

LAMPIRAN 1

ANGKET

Responden yang terhormat, saya sangat mengharapkan kerjasamanya untuk meluangkan waktu mengisi kuesioner ini. Angket ini digunakan untuk penyelesaian data dan penelitian mengenai Pengaruh *Store Atmosphere* dan Kualitas Layanan terhadap Keputusan Pembelian (Studi Pembeli di Andayani Waroeng Steak'n Djawa Kabupaten Pamekasan

A. KARAKTERISTIK RESPONDEN

Jenis Kelamin : Pria Wanita
Pekerjaan :
Usia :
Pendapatan Rata – Rata : < 1Juta 1 Juta – 3 Juta > Juta

B. PETUNJUK PENGISIAN

1. Berilah tanda (X) pada tempat yang telah tersedia sesuai dengan jawaban Anda.
2. STS= Sangat Tidak Setuju,
TS= Tidak Setuju,
RR= Ragu-ragu,
S= Setuju,
SS= Sangat Setuju

Terimakasih atas partisipasi Anda.

| No | Pertanyaan (Store Atmosphere) | STS | TS | RR | S | SS |
|----|--|-----|----|----|---|----|
| 1 | Saya tertarik berkunjung ke Resto Andayani karena a tata letak perabotanya menarik. | | | | | |
| 2 | Saya merasa suasana di Resto Andayani tenang dan menyenangkan | | | | | |
| 3 | Aroma di Resto Andayani membuat selera makan saya meningkat. | | | | | |
| 4 | Perabotan di Resto Andayani ini memiliki nilai estetika yang tinggi. | | | | | |
| 5 | Saya berminat berkunjung karena desain luar Resto Andayani yang menarik. | | | | | |
| | Pertanyaan (Kualitas Layanan) | | | | | |
| 6 | Karyawan di Resto Andayani cekatan dalam menangani kebutuhan akan pesanan anda. | | | | | |
| 7 | Saya tidak terlalu lama mengantri dalam memesan makanan ataupun minuman. | | | | | |
| 8 | Cita rasa menu yang disajikan Resto Andayani selalu sama setiap kali anda berkunjung. | | | | | |
| 9 | Karyawan Resto Andayani memiliki kesungguhan dalam merespon permintaan anda | | | | | |
| 10 | Fasilitas pelengkap yang disediakan Resto Andayani (kursi,meja, wastafel,dll) bersih dan dalam keadaan baik. | | | | | |
| | Pertanyaan (Keputusan Pembelian) | | | | | |
| 11 | Keinginan atau kemantapan untuk membeli makanan di Resto Andayani karena produk (makanan dan minuman) yang sangat lezat. | | | | | |
| 12 | Anda mencari informasi tentang makanan dan suasana yang disuguhkan di Resto Andayani. | | | | | |
| 13 | Anda mengunjungi Resto Andayani telah membandingkan dengan rumah makan lain. | | | | | |
| 14 | Terbiasa mengkonsumsi membeli makanan dan minuman dari Resto Andayani. | | | | | |
| 15 | Merasa puas setelah menikmati menu yang ada di Resto Andayani dan melakukan pembelian ulang di Resto Andayani. | | | | | |

DATA JAWABAN RESPONDEN

| No Resp | Variable X1 (Store Atmosphere) | | | | | Total | Rata-2 | Variable X2 (Kualitas Layanan) | | | | | Total | Rata-2 | Variable Y (Keputusan Pembelian) | | | | | Total | Rata-2 |
|------------|-----------------------------------|------|------|------|------|-------|--------|-----------------------------------|------|------|------|------|-------|--------|-------------------------------------|-----|-----|-----|-----|-------|--------|
| | x1.1 | x1.2 | x1.3 | x1.4 | x1.5 | | | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | | | y.1 | y.2 | y.3 | y.4 | y.5 | | |
| 7 | 5 | 4 | 5 | 4 | 4 | 22 | 4.40 | 4 | 5 | 4 | 5 | 5 | 23 | 4.60 | 5 | 4 | 5 | 4 | 5 | 23 | 4.60 |
| 8 | 3 | 4 | 4 | 5 | 5 | 21 | 4.20 | 4 | 4 | 4 | 5 | 4 | 21 | 4.20 | 4 | 3 | 4 | 4 | 5 | 20 | 4.00 |
| 9 | 4 | 5 | 4 | 4 | 4 | 21 | 4.20 | 4 | 5 | 4 | 4 | 4 | 21 | 4.20 | 5 | 4 | 5 | 4 | 3 | 21 | 4.20 |
| 10 | 3 | 2 | 3 | 5 | 3 | 16 | 3.20 | 3 | 3 | 3 | 3 | 4 | 16 | 3.20 | 4 | 3 | 4 | 2 | 3 | 16 | 3.20 |
| 11 | 3 | 3 | 3 | 3 | 4 | 16 | 3.20 | 4 | 2 | 4 | 3 | 3 | 16 | 3.20 | 3 | 3 | 4 | 3 | 3 | 16 | 3.20 |
| 12 | 5 | 4 | 4 | 3 | 4 | 20 | 4.00 | 5 | 4 | 3 | 4 | 4 | 20 | 4.00 | 3 | 4 | 2 | 3 | 4 | 16 | 3.20 |
| 13 | 4 | 5 | 4 | 3 | 3 | 19 | 3.80 | 3 | 4 | 4 | 4 | 4 | 19 | 3.80 | 5 | 4 | 3 | 5 | 4 | 21 | 4.20 |
| 14 | 4 | 4 | 5 | 5 | 5 | 23 | 4.60 | 4 | 5 | 4 | 5 | 4 | 22 | 4.40 | 4 | 5 | 4 | 4 | 5 | 22 | 4.40 |
| 15 | 4 | 3 | 3 | 3 | 4 | 17 | 3.40 | 4 | 3 | 4 | 3 | 3 | 17 | 3.40 | 3 | 3 | 4 | 3 | 3 | 16 | 3.20 |
| 16 | 5 | 4 | 4 | 5 | 4 | 22 | 4.40 | 4 | 4 | 5 | 4 | 4 | 21 | 4.20 | 4 | 4 | 4 | 3 | 4 | 19 | 3.80 |
| 17 | 4 | 4 | 4 | 4 | 3 | 19 | 3.80 | 3 | 5 | 4 | 4 | 3 | 19 | 3.80 | 5 | 3 | 3 | 5 | 4 | 20 | 4.00 |
| 18 | 3 | 5 | 5 | 5 | 4 | 22 | 4.40 | 4 | 4 | 4 | 5 | 5 | 22 | 4.40 | 4 | 5 | 3 | 5 | 5 | 22 | 4.40 |
| 19 | 4 | 4 | 4 | 3 | 5 | 20 | 4.00 | 3 | 4 | 4 | 4 | 4 | 19 | 3.80 | 5 | 3 | 5 | 3 | 4 | 20 | 4.00 |
| 20 | 5 | 5 | 5 | 4 | 4 | 23 | 4.60 | 4 | 5 | 3 | 5 | 5 | 22 | 4.40 | 4 | 5 | 4 | 5 | 5 | 23 | 4.60 |
| 21 | 5 | 5 | 5 | 4 | 3 | 22 | 4.40 | 3 | 5 | 4 | 5 | 5 | 22 | 4.40 | 5 | 4 | 4 | 4 | 5 | 22 | 4.40 |
| 22 | 4 | 4 | 3 | 5 | 5 | 21 | 4.20 | 5 | 4 | 4 | 4 | 4 | 21 | 4.20 | 5 | 4 | 4 | 4 | 4 | 21 | 4.20 |
| 23 | 3 | 3 | 4 | 3 | 4 | 17 | 3.40 | 3 | 2 | 5 | 4 | 3 | 17 | 3.40 | 3 | 3 | 3 | 5 | 3 | 17 | 3.40 |
| 24 | 4 | 4 | 4 | 4 | 4 | 20 | 4.00 | 3 | 4 | 3 | 4 | 5 | 19 | 3.80 | 4 | 4 | 3 | 4 | 4 | 19 | 3.80 |
| 25 | 2 | 3 | 5 | 3 | 5 | 18 | 3.60 | 2 | 4 | 4 | 3 | 5 | 18 | 3.60 | 3 | 3 | 4 | 4 | 5 | 19 | 3.80 |
| 26 | 4 | 4 | 4 | 4 | 3 | 19 | 3.80 | 3 | 4 | 4 | 4 | 4 | 19 | 3.80 | 5 | 3 | 5 | 3 | 4 | 20 | 4.00 |
| 27 | 2 | 4 | 3 | 5 | 5 | 19 | 3.80 | 2 | 4 | 4 | 4 | 4 | 18 | 3.60 | 3 | 5 | 3 | 4 | 4 | 19 | 3.80 |
| 28 | 3 | 4 | 2 | 5 | 3 | 17 | 3.40 | 3 | 4 | 4 | 3 | 4 | 18 | 3.60 | 4 | 3 | 3 | 4 | 3 | 17 | 3.40 |
| 29 | 2 | 3 | 3 | 4 | 4 | 16 | 3.20 | 4 | 3 | 3 | 3 | 4 | 17 | 3.40 | 3 | 4 | 2 | 3 | 3 | 15 | 3.00 |
| 30 | 5 | 4 | 4 | 3 | 3 | 19 | 3.80 | 3 | 4 | 3 | 4 | 3 | 17 | 3.40 | 4 | 4 | 3 | 3 | 4 | 18 | 3.60 |
| 31 | 4 | 5 | 4 | 4 | 3 | 20 | 4.00 | 3 | 5 | 3 | 4 | 5 | 20 | 4.00 | 4 | 3 | 3 | 5 | 4 | 19 | 3.80 |

| | | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|----|------|---|---|---|---|---|----|------|---|---|---|---|---|----|------|
| 32 | 3 | 4 | 5 | 5 | 5 | 22 | 4.40 | 4 | 4 | 4 | 5 | 4 | 21 | 4.20 | 4 | 4 | 4 | 4 | 5 | 21 | 4.20 |
| 33 | 3 | 5 | 3 | 4 | 5 | 20 | 4.00 | 4 | 5 | 2 | 4 | 4 | 19 | 3.80 | 5 | 4 | 5 | 4 | 3 | 21 | 4.20 |
| 34 | 3 | 4 | 3 | 3 | 3 | 16 | 3.20 | 2 | 4 | 4 | 3 | 4 | 17 | 3.40 | 4 | 3 | 3 | 3 | 3 | 16 | 3.20 |
| 35 | 2 | 3 | 3 | 3 | 4 | 15 | 3.00 | 4 | 3 | 4 | 3 | 4 | 18 | 3.60 | 3 | 3 | 4 | 3 | 3 | 16 | 3.20 |
| 36 | 4 | 5 | 4 | 4 | 3 | 20 | 4.00 | 3 | 5 | 3 | 4 | 5 | 20 | 4.00 | 4 | 4 | 3 | 5 | 4 | 20 | 4.00 |
| 37 | 3 | 4 | 5 | 5 | 5 | 22 | 4.40 | 4 | 4 | 4 | 5 | 4 | 21 | 4.20 | 4 | 4 | 4 | 4 | 5 | 21 | 4.20 |
| 38 | 3 | 5 | 3 | 4 | 5 | 20 | 4.00 | 4 | 5 | 2 | 4 | 4 | 19 | 3.80 | 5 | 4 | 5 | 4 | 3 | 21 | 4.20 |
| 39 | 3 | 3 | 3 | 3 | 3 | 15 | 3.00 | 2 | 4 | 4 | 3 | 4 | 17 | 3.40 | 4 | 2 | 4 | 3 | 3 | 16 | 3.20 |
| 40 | 2 | 3 | 4 | 3 | 4 | 16 | 3.20 | 4 | 3 | 4 | 3 | 4 | 18 | 3.60 | 3 | 3 | 4 | 3 | 3 | 16 | 3.20 |
| 41 | 5 | 5 | 5 | 4 | 3 | 22 | 4.40 | 3 | 5 | 4 | 5 | 5 | 22 | 4.40 | 5 | 4 | 4 | 4 | 5 | 22 | 4.40 |
| 42 | 4 | 4 | 3 | 5 | 5 | 21 | 4.20 | 5 | 4 | 4 | 4 | 4 | 21 | 4.20 | 5 | 4 | 4 | 4 | 4 | 21 | 4.20 |
| 43 | 3 | 3 | 4 | 3 | 4 | 17 | 3.40 | 3 | 2 | 5 | 4 | 3 | 17 | 3.40 | 3 | 3 | 3 | 5 | 3 | 17 | 3.40 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 | 4.00 | 3 | 4 | 3 | 4 | 5 | 19 | 3.80 | 4 | 4 | 3 | 4 | 4 | 19 | 3.80 |
| 45 | 2 | 3 | 5 | 3 | 5 | 18 | 3.60 | 2 | 4 | 4 | 3 | 5 | 18 | 3.60 | 3 | 3 | 4 | 4 | 5 | 19 | 3.80 |
| 46 | 4 | 4 | 4 | 4 | 3 | 19 | 3.80 | 3 | 4 | 4 | 4 | 4 | 19 | 3.80 | 5 | 3 | 5 | 3 | 4 | 20 | 4.00 |
| 47 | 2 | 4 | 3 | 5 | 5 | 19 | 3.80 | 2 | 4 | 4 | 4 | 4 | 18 | 3.60 | 3 | 5 | 3 | 4 | 4 | 19 | 3.80 |
| 48 | 3 | 4 | 2 | 5 | 3 | 17 | 3.40 | 3 | 4 | 4 | 3 | 4 | 18 | 3.60 | 4 | 3 | 3 | 4 | 3 | 17 | 3.40 |
| 49 | 2 | 3 | 3 | 4 | 4 | 16 | 3.20 | 4 | 3 | 3 | 3 | 4 | 17 | 3.40 | 3 | 4 | 2 | 3 | 3 | 15 | 3.00 |
| 50 | 5 | 4 | 4 | 3 | 3 | 19 | 3.80 | 3 | 4 | 3 | 4 | 3 | 17 | 3.40 | 4 | 4 | 3 | 3 | 4 | 18 | 3.60 |
| 51 | 4 | 5 | 4 | 4 | 3 | 20 | 4.00 | 3 | 5 | 3 | 4 | 5 | 20 | 4.00 | 4 | 3 | 3 | 5 | 4 | 19 | 3.80 |
| 52 | 3 | 4 | 5 | 5 | 5 | 22 | 4.40 | 4 | 4 | 4 | 5 | 4 | 21 | 4.20 | 4 | 4 | 4 | 4 | 5 | 21 | 4.20 |
| 53 | 3 | 5 | 3 | 4 | 5 | 20 | 4.00 | 4 | 5 | 2 | 4 | 4 | 19 | 3.80 | 5 | 4 | 5 | 4 | 3 | 21 | 4.20 |
| 54 | 3 | 4 | 3 | 3 | 3 | 16 | 3.20 | 2 | 4 | 4 | 3 | 4 | 17 | 3.40 | 4 | 3 | 3 | 3 | 3 | 16 | 3.20 |
| 55 | 2 | 3 | 3 | 3 | 4 | 15 | 3.00 | 4 | 3 | 4 | 3 | 4 | 18 | 3.60 | 3 | 3 | 4 | 3 | 3 | 16 | 3.20 |
| 56 | 4 | 5 | 4 | 4 | 3 | 20 | 4.00 | 3 | 5 | 3 | 4 | 5 | 20 | 4.00 | 4 | 4 | 3 | 5 | 4 | 20 | 4.00 |
| 57 | 3 | 4 | 5 | 5 | 5 | 22 | 4.40 | 4 | 4 | 4 | 5 | 4 | 21 | 4.20 | 4 | 4 | 4 | 4 | 5 | 21 | 4.20 |
| 58 | 3 | 5 | 3 | 4 | 5 | 20 | 4.00 | 4 | 5 | 2 | 4 | 4 | 19 | 3.80 | 5 | 4 | 5 | 4 | 3 | 21 | 4.20 |
| 59 | 3 | 3 | 3 | 3 | 3 | 15 | 3.00 | 2 | 4 | 4 | 3 | 4 | 17 | 3.40 | 4 | 2 | 4 | 3 | 3 | 16 | 3.20 |
| 60 | 2 | 3 | 4 | 3 | 4 | 16 | 3.20 | 4 | 3 | 4 | 3 | 4 | 18 | 3.60 | 3 | 3 | 4 | 3 | 3 | 16 | 3.20 |

Sumber : Data Diolah

Lampiran : 3

```
DATASET ACTIVATE DataSet2.  
FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1  
  /STATISTICS=MEAN  
  /ORDER=ANALYSIS.
```

Frequencies Variable X1 (Store Atmosphere)

[DataSet2] D:\Fitriyana RK (20131221047)\Data X1.sav

| Statistics | | | | | | | |
|------------|---------|------|------|------|------|------|-----------------------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 (Store Atmosphere) |
| N | Valid | 60 | 60 | 60 | 60 | 60 | 60 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3,38 | 3,98 | 3,75 | 3,90 | 3,92 | 18,93 |

Frequency Table

| X1.1 | | | | |
|---------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid 2 | 11 | 18,3 | 18,3 | 18,3 |
| 3 | 23 | 38,3 | 38,3 | 56,7 |
| 4 | 18 | 30,0 | 30,0 | 86,7 |
| 5 | 8 | 13,3 | 13,3 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

| X1.2 | | | | |
|---------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid 2 | 1 | 1,7 | 1,7 | 1,7 |
| 3 | 15 | 25,0 | 25,0 | 26,7 |
| 4 | 28 | 46,7 | 46,7 | 73,3 |
| 5 | 16 | 26,7 | 26,7 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

X1.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|------------------|-----------------------|
| 2 | 3 | 5,0 | 5,0 | 5,0 |
| 3 | 21 | 35,0 | 35,0 | 40,0 |
| Valid 4 | 24 | 40,0 | 40,0 | 80,0 |
| 5 | 12 | 20,0 | 20,0 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

X1.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|------------------|-----------------------|
| 3 | 22 | 36,7 | 36,7 | 36,7 |
| Valid 4 | 22 | 36,7 | 36,7 | 73,3 |
| 5 | 16 | 26,7 | 26,7 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

X1.5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|------------------|-----------------------|
| 2 | 1 | 1,7 | 1,7 | 1,7 |
| 3 | 21 | 35,0 | 35,0 | 36,7 |
| Valid 4 | 20 | 33,3 | 33,3 | 70,0 |
| 5 | 18 | 30,0 | 30,0 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

X1 (Store Atmosphere)

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|------------------|-----------------------|
| 15 | 4 | 6,7 | 6,7 | 6,7 |
| 16 | 11 | 18,3 | 18,3 | 25,0 |
| 17 | 5 | 8,3 | 8,3 | 33,3 |
| 18 | 2 | 3,3 | 3,3 | 36,7 |
| Valid 19 | 10 | 16,7 | 16,7 | 53,3 |
| 20 | 12 | 20,0 | 20,0 | 73,3 |
| 21 | 5 | 8,3 | 8,3 | 81,7 |
| 22 | 9 | 15,0 | 15,0 | 96,7 |
| 23 | 2 | 3,3 | 3,3 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

Lampiran : 4

```
DATASET ACTIVATE DataSet3.  
FREQUENCIES VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2  
  /STATISTICS=MEAN  
  /ORDER=ANALYSIS.
```

Frequencies Variable X2 (Kualitas Layanan)

[DataSet3] D:\Fitriyana RK (20131221047)\Data X2.sav

| Statistics | | | | | | | |
|------------|---------|------|------|------|------|------|-----------------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2 (Kualitas Layanan) |
| N | Valid | 60 | 60 | 60 | 60 | 60 | 60 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3,38 | 4,00 | 3,72 | 3,83 | 4,07 | 19,00 |

Frequency Table

| X2.1 | | | | |
|---------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| 2 | 9 | 15,0 | 15,0 | 15,0 |
| 3 | 22 | 36,7 | 36,7 | 51,7 |
| Valid 4 | 26 | 43,3 | 43,3 | 95,0 |
| 5 | 3 | 5,0 | 5,0 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

| X2.2 | | | | |
|---------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| 2 | 4 | 6,7 | 6,7 | 6,7 |
| 3 | 8 | 13,3 | 13,3 | 20,0 |
| Valid 4 | 32 | 53,3 | 53,3 | 73,3 |
| 5 | 16 | 26,7 | 26,7 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

X2.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|------------------|-----------------------|
| 2 | 4 | 6,7 | 6,7 | 6,7 |
| 3 | 14 | 23,3 | 23,3 | 30,0 |
| Valid 4 | 37 | 61,7 | 61,7 | 91,7 |
| 5 | 5 | 8,3 | 8,3 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

X2.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|------------------|-----------------------|
| 2 | 1 | 1,7 | 1,7 | 1,7 |
| 3 | 19 | 31,7 | 31,7 | 33,3 |
| Valid 4 | 29 | 48,3 | 48,3 | 81,7 |
| 5 | 11 | 18,3 | 18,3 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

X2.5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|------------------|-----------------------|
| 2 | 1 | 1,7 | 1,7 | 1,7 |
| 3 | 8 | 13,3 | 13,3 | 15,0 |
| Valid 4 | 37 | 61,7 | 61,7 | 76,7 |
| 5 | 14 | 23,3 | 23,3 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

X2 (Kualitas Layanan)

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|------------------|-----------------------|
| 16 | 3 | 5,0 | 5,0 | 5,0 |
| 17 | 12 | 20,0 | 20,0 | 25,0 |
| 18 | 11 | 18,3 | 18,3 | 43,3 |
| 19 | 12 | 20,0 | 20,0 | 63,3 |
| Valid 20 | 7 | 11,7 | 11,7 | 75,0 |
| 21 | 9 | 15,0 | 15,0 | 90,0 |
| 22 | 5 | 8,3 | 8,3 | 98,3 |
| 23 | 1 | 1,7 | 1,7 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

Lampiran : 5

```
DATASET ACTIVATE DataSet4.  
FREQUENCIES VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y  
  /STATISTICS=MEAN  
  /ORDER=ANALYSIS.
```

Frequencies Variable Y (Keputusan Pembelian)

[DataSet4] D:\Fitriyana RK (20131221047)\Data Y.sav

| Statistics | | | | | | | |
|------------|---------|------|------|------|------|------|-------------------------|
| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y (Keputusan Pembelian) |
| N | Valid | 60 | 60 | 60 | 60 | 60 | 60 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3,98 | 3,63 | 3,67 | 3,78 | 3,82 | 18,88 |

Frequency Table

| Y.1 | | | | |
|-------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 17 | 28,3 | 28,3 |
| | 4 | 27 | 45,0 | 73,3 |
| | 5 | 16 | 26,7 | 100,0 |
| | Total | 60 | 100,0 | 100,0 |

| Y.2 | | | | |
|-------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 2 | 3,3 | 3,3 |
| | 3 | 24 | 40,0 | 43,3 |
| | 4 | 28 | 46,7 | 90,0 |
| | 5 | 6 | 10,0 | 100,0 |
| | Total | 60 | 100,0 | 100,0 |

Y.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|------------------|-----------------------|
| 2 | 3 | 5,0 | 5,0 | 5,0 |
| 3 | 23 | 38,3 | 38,3 | 43,3 |
| Valid 4 | 25 | 41,7 | 41,7 | 85,0 |
| 5 | 9 | 15,0 | 15,0 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

Y.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|------------------|-----------------------|
| 2 | 1 | 1,7 | 1,7 | 1,7 |
| 3 | 22 | 36,7 | 36,7 | 38,3 |
| Valid 4 | 26 | 43,3 | 43,3 | 81,7 |
| 5 | 11 | 18,3 | 18,3 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

Y.5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|------------------|-----------------------|
| 2 | 1 | 1,7 | 1,7 | 1,7 |
| 3 | 23 | 38,3 | 38,3 | 40,0 |
| Valid 4 | 22 | 36,7 | 36,7 | 76,7 |
| 5 | 14 | 23,3 | 23,3 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

Y (Keputusan Pembelian)

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|------------------|-----------------------|
| 15 | 2 | 3,3 | 3,3 | 3,3 |
| 16 | 13 | 21,7 | 21,7 | 25,0 |
| 17 | 5 | 8,3 | 8,3 | 33,3 |
| 18 | 3 | 5,0 | 5,0 | 38,3 |
| Valid 19 | 11 | 18,3 | 18,3 | 56,7 |
| 20 | 7 | 11,7 | 11,7 | 68,3 |
| 21 | 13 | 21,7 | 21,7 | 90,0 |
| 22 | 4 | 6,7 | 6,7 | 96,7 |
| 23 | 2 | 3,3 | 3,3 | 100,0 |
| Total | 60 | 100,0 | 100,0 | |

Lampiran : 6

CORRELATIONS

```

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
  
```

Correlations Variable X1 (Store Atmosphere)

[DataSet2] D:\Fitriyana RK (20131221047)\Data X1.sav

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 |
|-----------------------|---------------------|--------|--------|--------|--------|--------|
| X1.1 | Pearson Correlation | 1 | ,524** | ,361** | ,007 | -,299* |
| | Sig. (2-tailed) | | ,000 | ,005 | ,959 | ,020 |
| | N | 60 | 60 | 60 | 60 | 60 |
| X1.2 | Pearson Correlation | ,524** | 1 | ,230 | ,218 | -,028 |
| | Sig. (2-tailed) | ,000 | | ,077 | ,094 | ,831 |
| | N | 60 | 60 | 60 | 60 | 60 |
| X1.3 | Pearson Correlation | ,361** | ,230 | 1 | ,013 | ,233 |
| | Sig. (2-tailed) | ,005 | ,077 | | ,923 | ,074 |
| | N | 60 | 60 | 60 | 60 | 60 |
| X1.4 | Pearson Correlation | ,007 | ,218 | ,013 | 1 | ,238 |
| | Sig. (2-tailed) | ,959 | ,094 | ,923 | | ,067 |
| | N | 60 | 60 | 60 | 60 | 60 |
| X1.5 | Pearson Correlation | -,299* | -,028 | ,233 | ,238 | 1 |
| | Sig. (2-tailed) | ,020 | ,831 | ,074 | ,067 | |
| | N | 60 | 60 | 60 | 60 | 60 |
| X1 (Store Atmosphere) | Pearson Correlation | ,591** | ,679** | ,660** | ,501** | ,394** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,002 |
| | N | 60 | 60 | 60 | 60 | 60 |

Correlations

| | | X1 (Store Atmosphere) |
|-----------------------|---------------------|-----------------------|
| X1.1 | Pearson Correlation | ,591 |
| | Sig. (2-tailed) | ,000 |
| | N | 60 |
| X1.2 | Pearson Correlation | ,679** |
| | Sig. (2-tailed) | ,000 |
| | N | 60 |
| X1.3 | Pearson Correlation | ,660** |
| | Sig. (2-tailed) | ,000 |
| | N | 60 |
| X1.4 | Pearson Correlation | ,501 |
| | Sig. (2-tailed) | ,000 |
| | N | 60 |
| X1.5 | Pearson Correlation | ,394* |
| | Sig. (2-tailed) | ,002 |
| | N | 60 |
| X1 (Store Atmosphere) | Pearson Correlation | 1** |
| | Sig. (2-tailed) | |
| | N | 60 |

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

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

Lampiran : 7

CORRELATIONS

```

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations Variable X2 (Kualitas Layanan)

[DataSet3] D:\Fitriyana RK (20131221047)\Data X2.sav

| | | Correlations | | | | | |
|-----------------------|---------------------|--------------|---------|---------|--------|--------|-----------------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2 (Kualitas Layanan) |
| X2.1 | Pearson Correlation | 1 | -.051 | -.191 | .251 | -.081 | .423** |
| | Sig. (2-tailed) | | .698 | .144 | .053 | .539 | .001 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X2.2 | Pearson Correlation | -.051 | 1 | -.403** | .473** | .405** | .619** |
| | Sig. (2-tailed) | .698 | | .001 | .000 | .001 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X2.3 | Pearson Correlation | -.191 | -.403** | 1 | .037 | -.282* | .040 |
| | Sig. (2-tailed) | .144 | .001 | | .777 | .029 | .764 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X2.4 | Pearson Correlation | .251 | .473** | .037 | 1 | .162 | .817** |
| | Sig. (2-tailed) | .053 | .000 | .777 | | .217 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X2.5 | Pearson Correlation | -.081 | .405** | -.282* | .162 | 1 | .472** |
| | Sig. (2-tailed) | .539 | .001 | .029 | .217 | | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X2 (Kualitas Layanan) | Pearson Correlation | .423** | .619** | .040 | .817** | .472** | 1 |
| | Sig. (2-tailed) | .001 | .000 | .764 | .000 | .000 | |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |

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

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

Lampiran : 8

```

CORRELATIONS
/VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
  
```

Correlations Variable Y (Keputusan Pembelian)

[DataSet4] D:\Fitriyana RK (20131221047)\Data Y.sav

| | | Correlations | | | | | |
|-------------------------|---------------------|--------------|--------|--------|--------|--------|-------------------------|
| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y (Keputusan Pembelian) |
| Y.1 | Pearson Correlation | 1 | ,052 | ,532** | ,202 | ,218 | ,685** |
| | Sig. (2-tailed) | | ,693 | ,000 | ,122 | ,094 | ,000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| Y.2 | Pearson Correlation | ,052 | 1 | -,130 | ,226 | ,350** | ,491** |
| | Sig. (2-tailed) | ,693 | | ,324 | ,082 | ,006 | ,000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| Y.3 | Pearson Correlation | ,532** | -,130 | 1 | -,149 | ,114 | ,480** |
| | Sig. (2-tailed) | ,000 | ,324 | | ,255 | ,388 | ,000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| Y.4 | Pearson Correlation | ,202 | ,226 | ,149 | 1 | ,373** | ,559** |
| | Sig. (2-tailed) | ,122 | ,082 | ,255 | | ,003 | ,000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| Y.5 | Pearson Correlation | ,218 | ,350** | ,114 | ,373** | 1 | ,712** |
| | Sig. (2-tailed) | ,094 | ,006 | ,388 | ,003 | | ,000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| Y (Keputusan Pembelian) | Pearson Correlation | ,685** | ,491** | ,480** | ,559** | ,712** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |

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

Lampiran : 9

```
RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR COV ANOVA
/SUMMARY=TOTAL.
```

Reliability Variable X1 (Store Atmosphere)

[DataSet2] D:\Fitriyana RK (20131221047)\Data X1.sav

Warnings

The determinant of the covariance matrix is zero or approximately zero. Statistics based on its inverse matrix cannot be computed and they are displayed as system missing values.

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| | Valid | 60 | 100,0 |
| Cases | Excluded ^a | 0 | ,0 |
| | Total | 60 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,710 | ,708 | 6 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----------------------|-------|-------------------|----|
| X1.1 | 3,38 | ,940 | 60 |
| X1.2 | 3,98 | ,770 | 60 |
| X1.3 | 3,75 | ,836 | 60 |
| X1.4 | 3,90 | ,796 | 60 |
| X1.5 | 3,92 | ,850 | 60 |
| X1 (Store Atmosphere) | 18,93 | 2,364 | 60 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|--------------------------|-------------------------------|-----------------------------------|--|------------------------------------|--|
| X1.1 | 34,48 | 17,983 | ,437 | . | ,677 |
| X1.2 | 33,88 | 18,003 | ,575 | . | ,658 |
| X1.3 | 34,12 | 17,834 | ,541 | . | ,660 |
| X1.4 | 33,97 | 19,219 | ,358 | . | ,698 |
| X1.5 | 33,95 | 19,913 | ,227 | . | ,723 |
| X1 (Store Atmosphere) | 18,93 | 5,589 | 1,000 | . | ,460 |

Lampiran : 10

```
RELIABILITY
/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR COV ANOVA
/SUMMARY=TOTAL.
```

Reliability Variable X2 (Kualitas Layanan)

[DataSet3] D:\Fitriyana RK (20131221047)\Data X2.sav

Warnings

The determinant of the covariance matrix is zero or approximately zero. Statistics based on its inverse matrix cannot be computed and they are displayed as system missing values.

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| | Valid | 60 | 100,0 |
| Cases | Excluded ^a | 0 | ,0 |
| | Total | 60 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,637 | ,567 | 6 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----------------------|-------|-------------------|----|
| X2.1 | 3,38 | ,804 | 60 |
| X2.2 | 4,00 | ,823 | 60 |
| X2.3 | 3,72 | ,715 | 60 |
| X2.4 | 3,83 | ,740 | 60 |
| X2.5 | 4,07 | ,660 | 60 |
| X2 (Kualitas Layanan) | 19,00 | 1,795 | 60 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|--------------------------|-------------------------------|-----------------------------------|--|------------------------------------|--|
| X2.1 | 34,62 | 11,088 | ,214 | . | ,642 |
| X2.2 | 34,00 | 9,898 | ,445 | . | ,573 |
| X2.3 | 34,28 | 13,190 | ,158 | . | ,726 |
| X2.4 | 34,17 | 9,090 | ,726 | . | ,495 |
| X2.5 | 33,93 | 11,080 | ,310 | . | ,618 |
| X2 (Kualitas Layanan) | 19,00 | 3,220 | 1,000 | . | ,155 |

Lampiran : 11

```
RELIABILITY
/VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 Y
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR COV ANOVA
/SUMMARY=TOTAL.
```

Reliability Variable Y (Keputusan Pembelian)

[DataSet1] G:\Fitriyana RK (20131221047)\Data Y.sav

Warnings

The determinant of the covariance matrix is zero or approximately zero. Statistics based on its inverse matrix cannot be computed and they are displayed as system missing values.

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 60 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 60 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .726 | .733 | 6 |

Item Statistics

| | Mean | Std. Deviation | N |
|-------------------------|-------|-------------------|----|
| Y.1 | 3.98 | .748 | 60 |
| Y.2 | 3.63 | .712 | 60 |
| Y.3 | 3.67 | .795 | 60 |
| Y.4 | 3.78 | .761 | 60 |
| Y.5 | 3.82 | .813 | 60 |
| Y (Keputusan Pembelian) | 18.88 | 2.248 | 60 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----------------------------|-------------------------------|-----------------------------------|--|------------------------------------|--|
| Y.1 | 33.78 | 16.173 | .579 | . | .675 |
| Y.2 | 34.13 | 17.575 | .357 | . | .718 |
| Y.3 | 34.10 | 17.414 | .327 | . | .722 |
| Y.4 | 33.98 | 16.966 | .426 | . | .704 |
| Y.5 | 33.95 | 15.675 | .603 | . | .665 |
| Y (Keputusan Pembelian) | 18.88 | 5.054 | 1.000 | . | .523 |

Lampiran : 12

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2.
  
```

Regression

[DataSet1] D:\Fitriyana RK (20131221047)\Data SPSS.sav

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | X2 (Kualitas Layanan), X1 (Store Atmosphere) ^b | . | Enter |

- a. Dependent Variable: Y (Keputusan Pembelian)
 b. All requested variables entered.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .901 ^a | .812 | .805 | .19855 |

- a. Predictors: (Constant), X2 (Kualitas Layanan), X1 (Store Atmosphere)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 9.680 | 2 | 4.840 | 122.774 | .000 ^b |
| | Residual | 2.247 | 57 | .039 | | |
| | Total | 11.927 | 59 | | | |

- a. Dependent Variable: Y (Keputusan Pembelian)
 b. Predictors: (Constant), X2 (Kualitas Layanan), X1 (Store Atmosphere)

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
| | B | Std. Error | Beta | | | |
| | (Constant) | .137 | .282 | | .486 | .629 |
| 1 | X1 (Store Atmosphere) | .629 | .111 | .661 | 5.652 | .000 |
| | X2 (Kualitas Layanan) | .331 | .147 | .264 | 2.259 | .028 |

a. Dependent Variable: Y (Keputusan Pembelian)

Lampiran : 13

```
REGRESSION  
  /MISSING LISTWISE  
  /STATISTICS COEFF OUTS R ANOVA  
  /CRITERIA=PIN(.05) POUT(.10)  
  /NOORIGIN  
  /DEPENDENT Y  
  /METHOD=ENTER X1 X2  
  /SAVE RESID.
```

Uji Heteroskedastisitas

[DataSet1] D:\Fitriyana RK (20131221047)\Data SPSS.sav

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| | (Constant) | -,044 | ,196 | | |
| 1 X1 (Store Atmosphere) | ,005 | ,077 | ,016 | -,227 | ,821 |
| X2 (Kualitas Layanan) | ,044 | ,102 | ,115 | ,060 | ,953 |
| | | | | ,429 | ,670 |

a. Dependent Variable: RES2

Lampiran : 14

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2.
  
```

Uji Multikolinearitas

[DataSet1] D:\Fitriyana RK (20131221047)\Data SPSS.sav

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| | | (Constant) | ,137 | ,282 | | |
| 1 | X1 (Store Atmosphere) | ,629 | ,111 | ,661 | 5,652 | ,000 |
| | X2 (Kualitas Layanan) | ,331 | ,147 | ,264 | 2,259 | ,028 |

Coefficients^a

| Model | | Collinearity Statistics | |
|-------|-----------------------|-------------------------|-------|
| | | Tolerance | VIF |
| | (Constant) | | |
| 1 | X1 (Store Atmosphere) | ,241 | 4,142 |
| | X2 (Kualitas Layanan) | ,241 | 4,142 |

a. Dependent Variable: Y (Keputusan Pembelian)

Lampiran : 15

NPAR TESTS
/K-S (NORMAL) =RES_1
/MISSING ANALYSIS.

NPar Tests (Uji Normalitas)

[DataSet1] D:\Fitriyana RK (20131221047)\Data SPSS.sav

| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 60 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | ,19515796 |
| Most Extreme Differences | Absolute | ,102 |
| | Positive | ,081 |
| | Negative | -,102 |
| Kolmogorov-Smirnov Z | | ,788 |
| Asymp. Sig. (2-tailed) | | ,564 |

a. Test distribution is Normal.

b. Calculated from data.

NILAI-NILAI r PRODUCT MOMENT

| N | Tarf Signifikan | | N | Tarf Signifikan | | N | Tarf Signifikan | |
|----|-----------------|-------|----|-----------------|-------|------|-----------------|-------|
| | 5% | 1% | | 5% | 1% | | 5% | 1% |
| 3 | 0,997 | 0,999 | 27 | 0,381 | 0,487 | 55 | 0,266 | 0,345 |
| 4 | 0,950 | 0,990 | 28 | 0,374 | 0,478 | 60 | 0,254 | 0,330 |
| 5 | 0,878 | 0,959 | 29 | 0,367 | 0,470 | 65 | 0,244 | 0,317 |
| 6 | 0,811 | 0,917 | 30 | 0,361 | 0,463 | 70 | 0,235 | 0,306 |
| 7 | 0,754 | 0,874 | 31 | 0,355 | 0,456 | 75 | 0,227 | 0,296 |
| 8 | 0,707 | 0,834 | 32 | 0,349 | 0,449 | 80 | 0,220 | 0,286 |
| 9 | 0,666 | 0,798 | 33 | 0,344 | 0,442 | 85 | 0,213 | 0,278 |
| 10 | 0,632 | 0,765 | 34 | 0,339 | 0,436 | 90 | 0,207 | 0,270 |
| 11 | 0,602 | 0,735 | 35 | 0,334 | 0,430 | 95 | 0,202 | 0,263 |
| 12 | 0,576 | 0,708 | 36 | 0,329 | 0,424 | 100 | 0,195 | 0,256 |
| 13 | 0,553 | 0,684 | 37 | 0,325 | 0,418 | 125 | 0,176 | 0,230 |
| 14 | 0,532 | 0,661 | 38 | 0,320 | 0,413 | 150 | 0,159 | 0,210 |
| 15 | 0,514 | 0,641 | 39 | 0,316 | 0,408 | 175 | 0,148 | 0,194 |
| 16 | 0,497 | 0,623 | 40 | 0,312 | 0,403 | 200 | 0,138 | 0,181 |
| 17 | 0,482 | 0,606 | 41 | 0,308 | 0,398 | 300 | 0,113 | 0,148 |
| 18 | 0,468 | 0,590 | 42 | 0,304 | 0,393 | 400 | 0,098 | 0,128 |
| 19 | 0,456 | 0,575 | 43 | 0,301 | 0,389 | 500 | 0,088 | 0,115 |
| 20 | 0,444 | 0,561 | 44 | 0,297 | 0,384 | 600 | 0,080 | 0,105 |
| 21 | 0,433 | 0,549 | 45 | 0,294 | 0,380 | 700 | 0,074 | 0,097 |
| 22 | 0,423 | 0,537 | 46 | 0,291 | 0,376 | 800 | 0,070 | 0,091 |
| 23 | 0,413 | 0,526 | 47 | 0,288 | 0,372 | 900 | 0,065 | 0,086 |
| 24 | 0,404 | 0,515 | 48 | 0,284 | 0,368 | 1000 | 0,062 | 0,081 |
| 25 | 0,396 | 0,505 | 49 | 0,281 | 0,364 | | | |
| 26 | 0,388 | 0,496 | 50 | 0,279 | 0,361 | | | |

Sumber: Sugiyono.2008. *Statistika untuk Penelitian*. Bandung: Alfabeta. Hal. 373

DISTRIBUSI NILAI t_{tabel}

| d.f | $t_{0.10}$ | $t_{0.05}$ | $t_{0.025}$ | $t_{0.01}$ | $t_{0.005}$ |
|-----|------------|------------|-------------|------------|-------------|
| 1 | 3.078 | 6.314 | 12.71 | 31.82 | 63.66 |
| 2 | 1.886 | 2.920 | 4.303 | 6.965 | 9.925 |
| 61 | 1.296 | 1.671 | 2.000 | 2.390 | 2.659 |
| 62 | 1.296 | 1.671 | 1.999 | 2.389 | 2.659 |

Lampiran 17

Lampiran 18

Titik Persentase Distribusi F untuk Probabilita = 0,05

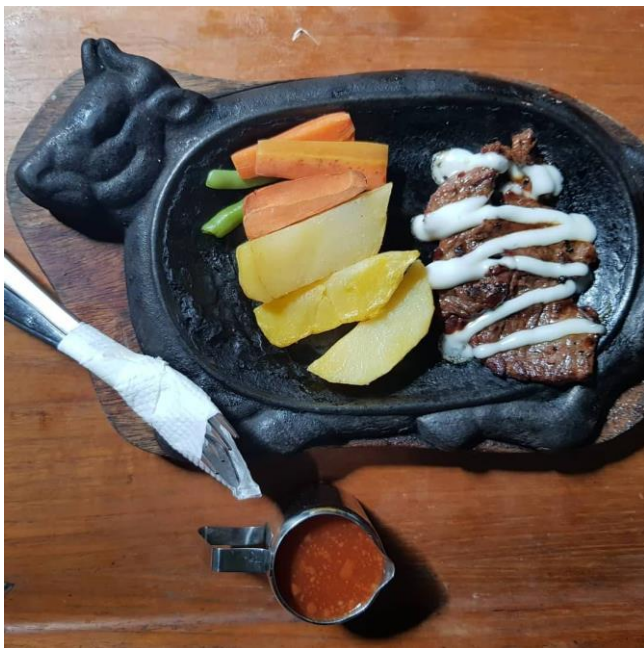
| df untuk penyebut (N2) | df untuk pembilang (N1) | | | | | | | | | | | | | | |
|------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 46 | 4.05 | 3.20 | 2.81 | 2.57 | 2.42 | 2.30 | 2.22 | 2.15 | 2.09 | 2.04 | 2.00 | 1.97 | 1.94 | 1.91 | 1.89 |
| 47 | 4.05 | 3.20 | 2.80 | 2.57 | 2.41 | 2.30 | 2.21 | 2.14 | 2.09 | 2.04 | 2.00 | 1.96 | 1.93 | 1.91 | 1.88 |
| 48 | 4.04 | 3.19 | 2.80 | 2.57 | 2.41 | 2.29 | 2.21 | 2.14 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| 49 | 4.04 | 3.19 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| 50 | 4.03 | 3.18 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.07 | 2.03 | 1.99 | 1.95 | 1.92 | 1.89 | 1.87 |
| 51 | 4.03 | 3.18 | 2.79 | 2.55 | 2.40 | 2.28 | 2.20 | 2.13 | 2.07 | 2.02 | 1.98 | 1.95 | 1.92 | 1.89 | 1.87 |
| 52 | 4.03 | 3.18 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.07 | 2.02 | 1.98 | 1.94 | 1.91 | 1.89 | 1.86 |
| 53 | 4.02 | 3.17 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| 54 | 4.02 | 3.17 | 2.78 | 2.54 | 2.39 | 2.27 | 2.18 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| 55 | 4.02 | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.06 | 2.01 | 1.97 | 1.93 | 1.90 | 1.88 | 1.85 |
| 56 | 4.01 | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| 57 | 4.01 | 3.16 | 2.77 | 2.53 | 2.38 | 2.26 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| 58 | 4.01 | 3.16 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.05 | 2.00 | 1.96 | 1.92 | 1.89 | 1.87 | 1.84 |
| 59 | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.04 | 2.00 | 1.96 | 1.92 | 1.89 | 1.86 | 1.84 |
| 60 | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.25 | 2.17 | 2.10 | 2.04 | 1.99 | 1.95 | 1.92 | 1.89 | 1.86 | 1.84 |
| 61 | 4.00 | 3.15 | 2.76 | 2.52 | 2.37 | 2.25 | 2.16 | 2.09 | 2.04 | 1.99 | 1.95 | 1.91 | 1.88 | 1.86 | 1.83 |
| 62 | 4.00 | 3.15 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.99 | 1.95 | 1.91 | 1.88 | 1.85 | 1.83 |
| 63 | 3.99 | 3.14 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| 64 | 3.99 | 3.14 | 2.75 | 2.52 | 2.36 | 2.24 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| 65 | 3.99 | 3.14 | 2.75 | 2.51 | 2.36 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.85 | 1.82 |
| 66 | 3.99 | 3.14 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.84 | 1.82 |
| 67 | 3.98 | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.98 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| 68 | 3.98 | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| 69 | 3.98 | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.86 | 1.84 | 1.81 |
| 70 | 3.98 | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.14 | 2.07 | 2.02 | 1.97 | 1.93 | 1.89 | 1.86 | 1.84 | 1.81 |
| 71 | 3.98 | 3.13 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.97 | 1.93 | 1.89 | 1.86 | 1.83 | 1.81 |
| 72 | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| 73 | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| 74 | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.22 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.85 | 1.83 | 1.80 |
| 75 | 3.97 | 3.12 | 2.73 | 2.49 | 2.34 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.83 | 1.80 |
| 76 | 3.97 | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| 77 | 3.97 | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| 78 | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.80 |
| 79 | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.79 |
| 80 | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.21 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.84 | 1.82 | 1.79 |
| 81 | 3.96 | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.82 | 1.79 |
| 82 | 3.96 | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| 83 | 3.96 | 3.11 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| 84 | 3.95 | 3.11 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| 85 | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| 86 | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.78 |
| 87 | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.83 | 1.81 | 1.78 |
| 88 | 3.95 | 3.10 | 2.71 | 2.48 | 2.32 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.81 | 1.78 |
| 89 | 3.95 | 3.10 | 2.71 | 2.47 | 2.32 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| 90 | 3.95 | 3.10 | 2.71 | 2.47 | 2.32 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |

Lampiran Foto











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website: <http://fe.um-surabaya.ac.id> email : fe@um-surabaya.ac.id

No. : 62/II.3.AU/A/FEB/II/2019

Lamp. : -

Hal : **Dosen Pembimbing Utama dan Pembimbing Pendamping**

Kepada Yth,

1. Dr. Didin Fatihudin, SE.,M.Si
2. Dr. Mochammad Mockhlas, MM

Assalamu'alaikum Wr. Wb.

Sehubungan dengan telah dipenuhinya persyaratan penulisan skripsi, sebagai mana diatur dalam :

1. Peraturan Rektor no: 566.1/PRN/II.3.AU.F/2014-03.09.2014, tentang pedoman Akademik Tahun 2014/2015 Universitas Muhammadiyah Surabaya, perihal penilaian hasil belajar point 4.5 (Tugas Akhir)
2. Surat Keputusan Dekan Fakultas Ekonomi UMSurabaya No:68/II.3.AU/A/Fak. Ekonomi/IX/2013 Tentang Pedoman Akademik Pelaksanaan Pendidikan Program Sarjana (S-1), Bab IV Point C.4 (Prosedur Penilaian Skripsi).

Maka dimohon perkenannya untuk menjadi pembimbing terhadap mahasiswa sebagai berikut :

Nama : Fitriyana Ramadhani Kholif
Nim : 20131221047
Prodi : Manajemen
Judul Skripsi : Peranan Store Atmosphere dan Kualitas Layanan terhadap Keputusan Pembelian di Andayani Waroeng Steak 'N Djawa Pamekasan

Pembimbing Utama : Dr. Didin Fatihudin, SE.,M.Si

Pembimbing Pendamping : Dr. Mochammad Mockhlas, MM

Demikian, atas perhatian dan perkenannya disampaikan terima kasih

Wassalamu'alaikum Wr.Wb.



Anita Roosmawarni, SE., M.SE

Tembusan Yth, (Tanpa Lampiran):

1. Dekan.
2. Kaprodi Manajemen.
3. Mahasiswa Yang Bersangkutan.



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Jl Sutorejo No 59 Surabaya

PANITIA UJIAN SKRIPSI STRATA - 1 (S-1)
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DAFTAR PERBAIKAN SKRIPSI

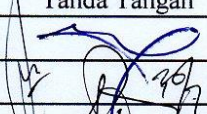
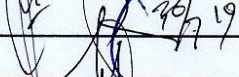
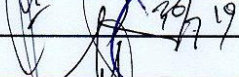
Nama Mahasiswa : Fitriyana Ramadhani Kholif

Noreg Mahasiswa : 20131221047

Jurusan : MANAJEMEN

Hari/Tanggal : Sabtu, 27 Juli 2019

Kami telah menyetujui perbaikan/refisi atas skripsi mahasiswa tersebut diatas

| Nama Penguji | Tanda Tangan | Tanggal |
|---------------------------------|--|---------|
| Dr. Didin Fatihuddin, SE, M.Si. |  | 29/7/19 |
| Dr. Mochamad Mochklas, MM |  | 29/7/19 |
| Dr. M. Anang Firmansyah, MM |  | 29/7/19 |

Catatan

Setiap Mahasiswa membuat rangkap 3



PERPUSTAKAAN
UNIVERSITAS MUHAMMADIYAH SURABAYA

ASLI

SURAT KETERANGAN BUKTI BEBAS PLAGIASI

Naskah tugas akhir / skripsi / karya tulis / tesis*) yang diserahkan atas :

Nama : Fitriyana Pamadhani Holiif
NIM : 20131221047
Fakultas/Jurusan : Ekonomi dan Bisnis / SI Manajemen
Alamat : kel. Lawangan Daya Rt / kw 09/09 Pamekasan - Madura
Judul : Pengaruh Store Atmosphere dan kualitas layanan terhadap keputusan pembelian di Andayam Warseng Street "n" Djawa Pamekasan

telah diserahkan dan memenuhi kriteria batas maksimal yang sudah ditentukan.

Petugas perpustakaan

SMC

IMAS

Surabaya, 24 Juli 2019

Mahasiswa,

Fitriyana

Mengetahui,
Kepala Perpustakaan
Mas'udah
Dra. Mas'udah, M.A.

*) Coret yang tidak perlu



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website: <http://fe.um-surabaya.ac.id> email : fe@um-surabaya.ac.id

Nomor : 175/II.3.AU/A/FEB/VI/2019
Lamp : -
Hal : PERMOHONAN IJIN PENELITIAN UNTUK SKRIPSI

Kepada :
Yth. Pimpinan Andayani Waroeng Steak'N Djawa Pamekasaan
Jl. Niaga no. 51, Pamekasaan

Assalamu'alaikum Wr. Wb.

Dengan hormat, semoga Allah SWT senantiasa memberikan kekuatan kepada kita untuk dapat melaksanakan tugas dan kewajiban kita sebagai hamba Allah SWT. Kami selaku Dekan Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Surabaya mengajukan permohonan agar mahasiswa kami dengan identitas dibawah ini mendapatkan kesempatan untuk mengadakan penelitian di Lembaga/Institusi yang Bapak/Ibu pimpin.

Adapun maksud dari penelitian tersebut adalah untuk memperoleh informasi/data sesuai dengan judul skripsi yang telah kami setuju.

Identitas mahasiswa yang akan meneliti :

Nama/NIM : Fitriyana Ramadhani/20131221047
Fakultas/Prodi : Ekonomi/Manajemen
Alamat : Kel. Lawangan Daya Kec. Pademawu, Pamekasaan, Madura
No. Handphone : 087854954541
Judul Skripsi : Pengaruh Store Atmosphere dan Kualitas Layanan terhadap Keputusan Pembelian Studi di Andayani Waroeng Steak'N Djawa Pamekasaan

Demikian permohonan kami, atas perhatian dan perkenannya disampaikan banyak terima kasih.

Wassalamu'alaikum Wr. Wb.

Surabaya, 14 Juni 2019

Dekan,



Dr. Dra. Anna Marina, M.Si. Ak. CA.

PEMBIMBING I

DOSEN PEMBIMBING II

| TANGGAL | MATERI PERKEMBANGAN BIMBINGAN | PARAF | TANGGAL | MATERI PERKEMBANGAN BIMBINGAN | PARAF |
|----------|--|-------------|----------|------------------------------------|-------------|
| 17/01/19 | Beberapa bentuk tes IQ, IV, V, dan analog. | [Signature] | 16/01/19 | Pembahasan tentang materi di atas. | [Signature] |
| 17/01/19 | ditinjau dari IV, V, dan analog. | [Signature] | 18/01/19 | Kesimpulan esai di atas. | [Signature] |
| 17/01/19 | ditinjau dari IV, V, dan analog. | [Signature] | 18/01/19 | rumus masalah - | [Signature] |
| 17/01/19 | ditinjau dari IV, V, dan analog. | [Signature] | 18/01/19 | save disesuai di atas. | [Signature] |
| 17/01/19 | ditinjau dari IV, V, dan analog. | [Signature] | 18/01/19 | manfaat penelitian - | [Signature] |
| 17/01/19 | ditinjau dari IV, V, dan analog. | [Signature] | 18/01/19 | Abstract 2 | [Signature] |
| 17/01/19 | ditinjau dari IV, V, dan analog. | [Signature] | 18/01/19 | OK | [Signature] |
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| 17/01/19 | ditinjau dari IV, V, dan analog. | [Signature] | | | |

PEMBIMBING I

DOSEN PEMBIMBING II

KAPRODI AKURANSI/MANAJEMEN

MENGETAHUI DEKAN,

[Signature]

[Signature] 22/01/19

[Signature]

Amtha Rosnawati, SE, MISE

[Signature]

Dr. Ana Marlina, Msi, Ak. CA



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BERITA ACARA BIMBINGAN SKRIPSI

| | | | |
|--|--------------------------|-----------------|---|
| Nama / No. HP | : Fitriyana Ramadhani k. | JUDUL SKRIPSI : | Pengaruh Store Atmosphere dan |
| M | : 00131221047 | | Kualitas Layanan terhadap Kepuasan Pembelian. |
| Program Studi | : ST Manajemen | | (Studi di Andayani Waroeng Steak'n Djaws |
| Tempat Ujian | : | | Kepupaten Pamekasan) |
| Ujian/ di setuju skripsi sudah layak Uji | : | | |

DOSEN PEMBIMBING I

| TANGGAL | MATERI PERKEMBANGAN BIMBINGAN | PARAF |
|---------|---|-------------|
| 20/3-19 | - Topik awal - draft bab I, II, III, IV, V, dan VI | [Signature] |
| 20/4-19 | - Draft bab I, II, III, IV, V, dan VI - Penyelesaian bab I-III | [Signature] |
| 21/5-19 | - Draft bab I, II, III, IV, V, dan VI - Penyelesaian bab I-III | [Signature] |
| 21/5-19 | - Draft bab I, II, III, IV, V, dan VI - Penyelesaian bab I-III | [Signature] |

DOSEN PEMBIMBING II

| TANGGAL | MATERI PERKEMBANGAN BIMBINGAN | PARAF |
|---------|-------------------------------|-------------|
| 20/3 | BAB 1 revisi | [Signature] |
| 26/3 | BAB 2 revisi | [Signature] |
| 1/4 | BAB 3 revisi | [Signature] |
| 7/4 | Aylect / Kuesioner | [Signature] |
| 26/4 | Perbaikan BAB 1-3 | [Signature] |
| 17/5 | Perbaikan bab dan | [Signature] |



Andayani Waroeng
Steak N Djawa

ANDAYANI WAROENG STEAK N DJAWA

Jl. Niaga No.51 Barurambat Kota, Pamekasan, Madura, Jawa Timur.

Hal : Balasan Ijin Penelitian Untuk Skripsi

Kepada Yth:

Dekan,

Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Surabaya

Ibu Dr. Dra. Anna Marina, M.Si. Ak. CA.

Di – Tempat

Dengan Hormat,

Yang bertanda tangan dibawah ini :

Nama : Rusdiana

Jabatan : Pemilik Andayani Waroeng Steak'n Djawa

Menerangkan bahwa,

Nama : Fitriyana Ramadhani Kholif

Nim : 20131221047

Fakultas/ Prodi : Ekonomi/Manajemen

Telah kami setuju untuk melaksanakan penelitian pada restoran kami sebagai syarat penyusunan skripsi dengan judul :

“Pengaruh Store Atmosphere Dan Kualitas Layanan Terhadap Keputusan Pembelian di Andayani Waroeng Steak'n Djawa Pamekasan”

Demikian surat ini kami sampaikan, dan atas kerjasamanya kami mengucapkan terima kasih.

Pamekasan, 4, Juli 2019

Hormat Kami,

Pemilik Andayani Waroeng Steak N Djawa

RUSDIANA



UNIVERSITAS MUHAMMADIYAH SURABAYA
PUSAT BAHASA

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Email: pusba.umsby@gmail.com

ENDORSEMENT LETTER

464/PB-UMS/EL/VII/2019

This letter is to certify that the abstract of the thesis below

Title : Effect of Store Atmosphere and Service Quality on Purchase Decisions in
Andayani Waroeng Steak N Djawa in Pamekasan.
Student's name : Fitriyana Ramadhani Kholif.
Reg. Number : 20131221047
Department : S1 Manajemen

has been endorsed by Pusat Bahasa *UMSurabaya* for further approval by the examining
committee of the faculty.

Surabaya, 30 July 2019


Waode Hamsia, M.Pd