

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
x1.1	70	2	5	3.71	.640
x1.2	70	2	5	3.76	.875
x1.3	70	2	5	3.69	.733
x1.4	70	3	5	4.14	.767
x1.5	70	2	5	3.86	.748
x1.6	70	2	5	3.59	.670
Atribut Produk (X1)	70	15	29	22.76	3.219
x2.1	70	2	5	3.69	.649
x2.2	70	1	5	3.87	.721
x2.3	70	1	5	3.61	.889
x2.4	70	2	5	3.97	.701
x2.5	70	2	5	3.94	.700
x2.6	70	2	5	4.00	.761
x2.7	70	2	5	3.81	.873
x2.8	70	2	5	3.80	.754
x2.9	70	1	5	3.70	.953
x2.10	70	2	5	3.77	.745
Kualitas Pelayanan (X2)	70	25	49	38.17	5.381
y.1	70	3	5	4.20	.773
y.2	70	2	5	4.20	.844
y.3	70	2	5	4.41	.752
y.4	70	2	5	3.86	.873
y.5	70	1	5	3.86	.967
y.6	70	2	5	4.06	.720
y.7	70	2	5	3.99	.752
y.8	70	2	5	4.00	.702
y.9	70	3	5	4.41	.648
y.10	70	3	5	4.16	.605
y.11	70	3	5	4.19	.708
y.12	70	2	5	4.10	.837
Keputusan Pembelian (Y)	70	34	60	49.43	6.081
Valid N (listwise)	70				

**x1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.4	1.4	1.4
	3	24	34.3	34.3	35.7
	4	39	55.7	55.7	91.4
	5	6	8.6	8.6	100.0
	Total	70	100.0	100.0	

**x1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	7.1	7.1	7.1
	3	22	31.4	31.4	38.6
	4	28	40.0	40.0	78.6
	5	15	21.4	21.4	100.0
	Total	70	100.0	100.0	

**x1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.9	2.9	2.9
	3	27	38.6	38.6	41.4
	4	32	45.7	45.7	87.1
	5	9	12.9	12.9	100.0
	Total	70	100.0	100.0	

**x1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	22.9	22.9	22.9
	4	28	40.0	40.0	62.9
	5	26	37.1	37.1	100.0
	Total	70	100.0	100.0	

**x1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	16	22.9	22.9	22.9
	3	28	40.0	40.0	62.9
	4	26	37.1	37.1	100.0
	5	70	100.0	100.0	

**x1.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.3	4.3	4.3
	3	27	38.6	38.6	42.9
	4	36	51.4	51.4	94.3
	5	4	5.7	5.7	100.0
	Total	70	100.0	100.0	

**x2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.3	4.3	4.3
	3	20	28.6	28.6	32.9
	4	43	61.4	61.4	94.3
	5	4	5.7	5.7	100.0
	Total	70	100.0	100.0	

**x2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.4	1.4	1.4
	2	2	2.9	2.9	4.3
	3	11	15.7	15.7	20.0
	4	47	67.1	67.1	87.1
	5	9	12.9	12.9	100.0
	Total	70	100.0	100.0	

**x2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.9	2.9	2.9
	2	5	7.1	7.1	10.0
	3	19	27.1	27.1	37.1
	4	36	51.4	51.4	88.6
	5	8	11.4	11.4	100.0
	Total	70	100.0	100.0	

**x2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.9	2.9	2.9
	3	12	17.1	17.1	20.0
	4	42	60.0	60.0	80.0
	5	14	20.0	20.0	100.0
	Total	70	100.0	100.0	

**x2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.4	1.4	1.4
	3	16	22.9	22.9	24.3
	4	39	55.7	55.7	80.0
	5	14	20.0	20.0	100.0
	Total	70	100.0	100.0	

**x2.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.9	2.9	2.9
	3	14	20.0	20.0	22.9
	4	36	51.4	51.4	74.3
	5	18	25.7	25.7	100.0
	Total	70	100.0	100.0	

**x2.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	5.7	5.7	5.7
	3	22	31.4	31.4	37.1
	4	27	38.6	38.6	75.7
	5	17	24.3	24.3	100.0
	Total	70	100.0	100.0	

**x2.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.4	1.4	1.4
	3	25	35.7	35.7	37.1
	4	31	44.3	44.3	81.4
	5	13	18.6	18.6	100.0
	Total	70	100.0	100.0	

**x2.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.4	1.4	1.4
	2	5	7.1	7.1	8.6
	3	24	34.3	34.3	42.9
	4	24	34.3	34.3	77.1
	5	16	22.9	22.9	100.0
	Total	70	100.0	100.0	

**x2.10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.9	2.9	2.9
	3	23	32.9	32.9	35.7
	4	34	48.6	48.6	84.3
	5	11	15.7	15.7	100.0
	Total	70	100.0	100.0	

**y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	21.4	21.4	21.4
	4	26	37.1	37.1	58.6
	5	29	41.4	41.4	100.0
	Total	70	100.0	100.0	

**y.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	5.7	5.7	5.7
	3	7	10.0	10.0	15.7
	4	30	42.9	42.9	58.6
	5	29	41.4	41.4	100.0
	Total	70	100.0	100.0	

**y.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.9	2.9	2.9
	3	5	7.1	7.1	10.0
	4	25	35.7	35.7	45.7
	5	38	54.3	54.3	100.0
	Total	70	100.0	100.0	

**y.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	7.1	7.1	7.1
	3	17	24.3	24.3	31.4
	4	31	44.3	44.3	75.7
	5	17	24.3	24.3	100.0
	Total	70	100.0	100.0	

**y.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.4	1.4	1.4
	2	4	5.7	5.7	7.1
	3	20	28.6	28.6	35.7
	4	24	34.3	34.3	70.0
	5	21	30.0	30.0	100.0
	Total	70	100.0	100.0	



y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.4	1.4	1.4
	3	13	18.6	18.6	20.0
	4	37	52.9	52.9	72.9
	5	19	27.1	27.1	100.0
	Total	70	100.0	100.0	

y.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.3	4.3	4.3
	3	11	15.7	15.7	20.0
	4	40	57.1	57.1	77.1
	5	16	22.9	22.9	100.0
	Total	70	100.0	100.0	

y.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.9	2.9	2.9
	3	11	15.7	15.7	18.6
	4	42	60.0	60.0	78.6
	5	15	21.4	21.4	100.0
	Total	70	100.0	100.0	

**y.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	8.6	8.6	8.6
	4	29	41.4	41.4	50.0
	5	35	50.0	50.0	100.0
	Total	70	100.0	100.0	

**y.10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	11.4	11.4	11.4
	4	43	61.4	61.4	72.9
	5	19	27.1	27.1	100.0
	Total	70	100.0	100.0	

**y.11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	17.1	17.1	17.1
	4	33	47.1	47.1	64.3
	5	25	35.7	35.7	100.0
	Total	70	100.0	100.0	

y.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4.3	4.3	4.3
	3	12	17.1	17.1	21.4
	4	30	42.9	42.9	64.3
	5	25	35.7	35.7	100.0
	Total	70	100.0	100.0	

**Correlations**

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	Atribut Produk (X1)
x1.1	Pearson Correlation	1	.547**	.516**	.350**	.277*	.261*	.655**
	Sig. (2-tailed)		.000	.000	.003	.020	.029	.000
	N	70	70	70	70	70	70	70
x1.2	Pearson Correlation	.547**	1	.489**	.312**	.456**	.370**	.740**
	Sig. (2-tailed)	.000		.000	.009	.000	.002	.000
	N	70	70	70	70	70	70	70
x1.3	Pearson Correlation	.516**	.489**	1	.571**	.604**	.351**	.802**
	Sig. (2-tailed)	.000	.000		.000	.000	.003	.000
	N	70	70	70	70	70	70	70
x1.4	Pearson Correlation	.350**	.312**	.571**	1	.693**	.371**	.754**
	Sig. (2-tailed)	.003	.009	.000		.000	.002	.000
	N	70	70	70	70	70	70	70
x1.5	Pearson Correlation	.277*	.456**	.604**	.693**	1	.459**	.798**
	Sig. (2-tailed)	.020	.000	.000	.000		.000	.000
	N	70	70	70	70	70	70	70
x1.6	Pearson Correlation	.261*	.370**	.351**	.371**	.459**	1	.631**
	Sig. (2-tailed)	.029	.002	.003	.002	.000		.000
	N	70	70	70	70	70	70	70
Atribut Produk (X1)	Pearson Correlation	.655**	.740**	.802**	.754**	.798**	.631**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	70	70	70	70	70	70	70

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

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded <sup>a</sup>	0	.0
	Total	70	100.0

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

#### Reliability Statistics

Cronbach's	
Alpha	N of Items
.825	6

**Correlations**

		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	x2.9	x2.10	Kualitas Pelayanan (X2)
x2.1	Pearson Correlation	1	.346**	.440**	.330**	.119	.352**	.407**	.107	.267*	.239*	.509**
	Sig. (2-tailed)		.003	.000	.005	.325	.003	.000	.380	.025	.047	.000
	N	70	70	70	70	70	70	70	70	70	70	70
x2.2	Pearson Correlation	.346**	1	.577**	.394**	.359**	.396**	.468**	.219	.217	.160	.592**
	Sig. (2-tailed)	.003		.000	.001	.002	.001	.000	.069	.071	.185	.000
	N	70	70	70	70	70	70	70	70	70	70	70
x2.3	Pearson Correlation	.440**	.577**	1	.377**	.337**	.278*	.354**	.208	.169	.302*	.586**
	Sig. (2-tailed)	.000	.000		.001	.004	.020	.003	.085	.161	.011	.000
	N	70	70	70	70	70	70	70	70	70	70	70
x2.4	Pearson Correlation	.330**	.394**	.377**	1	.705**	.516**	.583**	.345**	.486**	.569**	.758**
	Sig. (2-tailed)	.005	.001	.001		.000	.000	.000	.003	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70
x2.5	Pearson Correlation	.119	.359**	.337**	.705**	1	.599**	.552**	.418**	.539**	.530**	.742**
	Sig. (2-tailed)	.325	.002	.004	.000		.000	.000	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70
x2.6	Pearson Correlation	.352**	.396**	.278*	.516**	.599**	1	.720**	.581**	.579**	.460**	.792**
	Sig. (2-tailed)	.003	.001	.020	.000	.000		.000	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70
x2.7	Pearson Correlation	.407**	.468**	.354**	.583**	.552**	.720**	1	.471**	.542**	.557**	.821**
	Sig. (2-tailed)	.000	.000	.003	.000	.000	.000		.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70
x2.8	Pearson Correlation	.107	.219	.208	.345**	.418**	.581**	.471**	1	.601**	.511**	.652**
	Sig. (2-tailed)	.380	.069	.085	.003	.000	.000	.000		.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70
x2.9	Pearson Correlation	.267*	.217	.169	.486**	.539**	.579**	.542**	.601**	1	.616**	.739**
	Sig. (2-tailed)	.025	.071	.161	.000	.000	.000	.000	.000		.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70
x2.10	Pearson Correlation	.239*	.160	.302*	.569**	.530**	.460**	.557**	.511**	.616**	1	.718**
	Sig. (2-tailed)	.047	.185	.011	.000	.000	.000	.000	.000	.000		.000
	N	70	70	70	70	70	70	70	70	70	70	70
Kualitas Pelayanan (X2)	Pearson Correlation	.509**	.592**	.586**	.758**	.742**	.792**	.821**	.652**	.739**	.718**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	70	70	70	70	70	70	70	70	70	70	70

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

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded <sup>a</sup>	0	.0
	Total	70	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.878	10

**Correlations**

		y.1	y.2	y.3	y.4	y.5	y.6	y.7	y.8	y.9	y.10	y.11	y.12	Keputusan Pembelian (Y)
y.1	Pearson Correlation	1	.715**	.429**	.430**	.446**	.448**	.304*	.294*	.498**	.273*	.593**	.327**	.731**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.010	.014	.000	.022	.000	.006	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.2	Pearson Correlation	.715**	1	.530**	.393**	.337**	.505**	.164	.122	.376**	.221	.495**	.546**	.694**
	Sig. (2-tailed)	.000		.000	.001	.004	.000	.174	.313	.001	.066	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.3	Pearson Correlation	.429**	.530**	1	.379**	.322**	.491**	.241*	.137	.357**	.269*	.480**	.578**	.661**
	Sig. (2-tailed)	.000	.000		.001	.007	.000	.044	.257	.002	.024	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.4	Pearson Correlation	.430**	.393**	.379**	1	.284*	.497**	.196	.166	.414**	.263*	.325**	.278*	.593**
	Sig. (2-tailed)	.000	.001	.001		.017	.000	.105	.171	.000	.028	.006	.020	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.5	Pearson Correlation	.446**	.337**	.322**	.284*	1	.324**	.396**	.363**	.396**	.435**	.505**	.251*	.651**
	Sig. (2-tailed)	.000	.004	.007	.017		.006	.001	.002	.001	.000	.000	.036	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.6	Pearson Correlation	.448**	.505**	.491**	.497**	.324**	1	.403**	.373**	.539**	.312**	.633**	.399**	.739**
	Sig. (2-tailed)	.000	.000	.000	.000	.006		.001	.001	.000	.009	.000	.001	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.7	Pearson Correlation	.304*	.164	.241*	.196	.396**	.403**	1	.824**	.429**	.324**	.414**	.233	.607**
	Sig. (2-tailed)	.010	.174	.044	.105	.001	.001		.000	.000	.006	.000	.053	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.8	Pearson Correlation	.294*	.122	.137	.166	.363**	.373**	.824**	1	.446**	.273*	.437**	.222	.570**
	Sig. (2-tailed)	.014	.313	.257	.171	.002	.001	.000		.000	.022	.000	.065	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.9	Pearson Correlation	.498**	.376**	.357**	.414**	.396**	.539**	.429**	.446**	1	.460**	.588**	.350**	.719**
	Sig. (2-tailed)	.000	.001	.002	.000	.001	.000	.000	.000		.000	.000	.003	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.10	Pearson Correlation	.273*	.221	.269*	.263*	.435**	.312*	.324**	.273*	.460**	1	.472**	.283*	.556**
	Sig. (2-tailed)	.022	.066	.024	.028	.000	.009	.006	.022	.000		.000	.017	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.11	Pearson Correlation	.593**	.495**	.480**	.325**	.505**	.633**	.414**	.437**	.588**	.472**	1	.482**	.799**
	Sig. (2-tailed)	.000	.000	.000	.006	.000	.000	.000	.000	.000	.000		.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
y.12	Pearson Correlation	.327**	.546**	.578**	.278*	.251*	.399**	.233	.222	.350**	.283*	.482**	1	.630**
	Sig. (2-tailed)	.006	.000	.000	.020	.036	.001	.053	.065	.003	.017	.000		.000
	N	70	70	70	70	70	70	70	70	70	70	70	70	70
Keputusan Pembelian (Y)	Pearson Correlation	.731**	.694**	.661**	.593**	.651**	.739**	.607**	.570**	.719**	.556**	.799**	.630**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	70	70	70	70	70	70	70	70	70	70	70	70	70

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

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded <sup>a</sup>	0	.0
	Total	70	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.880	12

## Regression

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

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan (X2), Atribut Produk (X1) <sup>a</sup>		Enter

- a. All requested variables entered.  
b. Dependent Variable: Keputusan Pembelian (Y)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 <sup>a</sup>	.580	.568	3.997

- a. Predictors: (Constant), Kualitas Pelayanan (X2), Atribut Produk (X1)

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1480.927	2	740.464	46.356	.000 <sup>a</sup>
	Residual	1070.216	67	15.973		
	Total	2551.143	69			

- a. Predictors: (Constant), Kualitas Pelayanan (X2), Atribut Produk (X1)  
b. Dependent Variable: Keputusan Pembelian (Y)

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.502	3.975		2.894	.005
	Atribut Produk (X1)	.740	.172	.392	4.314	.000
	Kualitas Pelayanan (X2)	.552	.103	.489	5.381	.000

- a. Dependent Variable: Keputusan Pembelian (Y)

## Lampiran Multikolinieritas

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	Atribut Produk (X1)	.759	1.318
	Kualitas Pelayanan (X2)	.759	1.318

a. Dependent Variable: Keputusan Pembelian (Y)

## Lampiran Autokorelasi

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.762 <sup>a</sup>	.580	.568	3.997	1.855

a. Predictors: (Constant), Kualitas Pelayanan (X2), Atribut Produk (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

## Lampiran Normalitas

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		70
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	3.93832108
Most Extreme Differences	Absolute	.041
	Positive	.040
	Negative	-.041
Kolmogorov-Smirnov Z		.339
Asymp. Sig. (2-tailed)		1.000

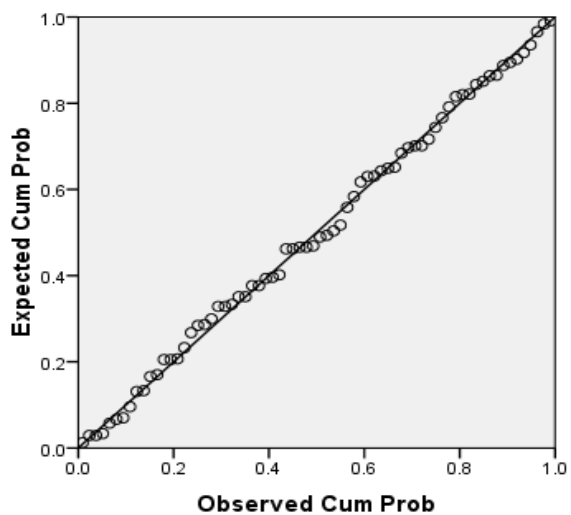
a. Test distribution is Normal.



## Lampiran Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian (Y)



## Lampiran Heterokedastisitas

Scatterplot

Dependent Variable: Keputusan Pembelian (Y)

