	19	4	5	4	5	18	4	5	4	5	18
76.	5	4	4	5	18	5	5	4	4	18	5	4	4	5	18	5	4	4	5	18
77.	4	4	5	4	17	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
78.	4	4	4	3	15	3	3	3	3	12	4	4	4	3	15	4	4	4	3	15
79.	4	3	4	3	14	4	4	4	4	16	4	4	4	3	15	4	3	4	3	14
80.	5	4	4	4	17	4	3	4	2	13	5	4	4	4	17	5	4	4	4	17
81.	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12
82.	4	5	4	4	17	3	3	4	3	13	4	4	4	4	16	4	4	4	4	16

83.	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
84.	3	3	3	4	13	3	3	3	3	12	3	3	3	5	14	3	3	3	4	13
85.	4	3	3	5	15	3	3	3	3	12	3	3	3	5	14	4	3	3	5	15
86.	4	4	4	3	15	4	4	4	4	16	4	3	4	3	14	4	3	4	3	14
87.	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12
88.	4	4	3	3	14	4	3	4	3	14	4	4	3	3	14	4	4	3	3	14
89.	5	4	4	3	16	3	3	4	2	12	4	4	4	3	15	4	4	4	3	15
90.	4	3	3	3	13	5	3	4	4	16	4	3	3	3	13	4	3	3	3	13
91.	4	4	4	4	16	3	4	4	4	15	4	4	4	4	16	4	4	4	4	16
92.	5	5	3	4	17	4	3	5	5	17	5	5	3	4	17	5	5	3	4	17
93.	4	5	4	5	18	3	4	5	4	16	4	5	4	4	17	4	5	4	4	17
94.	3	4	4	4	15	3	3	4	4	14	3	4	4	4	15	3	4	4	4	15
95.	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	3	4	4	15
96.	4	3	3	3	13	4	4	4	4	16	4	3	3	3	13	4	3	3	3	13
97.	5	3	3	3	14	3	3	3	3	12	5	3	3	3	14	5	3	3	3	14
98.	4	4	4	3	15	3	3	4	3	13	4	4	4	3	15	4	4	4	3	15
99.	5	4	4	3	16	3	3	4	3	13	5	4	4	3	16	5	4	4	3	16

100.	4	4	3	4	15	4	4	4	4	16	4	4	4	4	16	4	4	3	4	15
101.	4	3	3	4	14	5	4	4	4	17	4	4	3	4	15	4	4	3	4	15
102.	5	4	4	3	16	4	4	3	4	15	5	4	4	3	16	5	4	4	3	16
103.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
104.	4	4	3	4	15	5	4	4	3	16	4	4	4	4	16	4	4	4	4	16
105.	5	3	3	3	14	4	4	4	4	16	5	3	3	3	14	5	3	3	3	14
106.	4	3	3	3	13	3	3	3	3	12	4	3	3	3	13	4	3	3	3	13
107.	4	5	5	5	19	4	3	4	4	15	5	5	5	5	20	5	5	5	5	20
108.	5	4	4	4	17	4	3	4	4	15	5	4	4	4	17	5	4	4	4	17
109.	4	5	3	4	16	3	4	4	4	15	4	5	4	4	17	4	5	3	4	16
110.	5	4	4	4	17	3	3	4	3	13	5	4	4	4	17	5	4	4	4	17
111.	5	5	3	4	17	4	3	3	5	15	5	5	4	4	18	5	5	4	4	18
112.	4	4	4	4	16	3	4	4	4	15	4	4	4	4	16	4	4	4	4	16
113.	3	3	3	3	12	5	3	4	4	16	3	3	3	3	12	3	3	3	3	12
114.	4	4	4	3	15	3	3	4	3	13	4	4	4	3	15	4	4	4	3	15
115.	4	4	3	3	14	4	3	4	3	14	4	4	3	3	14	4	4	3	3	14
116.	4	3	4	3	14	3	3	3	3	12	4	3	3	3	13	4	3	3	3	13

117.	4	4	3	3	14	4	4	4	4	16	4	3	3	3	13	4	3	3	3	13
118.	3	3	4	3	13	3	3	4	3	13	3	3	3	3	12	3	3	3	3	12
119.	4	5	5	5	19	4	4	4	4	16	4	5	5	5	19	4	5	5	5	19
120.	4	4	4	4	16	4	5	5	4	18	4	4	4	4	16	4	4	4	4	16
121.	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16
122.	4	5	4	4	17	3	3	4	3	13	4	4	4	4	16	4	4	4	4	16
123.	5	4	3	3	15	3	3	3	3	12	4	4	3	3	14	4	4	3	3	14
124.	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
125.	4	3	4	4	15	4	3	4	4	15	4	4	4	4	16	4	3	4	4	15
126.	4	3	3	3	13	4	3	3	3	13	4	3	3	3	13	4	3	3	3	13
127.	4	4	4	4	16	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16
128.	4	5	4	4	17	4	4	5	5	18	4	4	4	4	16	4	4	4	4	16
129.	5	4	4	3	16	3	4	4	3	14	4	4	4	3	15	4	4	4	3	15
130.	3	4	3	3	13	5	4	4	4	17	3	4	3	3	13	3	4	3	3	13
131.	4	3	3	3	13	3	4	4	4	15	4	3	3	3	13	4	3	3	3	13
132.	4	4	3	3	14	3	4	4	3	14	4	4	3	3	14	4	4	3	3	14
133.	4	3	3	3	13	4	4	4	4	16	4	3	3	3	13	4	3	3	3	13

134.	4	5	3	3	15	3	3	3	3	12	4	3	3	3	13	4	3	3	3	13
135.	4	3	3	3	13	4	3	4	3	14	4	3	3	3	13	4	3	3	3	13
136.	5	4	4	4	17	4	5	5	4	18	5	4	4	4	17	5	4	4	4	17
137.	4	4	4	4	16	5	5	5	5	20	4	4	4	4	16	4	4	4	4	16
138.	4	4	4	3	15	3	4	4	4	15	4	4	4	3	15	4	4	4	3	15
139.	4	4	4	4	16	3	4	4	3	14	4	4	4	4	16	4	4	4	4	16
140.	4	5	5	4	18	5	4	4	5	18	4	5	5	4	18	4	5	5	4	18
141.	4	4	4	4	16	4	5	5	5	19	4	4	4	4	16	4	4	4	4	16
142.	3	4	3	3	13	4	5	4	4	17	3	4	3	3	13	3	4	3	3	13
143.	4	3	3	3	13	3	3	3	3	12	4	3	3	3	13	4	3	3	3	13
144.	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16	4	4	4	4	16
145.	3	4	4	3	14	4	5	4	4	17	3	3	3	3	12	3	3	3	3	12
146.	4	3	3	3	13	4	3	3	3	13	4	3	3	3	13	4	3	3	3	13
147.	5	3	3	3	14	3	3	4	4	14	5	3	3	3	14	5	3	3	3	14
148.	4	4	3	3	14	3	3	3	3	12	4	4	3	3	14	4	4	3	3	14
149.	4	5	4	4	17	4	3	4	3	14	4	4	4	4	16	4	4	4	4	16
150.	5	4	3	3	15	3	4	4	4	15	5	4	3	3	15	5	4	3	3	15

151.	5	4	4	3	16	4	3	4	3	14	5	4	4	3	16	5	4	4	3	16
152.	4	3	4	4	15	5	3	4	4	16	4	4	4	4	16	4	3	4	4	15
153.	5	4	3	4	16	5	4	5	5	19	5	4	3	4	16	5	4	3	4	16
154.	5	4	4	4	17	5	3	4	4	16	5	4	4	4	17	5	4	4	4	17
155.	4	5	3	3	15	4	4	4	4	16	4	4	3	3	14	4	4	3	3	14
156.	4	4	4	4	16	3	5	4	2	14	4	4	4	4	16	4	4	4	4	16
157.	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16
158.	4	5	4	3	16	3	3	4	4	14	4	5	3	3	15	4	5	3	3	15
159.	4	5	3	4	16	5	3	4	4	16	4	4	3	3	14	4	4	3	3	14
160.	5	4	3	4	16	4	3	4	4	15	5	4	3	4	16	5	4	3	4	16
161.	4	3	4	4	15	3	3	3	3	12	4	5	4	4	17	4	5	4	4	17

Lampiran 7

Rekapitulasi Total Skor Jawaban Responden

Nama	Total X1	Total X2	Total X3	Total Y
Resp_1	70	50	73	64
Resp_2	71	52	76	73
Resp_3	69	53	69	76
Resp_4	75	55	73	78
Resp_5	71	55	75	76
Resp_6	65	49	68	63
Resp_7	68	52	78	67
Resp_8	61	48	60	59
Resp_9	69	53	68	72
Resp_10	70	56	74	77
Resp_11	67	48	66	64
Resp_12	68	56	74	78
Resp_13	61	51	78	64
Resp_14	73	55	71	72
Resp_15	64	51	70	62
Resp_16	74	58	75	79
Resp_17	68	55	75	72
Resp_18	67	50	70	64
Resp_19	69	54	66	74
Resp_20	64	48	76	66
Resp_21	74	58	78	80
Resp_22	61	48	68	61
Resp_23	68	56	72	71
Resp_24	65	54	67	69

Resp_25	75	57	66	77
Resp_26	67	54	74	67
Resp_27	69	56	67	74
Resp_28	74	54	72	74
Resp_29	67	54	66	68
Resp_30	72	56	71	76
Resp_31	55	42	61	53
Resp_32	67	52	70	65
Resp_33	70	54	76	75
Resp_34	74	56	74	71
Resp_35	69	53	74	67
Resp_36	64	46	64	59
Resp_37	75	58	76	79
Resp_38	63	46	68	58
Resp_39	64	51	74	66
Resp_40	77	56	73	78
Resp_41	74	55	72	77
Resp_42	73	56	78	73
Resp_43	77	57	76	76
Resp_44	67	52	74	67
Resp_45	76	56	74	76
Resp_46	73	56	76	75
Resp_47	72	54	72	72
Resp_48	74	56	75	76
Resp_49	74	51	72	70
Resp_50	71	51	70	68
Resp_51	67	50	68	64
Resp_52	66	46	58	61
Resp_53	66	47	50	70

Resp_54	58	42	56	61
Resp_55	68	42	52	62
Resp_56	61	44	60	59
Resp_57	54	41	54	52
Resp_58	72	53	60	72
Resp_59	59	45	56	60
Resp_60	68	51	60	72
Resp_61	74	52	68	69
Resp_62	58	45	65	58
Resp_63	65	48	62	64
Resp_64	66	46	62	62
Resp_65	66	47	56	66
Resp_66	59	44	58	60
Resp_67	54	45	54	56
Resp_68	71	52	66	71
Resp_69	63	45	65	64
Resp_70	62	52	68	60
Resp_71	56	45	66	54
Resp_72	72	56	64	72
Resp_73	52	40	52	48
Resp_74	63	47	60	63
Resp_75	73	53	74	73
Resp_76	71	54	70	72
Resp_77	60	47	64	65
Resp_78	58	42	50	57
Resp_79	60	44	64	59
Resp_80	68	54	64	64
Resp_81	51	38	48	48
Resp_82	59	47	58	62

Resp_83	78	54	76	80
Resp_84	54	42	54	52
Resp_85	59	44	54	56
Resp_86	59	48	68	59
Resp_87	49	39	53	48
Resp_88	56	44	62	56
Resp_89	55	42	58	58
Resp_90	60	48	70	55
Resp_91	61	47	60	63
Resp_92	71	50	68	68
Resp_93	64	50	66	68
Resp_94	61	48	58	59
Resp_95	64	44	58	62
Resp_96	63	45	58	55
Resp_97	59	38	54	54
Resp_98	59	44	50	58
Resp_99	65	45	64	61
Resp_100	62	47	64	62
Resp_101	63	51	66	61
Resp_102	64	46	67	63
Resp_103	66	48	68	64
Resp_104	68	50	71	63
Resp_105	65	45	64	58
Resp_106	57	39	60	51
Resp_107	70	52	67	74
Resp_108	65	49	64	66
Resp_109	61	50	64	64
Resp_110	64	50	58	64
Resp_111	71	51	68	68

Resp_112	64	49	68	63
Resp_113	57	45	66	52
Resp_114	58	49	61	58
Resp_115	58	44	60	56
Resp_116	59	40	50	52
Resp_117	61	47	68	56
Resp_118	55	41	56	50
Resp_119	71	53	68	73
Resp_120	65	52	60	66
Resp_121	68	50	70	65
Resp_122	61	47	60	62
Resp_123	59	40	54	55
Resp_124	64	51	65	64
Resp_125	61	50	62	61
Resp_126	57	42	62	52
Resp_127	65	46	62	63
Resp_128	71	53	72	67
Resp_129	61	45	64	60
Resp_130	60	49	74	56
Resp_131	57	44	62	54
Resp_132	59	44	64	56
Resp_133	58	43	64	55
Resp_134	56	39	56	53
Resp_135	56	43	62	53
Resp_136	70	50	74	69
Resp_137	70	56	76	68
Resp_138	64	47	64	60
Resp_139	66	46	62	62
Resp_140	70	56	74	72

Resp_141	67	51	70	67
Resp_142	62	46	68	56
Resp_143	58	38	57	51
Resp_144	64	45	64	63
Resp_145	61	46	70	55
Resp_146	60	42	60	52
Resp_147	61	46	64	56
Resp_148	57	41	56	54
Resp_149	66	49	62	63
Resp_150	62	49	62	60
Resp_151	63	48	60	62
Resp_152	62	47	66	62
Resp_153	67	50	74	67
Resp_154	63	48	64	67
Resp_155	59	45	70	59
Resp_156	65	47	66	62
Resp_157	69	48	68	65
Resp_158	63	46	62	60
Resp_159	65	46	68	60
Resp_160	62	49	61	63
Resp_161	72	48	62	61

Lampiran 8

Tabel Frekuensi Jawaban Responden

Variabel Lokasi (X1)

Indikator Mudah Transportasinya (X1.1)

Statistics

		IndikatorA1	IndikatorA2	IndikatorA3	IndikatorA4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,1677	3,9876	3,7950	3,7143
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,63478	,70700	,70815	,84726
Variance		,403	,500	,501	,718
Minimum		3,00	3,00	3,00	2,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	3,0000	3,0000	3,0000	3,0000
	20	4,0000	3,0000	3,0000	3,0000
	25	4,0000	3,0000	3,0000	3,0000
	30	4,0000	4,0000	3,0000	3,0000
	40	4,0000	4,0000	4,0000	3,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	4,4000	4,0000	4,0000	4,0000
	75	5,0000	4,0000	4,0000	4,0000
	80	5,0000	5,0000	4,0000	4,0000
90	5,0000	5,0000	5,0000	5,0000	

Lokasi Pasar Betro Baru mudah dijangkau
IndikatorA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	21	13,0	13,0	13,0
	4,00	92	57,1	57,1	70,2
	5,00	48	29,8	29,8	100,0
	Total	161	100,0	100,0	

Lokasi Pasar Betro Baru terletak di lingkungan jalan umum
IndikatorA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	41	25,5	25,5	25,5
	4,00	81	50,3	50,3	75,8
	5,00	39	24,2	24,2	100,0
	Total	161	100,0	100,0	

Dapat dilalui berbagai macam kendaraan
IndikatorA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	60	37,3	37,3	37,3
	4,00	74	46,0	46,0	83,2
	5,00	27	16,8	16,8	100,0
	Total	161	100,0	100,0	

Akses jalan Pasar Betro Baru cukup baik
IndikatorA4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	10	6,2	6,2	6,2
	3,00	57	35,4	35,4	41,6
	4,00	63	39,1	39,1	80,7
	5,00	31	19,3	19,3	100,0
	Total	161	100,0	100,0	

Indikator Jarak Dari Pasar Ke Rumah Dekat (X1.2)

Statistics

		IndikatorB1	IndikatorB2	IndikatorB3	IndikatorB4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,3292	4,2547	4,3230	4,2857
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,55651	,59455	,62851	,63668
Variance		,310	,353	,395	,405
Minimum		3,00	3,00	3,00	2,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	4,0000	4,0000	4,0000	4,0000
	20	4,0000	4,0000	4,0000	4,0000
	25	4,0000	4,0000	4,0000	4,0000
	30	4,0000	4,0000	4,0000	4,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	5,0000	4,0000
	70	5,0000	5,0000	5,0000	5,0000
	75	5,0000	5,0000	5,0000	5,0000
	80	5,0000	5,0000	5,0000	5,0000
90	5,0000	5,0000	5,0000	5,0000	

Konsumen tidak memerlukan biaya lebih dalam menempuh jarak dari rumah ke Pasar Betro Baru
IndikatorB1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	7	4,3	4,3	4,3
	4,00	94	58,4	58,4	62,7
	5,00	60	37,3	37,3	100,0
	Total	161	100,0	100,0	

Lokasi Pasar Betro Baru dekat
IndikatorB2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	13	8,1	8,1	8,1
	4,00	94	58,4	58,4	66,5
	5,00	54	33,5	33,5	100,0
	Total	161	100,0	100,0	

Waktu tempuh menuju Pasar Betro Baru singkat
IndikatorB3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	14	8,7	8,7	8,7
	4,00	81	50,3	50,3	59,0
	5,00	66	41,0	41,0	100,0
	Total	161	100,0	100,0	

**Menghemat waktu perjalanan untuk berbelanja
IndikatorB4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,6	,6	,6
	3,00	13	8,1	8,1	8,7
	4,00	86	53,4	53,4	62,1
	5,00	61	37,9	37,9	100,0
	Total	161	100,0	100,0	

Indikator Lokasi Strategis (X1.3)

Statistics

		IndikatorC1	IndikatorC2	IndikatorC3	IndikatorC4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,2360	4,0373	3,9193	3,8137
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,58647	,65085	,73293	,73489
Variance		,344	,424	,537	,540
Minimum		3,00	3,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	4,0000	3,0000	3,0000	3,0000
	20	4,0000	4,0000	3,0000	3,0000
	25	4,0000	4,0000	3,0000	3,0000
	30	4,0000	4,0000	3,0000	3,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	5,0000	4,0000	4,0000	4,0000
	75	5,0000	4,0000	4,0000	4,0000
	80	5,0000	5,0000	5,0000	4,0000
90	5,0000	5,0000	5,0000	5,0000	

**Lokasi Pasar Betro Baru Strategis
IndikatorC1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	13	8,1	8,1	8,1
	4,00	97	60,2	60,2	68,3
	5,00	51	31,7	31,7	100,0
	Total	161	100,0	100,0	

**Lokasi Pasar Betro Baru menguntungkan untuk kegiatan
berbelanja
IndikatorC2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	31	19,3	19,3	19,3
	4,00	93	57,8	57,8	77,0
	5,00	37	23,0	23,0	100,0
	Total	161	100,0	100,0	

**Dapat menjadi pusat kegiatan berjualan aneka kebutuhan
konsumen
IndikatorC3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	50	31,1	31,1	31,1
	4,00	74	46,0	46,0	77,0
	5,00	37	23,0	23,0	100,0
	Total	161	100,0	100,0	

Lokasi Pasar Betro Baru mudah
IndikatorC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	61	37,9	37,9	37,9
	4,00	69	42,9	42,9	80,7
	5,00	31	19,3	19,3	100,0
	Total	161	100,0	100,0	

Indikator Lokasi dekat dengan pusat keramaian (X1.4)

Statistics

		IndikatorD1	IndikatorD2	IndikatorD3	IndikatorD4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		3,9752	3,9068	4,1118	3,9068
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,74120	,77299	,62243	,69643
Variance		,549	,598	,387	,485
Minimum		3,00	2,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	3,0000	3,0000	3,0000	3,0000
	20	3,0000	3,0000	4,0000	3,0000
	25	3,0000	3,0000	4,0000	3,0000
	30	4,0000	3,0000	4,0000	4,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	4,0000	4,0000	4,0000	4,0000
	75	5,0000	4,5000	5,0000	4,0000
	80	5,0000	5,0000	5,0000	4,6000
	90	5,0000	5,0000	5,0000	5,0000

**Pasar Betro Baru berlokasi dipinggir jalan
IndikatorD1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	46	28,6	28,6	28,6
	4,00	73	45,3	45,3	73,9
	5,00	42	26,1	26,1	100,0
	Total	161	100,0	100,0	

**Lokasi Pasar Betro Barucukup ramai
IndikatorD2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,6	,6	,6
	3,00	53	32,9	32,9	33,5
	4,00	67	41,6	41,6	75,2
	5,00	40	24,8	24,8	100,0
	Total	161	100,0	100,0	

**Lokasi Pasar Betro Baru dekat dengan pertokoan atau warung
IndikatorD3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	23	14,3	14,3	14,3
	4,00	97	60,2	60,2	74,5
	5,00	41	25,5	25,5	100,0
	Total	161	100,0	100,0	

Lokasi Pasar Betro Baru dekat dengan ATM
IndikatorD4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	47	29,2	29,2	29,2
	4,00	82	50,9	50,9	80,1
	5,00	32	19,9	19,9	100,0
	Total	161	100,0	100,0	

Keragaman Produk (X2)

Indikator Kelengkapan Produk yang dijual(X2.1)

Statistics

		IndikatorA1	IndikatorA2	IndikatorA3	IndikatorA4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,2795	4,0311	3,7826	3,8199
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,61452	,67474	,78816	,74068
Variance		,378	,455	,621	,549
Minimum		3,00	3,00	2,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	4,0000	3,0000	3,0000	3,0000
	20	4,0000	3,0000	3,0000	3,0000
	25	4,0000	4,0000	3,0000	3,0000
	30	4,0000	4,0000	3,0000	3,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	5,0000	4,0000	4,0000	4,0000
	75	5,0000	4,0000	4,0000	4,0000
	80	5,0000	5,0000	4,0000	4,6000
90	5,0000	5,0000	5,0000	5,0000	

Barangdagangan yang tersedia di Pasar Betro Betro Baru cukup lengkap
IndikatorA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	14	8,7	8,7	8,7
	4,00	88	54,7	54,7	63,4
	5,00	59	36,6	36,6	100,0
	Total	161	100,0	100,0	

Pasar Betro Baru menjual berbagai macam ke-butuhan sehari-hari
IndikatorA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	34	21,1	21,1	21,1
	4,00	88	54,7	54,7	75,8
	5,00	39	24,2	24,2	100,0
	Total	161	100,0	100,0	

Barang dagangan yang dijual Pasar Betro Baru sesuai keinginan konsumen
IndikatorA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	6	3,7	3,7	3,7
	3,00	53	32,9	32,9	36,6
	4,00	72	44,7	44,7	81,4
	5,00	30	18,6	18,6	100,0
	Total	161	100,0	100,0	

Barang dagangan yang mudah ditemui
IndikatorA4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	61	37,9	37,9	37,9
	4,00	68	42,2	42,2	80,1
	5,00	32	19,9	19,9	100,0
Total		161	100,0	100,0	

Indikator Produk yang bervariasi (X2.2)
Statistics

		IndikatorB1	IndikatorB2	IndikatorB3	IndikatorB4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,0124	3,8137	4,0870	3,9130
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,74152	,73489	,60613	,67446
Variance		,550	,540	,367	,455
Minimum		3,00	2,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	3,0000	3,0000	3,0000	3,0000
	20	3,0000	3,0000	4,0000	3,0000
	25	3,0000	3,0000	4,0000	3,0000
	30	4,0000	3,0000	4,0000	4,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	4,0000	4,0000	4,0000	4,0000
	75	5,0000	4,0000	4,0000	4,0000
	80	5,0000	4,0000	5,0000	4,0000
90		5,0000	5,0000	5,0000	5,0000

Rata-rata dagangan yang dijual Pasar Baru Betro berkualitas cukup baik
IndikatorB1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	43	26,7	26,7	26,7
	4,00	73	45,3	45,3	72,0
	5,00	45	28,0	28,0	100,0
	Total	161	100,0	100,0	

Pasar Baru Betro menjual dagangan sesuai denganselerakonsumen
IndikatorB2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,6	,6	,6
	3,00	58	36,0	36,0	36,6
	4,00	72	44,7	44,7	81,4
	5,00	30	18,6	18,6	100,0
	Total	161	100,0	100,0	

Jenis dagangan yang dijual di Pasar Betro Baru bervariasi
IndikatorB3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	23	14,3	14,3	14,3
	4,00	101	62,7	62,7	77,0
	5,00	37	23,0	23,0	100,0
	Total	161	100,0	100,0	

**HargabarangdaganganPasarBetroBarulebihbervariasi
IndikatorB4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	44	27,3	27,3	27,3
	4,00	87	54,0	54,0	81,4
	5,00	30	18,6	18,6	100,0
	Total	161	100,0	100,0	

Indikator Produk yang bervariasi (X2.3)

Statistics

		IndikatorC1	IndikatorC2	IndikatorC3	IndikatorC4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,2174	4,1863	4,4037	4,1739
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,58838	,66337	,52890	,62814
Variance		,346	,440	,280	,395
Minimum		3,00	3,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	4,0000	3,0000	4,0000	3,0000
	20	4,0000	4,0000	4,0000	4,0000
	25	4,0000	4,0000	4,0000	4,0000
	30	4,0000	4,0000	4,0000	4,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	5,0000	4,0000
	70	5,0000	5,0000	5,0000	4,4000
	75	5,0000	5,0000	5,0000	5,0000
	80	5,0000	5,0000	5,0000	5,0000
90	5,0000	5,0000	5,0000	5,0000	

**Konsumentidakmerasakesulitanmendapatbarangdagangan di
PasarBetroBaru**

IndikatorC1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	14	8,7	8,7	8,7
	4,00	98	60,9	60,9	69,6
	5,00	49	30,4	30,4	100,0
	Total	161	100,0	100,0	

Cepat menyediakan kembali dagangan ketika habis terjual

IndikatorC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	23	14,3	14,3	14,3
	4,00	85	52,8	52,8	67,1
	5,00	53	32,9	32,9	100,0
	Total	161	100,0	100,0	

Ketersediaan barang dagangan di PasarBaruBetrocukupbanyak

IndikatorC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	3	1,9	1,9	1,9
	4,00	90	55,9	55,9	57,8
	5,00	68	42,2	42,2	100,0
	Total	161	100,0	100,0	

Terdapat alternatif lain untuk barang dagangan yang identik

Indikator C4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	20	12,4	12,4	12,4
	4,00	93	57,8	57,8	70,2
	5,00	48	29,8	29,8	100,0
	Total	161	100,0	100,0	

Lingkungan Fisik (X3)

Indikator Tempat yang Nyaman (X3.1)

Statistics

		IndikatorA1	IndikatorA2	IndikatorA3	IndikatorA4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		3,9689	3,8447	4,1118	3,9193
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,73674	,72075	,59154	,67059
Variance		,543	,519	,350	,450
Minimum		3,00	3,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	3,0000	3,0000	3,0000	3,0000
	20	3,0000	3,0000	4,0000	3,0000
	25	3,0000	3,0000	4,0000	3,0000
	30	4,0000	3,0000	4,0000	4,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	4,0000	4,0000	4,0000	4,0000
	75	5,0000	4,0000	4,0000	4,0000
	80	5,0000	4,0000	5,0000	4,0000
90	5,0000	5,0000	5,0000	5,0000	

**Pasar Betro Baru cukup bersih
IndikatorA1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	46	28,6	28,6	28,6
	4,00	74	46,0	46,0	74,5
	5,00	41	25,5	25,5	100,0
	Total	161	100,0	100,0	

**Tetap nyaman berbelanja di Pasar Betro Baru dalam kondisi
cuaca apapun
IndikatorA2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	56	34,8	34,8	34,8
	4,00	74	46,0	46,0	80,7
	5,00	31	19,3	19,3	100,0
	Total	161	100,0	100,0	

**Memilih Pasar Betro Baru sebagai tempat berbelanja yang tepat
IndikatorA3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	20	12,4	12,4	12,4
	4,00	103	64,0	64,0	76,4
	5,00	38	23,6	23,6	100,0
	Total	161	100,0	100,0	

**Kondisi disekitar Pasar Betrou Baru
terasanya aman untuk berbelanja
Indikator A4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	43	26,7	26,7	26,7
	4,00	88	54,7	54,7	81,4
	5,00	30	18,6	18,6	100,0
	Total	161	100,0	100,0	

Indikator Tata letak ruangan (X3.2)
Statistics

		IndikatorB1	IndikatorB2	IndikatorB3	IndikatorB4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,2795	4,1491	4,1739	4,2360
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,66343	,62461	,51920	,69386
Variance		,440	,390	,270	,481
Minimum		2,00	3,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	3,0000	3,0000	4,0000	3,0000
	20	4,0000	4,0000	4,0000	4,0000
	25	4,0000	4,0000	4,0000	4,0000
	30	4,0000	4,0000	4,0000	4,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	5,0000	4,0000	4,0000	5,0000
	75	5,0000	5,0000	4,0000	5,0000
	80	5,0000	5,0000	5,0000	5,0000
90	5,0000	5,0000	5,0000	5,0000	

Barang dagangan Pasar Betro Baru tertata sesuai dengan jenisnya
IndikatorB1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,6	,6	,6
	3,00	16	9,9	9,9	10,6
	4,00	81	50,3	50,3	60,9
	5,00	63	39,1	39,1	100,0
	Total	161	100,0	100,0	

Tata letak kios rapi
IndikatorB2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	21	13,0	13,0	13,0
	4,00	95	59,0	59,0	72,0
	5,00	45	28,0	28,0	100,0
	Total	161	100,0	100,0	

Berbelanja di Pasar Betro Baru mudah menemukan barang yang dibeli
IndikatorB3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	10	6,2	6,2	6,2
	4,00	113	70,2	70,2	76,4
	5,00	38	23,6	23,6	100,0
	Total	161	100,0	100,0	

**Ruang gerak belanja di Pasar Betrol lebih luas
Indikator B4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	24	14,9	14,9	14,9
	4,00	75	46,6	46,6	61,5
	5,00	62	38,5	38,5	100,0
	Total	161	100,0	100,0	

Indikator Bentuk fisik tempat(X3.3)

Statistics

		IndikatorC1	IndikatorC2	IndikatorC3	IndikatorC4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,2919	4,1739	4,1925	4,2484
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,66746	,62814	,53051	,68948
Variance		,445	,395	,281	,475
Minimum		2,00	3,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	3,0000	3,0000	4,0000	3,0000
	20	4,0000	4,0000	4,0000	4,0000
	25	4,0000	4,0000	4,0000	4,0000
	30	4,0000	4,0000	4,0000	4,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	5,0000	4,0000	4,0000	4,0000
	70	5,0000	4,4000	4,0000	5,0000
	75	5,0000	5,0000	5,0000	5,0000
	80	5,0000	5,0000	5,0000	5,0000
90	5,0000	5,0000	5,0000	5,0000	

**Suhu udara Pasar Betro Baru cukup nyaman
IndikatorC1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	,6	,6	,6
	3,00	16	9,9	9,9	10,6
	4,00	79	49,1	49,1	59,6
	5,00	65	40,4	40,4	100,0
	Total	161	100,0	100,0	

**Adanya penerangan yang cukupbaik di dalam Pasar Betro Baru
IndikatorC2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	20	12,4	12,4	12,4
	4,00	93	57,8	57,8	70,2
	5,00	48	29,8	29,8	100,0
	Total	161	100,0	100,0	

**Tingkat
kebisinganPasarBetroBarutidakmenggangguconsumendalamb
erbelanja
IndikatorC3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	10	6,2	6,2	6,2
	4,00	110	68,3	68,3	74,5
	5,00	41	25,5	25,5	100,0
	Total	161	100,0	100,0	

**Konsumennyamansaatkondisikiosbersih
IndikatorC4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	23	14,3	14,3	14,3
	4,00	75	46,6	46,6	60,9
	5,00	63	39,1	39,1	100,0
	Total	161	100,0	100,0	

Indikator Tempat parkir (X3.4)

Statistics

		IndikatorD1	IndikatorD2	IndikatorD3	IndikatorD4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,0124	3,8634	4,1056	3,9130
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,74990	,72884	,58739	,67446
Variance		,562	,531	,345	,455
Minimum		3,00	3,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	3,0000	3,0000	3,0000	3,0000
	20	3,0000	3,0000	4,0000	3,0000
	25	3,0000	3,0000	4,0000	3,0000
	30	4,0000	3,0000	4,0000	4,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	4,0000	4,0000	4,0000	4,0000
	75	5,0000	4,0000	4,0000	4,0000
	80	5,0000	5,0000	5,0000	4,0000
90	5,0000	5,0000	5,0000	5,0000	

Tempat parkir konsumen aman

IndikatorD1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	44	27,3	27,3	27,3
	4,00	71	44,1	44,1	71,4
	5,00	46	28,6	28,6	100,0
	Total	161	100,0	100,0	

Konsumen tidak keberatan membayar parkir

IndikatorD2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	55	34,2	34,2	34,2
	4,00	73	45,3	45,3	79,5
	5,00	33	20,5	20,5	100,0
	Total	161	100,0	100,0	

Tempat parkir Pasar Betoro Baru cukup memadai

IndikatorD3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	20	12,4	12,4	12,4
	4,00	104	64,6	64,6	77,0
	5,00	37	23,0	23,0	100,0
	Total	161	100,0	100,0	

**Tempat parkir Pasar Betro Baru tidak mengganggu lalu lintas
IndikatorD4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	44	27,3	27,3	27,3
	4,00	87	54,0	54,0	81,4
	5,00	30	18,6	18,6	100,0
	Total	161	100,0	100,0	

Variabel Minat Beli Ulang (Y)

Indikator Minat Transaksional (Y.1)

Statistics

		IndikatorA1	IndikatorA2	IndikatorA3	IndikatorA4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,2671	4,1180	3,8696	3,8261
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,62006	,70160	,70826	,73795
Variance		,384	,492	,502	,545
Minimum		3,00	3,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	4,0000	3,0000	3,0000	3,0000
	20	4,0000	4,0000	3,0000	3,0000
	25	4,0000	4,0000	3,0000	3,0000
	30	4,0000	4,0000	3,0000	3,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	5,0000	5,0000	4,0000	4,0000
	75	5,0000	5,0000	4,0000	4,0000
	80	5,0000	5,0000	4,0000	4,6000
90	5,0000	5,0000	5,0000	5,0000	

**Konsumen lebih nyaman berbelanja di Pasar Betro Baru
IndikatorA1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	15	9,3	9,3	9,3
	4,00	88	54,7	54,7	64,0
	5,00	58	36,0	36,0	100,0
	Total	161	100,0	100,0	

**Banyak barang dagangan sesuai dengan kebutuhan konsumen
IndikatorA2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	31	19,3	19,3	19,3
	4,00	80	49,7	49,7	68,9
	5,00	50	31,1	31,1	100,0
	Total	161	100,0	100,0	

**Barang dagangan Pasar Betro Baru dalam kondisi baik
IndikatorA3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	52	32,3	32,3	32,3
	4,00	78	48,4	48,4	80,7
	5,00	31	19,3	19,3	100,0
	Total	161	100,0	100,0	

Konsumencocokmembelibarangdagangan di PasarBetroBaru IndikatorA4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	60	37,3	37,3	37,3
	4,00	69	42,9	42,9	80,1
	5,00	32	19,9	19,9	100,0
	Total	161	100,0	100,0	

Indikator Minat Eksploratif (Y.2)

Statistics

		IndikatorB1	IndikatorB2	IndikatorB3	IndikatorB4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		3,9689	3,8323	4,0683	3,8323
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,73674	,72660	,62374	,76023
Variance		,543	,528	,389	,578
Minimum		3,00	3,00	3,00	2,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	3,0000	3,0000	3,0000	3,0000
	20	3,0000	3,0000	4,0000	3,0000
	25	3,0000	3,0000	4,0000	3,0000
	30	4,0000	3,0000	4,0000	3,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	4,0000	4,0000	4,0000	4,0000
	75	5,0000	4,0000	4,0000	4,0000
	80	5,0000	4,0000	5,0000	4,0000
90	5,0000	5,0000	5,0000	5,0000	

Konsumen mempunyai pilihan kiosters sendiri
Indikator B1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	46	28,6	28,6	28,6
	4,00	74	46,0	46,0	74,5
	5,00	41	25,5	25,5	100,0
	Total	161	100,0	100,0	

Konsumen selalu menawarkan harga barang dagangan
Indikator B2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	58	36,0	36,0	36,0
	4,00	72	44,7	44,7	80,7
	5,00	31	19,3	19,3	100,0
	Total	161	100,0	100,0	

Konsumen selalu mencari informasi barang dagangan yang dibutuhkan
Indikator B3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	26	16,1	16,1	16,1
	4,00	98	60,9	60,9	77,0
	5,00	37	23,0	23,0	100,0
	Total	161	100,0	100,0	

Konsumen selalunya banyak kadaluarsa barang dagangan
Indikator B4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	6	3,7	3,7	3,7
	3,00	44	27,3	27,3	31,1
	4,00	82	50,9	50,9	82,0
	5,00	29	18,0	18,0	100,0
	Total	161	100,0	100,0	

Indikator Minat Prefensial (Y.3)

Statistics

		IndikatorC1	IndikatorC2	IndikatorC3	IndikatorC4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,2422	4,0870	3,9130	3,8696
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,61009	,64606	,69274	,73426
Variance		,372	,417	,480	,539
Minimum		3,00	3,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	4,0000	3,0000	3,0000	3,0000
	20	4,0000	4,0000	3,0000	3,0000
	25	4,0000	4,0000	3,0000	3,0000
	30	4,0000	4,0000	4,0000	3,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	5,0000	4,0000	4,0000	4,0000
	75	5,0000	5,0000	4,0000	4,0000
	80	5,0000	5,0000	4,6000	5,0000
90	5,0000	5,0000	5,0000	5,0000	

**Konsumen sering mencari barang dagangan tertentu di
Pasar Betto Baru
Indikator C1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	15	9,3	9,3	9,3
	4,00	92	57,1	57,1	66,5
	5,00	54	33,5	33,5	100,0
	Total	161	100,0	100,0	

**Konsumen lebih memilih berbelanja di Pasar Betto Baru
Indikator C2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	27	16,8	16,8	16,8
	4,00	93	57,8	57,8	74,5
	5,00	41	25,5	25,5	100,0
	Total	161	100,0	100,0	

**Belanja di Pasar Betto Baru lebih enak daripada pasar lain
Indikator C3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	46	28,6	28,6	28,6
	4,00	83	51,6	51,6	80,1
	5,00	32	19,9	19,9	100,0
	Total	161	100,0	100,0	

Konsumenselalu berbelanja di Pasar Betrou Baru
IndikatorC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	55	34,2	34,2	34,2
	4,00	72	44,7	44,7	78,9
	5,00	34	21,1	21,1	100,0
	Total	161	100,0	100,0	

Indikator Minat Referensial (Y.4)

Statistics

		IndikatorD1	IndikatorD2	IndikatorD3	IndikatorD4
N	Valid	161	161	161	161
	Missing	0	0	0	0
Mean		4,2609	4,0435	3,8634	3,8261
Median		4,0000	4,0000	4,0000	4,0000
Std. Deviation		,60747	,67405	,72022	,73795
Variance		,369	,454	,519	,545
Minimum		3,00	3,00	3,00	3,00
Maximum		5,00	5,00	5,00	5,00
Percentiles	10	4,0000	3,0000	3,0000	3,0000
	20	4,0000	3,0000	3,0000	3,0000
	25	4,0000	4,0000	3,0000	3,0000
	30	4,0000	4,0000	3,0000	3,0000
	40	4,0000	4,0000	4,0000	4,0000
	50	4,0000	4,0000	4,0000	4,0000
	60	4,0000	4,0000	4,0000	4,0000
	70	5,0000	4,0000	4,0000	4,0000
	75	5,0000	4,5000	4,0000	4,0000
	80	5,0000	5,0000	4,6000	4,6000
90	5,0000	5,0000	5,0000	5,0000	

Konsumen sudah mengetahui Pasar Betro Baru

IndikatorD1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	14	8,7	8,7	8,7
	4,00	91	56,5	56,5	65,2
	5,00	56	34,8	34,8	100,0
Total		161	100,0	100,0	

Konsumenmendapatinformasidarisaudarauntukbelanja di Pasar Betro Baru

IndikatorD2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	33	20,5	20,5	20,5
	4,00	88	54,7	54,7	75,2
	5,00	40	24,8	24,8	100,0
Total		161	100,0	100,0	

Konsumen merekomendasikan Pasar Baru Betro ke tetangga sekitar

IndikatorD3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	54	33,5	33,5	33,5
	4,00	75	46,6	46,6	80,1
	5,00	32	19,9	19,9	100,0
Total		161	100,0	100,0	

Konsumen membicarakan kepada orang lain tentang barang dagangan yang sudah dibeli

IndikatorD4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	60	37,3	37,3	37,3
	4,00	69	42,9	42,9	80,1
	5,00	32	19,9	19,9	100,0
Total		161	100,0	100,0	

Lampiran 7 Hasil Olah Data SPSS
Uji Instrumen Penelitian (Uji Validitas dan Reliabilitas)

Variabel Lokasi (X1)

Indikator Mudah Transporasinya (X1.1)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,744	,742	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorA1	11,4969	3,539	,359	,142	,771
IndikatorA2	11,6770	2,870	,597	,359	,652
IndikatorA3	11,8696	2,814	,624	,407	,636
IndikatorA4	11,9503	2,498	,591	,402	,657

Indikator Jarak Dari Pasar Ke Rumah Dekat (X1.2)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,779	,777	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorB1	12,8634	2,394	,474	,231	,777
IndikatorB2	12,9379	2,134	,594	,358	,720
IndikatorB3	12,8696	1,964	,658	,460	,684
IndikatorB4	12,9068	2,010	,611	,411	,710

Indikator Lokasi Strategis (X1.3)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,770	,766	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorC1	11,7702	3,166	,412	,177	,789
IndikatorC2	11,9689	2,705	,579	,336	,712
IndikatorC3	12,0870	2,355	,656	,475	,667
IndikatorC4	12,1925	2,356	,653	,480	,669

Indikator Lokasi dekat dengan pusat keramaian (X1.4)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,739	,746	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorD1	11,9255	2,832	,459	,269	,721
IndikatorD2	11,9938	2,769	,451	,214	,730
IndikatorD3	11,7888	2,918	,575	,431	,661
IndikatorD4	11,9938	2,556	,667	,510	,600

Indikator Kelengkapan Produk yang dijual(X2.1)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,796	,792	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorA1	11,6335	3,596	,426	,190	,822
IndikatorA2	11,8820	2,980	,658	,436	,721
IndikatorA3	12,1304	2,614	,680	,498	,707
IndikatorA4	12,0932	2,748	,681	,502	,706

Indikator Produk yang bervariasi (X2.2)

Case Processing Summary			
		N	%
Cases	Valid	161	91,5
	Excluded ^a	15	8,5
	Total	176	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,738	,744	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorB1	11,8137	2,615	,466	,255	,719
IndikatorB2	12,0124	2,600	,482	,239	,708
IndikatorB3	11,7391	2,819	,538	,353	,678
IndikatorB4	11,9130	2,442	,657	,457	,605

Indikator Produk yang bervariasi (X2.3)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,742	,745	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorC1	12,7640	2,119	,484	,244	,711
IndikatorC2	12,7950	1,814	,582	,368	,656
IndikatorC3	12,5776	2,120	,580	,365	,665
IndikatorC4	12,8075	1,994	,510	,276	,698

Indikator Tempat yang Nyaman (X3.1)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,796	,792	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorA1	11,6335	3,596	,426	,190	,822
IndikatorA2	11,8820	2,980	,658	,436	,721
IndikatorA3	12,1304	2,614	,680	,498	,707
IndikatorA4	12,0932	2,748	,681	,502	,706

Indikator Tata letak ruangan (X3.2)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,759	,763	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorC1	11,8820	2,692	,509	,283	,758
IndikatorC2	12,0311	2,655	,556	,317	,730
IndikatorC3	11,7888	2,955	,598	,420	,714
IndikatorC4	11,9814	2,606	,664	,474	,672

Indikator Bentuk fisik tempat(X3.3)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,773	,780	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorC1	11,8820	2,692	,509	,283	,758
IndikatorC2	12,0311	2,655	,556	,317	,730
IndikatorC3	11,7888	2,955	,598	,420	,714
IndikatorC4	11,9814	2,606	,664	,474	,672

Indikator Tempat parkir (X3.4)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,788	,794	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorD1	11,8509	2,703	,528	,314	,775
IndikatorD2	11,9814	2,656	,582	,350	,744
IndikatorD3	11,7205	2,953	,614	,452	,733
IndikatorD4	11,9068	2,585	,684	,505	,691

Indikator Minat Transaksional (Y.1)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,747	,741	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorA1	11,8137	3,265	,324	,108	,793
IndikatorA2	11,9627	2,561	,588	,359	,662
IndikatorA3	12,2112	2,468	,632	,440	,636
IndikatorA4	12,2547	2,378	,638	,463	,631

Indikator Minat Eksploratif (Y.2)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,787	,790	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorA1	11,7329	3,034	,544	,313	,761
IndikatorA2	11,8696	2,952	,598	,387	,733
IndikatorA3	11,6335	3,196	,622	,427	,726
IndikatorA4	11,8696	2,802	,626	,412	,718

Indikator Minat Prefensial (Y.3)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,820	,818	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorC1	11,8696	3,339	,443	,212	,855
IndikatorC2	12,0248	2,749	,716	,536	,741
IndikatorC3	12,1988	2,535	,764	,625	,714
IndikatorC4	12,2422	2,585	,668	,513	,763

Indikator Minat Referensial (Y.4)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N of Items
,813	,809		4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorD1	11,7329	3,472	,437	,199	,844
IndikatorD2	11,9503	2,823	,686	,477	,739
IndikatorD3	12,1304	2,627	,722	,559	,719
IndikatorD4	12,1677	2,628	,693	,533	,734

Lampiran 9

Hasil Olah Data SPSS

Uji Instrumen Penelitian (Uji Validitas dan Reliabilitas)

Variabel Lokasi (X1)

Indikator Mudah Transportasinya (X1.1)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,744	,742	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorA1	11,4969	3,539	,359	,142	,771
IndikatorA2	11,6770	2,870	,597	,359	,652
IndikatorA3	11,8696	2,814	,624	,407	,636
IndikatorA4	11,9503	2,498	,591	,402	,657

Indikator Jarak Dari Pasar Ke Rumah Dekat (X1.2)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,779	,777	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorB1	12,8634	2,394	,474	,231	,777
IndikatorB2	12,9379	2,134	,594	,358	,720
IndikatorB3	12,8696	1,964	,658	,460	,684
IndikatorB4	12,9068	2,010	,611	,411	,710

Indikator Lokasi Strategis (X1.3)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,770	,766	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorC1	11,7702	3,166	,412	,177	,789
IndikatorC2	11,9689	2,705	,579	,336	,712
IndikatorC3	12,0870	2,355	,656	,475	,667
IndikatorC4	12,1925	2,356	,653	,480	,669

Indikator Lokasi dekat dengan pusat keramaian (X1.4)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,739	,746	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorD1	11,9255	2,832	,459	,269	,721
IndikatorD2	11,9938	2,769	,451	,214	,730
IndikatorD3	11,7888	2,918	,575	,431	,661
IndikatorD4	11,9938	2,556	,667	,510	,600

Indikator Kelengkapan Produk yang dijual(X2.1)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,796	,792	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorA1	11,6335	3,596	,426	,190	,822
IndikatorA2	11,8820	2,980	,658	,436	,721
IndikatorA3	12,1304	2,614	,680	,498	,707
IndikatorA4	12,0932	2,748	,681	,502	,706

Indikator Produk yang bervariasi (X2.2)

Case Processing Summary			
		N	%
Cases	Valid	161	91,5
	Excluded ^a	15	8,5
	Total	176	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,738	,744	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorB1	11,8137	2,615	,466	,255	,719
IndikatorB2	12,0124	2,600	,482	,239	,708
IndikatorB3	11,7391	2,819	,538	,353	,678
IndikatorB4	11,9130	2,442	,657	,457	,605

Indikator Produk yang bervariasi (X2.3)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,742	,745	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorC1	12,7640	2,119	,484	,244	,711
IndikatorC2	12,7950	1,814	,582	,368	,656
IndikatorC3	12,5776	2,120	,580	,365	,665
IndikatorC4	12,8075	1,994	,510	,276	,698

Indikator Tempat yang Nyaman (X3.1)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,796	,792	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorA1	11,6335	3,596	,426	,190	,822
IndikatorA2	11,8820	2,980	,658	,436	,721
IndikatorA3	12,1304	2,614	,680	,498	,707
IndikatorA4	12,0932	2,748	,681	,502	,706

Indikator Tata letak ruangan (X3.2)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,759	,763	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorC1	11,8820	2,692	,509	,283	,758
IndikatorC2	12,0311	2,655	,556	,317	,730
IndikatorC3	11,7888	2,955	,598	,420	,714
IndikatorC4	11,9814	2,606	,664	,474	,672

Indikator Bentuk fisik tempat(X3.3)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,773	,780	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorC1	11,8820	2,692	,509	,283	,758
IndikatorC2	12,0311	2,655	,556	,317	,730
IndikatorC3	11,7888	2,955	,598	,420	,714
IndikatorC4	11,9814	2,606	,664	,474	,672

Indikator Tempat parkir (X3.4)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,788	,794	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorD1	11,8509	2,703	,528	,314	,775
IndikatorD2	11,9814	2,656	,582	,350	,744
IndikatorD3	11,7205	2,953	,614	,452	,733
IndikatorD4	11,9068	2,585	,684	,505	,691

Indikator Minat Transaksional (Y.1)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,747	,741	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorA1	11,8137	3,265	,324	,108	,793
IndikatorA2	11,9627	2,561	,588	,359	,662
IndikatorA3	12,2112	2,468	,632	,440	,636
IndikatorA4	12,2547	2,378	,638	,463	,631

Indikator Minat Eksploratif (Y.2)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,787	,790	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorA1	11,7329	3,034	,544	,313	,761
IndikatorA2	11,8696	2,952	,598	,387	,733
IndikatorA3	11,6335	3,196	,622	,427	,726
IndikatorA4	11,8696	2,802	,626	,412	,718

Indikator Minat Prefensial (Y.3)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,820	,818	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorC1	11,8696	3,339	,443	,212	,855
IndikatorC2	12,0248	2,749	,716	,536	,741
IndikatorC3	12,1988	2,535	,764	,625	,714
IndikatorC4	12,2422	2,585	,668	,513	,763

Indikator Minat Referensial (Y.4)

Case Processing Summary			
		N	%
Cases	Valid	161	100,0
	Excluded ^a	0	,0
	Total	161	100,0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,813	,809	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IndikatorD1	11,7329	3,472	,437	,199	,844
IndikatorD2	11,9503	2,823	,686	,477	,739
IndikatorD3	12,1304	2,627	,722	,559	,719
IndikatorD4	12,1677	2,628	,693	,533	,734

**Uji Asumsi Klasik
Normalitas KS**

**Lokasi Terhadap Minat Beli Ulang
One-Sample Kolmogorov-Smirnov Test**

		Unstandardize d Residual
N		161
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,29215037
Most Extreme Differences	Absolute	,044
	Positive	,030
	Negative	-,044
Test Statistic		,044
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

**Keragaman Produk Terhadap Minat Beli Ulang
One-Sample Kolmogorov-Smirnov Test**

Unstandardize
d Residual

N		161
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,31058906
Most Extreme Differences	Absolute	,054
	Positive	,041
	Negative	-,054
Test Statistic		,054
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

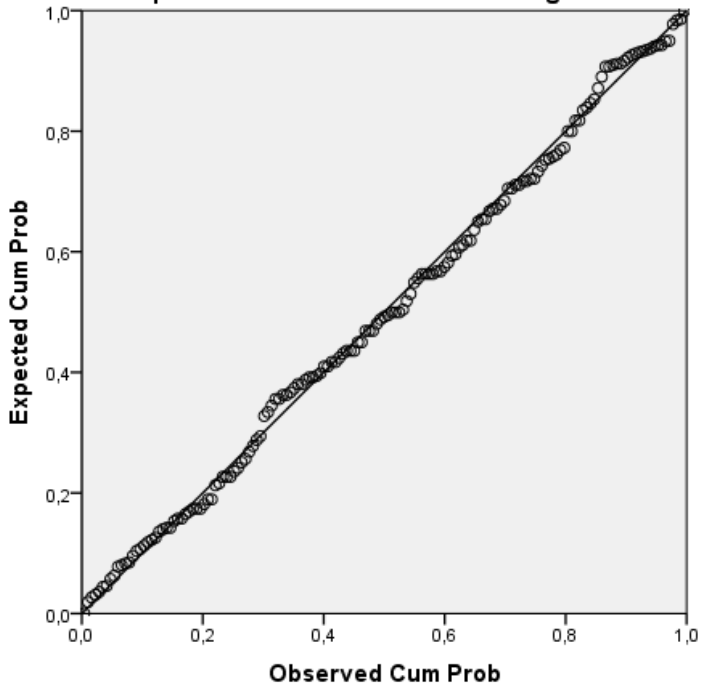
Lingkungan Fisik Terhadap Minat Beli Ulang
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		161
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	5,70617405
Most Extreme Differences	Absolute	,033
	Positive	,033
	Negative	-,026
Test Statistic		,033
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Normalitas Plot
Lokasi (X1)

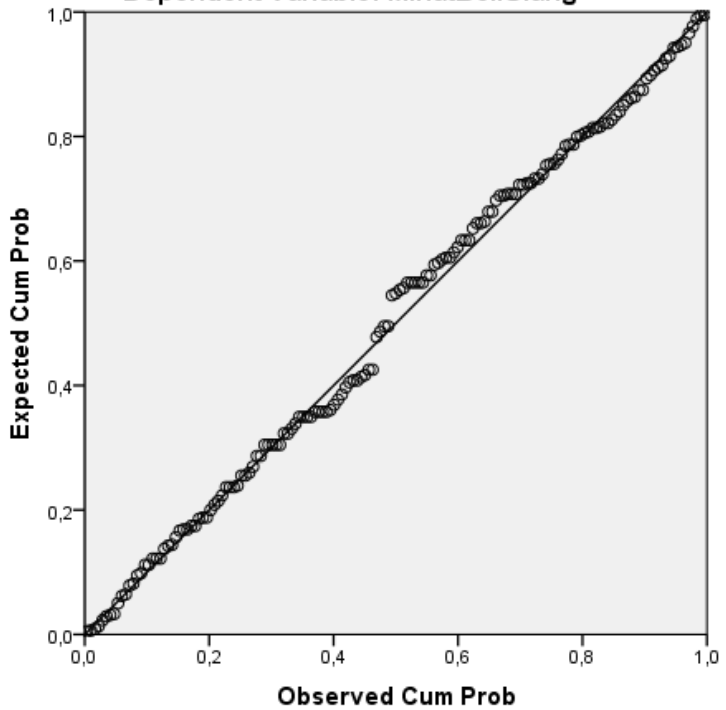
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: MinatBeliUlang



Keragaman Produk (X2)

Normal P-P Plot of Regression Standardized Residual

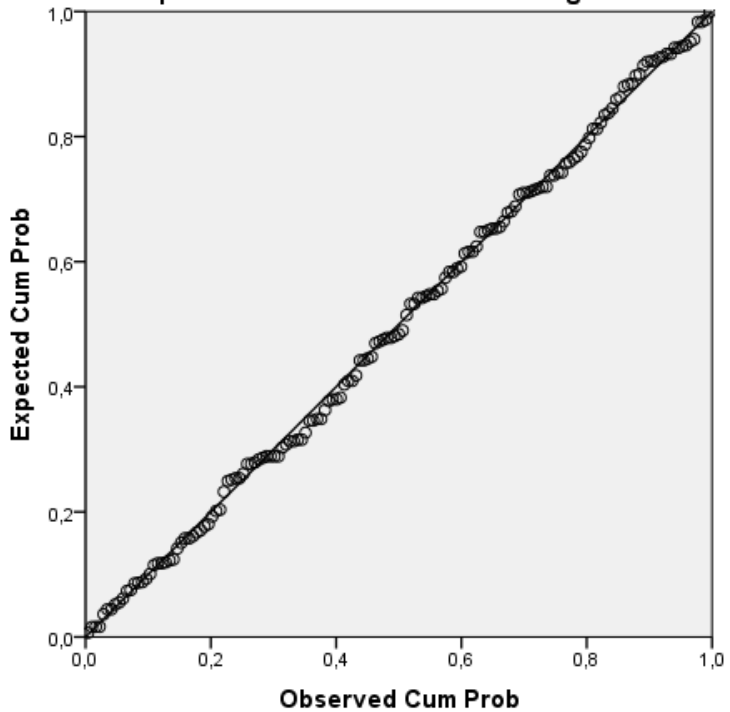
Dependent Variable: MinatBeliUlang



Lingkungan Fisik (X3)

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: MinatBeliUlang



Uji Multikolinieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-12,744	2,294		-5,554	,000		
	Lokasi	,643	,065	,503	9,839	,000	,275	3,642
	Keragaman Produk	,869	,092	,555	9,454	,000	,208	4,811
	Lingkungan Fisik	-,112	,047	-,102	-2,408	,017	,396	2,525

a. Dependent Variable: MinatBeli Ulang

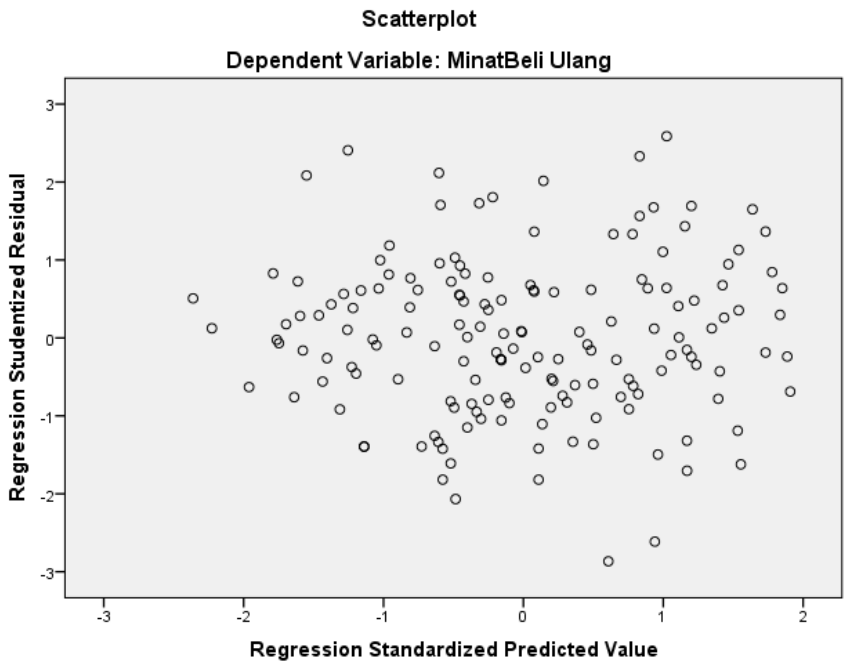
Uji Autokolerasi

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,942 ^a	,887	,885	2,61577	1,835

a. Predictors: (Constant), LingkunganFisik, Lokasi, KeragamanProduk

b. Dependent Variable: MinatBeli Ulang

Uji Heteroskedastisitas



Uji Glejser

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,169	1,374		,123	,902
Lokasi	-,026	,039	-,100	-,661	,510
Keragaman Produk	,061	,055	,193	1,116	,266
Lingkungan Fisik	,009	,028	,039	,310	,757

a. Dependent Variable: AbsUi

Koefisien Determinasi R Square (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,942 ^a	,887	,885	2,61577

a. Predictors: (Constant), Lingkungan Fisik, Lokasi, Keragaman Produk

b. Dependent Variable: Minat Beli Ulang

Lampiran 10
Penelitian Terdahulu

Peneliti dan Tahun	Judul Penelitian	Variabel	Metode Analisis	Hasil
Jurnal Ilmiah Mahasiswa Manajemen ISSN 2303-162X Vol.1, No.2, 2012				
Arnold Soetanto (2012)	Pengaruh <i>Sales Promotion</i> dan <i>Physical Environment</i> dalam membangun <i>Brand Equity</i> terhadap <i>Consumer Repurchase Intentions</i> Gerai Icy Blue di Surabaya	Variabel Independen (Bebas): Promosi Penjualan (X_1) <i>Physical Environment</i> (X_2) Variabel Dependen (Terikat): <i>Brand Equity</i> (Y_1) <i>Repurchase Intention</i> (Y_2)	Structural Equation Modelling (SEM)	<i>Sales Promotion</i> (X_1) berpengaruh positif dan signifikan terhadap <i>Brand Equity</i> (Y_1). Kemudian, <i>Physical Environment</i> (X_2) tidak berpengaruh signifikan terhadap <i>Brand Equity</i> (Y_1). Dan <i>Brand Equity</i> (Y_1) berpengaruh positif dan signifikan terhadap <i>Repurchase Intentions</i> (Y_2).
Journal Of Management				

ISSN 2337-3792 (Online) Vol.2, No.3, 2013				
Faradiba dan Sri Rahayu Tri Astuti (2013)	Analisis Pengaruh Kualitas Produk, Harga, Lokasi dan Kualitas Pelayanan terhadap Minat Beli Ulang Konsumen (Studi pada Warung Makan Bebek Gendut Semarang)	Variabel Independen (Bebas): Kualitas Produk (X_1) Harga (X_2) Lokasi (X_3) Kualitas Pelayanan (X_4) Variabel Dependen (Terikat): Minat Beli Ulang (Y)	Analisis Regresi Berganda	Kualitas Produk (X_1), Harga (X_2), Lokasi (X_3), Kualitas Pelayanan (X_4) berpengaruh positif dan signifikan terhadap Minat Beli Ulang (Y).
Journal Graduate UnparPart A : Economics ISSN 2355-4304 (Online) Vol.1, No.2, 2014				
Eric Kusnadi Kartika (2014)	Pengaruh Bauran Pemasaran terhadap Niat Beli Ulang Sepeda Motor Honda Kategori Sport Mid	Variabel Independen (Bebas): <i>Product</i> (X_1) <i>Price</i> (X_2) <i>Place</i> (X_3) <i>Promotion</i> (X_4) Variabel Dependen	Analisis Regresi Berganda	<i>Product</i> (X_1), <i>Price</i> (X_2), <i>Place</i> (X_3), <i>Promotion</i> (X_4) berpengaruh positif dan signifikan terhadap Minat Beli Ulang (Y).

		(Terikat): Minat Beli Ulang (Y)		
Journal Of Management ISSN 2337-3792 (Online) Vol.2, No.3, 2013				
Andi Bagus Putra, Joyce Lapian dan Bode Lumanauw (2014)	Bauran Pemasaran Pengaruhnya Terhadap Minat Membeli Kembali Voucher Isi Ulang Telkomsel	Variabel Independen (Bebas): <i>Product</i> (X_1) <i>Price</i> (X_2) <i>Place</i> (X_3) <i>Promotion</i> (X_4) Variabel Dependen (Terikat): Minat Beli Ulang (Y)	Analisis Regresi Berganda	<i>Product</i> (X_1), <i>Price</i> (X_2), <i>Place</i> (X_3), <i>Promotion</i> (X_4) berpengaruh positif dan signifikan terhadap Minat Beli Ulang (Y).
Isti Faradisa, Leonardo Budi H dan Maria M Minarsih	Analisis Pengaruh Variasi Produk, Fasilitas dan Kualitas Pelayanan terhadap Minat Beli Ulang Konsumen Indonesia Coffe Shop Semarang (ICOS CAFÉ)	Variabel Independen (Bebas): Variasi Produk (X_1) Fasilitas (X_2) Kualitas Pelayanan (X_3) Variabel Dependen	Analisis Regresi Berganda	Variasi Produk (X_1), Fasilitas (X_2), Kualitas Pelayanan (X_3) berpengaruh positif dan signifikan terhadap Minat Beli Ulang (Y).

(2016)		(Terikat): Minat Beli Ulang (Y)		
Rahmi Rosita (2016)	Pengaruh Lokasi, Kelengkapan Produk, Kualitas Produk, Pelayanan, Harga dan Kenyamanan Berbelanja terhadap Minat Beli Ulang Konsumen pada Lotte Mart Bekasi Junction	Variabel Independen (Bebas): Lokasi (X ₁) Kelengkapan Produk (X ₂) Kualitas Produk (X ₃) Pelayanan (X ₄) Harga (X ₅) Kenyamanan Berbelanja (X ₆) Variabel Dependen (Terikat): Minat Beli Ulang (Y)	Analisis Regresi Berganda	Lokasi (X ₁), Kelengkapan Produk (X ₂), Kualitas Produk (X ₃), Harga (X ₅), Kenyamanan Berbelanja (X ₆), berpengaruh positif dan signifikan terhadap Minat Beli Ulang (Y), kecuali Pelayanan (X ₄) mempunyai pengaruh negatif terhadap variabel dependennya.
Sarahnadi a dan Sri Suryoko (2017)	Pengaruh <i>Store Atmosphere</i> , Lokasi dan Harga terhadap <i>Repurchase Intention</i> (Studi Kasus pada Konsumen	Variabel Independen (Bebas): <i>Store Atmosphere</i> (X ₁) Lokasi (X ₂)	Analisis Regresi Berganda	<i>Store Atmosphere</i> (X ₁), Lokasi (X ₂), Harga (X ₃), berpengaruh positif dan signifikan terhadap

	Carefour DP Mall Semarang)	Harga (X_3) Variabel Dependen (Terikat): <i>Repurchase Intention (Y)</i>		<i>Repurchase Intention (Y).</i>
Bindy Umamah dan Arif Wibowo (2018)	Pengaruh <i>Physical Environment, Country Of Origin</i> dan Promosi Penjualan Terhadap <i>Repurchase Intention</i> Produk Mc Donald's Yogyakarta	Variabel Independen (Bebas): <i>Physical Environment (X₁)</i> <i>Country Of Origin (X₂)</i> Promosi Penjualan (X_3) Variabel Dependen (Terikat): <i>Repurchase Intention (Y)</i>	Analisis Regresi Berganda	<i>Physical Environment (X₁), Country Of Origin (X₂), Promosi Penjualan (X₃), berpengaruh positif dan signifikan terhadap Repurchase Intention (Y).</i>