

DAFTAR LAMPIRAN

Lampiran 1. Kuesioner Penelitian

Kuesioner Penelitian

Yth. Saudari Responden

Di Tempat

Dengan Hormat,

Saya Khairus Sholeh Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Muhammadiyah Ponorogo yang sedang menyelesaikan tugas akhir skripsi yang berjudul **“Pengaruh *Store Atmosphere*, *Word Of Mouth*, dan Daya Tarik Promosi terhadap minat beli konsumen Mie Ngeyel SS Ponorogo**

Sehubungan dengan hal diatas, mohon ketersediaan bantuan bapak/ibu untuk mengisi angket ini berdasarkan dengan kondisi saat ini dan apa adanya. Semua informasi yang saya dapatkan akan menjadi bahan penelitian secara akademis dan tidak akan mempengaruhi reputasi bapak/ibu karyawan dalam bekerja.

Demikian surat ini saya sampaikan, atas ketersediaan dan perhatian bapak/ibu saya ucapkan terimakasih

Hormat Saya,

Khairus Sholeh

DATA RESPONDEN

A. Identitas Responden

1. Nama :
2. Jenis Kelamin : - Laki-laki - Perempuan
3. Usia :
 - < 19 Tahun
 - 19-25 Tahun
 - 26-35 Tahun
 - 36-45 Tahun
 - > 45 Tahun
4. Pekerjaan : - Pelajar/ Mahasiswa
 - Pegawai Negeri Sipil
 - Wirausaha
 - Karyawan Swasta

B. Petunjuk Pengisian Kuesioner

1. Sebelum mengisi kuisisioner ini, mohon Bapak/Ibu membaca setiap butir pertanyaan dengan cermat.
2. Bapak/Ibu memberikan tanda *check list* (✓) pada kolom yang sesuai dengan pilihan.
3. untuk setiap butir pertanyaan hanya diperbolehkan memilih satu alternatif jawaban.
4. semua pernyataan yang ada, mohon dijawab tanpa ada satupun terlewat.

C. Keterangan Jawaban

- Sangat Tidak Setuju (STS) : 5
- Tidak Setuju (TS) : 4
- Netral (N) : 3

Setuju(S) : 2

Sangat Setuju (SS) : 1



1. STORE ATMOSPHERE

Tanggapan responden mengenai variabel Store Atmosphere (X1) pada Mie Ngeyel SS Ponorogo

NO	Pernyataan	STS	TS	N	S	SS
<i>Bagian Luar Toko (Exterior)</i>						
1.	Pelanggan merasa mudah dalam menemukan alamat Mie Ngeyel SS					
<i>Interior Umum (General Interior)</i>						
2.	Pelanggan merasa nyaman di area lingkungan Mie Ngeyel SS					
3.	Pelanggan merasa tempat duduk yang tersedia yang dapat menampung jumlah konsumen di Mie Ngeyel SS					
<i>Tata Letak Toko (Store layout)</i>						
4.	Tempat parkir pelanggan Mie Ngeyel SS luas					
<i>Interior (Point-of-Purchase) Display</i>						
5.	Pelanggan tertarik dengan kemasan yang kekinian di Mie Ngeyel SS					

2. Wordh Of Mouth

Tanggapan responden mengenai Variabel Word Of Mouth (X2) pada Mie Ngeyel SS Ponorogo

NO	Pernyataan	STS	TS	N	S	SS
<i>Talkers (pembicaran)</i>						
1.	Sering mendengar review pengalaman beli Mie Ngeyel SS dari teman dan orang lain					
2.	Sering melihat teman mereview Mie Ngeyel SS di media sosial					
<i>Topics (topik)</i>						
3.	Program diskon jum'at berkah Mie Ngeyel SS sering diceritakan					
<i>Tools (alat)</i>						

4.	Pelanggan tertarik beli Mie Ngeyel SS dari penggunaan kemasan yang kekinian					
Talking part (partisipasi)						
5.	Pelanggan Mie Ngeyel SS dari semua kalangan mereka sering tertarik dengan menu level ketinggian ukuran pedas mulai dari level 0 sampai level 9					

3. Daya Tarik Promosi

Tanggapan responden mengenai Variabel daya Tarik Promosi (X3) Pada Mie Ngeyel SS Ponorogo

NO	Pernyataan	STS	TS	N	S	SS
Memodifikasi tingkah laku						
1.	Tersedia hotline untuk menyalurkan kritik dan saran					
Memberitahu						
2.	Saya melihat iklan Mie Ngeyel SS di instagram					
Membujuk						
3.	Promosi Mie Ngeyel SS dilakukan di media sosial					
4.	Pelanggan tertarik buy one get one pada menu Mie Ngeyel Spesial					
Mengingatkan						
5.	Terdapat sales promotion di tempat jualan					

4. Minat Beli

Tanggapan responden mengenai Variabel Minat beli (Y) pada Mie Ngeyel SS Ponorogo

NO	Pernyataan	STS	TS	N	S	SS
Minat transaksional						
1.	Saya bersedia untuk membeli Mie Ngeyel SS					
Minat refrensial						
2.	Saya bersedia merekomendasikan Mie Ngeyel SS kepada orang lain					
Minat preferensial						
3.	Saya bersedia untuk melakukan pembelian pada Mie Ngeyel SS					
4.	Mie Ngeyel SS lebih menarik perhatian saya					
Minat eksploratif						
5.	Saya telah mengumpulkan informasi sebanyak mungkin sebelum membeli Mie Ngeyel SS					



Lampiran 2. Tabulasi Data

DATA TABULASI KUESIONER PENELITIAN

No Responden	Store Atmmosphere (X1)					Total X1	Word Of Mouth (X2)					Total X2
	X1. P1	X1. P2	X1. P3	X1. P4	X1. P5		X2. P1	X2. P2	X2. P3	X2. P4	X2. P5	
1	4	3	4	3	4	18	5	4	4	4	4	21
2	5	3	4	4	4	20	5	5	5	4	5	24
3	5	5	5	5	5	25	5	5	4	3	3	20
4	3	4	3	3	3	16	3	4	4	3	3	17
5	4	4	4	4	4	20	4	4	4	4	4	20
6	3	3	5	3	4	18	3	4	3	3	3	16
7	5	4	4	4	4	21	4	4	4	4	4	20
8	4	4	4	4	4	20	5	5	4	5	4	23
9	4	5	4	5	4	22	5	5	4	5	3	22
10	5	4	5	4	5	23	5	4	4	4	4	21
11	2	3	2	2	1	10	2	2	2	2	1	9
12	3	3	3	3	3	15	3	3	3	3	3	15
13	4	4	4	4	4	20	4	4	4	5	4	21
14	5	4	4	4	4	21	4	4	5	4	4	21
15	4	4	5	4	4	21	3	4	3	3	2	15
16	5	4	5	4	4	22	4	4	4	4	3	19
17	4	4	3	4	5	20	4	3	4	4	4	19
18	2	2	2	2	2	10	2	2	2	2	2	10
19	4	4	5	5	5	23	5	4	5	4	5	23
20	4	3	4	4	4	19	4	3	3	3	3	16
21	4	4	3	4	2	17	2	1	2	4	3	12
22	4	4	4	2	3	17	2	3	3	4	3	15
23	4	4	5	4	5	22	4	4	4	4	3	19
24	5	4	4	4	4	21	5	4	4	4	4	21
25	3	2	4	3	2	14	2	4	4	3	3	16
26	5	4	4	4	4	21	5	4	4	3	2	18
27	3	3	4	3	3	16	3	3	3	3	3	15
28	5	5	4	1	4	19	3	4	4	2	2	15
29	4	4	4	4	4	20	3	3	3	3	3	15
30	5	3	4	4	2	18	4	4	3	3	3	17
31	5	5	4	5	5	24	2	3	3	4	3	15
32	4	4	4	5	4	21	3	4	3	4	3	17
33	5	4	5	5	4	23	5	4	4	4	4	21
34	3	4	4	4	4	19	4	4	4	3	3	18
35	4	3	4	2	4	17	2	2	2	1	2	9

36	5	5	4	2	5	21	2	1	1	2	2	8
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No Responden	Store Atmosphere (X1)					Total X1	Word Of Mouth (X2)					Total X2
	X1. P1	X1. P2	X1. P3	X1. P4	X1. P5		X2. P1	X2. P2	X2. P3	X2. P4	X2. P5	
37	5	3	5	4	5	22	4	4	4	3	3	18
38	4	4	3	3	4	18	3	3	3	4	3	16
39	4	4	4	4	4	20	4	4	4	4	4	20
40	5	5	5	5	5	25	5	5	5	5	5	25
41	4	5	3	4	5	21	4	4	4	4	4	20
42	5	5	5	4	5	24	4	4	5	4	4	21
43	5	4	4	5	5	23	4	5	5	5	5	24
44	5	3	5	3	4	20	4	4	4	4	3	19
45	4	5	2	5	5	21	4	3	3	5	5	20
46	5	5	5	4	4	23	5	3	5	5	4	22
47	5	4	4	4	4	21	4	4	4	4	3	19
48	3	3	3	3	3	15	3	3	3	3	3	15
49	4	4	4	4	4	20	4	3	4	3	3	17
50	4	3	4	2	4	17	3	3	3	4	2	15
51	4	4	4	2	4	18	2	2	2	3	2	11
52	5	5	5	5	5	25	5	5	5	5	5	25
53	5	5	4	4	4	22	3	4	4	4	3	18
54	3	4	4	4	3	18	3	3	3	3	3	15
55	5	3	3	4	3	18	1	1	2	2	3	9
56	4	4	3	3	4	18	3	4	4	3	3	17
57	5	4	4	5	4	22	5	5	4	3	3	20
58	5	4	4	4	4	21	5	5	5	5	5	25
59	4	4	5	5	5	23	3	5	4	4	4	20
60	5	4	3	4	5	21	4	4	4	5	4	21
61	4	4	4	2	2	16	2	2	3	2	2	11
62	3	2	2	2	2	11	2	2	2	2	2	10
63	5	4	4	2	3	18	1	1	1	2	1	6
64	4	4	4	3	4	19	4	3	4	4	4	19
65	5	5	3	2	3	18	3	3	3	2	2	13
66	4	3	4	3	4	18	4	4	4	4	4	20
67	4	5	5	4	5	23	5	5	5	4	5	24
68	4	4	3	4	5	20	5	5	5	2	1	18
69	5	3	3	4	4	19	5	5	5	3	3	21
70	4	4	2	3	5	18	5	4	3	4	4	20
71	1	1	1	2	2	7	2	1	2	2	2	9
72	4	4	4	4	4	20	5	5	5	3	3	21

73	4	4	3	4	4	19	4	4	4	5	3	20
74	2	2	1	1	2	8	1	1	1	1	1	5



No Responden	Store Atmosphere (X1)					Total X1	Word Of Mouth (X2)					Total X2
	X1.P1	X1.P2	X1.P3	X1.P4	X1.P5		X2.P1	X2.P2	X2.P3	X2.P4	X2.P5	
75	4	4	3	4	4	19	4	4	4	5	3	20
76	5	3	5	5	5	23	5	5	5	5	5	25
77	5	3	5	5	5	23	5	5	5	5	5	25
78	4	4	3	4	4	19	5	4	4	3	4	20
79	5	4	4	4	4	21	5	5	5	5	5	25
80	4	4	3	3	4	18	2	2	2	3	3	12
81	5	4	4	4	5	22	5	5	3	5	3	21
82	5	5	5	5	5	25	5	5	5	5	5	25
83	3	4	3	4	4	18	4	4	5	3	5	21
84	4	4	4	4	4	20	4	4	4	4	3	19
85	5	4	3	3	4	19	2	3	3	2	4	14
86	5	4	4	1	3	17	1	1	1	3	3	9
87	4	4	4	4	3	19	4	4	4	4	4	20
88	4	4	4	3	4	19	1	1	4	1	1	8
89	5	4	3	4	4	20	5	5	3	3	4	20
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92	4	5	4	4	5	22	3	3	4	4	4	18
93	5	3	4	5	3	20	5	4	3	5	4	21
94	5	5	3	5	3	21	4	4	5	5	4	22
95	4	3	3	4	4	18	3	3	4	4	4	18
96	5	2	4	3	4	18	4	3	5	5	3	20

No Responden	Daya Tarik Promosi (X3)					Total X3	Minat Beli (Y)					Total Y
	X3.P1	X3.P2	X3.P3	X3.P4	X3.P5		Y.P1	Y.P2	Y.P3	Y.P4	Y.P5	
1	5	4	4	3	4	20	3	4	4	3	4	18
2	5	2	5	2	5	19	4	5	4	5	4	22
3	5	5	4	3	5	22	5	5	5	4	5	24
4	3	3	3	3	3	15	3	3	4	3	4	17
5	4	4	4	4	4	20	4	4	4	4	4	20
6	5	4	4	4	3	20	4	4	4	3	4	19
7	5	5	5	4	4	23	4	4	4	4	4	20
8	5	5	5	4	5	24	4	4	4	4	5	21
9	5	5	5	3	5	23	4	3	5	5	5	22
10	5	5	4	5	4	23	4	3	4	3	5	19

11	3	2	3	2	2	12	1	2	1	2	2	8
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54	3	3	3	3	3	15	3	3	3	3	3	15
55	3	4	3	3	3	16	4	4	3	4	3	18
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75	4	3	4	2	3	16	4	4	4	4	4	20
76	5	5	5	5	5	25	5	5	5	5	4	24
77	5	5	5	5	5	25	5	5	5	5	4	24
78	5	3	4	4	4	20	4	3	4	4	5	20
79	5	4	4	4	4	21	4	5	4	4	4	21
80	2	2	2	2	2	10	3	4	4	2	2	15
81	4	3	3	4	3	17	3	4	3	3	3	16
82	5	5	5	5	5	25	5	5	5	5	5	25
83	5	5	5	4	5	24	4	5	4	4	5	22
84	4	4	3	3	4	18	4	4	3	3	3	17
85	3	3	2	4	2	14	1	3	2	3	2	11
86	1	1	1	1	3	7	3	4	1	1	1	10
87	4	4	4	4	4	20	4	4	4	4	4	20
88	1	1	1	1	3	7	5	5	1	1	1	13
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92	4	5	3	3	4	19	3	3	3	4	3	16
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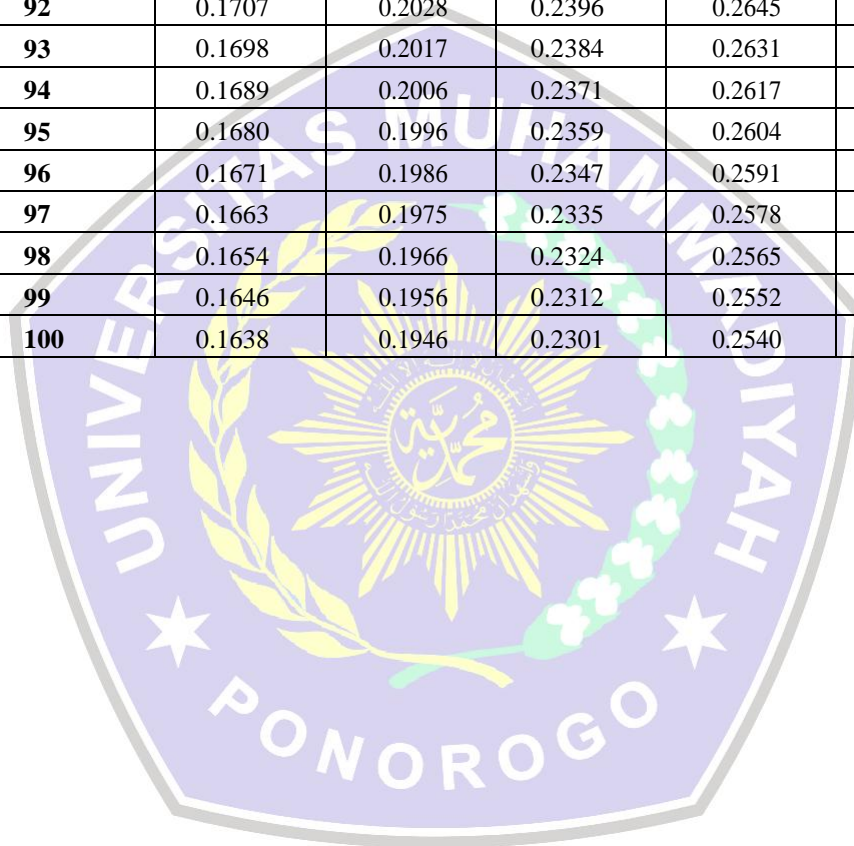


Lampiran 3. r hitung

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066

38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568

81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211



Lampiran 4. Uji Validitas

1. Variabel *Store Atmosphere* (X1)

Correlations

		X1.P1	X1.P2	X1.P3	X1.P4	X1.P5	TOTAL_X1
X1.P1	Pearson Correlation	1	.493**	.519**	.396**	.512**	.764**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96
X1.P2	Pearson Correlation	.493**	1	.326**	.374**	.520**	.706**
	Sig. (2-tailed)	.000		.001	.000	.000	.000
	N	96	96	96	96	96	96
X1.P3	Pearson Correlation	.519**	.326**	1	.419**	.484**	.732**
	Sig. (2-tailed)	.000	.001		.000	.000	.000
	N	96	96	96	96	96	96
X1.P4	Pearson Correlation	.396**	.374**	.419**	1	.529**	.746**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96
X1.P5	Pearson Correlation	.512**	.520**	.484**	.529**	1	.811**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96
TOTAL_X1	Pearson Correlation	.764**	.706**	.732**	.746**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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

2. Variabel *Word Of Mouth* (X2)

Correlations

		X2.P1	X2.P2	X2.P3	X2.P4	X2.P5	TOTAL_X2
X2.P1	Pearson Correlation	1	.841**	.737**	.616**	.625**	.899**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96
X2.P2	Pearson Correlation	.841**	1	.769**	.582**	.588**	.889**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	96	96	96	96	96	96
X2.P3	Pearson Correlation	.737**	.769**	1	.581**	.614**	.863**

	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96
X2.P4	Pearson Correlation	.616**	.582**	.581**	1	.718**	.811**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96
X2.P5	Pearson Correlation	.625**	.588**	.614**	.718**	1	.820**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96
TOTAL_X2	Pearson Correlation	.899**	.889**	.863**	.811**	.820**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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

3. Variabel Daya Tarik Promosi (X3)

Correlations

		X3.P1	X3.P2	X3.P3	X3.P4	X3.P5	TOTAL_X3
X3.P1	Pearson Correlation	1	.618**	.708**	.503**	.544**	.815**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96
X3.P2	Pearson Correlation	.618**	1	.688**	.659**	.624**	.867**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	96	96	96	96	96	96
X3.P3	Pearson Correlation	.708**	.688**	1	.603**	.664**	.887**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96
X3.P4	Pearson Correlation	.503**	.659**	.603**	1	.465**	.778**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96
X3.P5	Pearson Correlation	.544**	.624**	.664**	.465**	1	.794**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96
TOTAL_X3	Pearson Correlation	.815**	.867**	.887**	.778**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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

4. Variabel Minat Beli (Y)

Correlations

		Y.P1	Y.P2	Y.P3	Y.P4	Y.P5	TOTAL_Y
Y.P1	Pearson Correlation	1	.524**	.599**	.442**	.583**	.778**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96
Y.P2	Pearson Correlation	.524**	1	.443**	.273**	.293**	.603**
	Sig. (2-tailed)	.000		.000	.007	.004	.000
	N	96	96	96	96	96	96
Y.P3	Pearson Correlation	.599**	.443**	1	.701**	.793**	.906**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96
Y.P4	Pearson Correlation	.442**	.273**	.701**	1	.645**	.796**
	Sig. (2-tailed)	.000	.007	.000		.000	.000
	N	96	96	96	96	96	96
Y.P5	Pearson Correlation	.583**	.293**	.793**	.645**	1	.859**
	Sig. (2-tailed)	.000	.004	.000	.000		.000
	N	96	96	96	96	96	96
TOTAL_Y	Pearson Correlation	.778**	.603**	.906**	.796**	.859**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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

Lampiran 5. Reliabilitas

1. Variabel Store Atmosphere (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.805	5

2. Variabel Word Of Mouth (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.909	5

3. Variabel Daya Tarik Promosi (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.886	5

4. Variabel Minat Beli (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.852	5

Lampiran 6. Tabel t

Tabel t

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089

43							
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119

Lampiran 7. F-Tabel

F-Tabel

df untuk penyebut (N2)	df untuk pembilang (N1)									
	1	2	3	4	5	6	7	8	9	10
1	161	199	216	225	230	234	237	239	241	242
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05

45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93

Lampiran 8. Analisis Regresi Linier Berganda

1. Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.159	1.180		.982	.329
	Store Atmosphere (X1)	.179	.082	.146	2.196	.031
	Word Of Mouth (X2)	.286	.084	.325	3.392	.001
	Daya Tarik Promosi (X3)	.453	.080	.494	5.677	.000

a. Dependent Variable:

2. Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891 ^a	.794	.787	1.91707

a. Predictors: (Constant), DAYA TARIK PROMOSI (X3), STORE ATMOSPHERE (X1), WORD OF MOUTH(X2)

b. Dependent Variabel : Minat Beli

Lampiran 9. Hasil Hipotesis

Hasil Uji t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.159	1.180		.982	.329
	Store Atmosphere (X1)	.179	.082	.146	2.196	.031
	Word Of Mouth (X2)	.286	.084	.325	3.392	.001
	Daya Tarik Promosi (X3)	.453	.080	.494	5.677	.000

Hasil Uji F
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1303.219	3	434.406	118.201	.000 ^b
	Residual	338.114	92	3.675		
	Total	1641.333	95			

c. Dependent Variable:

d. Predictors: (Constant), DAYA TARIK PROMOSI (X3), STORE ATMOSPHERE (X1), WORD OF MOUTH(X2)

Lampiran 10. Uji Asumsi Klasik

Hasil Uji Asumsi Klasik

1. Uji Normalitas Data

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.88655689
Most Extreme Differences	Absolute	.074
	Positive	.074
	Negative	-.050
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

2. Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.159	1.180		.982	.329		
	STORE ATMOSPHERE	.179	.082	.146	2.196	.031	.510	1.962
	WORD OF MOUTH	.286	.084	.325	3.392	.001	.244	4.104
	DAYA TARIK PROMOSI	.453	.080	.494	5.677	.000	.296	3.377

a. Dependent Variable: MINAT BELI

3. Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.784	.718		2.486	.015
	STORE ATMOSPHERE (X1)	.051	.050	.148	1.037	.303
	WORD OF MOUTH (X2)	-.057	.051	-.228	-1.105	.272
	DAYA TARIK PROMOSI (X3)	-.016	.049	-.063	-.339	.736

a. Dependent Variable: Minat Beli (Y)

