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Unipa Surabaya

**UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI**

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

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

Nomor : 181782 /01/FE/XI/2018
Lampiran : -
Perihal : Ijtin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Pimpinan
Rolag Kopi Surabaya
Jl. Embong Kaliasin, Genteng
Ji -
Surabaya

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

Nama : Moch Andika
NIM : 151500198
Prodi : Manajemen
Judul Skripsi : Efek Store Atmosphere Yang Berpengaruh Terhadap Repurchase Intention Di Rolag Kopi Surabaya

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



Dra. Siti Istikhroh, M.Si
NIP. 19671019.199203.2001

Rolag

SURAT KETERANGAN PENELITIAN SKRIPSI

Yang bertanda tangan di bawah ini:

Nama : Erwin Candra
Jabatan : Human Resources Management

Dengan ini menerangkan bahwa:

Nama : Moch Andika
Nim : 151500198
Jurusan : Manajemen
Fakultas : Ekonomi
Universitas : Univ. PGRI Adi Buana Surabaya

Bahwa yang bersangkutan telah melaksanakan Penelitian Skripsi dengan judul **Efek *Store Atmosphere* yang Berpengaruh Terhadap *Repurchase Intention* di Rolag Kopi Surabaya** dari bulan Januari 2019 sampai Maret 2019.

Demikian surat keterangan ini dibuat dengan benar untuk dapat dipergunakan sebagaimana mestinya.

Surabaya, 30 Maret 2019


(.....Erwin Candra.....)



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

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : moch andika
NIM / Program Studi : 15-150-0198 / manajemen
Judul Skripsi : Pengaruh exterior . general interior . store layout dan interior display terhadap repurchase intention dirolay kopi Surabaya
Tanggal Ujian Skripsi : 27-juni-2019
Penguji : 1. Dra. siti istikhoroh .M.Si
2. Dr. Fachrudya .A .SPSi

| No | Tanggal | Materi Konsultasi | Paraf Penguji |
|----|---------|-------------------|---------------|
| 1 | | bab 1 | |
| 2 | | bab 3 | |
| 3 | | bab 4 | |
| 4 | | bab 5 | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |

Penguji I,

Surabaya,
Penguji II,



UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI

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

BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama : moch-andika
 NIM / Program Studi : 15-150-0198 / manajemen
 Judul Skripsi : Pengaruh Exterior, general interior, Store layout dan interior display terhadap repurchase intention di rolag kopi surabaya
 Tanggal Ujian Skripsi : 27-Juni-2019
 Penguji : 1. Dra. Isti Istikhroh. M. Si
 2. Dr. Fachrudya. SPSi

| No | Tanggal | Materi Konsultasi | Paraf Penguji |
|----|---------|-------------------|---------------|
| 1 | 8 Mei | personalisasi | AE |
| 2 | | flitubri | AE |
| 3 | | | |
| 4 | 15 Mei | SDR | AE |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |

Penguji I,

Surabaya,
Penguji II,

Frekuensi variabel *EXTERIOR*

X1_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 2 | 1.5 | 1.5 | 1.5 |
| | 3.00 | 15 | 11.5 | 11.5 | 13.1 |
| | 4.00 | 78 | 60.0 | 60.0 | 73.1 |
| | 5.00 | 35 | 26.9 | 26.9 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X1_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 25 | 19.2 | 19.2 | 19.2 |
| | 4.00 | 62 | 47.7 | 47.7 | 66.9 |
| | 5.00 | 43 | 33.1 | 33.1 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X1_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 8 | 6.2 | 6.2 | 6.2 |
| | 3.00 | 50 | 38.5 | 38.5 | 44.6 |
| | 4.00 | 50 | 38.5 | 38.5 | 83.1 |
| | 5.00 | 22 | 16.9 | 16.9 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X1_4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 11 | 8.5 | 8.5 | 8.5 |
| | 3.00 | 72 | 55.4 | 55.4 | 63.8 |
| | 4.00 | 34 | 26.2 | 26.2 | 90.0 |
| | 5.00 | 13 | 10.0 | 10.0 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X1.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 2 | 1.5 | 1.5 | 1.5 |
| | 3.00 | 34 | 26.2 | 26.2 | 27.7 |
| | 4.00 | 49 | 37.7 | 37.7 | 65.4 |
| | 5.00 | 45 | 34.6 | 34.6 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X1_6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 3 | 2.3 | 2.3 | 2.3 |
| | 3.00 | 19 | 14.6 | 14.6 | 16.9 |
| | 4.00 | 75 | 57.7 | 57.7 | 74.6 |
| | 5.00 | 33 | 25.4 | 25.4 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X1_7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 13 | 10.0 | 10.0 | 10.0 |
| | 4.00 | 83 | 63.8 | 63.8 | 73.8 |
| | 5.00 | 34 | 26.2 | 26.2 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X1_8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 2 | 1.5 | 1.5 | 1.5 |
| | 3.00 | 24 | 18.5 | 18.5 | 20.0 |
| | 4.00 | 71 | 54.6 | 54.6 | 74.6 |
| | 5.00 | 33 | 25.4 | 25.4 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Frekuensi Variabe *GENERAL INTERIOR*

X2_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 2 | 1.5 | 1.5 | 1.5 |
| | 3.00 | 16 | 12.3 | 12.3 | 13.8 |
| | 4.00 | 77 | 59.2 | 59.2 | 73.1 |
| | 5.00 | 35 | 26.9 | 26.9 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X2_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 24 | 18.5 | 18.5 | 18.5 |
| | 4.00 | 63 | 48.5 | 48.5 | 66.9 |
| | 5.00 | 43 | 33.1 | 33.1 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X2_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 8 | 6.2 | 6.2 | 6.2 |
| | 3.00 | 52 | 40.0 | 40.0 | 46.2 |
| | 4.00 | 48 | 36.9 | 36.9 | 83.1 |
| | 5.00 | 22 | 16.9 | 16.9 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X2_4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 2 | 1.5 | 1.5 | 1.5 |
| | 3.00 | 16 | 12.3 | 12.3 | 13.8 |
| | 4.00 | 77 | 59.2 | 59.2 | 73.1 |
| | 5.00 | 35 | 26.9 | 26.9 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X2_5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 23 | 17.7 | 17.7 | 17.7 |
| | 4.00 | 64 | 49.2 | 49.2 | 66.9 |
| | 5.00 | 43 | 33.1 | 33.1 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X2_6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 8 | 6.2 | 6.2 | 6.2 |
| | 3.00 | 52 | 40.0 | 40.0 | 46.2 |
| | 4.00 | 48 | 36.9 | 36.9 | 83.1 |
| | 5.00 | 22 | 16.9 | 16.9 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X2_7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 12 | 9.2 | 9.2 | 9.2 |
| | 3.00 | 74 | 56.9 | 56.9 | 66.2 |
| | 4.00 | 33 | 25.4 | 25.4 | 91.5 |
| | 5.00 | 11 | 8.5 | 8.5 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X2_8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 2 | 1.5 | 1.5 | 1.5 |
| | 3.00 | 44 | 33.8 | 33.8 | 35.4 |
| | 4.00 | 66 | 50.8 | 50.8 | 86.2 |
| | 5.00 | 18 | 13.8 | 13.8 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X2_9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 2 | 1.5 | 1.5 | 1.5 |
| | 3.00 | 38 | 29.2 | 29.2 | 30.8 |
| | 4.00 | 68 | 52.3 | 52.3 | 83.1 |
| | 5.00 | 22 | 16.9 | 16.9 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X2_10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 1 | .8 | .8 | .8 |
| | 3.00 | 65 | 50.0 | 50.0 | 50.8 |
| | 4.00 | 63 | 48.5 | 48.5 | 99.2 |
| | 5.00 | 1 | .8 | .8 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Frekuensi Variabel *STORE LAYOUT*

X3_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 25 | 19.2 | 19.2 | 19.2 |
| | 4.00 | 62 | 47.7 | 47.7 | 66.9 |
| | 5.00 | 43 | 33.1 | 33.1 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X3_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 8 | 6.2 | 6.2 | 6.2 |
| | 3.00 | 51 | 39.2 | 39.2 | 45.4 |
| | 4.00 | 48 | 36.9 | 36.9 | 82.3 |
| | 5.00 | 23 | 17.7 | 17.7 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X3_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 3.00 | 31 | 23.8 | 23.8 | 23.8 |
| | 4.00 | 67 | 51.5 | 51.5 | 75.4 |
| | 5.00 | 32 | 24.6 | 24.6 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Frekuensi Variabel *INTERIOR DISPLAY*

X4_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 5 | 3.8 | 3.8 | 3.8 |
| | 3.00 | 15 | 11.5 | 11.5 | 15.4 |
| | 4.00 | 60 | 46.2 | 46.2 | 61.5 |
| | 5.00 | 50 | 38.5 | 38.5 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X4_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 6 | 4.6 | 4.6 | 4.6 |
| | 3.00 | 14 | 10.8 | 10.8 | 15.4 |
| | 4.00 | 38 | 29.2 | 29.2 | 44.6 |
| | 5.00 | 72 | 55.4 | 55.4 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Frekuensi Variabel *REPURCHASE INTENTION*

Y_1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 2 | 1.5 | 1.5 | 1.5 |
| | 3.00 | 15 | 11.5 | 11.5 | 13.1 |
| | 4.00 | 78 | 60.0 | 60.0 | 73.1 |
| | 5.00 | 35 | 26.9 | 26.9 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Y_2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 24 | 18.5 | 18.5 | 18.5 |
| | 4.00 | 62 | 47.7 | 47.7 | 66.2 |
| | 5.00 | 44 | 33.8 | 33.8 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Y_3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 2.00 | 8 | 6.2 | 6.2 | 6.2 |
| | 3.00 | 50 | 38.5 | 38.5 | 44.6 |
| | 4.00 | 49 | 37.7 | 37.7 | 82.3 |
| | 5.00 | 23 | 17.7 | 17.7 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

UJI VALIDITAS VARIABEL *EXTERIOR*

Correlations

| | | EX7 | EX8 | TOTAL |
|-----|---------------------|--------|--------|--------|
| EX1 | Pearson Correlation | .433** | .886** | .734** |
| | Sig. (2-tailed) | .000 | .000 | .000 |
| | N | 130 | 130 | 130 |
| EX2 | Pearson Correlation | .245** | .281** | .411** |
| | Sig. (2-tailed) | .005 | .001 | .000 |
| | N | 130 | 130 | 130 |
| EX3 | Pearson Correlation | -.143 | -.149 | .278** |
| | Sig. (2-tailed) | .105 | .091 | .001 |
| | N | 130 | 130 | 130 |
| EX4 | Pearson Correlation | .001 | .128 | .542** |
| | Sig. (2-tailed) | .987 | .147 | .000 |

| | | | | |
|-----|---------------------|--------|--------|--------|
| | N | 130 | 130 | 130 |
| EX5 | Pearson Correlation | -.018 | -.004 | .338** |
| | Sig. (2-tailed) | .835 | .968 | .000 |
| | N | 130 | 130 | 130 |
| EX6 | Pearson Correlation | .450** | .946** | .764** |
| | Sig. (2-tailed) | .000 | .000 | .000 |
| | N | 130 | 130 | 130 |
| EX7 | Pearson Correlation | 1 | .493** | .509** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 130 | 130 | 130 |
| EX8 | Pearson Correlation | .493** | 1 | .781** |

| | | | | |
|-------|---------------------|--------|--------|------|
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 130 | 130 | 130 |
| TOTAL | Pearson Correlation | .509** | .781** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 130 | 130 | 130 |

UJI RELIABILITAS

Reliability Statistics

| | |
|---------------------|------------|
| Cronbach's Alpha | N of Items |
| .719 | 9 |

UJI VALIDITAS VARIABEL *GENERAL INTERIOR*

Correlations

| | | GI15 | GI16 | GI17 | GI18 | TOTAL |
|------|---------------------|--------|------|------|--------|--------|
| GI9 | Pearson Correlation | .201* | .041 | .153 | .436** | .610** |
| | Sig. (2-tailed) | .022 | .644 | .083 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| GI10 | Pearson Correlation | .751** | .069 | .107 | .207* | .664** |
| | Sig. (2-tailed) | .000 | .436 | .225 | .018 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |

| | | | | | | |
|-----|---------------------|--------|-------|--------|--------|--------|
| G11 | Pearson Correlation | -.191* | -.048 | -.198* | -.117 | .279** |
| | Sig. (2-tailed) | .030 | .587 | .024 | .184 | .001 |
| | N | 130 | 130 | 130 | 130 | 130 |
| G12 | Pearson Correlation | .201* | .041 | .153 | .436** | .610** |
| | Sig. (2-tailed) | .022 | .644 | .083 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| G13 | Pearson Correlation | .758** | .057 | .095 | .206* | .649** |
| | Sig. (2-tailed) | .000 | .517 | .282 | .019 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| G14 | Pearson Correlation | -.191* | -.048 | -.198* | -.117 | .279** |
| | Sig. (2-tailed) | .030 | .587 | .024 | .184 | .001 |

| | | | | | | |
|-----|---------------------|--------------------|------|--------------------|--------------------|--------------------|
| | N | 130 | 130 | 130 | 130 | 130 |
| G15 | Pearson Correlation | 1 | .083 | .173 [*] | .241 ^{**} | .609 ^{**} |
| | Sig. (2-tailed) | | .346 | .049 | .006 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| G16 | Pearson Correlation | .083 | 1 | .037 | .156 | .277 ^{**} |
| | Sig. (2-tailed) | .346 | | .674 | .076 | .001 |
| | N | 130 | 130 | 130 | 130 | 130 |
| G17 | Pearson Correlation | .173 [*] | .037 | 1 | .427 ^{**} | .332 ^{**} |
| | Sig. (2-tailed) | .049 | .674 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| G18 | Pearson Correlation | .241 ^{**} | .156 | .427 ^{**} | 1 | .542 ^{**} |

| | | | | | | |
|-------|---------------------|--------|--------|--------|--------|------|
| | Sig. (2-tailed) | .006 | .076 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| TOTAL | Pearson Correlation | .609** | .277** | .332** | .542** | 1 |
| | Sig. (2-tailed) | .000 | .001 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 |

UJI RELIABILITAS

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .702 | 11 |

UJI VALIDITAS STORE LAYOUT

Correlations

| | | SL19 | SL20 | SL21 | TOTAL |
|------|---------------------|--------|--------|-------|--------|
| SL19 | Pearson Correlation | 1 | .226** | .016 | .618** |
| | Sig. (2-tailed) | | .010 | .857 | .000 |
| | N | 130 | 130 | 130 | 130 |
| SL20 | Pearson Correlation | .226** | 1 | -.049 | .664** |
| | Sig. (2-tailed) | .010 | | .581 | .000 |
| | N | 130 | 130 | 130 | 130 |
| SL21 | Pearson Correlation | .016 | -.049 | 1 | .552** |
| | Sig. (2-tailed) | .857 | .581 | | .000 |

| | | | | | |
|-------|---------------------|--------|--------|--------|-----|
| N | | 130 | 130 | 130 | 130 |
| TOTAL | Pearson Correlation | .618** | .664** | .552** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| N | | 130 | 130 | 130 | 130 |

UJI RELIABILITAS

Reliability Statistics

| | |
|---------------------|------------|
| Cronbach's Alpha | N of Items |
| .701 | 4 |

UJI VALIDITAS *INTERIOR DISPLAY*

Reliability Statistics

| | | ID22 | ID23 | TOTAL |
|-------|---------------------|--------|--------|--------|
| ID22 | Pearson Correlation | 1 | .267** | .778** |
| | Sig. (2-tailed) | | .002 | .000 |
| | N | 130 | 130 | 130 |
| ID23 | Pearson Correlation | .267** | 1 | .814** |
| | Sig. (2-tailed) | .002 | | .000 |
| | N | 130 | 130 | 130 |
| TOTAL | Pearson Correlation | .778** | .814** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |

| | | | |
|---|-----|-----|-----|
| N | 130 | 130 | 130 |
|---|-----|-----|-----|

UJI RELIABILITAS

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .829 | 3 |

UJI VALIDITAS REPURCHASE INTENTION

Correlations

| | | MBU24 | MBU25 | MBU26 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|
| MBU24 | Pearson Correlation | 1 | .450** | .946** | .936** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 |
| MBU25 | Pearson Correlation | .450** | 1 | .493** | .714** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 |
| MBU26 | Pearson Correlation | .946** | .493** | 1 | .950** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |

| | | | | | |
|-------|---------------------|--------|--------|--------|-----|
| | N | 130 | 130 | 130 | 130 |
| TOTAL | Pearson Correlation | .936** | .714** | .950** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 |

UJI RELIABILITAS

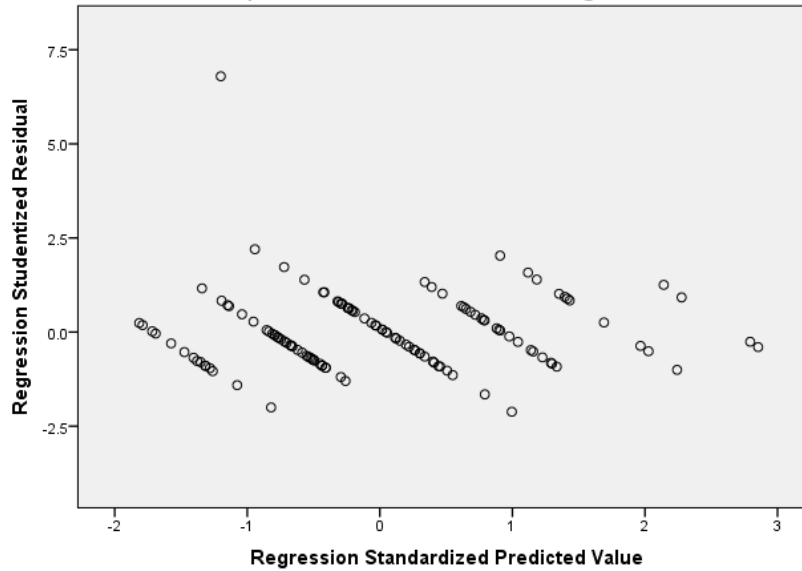
Reliability Statistics

| | |
|---------------------|------------|
| Cronbach's Alpha | N of Items |
| .854 | 4 |

UJI HETEROKEDASTISITAS

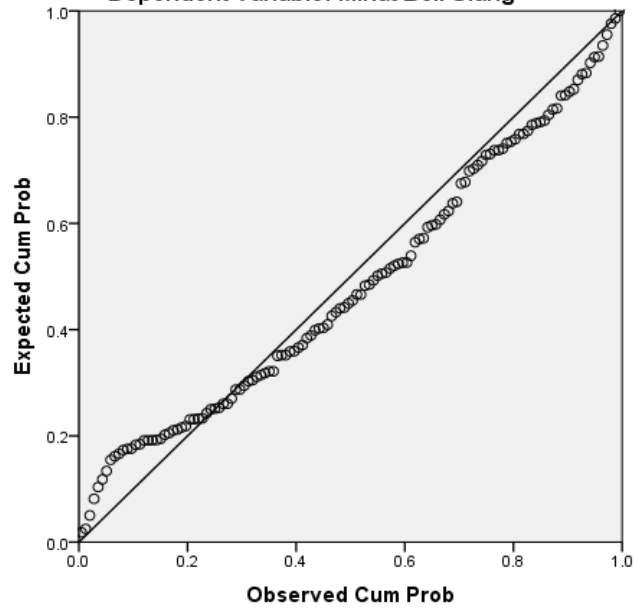
Scatterplot

Dependent Variable: Minat Beli Ulang



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Minat Beli Ulang



UJI , t

Coefficients^a

| Model | | Collinearity Statistics | |
|-------|------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Exterior | .493 | 2.029 |
| | General Interior | .340 | 2.944 |
| | Store Layout | .589 | 1.699 |
| | Interior Display | .818 | 1.223 |

UJI , F

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|------|--------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | -3.691 | .667 | | -5.531 | .000 |
| | Exterior | .152 | .021 | .377 | 7.267 | .000 |
| | General Interior | .172 | .030 | .361 | 5.767 | .000 |
| | Store Layout | .295 | .050 | .279 | 5.878 | .000 |
| | Interior Display | .092 | .038 | .096 | 2.392 | .018 |

