

x2.3	Pearson Correlation	.561**	.481**	1	.581**	.598**	1.000**	.850**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
x2.4	Pearson Correlation	.485**	.890**	.581**	1	.545**	.581**	.815**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
x2.5	Pearson Correlation	.917**	.508**	.598**	.545**	1	.598**	.856**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
x2.6	Pearson Correlation	.561**	.481**	1.000**	.581**	.598**	1	.850**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
KualitasProduk	Pearson Correlation	.793**	.741**	.850**	.815**	.856**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	KualitasLayanan
x3.1	Pearson Correlation	1	.437**	.905**	.598**	.493**	.830**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x3.2	Pearson Correlation	.437**	1	.452**	.246*	.887**	.682**
	Sig. (2-tailed)	.000		.000	.014	.000	.000
	N	100	100	100	100	100	100
x3.3	Pearson Correlation	.905**	.452**	1	.667**	.511**	.904**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x3.4	Pearson Correlation	.598**	.246*	.667**	1	.366**	.754**
	Sig. (2-tailed)	.000	.014	.000		.000	.000
	N	100	100	100	100	100	100

x3.5	Pearson Correlation	.493**	.887**	.511**	.366**	1	.792**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
KualitasLayanan	Pearson Correlation	.830**	.682**	.904**	.754**	.792**	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).

Correlations

		x4.1	x4.2	x4.3	x4.4	Lokasi
x4.1	Pearson Correlation	1	.237*	.149	.188	.569**
	Sig. (2-tailed)		.017	.140	.061	.000
	N	100	100	100	100	100
x4.2	Pearson Correlation	.237*	1	.049	.801**	.737**
	Sig. (2-tailed)	.017		.630	.000	.000
	N	100	100	100	100	100
x4.3	Pearson Correlation	.149	.049	1	.018	.355**
	Sig. (2-tailed)	.140	.630		.860	.000
	N	100	100	100	100	100
x4.4	Pearson Correlation	.188	.801**	.018	1	.866**
	Sig. (2-tailed)	.061	.000	.860		.000
	N	100	100	100	100	100
Lokasi	Pearson Correlation	.569**	.737**	.355**	.866**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Correlations

		y1.1	y1.2	y1.3	KeputusanPembelian
y1.1	Pearson Correlation	1	.623**	.631**	.857**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.623**	1	.519**	.868**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.631**	.519**	1	.828**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
KeputusanPembelian	Pearson Correlation	.857**	.868**	.828**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

LAMPIRAN 8 : UJI RELIABILITAS

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	24.18	18.836	.849	.769
x1.2	24.35	20.654	.591	.815
x1.3	24.13	18.680	.894	.763
x1.4	24.14	19.495	.788	.784
Harga	13.80	6.263	.995	.856

Reliability Statistics

Cronbach's Alpha	N of Items
.823	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	38.17	44.163	.762	.763
x2.2	38.12	45.016	.711	.770
x2.3	38.08	43.872	.822	.759
x2.4	38.15	44.250	.783	.763
x2.5	38.14	43.758	.821	.759
x2.6	38.08	43.872	.822	.759
KualitasProduk	20.74	12.720	.991	.906

Reliability Statistics

Cronbach's Alpha	N of Items
.795	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	31.27	24.906	.810	.750
x3.2	31.26	26.659	.643	.777
x3.3	31.23	24.381	.873	.740
x3.4	31.30	25.768	.680	.766
x3.5	31.31	26.075	.745	.766
KualitasLayanan	17.38	7.571	.988	.863

Reliability Statistics

Cronbach's Alpha	N of Items
.797	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x4.1	24.16	11.126	.442	.736
x4.2	24.49	10.071	.693	.673
x4.3	24.28	12.567	.234	.780
x4.4	24.41	9.638	.763	.650
Lokasi	13.86	3.374	.970	.586

Reliability Statistics

Cronbach's Alpha	N of Items
.750	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	17.29	12.774	.803	.816
y1.2	17.10	11.061	.787	.777
y1.3	17.06	12.320	.751	.811
Keputusan Pembelian	10.29	4.269	1.000	.795

Reliability Statistics

Cronbach's Alpha	N of Items
.843	4

LAMPIRAN 9 : UJI ASUMSI KLASIK

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.897 ^a	.804	.796	.933	1.908

a. Predictors: (Constant), Lokasi, KualitasProduk, KualitasLayanan, Harga

b. Dependent Variable: KeputusanPembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-4.974	.810		-6.141	.000		
	Harga	.262	.050	.319	5.231	.000	.553	1.808
	KualitasProduk	.147	.032	.261	4.638	.000	.651	1.537
	KualitasLayanan	.182	.038	.252	4.828	.000	.757	1.321
	Lokasi	.388	.057	.357	6.837	.000	.757	1.322

a. Dependent Variable: KeputusanPembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.790	4.715		.167	.867
	LnLokasi	-.645	1.710	-.044	-.377	.707
	LnKualitasLayanan	1.006	1.297	.089	.776	.440
	LnKualitasProduk	-.024	1.412	-.002	-.017	.987
	LnHarga	-1.246	1.419	-.122	-.878	.382

a. Dependent Variable: Lnei2

LAMPIRAN 10 : ANALISIS REGRESI LINIER BERGANDA

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.804	.796	.933

a. Predictors: (Constant), Lokasi, KualitasProduk, KualitasLayanan, Harga

b. Dependent Variable: KeputusanPembelian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	339.873	4	84.968	97.586	.000 ^a
	Residual	82.717	95	.871		
	Total	422.590	99			

a. Predictors: (Constant), Lokasi, KualitasProduk, KualitasLayanan, Harga

b. Dependent Variable: KeputusanPembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.974	.810		-6.141	.000
	Harga	.262	.050	.319	5.231	.000
	KualitasProduk	.147	.032	.261	4.638	.000
	KualitasLayanan	.182	.038	.252	4.828	.000
	Lokasi	.388	.057	.357	6.837	.000

a. Dependent Variable: KeputusanPembelian

Casewise Diagnostics^a

Case Number	Std. Residual	Keputusan Pembelian	Predicted Value	Residual
1	-.861	10	10.80	-.804
2	-2.557	4	6.39	-2.386
3	-.504	10	10.47	-.470
4	-1.346	9	10.26	-1.256
5	.287	11	10.73	.268
6	.476	12	11.56	.444
7	-1.218	10	11.14	-1.137
8	-.964	10	10.90	-.900
9	-.012	11	11.01	-.011
10	.927	13	12.13	.865
11	-1.328	11	12.24	-1.239
12	-.407	8	8.38	-.380
13	.355	10	9.67	.331
14	1.305	10	8.78	1.218
15	1.090	8	6.98	1.017
16	-.515	10	10.48	-.481
17	-.598	11	11.56	-.558
18	1.714	11	9.40	1.599
19	.689	13	12.36	.643
20	1.220	8	6.86	1.139
21	-.328	8	8.31	-.306
22	.121	10	9.89	.112
23	.516	13	12.52	.481
24	-.259	10	10.24	-.242
25	-.043	12	12.04	-.040
26	-1.201	12	13.12	-1.120
27	-.369	12	12.34	-.345
28	-.077	12	12.07	-.072
29	-1.086	9	10.01	-1.013
30	-.551	6	6.51	-.514
31	.072	8	7.93	.067

32	.727	11	10.32	.679
33	.710	9	8.34	.663
34	.554	11	10.48	.517
35	.458	11	10.57	.427
36	-3.153	7	9.94	-2.942
37	1.619	13	11.49	1.511
38	-.708	10	10.66	-.661
39	-.201	10	10.19	-.187
40	.220	11	10.79	.205
41	.613	13	12.43	.572
42	-.672	12	12.63	-.627
43	.978	13	12.09	.913
44	-1.288	10	11.20	-1.202
45	.864	13	12.19	.806
46	-.861	10	10.80	-.804
47	-2.557	4	6.39	-2.386
48	-.504	10	10.47	-.470
49	-1.346	9	10.26	-1.256
50	.287	11	10.73	.268
51	-.418	11	11.39	-.390
52	1.732	13	11.38	1.616
53	.625	8	7.42	.583
54	.447	9	8.58	.417
55	-.658	7	7.61	-.614
56	.476	12	11.56	.444
57	-1.218	10	11.14	-1.137
58	-.964	10	10.90	-.900
59	-.012	11	11.01	-.011
60	.927	13	12.13	.865
61	-1.328	11	12.24	-1.239
62	-.407	8	8.38	-.380
63	.355	10	9.67	.331
64	1.305	10	8.78	1.218
65	1.090	8	6.98	1.017

66	-515	10	10.48	-.481
67	-.598	11	11.56	-.558
68	1.714	11	9.40	1.599
69	.689	13	12.36	.643
70	1.220	8	6.86	1.139
71	-.328	8	8.31	-.306
72	.121	10	9.89	.112
73	.516	13	12.52	.481
74	-.259	10	10.24	-.242
75	-.043	12	12.04	-.040
76	-1.201	12	13.12	-1.120
77	-.369	12	12.34	-.345
78	-.077	12	12.07	-.072
79	-1.086	9	10.01	-1.013
80	-.551	6	6.51	-.514
81	.072	8	7.93	.067
82	.613	13	12.43	.572
83	-.672	12	12.63	-.627
84	.978	13	12.09	.913
85	-.418	11	11.39	-.390
86	1.732	13	11.38	1.616
87	.625	8	7.42	.583
88	.447	9	8.58	.417
89	-.658	7	7.61	-.614
90	.838	11	10.22	.782
91	.535	11	10.50	.499
92	2.590	13	10.58	2.417
93	.276	10	9.74	.257
94	.263	5	4.75	.245
95	1.229	10	8.85	1.146
96	.485	13	12.55	.452
97	-.201	10	10.19	-.187
98	.220	11	10.79	.205
99	-1.288	10	11.20	-1.202

100	.864	13	12.19	.806
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a. Dependent Variable: KeputusanPembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.75	13.12	10.29	1.853	100
Residual	-2.942	2.417	.000	.914	100
Std. Predicted Value	-2.988	1.528	.000	1.000	100
Std. Residual	-3.153	2.590	.000	.980	100

a. Dependent Variable: KeputusanPembelian