

Frequencies

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	18	18,6	18,6	18,6
	4,00	47	48,5	48,5	67,0
	5,00	32	33,0	33,0	100,0
	Total	97	100,0	100,0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	21	21,6	21,6	21,6
	4,00	43	44,3	44,3	66,0
	5,00	33	34,0	34,0	100,0
	Total	97	100,0	100,0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	17	17,5	17,5	17,5
	4,00	39	40,2	40,2	57,7
	5,00	41	42,3	42,3	100,0
	Total	97	100,0	100,0	

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x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	9	9,3	9,3	11,3
	4,00	34	35,1	35,1	46,4
	5,00	52	53,6	53,6	100,0
	Total	97	100,0	100,0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	11	11,3	11,3	13,4
	4,00	40	41,2	41,2	54,6
	5,00	44	45,4	45,4	100,0
	Total	97	100,0	100,0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	29	29,9	29,9	32,0
	4,00	40	41,2	41,2	73,2
	5,00	26	26,8	26,8	100,0
	Total	97	100,0	100,0	

Lampiran 4

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	16	16,5	16,5	17,5
	4,00	37	38,1	38,1	55,7
	5,00	43	44,3	44,3	100,0
	Total	97	100,0	100,0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	15	15,5	15,5	16,5
	4,00	39	40,2	40,2	56,7
	5,00	42	43,3	43,3	100,0
	Total	97	100,0	100,0	

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	19	19,6	19,6	21,6
	4,00	42	43,3	43,3	64,9
	5,00	34	35,1	35,1	100,0
	Total	97	100,0	100,0	

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,1	3,1	3,1
	3,00	19	19,6	19,6	22,7
	4,00	41	42,3	42,3	64,9
	5,00	34	35,1	35,1	100,0
	Total	97	100,0	100,0	

Lampiran 5

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,1	3,1	3,1
	3,00	23	23,7	23,7	26,8
	4,00	52	53,6	53,6	80,4
	5,00	19	19,6	19,6	100,0
	Total	97	100,0	100,0	

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	13	13,4	13,4	14,4
	4,00	40	41,2	41,2	55,7
	5,00	43	44,3	44,3	100,0
	Total	97	100,0	100,0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	18	18,6	18,6	20,6
	4,00	34	35,1	35,1	55,7
	5,00	43	44,3	44,3	100,0
	Total	97	100,0	100,0	

Lampiran 6

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	15	15,5	15,5	17,5
	4,00	39	40,2	40,2	57,7
	5,00	41	42,3	42,3	100,0
	Total	97	100,0	100,0	

y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	16	16,5	16,5	16,5
	4,00	42	43,3	43,3	59,8
	5,00	39	40,2	40,2	100,0
	Total	97	100,0	100,0	

Uji Reliabilas dan Validitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,816	,853	4

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	20,8866	8,268	,674	,780
x1.2	20,9072	8,148	,667	,778
x1.3	20,7835	8,192	,658	,781
x1=Produk	12,5155	2,877	1,000	,672

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,819	,858	4

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	20,8557	9,437	,663	,789
x2.2	20,9588	9,352	,676	,784
x2.3	21,3299	9,036	,689	,773
x2=Harga	12,6289	3,257	1,000	,684

Uji Reliabilas dan Validitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,868	,887	3

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	12,7732	3,927	,737	,850
x3.2	12,7732	3,990	,731	,858
x3=Promosi	8,5155	1,690	1,000	,630

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,715	,687	4

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	20,0928	6,210	,456	,685
x4.2	20,1134	6,247	,418	,700
x4.3	20,3093	6,633	,376	,720
x4=Lokasi	12,1031	2,156	1,000	,218

Uji Reliabilas dan Validitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,762	,787	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	29,6495	13,126	,570	,726
y1.2	29,7216	13,182	,479	,742
y1.3	29,7113	12,624	,622	,710
y1.4	29,7010	13,524	,504	,742
y=Keputusan Pembelian	16,9691	4,176	1,000	,585

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	x4=Lokasi, x1=Produk, x2=Harga, x3=Promosi ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: y=Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,728 ^a	,530	,510	1,43060	2,013

a. Predictors: (Constant), x4=Lokasi, x1=Produk, x2=Harga, x3=Promosi

b. Dependent Variable: y=Keputusan Pembelian

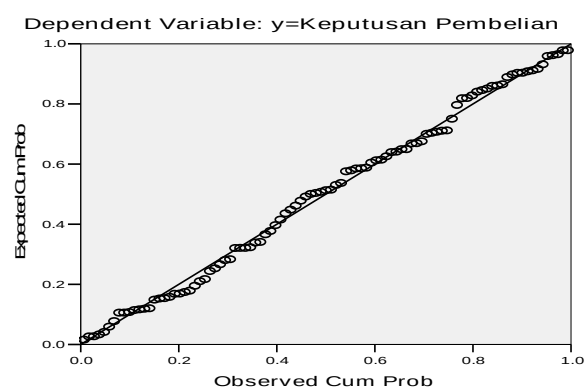
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212,619	4	53,155	25,972	,000 ^a
	Residual	188,289	92	2,047		
	Total	400,907	96			

a. Predictors: (Constant), x4=Lokasi, x1=Produk, x2=Harga, x3=Promosi

b. Dependent Variable: y=Keputusan Pembelian

Normal P-P Plot of Regression Standardized Residual



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Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients			Correlations	Collinearity Statistics	
		B	Std. Error	Beta			Partial	Tolerance	VIF
1	(Constant)	3,334	1,503		2,218	,029			
	x1=Produk	,305	,108	,253	2,814	,006	,282	,630	1,589
	x2=Harga	,246	,095	,217	2,581	,011	,260	,719	1,390
	x3=Promosi	,588	,142	,374	4,153	,000	,397	,629	1,590
	x4=Lokasi	,140	,110	,101	1,272	,206	,132	,815	1,228

a. Dependent Variable: y=Keputusan Pembelian

Nonparametric Correlations

Correlations

			Unstandardiz ed Residual
Spearman's rho	x1=Produk	Correlation Coefficient	-,008
		Sig. (2-tailed)	,936
		N	97
	x2=Harga	Correlation Coefficient	,000
		Sig. (2-tailed)	,999
		N	97
	x3=Promosi	Correlation Coefficient	,006
		Sig. (2-tailed)	,956
		N	97
	x4=Lokasi	Correlation Coefficient	-,011
		Sig. (2-tailed)	,916
		N	97
	Unstandardized Residual	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	97