

## **BAB V**

### **KESIMPULAN, IMPLIKASI DAN SARAN**

#### **A. Kesimpulan**

Berdasarkan pembahasan yang terdiri dari berbagai bab dan analisis data di atas yang berhubungan dengan faktor-faktor yang mempengaruhi minat beli ulang pada UKM Bakmi Surabaya di DIY, maka dapat diambil kesimpulan sebagai berikut:

1. Secara parsial variabel harga, lokasi, kualitas produk dan kualitas pelayanan berpengaruh secara signifikan terhadap minat beli ulang konsumen. Hal ini dapat dibuktikan dengan semua nilai signifikansi yang lebih kecil dari 0,05. Dapat disimpulkan bahwa variabel harga, lokasi, kualitas produk dan kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli ulang konsumen pada UKM Bakmi Surabaya di DIY.
2. Secara simultan variabel harga, lokasi, kualitas produk dan kualitas pelayanan memiliki pengaruh yang signifikan terhadap minat beli ulang konsumen. Hal ini dibuktikan dengan nilai F diperoleh nilai sebesar 51,922 dengan tingkat signifikansi sebesar 0,000 ( $<0,05$ ) maka  $H_0$  diterima.
3. Koefisien determinasi ( $R^2$ ) sebesar 0,673 yang artinya bahwa variabel minat beli ulang konsumen dipengaruhi oleh variabel bebas yaitu harga, lokasi, kualitas produk dan kualitas pelayanan sebesar 67,3% dan sisanya 32,7% dipengaruhi oleh faktor lain di luar penelitian ini.

## **B. Implikasi**

Dari hasil penelitian ini disimpulkan bahwa variabel kualitas pelayanan pada UKM Bakmi Surabaya di DIY memiliki pengaruh yang paling tinggi terhadap minat beli ulang konsumen dibandingkan dengan variabel lain seperti harga, lokasi dan kualitas produk. Kualitas pelayanan merupakan bentuk aktivitas yang dilakukan oleh perusahaan guna memenuhi harapan konsumen. Pelayanan dalam hal ini yang berupa kemudahan, kecepatan, hubungan, kemampuan dan keramahan yang ditujukan melalui sikap dan sifat dalam memberikan pelayanan. Perusahaan menganggap konsumen sebagai raja yang harus dilayani dengan baik, mengingat dari konsumen tersebut akan memberikan keuntungan kepada perusahaan agar dapat terus hidup. Jasa pelayanan yang baik tidak lepas dengan adanya kualitas karyawan di dalam menangani konsumen secara cepat dan baik. Namun demikian dari penelitian ini dapat diketahui faktor-faktor yang mempengaruhi minat beli ulang dan masih perlu ditingkatkan sehingga tujuan dari suksesnya usaha UKM dapat tercapai.

## **C. Saran**

Berdasarkan hasil penelitian, pembahasan dan kesimpulan, maka dapat diusulkan beberapa saran yang diharapkan dapat membantu meningkatkan minat beli ulang konsumen pada UKM Bakmi Surabaya di DIY sebagai berikut:

1. UKM Bakmi Surabaya harus menjaga kualitas pelayanan yang diberikan kepada konsumen agar memuaskan dan sesuai yang diharapkan. Kualitas pelayanan dalam penelitian ini yang berpengaruh besar terhadap minat beli ulang konsumen sehingga bisa meningkatkan penjualan.
2. UKM Bakmi Surabaya juga perlu memperhatikan faktor lainnya kualitas pelayanan seperti harga, lokasi dan kualitas produk agar lebih meningkatkan penjualan.
3. Untuk penelitian selanjutnya diharapkan dapat menambahkan variabel dan model penelitiannya agar lebih berkembang.

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# LAMPIRAN






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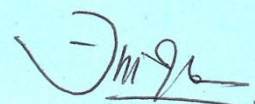
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| Judul Skripsi    | : <u>Analisis Pengaruh Harga, Lokasi, Kualitas Produk, dan Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen.</u> |   |

| NO | HARI/TGL                        | MATERI  | TTD Pembimbing |
|----|---------------------------------|---|----------------|
| 1  | Senin / 5 okt 2015              | Pengajuan judul skripsi   |                |
| 2  | Senin / 12 okt 2015             | Bimbingan proposal  |                |
| 3  | Selasa / 27 <del>okt</del> 2015 | Revisi proposal (Latar belakang, iden-<br>tifikasi masalah, kajian teori dan<br>penelitian terdahulu) |                |
| 4  | Selasa / 10 Nov 2015            | Revisi proposal (Identifikasi masalah dan<br>kerangka berpikir)                                       |                |
| 5  | Jumat / 20 Nov 2015             | Acc Proposal  |                |
| 6  | Senin / 30 Nov 2015             | Bimbingan Bab 1-3   |                |
| 7  | Rabu / 3 Feb 2016               | Bimbingan Bab 4-5   |                |
| 8  | Kamis / 4 Feb 2016              | Revisi Bab 4  |                |
| 9  | Kamis / 4 Feb 2016              | Acc Skripsi   |                |
|    |                                 |   |                |
|    |                                 |   |                |
|    |                                 |   |                |
|    |                                 |   |                |
|    |                                 |   |                |
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|    |                                 |   |                |
|    |                                 |   |                |

Yogyakarta, 3 Maret 2016 .....  
Dosen Pembimbing



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Nomor : 50/FE-UPY/XII/2015

Lamp. : -

H a l : Permohonan Ijin Penelitian

Kepada

Pmpinan Bakmi Surabaya

Di Tempat

Dengan hormat,

Yang bertanda tangan di bawah ini Dekan Fakultas Ekonomi Universitas PGRI Yogyakarta, memohon dengan hormat kepada Bapak/Ibu untuk berkenan memberikan Ijin observasi dan menyebarkan kuisioner bagi mahasiswa dibawah ini:

Nama : Melan Suryati  
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Prodi/Semester : Manajemen/VII  
Fakultas : Ekonomi  
Perguruan Tinggi : Universitas PGRI Yogyakarta  
Judul Skripsi : ANALISIS PENGARUH HARGA, LOKASI, KUALITAS PRODUK, DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG KONSUMEN  
Tempat Penelitian : BAKMI SURABAYA DI YOGYAKARTA

Demikian surat permohonan ini disampaikan, dan atas kerjasamanya yang baik diucapkan terima kasih.



Yogyakarta, 2 Desember 2015  
Dekan Fakultas Ekonomi

Hari Purnama, SE. MM  
NIS. 19620221 199503 1 004

Tembusan Yth. :

1. Mahasiswa yang bersangkutan
2. Arsip



Kepada

Yth. Bapak/Ibu/Saudara

Konsumen Bakmi Surabaya di Daerah Istimewa Yogyakarta

Dengan hormat,

Dengan ini perkenankanlah saya mohon kesediaan Bapak/Ibu/Saudara untuk meluangkan waktu sejenak guna membantu mengisi kuesioner yang saya sediakan dan sudikah kiranya Bapak/Ibu/Saudara untuk mengisi kuesioner tersebut sesuai dengan keadaan yang sebenarnya.

Adapun kuesioner ini saya perlukan dalam rangka menyusun skripsi yang berjudul “ANALISIS PENGARUH HARGA, LOKASI, KUALITAS PRODUK, DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG KONSUMEN”. Guna memenuhi kelengkapan akademik dalam meraih gelar kesarjanaan di Universitas PGRI Yogyakarta, Strata satu Program Studi Manajemen.

Apabila ada pernyataan yang kurang berkenan di hati Bapak/Ibu/Saudara, saya mohon maaf yang sebesar-besarnya.

Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

Yogyakarta, November 2015

Hormat saya

(Melan Suryati)

ANALISIS PENGARUH HARGA, LOKASI, KUALITAS PRODUK, DAN  
KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG KONSUMEN

KUESIONER

Berilah tanda (√) untuk jawaban yang sesuai dengan karakteristik Anda

**Identitas Responden**

Nama :

Jenis Kelamin

Laki-Laki

Perempuan

Usia

20-29 tahun

30-39 tahun

40-49 tahun

50 tahun keatas

Berapa lama Anda menjadi konsumen Bakmi Surabaya

Pertama kali

> 6 bulan

> 1 tahun

> 2 tahun

> 3 tahun

Berikan tanda (√) pada jawaban yang Anda anggap benar dengan ketentuan sebagai berikut:

1 = sangat tidak setuju

4 = setuju

2 = tidak setuju

5 = sangat setuju

3 = netral

**A. HARGA (X1)**

| NO | PERTANYAAN  | 1 | 2 | 3 | 4 | 5 |
|----|---|---|---|---|---|---|
| 1  | Harga makanan dan minuman sesuai dengan yang diharapkan.      |   |   |   |   |   |
| 2  | Harga makanan dan minuman sesuai dengan porsi yang diberikan. |   |   |   |   |   |
| 3  | Harga makanan dan minuman sesuai dengan kualitas.             |   |   |   |   |   |
| 4  | Harga makanan dan minuman cukup bersaing.                     |   |   |   |   |   |
| 5  | Harga makanan dan minuman terjangkau.                         |   |   |   |   |   |

**B. LOKASI (X2)**

| NO | PERTANYAAN  | 1 | 2 | 3 | 4 | 5 |
|----|---|---|---|---|---|---|
| 1  | Bakmi Surabaya terletak di tempat yang strategis/mudah dijangkau. |   |   |   |   |   |
| 2  | Lokasi Bakmi Surabaya mudah ditemukan.                            |   |   |   |   |   |
| 3  | Area parkir Bakmi Surabaya aman.                                  |   |   |   |   |   |
| 4  | Lokasi Bakmi Surabaya dekat dengan jalan.                         |   |   |   |   |   |
| 5  | Bakmi Surabaya tempatnya bersih.                                  |   |   |   |   |   |

**C. KUALITAS PRODUK (X3)**

| NO | PERTANYAAN   | 1 | 2 | 3 | 4 | 5 |
|----|--|---|---|---|---|---|
| 1  | Makanan yang disajikan memiliki rasa yang enak.          |   |   |   |   |   |
| 2  | Makanan yang disajikan menggugah selera.                 |   |   |   |   |   |
| 3  | Tekstur dari makanan yang disajikan sesuai.              |   |   |   |   |   |
| 4  | Menu makanan yang disajikan bervariasi / bermacam-macam. |   |   |   |   |   |
| 5  | Makanan yang disajikan oleh Bakmi Surabaya bersih        |   |   |   |   |   |

**D. KUALITAS LAYANAN (X4)**

| NO | PERTANYAAN  | 1 | 2 | 3 | 4 | 5 |
|----|---|---|---|---|---|---|
| 1  | Penjual bersikap sopan dan ramah dalam melayani konsumen. |   |   |   |   |   |
| 2  | Penjual melayani konsumen dengan senang hati.             |   |   |   |   |   |
| 3  | Penjual memiliki rasa peduli dalam melayani konsumen.     |   |   |   |   |   |
| 4  | Penjual menanggapi permintaan konsumen dengan segera.     |   |   |   |   |   |
| 5  | Penjual menanggapi keluhan konsumen.                      |   |   |   |   |   |

**E. MINAT BELI ULANG (Y)**

| NO | PERTANYAAN  | 1 | 2 | 3 | 4 | 5 |
|----|---|---|---|---|---|---|
| 1  | Saya mempunyai keinginan untuk melakukan pembelian ulang.                       |   |   |   |   |   |
| 2  | Saya akan merekomendasikan Bakmi Surabaya kepada keluarga dan teman-teman saya. |   |   |   |   |   |
| 3  | Saya bersedia tetap membeli walaupun terjadi kenaikan harga.                    |   |   |   |   |   |
| 4  | Saya lebih memilih membeli di Bakmi Surabaya dibanding tempat lain.             |   |   |   |   |   |
| 5  | Saya membeli kembali Bakmi Surabaya karena sesuai dengan selera dan keinginan.  |   |   |   |   |   |



### DATA UJI VALIDITAS DAN RELIABITAS

| RESPONDEN | A1 | A2 | A3 | A4 | A5 | HARGA | B1 | B2 | B3 | B4 | B5 | LOKASI | C1 | C2 | C3 | C4 | C5 | KUALITAS PRODUK | D1 | D2 | D3 | D4 | D5 | KUALITAS PELAYANAN | E1 | E2 | E3 | E4 | E5 | MINAT BELI ULANG |
|-----------|----|----|----|----|----|-------|----|----|----|----|----|--------|----|----|----|----|----|-----------------|----|----|----|----|----|--------------------|----|----|----|----|----|------------------|
| 1         | 3  | 3  | 3  | 4  | 4  | 17    | 4  | 4  | 3  | 4  | 3  | 18     | 5  | 4  | 4  | 2  | 3  | 18              | 3  | 3  | 3  | 3  | 3  | 15                 | 4  | 3  | 2  | 3  | 3  | 15               |
| 2         | 4  | 5  | 3  | 5  | 4  | 21    | 3  | 5  | 5  | 4  | 3  | 20     | 4  | 5  | 3  | 3  | 4  | 19              | 4  | 4  | 4  | 4  | 5  | 21                 | 4  | 3  | 3  | 3  | 4  | 17               |
| 3         | 4  | 4  | 4  | 4  | 4  | 20    | 4  | 4  | 4  | 4  | 4  | 20     | 4  | 4  | 4  | 4  | 4  | 20              | 3  | 3  | 4  | 4  | 3  | 17                 | 3  | 3  | 2  | 3  | 3  | 14               |
| 4         | 4  | 4  | 5  | 5  | 5  | 23    | 4  | 4  | 4  | 4  | 4  | 20     | 5  | 5  | 5  | 4  | 5  | 24              | 4  | 4  | 4  | 5  | 4  | 21                 | 5  | 5  | 5  | 4  | 4  | 23               |
| 5         | 4  | 3  | 4  | 4  | 3  | 18    | 4  | 4  | 4  | 4  | 4  | 20     | 3  | 3  | 4  | 4  | 4  | 18              | 4  | 4  | 4  | 4  | 4  | 20                 | 4  | 4  | 4  | 3  | 4  | 19               |
| 6         | 4  | 5  | 4  | 4  | 5  | 22    | 3  | 3  | 5  | 5  | 3  | 19     | 4  | 5  | 5  | 4  | 3  | 21              | 3  | 4  | 4  | 5  | 4  | 20                 | 4  | 4  | 3  | 3  | 4  | 18               |
| 7         | 4  | 4  | 4  | 4  | 4  | 20    | 3  | 3  | 3  | 4  | 4  | 17     | 4  | 4  | 4  | 5  | 4  | 21              | 4  | 4  | 4  | 4  | 5  | 21                 | 5  | 4  | 3  | 4  | 4  | 20               |
| 8         | 4  | 4  | 3  | 3  | 3  | 17    | 4  | 4  | 3  | 4  | 3  | 18     | 3  | 3  | 3  | 4  | 3  | 16              | 3  | 3  | 3  | 3  | 3  | 15                 | 3  | 3  | 4  | 4  | 4  | 18               |
| 9         | 4  | 4  | 3  | 4  | 4  | 19    | 4  | 4  | 3  | 4  | 3  | 18     | 4  | 4  | 3  | 4  | 4  | 19              | 3  | 3  | 3  | 4  | 4  | 17                 | 4  | 3  | 3  | 3  | 3  | 16               |
| 10        | 4  | 4  | 4  | 4  | 4  | 20    | 4  | 4  | 4  | 4  | 4  | 20     | 4  | 4  | 4  | 4  | 4  | 20              | 4  | 4  | 4  | 4  | 4  | 20                 | 4  | 4  | 4  | 4  | 4  | 20               |
| 11        | 4  | 4  | 4  | 4  | 3  | 19    | 3  | 3  | 3  | 3  | 3  | 15     | 3  | 3  | 4  | 4  | 4  | 18              | 4  | 4  | 4  | 4  | 4  | 20                 | 3  | 4  | 3  | 4  | 4  | 18               |
| 12        | 4  | 4  | 3  | 4  | 4  | 19    | 4  | 4  | 4  | 4  | 4  | 20     | 4  | 4  | 4  | 4  | 5  | 21              | 5  | 5  | 5  | 4  | 4  | 23                 | 5  | 5  | 4  | 5  | 5  | 24               |
| 13        | 4  | 4  | 3  | 4  | 3  | 18    | 4  | 4  | 3  | 4  | 3  | 18     | 3  | 3  | 4  | 4  | 4  | 18              | 4  | 4  | 4  | 4  | 4  | 20                 | 4  | 4  | 4  | 3  | 3  | 18               |
| 14        | 4  | 4  | 4  | 4  | 3  | 19    | 4  | 4  | 3  | 4  | 3  | 18     | 2  | 3  | 3  | 2  | 3  | 13              | 3  | 3  | 3  | 3  | 3  | 15                 | 4  | 4  | 3  | 3  | 4  | 18               |
| 15        | 4  | 4  | 4  | 4  | 5  | 21    | 5  | 5  | 4  | 5  | 5  | 24     | 4  | 4  | 4  | 4  | 4  | 20              | 5  | 5  | 4  | 5  | 4  | 23                 | 5  | 5  | 4  | 4  | 5  | 23               |
| 16        | 3  | 4  | 4  | 4  | 4  | 19    | 4  | 4  | 4  | 4  | 4  | 20     | 4  | 4  | 4  | 4  | 4  | 20              | 4  | 4  | 4  | 4  | 4  | 20                 | 4  | 4  | 4  | 4  | 4  | 20               |
| 17        | 4  | 4  | 4  | 4  | 4  | 20    | 4  | 4  | 4  | 4  | 4  | 20     | 5  | 5  | 4  | 4  | 5  | 23              | 5  | 5  | 5  | 4  | 4  | 23                 | 4  | 4  | 4  | 4  | 4  | 20               |
| 18        | 4  | 4  | 4  | 4  | 4  | 20    | 4  | 4  | 4  | 4  | 3  | 19     | 4  | 3  | 4  | 4  | 4  | 19              | 4  | 4  | 4  | 4  | 4  | 20                 | 4  | 4  | 4  | 3  | 4  | 19               |
| 19        | 4  | 4  | 4  | 4  | 4  | 20    | 4  | 4  | 4  | 4  | 4  | 20     | 4  | 4  | 4  | 4  | 4  | 20              | 4  | 4  | 4  | 4  | 4  | 20                 | 4  | 4  | 2  | 4  | 4  | 18               |
| 20        | 4  | 3  | 3  | 4  | 4  | 18    | 3  | 4  | 3  | 4  | 2  | 16     | 3  | 3  | 3  | 2  | 3  | 14              | 4  | 4  | 3  | 4  | 4  | 19                 | 3  | 4  | 3  | 3  | 3  | 16               |
| 21        | 5  | 5  | 5  | 5  | 5  | 25    | 4  | 4  | 2  | 4  | 4  | 18     | 5  | 5  | 5  | 5  | 5  | 25              | 5  | 5  | 5  | 5  | 5  | 25                 | 5  | 5  | 5  | 5  | 5  | 25               |
| 22        | 5  | 5  | 5  | 5  | 5  | 25    | 5  | 5  | 5  | 5  | 5  | 25     | 5  | 5  | 5  | 5  | 5  | 25              | 5  | 5  | 5  | 5  | 5  | 25                 | 5  | 5  | 5  | 5  | 5  | 25               |
| 23        | 5  | 4  | 4  | 4  | 4  | 21    | 4  | 4  | 4  | 4  | 3  | 19     | 4  | 4  | 4  | 4  | 4  | 20              | 4  | 4  | 4  | 4  | 4  | 20                 | 4  | 4  | 4  | 4  | 4  | 20               |
| 24        | 4  | 4  | 4  | 3  | 2  | 17    | 3  | 4  | 3  | 4  | 5  | 19     | 5  | 4  | 4  | 3  | 5  | 21              | 5  | 4  | 4  | 4  | 4  | 21                 | 4  | 4  | 3  | 4  | 4  | 19               |
| 25        | 4  | 5  | 4  | 4  | 4  | 21    | 5  | 4  | 4  | 5  | 4  | 22     | 4  | 4  | 4  | 5  | 4  | 21              | 4  | 4  | 4  | 4  | 4  | 20                 | 4  | 4  | 4  | 3  | 4  | 19               |
| 26        | 2  | 4  | 3  | 3  | 3  | 15    | 4  | 4  | 4  | 4  | 3  | 19     | 3  | 4  | 4  | 5  | 4  | 20              | 3  | 3  | 4  | 3  | 3  | 16                 | 4  | 3  | 3  | 4  | 4  | 18               |
| 27        | 4  | 4  | 4  | 4  | 4  | 20    | 4  | 4  | 3  | 3  | 3  | 17     | 4  | 3  | 3  | 3  | 3  | 16              | 4  | 4  | 4  | 4  | 4  | 20                 | 4  | 3  | 3  | 3  | 3  | 16               |
| 28        | 5  | 5  | 4  | 4  | 4  | 22    | 4  | 4  | 4  | 4  | 4  | 20     | 4  | 4  | 4  | 4  | 4  | 20              | 4  | 4  | 4  | 4  | 4  | 20                 | 5  | 4  | 4  | 4  | 4  | 21               |
| 29        | 4  | 4  | 4  | 4  | 4  | 20    | 4  | 4  | 4  | 4  | 4  | 20     | 4  | 5  | 4  | 4  | 4  | 21              | 4  | 4  | 4  | 4  | 4  | 20                 | 4  | 4  | 4  | 4  | 4  | 20               |
| 30        | 4  | 4  | 5  | 4  | 4  | 21    | 5  | 5  | 5  | 5  | 4  | 24     | 4  | 5  | 5  | 4  | 5  | 23              | 4  | 4  | 5  | 5  | 4  | 22                 | 5  | 5  | 4  | 5  | 4  | 23               |

## HASIL VALIDITAS DAN RELIABILITAS

### Validitas Variabel Harga

#### Correlations

#### Correlations

|          |                     | HG1    | HG2    | HG3    | HG4    | HG5    | TOTAL_HG |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| HG1      | Pearson Correlation | 1      | .429*  | .467** | .479** | .330   | .720**   |
|          | Sig. (2-tailed)     |        | .018   | .009   | .007   | .075   | .000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| HG2      | Pearson Correlation | .429*  | 1      | .340   | .372*  | .380*  | .666**   |
|          | Sig. (2-tailed)     | .018   |        | .066   | .043   | .038   | .000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| HG3      | Pearson Correlation | .467** | .340   | 1      | .462*  | .431*  | .737**   |
|          | Sig. (2-tailed)     | .009   | .066   |        | .010   | .017   | .000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| HG4      | Pearson Correlation | .479** | .372*  | .462*  | 1      | .702** | .802**   |
|          | Sig. (2-tailed)     | .007   | .043   | .010   |        | .000   | .000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| HG5      | Pearson Correlation | .330   | .380*  | .431*  | .702** | 1      | .785**   |
|          | Sig. (2-tailed)     | .075   | .038   | .017   | .000   |        | .000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| TOTAL_HG | Pearson Correlation | .720** | .666** | .737** | .802** | .785** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |          |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |

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

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

## Reliabilitas Variabel Harga

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .790             | 5          |

#### Item Statistics

|     | Mean   | Std. Deviation | N  |
|-----|--------|----------------|----|
| HG1 | 4.0000 | .58722         | 30 |
| HG2 | 4.1000 | .54772         | 30 |
| HG3 | 3.8667 | .62881         | 30 |
| HG4 | 4.0333 | .49013         | 30 |
| HG5 | 3.9000 | .71197         | 30 |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| HG1 | 15.9000                    | 3.334                          | .547                             | .757                             |
| HG2 | 15.8000                    | 3.545                          | .488                             | .774                             |
| HG3 | 16.0333                    | 3.206                          | .555                             | .754                             |
| HG4 | 15.8667                    | 3.361                          | .696                             | .720                             |
| HG5 | 16.0000                    | 2.897                          | .598                             | .744                             |

#### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 19.9000 | 4.852    | 2.20266        | 5          |

## Validitas Variabel Lokasi

### Correlations

#### Correlations

|              |                     | LK1    | LK2    | LK3    | LK4    | LK5    | TOTAL_L<br>K |
|--------------|---------------------|--------|--------|--------|--------|--------|--------------|
| LK1          | Pearson Correlation | 1      | .611** | .277   | .517** | .433*  | .751**       |
|              | Sig. (2-tailed)     |        | .000   | .138   | .003   | .017   | .000         |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |
| LK2          | Pearson Correlation | .611** | 1      | .406*  | .424*  | .330   | .724**       |
|              | Sig. (2-tailed)     | .000   |        | .026   | .019   | .075   | .000         |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |
| LK3          | Pearson Correlation | .277   | .406*  | 1      | .563** | .264   | .712**       |
|              | Sig. (2-tailed)     | .138   | .026   |        | .001   | .159   | .000         |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |
| LK4          | Pearson Correlation | .517** | .424*  | .563** | 1      | .409*  | .776**       |
|              | Sig. (2-tailed)     | .003   | .019   | .001   |        | .025   | .000         |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |
| LK5          | Pearson Correlation | .433*  | .330   | .264   | .409*  | 1      | .696**       |
|              | Sig. (2-tailed)     | .017   | .075   | .159   | .025   |        | .000         |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |
| TOTAL_L<br>K | Pearson Correlation | .751** | .724** | .712** | .776** | .696** | 1            |
|              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |              |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |

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

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

## Reliabilitas Variabel Lokasi

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .762             | 5          |

#### Item Statistics

|     | Mean   | Std. Deviation | N  |
|-----|--------|----------------|----|
| LK1 | 3.9333 | .58329         | 30 |
| LK2 | 4.0333 | .49013         | 30 |
| LK3 | 3.7333 | .73968         | 30 |
| LK4 | 4.1000 | .48066         | 30 |
| LK5 | 3.6333 | .71840         | 30 |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| LK1 | 15.5000                    | 3.224                          | .593                             | .699                             |
| LK2 | 15.4000                    | 3.490                          | .588                             | .709                             |
| LK3 | 15.7000                    | 3.045                          | .470                             | .752                             |
| LK4 | 15.3333                    | 3.402                          | .661                             | .689                             |
| LK5 | 15.8000                    | 3.131                          | .456                             | .755                             |

#### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 19.4333 | 4.806    | 2.19220        | 5          |



## Validitas Variabel Kualitas Produk

### Correlations

#### Correlations

|              |                     | PR1    | PR2    | PR3    | PR4    | PR5    | TOTAL_P<br>R |
|--------------|---------------------|--------|--------|--------|--------|--------|--------------|
| PR1          | Pearson Correlation | 1      | .690** | .526** | .212   | .562** | .764**       |
|              | Sig. (2-tailed)     |        | .000   | .003   | .260   | .001   | .000         |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |
| PR2          | Pearson Correlation | .690** | 1      | .604** | .340   | .555** | .817**       |
|              | Sig. (2-tailed)     | .000   |        | .000   | .066   | .001   | .000         |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |
| PR3          | Pearson Correlation | .526** | .604** | 1      | .538** | .590** | .822**       |
|              | Sig. (2-tailed)     | .003   | .000   |        | .002   | .001   | .000         |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |
| PR4          | Pearson Correlation | .212   | .340   | .538** | 1      | .512** | .683**       |
|              | Sig. (2-tailed)     | .260   | .066   | .002   |        | .004   | .000         |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |
| PR5          | Pearson Correlation | .562** | .555** | .590** | .512** | 1      | .819**       |
|              | Sig. (2-tailed)     | .001   | .001   | .001   | .004   |        | .000         |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |
| TOTAL_<br>PR | Pearson Correlation | .764** | .817** | .822** | .683** | .819** | 1            |
|              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |              |
|              | N                   | 30     | 30     | 30     | 30     | 30     | 30           |

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

## Reliabilitas Variabel Kualitas Produk

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .831             | 5          |

#### Item Statistics

|     | Mean   | Std. Deviation | N  |
|-----|--------|----------------|----|
| PR1 | 3.9333 | .73968         | 30 |
| PR2 | 4.0000 | .74278         | 30 |
| PR3 | 3.9667 | .61495         | 30 |
| PR4 | 3.8667 | .81931         | 30 |
| PR5 | 4.0333 | .66868         | 30 |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| PR1 | 15.8667                    | 5.154                          | .611                             | .803                             |
| PR2 | 15.8000                    | 4.924                          | .690                             | .780                             |
| PR3 | 15.8333                    | 5.316                          | .726                             | .777                             |
| PR4 | 15.9333                    | 5.306                          | .470                             | .850                             |
| PR5 | 15.7667                    | 5.151                          | .710                             | .777                             |

#### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 19.8000 | 7.752    | 2.78419        | 5          |

## Validitas Variabel Kualitas Pelayanan

### Correlations

#### Correlations

|          |                     | PL1    | PL2    | PL3    | PL4    | PL5    | TOTAL_PL |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| PL1      | Pearson Correlation | 1      | .920** | .703** | .536** | .646** | .894**   |
|          | Sig. (2-tailed)     |        | .000   | .000   | .002   | .000   | .000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| PL2      | Pearson Correlation | .920** | 1      | .764** | .679** | .703** | .951**   |
|          | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| PL3      | Pearson Correlation | .703** | .764** | 1      | .604** | .528** | .838**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000   | .003   | .000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| PL4      | Pearson Correlation | .536** | .679** | .604** | 1      | .645** | .800**   |
|          | Sig. (2-tailed)     | .002   | .000   | .000   |        | .000   | .000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| PL5      | Pearson Correlation | .646** | .703** | .528** | .645** | 1      | .812**   |
|          | Sig. (2-tailed)     | .000   | .000   | .003   | .000   |        | .000     |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| TOTAL_PL | Pearson Correlation | .894** | .951** | .838** | .800** | .812** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |          |
|          | N                   | 30     | 30     | 30     | 30     | 30     | 30       |

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

## Reliabilitas Variabel Kualitas Pelayanan

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .912             | 5          |

#### Item Statistics

|     | Mean   | Std. Deviation | N  |
|-----|--------|----------------|----|
| PL1 | 3.9667 | .66868         | 30 |
| PL2 | 3.9667 | .61495         | 30 |
| PL3 | 4.0000 | .58722         | 30 |
| PL4 | 4.0667 | .58329         | 30 |
| PL5 | 3.9667 | .55605         | 30 |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| PL1 | 16.0000                    | 4.069                          | .818                             | .884                             |
| PL2 | 16.0000                    | 4.069                          | .917                             | .861                             |
| PL3 | 15.9667                    | 4.516                          | .746                             | .898                             |
| PL4 | 15.9000                    | 4.645                          | .691                             | .909                             |
| PL5 | 16.0000                    | 4.690                          | .716                             | .904                             |

#### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 19.9667 | 6.723    | 2.59287        | 5          |

## Validitas Variabel Minat Beli Ulang

### Correlations

|              |                     | Correlations |        |        |        |        | TOTAL_U<br>L |
|--------------|---------------------|--------------|--------|--------|--------|--------|--------------|
|              |                     | UL1          | UL2    | UL3    | UL4    | UL5    |              |
| UL1          | Pearson Correlation | 1            | .667** | .519** | .560** | .589** | .791**       |
|              | Sig. (2-tailed)     |              | .000   | .003   | .001   | .001   | .000         |
|              | N                   | 30           | 30     | 30     | 30     | 30     | 30           |
| UL2          | Pearson Correlation | .667**       | 1      | .667** | .651** | .701** | .884**       |
|              | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000         |
|              | N                   | 30           | 30     | 30     | 30     | 30     | 30           |
| UL3          | Pearson Correlation | .519**       | .667** | 1      | .521** | .588** | .813**       |
|              | Sig. (2-tailed)     | .003         | .000   |        | .003   | .001   | .000         |
|              | N                   | 30           | 30     | 30     | 30     | 30     | 30           |
| UL4          | Pearson Correlation | .560**       | .651** | .521** | 1      | .724** | .825**       |
|              | Sig. (2-tailed)     | .001         | .000   | .003   |        | .000   | .000         |
|              | N                   | 30           | 30     | 30     | 30     | 30     | 30           |
| UL5          | Pearson Correlation | .589**       | .701** | .588** | .724** | 1      | .852**       |
|              | Sig. (2-tailed)     | .001         | .000   | .001   | .000   |        | .000         |
|              | N                   | 30           | 30     | 30     | 30     | 30     | 30           |
| TOTAL_<br>UL | Pearson Correlation | .791**       | .884** | .813** | .825** | .852** | 1            |
|              | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   |              |
|              | N                   | 30           | 30     | 30     | 30     | 30     | 30           |

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



## Reliabilitas Variabel Minat Beli Ulang

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .884             | 5          |

#### Item Statistics

|     | Mean   | Std. Deviation | N  |
|-----|--------|----------------|----|
| UL1 | 4.1333 | .62881         | 30 |
| UL2 | 3.9667 | .66868         | 30 |
| UL3 | 3.5667 | .81720         | 30 |
| UL4 | 3.7333 | .69149         | 30 |
| UL5 | 3.9333 | .58329         | 30 |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| UL1 | 15.2000                    | 5.545                          | .680                             | .868                             |
| UL2 | 15.3667                    | 5.068                          | .810                             | .838                             |
| UL3 | 15.7667                    | 4.875                          | .668                             | .879                             |
| UL4 | 15.6000                    | 5.214                          | .716                             | .860                             |
| UL5 | 15.4000                    | 5.490                          | .777                             | .850                             |

#### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 19.3333 | 7.954    | 2.82029        | 5          |

### DATA KESELURUHAN RESPONDEN

| RES<br>PONDEN | A1 | A2 | A3 | A4 | A5 | HARGA | B1 | B3 | B4 | B5 | LOKASI | C1 | C2 | C3 | C4 | C5 | KUALITAS<br>PRODUK | D1 | D2 | D3 | D4 | D5 | KUALITAS<br>PELAYANAN | E1 | E2 | E3 | E4 | E5 | MINAT<br>BELI<br>ULANG |
|---------------|----|----|----|----|----|-------|----|----|----|----|--------|----|----|----|----|----|--------------------|----|----|----|----|----|-----------------------|----|----|----|----|----|------------------------|
| 1             | 3  | 3  | 3  | 4  | 4  | 17    | 4  | 3  | 3  | 4  | 18     | 3  | 3  | 3  | 4  | 4  | 17                 | 4  | 5  | 3  | 4  | 4  | 20                    | 4  | 4  | 3  | 5  | 4  | 20                     |
| 2             | 4  | 4  | 4  | 3  | 4  | 19    | 4  | 3  | 4  | 3  | 18     | 3  | 3  | 4  | 5  | 3  | 18                 | 5  | 4  | 4  | 4  | 4  | 21                    | 4  | 3  | 5  | 4  | 4  | 20                     |
| 3             | 4  | 3  | 3  | 4  | 4  | 18    | 3  | 4  | 3  | 4  | 17     | 4  | 4  | 3  | 4  | 3  | 18                 | 3  | 4  | 4  | 3  | 4  | 18                    | 4  | 4  | 4  | 3  | 4  | 19                     |
| 4             | 4  | 4  | 4  | 3  | 5  | 20    | 4  | 3  | 1  | 4  | 15     | 4  | 4  | 3  | 4  | 4  | 19                 | 4  | 3  | 4  | 3  | 4  | 18                    | 3  | 4  | 3  | 3  | 4  | 17                     |
| 5             | 4  | 4  | 5  | 4  | 5  | 22    | 5  | 4  | 5  | 3  | 21     | 5  | 4  | 5  | 5  | 4  | 23                 | 4  | 4  | 5  | 5  | 4  | 22                    | 5  | 4  | 4  | 4  | 5  | 22                     |
| 6             | 3  | 4  | 3  | 5  | 4  | 19    | 4  | 4  | 5  | 4  | 20     | 4  | 4  | 3  | 4  | 5  | 20                 | 3  | 4  | 5  | 5  | 5  | 22                    | 3  | 4  | 5  | 3  | 4  | 19                     |
| 7             | 3  | 4  | 3  | 4  | 5  | 19    | 4  | 3  | 4  | 3  | 19     | 4  | 3  | 4  | 5  | 4  | 20                 | 3  | 4  | 3  | 4  | 5  | 19                    | 3  | 4  | 5  | 4  | 3  | 19                     |
| 8             | 3  | 4  | 3  | 5  | 4  | 19    | 3  | 5  | 4  | 4  | 20     | 4  | 3  | 4  | 5  | 4  | 20                 | 3  | 5  | 4  | 5  | 4  | 21                    | 3  | 4  | 5  | 4  | 5  | 21                     |
| 9             | 3  | 4  | 5  | 4  | 3  | 19    | 3  | 5  | 3  | 3  | 18     | 3  | 4  | 5  | 4  | 3  | 19                 | 3  | 4  | 5  | 4  | 3  | 19                    | 3  | 4  | 5  | 4  | 3  | 19                     |
| 10            | 3  | 4  | 4  | 4  | 5  | 20    | 3  | 4  | 4  | 3  | 18     | 4  | 4  | 4  | 5  | 4  | 21                 | 3  | 4  | 5  | 4  | 4  | 20                    | 3  | 4  | 4  | 4  | 5  | 20                     |
| 11            | 3  | 4  | 4  | 5  | 4  | 20    | 3  | 4  | 5  | 3  | 19     | 3  | 4  | 3  | 4  | 5  | 19                 | 4  | 3  | 4  | 5  | 3  | 19                    | 3  | 4  | 3  | 4  | 5  | 19                     |
| 12            | 4  | 3  | 4  | 5  | 4  | 20    | 4  | 4  | 5  | 3  | 19     | 3  | 4  | 5  | 4  | 4  | 20                 | 4  | 5  | 3  | 4  | 5  | 21                    | 3  | 4  | 5  | 4  | 3  | 19                     |
| 13            | 4  | 3  | 4  | 5  | 3  | 19    | 4  | 3  | 5  | 4  | 20     | 4  | 3  | 5  | 4  | 3  | 19                 | 4  | 5  | 3  | 4  | 4  | 20                    | 3  | 4  | 5  | 3  | 4  | 19                     |
| 14            | 3  | 4  | 3  | 4  | 5  | 19    | 3  | 4  | 5  | 4  | 20     | 4  | 4  | 4  | 3  | 5  | 20                 | 4  | 3  | 3  | 4  | 5  | 19                    | 3  | 4  | 5  | 3  | 4  | 19                     |
| 15            | 4  | 4  | 5  | 3  | 4  | 20    | 4  | 4  | 4  | 3  | 18     | 4  | 3  | 4  | 4  | 5  | 20                 | 3  | 4  | 3  | 4  | 5  | 19                    | 4  | 3  | 4  | 5  | 4  | 20                     |
| 16            | 4  | 3  | 4  | 5  | 4  | 20    | 4  | 5  | 3  | 3  | 19     | 4  | 3  | 5  | 3  | 4  | 19                 | 4  | 3  | 5  | 4  | 5  | 21                    | 4  | 3  | 4  | 4  | 5  | 20                     |
| 17            | 4  | 3  | 4  | 4  | 5  | 20    | 4  | 3  | 4  | 4  | 19     | 4  | 4  | 5  | 4  | 3  | 20                 | 3  | 4  | 4  | 5  | 4  | 20                    | 3  | 4  | 3  | 5  | 4  | 19                     |
| 18            | 5  | 5  | 4  | 3  | 4  | 21    | 3  | 5  | 4  | 4  | 20     | 3  | 3  | 2  | 3  | 3  | 14                 | 3  | 4  | 5  | 4  | 3  | 19                    | 4  | 5  | 3  | 4  | 4  | 20                     |
| 19            | 3  | 3  | 4  | 5  | 4  | 19    | 3  | 4  | 5  | 3  | 19     | 4  | 4  | 3  | 4  | 3  | 18                 | 4  | 3  | 3  | 4  | 5  | 19                    | 3  | 4  | 3  | 4  | 5  | 19                     |
| 20            | 4  | 4  | 4  | 3  | 5  | 20    | 4  | 5  | 3  | 4  | 20     | 3  | 5  | 4  | 4  | 4  | 20                 | 4  | 3  | 4  | 4  | 5  | 20                    | 4  | 4  | 3  | 5  | 4  | 20                     |
| 21            | 4  | 3  | 4  | 5  | 3  | 19    | 5  | 4  | 2  | 4  | 18     | 4  | 2  | 4  | 3  | 5  | 18                 | 5  | 3  | 4  | 3  | 5  | 20                    | 5  | 3  | 4  | 3  | 4  | 19                     |
| 22            | 5  | 3  | 4  | 3  | 4  | 19    | 2  | 4  | 3  | 5  | 17     | 5  | 4  | 5  | 3  | 4  | 21                 | 3  | 4  | 5  | 3  | 2  | 17                    | 2  | 2  | 3  | 4  | 5  | 16                     |
| 23            | 5  | 4  | 4  | 2  | 3  | 18    | 2  | 4  | 3  | 5  | 16     | 5  | 3  | 4  | 4  | 3  | 19                 | 5  | 3  | 4  | 2  | 4  | 18                    | 4  | 3  | 4  | 3  | 5  | 19                     |

|    |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |   |   |    |
|----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|---|----|
| 24 | 5 | 4 | 3 | 5 | 3 | 20 | 5 | 4 | 3 | 3 | 18 | 5 | 3 | 5 | 3 | 4 | 20 | 4 | 4 | 3 | 4 | 3 | 18 | 5 | 4 | 3 | 5 | 3 | 20 |
| 25 | 4 | 3 | 4 | 2 | 5 | 18 | 2 | 4 | 3 | 5 | 16 | 5 | 4 | 2 | 5 | 3 | 19 | 5 | 3 | 4 | 2 | 4 | 18 | 5 | 4 | 4 | 3 | 4 | 20 |
| 26 | 4 | 3 | 4 | 2 | 5 | 18 | 5 | 4 | 2 | 4 | 18 | 5 | 3 | 4 | 2 | 5 | 19 | 5 | 3 | 4 | 2 | 5 | 19 | 5 | 5 | 3 | 4 | 2 | 19 |
| 27 | 2 | 3 | 5 | 3 | 4 | 17 | 5 | 3 | 4 | 3 | 19 | 4 | 3 | 5 | 4 | 3 | 19 | 5 | 3 | 4 | 3 | 5 | 20 | 5 | 4 | 2 | 5 | 3 | 19 |
| 28 | 3 | 3 | 5 | 4 | 3 | 18 | 5 | 3 | 4 | 5 | 21 | 2 | 3 | 5 | 4 | 3 | 17 | 5 | 4 | 3 | 4 | 5 | 21 | 5 | 4 | 4 | 3 | 2 | 18 |
| 29 | 2 | 3 | 5 | 4 | 3 | 17 | 3 | 5 | 4 | 4 | 18 | 2 | 2 | 4 | 3 | 5 | 16 | 4 | 3 | 5 | 2 | 4 | 18 | 3 | 4 | 3 | 2 | 5 | 17 |
| 30 | 4 | 3 | 4 | 3 | 3 | 17 | 5 | 3 | 4 | 5 | 21 | 2 | 3 | 3 | 4 | 2 | 14 | 3 | 4 | 3 | 4 | 3 | 17 | 3 | 4 | 3 | 5 | 3 | 18 |
| 31 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 3 | 20 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 5 | 3 | 20 | 5 | 4 | 4 | 3 | 5 | 21 |
| 32 | 4 | 5 | 5 | 4 | 3 | 21 | 4 | 3 | 3 | 3 | 16 | 3 | 4 | 3 | 4 | 4 | 18 | 3 | 3 | 4 | 3 | 3 | 16 | 3 | 4 | 4 | 3 | 3 | 17 |
| 33 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 3 | 18 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 3 | 4 | 19 |
| 34 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 3 | 5 | 3 | 19 | 5 | 3 | 5 | 3 | 5 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 3 | 5 | 5 | 23 |
| 35 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 36 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 3 | 5 | 4 | 21 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 5 | 3 | 5 | 5 | 22 |
| 37 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 3 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 38 | 3 | 3 | 3 | 3 | 4 | 16 | 2 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 3 | 3 | 3 | 4 | 17 |
| 39 | 4 | 5 | 4 | 3 | 4 | 20 | 4 | 3 | 5 | 3 | 19 | 4 | 5 | 4 | 3 | 4 | 20 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 5 | 4 | 22 |
| 40 | 4 | 4 | 3 | 1 | 4 | 16 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 4 | 19 |
| 41 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 4 | 2 | 4 | 4 | 18 |
| 42 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 43 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 3 | 5 | 3 | 20 | 3 | 3 | 3 | 2 | 3 | 14 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 3 | 5 | 5 | 23 |
| 44 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 3 | 5 | 3 | 21 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 45 | 4 | 4 | 4 | 3 | 3 | 18 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 4 | 2 | 3 | 3 | 17 |
| 46 | 5 | 5 | 3 | 3 | 5 | 21 | 5 | 5 | 5 | 5 | 25 | 3 | 5 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 5 | 21 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 4 | 3 | 18 | 4 | 3 | 4 | 5 | 3 | 19 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 4 | 5 | 21 |
| 48 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 4 | 22 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 4 | 5 | 5 | 22 |
| 49 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 4 | 4 | 17 | 4 | 4 | 3 | 3 | 2 | 16 | 4 | 4 | 3 | 3 | 3 | 17 | 3 | 3 | 3 | 3 | 3 | 15 |
| 50 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 4 | 5 | 23 |

|    |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |   |   |    |
|----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|---|----|
| 51 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | 4 | 5 | 4 | 3 | 4 | 20 | 4 | 4 | 5 | 3 | 19 | 3 | 3 | 3 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 3 | 3 | 17 |
| 53 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 54 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 3 | 4 | 21 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 4 | 4 | 4 | 5 | 22 |
| 55 | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 4 | 4 | 4 | 22 | 5 | 4 | 4 | 3 | 4 | 20 | 5 | 5 | 4 | 4 | 4 | 22 |
| 56 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 57 | 4 | 4 | 4 | 3 | 5 | 20 | 3 | 4 | 3 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 4 | 3 | 20 | 4 | 4 | 3 | 4 | 4 | 19 |
| 58 | 4 | 3 | 3 | 3 | 4 | 17 | 3 | 3 | 4 | 3 | 17 | 4 | 4 | 3 | 2 | 3 | 16 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 3 | 2 | 3 | 3 | 15 |
| 59 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 4 | 4 | 22 |
| 60 | 4 | 3 | 5 | 3 | 5 | 20 | 4 | 4 | 4 | 2 | 18 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 61 | 4 | 4 | 5 | 4 | 3 | 20 | 4 | 3 | 4 | 4 | 20 | 2 | 4 | 4 | 4 | 5 | 19 | 5 | 5 | 4 | 3 | 4 | 21 | 5 | 5 | 3 | 4 | 4 | 21 |
| 62 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 5 | 4 | 21 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 4 | 3 | 5 | 5 | 22 |
| 63 | 4 | 3 | 4 | 4 | 4 | 19 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 3 | 4 | 4 | 19 | 3 | 4 | 3 | 4 | 4 | 18 | 3 | 4 | 4 | 3 | 4 | 18 |
| 64 | 5 | 5 | 4 | 4 | 1 | 19 | 4 | 5 | 4 | 4 | 21 | 4 | 5 | 4 | 3 | 5 | 21 | 4 | 4 | 4 | 5 | 3 | 20 | 3 | 3 | 3 | 4 | 4 | 17 |
| 65 | 3 | 3 | 2 | 3 | 3 | 14 | 4 | 2 | 2 | 1 | 13 | 2 | 3 | 4 | 4 | 2 | 15 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 2 | 2 | 3 | 3 | 13 |
| 66 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 2 | 4 | 2 | 15 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 4 | 3 | 3 | 16 |
| 67 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 5 | 4 | 4 | 20 | 4 | 5 | 3 | 4 | 4 | 20 | 5 | 4 | 4 | 4 | 3 | 20 | 3 | 4 | 3 | 4 | 5 | 19 |
| 68 | 4 | 4 | 3 | 2 | 3 | 16 | 4 | 2 | 4 | 4 | 17 | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 3 | 3 | 2 | 3 | 15 |
| 69 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 5 | 4 | 20 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 4 | 4 | 4 | 3 | 20 | 4 | 5 | 4 | 3 | 4 | 20 |
| 70 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 5 | 4 | 20 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 4 | 4 | 4 | 3 | 20 | 4 | 4 | 5 | 3 | 4 | 20 |
| 71 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 3 | 5 | 4 | 19 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 5 | 3 | 3 | 4 | 19 | 4 | 4 | 3 | 3 | 4 | 18 |
| 72 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 4 | 4 | 21 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 5 | 4 | 4 | 5 | 22 | 5 | 5 | 4 | 4 | 5 | 23 |
| 73 | 3 | 4 | 3 | 5 | 3 | 18 | 4 | 4 | 4 | 3 | 20 | 3 | 3 | 4 | 4 | 3 | 17 | 5 | 4 | 5 | 5 | 4 | 23 | 3 | 5 | 3 | 4 | 4 | 19 |
| 74 | 4 | 5 | 4 | 3 | 4 | 20 | 4 | 4 | 5 | 3 | 20 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 20 | 3 | 5 | 4 | 3 | 4 | 19 | 4 | 3 | 3 | 3 | 4 | 17 | 4 | 4 | 4 | 4 | 3 | 19 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 3 | 4 | 20 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 5 | 4 | 4 | 4 | 21 |
| 77 | 4 | 3 | 4 | 3 | 4 | 18 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 3 | 1 | 4 | 16 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |

|     |   |   |   |   |   |    |   |   |   |   |    |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|---|----|
| 78  | 4 | 3 | 3 | 4 | 4 | 18 | 5 | 3 | 5 | 3 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 2 | 4 | 4 | 18 | 4 | 3 | 3 | 4 | 4 | 18 |
| 79  | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 3 | 5 | 3 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80  | 4 | 4 | 4 | 3 | 4 | 19 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 3 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81  | 3 | 3 | 3 | 4 | 3 | 16 | 4 | 4 | 5 | 3 | 20 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 82  | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 3 | 18 | 5 | 4 | 2 | 3 | 3 | 17 | 4 | 4 | 4 | 4 | 3 | 19 |
| 83  | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 4 | 3 | 3 | 3 | 16 | 4 | 4 | 3 | 4 | 4 | 19 |
| 84  | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 2 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 85  | 4 | 3 | 3 | 3 | 3 | 16 | 4 | 3 | 5 | 3 | 19 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 86  | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 5 | 4 | 23 |
| 87  | 3 | 3 | 4 | 4 | 4 | 18 | 3 | 3 | 2 | 3 | 15 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 3 | 3 | 4 | 18 | 3 | 3 | 3 | 3 | 3 | 15 |
| 88  | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 4 | 4 | 23 |
| 89  | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 2 | 16 | 4 | 4 | 3 | 4 | 3 | 18 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 90  | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 4 | 19 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 4 | 4 | 23 |
| 91  | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 3 | 4 | 3 | 18 | 4 | 4 | 4 | 4 | 3 | 19 | 3 | 4 | 3 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92  | 3 | 3 | 3 | 4 | 3 | 16 | 4 | 3 | 4 | 3 | 18 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 93  | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 3 | 3 | 2 | 15 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 3 | 4 | 4 | 17 |
| 94  | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 4 | 5 | 5 | 22 | 4 | 4 | 3 | 3 | 3 | 17 | 3 | 3 | 4 | 4 | 4 | 18 | 3 | 3 | 3 | 3 | 3 | 15 |
| 95  | 4 | 4 | 3 | 2 | 3 | 16 | 4 | 4 | 5 | 5 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96  | 4 | 5 | 5 | 4 | 3 | 21 | 5 | 4 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 3 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 3 | 19 |
| 97  | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 3 | 2 | 3 | 3 | 15 | 4 | 4 | 4 | 4 | 3 | 19 |
| 98  | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 5 | 20 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 4 | 3 | 3 | 4 | 18 | 3 | 4 | 4 | 5 | 3 | 19 |
| 99  | 3 | 5 | 5 | 4 | 5 | 22 | 4 | 2 | 2 | 3 | 15 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 100 | 5 | 3 | 4 | 3 | 2 | 17 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 5 | 4 | 21 |

## KARAKTERISTIK RESPONDEN

### Frequencies

#### Statistics

|   |         | jk  | usia | lama menjadi konsumen |
|---|---------|-----|------|-----------------------|
| N | Valid   | 100 | 100  | 100                   |
|   | Missing | 0   | 0    | 0                     |

### Frequency Table

#### jk

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-laki | 52        | 52.0    | 52.0          | 52.0               |
|       | Perempuan | 48        | 48.0    | 48.0          | 100.0              |
| Total |           | 100       | 100.0   | 100.0         |                    |

#### usia

|       |             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 20-29 tahun | 34        | 34.0    | 34.0          | 34.0               |
|       | 30-39 tahun | 28        | 28.0    | 28.0          | 62.0               |
|       | 40-49 tahun | 26        | 26.0    | 26.0          | 88.0               |
|       | >50 tahun   | 12        | 12.0    | 12.0          | 100.0              |
|       | Total       | 100       | 100.0   | 100.0         |                    |

**lama menjadi konsumen**

|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Pertama kali | 16        | 16.0    | 16.0          | 16.0               |
|       | >6 bulan     | 19        | 19.0    | 19.0          | 35.0               |
|       | >1 tahun     | 21        | 21.0    | 21.0          | 56.0               |
|       | >2 tahun     | 21        | 21.0    | 21.0          | 77.0               |
|       | >3 tahun     | 23        | 23.0    | 23.0          | 100.0              |
|       | Total        | 100       | 100.0   | 100.0         |                    |

## HASIL OLAH DATA

### Statistik Deskriptif

### Descriptives

#### Descriptive Statistics

|                    | N   | Minimum | Maximum | Mean    | Std. Deviation |
|--------------------|-----|---------|---------|---------|----------------|
| X1                 | 100 | 14.00   | 25.00   | 19.6300 | 2.35554        |
| X2                 | 100 | 13.00   | 25.00   | 19.5900 | 2.40410        |
| X3                 | 100 | 14.00   | 25.00   | 19.8900 | 2.62041        |
| X4                 | 100 | 15.00   | 25.00   | 20.2700 | 2.67368        |
| Y                  | 100 | 13.00   | 25.00   | 19.9800 | 2.66659        |
| Valid N (listwise) | 100 |         |         |         |                |



## ANALISIS HIPOTESIS

### Regression

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered           | Variables Removed | Method |
|-------|-----------------------------|-------------------|--------|
| 1     | X4, X1, X2, X3 <sup>a</sup> |                   | Enter  |

a. All requested variables entered.

b. Dependent Variable: Y

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .828 <sup>a</sup> | .686     | .673              | 1.52502                    |

a. Predictors: (Constant), X4, X1, X2, X3

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 483.018        | 4  | 120.755     | 51.922 | .000 <sup>a</sup> |
|       | Residual   | 220.942        | 95 | 2.326       |        |                   |
|       | Total      | 703.960        | 99 |             |        |                   |

a. Predictors: (Constant), X4, X1, X2, X3

b. Dependent Variable: Y

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | -1.290                      | 1.544      |                           | -.836 | .405 |
|       | X1         | .238                        | .082       | .210                      | 2.905 | .005 |
|       | X2         | .177                        | .080       | .159                      | 2.214 | .029 |
|       | X3         | .242                        | .076       | .238                      | 3.181 | .002 |
|       | X4         | .411                        | .077       | .412                      | 5.327 | .000 |

a. Dependent Variable: Y