

Lampiran 1. Kuesioner Penelitian

Kuesioner Penelitian

PENGARUH *STORE ATMOSPHERE* DAN LOKASI TERHADAP LOYALITAS DAN KEPUTUSAN PEMBELIAN PELANGGAN (Studi Pada Matahari *Department Store* cabang Arion Mall)

Responden Yth,

Bersama ini, saya mahasiswa STIE Indonesia Jakarta memohon kesediaan saudara untuk mengisi daftar kuesioner. Pertanyaan yang ada pada kuesioner ini bertujuan untuk melengkapi data penelitian dalam rangka penyusunan skripsi.

Sebelumnya saya juga memohon maaf telah mengganggu waktu Bapak/Ibu/Saudara/i. Jawaban yang anda berikan tidak akan dinilai sebagai BENAR atau SALAH dan tidak akan berpengaruh terhadap penilaian Bapak/Ibu/Saudara/i. Data yang diperoleh akan kami rahasiakan dan tidak akan kami sebar luaskan, karena hanya akan digunakan untuk keperluan penelitian, sesuai etika penelitian.

Atas perhatiannya, saya ucapkan terima kasih.

Jakarta, 2020

Peneliti

Gallih Ramdhani

Lampiran 1. Kuesioner Penelitian

Identitas Responden

1. Jenis Kelamin :
☐ Laki-laki ☐ Perempuan

2. Menjadi pelanggan Matahari *Department Store* cabang Arion Mall sejak:
☐ < 6 bulan ☐ > 6 bulan ☐ > 1 tahun

3. Selain menjadi pelanggan Matahari *Department Store* cabang Arion Mall apakah anda membeli produk di *Department Store* lainnya :
☐ Ya ☐ Tidak

4. Berapa banyak jumlah pembelian dalam waktu satu bulan :
☐ 3-5 kali ☐ 5-10 kali ☐ > 10 kali

Kepada seluruh responden, saya sebagai peneliti mengharapkan :

1. Saudara dapat membaca teliti serta menjawab setiap pertanyaan dengan sejujur-jujurnya
2. Pilihlah jawaban dengan member tanda (✓) pada salah satu jawaban yang paling sesuai menurut Saudara.

Penilaian dapat dilakukan berdasarkan skala berikut :

Jawaban Sangat Tidak Setuju (STS)	bobot nilai 1
Jawaban Tidak Setuju (TS)	bobot nilai 2
Jawaban Setuju (S)	bobot nilai 3
Jawaban Sangat Setuju (SS)	bobot nilai 4

Daftar Pernyataan

1. *Store atmosphere* (Variabel X₁)

No.	Pernyataan	STS 1	TS 2	S 3	SS 4
Bagian depan toko					
1.	Papan nama usaha Matahari <i>Department Store</i> cabang Arion Mall terpampang dengan jelas				
2.	Desain Matahari <i>Department Store</i> cabang Arion Mall dari luar terlihat menarik				
Bagian dalam toko					
3.	Pencahayaan yang ada di dalam Matahari <i>Department Store</i> cabang Arion Mall sudah cukup terang				
4.	Area di dalam Matahari <i>Department Store</i> cabang Arion Mall bersih				
Tata letak					
5.	Area tiap ruangan di dalam Matahari <i>Department Store</i> cabang Arion Mall terasa luas				
6.	Jalur di tiap ruangan terasa lebar dan cukup untuk berlalu lalang				
Papan pengumuman					
7.	Banner promosi yang ada sudah cukup memberikan informasi.				
8.	Dekorasi dan tanda-tanda penunjuk yang ada sudah terlihat dengan jelas				

2. Lokasi (Variabel X₂)

No.	Pernyataan	STS 1	TS 2	S 3	SS 4
Akses					
1.	Matahari <i>Department Store</i> cabang Arion Mall terletak di lokasi yang strategis dan mudah dijangkau				
2.	Matahari <i>Department Store</i> cabang Arion Mall dapat dicapai dengan sarana transportasi umum				
Visibilitas					
3.	Matahari <i>Department Store</i> cabang Arion Mall dapat terlihat jelas dari tepi jalan				
4.	Logo Matahari <i>Department Store</i> terletak di gedung Arion Mall				
Lalu lintas					
5.	Letak Matahari <i>Department Store</i> cabang Arion Mall tidak terlalu jauh bagi anda				
6.	Akses menuju lokasi Matahari <i>Department Store</i> lancar dan tidak rawan kemacetan				
Tempat parkir					
7.	Matahari <i>Department Store</i> yang terletak di Mall Arion memiliki lahan parkir yang cukup luas				
8.	Matahari <i>Department Store</i> yang terletak di Mall Arion memiliki tempat parkir yang aman				
Ekspansi					
9.	Matahari <i>Department Store</i> cabang Arion Mall memiliki <i>store</i> yang luas				
10.	Matahari <i>Department Store</i> tidak hanya memiliki outlet di Arion Mall Jakarta Timur, namun juga terdapat di pusat perbelanjaan lainnya				
Lingkungan					
11.	Matahari <i>Department Store</i> cabang Arion Mall saling berdekatan dengan pusat keramaian seperti universitas dan perkantoran				
12.	Matahari <i>Department Store</i> cabang Arion Mall saling berdekatan dengan pesaing yang cukup beragam				

3. Loyalitas Anda (Variabel Z)

No.	Pernyataan	STS 1	TS 2	S 3	SS 4
Melakukan pembelian secara teratur					
1.	Anda selalu melakukan pembelian kembali atas produk yang di jual Matahari <i>Department Store</i> cabang Arion Mall				
2.	Anda melakukan pembelian di tempat yang sama yaitu Matahari <i>Department Store</i> cabang Arion Mall				
Membeli di luar lini produk atau jasa					
3.	Anda tidak berkeinginan pindah ke <i>Department Store</i> yang lain selain Matahari <i>Department Store</i> cabang Arion Mall karena merasakan nyaman dan produk yang di jual banyak				
4.	Anda tidak terpengaruh dengan promo yang ditawarkan <i>Department Store</i> lain				
Mereferensikan produk perusahaan kepada orang lain					
5.	Anda mereferensikan produk yang dijual Matahari <i>Department Store</i> cabang Arion Mall kepada kerabat atau orang lain				
6.	Anda memberitahu kerabat atau orang lain jika ada promo produk yang di jual Matahari <i>Department Store</i> cabang Arion Mall				
Menunjukkan kekebalan dari daya tarik produk sejenis dari pesaing					
7.	Anda tidak terpengaruh terhadap isu yang negatif mengenai berbagai produk yang di jual Matahari <i>Department Store</i> cabang Arion Mall				
8.	Anda tetap mereferensikan kepada kerabat atau orang lain meskipun adanya isu negatif mengenai produk yang di jual Matahari <i>Department Store</i> cabang Arion Mall				

Keputusan Pembelian (Variabel Y)

No.	Pernyataan	STS 1	TS 2	S 3	SS 4
Jenis Produk					
1.	Anda melakukan pembelian di Matahari <i>Department Store</i> cabang Arion Mall untuk menemukan produk pakaian, kecantikan dan sepatu yang fashionable dan terjangkau.				
2.	Anda memutuskan membeli produk di Matahari <i>Department Store</i> cabang Arion Mall karena memberikan hasil yang memuaskan.				
Bentuk Produk					
3.	Anda melakukan pembelian di Matahari <i>Department Store</i> cabang Arion Mall setelah membandingkan dengan <i>Department Store</i> yang lain.				
4.	Matahari <i>Department Store</i> cabang Arion Mall menjual produk pakaian, kecantikan dan sepatu				
Merek					
5.	Anda datang ke Matahari <i>Department Store</i> cabang Arion Mall ada merek terbaik				
6.	Anda banyak datang ke Matahari <i>Department Store</i> cabang Arion Mall karena merek-merek produk yang dijual sangat menarik perhatian terutama buat anak muda.				
Tempat (Penjual)					
7.	Pembelian berdasarkan kestrategisan tempat Matahari <i>Department Store</i> cabang Arion Mall				
8.	Kemudahan membeli baik di toko maupun online				
Jumlah Produk					
9.	Anda membeli produk di Matahari <i>Department Store</i> cabang Arion Mall sesuai dengan jumlah pesanan.				
10.	Matahari <i>Department Store</i> cabang Arion Mall menjual berbagai jenis produk pakaian, kecantikan dan sepatu				
Waktu Membeli					
11.	Anda banyak berkunjung dan membeli produk pakaian, kecantikan dan sepatu pada saat <i>peak season</i> .				
12.	Pada saat awal bulan produk pakaian, kecantikan dan sepatu banyak memberikan promo-promo menarik bagi anda Matahari <i>Department Store</i> .				
Cara Pembayaran					
13.	Anda Matahari <i>Department Store</i> cabang Arion Mall dapat melakukan pembayaran dalam bentuk tunai atau menggunakan debit card/kredit card				
14.	Karyawan Matahari <i>Department Store</i> cabang Arion Mall sangat teliti dan sigap dalam proses pembayaran				

Lampiran 3. Rekapitulasi Data Variabel *Store atmosphere*

Responden	No Pernyataan								Total (X1)
	1	2	3	4	5	6	7	8	
1	3	3	3	3	3	3	3	3	24
2	3	3	2	3	3	3	4	4	25
3	3	2	3	2	3	3	3	3	22
4	3	3	3	3	3	3	3	3	24
5	3	4	4	4	3	3	4	4	29
6	3	3	3	3	4	3	2	3	24
7	4	3	3	3	4	4	4	3	28
8	3	3	2	3	3	3	3	3	23
9	3	3	3	3	3	3	3	3	24
10	3	3	2	3	3	3	3	3	23
11	3	3	3	3	3	3	3	4	25
12	4	4	4	3	3	3	3	4	28
13	2	2	3	3	1	2	3	3	19
14	3	4	4	3	4	3	3	3	27
15	4	3	3	4	3	4	3	3	27
16	4	3	3	3	2	2	2	3	22
17	3	3	3	3	4	3	4	3	26
18	3	3	2	2	3	3	2	3	21
19	3	3	4	4	4	4	4	3	29
20	3	3	3	3	3	3	3	3	24
21	2	3	3	3	3	3	3	4	24
22	4	4	4	4	4	4	4	4	32
23	2	2	2	3	2	2	2	2	17
24	3	3	3	3	4	3	3	3	25
25	3	3	3	3	3	3	3	3	24
26	3	3	2	3	3	4	3	4	25
27	3	3	3	3	3	3	3	3	24
28	3	3	3	3	3	3	3	3	24
29	3	3	3	3	4	3	4	3	26
30	4	4	4	4	3	4	4	4	31
31	4	4	4	3	3	3	4	3	28
32	3	3	3	3	3	3	3	3	24
33	3	3	2	2	2	3	3	4	22
34	3	4	3	4	3	4	4	4	29
35	3	3	3	3	3	3	3	3	24
36	4	4	3	3	3	3	3	4	27
37	3	3	2	2	2	3	3	4	22
38	4	4	4	4	4	4	4	4	32
39	4	4	3	3	4	4	4	4	30
40	4	3	4	4	4	3	4	3	29
41	3	3	3	3	3	3	3	3	24
42	4	4	4	4	4	4	4	4	32
43	3	3	3	3	3	3	3	3	24
44	4	4	4	3	3	4	4	4	30
45	4	4	3	3	3	3	3	4	27
46	3	3	3	3	3	3	4	3	25
47	4	3	3	2	2	2	3	4	23

Responden	No Pernyataan								Total
	1	2	3	4	5	6	7	8	(X1)
48	2	2	2	2	2	2	2	2	16
49	3	3	3	3	3	3	3	3	24
50	4	4	4	4	4	4	4	4	32
51	3	3	2	3	3	4	4	4	26
52	3	4	3	3	3	3	3	4	26
53	4	4	4	4	4	4	4	4	32
54	3	3	2	2	3	3	1	4	21
55	4	3	4	4	4	3	2	4	28
56	2	2	1	2	3	3	3	3	19
57	4	4	4	4	4	4	4	4	32
58	3	3	2	4	3	4	1	3	23
59	3	3	3	3	3	3	3	3	24
60	4	4	3	3	4	3	4	3	28
61	3	3	3	3	4	4	4	4	28
62	4	4	4	4	3	4	4	4	31
63	3	3	3	3	3	3	3	3	24
64	2	4	2	2	2	3	3	2	20
65	2	3	3	3	3	3	3	3	23
66	3	3	3	4	3	3	4	4	27
67	3	3	4	3	3	4	3	3	26
68	3	3	3	3	3	3	3	3	24
69	3	3	3	3	3	3	3	3	24
70	3	3	3	3	3	3	3	3	24
71	3	3	2	3	3	3	4	4	25
72	3	2	3	2	3	3	3	3	22
73	3	3	3	3	3	3	3	3	24
74	3	4	4	4	3	3	4	4	29
75	3	3	3	3	4	3	2	3	24
76	4	3	3	3	4	4	4	3	28
77	3	3	2	3	3	3	3	3	23
78	3	3	3	3	3	3	3	3	24
79	3	3	2	3	3	3	3	3	23
80	3	3	3	3	3	3	3	4	25
81	4	4	4	3	3	3	3	4	28
82	2	2	3	3	1	2	3	3	19
83	3	4	4	3	4	3	3	3	27
84	4	3	3	4	3	4	3	3	27
85	4	3	3	3	2	2	2	3	22
86	3	3	3	3	4	3	4	3	26
87	3	3	2	2	3	3	2	3	21
88	3	3	4	4	4	4	4	3	29
89	3	3	3	3	3	3	3	3	24
90	2	3	3	3	3	3	3	4	24
91	4	4	4	4	4	4	4	4	32
92	2	2	2	3	2	2	2	2	17
93	3	3	3	3	4	3	3	3	25
94	3	3	3	3	3	3	3	3	24
95	3	3	2	3	3	4	3	4	25

Responden	No Pernyataan								Total
	1	2	3	4	5	6	7	8	(X1)
96	3	3	3	3	3	3	3	3	24
97	4	4	3	3	3	4	4	4	29
Total	308	308	292	300	303	308	308	323	2450

Lampiran 4. Rekapitulasi Data Variabel Lokasi

Responden	No Pernyataan												Total (X2)
	1	2	3	4	5	6	7	8	9	10	11	12	
1	3	3	3	3	3	3	3	3	3	4	4	3	38
2	2	2	3	3	2	2	3	3	3	4	4	2	33
3	2	2	3	3	3	3	3	2	4	4	4	4	37
4	3	3	3	3	3	3	3	3	3	3	3	3	36
5	3	3	4	4	4	4	4	4	4	4	4	4	46
6	4	4	2	3	3	3	3	3	4	2	3	3	37
7	3	3	3	4	3	3	3	3	4	4	3	4	40
8	3	4	3	4	4	4	3	3	4	4	4	4	44
9	4	3	3	3	3	3	3	3	3	3	4	3	38
10	3	3	2	2	3	3	3	2	2	4	4	3	34
11	3	3	3	3	3	3	3	3	3	4	4	3	38
12	3	4	4	3	3	2	2	4	4	2	2	2	35
13	1	1	3	3	3	3	3	3	3	4	4	4	35
14	3	4	3	4	4	3	4	4	3	4	4	3	43
15	3	4	4	3	3	4	4	4	4	4	4	3	44
16	2	3	3	2	3	2	3	2	2	4	4	2	32
17	2	3	2	3	4	3	4	4	3	3	4	3	38
18	2	2	2	2	2	3	3	3	3	4	3	3	32
19	3	3	3	3	3	3	3	3	3	4	4	3	38
20	3	3	3	3	3	3	3	3	3	4	4	3	38
21	3	3	3	3	3	3	3	3	3	2	4	3	36
22	4	4	4	4	4	4	4	4	4	4	4	4	48
23	2	3	2	3	2	2	2	3	3	4	4	2	32
24	3	3	3	3	3	4	3	3	3	4	4	3	39
25	3	3	3	3	3	3	3	3	3	3	3	3	36
26	3	3	3	3	3	4	3	4	4	4	4	4	42
27	3	3	3	3	3	3	3	3	3	3	4	3	37
28	3	3	3	3	3	3	3	3	3	4	4	3	38
29	3	3	3	4	3	3	3	3	4	4	4	4	41
30	4	3	4	4	4	4	4	4	4	4	4	4	47
31	4	3	4	4	4	3	3	4	3	4	2	3	41
32	3	3	3	3	3	3	3	3	3	3	4	3	37
33	3	2	3	2	3	3	3	2	2	4	2	2	31
34	4	4	4	4	4	4	4	4	4	3	4	4	47
35	3	3	3	3	3	3	3	3	3	4	4	3	38
36	3	3	1	4	3	2	4	2	3	4	4	4	37
37	3	2	3	2	3	3	3	2	2	2	4	2	31
38	3	3	4	3	4	3	3	4	4	4	4	4	43
39	4	3	3	3	3	3	4	3	4	4	4	4	42
40	3	3	3	4	3	4	3	3	3	3	4	4	40
41	3	3	3	3	3	3	3	3	3	4	4	3	38
42	3	3	4	4	3	4	4	4	4	4	4	3	44
43	3	3	3	3	3	3	3	3	3	4	4	3	38
44	4	4	4	4	4	4	4	4	4	2	4	4	46
45	3	3	4	3	3	3	3	3	3	4	4	3	39
46	3	3	3	3	3	3	3	3	4	4	4	3	39
47	3	3	3	4	2	4	4	4	3	3	4	4	41

Responden	No Pernyataan												Total
	1	2	3	4	5	6	7	8	9	10	11	12	(X2)
48	2	2	2	3	2	2	2	2	2	4	4	2	29
49	3	3	3	3	3	3	3	3	3	4	3	3	37
50	4	4	4	4	4	4	4	4	4	4	3	4	47
51	3	3	3	3	3	2	3	2	3	4	4	3	36
52	3	3	3	3	3	3	3	4	2	4	4	4	39
53	4	4	4	4	4	4	4	4	4	4	4	4	48
54	4	4	3	3	4	1	3	3	3	4	4	1	37
55	4	4	4	3	3	4	3	3	3	4	4	3	42
56	2	2	2	2	2	2	2	3	3	4	4	2	30
57	4	4	4	4	4	4	4	4	4	4	4	4	48
58	4	3	2	3	4	3	2	4	1	2	3	1	32
59	3	3	3	3	3	3	3	4	3	4	3	4	39
60	4	3	3	3	4	4	4	3	3	4	4	3	42
61	3	4	4	4	3	4	3	4	2	3	4	2	40
62	3	3	4	4	3	4	4	4	4	4	4	3	44
63	3	3	3	3	3	3	3	3	3	4	4	3	38
64	1	2	3	3	3	3	3	3	2	2	2	3	30
65	3	3	3	3	3	3	2	3	3	4	4	2	36
66	3	3	3	3	3	3	3	3	3	4	4	3	38
67	2	3	3	2	3	3	3	3	3	4	4	2	35
68	3	3	3	3	3	3	3	3	3	4	4	3	38
69	3	3	3	3	3	3	3	3	3	3	4	3	37
70	3	3	3	3	3	3	3	3	3	4	4	3	38
71	2	2	3	3	2	2	3	3	3	4	4	2	33
72	2	2	3	3	3	3	3	2	4	4	4	4	37
73	3	3	3	3	3	3	3	3	3	3	3	3	36
74	3	3	4	4	4	4	4	4	4	4	4	4	46
75	4	4	2	3	3	3	3	3	4	2	3	3	37
76	3	3	3	4	3	3	3	3	4	4	3	4	40
77	3	4	3	4	4	4	3	3	4	4	4	4	44
78	4	3	3	3	3	3	3	3	3	3	4	3	38
79	3	3	2	2	3	3	3	2	2	4	4	3	34
80	3	3	3	3	3	3	3	3	3	4	4	3	38
81	3	4	4	3	3	2	2	4	4	2	2	2	35
82	1	1	3	3	3	3	3	3	3	4	4	4	35
83	3	4	3	4	4	3	4	4	3	4	4	3	43
84	3	4	4	3	3	4	4	4	4	4	4	3	44
85	2	3	3	2	3	2	3	2	2	4	4	2	32
86	2	3	2	3	4	3	4	4	3	3	4	3	38
87	2	2	2	2	2	3	3	3	3	4	3	3	32
88	3	3	3	3	3	3	3	3	3	4	4	3	38
89	3	3	3	3	3	3	3	3	3	4	4	3	38
90	3	3	3	3	3	3	3	3	3	2	4	3	36
91	4	4	4	4	4	4	4	4	4	4	4	4	48
92	2	3	2	3	2	2	2	3	3	4	4	2	32
93	3	3	3	3	3	4	3	3	3	4	4	3	39
94	3	3	3	3	3	3	3	3	3	3	3	3	36
95	3	3	3	3	3	4	3	4	4	4	4	4	42

Responden	No Pernyataan												Total
	1	2	3	4	5	6	7	8	9	10	11	12	(X2)
96	3	3	3	3	3	3	3	3	3	3	4	3	37
97	3	3	3	3	3	3	3	4	4	4	3	3	39
Total	288	296	297	305	303	302	305	310	310	352	363	300	3731

Lampiran 5. Rekapitulasi Data Variabel Loyalitas

Responden	No Pernyataan								Total (Z)
	1	2	3	4	5	6	7	8	
1	3	3	3	3	3	3	3	3	24
2	3	2	3	3	1	4	3	2	21
3	3	2	4	4	3	3	4	2	25
4	3	3	3	3	3	3	4	3	25
5	4	3	4	4	3	4	4	4	30
6	2	4	4	3	4	2	4	4	27
7	4	3	4	3	4	4	2	4	28
8	4	3	3	3	4	4	4	4	29
9	3	3	3	3	2	4	4	3	25
10	3	3	2	2	2	3	4	2	21
11	3	3	3	3	3	4	4	3	26
12	4	4	4	3	3	4	4	3	29
13	3	3	3	3	3	4	4	3	26
14	3	3	3	4	3	4	4	3	27
15	4	3	3	4	4	4	4	4	30
16	3	3	2	3	2	4	4	3	24
17	3	3	3	3	3	3	4	3	25
18	3	3	3	3	2	4	4	3	25
19	4	3	3	3	3	4	4	3	27
20	3	3	3	3	3	3	4	3	25
21	3	3	3	3	3	3	1	3	22
22	4	4	4	4	4	3	4	4	31
23	3	2	2	2	3	4	4	2	22
24	3	3	3	3	3	4	3	3	25
25	3	3	3	3	3	3	4	4	26
26	4	3	3	3	3	3	4	3	26
27	3	3	3	3	3	3	4	3	25
28	3	3	3	3	3	4	2	3	24
29	3	4	4	3	3	2	4	3	26
30	4	3	4	4	4	4	4	4	31
31	4	4	4	4	4	4	4	4	32
32	3	3	3	3	3	4	4	3	26
33	2	3	3	3	2	2	2	2	19
34	4	4	4	4	4	4	4	4	32
35	3	3	3	3	3	4	4	3	26
36	3	3	3	3	4	3	4	4	27
37	2	3	3	3	2	2	4	2	21
38	3	4	4	4	4	3	4	4	30
39	4	3	4	4	4	4	4	4	31
40	4	3	4	4	3	4	3	3	28
41	3	3	3	3	3	3	4	3	25
42	4	3	2	3	3	4	4	3	26
43	3	3	3	3	3	4	4	3	26
44	4	4	4	4	4	4	4	4	32
45	3	3	4	4	2	4	4	3	27
46	3	3	3	3	3	4	2	4	25
47	3	2	3	3	2	4	4	3	24

Responden	No Pernyataan								Total
	1	2	3	4	5	6	7	8	(Z)
48	2	2	2	2	3	4	4	2	21
49	3	3	4	4	3	4	3	3	27
50	4	4	4	4	4	4	4	4	32
51	4	4	4	3	4	3	4	4	30
52	3	3	4	3	3	4	4	3	27
53	4	4	4	4	4	3	3	4	30
54	3	3	4	4	1	4	3	1	23
55	4	3	3	3	4	3	4	2	26
56	3	3	3	3	3	4	4	3	26
57	4	4	4	4	4	4	4	4	32
58	3	2	4	2	4	2	4	3	24
59	3	3	3	3	3	4	2	3	24
60	3	4	4	4	3	4	4	3	29
61	4	3	3	3	3	4	4	3	27
62	3	4	4	4	3	3	4	4	29
63	3	3	3	3	3	4	4	3	26
64	3	4	3	3	3	4	4	3	27
65	3	3	3	2	2	4	4	2	23
66	3	2	3	4	3	4	4	4	27
67	3	3	2	3	3	4	4	3	25
68	3	3	3	3	3	4	4	3	26
69	3	3	3	3	3	3	4	3	25
70	3	3	3	3	3	3	3	3	24
71	3	2	3	3	1	4	3	2	21
72	3	2	4	4	3	3	4	2	25
73	3	3	3	3	3	3	4	3	25
74	4	3	4	4	3	4	4	4	30
75	2	4	4	3	4	2	4	4	27
76	4	3	4	3	4	4	2	4	28
77	4	3	3	3	4	4	4	4	29
78	3	3	3	3	2	4	4	3	25
79	3	3	2	2	2	3	4	2	21
80	3	3	3	3	3	4	4	3	26
81	4	4	4	3	3	4	4	3	29
82	3	3	3	3	3	4	4	3	26
83	3	3	3	4	3	4	4	3	27
84	4	3	3	4	4	4	4	4	30
85	3	3	2	3	2	4	4	3	24
86	3	3	3	3	3	3	4	3	25
87	3	3	3	3	2	4	4	3	25
88	4	3	3	3	3	4	4	3	27
89	3	3	3	3	3	3	4	3	25
90	3	3	3	3	3	3	1	3	22
91	4	4	4	4	4	3	4	4	31
92	3	2	2	2	3	4	4	2	22
93	3	3	3	3	3	4	3	3	25
94	3	3	3	3	3	3	4	4	26
95	4	3	3	3	3	3	4	3	26

Responden	No Pernyataan								Total
	1	2	3	4	5	6	7	8	(Z)
96	3	3	3	3	3	3	4	3	25
97	3	3	3	3	3	4	4	3	26
Total	315	299	313	310	295	346	360	304	2542

Lampiran 6. Rekapitulasi Data Variabel Keputusan Pembelian

Responden	No Pernyataan														Total (Y)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	
1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
2	3	3	2	1	1	2	2	2	3	3	3	2	3	3	33
3	2	3	3	3	4	3	2	2	4	3	2	3	2	2	38
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
5	4	3	3	4	4	4	4	3	4	4	4	4	4	3	52
6	2	3	3	2	4	3	3	4	4	3	3	3	3	3	43
7	3	3	4	3	3	3	4	3	4	3	3	3	3	3	45
8	4	3	4	4	3	4	4	3	3	3	3	2	3	4	47
9	3	3	2	2	2	2	2	3	3	3	3	3	3	3	37
10	3	2	2	2	2	2	2	3	2	3	2	2	3	2	32
11	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
12	4	4	4	3	3	3	3	4	4	2	4	4	3	3	48
13	3	3	3	1	2	3	3	3	3	3	3	3	3	3	39
14	4	4	3	3	4	3	4	3	3	4	4	4	3	4	50
15	4	3	4	4	4	4	3	3	3	4	4	3	4	4	51
16	2	2	2	2	2	2	3	3	2	3	2	3	3	3	34
17	3	4	4	3	3	3	4	3	3	4	4	3	3	3	47
18	2	2	3	2	2	2	3	3	3	3	3	2	2	2	34
19	3	3	3	3	3	3	3	3	3	3	3	4	4	3	44
20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
21	3	3	3	2	2	3	3	3	3	3	3	3	3	3	40
22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
23	2	3	2	3	2	3	2	2	2	2	3	2	3	2	33
24	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
25	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
26	3	3	3	3	3	3	3	3	3	3	4	2	3	3	42
27	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
29	4	4	3	4	3	3	4	4	4	3	3	3	3	4	49
30	4	4	4	4	4	4	4	3	4	4	4	4	4	4	55
31	3	3	4	4	4	3	4	4	4	3	4	4	3	4	51
32	3	3	2	2	3	3	3	3	3	3	3	3	3	3	40
33	2	2	3	2	3	3	2	3	3	3	2	2	2	3	35
34	4	4	4	4	4	4	4	4	4	4	4	3	4	4	55
35	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
36	3	3	4	2	1	2	4	3	3	4	2	3	3	4	41
37	2	2	3	2	3	3	2	3	3	3	2	2	2	3	35
38	4	4	4	4	4	4	4	4	4	3	4	4	4	4	55
39	4	3	3	3	3	3	3	3	4	4	3	3	3	3	4

Responden	No Pernyataan														Total (Y)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	
47	2	4	3	3	2	2	2	2	3	4	4	3	2	3	39
48	2	3	2	2	2	3	2	2	2	2	2	2	2	2	30
49	3	3	3	3	3	3	4	3	4	3	3	3	3	3	44
50	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
51	3	4	4	2	2	4	4	4	4	3	2	2	3	4	45
52	4	3	3	3	3	2	3	3	4	3	4	3	3	4	45
53	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
54	2	1	1	3	4	1	4	3	4	3	3	2	2	1	34
55	4	2	3	3	4	4	3	3	3	3	3	4	4	3	46
56	2	3	3	3	3	4	3	3	3	2	3	1	2	3	38
57	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
58	4	2	4	3	4	2	3	2	4	2	4	2	4	3	43
59	3	3	3	3	3	3	3	3	3	3	4	3	3	3	43
60	3	3	4	4	4	3	4	4	4	4	3	3	3	3	49
61	4	2	3	3	4	3	4	3	3	3	4	3	3	4	46
62	3	4	4	4	3	3	4	4	4	4	4	4	4	3	52
63	3	2	2	1	1	3	3	3	3	3	3	3	3	1	34
64	3	3	2	3	3	3	3	4	3	3	3	2	2	3	40
65	2	2	2	2	3	3	3	3	3	2	3	3	3	3	37
66	3	3	4	3	3	3	3	2	3	3	3	3	4	3	43
67	3	3	2	3	3	2	3	3	2	3	3	4	3	3	40
68	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
69	3	3	3	2	3	3	3	3	3	3	3	3	3	3	41
70	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
71	3	3	2	1	1	2	2	2	3	3	3	2	3	3	33
72	2	3	3	3	4	3	2	2	4	3	2	3	2	2	38
73	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
74	4	3	3	4	4	4	4	3	4	4	4	4	4	3	52
75	2	3	3	2	4	3	3	4	4	3	3	3	3	3	43
76	3	3	4	3	3	3	4	3	4	3	3	3	3	3	45
77	4	3	4	4	3	4	4	3	3	3	3	2	3	4	47
78	3	3	2	2	2	2	2	3	3	3	3	3	3	3	37
79	3	2	2	2	2	2	2	3	2	3	2	2	3	2	32
80	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
81	4	4	4	3	3	3	3	4	4	2	4	4	3	3	48
82	3	3	3	1	2	3	3	3	3	3	3	3	3	3	39
83	4	4	3	3	4	3	4	3	3	4	4	4	3	4	50
84	4	3	4	4	4	4	3	3	3	4	4	3	4	4	51
85	2	2	2	2	2	2	3	3	2	3	2	3	3	3	34
86	3	4	4	3	3	3	4	3	3	4	4	3	3	3	47
87	2	2	3	2	2	2	3	3	3	3	3	2	2	2	34
88	3	3	3	3	3	3	3	3	3	3	3	4	4	3	44
89	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
90	3	3	3	2	2	3	3	3	3	3	3	3	3	3	40
91	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
92	2	3	2	3	2	3	2	2	2	2	3	2	3	2	33
93	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42

Responden	No Pernyataan														Tot al
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(Y)
94	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
95	3	3	3	3	3	3	3	3	3	3	4	2	3	3	42
96	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
97	3	3	3	3	3	3	3	3	3	3	4	3	3	3	43
Total	29 9	29 6	29 8	28 0	29 2	29 2	30 7	29 9	31 3	30 5	31 0	29 2	30 0	30 0	418 3

Lampiran 7. Hasil Uji Validitas Variabel *Store atmosphere*
Correlations

		Correlations								
		x1_1	x1_2	x1_3	x1_4	x1_5	x1_6	x1_7	x1_8	Tot_X1
x1_1	Pearson Correlation	1	,626**	,532**	,419**	,428**	,470**	,354**	,455**	,738**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97
x1_2	Pearson Correlation	,626**	1	,567**	,446**	,427**	,500**	,458**	,551**	,786**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97
x1_3	Pearson Correlation	,532**	,567**	1	,622**	,442**	,322**	,458**	,293**	,747**
	Sig. (2-tailed)	,000	,000		,000	,000	,001	,000	,004	,000
	N	97	97	97	97	97	97	97	97	97
x1_4	Pearson Correlation	,419**	,446**	,622**	1	,426**	,513**	,441**	,303**	,721**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,003	,000
	N	97	97	97	97	97	97	97	97	97
x1_5	Pearson Correlation	,428**	,427**	,442**	,426**	1	,599**	,414**	,204*	,692**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,045	,000
	N	97	97	97	97	97	97	97	97	97
x1_6	Pearson Correlation	,470**	,500**	,322**	,513**	,599**	1	,512**	,450**	,749**
	Sig. (2-tailed)	,000	,000	,001	,000	,000		,000	,000	,000
	N	97	97	97	97	97	97	97	97	97
x1_7	Pearson Correlation	,354**	,458**	,458**	,441**	,414**	,512**	1	,391**	,712**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000
	N	97	97	97	97	97	97	97	97	97
x1_8	Pearson Correlation	,455**	,551**	,293**	,303**	,204*	,450**	,391**	1	,617**
	Sig. (2-tailed)	,000	,000	,004	,003	,045	,000	,000		,000
	N	97	97	97	97	97	97	97	97	97
Tot_X1	Pearson Correlation	,738**	,786**	,747**	,721**	,692**	,749**	,712**	,617**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	97	97	97	97	97	97	97	97	97

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

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

Lampiran 8. Hasil Uji Validitas Lokasi

Correlations

Correlations														
		x2_1	x2_2	x2_3	x2_4	x2_5	x2_6	x2_7	x2_8	x2_9	x2_10	x2_11	x2_12	Tot_X2
x2_1	Pearson	1	,699**	,369**	,407**	,513**	,387**	,323**	,332**	,292**	-,140	-,022	,174	,601**
	Correlation													
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,001	,001	,004	,172	,834	,088	,000
x2_2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Pearson	,699**	1	,385**	,462**	,523**	,317**	,312**	,474**	,376**	-,151	,009	,080	,615**
	Correlation													
x2_3	Sig. (2-tailed)	,000	,000	,000	,000	,000	,002	,002	,000	,000	,139	,933	,435	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Pearson	,369**	,385**	1	,465**	,435**	,500**	,374**	,529**	,452**	,056	-,014	,263**	,663**
x2_4	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,589	,893	,009	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97
x2_5	Pearson	,407**	,462**	,465**	1	,506**	,488**	,501**	,558**	,530**	,032	,086	,542**	,764**
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,753	,401	,000	,000
x2_6	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Pearson	,513**	,523**	,435**	,506**	1	,435**	,541**	,449**	,281**	-,044	,038	,341**	,678**
	Correlation													
x2_7	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,005	,666	,710	,001	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Pearson	,387**	,317**	,500**	,488**	,435**	1	,582**	,490**	,391**	,051	,173	,604**	,748**
x2_8	Correlation													
	Sig. (2-tailed)	,000	,002	,000	,000	,000	,000	,000	,000	,000	,623	,090	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97
x2_9	Pearson	,323**	,312**	,374**	,501**	,541**	,582**	1	,411**	,390**	,150	,269**	,553**	,732**
	Correlation													
	Sig. (2-tailed)	,001	,002	,000	,000	,000	,000	,000	,000	,000	,141	,008	,000	,000
x2_10	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Pearson	,332**	,474**	,529**	,558**	,449**	,490**	,411**	1	,440**	-,099	-,095	,260*	,651**
	Correlation													
x2_11	Sig. (2-tailed)	,001	,000	,000	,000	,000	,000	,000	,000	,000	,334	,354	,010	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Pearson	,292**	,376**	,452**	,530**	,281**	,391**	,390**	,440**	1	,120	,026	,577**	,682**
x2_12	Correlation													
	Sig. (2-tailed)	,004	,000	,000	,000	,005	,000	,000	,000	,000	,240	,799	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97
Tot_X2	Pearson	-,140	-,151	,056	,032	-,044	,051	,150	-,099	,120	1	,365**	,202*	,417*
	Correlation													
	Sig. (2-tailed)	,172	,139	,589	,753	,666	,623	,141	,334	,240	,000	,047	,003	,003
x2_11	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Pearson	-,022	,009	-,014	,086	,038	,173	,269**	-,095	,026	,365**	1	,167	,460*
	Correlation													
x2_12	Sig. (2-tailed)	,834	,933	,893	,401	,710	,090	,008	,354	,799	,000	,102	,010	,010
	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Pearson	,174	,080	,263**	,542**	,341**	,604**	,553**	,260*	,577**	,202*	,167	1	,665**
Tot_X2	Correlation													
	Sig. (2-tailed)	,088	,435	,009	,000	,001	,000	,000	,010	,000	,047	,102	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97
Tot_X2	Pearson	,601**	,615**	,663**	,764**	,678**	,748**	,732**	,651**	,682**	,417*	,460*	,665**	1
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000
Tot_X2	N	97	97	97	97	97	97	97	97	97	97	97	97	97
	Correlation													
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,003	,010	,000	,000

Lampiran 9. Hasil Uji Validitas Loyalitas

Correlations

		Correlations								
		z_1	z_2	z_3	z_4	z_5	z_6	z_7	z_8	Tot_Z
z_1	Pearson Correlation	1	,290**	,337**	,394**	,464**	,359**	,083	,453**	,701**
	Sig. (2-tailed)		,004	,001	,000	,000	,000	,417	,000	,000
	N	97	97	97	97	97	97	97	97	97
z_2	Pearson Correlation	,290**	1	,491**	,369**	,433**	-,145	,096	,521**	,631**
	Sig. (2-tailed)	,004		,000	,000	,000	,157	,352	,000	,000
	N	97	97	97	97	97	97	97	97	97
z_3	Pearson Correlation	,337**	,491**	1	,646**	,418**	-,126	-,042	,438**	,654**
	Sig. (2-tailed)	,001	,000		,000	,000	,217	,682	,000	,000
	N	97	97	97	97	97	97	97	97	97
z_4	Pearson Correlation	,394**	,369**	,646**	1	,300**	,161	,041	,462**	,693**
	Sig. (2-tailed)	,000	,000	,000		,003	,114	,687	,000	,000
	N	97	97	97	97	97	97	97	97	97
z_5	Pearson Correlation	,464**	,433**	,418**	,300**	1	-,127	,091	,714**	,717**
	Sig. (2-tailed)	,000	,000	,000	,003		,214	,377	,000	,000
	N	97	97	97	97	97	97	97	97	97
z_6	Pearson Correlation	,359**	-,145	-,126	,161	-,127	1	,022	,041	,440*
	Sig. (2-tailed)	,000	,157	,217	,114	,214		,830	,687	,018
	N	97	97	97	97	97	97	97	97	97
z_7	Pearson Correlation	,083	,096	-,042	,041	,091	,022	1	,063	,308**
	Sig. (2-tailed)	,417	,352	,682	,687	,377	,830		,539	,002
	N	97	97	97	97	97	97	97	97	97
z_8	Pearson Correlation	,453**	,521**	,438**	,462**	,714**	,041	,063	1	,792**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,687	,539		,000
	N	97	97	97	97	97	97	97	97	97
Tot_Z	Pearson Correlation	,701**	,631**	,654**	,693**	,717**	,440*	,308**	,792**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,018	,002	,000	
	N	97	97	97	97	97	97	97	97	97

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

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

Lampiran 10. Hasil Uji Validitas Keputusan Pembelian

Correlations

		Correlations														TotY
		y 1	y 2	y 3	y 4	y 5	y 6	y 7	y 8	y 9	y 10	y 11	y 12	y 13	y 14	
y_1	Pearson Correlation	1	,477**	,523**	,541**	,424**	,509**	,548**	,397**	,399**	,437**	,622**	,508**	,659**	,661**	,775**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_2	Pearson Correlation	,477**	1	,560**	,460**	,278**	,514**	,389**	,397**	,359**	,445**	,541**	,515**	,377**	,575**	,689**
	Sig. (2-tailed)	,000		,000	,000	,006	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_3	Pearson Correlation	,523**	,560**	1	,553**	,447**	,589**	,577**	,424**	,544**	,407**	,462**	,384**	,454**	,589**	,762**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_4	Pearson Correlation	,541**	,460**	,553**	1	,726**	,577**	,539**	,369**	,404**	,406**	,554**	,427**	,448**	,461**	,771**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_5	Pearson Correlation	,424**	,278**	,447**	,726**	1	,535**	,483**	,396**	,523**	,366**	,508**	,485**	,377**	,398**	,719**
	Sig. (2-tailed)	,000	,006	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_6	Pearson Correlation	,509**	,514**	,589**	,577**	,535**	1	,456**	,406**	,355**	,306**	,372**	,343**	,476**	,530**	,707**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000	,002	,000	,001	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_7	Pearson Correlation	,548**	,389**	,577**	,539**	,483**	,456**	1	,585**	,562**	,491**	,480**	,460**	,439**	,567**	,763**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_8	Pearson Correlation	,397**	,397**	,424**	,369**	,396**	,406**	,585**	1	,491**	,320**	,327**	,425**	,288**	,472**	,624**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,001	,001	,000	,004	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_9	Pearson Correlation	,399**	,359**	,544**	,404**	,523**	,355**	,562**	,491**	1	,282**	,379**	,372**	,245**	,355**	,633**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,005	,000	,000	,016	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_10	Pearson Correlation	,437**	,445**	,407**	,406**	,366**	,306**	,491**	,320**	,282**	1	,411**	,475**	,403**	,450**	,615**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,002	,000	,001	,005		,000	,000	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_11	Pearson Correlation	,622**	,541**	,462**	,554**	,508**	,372**	,480**	,327**	,379**	,411**	1	,484**	,514**	,457**	,719**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,001	,000	,000	,000		,000	,000	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_12	Pearson Correlation	,508**	,515**	,384**	,427**	,485**	,343**	,460**	,425**	,372**	,475**	,484**	1	,622**	,408**	,695**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,001	,000	,000	,000	,000	,000		,000	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_13	Pearson Correlation	,659**	,377**	,454**	,448**	,377**	,476**	,439**	,288**	,245**	,403**	,514**	,622**	1	,476**	,678**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,004	,016	,000	,000	,000		,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
y_14	Pearson Correlation	,661**	,575**	,589**	,461**	,398**	,530**	,567**	,472**	,355**	,450**	,457**	,408**	,476**	1	,742**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	97	97	97	97	97	97	97	97	97	97	97	97	97	97	97
Tot_Y	Pearson Correlation	,775**	,689**	,762**	,771**	,719**	,707**	,763**	,624**	,633**	,615**	,719**	,695**	,678**	,742**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
N		97	97	97	97	97	97	97	97	97	97	97	97	97	97	97

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

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

Lampiran 11. Hasil Uji Reliabilitas

Reliability VARIABLE X1

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100,0
	Excluded ^a	0	,0
	Total	97	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,865	8

Reliability VARIABLE X2

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100,0
	Excluded ^a	0	,0
	Total	97	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,841	12

Reliability VARIABLE Z

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100,0
	Excluded ^a	0	,0
	Total	97	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,728	8

Reliability VARIABLE Y

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100,0
	Excluded ^a	0	,0
	Total	97	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,923	14

Lampiran 12. Data Berpasangan Variabel Penelitian

n	X1	X2	Z	Y
1	24	38	24	42
2	25	33	21	33
3	22	37	25	38
4	24	36	25	42
5	29	46	30	52
6	24	37	27	43
7	28	40	28	45
8	23	44	29	47
9	24	38	25	37
10	23	34	21	32
11	25	38	26	42
12	28	35	29	48
13	19	35	26	39
14	27	43	27	50
15	27	44	30	51
16	22	32	24	34
17	26	38	25	47
18	21	32	25	34
19	29	38	27	44
20	24	38	25	42
21	24	36	22	40
22	32	48	31	56
23	17	32	22	33
24	25	39	25	42
25	24	36	26	42
26	25	42	26	42
27	24	37	25	42
28	24	38	24	42
29	26	41	26	49
30	31	47	31	55
31	28	41	32	51
32	24	37	26	40
33	22	31	19	35
34	29	47	32	55
35	24	38	26	42
36	27	37	27	41
37	22	31	21	35
38	32	43	30	55
39	30	42	31	45
40	29	40	28	47
41	24	38	25	42
42	32	44	26	47
43	24	38	26	42
44	30	46	32	55
45	27	39	27	43
46	25	39	25	42
47	23	41	24	39
48	16	29	21	30

n	X1	X2	Z	Y
49	24	37	27	44
50	32	47	32	56
51	26	36	30	45
52	26	39	27	45
53	32	48	30	56
54	21	37	23	34
55	28	42	26	46
56	19	30	26	38
57	32	48	32	56
58	23	32	24	43
59	24	39	24	43
60	28	42	29	49
61	28	40	27	46
62	31	44	29	52
63	24	38	26	34
64	20	30	27	40
65	23	36	23	37
66	27	38	27	43
67	26	35	25	40
68	24	38	26	42
69	24	37	25	41
70	24	38	24	42
71	25	33	21	33
72	22	37	25	38
73	24	36	25	42
74	29	46	30	52
75	24	37	27	43
76	28	40	28	45
77	23	44	29	47
78	24	38	25	37
79	23	34	21	32
80	25	38	26	42
81	28	35	29	48
82	19	35	26	39
83	27	43	27	50
84	27	44	30	51
85	22	32	24	34
86	26	38	25	47
87	21	32	25	34
88	29	38	27	44
89	24	38	25	42
90	24	36	22	40
91	32	48	31	56
92	17	32	22	33
93	25	39	25	42
94	24	36	26	42
95	25	42	26	42
96	24	37	25	42
97	29	39	26	43

n	X1	X2	Z	Y
	2450	3731	2542	4183

Lampiran13. Hasil Deskripsi Data

Descriptives

Descriptive Statistics							
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation
x1_1	97	2,00	2,00	4,00	308,00	3,1753	,59530
x1_2	97	2,00	2,00	4,00	308,00	3,1753	,55921
x1_3	97	3,00	1,00	4,00	292,00	3,0103	,68457
x1_4	97	2,00	2,00	4,00	300,00	3,0928	,56055
x1_5	97	3,00	1,00	4,00	303,00	3,1237	,64964
x1_6	97	2,00	2,00	4,00	308,00	3,1753	,55921
x1_7	97	3,00	1,00	4,00	308,00	3,1753	,69237
x1_8	97	2,00	2,00	4,00	323,00	3,3299	,55381
x2_1	97	3,00	1,00	4,00	288,00	2,9691	,68395
x2_2	97	3,00	1,00	4,00	296,00	3,0515	,63527
x2_3	97	3,00	1,00	4,00	297,00	3,0619	,62607
x2_4	97	2,00	2,00	4,00	305,00	3,1443	,57716
x2_5	97	2,00	2,00	4,00	303,00	3,1237	,54501
x2_6	97	3,00	1,00	4,00	302,00	3,1134	,64350
x2_7	97	2,00	2,00	4,00	305,00	3,1443	,53986
x2_8	97	2,00	2,00	4,00	310,00	3,1959	,62315
x2_9	97	3,00	1,00	4,00	310,00	3,1959	,65573
x2_10	97	2,00	2,00	4,00	352,00	3,6289	,66645
x2_11	97	2,00	2,00	4,00	363,00	3,7423	,54540
x2_12	97	3,00	1,00	4,00	300,00	3,0928	,72288
z_1	97	2,00	2,00	4,00	315,00	3,2474	,54066
z_2	97	2,00	2,00	4,00	299,00	3,0825	,53366
z_3	97	2,00	2,00	4,00	313,00	3,2268	,60390
z_4	97	2,00	2,00	4,00	310,00	3,1959	,55225
z_5	97	3,00	1,00	4,00	295,00	3,0412	,70589
z_6	97	2,00	2,00	4,00	346,00	3,5670	,61079
z_7	97	3,00	1,00	4,00	360,00	3,7113	,67637
z_8	97	3,00	1,00	4,00	304,00	3,1340	,67127
y_1	97	2,00	2,00	4,00	299,00	3,0825	,65622
y_2	97	3,00	1,00	4,00	296,00	3,0515	,61865
y_3	97	3,00	1,00	4,00	298,00	3,0722	,71074
y_4	97	3,00	1,00	4,00	280,00	2,8866	,78894
y_5	97	3,00	1,00	4,00	292,00	3,0103	,78389
y_6	97	3,00	1,00	4,00	292,00	3,0103	,62073
y_7	97	2,00	2,00	4,00	307,00	3,1649	,65639
y_8	97	2,00	2,00	4,00	299,00	3,0825	,53366
y_9	97	2,00	2,00	4,00	313,00	3,2268	,60390
y_10	97	2,00	2,00	4,00	305,00	3,1443	,53986
y_11	97	2,00	2,00	4,00	310,00	3,1959	,62315
y_12	97	3,00	1,00	4,00	292,00	3,0103	,68457
y_13	97	2,00	2,00	4,00	300,00	3,0928	,56055
y_14	97	3,00	1,00	4,00	300,00	3,0928	,63052
Valid N (listwise)	97						

Lampiran 14. Hasil Output Sub Struktur 1

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Lokasi_X2, <i>Store atmosphere</i> X1 ^b		Enter

a. Dependent Variable: *Loyalitas_Z*

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,784 ^a	,614	,606	1,81249

a. Predictors: (Constant), *Lokasi_X2*, *Store atmosphere_X1*

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	491,074	2	245,537	74,742	,000 ^b
	Residual	308,802	94	3,285		
	Total	799,876	96			

a. Dependent Variable: *Loyalitas_Z*

b. Predictors: (Constant), *Lokasi_X2*, *Store atmosphere_X1*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,066	1,591		4,442	,000
	<i>Store atmosphere_X1</i>	,239	,087	,290	2,762	,007
	<i>Lokasi_X2</i>	,340	,067	,533	5,079	,000

a. Dependent Variable: *Loyalitas_Z*

Lampiran15. Hasil Output Sub Struktur 2

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Loyalitas_Z, <i>Store atmosphere_X1</i> , Lokasi_X2 ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian_Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,934 ^a	,872	,868	2,33261

a. Predictors: (Constant), Loyalitas_Z, *Store atmosphere_X1*, Lokasi_X2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3436,498	3	1145,499	210,529	,000 ^b
	Residual	506,018	93	5,441		
	Total	3942,515	96			

a. Dependent Variable: Keputusan Pembelian_Y

b. Predictors: (Constant), Loyalitas_Z, *Store atmosphere_X1*, Lokasi_X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-11,844	2,252		-5,260	,000
	<i>Store atmosphere_X1</i>	,480	,116	,262	4,134	,000
	Lokasi_X2	,464	,097	,328	4,765	,000
	Loyalitas_Z	,954	,133	,430	7,189	,000

a. Dependent Variable: Keputusan Pembelian_Y

DAFTAR RIWAYAT HIDUP PENELITI

Data Pribadi

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Pendidikan Formal

SDN Baluel 03, Jakarta	: Lulus Tahun 2009
SMPN 243, Jakarta	: Lulus Tahun 2012
SMAN 36, Jakarta	: Lulus Tahun 2014
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Alamat Kantor	: Jl. Pemuda Kav.3 pulogadung Rt.02/Rw.07, Rawamangun, Kec Pulogadung, Kota Jakarta Timur 13220

Pengalaman Organisasi

2003 – 2009	: Anggota Drumband SDN Baluel , Jakarta
2009 – 2012	: Pengurus OSIS SMPN 243, Jakarta
2012– 2014	: Bendahara Futsal SMAN 36, Jakarta
2015 – sekarang	: Anggota Futsal STIE, Jakarta