

LAMPIRAN

Lampiran 01. Data Penjualan Ulun Danu *Restaurant* bulan Juni 2020 – Maret 2021

| Bulan | Total Penjualan(Rp) | Target PenjualanRp. 150.000.000 |
|-----------|---------------------|---------------------------------|
| Juni | 310.779.800 | Tercapai |
| Juli | 61.961.000 | Tidak Tercapai |
| Agustus | 170.141.196 | Tercapai |
| September | 145.406.000 | Tidak Tercapai |
| Oktober | 176.332.000 | Tercapai |
| November | 295.125.500 | Tercapai |
| Desember | 356.652.200 | Tercapai |
| Januari | 188.241.400 | Tercapai |
| Februari | 108.921.300 | Tidak Tercapai |
| Maret | 137.978.600 | Tidak Tercapai |
| Total | 1.951.539.996 | - |

Sumber : Ulun Danu *Restaurant*



Lampiran 02. Kuesioner penelitian**KUESIONER PENELITIAN UNIVERSITAS
PENDIDIKAN GANESHA FAKULTAS EKONOMI
JURUSAN MANAJEMEN**

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuisisioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh Suasana Toko, Kualitas Pelayanan dan *Brand Image* terhadap Minat Beli Konsumen pada Ulun Danu Restaurant di Kecamatan Baturiti”**.

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja, 21 Maret 2022

Peneliti

I Made Adi Surya Candra

Nim: 1817041144

1. Identitas Responden

(Beri tanda \surd pada kotak jawaban)

1. Nama :
2. Alamat :
3. Usia : tahun
4. Jenis Kelamin : Laki-laki Perempuan

2. Petunjuk Pengisian Kuesioner

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (\surd) pada pilihan jawaban yang tersedia.

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS: Sangat Tidak Setuju

3. Draft Pertanyaan Minat Beli Konsumen

a. Minat Beli Konsumen

| No | Pernyataan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| | Minat Beli Konsumen | 5 | 4 | 3 | 2 | 1 |
| 1 | Saya sangat suka terhadap produk yang disajikan di <i>Ulun Danu Restaurant</i> | | | | | |
| 2 | Saya ingin merekomendasikan produk yang ada di <i>Ulun Danu Restaurant</i> kepada orang lain | | | | | |
| 3 | Saya merasa puas terhadap produk dan pelayanan di <i>Ulun Danu Restaurant</i> | | | | | |
| 4 | Saya sangat menginginkan produk yang disajikan di <i>Ulun Danu Restaurant</i> | | | | | |

b. Suasana Toko

| No | Pernyataan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| | Suasana Toko | 5 | 4 | 3 | 2 | 1 |
| 1 | Halaman sekitar <i>Ulun Danu Restaurant</i> terlihat sangat indah | | | | | |
| 2 | Saya merasa nyaman berada di dalam <i>Ulun Danu Restaurant</i> | | | | | |
| 3 | Pemilihan warna dan pencahayaan dalam <i>Ulun Danu Restaurant</i> sangat tepat dan terasa nyaman | | | | | |
| 4 | Dekorasi ruangan yang tertata memberikan kesan yang indah | | | | | |

c. Brand Image

| No | Pernyataan | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| | <i>Brand Image</i> | 5 | 4 | 3 | 2 | 1 |
| 1 | Ulun Danu <i>Restaurant</i> menyajikan makanan dan minuman yang nikmat | | | | | |
| 2 | Berkunjung ke Ulun Danu <i>Restaurant</i> memberikan pengalaman yang menyenangkan | | | | | |
| 3 | Ulun Danu <i>Restaurant</i> memiliki reputasi yang baik dibidangnya | | | | | |

d. Kualitas Pelayanan

| No | Pernyataan | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| | Kualitas Pelayanan | 5 | 4 | 3 | 2 | 1 |
| 1 | Para pekerja di Ulun Danu <i>Restaurant</i> sangat disiplin dalam menjalankan tugasnya | | | | | |
| 2 | Para pelayan di Ulun Danu <i>Restaurant</i> sangat sigap dalam melayani konsumen | | | | | |
| 3 | Para pegawai Ulun Danu <i>Restaurant</i> sangat cepat dalam melakukan tugasnya | | | | | |
| 4 | Para pelayan di Ulun Danu <i>Restaurant</i> melayani dengan ramah dan sopan | | | | | |

Lampiran 03. Deskripsi Data Responden

Tabel 4.1
Hasil Analisis Deskriptif

| no | Variabel | total jawaban | kategori |
|----|--------------------|---------------|---------------|
| 1 | minat beli | 1705 | sangat tinggi |
| 2 | suasana toko | 1672 | sangat tinggi |
| 3 | kualitas pelayanan | 1276 | sangat tinggi |
| 4 | <i>brand image</i> | 1292 | sangat tinggi |

Tabel 4.2
Karakteristik Responden Pembeli Laptop Merek Asus Berdasarkan jenis kelamin

| No | Jenis kelamin | Frekuensi | Persentase |
|-------|---------------|-----------|------------|
| 1 | Laki-laki | 42 | 42% |
| 2 | Perempuan | 58 | 58% |
| Total | | 100 | 100% |



Lampiran 04. Tabulasi Data Sampel Penelitian

| NO | X1.1 | X1.2 | X1.3 | X1.4 | TX1 | X2.1 | X2.2 | X2.3 | X2.4 | TX2 | X3.1 | X3.2 | X3.3 | TX3 | Y.1 | Y.2 | Y.3 | Y.4 | TY |
|----|------|------|------|------|-----|------|------|------|------|-----|------|------|------|-----|-----|-----|-----|-----|----|
| 1 | 4 | 5 | 5 | 4 | 18 | 4 | 5 | 5 | 4 | 18 | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 4 | 18 |
| 2 | 4 | 4 | 4 | 3 | 15 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 3 | 14 |
| 3 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 5 | 19 |
| 4 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 5 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 4 | 5 | 18 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 6 | 4 | 2 | 3 | 3 | 12 | 1 | 2 | 2 | 3 | 8 | 2 | 3 | 3 | 8 | 3 | 3 | 2 | 3 | 11 |
| 7 | 5 | 4 | 3 | 3 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 3 | 14 |
| 8 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 3 | 15 |
| 9 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 4 | 19 |
| 10 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 4 | 16 |
| 11 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 4 | 18 |
| 12 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 14 | 5 | 4 | 5 | 4 | 18 |
| 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 16 |
| 15 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 5 | 3 | 17 | 5 | 4 | 5 | 14 | 4 | 5 | 4 | 5 | 18 |
| 16 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 5 | 16 |
| 17 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 4 | 3 | 15 | 4 | 3 | 5 | 12 | 4 | 3 | 5 | 3 | 15 |
| 18 | 4 | 5 | 4 | 5 | 18 | 4 | 4 | 5 | 4 | 17 | 3 | 5 | 5 | 13 | 5 | 5 | 4 | 5 | 19 |
| 19 | 4 | 5 | 4 | 5 | 18 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 3 | 15 |
| 20 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 21 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 15 |
| 22 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 5 | 19 |
| 23 | 5 | 5 | 4 | 3 | 17 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 24 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 25 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 26 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 14 | 4 | 5 | 4 | 5 | 18 |

| | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|
| 27 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 28 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 5 | 17 |
| 29 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 30 | 5 | 5 | 4 | 5 | 19 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 4 | 19 |
| 31 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 32 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 13 | 4 | 5 | 5 | 4 | 18 |
| 33 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 3 | 16 |
| 34 | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 4 | 5 | 18 | 4 | 4 | 5 | 13 | 5 | 5 | 4 | 3 | 17 |
| 35 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 36 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 3 | 18 |
| 37 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 38 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 15 |
| 39 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 14 | 4 | 5 | 4 | 4 | 17 |
| 40 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 17 |
| 41 | 5 | 5 | 4 | 4 | 18 | 3 | 4 | 5 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 15 |
| 42 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 3 | 14 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 4 | 15 |
| 43 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 15 | 4 | 5 | 5 | 5 | 19 |
| 44 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 3 | 4 | 15 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 16 |
| 45 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 46 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 14 | 4 | 4 | 5 | 5 | 18 |
| 47 | 5 | 5 | 3 | 4 | 17 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 48 | 5 | 5 | 5 | 3 | 18 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 4 | 18 |
| 49 | 5 | 5 | 4 | 3 | 17 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 50 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 4 | 18 |
| 51 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 52 | 4 | 4 | 3 | 3 | 14 | 4 | 3 | 3 | 4 | 14 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 3 | 14 |
| 53 | 4 | 3 | 3 | 4 | 14 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 3 | 12 |
| 54 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 55 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |

| | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|
| 56 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 4 | 5 | 18 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 3 | 16 |
| 57 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 58 | 5 | 4 | 5 | 3 | 17 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 15 |
| 59 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 11 | 3 | 2 | 4 | 4 | 13 |
| 60 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 61 | 5 | 4 | 4 | 4 | 17 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 3 | 15 |
| 62 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 20 |
| 63 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 4 | 18 |
| 64 | 5 | 4 | 4 | 3 | 16 | 5 | 3 | 5 | 4 | 17 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 4 | 18 |
| 65 | 3 | 3 | 4 | 3 | 13 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 3 | 13 |
| 66 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 3 | 4 | 15 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 16 |
| 67 | 4 | 5 | 4 | 4 | 17 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 3 | 16 |
| 68 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 69 | 4 | 4 | 5 | 4 | 17 | 4 | 3 | 4 | 4 | 15 | 5 | 4 | 3 | 12 | 5 | 5 | 5 | 4 | 19 |
| 70 | 5 | 4 | 3 | 4 | 16 | 4 | 5 | 5 | 4 | 18 | 4 | 3 | 3 | 10 | 4 | 4 | 5 | 4 | 17 |
| 71 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 5 | 18 |
| 72 | 5 | 5 | 4 | 4 | 18 | 5 | 4 | 4 | 5 | 18 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 4 | 19 |
| 73 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 4 | 13 | 5 | 4 | 5 | 5 | 19 |
| 74 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 5 | 14 | 4 | 5 | 4 | 4 | 17 |
| 75 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 5 | 19 |
| 76 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 5 | 18 | 5 | 5 | 5 | 15 | 4 | 5 | 5 | 5 | 19 |
| 77 | 3 | 4 | 3 | 3 | 13 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 17 |
| 78 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 5 | 13 | 4 | 3 | 4 | 5 | 16 |
| 79 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 5 | 13 | 5 | 4 | 5 | 4 | 18 |
| 80 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 5 | 17 |
| 81 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 13 | 4 | 3 | 4 | 4 | 15 |
| 82 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 3 | 5 | 18 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 83 | 4 | 3 | 3 | 4 | 14 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 4 | 10 | 3 | 3 | 3 | 4 | 13 |
| 84 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 4 | 17 |

| | | | | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|----|---|---|---|---|----|---|---|---|----|---|---|---|---|----|
| 85 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 4 | 18 |
| 86 | 5 | 4 | 3 | 4 | 16 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 87 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 9 | 3 | 3 | 4 | 3 | 13 |
| 88 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 |
| 89 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 3 | 4 | 14 | 4 | 5 | 4 | 13 | 3 | 4 | 4 | 4 | 15 |
| 90 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 |
| 91 | 5 | 4 | 3 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 3 | 5 | 4 | 5 | 17 |
| 92 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 93 | 5 | 5 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 17 |
| 94 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 20 |
| 95 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 5 | 17 |
| 96 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 4 | 14 | 4 | 5 | 4 | 4 | 17 |
| 97 | 5 | 5 | 4 | 5 | 19 | 3 | 4 | 4 | 5 | 16 | 5 | 5 | 5 | 15 | 4 | 5 | 4 | 5 | 18 |
| 98 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 |
| 99 | 4 | 5 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 17 |
| 100 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 4 | 13 | 3 | 4 | 4 | 5 | 16 |



Lampiran 05. Output SPSS Uji Validitas dan Uji Reliabilitas Sampel Penelitian

Correlations

| | | x1.1 | x1.2 | x1.3 | x1.4 | x1.total |
|----------|---------------------|--------|--------|--------|--------|----------|
| x1.1 | Pearson Correlation | 1 | .626** | .274 | .178 | .649** |
| | Sig. (2-tailed) | | .000 | .054 | .217 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| x1.2 | Pearson Correlation | .626** | 1 | .500** | .394** | .825** |
| | Sig. (2-tailed) | .000 | | .000 | .005 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| x1.3 | Pearson Correlation | .274 | .500** | 1 | .587** | .794** |
| | Sig. (2-tailed) | .054 | .000 | | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| x1.4 | Pearson Correlation | .178 | .394** | .587** | 1 | .747** |
| | Sig. (2-tailed) | .217 | .005 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| x1.total | Pearson Correlation | .649** | .825** | .794** | .747** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 |

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

Correlations

| | | x2.1 | x2.2 | x2.3 | x2.4 | x2.total |
|----------|---------------------|--------|--------|--------|--------|----------|
| x2.1 | Pearson Correlation | 1 | .719** | .603** | .587** | .875** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| x2.2 | Pearson Correlation | .719** | 1 | .679** | .593** | .887** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| x2.3 | Pearson Correlation | .603** | .679** | 1 | .455** | .821** |
| | Sig. (2-tailed) | .000 | .000 | | .001 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| x2.4 | Pearson Correlation | .587** | .593** | .455** | 1 | .774** |
| | Sig. (2-tailed) | .000 | .000 | .001 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| x2.total | Pearson Correlation | .875** | .887** | .821** | .774** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 |

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

Correlations

| | | x3.1 | x3.2 | x3.3 | x3.total |
|----------|---------------------|--------|--------|--------|----------|
| x3.1 | Pearson Correlation | 1 | .567** | .602** | .864** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 50 | 50 | 50 | 50 |
| x3.2 | Pearson Correlation | .567** | 1 | .644** | .850** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 50 | 50 | 50 | 50 |
| x3.3 | Pearson Correlation | .602** | .644** | 1 | .857** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 |
| x3.total | Pearson Correlation | .864** | .850** | .857** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 |

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

Correlations

| | | y.1 | y.2 | y.3 | y.4 | y.total |
|---------|---------------------|--------|--------|--------|--------|---------|
| y.1 | Pearson Correlation | 1 | .592** | .685** | .156 | .795** |
| | Sig. (2-tailed) | | .000 | .000 | .280 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| y.2 | Pearson Correlation | .592** | 1 | .419** | .219 | .762** |
| | Sig. (2-tailed) | .000 | | .002 | .126 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| y.3 | Pearson Correlation | .685** | .419** | 1 | .223 | .775** |
| | Sig. (2-tailed) | .000 | .002 | | .120 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| y.4 | Pearson Correlation | .156 | .219 | .223 | 1 | .592** |
| | Sig. (2-tailed) | .280 | .126 | .120 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 |
| y.total | Pearson Correlation | .795** | .762** | .775** | .592** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 |

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

X1

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .748 | 4 |

X2

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .859 | 4 |

X3

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .813 | 3 |

Y

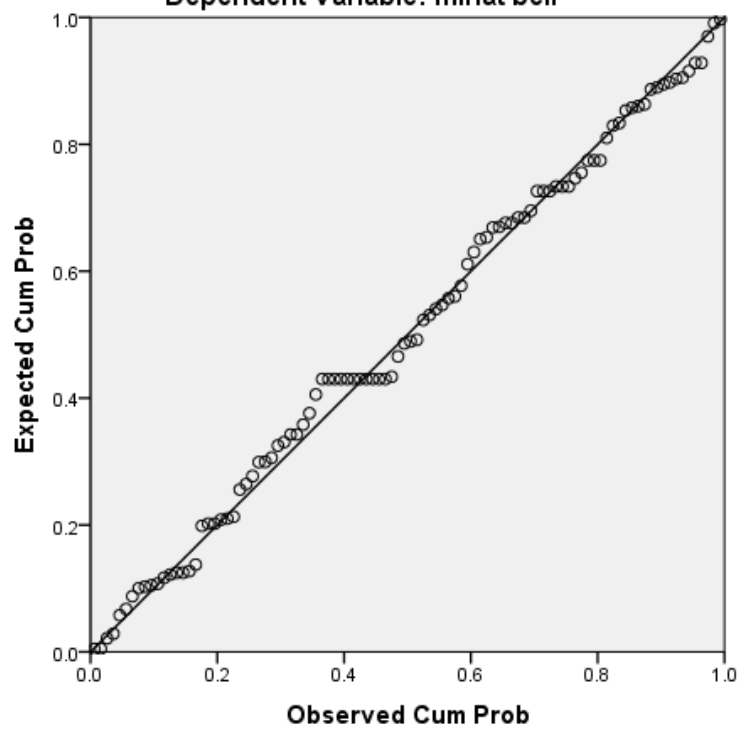
Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .689 | 4 |

Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: minat beli



One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 1.23075241 |
| Most Extreme Differences | Absolute | .069 |
| | Positive | .047 |
| | Negative | -.069 |
| Kolmogorov-Smirnov Z | | .688 |
| Asymp. Sig. (2-tailed) | | .731 |

a. Test distribution is Normal.

b. Calculated from data.



Lampiran 06. Output SPSS Uji Regresi Linier Berganda dan Uji Asumsi Klasik

Determinasi R²

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .779 ^a | .607 | .595 | 1.24645 | .607 | 49.484 | 3 | 96 | .000 |

a. Predictors: (Constant), brand image, suasana toko, kualitas pelayanan

b. Dependent Variable: minat beli

Uji F

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 230.642 | 3 | 76.881 | 49.484 | .000 ^b |
| | Residual | 149.148 | 96 | 1.554 | | |
| | Total | 379.790 | 99 | | | |

a. Dependent Variable: minat beli

b. Predictors: (Constant), brand image, suasana toko, kualitas pelayanan

Uji t dan Uji Multikoleniaritas

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | | Collinearity Statistics | |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part | Tolerance | VIF |
| | | | | | | | | | | | |
| 1 | (Constant) | 3.231 | 1.191 | | 2.713 | .008 | | | | | |
| | suasana toko | .202 | .098 | .202 | 2.073 | .041 | .661 | .207 | .133 | .429 | 2.329 |
| | kualias pelayanan | .196 | .096 | .222 | 2.052 | .043 | .696 | .205 | .131 | .348 | 2.874 |
| | brand image | .536 | .128 | .431 | 4.174 | .000 | .739 | .392 | .267 | .383 | 2.608 |

a. Dependent Variable: minat beli

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 1.22741584 |
| Most Extreme Differences | Absolute | .061 |
| | Positive | .054 |
| | Negative | -.061 |
| Kolmogorov-Smirnov Z | | .612 |
| Asymp. Sig. (2-tailed) | | .848 |

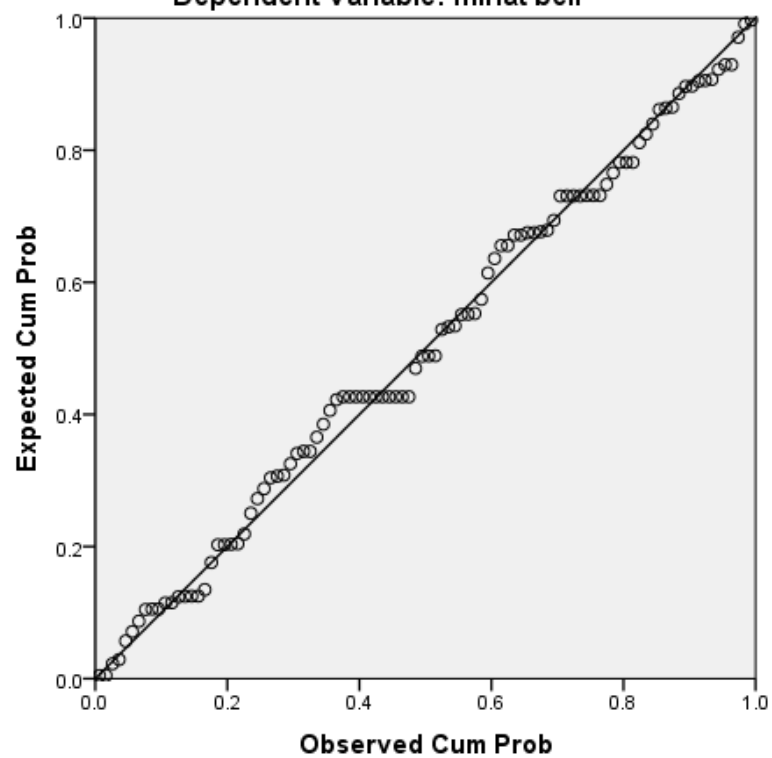
a. Test distribution is Normal.

b. Calculated from data.



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: minat beli



Uji Heterokendasitas

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.231 | 1.191 | | 2.713 | .008 | | |
| | suasana toko | .202 | .098 | .202 | 2.073 | .041 | .429 | 2.329 |
| | kualias pelayanan | .196 | .096 | .222 | 2.052 | .043 | .348 | 2.874 |
| | brand image | .536 | .128 | .431 | 4.174 | .000 | .383 | 2.608 |

a. Dependent Variable: minat beli

Scatterplot

Dependent Variable: minat beli

