

Frequencies

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	4,00	67	69,1	69,1	70,1
	5,00	29	29,9	29,9	100,0
	Total	97	100,0	100,0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	6	6,2	6,2	7,2
	4,00	60	61,9	61,9	69,1
	5,00	30	30,9	30,9	100,0
	Total	97	100,0	100,0	

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,1	3,1	3,1
	3,00	5	5,2	5,2	8,2
	4,00	53	54,6	54,6	62,9
	5,00	36	37,1	37,1	100,0
	Total	97	100,0	100,0	

Lampiran 3

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	6	6,2	6,2	6,2
	3,00	2	2,1	2,1	8,2
	4,00	60	61,9	61,9	70,1
	5,00	29	29,9	29,9	100,0
	Total	97	100,0	100,0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	5	5,2	5,2	5,2
	3,00	7	7,2	7,2	12,4
	4,00	49	50,5	50,5	62,9
	5,00	36	37,1	37,1	100,0
	Total	97	100,0	100,0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	3	3,1	3,1	5,2
	4,00	49	50,5	50,5	55,7
	5,00	43	44,3	44,3	100,0
	Total	97	100,0	100,0	

Lampiran 4

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	7	7,2	7,2	7,2
	3,00	10	10,3	10,3	17,5
	4,00	60	61,9	61,9	79,4
	5,00	20	20,6	20,6	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	9	9,3	9,3	11,3
	4,00	45	46,4	46,4	57,7
	5,00	41	42,3	42,3	100,0
	Total	97	100,0	100,0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,1	3,1	3,1
	3,00	9	9,3	9,3	12,4
	4,00	38	39,2	39,2	51,5
	5,00	47	48,5	48,5	100,0
	Total	97	100,0	100,0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	4	4,1	4,1	6,2
	4,00	48	49,5	49,5	55,7
	5,00	43	44,3	44,3	100,0
	Total	97	100,0	100,0	

x2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	4	4,1	4,1	6,2
	4,00	53	54,6	54,6	60,8
	5,00	38	39,2	39,2	100,0
	Total	97	100,0	100,0	

Lampiran 5

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	13	13,4	13,4	14,4
	3,00	68	70,1	70,1	84,5
	4,00	14	14,4	14,4	99,0
	5,00	1	1,0	1,0	100,0
	Total	97	100,0	100,0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	28	28,9	28,9	28,9
	3,00	48	49,5	49,5	78,4
	4,00	16	16,5	16,5	94,8
	5,00	5	5,2	5,2	100,0
	Total	97	100,0	100,0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	32	33,0	33,0	33,0
	3,00	46	47,4	47,4	80,4
	4,00	15	15,5	15,5	95,9
	5,00	4	4,1	4,1	100,0
	Total	97	100,0	100,0	

Lampiran 6

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	7	7,2	7,2	7,2
	4,00	74	76,3	76,3	83,5
	5,00	16	16,5	16,5	100,0
	Total	97	100,0	100,0	

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,1	2,1	2,1
	3,00	2	2,1	2,1	4,1
	4,00	60	61,9	61,9	66,0
	5,00	33	34,0	34,0	100,0
	Total	97	100,0	100,0	

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	7	7,2	7,2	8,2
	4,00	55	56,7	56,7	64,9
	5,00	34	35,1	35,1	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
,799	,822	4

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	21,2474	5,855	,512	,808
y1.2	21,2990	5,212	,661	,752
y1.3	21,2680	4,844	,675	,732
y=Keputusan Konsumen	12,7629	1,849	1,000	,596

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,821	,860	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	21,2887	8,353	,680	,783
x1.2	21,2474	7,792	,775	,744
x1.3	21,0722	9,068	,592	,819
x1=Perilaku Konsumen	12,7216	2,953	1,000	,693

Lampiran 8

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,792	,877	6

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	38,5361	23,189	,664	,756
x2.2	38,2062	23,353	,700	,755
x2.3	38,1649	22,348	,794	,737
x2.4	38,1340	24,180	,632	,768
x2.5	38,1856	24,528	,589	,773
x2=Kualitas Layanan	21,2474	7,188	1,000	,800

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,840	,901	4

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	14,7835	10,734	,723	,829
x3.2	14,8144	9,257	,812	,771
x3.3	14,8866	9,602	,744	,794
x3=Citra Perusahaan	8,8969	3,489	1,000	,779

Lampiran 9

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,775	,783	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	21,1649	4,660	,507	,773
x4.2	20,9794	4,187	,557	,741
x4.3	21,0000	4,042	,589	,726
x4=Harga	12,6289	1,486	1,000	,488

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	x4=Harga, x1=Perilaku Konsumen, x3=Citra Perusahaan, x2=Kualitas Layanan	.	Enter

- a. All requested variables entered.
b. Dependent Variable: y=Keputusan Pembelian Konsumen

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,634 ^a	,401	,375	1,07479	1,927

- a. Predictors: (Constant), x4=Harga, x1=Perilaku Konsumen, x3=Citra Perusahaan, x2=Kualitas Layanan
b. Dependent Variable: y=Keputusan Konsumen

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71,271	4	17,818	15,424	,000 ^a
	Residual	106,276	92	1,155		
	Total	177,546	96			

- a. Predictors: (Constant), x4=Harga, x1=Perilaku Konsumen, x3=Citra Perusahaan, x2=Kualitas Layanan
b. Dependent Variable: y=Keputusan Konsumen

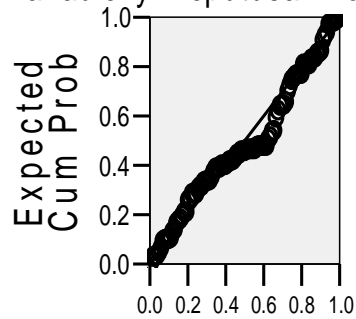
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations	Collinearity Statistics	
		B	Std. Error	Beta			Partial	Tolerance	VIF
1	(Constant)	3,806	1,890		2,014	,047			
	x1=Perilaku Konsumen	,058	,071	,073	,815	,417	,085	,817	1,224
	x2=Kualitas Layanan	,156	,058	,307	2,670	,009	,268	,493	2,028
	x3=Citra Perusahaan	-,011	,071	-,015	-,150	,881	-,016	,689	1,450
	x4=Harga	,397	,119	,356	3,345	,001	,329	,575	1,739

- a. Dependent Variable: y=Keputusan Konsumen

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: y=Keputusan Konsumen



Nonparametric Correlations

Correlations

			Unstandardized Residual
Spearman's rho	x1=Perilaku Konsumen	Correlation Coefficient	-,136
		Sig. (2-tailed)	,183
		N	97
	x2=Kualitas Layanan	Correlation Coefficient	-,024
		Sig. (2-tailed)	,816
N		97	
x3=Citra Perusahaan	Correlation Coefficient	-,047	
	Sig. (2-tailed)	,649	
	N	97	
x4=Harga	Correlation Coefficient	-,103	
	Sig. (2-tailed)	,317	
	N	97	
Unstandardized Residual	Correlation Coefficient	1,000	
	Sig. (2-tailed)	.	
	N	97	