

Lampiran 1 : Jawaban Reponden

No	X1	X1	X1	X2	X2	X2	X3	X3	X3	X4	X4	X4	X5	X5	X5	X6	X6	X6	Y1	Y1	Y1	Y1	X1	X2	X3	X4	X5	X6	Y			
	1	2	3	4	5	6				
1	3	3	2	3	3	3	3	2	3	3	2	3	2	3	3	3	3	3	2	3	3	8	9	8	8	8	9	1				
	0	0	0	0	0	0	0			
2	3	3	3	3	3	3	3	3	3	2	2	2	3	3	4	2	3	1	3	3	2	3	9	9	9	6	1	6	1			
	0	0	0	0	0	0	0			
3	2	3	3	3	3	3	3	3	4	2	2	2	3	3	4	2	3	2	2	2	3	3	8	9	1	6	1	7	1			
	0	0	0	0	0	0	0			
4	1	1	1	1	2	2	3	3	3	1	1	1	4	4	4	2	3	2	3	2	3	2	3	5	9	3	1	7	1			
	0	0	0	0	0	0	0			
5	2	3	4	3	3	3	2	2	3	3	2	3	3	3	4	3	3	2	3	2	3	3	9	9	7	8	1	8	1			
	0	0	0	0	0	0	0			
6	1	3	3	2	3	3	3	2	3	2	2	2	2	3	4	2	2	2	3	2	3	2	7	8	8	6	9	6	1			
	0	0	0	0	0	0	0			
7	3	3	4	3	3	3	3	3	3	3	2	3	3	3	2	3	3	2	3	3	2	3	1	9	9	8	8	8	1			
	0	0	0	0	0	0	0			
8	2	3	3	3	3	3	2	2	3	2	3	2	3	3	3	3	3	3	3	2	2	3	8	9	7	7	9	9	1			
	0	0	0	0	0	0	0			
9	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	9	9	9	9	9	9	1			
	0	0	0	0	0	0	0			
1	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	1	1	9	9	9	9	1

3 2	2 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	3 · 0	2 · 0	3 · 0	4 · 0	3 · 0	4 · 0	3 · 0	3 · 0	2 · 0	2 · 0	3 · 0	3 · 0	2 · 0	8 · 0	8 · 0	8 · 0	8 · 0	1 · 0	8 · 0	1 · 0	
3 3	4 · 0	3 · 0	3 · 0	4 · 0	4 · 0	3 · 0	2 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	2 · 0	3 · 0	2 · 0	3 · 0	2 · 0	3 · 0	3 · 0	3 · 0	1 · 0	1 · 0	8 · 0	9 · 0	9 · 0	9 · 0	7 · 0	1 · 0	1 · 0			
3 4	3 · 0	4 · 0	3 · 0	3 · 0	3 · 0	3 · 0	4 · 0	2 · 0	4 · 0	3 · 0	3 · 0	3 · 0	4 · 0	4 · 0	4 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	3 · 0	3 · 0	1 · 0	9 · 0	1 · 0	9 · 0	1 · 0	9 · 0	8 · 0	1 · 0	2 · 0			
3 5	2 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	3 · 0	2 · 0	2 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	2 · 0	3 · 0	8 · 0	9 · 0	8 · 0	7 · 0	9 · 0	8 · 0	1 · 0	
3 6	2 · 0	4 · 0	2 · 0	3 · 0	3 · 0	3 · 0	3 · 0	2 · 0	4 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	4 · 0	3 · 0	3 · 0	2 · 0	2 · 0	2 · 0	2 · 0	2 · 0	2 · 0	2 · 0	8 · 0	9 · 0	9 · 0	9 · 0	1 · 0	8 · 0	8 · 0			
3 7	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	9 · 0	9 · 0	9 · 0	9 · 0	9 · 0	9 · 0	1 · 0	2 · 0	
3 8	4 · 0	4 · 0	4 · 0	3 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	2 · 0	3 · 0	2 · 0	3 · 0	2 · 0	3 · 0	3 · 0	1 · 0	2 · 0	9 · 0	8 · 0	9 · 0	8 · 0	8 · 0	8 · 0	1 · 0	
3 9	2 · 0	3 · 0	2 · 0	2 · 0	3 · 0	2 · 0	2 · 0	3 · 0	3 · 0	2 · 0	2 · 0	2 · 0	3 · 0	3 · 0	3 · 0	2 · 0	2 · 0	2 · 0	2 · 0	2 · 0	2 · 0	2 · 0	2 · 0	2 · 0	2 · 0	7 · 0	7 · 0	8 · 0	6 · 0	9 · 0	6 · 0	8 · 0		
4 0	3 · 0	4 · 0	3 · 0	2 · 0	3 · 0	2 · 0	2 · 0	2 · 0	3 · 0	2 · 0	2 · 0	2 · 0	2 · 0	3 · 0	3 · 0	2 · 0	2 · 0	3 · 0	2 · 0	3 · 0	2 · 0	2 · 0	3 · 0	2 · 0	2 · 0	3 · 0	2 · 0	1 · 0	7 · 0	7 · 0	6 · 0	8 · 0	7 · 0	9 · 0
4 1	3 · 0	3 · 0	2 · 0	2 · 0	3 · 0	2 · 0	2 · 0	3 · 0	3 · 0	3 · 0	2 · 0	3 · 0	2 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	3 · 0	8 · 0	7 · 0	8 · 0	8 · 0	8 · 0	8 · 0	8 · 0	1 · 0		
4 2	3 · 0	3 · 0	2 · 0	2 · 0	3 · 0	3 · 0	2 · 0	3 · 0	3 · 0	2 · 0	2 · 0	2 · 0	3 · 0	3 · 0	3 · 0	2 · 0	3 · 0	2 · 0	3 · 0	2 · 0	3 · 0	3 · 0	3 · 0	3 · 0	3 · 0	8 · 0	8 · 0	8 · 0	6 · 0	9 · 0	7 · 0	1 · 0	2 · 0	

7	1	.	.	.	2	.	1	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
7	2	3	3	3	3	3	3	2	3	2	2	2	3	3	3	3	3	3	2	2	2	8	9	8	6	9	9		
8	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
7	3	3	4	3	3	2	3	2	3	4	3	2	3	3	4	2	3	2	3	3	4	3	1	8	8	9	1	7	1
9	0	.	.	.	0	.	3
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
8	3	4	4	2	3	3	4	3	4	3	2	3	3	3	4	2	3	3	2	3	3	2	1	8	1	8	1	8	1
0	0	.	.	.	0	.	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
8	4	3	4	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3	2	3	3	3	1	9	9	9	9	8	1
1	1	2
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
8	3	3	3	3	3	4	2	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	9	9	9	9	1	9	1
2	2
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
8	3	3	3	4	4	3	4	3	3	3	3	3	4	3	2	3	2	4	3	3	3	3	1	1	9	1	7	1	1
3	0	0	1
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
8	3	3	3	2	2	3	4	3	3	3	3	4	3	3	2	3	2	3	3	3	3	3	9	7	1	9	1	7	1
4	2
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
8	3	3	3	3	3	4	3	3	3	3	3	3	4	3	2	3	3	3	3	3	3	3	9	9	1	9	1	8	1
5	2
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
8	3	3	4	3	3	4	3	2	3	4	3	3	2	3	3	3	2	3	3	3	2	3	1	1	8	1	8	8	1
6	0	0	1
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
8	2	3	3	3	3	3	2	3	4	2	3	3	3	3	3	3	3	3	3	3	2	3	3	8	9	9	8	9	1
7	1
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
8	3	3	4	4	3	4	2	2	3	3	3	3	3	2	2	3	4	2	4	2	2	3	1	1	7	9	7	9	1

Lampiran 2 : Distribusi Item

Frequencies

statistics

		uni	var	ino	ny	am	se	mu	mah	terj	pe	pe		pusat	dekat	dilalui	me	Key			Pem		
		k	f	if	an	an	ng	rah	al	an	ma	nju	an	perbel	an	banyak	ny	an	akin	Rek	Ke	beli	
										au	an	n	an	anjaan	konsu	ak	an	ra	Me	ome	bia	ulan	
															men	orang	an	h	li	si	an	g	
N	Valid	11	11	11	11	11	11	11	11	11	11	11	11	111	111	111	11	11	11	111	111	11	111
	Missi	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	ng	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Mean		2.6	3.1	3.0	2.8	3.0	2.9	2.7	2.43	3.0	2.7	2.5	2.5	3.04	3.15	3.33	2.7	2.8	2.5	2.82	2.57	2.6	2.79
		8	6	6	9	4	0	3		5	9	0	0				3	6	0		6		

Lampiran 3 : validitas dan reliabilitas

Correlations

		X1
unik	Pearson Correlation	.783**
	Sig. (2-tailed)	.000
	N	111
variatif	Pearson Correlation	.760**
	Sig. (2-tailed)	.000
	N	111
inovatif	Pearson Correlation	.785**
	Sig. (2-tailed)	.000
	N	111

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

Reliability Statistics

Cronbach's Alpha	N of Items
.673	3

Correlations

		X2
nyaman	Pearson Correlation	.862**
	Sig. (2-tailed)	.000
	N	111
aman	Pearson Correlation	.860**
	Sig. (2-tailed)	.000
	N	111
senang	Pearson Correlation	.845**
	Sig. (2-tailed)	.000
	N	111

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

Reliability Statistics

Cronbach's Alpha	N of Items
.817	3

Correlations

		X3
murah	Pearson Correlation	.828**
	Sig. (2-tailed)	.000
	N	111
mahal	Pearson Correlation	.658**
	Sig. (2-tailed)	.000
	N	111
terjangkau	Pearson Correlation	.868**
	Sig. (2-tailed)	.000
	N	111

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

Reliability Statistics

Cronbach's Alpha	N of Items
.696	3

Correlations

		X4
pemasaran	Pearson Correlation	.863**
	Sig. (2-tailed)	.000
	N	111
penjualan	Pearson Correlation	.814**
	Sig. (2-tailed)	.000
	N	111
iklan	Pearson Correlation	.882**
	Sig. (2-tailed)	.000
	N	111

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

Reliability Statistics

Cronbach's Alpha	N of Items
.814	3

Correlations

		X5
pusat perbelanjaan	Pearson Correlation	.878**
	Sig. (2-tailed)	.000
	N	111
dekat dengan konsumen	Pearson Correlation	.914**
	Sig. (2-tailed)	.000
	N	111
dilalui banyak orang	Pearson Correlation	.818**
	Sig. (2-tailed)	.000
	N	111

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

Reliability Statistics

Cronbach's Alpha	N of Items
.840	3

Correlations

		X6
nyaman	Pearson Correlation	.856**
	Sig. (2-tailed)	.000
	N	111
menyenangkan	Pearson Correlation	.857**
	Sig. (2-tailed)	.000
	N	111
ramah	Pearson Correlation	.824**
	Sig. (2-tailed)	.000
	N	111

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

Reliability Statistics

Cronbach's Alpha	N of Items
.798	3

Correlations

		Y
Keyakinan Membeli	Pearson Correlation	.867**
	Sig. (2-tailed)	.000
	N	111
Rekomendasi	Pearson Correlation	.749**
	Sig. (2-tailed)	.000
	N	111
Kebiasaan	Pearson Correlation	.778**
	Sig. (2-tailed)	.000
	N	111
Pembelian ulang	Pearson Correlation	.822**
	Sig. (2-tailed)	.000
	N	111

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

Reliability Statistics

Cronbach's Alpha	N of Items
.818	4

Lampiran 4 : Multikolinieritas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 ^a	.361	.324	1.10081

a. Predictors: (Constant), X6, X5, X1, X3, X4, X2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.055	6	11.842	9.773	.000 ^a
	Residual	126.026	104	1.212		
	Total	197.081	110			

a. Predictors: (Constant), X6, X5, X1, X3, X4, X2

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.672	1.356		1.233	.220		
	X1	.272	.108	.230	2.529	.013	.742	1.348
	X2	-.032	.105	-.033	-.304	.762	.526	1.900
	X3	.206	.115	.153	1.794	.076	.848	1.179
	X4	.232	.081	.274	2.865	.005	.670	1.492
	X5	.215	.093	.196	2.316	.023	.860	1.163
	X6	.183	.111	.158	1.651	.102	.672	1.488

a. Dependent Variable: Y

Lampiran 5 : Normalitas

NPar Tests**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		111
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.07037082
Most Extreme Differences	Absolute	.111
	Positive	.062
	Negative	-.111
Kolmogorov-Smirnov Z		1.173
Asymp. Sig. (2-tailed)		.128
a. Test distribution is Normal.		

Lampiran 6 : Linieritas

Model Summary and Parameter Estimates

Dependent Variable:Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.178	23.623	1	109	.000	6.394	.499

The independent variable is X1.

Model Summary and Parameter Estimates

Dependent Variable:Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.130	16.268	1	109	.000	7.739	.351

The independent variable is X2.

Model Summary and Parameter Estimates

Dependent Variable:Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.090	10.759	1	109	.001	7.524	.403

The independent variable is X3.

Model Summary and Parameter Estimates

Dependent Variable:Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.208	28.606	1	109	.000	7.832	.386

The independent variable is X4.

Model Summary and Parameter Estimates

Dependent Variable:Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.088	10.571	1	109	.002	7.731	.326

The independent variable is X5.

Model Summary and Parameter Estimates

Dependent Variable:Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.085	10.117	1	109	.002	8.109	.337

The independent variable is X6.

Lampiran 7 : Regresi

Regression**Descriptive Statistics**

	Mean	Std. Deviation	N
Y	10.8378	1.33852	111
X1	8.9099	1.13257	111
X2	8.8288	1.37427	111
X3	8.2162	.99458	111
X4	7.7838	1.58059	111
X5	9.5225	1.21989	111
X6	8.0901	1.15640	111

Correlations

	Y	X1	X2	X3	X4	X5	X6
Pearson Correlation Y	1.000	.422	.360	.300	.456	.297	.291
X1	.422	1.000	.393	.171	.456	.133	.173
X2	.360	.393	1.000	.273	.485	.211	.548
X3	.300	.171	.273	1.000	.117	.318	.141
X4	.456	.456	.485	.117	1.000	.111	.334
X5	.297	.133	.211	.318	.111	1.000	-.008
X6	.291	.173	.548	.141	.334	-.008	1.000
Sig. (1-tailed) Y	.	.000	.000	.001	.000	.001	.001
X1	.000	.	.000	.037	.000	.082	.035
X2	.000	.000	.	.002	.000	.013	.000
X3	.001	.037	.002	.	.111	.000	.070
X4	.000	.000	.000	.111	.	.123	.000
X5	.001	.082	.013	.000	.123	.	.467
X6	.001	.035	.000	.070	.000	.467	.

N	Y	111	111	111	111	111	111	111
	X1	111	111	111	111	111	111	111
	X2	111	111	111	111	111	111	111
	X3	111	111	111	111	111	111	111
	X4	111	111	111	111	111	111	111
	X5	111	111	111	111	111	111	111
	X6	111	111	111	111	111	111	111

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X6, X5, X1, X3, X4, X2 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.600 ^a	.361	.324	1.10081	2.468

a. Predictors: (Constant), X6, X5, X1, X3, X4, X2

b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.055	6	11.842	9.773	.000 ^a
	Residual	126.026	104	1.212		
	Total	197.081	110			

a. Predictors: (Constant), X6, X5, X1, X3, X4, X2

b. Dependent Variable: Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	1.672	1.356		1.233	.220			
X1	.272	.108	.230	2.529	.013	.422	.241	.198
X2	-.032	.105	-.033	-.304	.762	.360	-.030	-.024
X3	.206	.115	.153	1.794	.076	.300	.173	.141
X4	.232	.081	.274	2.865	.005	.456	.271	.225
X5	.215	.093	.196	2.316	.023	.297	.221	.182
X6	.183	.111	.158	1.651	.102	.291	.160	.129

a. Dependent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.7341	12.7923	10.8378	.80371	111
Residual	-3.11471	3.31569	.00000	1.07037	111
Std. Predicted Value	-2.618	2.432	.000	1.000	111
Std. Residual	-2.829	3.012	.000	.972	111

a. Dependent Variable: Y