

Frequencies

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	

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	

Lampiran 3

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	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	2,1	2,1	2,1
	4,00	72	74,2	74,2	76,3
	5,00	23	23,7	23,7	100,0
	Total	97	100,0	100,0	

Lampiran 4

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	

Lampiran 5

x3.1

		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	

x3.2

		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	

x3.3

		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	

x3.4

		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 6

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,1	3,1	3,1
	3,00	28	28,9	28,9	32,0
	4,00	42	43,3	43,3	75,3
	5,00	24	24,7	24,7	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	20	20,6	20,6	22,7
	4,00	56	57,7	57,7	80,4
	5,00	19	19,6	19,6	100,0
	Total	97	100,0	100,0	

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	25	25,8	25,8	25,8
	4,00	64	66,0	66,0	91,8
	5,00	8	8,2	8,2	100,0
	Total	97	100,0	100,0	

x4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	18	18,6	18,6	19,6
	4,00	65	67,0	67,0	86,6
	5,00	13	13,4	13,4	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
,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 membeli produk	16,9691	4,176	1,000	,585

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,761	,766	5

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	29,3196	9,386	,671	,694
x1.2	29,3402	9,248	,667	,691
x1.3	29,2165	9,609	,579	,715
x1.4	29,2474	11,938	,201	,799
x1=Produk	16,7320	3,198	1,000	,582

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Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,860	,875	3

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	13,0000	3,750	,707	,852
x2.2	13,1031	3,718	,711	,848
x2=Harga	8,7010	1,587	1,000	,587

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,766	,795	5

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	28,9794	14,333	,499	,744
x3.2	28,8144	14,194	,571	,731
x3.3	28,8144	14,174	,590	,728
x3.4	29,1443	14,041	,562	,731
x3=Lokasi	16,5361	4,522	1,000	,603

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Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,712	,688	5

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	27,2990	7,128	,525	,646
x4.2	27,2474	7,626	,504	,662
x4.3	27,3711	8,777	,291	,723
x4.4	27,2680	8,448	,358	,707
x4=Promosi	15,5979	2,514	1,000	,371

Regression

Variables Entered/Removed^b

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

- a. All requested variables entered.
b. Dependent Variable: y=keputusan membeli produk

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,685 ^a	,470	,447	1,52006	1,927

- a. Predictors: (Constant), x4=Promosi, x2=Harga, x1=Produk, x3=Lokasi
b. Dependent Variable: y=keputusan membeli produk

ANOVA^b

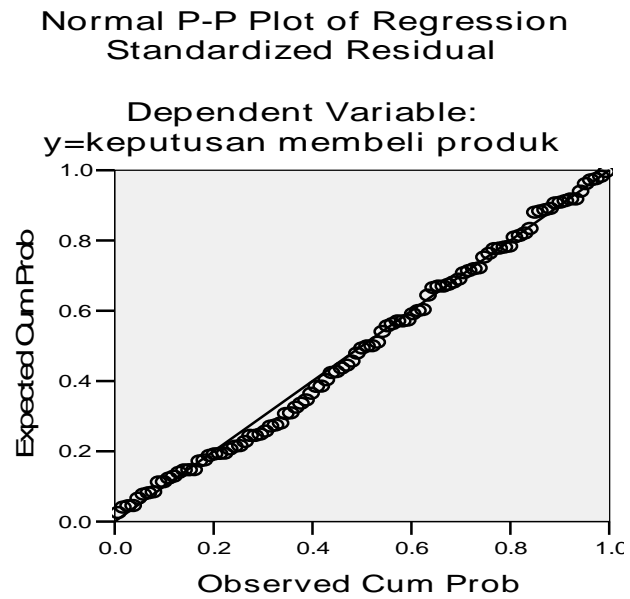
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188,334	4	47,083	20,377	,000 ^a
	Residual	212,574	92	2,311		
	Total	400,907	96			

- a. Predictors: (Constant), x4=Promosi, x2=Harga, x1=Produk, x3=Lokasi
b. Dependent Variable: y=keputusan membeli produk

Coefficients^b

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations	Collinearity Statistics	
		B	Std. Error	Beta			Partial	Tolerance	VIF
1	(Constant)	4,246	2,052		2,069	,041			
	x1=Produk	,360	,106	,315	3,391	,001	,333	,668	1,497
	x2=Harga	,447	,157	,275	2,844	,005	,284	,615	1,627
	x3=Lokasi	,243	,102	,253	2,378	,019	,241	,511	1,958
	x4=Promosi	-,077	,101	-,060	-,761	,449	-,079	,934	1,071

- a. Dependent Variable: y=keputusan membeli produk



Nonparametric Correlations

Correlations

			Unstandardized Residual
Spearman's rho	x1=Produk	Correlation Coefficient	-,017
		Sig. (2-tailed)	,867
		N	97
	x2=Harga	Correlation Coefficient	,044
		Sig. (2-tailed)	,671
		N	97
	x3=Lokasi	Correlation Coefficient	-,001
		Sig. (2-tailed)	,992
		N	97
	x4=Promosi	Correlation Coefficient	-,037
		Sig. (2-tailed)	,717
		N	97
	Unstandardized Residual	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	97