

Lampiran 4

Data Statistik Pengolahan SPSS

Uji Validitas dan Uji Reliabilitas

Harga (X1)

		Correlations			
		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	,486**	,505**	,824**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X1.2	Pearson Correlation	,486**	1	,431**	,798**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X1.3	Pearson Correlation	,505**	,431**	1	,795**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
X1	Pearson Correlation	,824**	,798**	,795**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
,829	4

Uji Validitas dan Uji Reliabilitas

Kualitas Layanan (X2)

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1 Pearson Correlation	1	,535**	,379**	,122	,039	,670**
Sig. (2-tailed)		,000	,000	,227	,699	,000
N	100	100	100	100	100	100
X2.2 Pearson Correlation	,535**	1	,448**	,159	,055	,709**
Sig. (2-tailed)	,000		,000	,114	,585	,000
N	100	100	100	100	100	100
X2.3 Pearson Correlation	,379**	,448**	1	,204*	,183	,708**
Sig. (2-tailed)	,000	,000		,042	,068	,000
N	100	100	100	100	100	100
X2.4 Pearson Correlation	,122	,159	,204*	1	,380**	,567**
Sig. (2-tailed)	,227	,114	,042		,000	,000
N	100	100	100	100	100	100
X2.5 Pearson Correlation	,039	,055	,183	,380**	1	,508**
Sig. (2-tailed)	,699	,585	,068	,000		,000
N	100	100	100	100	100	100
X2 Pearson Correlation	,670**	,709**	,708**	,567**	,508**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	
N	100	100	100	100	100	100

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,751	6

Uji Validitas dan Uji Reliabilitas

Store Atmosphere (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	,558**	,375**	,312**	,795**
	Sig. (2-tailed)		,000	,000	,002	,000
	N	100	100	100	100	100
X3.2	Pearson Correlation	,558**	1	,138	,326**	,733**
	Sig. (2-tailed)	,000		,171	,001	,000
	N	100	100	100	100	100
X3.3	Pearson Correlation	,375**	,138	1	,398**	,642**
	Sig. (2-tailed)	,000	,171		,000	,000
	N	100	100	100	100	100
X3.4	Pearson Correlation	,312**	,326**	,398**	1	,694**
	Sig. (2-tailed)	,002	,001	,000		,000
	N	100	100	100	100	100
X3	Pearson Correlation	,795**	,733**	,642**	,694**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
,785	5

Uji Validitas dan Uji Reliabilitas

Kepuasan Konsumen (Y)

		Correlations			
		Y1	Y2	Y3	Y
Y1	Pearson Correlation	1	,437**	,452**	,791**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Y2	Pearson Correlation	,437**	1	,450**	,777**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Y3	Pearson Correlation	,452**	,450**	1	,813**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Y	Pearson Correlation	,791**	,777**	,813**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
,824	4

Uji Asumsi Klasik

Uji Multikolinieritas

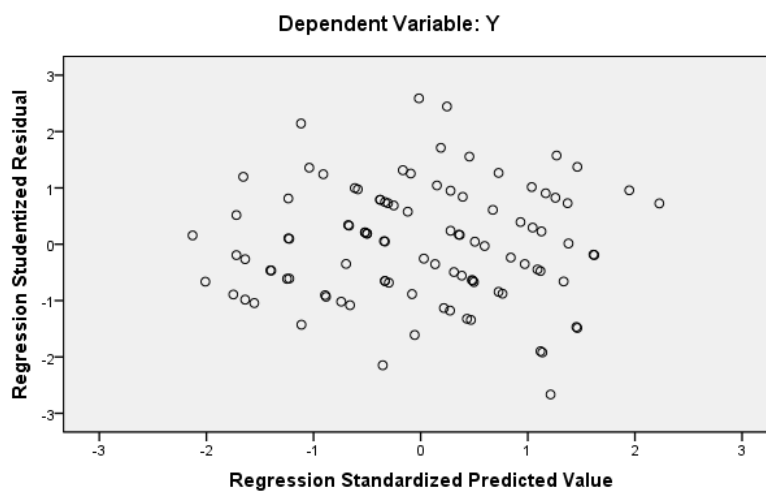
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1,818	1,160		1,567	,120					
X1	,244	,088	,266	2,781	,007	,495	,273	,217	,666	1,501
X2	,190	,086	,266	2,217	,029	,584	,221	,173	,422	2,370
X3	,200	,081	,255	2,467	,015	,509	,244	,192	,568	1,761

a. Dependent Variable:

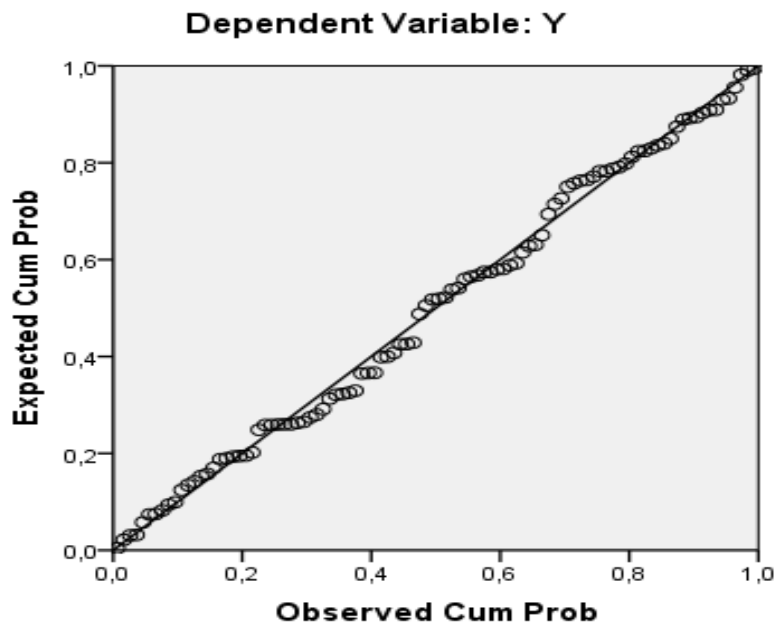
Y

Uji Heteroskedastisitas



Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



Uji Regresi Linier Berganda

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,646 ^a	,417	,399	1,437	,417	22,864	3	96	,000	1,935

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable:

Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1,818	1,160		1,567	,120					
X1	,244	,088	,266	2,781	,007	,495	,273	,217	,666	1,501
X2	,190	,086	,266	2,217	,029	,584	,221	,173	,422	2,370
X3	,200	,081	,255	2,467	,015	,509	,244	,192	,568	1,761

a. Dependent

Variable: Y