

LAMPIRAN

Lampiran : Hasil Output SPSS

Analisis Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Kualitas Produk	96	14.00	30.00	23.4583	3.27966
Harga	96	9.00	20.00	15.4688	2.41030
Promosi	96	11.00	25.00	19.1250	3.06852
Lokasi	96	8.00	20.00	14.9792	2.56281
Keputusan Pembelian	96	7.00	20.00	14.8542	2.98057
Valid N (listwise)	96				

Uji Validitas Instrumen Kualitas Produk

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Kualitas Produk
X1.1	Pearson Correlation	1	.454**	.255*	.328**	.219*	.197	.558**
	Sig. (2-tailed)		.000	.012	.001	.032	.055	.000
	N	96	96	96	96	96	96	96
X1.2	Pearson Correlation	.454**	1	.393**	.664**	.322**	.498**	.790**
	Sig. (2-tailed)	.000		.000	.000	.001	.000	.000
	N	96	96	96	96	96	96	96
X1.3	Pearson Correlation	.255*	.393**	1	.407**	.304**	.299**	.624**
	Sig. (2-tailed)	.012	.000		.000	.003	.003	.000
	N	96	96	96	96	96	96	96
X1.4	Pearson Correlation	.328**	.664**	.407**	1	.265**	.516**	.755**
	Sig. (2-tailed)	.001	.000	.000		.009	.000	.000
	N	96	96	96	96	96	96	96
X1.5	Pearson Correlation	.219*	.322**	.304**	.265**	1	.666**	.680**
	Sig. (2-tailed)	.032	.000	.000	.000		.000	.000

	Sig. (2-tailed)	.032	.001	.003	.009		.000	.000
	N	96	96	96	96	96	96	96
X1.6	Pearson Correlation	.197	.498**	.299**	.516**	.666**	1	.781**
	Sig. (2-tailed)	.055	.000	.003	.000	.000		.000
	N	96	96	96	96	96	96	96
Kualitas Produk	Pearson Correlation	.558**	.790**	.624**	.755**	.680**	.781**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96

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

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

Uji Validitas Instrumen Harga

Correlations

		X2.1	X2.2	X2.3	X2.4	Harga
X2.1	Pearson Correlation	1	.517**	.503**	.524**	.793**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	96	96	96	96	96
X2.2	Pearson Correlation	.517**	1	.539**	.566**	.819**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	96	96	96	96	96
X2.3	Pearson Correlation	.503**	.539**	1	.544**	.793**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	96	96	96	96	96
X2.4	Pearson Correlation	.524**	.566**	.544**	1	.817**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	96	96	96	96	96
Harga	Pearson Correlation	.793**	.819**	.793**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	96	96	96	96	96

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

Uji Validitas Instrumen Promosi

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	Promosi
X3.1	Pearson Correlation	1	.445**	.516**	.458**	.493**	.762**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96
X3.2	Pearson Correlation	.445**	1	.378**	.599**	.342**	.686**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	96	96	96	96	96	96
X3.3	Pearson Correlation	.516**	.378**	1	.540**	.734**	.828**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96
X3.4	Pearson Correlation	.458**	.599**	.540**	1	.469**	.789**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96
X3.5	Pearson Correlation	.493**	.342**	.734**	.469**	1	.798**
	Sig. (2-tailed)	.000	.001	.000	.000		.000
	N	96	96	96	96	96	96
Promosi	Pearson Correlation	.762**	.686**	.828**	.789**	.798**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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

Uji Validitas Instrumen Lokasi

Correlations

		X4.1	X4.2	X4.3	X4.4	Lokasi
X4.1	Pearson Correlation	1	.588**	.470**	.556**	.809**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	96	96	96	96	96
X4.2	Pearson Correlation	.588**	1	.602**	.571**	.846**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	96	96	96	96	96
X4.3	Pearson Correlation	.470**	.602**	1	.545**	.799**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	96	96	96	96	96
X4.4	Pearson Correlation	.556**	.571**	.545**	1	.812**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	96	96	96	96	96

Lokasi	Pearson Correlation	.809**	.846**	.799**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	96	96	96	96	96

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

Uji Validitas Instrumen Keputusan Pembelian

Correlations

		Y1	Y2	Y3	Y4	Keputusan Pembelian
Y1	Pearson Correlation	1	.632**	.557**	.501**	.807**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	96	96	96	96	96
Y2	Pearson Correlation	.632**	1	.640**	.449**	.831**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	96	96	96	96	96
Y3	Pearson Correlation	.557**	.640**	1	.565**	.863**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	96	96	96	96	96
Y4	Pearson Correlation	.501**	.449**	.565**	1	.766**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	96	96	96	96	96
Keputusan Pembelian	Pearson Correlation	.807**	.831**	.863**	.766**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	96	96	96	96	96

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

Uji Reliabilitas Instrumen Kualitas Produk (X1)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.793	6

Uji Reliabilitas Instrumen Harga (X2)

Reliability Statistics

Cronbach's	
Alpha	N of Items

.819	4
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Uji Reliabilitas Instrumen Promosi (X3)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.831	5

Uji Reliabilitas Instrumen Lokasi (X4)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.832	4

Uji Reliabilitas Instrumen Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.832	4

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.46043822
Most Extreme Differences	Absolute	.088
	Positive	.062
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.064 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Uji Multikolinieritas

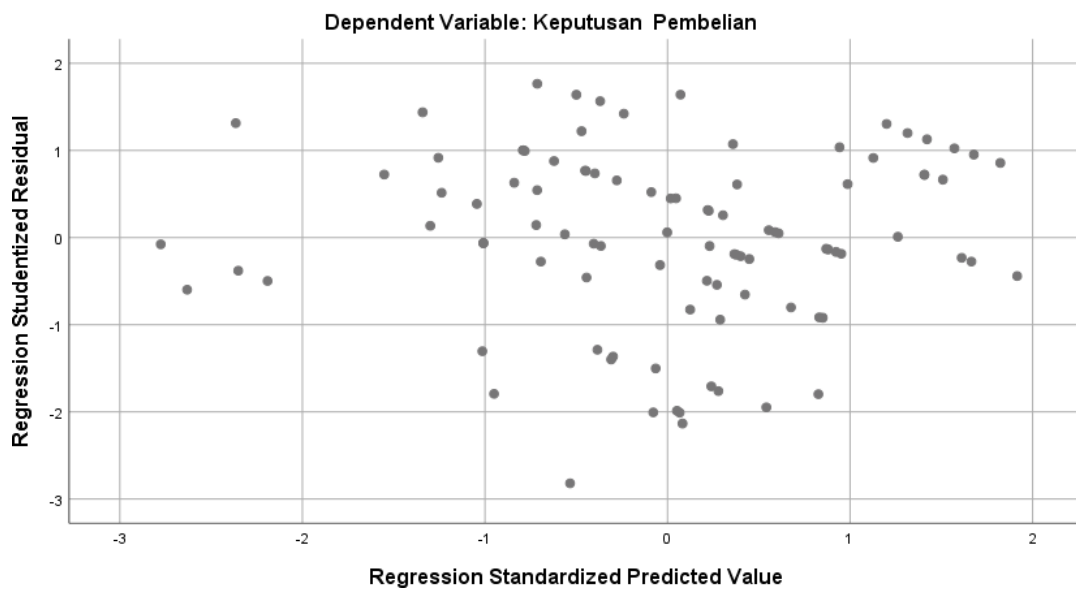
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.345	2.442		1.370	.174		
	Kualitas Produk	.090	.104	.099	.862	.391	.569	1.757
	Harga	.611	.118	.494	5.196	.000	.828	1.208
	Promosi	-.098	.106	-.101	-.922	.359	.623	1.604
	Lokasi	.122	.112	.105	1.090	.278	.811	1.234

a. Dependent Variable: Keputusan Pembelian

Uji Heterokedastisitas

Scatterplot



Uji Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	3.345	2.442		1.370	.174
	Kualitas Produk	.090	.104	.099	.862	.391
	Harga	.611	.118	.494	5.196	.000
	Promosi	-.098	.106	-.101	-.922	.359
	Lokasi	.122	.112	.105	1.090	.278

a. Dependent Variable: Keputusan Pembelian

Uji korelasi berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.214 ^a	.046	.004	2.26811	.046	1.087	4	91	.368

a. Predictors: (Constant), Lokasi, Harga, Kualitas Produk, Promosi

Uji Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564 ^a	.319	.289	2.51393

a. Predictors: (Constant), Lokasi, Harga, Promosi, Kualitas Produk

Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.643	2.176		4.891	.000
	Kualitas Produk	.179	.092	.198	1.953	.054

a. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.412	1.673		2.638	.010
	Harga	.675	.107	.546	6.317	.000

a. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	14.218	1.939		7.332	.000
	Promosi	.033	.100	.034	.332	.741

a. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	9.412	1.731		5.436	.000
	Lokasi	.363	.114	.312	3.189	.002

a. Dependent Variable: Keputusan Pembelian

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	268.851	4	67.213	10.635	.000 ^b
	Residual	575.107	91	6.320		
	Total	843.958	95			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X3, X2, X1