

# LAMPIRAN-LAMPIRAN



**Lampiran 1: Kuisisioner Penelitian****KUESIONER PENELITIAN PENGARUH LOKASI DAN  
SUASANA TOKO SERTA PROMOSI TERHADAP MINAT BELI  
PELANGGAN PADA BUTIK SIHOMBING**

Kepada:

Yth. Bapak/Ibu/Saudara/i

Dengan Hormat,

Sehubungan dengan penyelesaian tugas akhir skripsi yang sedang saya lakukan di Program Studi Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha, saya bermaksud mengadakan penelitian dengan judul “Pengaruh Lokasi dan Suasana Toko serta Promosi terhadap Minat Beli Pelanggan pada Butik Sihombing”.

Maka saya mengharapkan kesediaan bapak/ibu/saudara/i untuk mengisi kuisisioner ini sesuai dengan keadaan sebenarnya sebagai data yang akan dipergunakan dalam penelitian. Demikian yang saya sampaikan, atas kerja samanya saya ucapkan terimakasih.

Hormat Saya,

Silvanus Lorca Ave Wicaksana  
NIM: 1717041155

## KUESIONER PENELITIAN

### Pengaruh Lokasi dan Suasana Toko serta Promosi terhadap Minat Beli Pelanggan pada Butik Sihombing

#### Identitas Responden

1. Nama: .....

2. Jenis Kelamin :

Pria

Wanita

3. Usia:

$\geq$  17 Tahun

$\leq$  17 Tahun

4. Pernah Berbelanja di Butik Sihombing lebih dari sekali:

IYA

TIDAK

(Jika anda menjawab IYA, silahkan untuk melanjutkan mengisi kuesioner, namun jika menjawab TIDAK, Silahkan berhenti untuk mengisi kuesioner).

#### Petunjuk Pengisian :

1. Isilah identitas responden yang disediakan
2. Pilihlah salah satu alternatif jawaban yang menurut anda paling sesuai dengan keadaan yang anda alami dengan memberikan tanda centang (√) pada tobol alternatif yang telah disediakan.
3. Keterangan jawaban sebagai berikut :
  - a. Untuk jawaban Sangat Setuju (SS) skor 5
  - b. Untuk jawaban Setuju (S) skor 4
  - c. Untuk jawaban Netral (R) skor 3
  - d. Untuk jawaban Tidak Setuju (TS) skor 2
  - e. Untuk jawaban Sangat Tidak Setuju (STS) skor 1

No	Pertanyaan	Tanggapan				
	Lokasi ( $X_1$ )	SS	S	R	TS	STS
1	Butik Sihombing memiliki akses yang mudah dijangkau					
2	Visibilitas Butik Sihombing bisa terlihat dari jalan utama					
3	Lalu lintas yang ada di sekitar butik tidak banyak hambatan					
4	Tempat parkir yang disediakan oleh Butik Sihombing cukup luas					
5	Keamanan, kenyamanan, dan kebersihan Butik Sihombing sangat baik					
	Suasana toko ( $X_2$ )					
1	Desain di dalam ruangan butik tertata rapi dan nyaman, sehingga meningkatkan keinginan untuk membeli					
2	Tampilan luar butik terlihat menarik dan meningkatkan keinginan untuk membeli					
3	Penampilan barang pada etalase di dalam butik tertata rapi dan meningkatkan keinginan untuk membeli					
4	Butik memberikan pencahayaan yang baik serta memberikan informasi tentang barang yang ada di etalase toko					

	Promosi (X <sub>3</sub> )					
1	Butik Sihombing memberikan brosur maupun media lainnya tentang informasi barang yang dijual					
2	Butik Sihombing menawarkan produk menggunakan media telepon atau <i>e-mail</i> kepada pelanggan					
3	Butik Sihombing memberikan potongan diskon, kupon, dan hadiah membuat pelanggan lebih tertarik					
4	Butik Sihombing melakukan promosi menarik melalui media sosial dan media online lainnya					
5	Butik Sihombing melakukan penawaran secara langsung dengan bertemu dengan pelanggan					
	Minat Beli (Y)					
1	Ada keinginan untuk membeli produk yang ada pada Butik Sihombing					
2	Ada keinginan membeli produk karena ditawarkan oleh orang lain					
3	Ada keinginan membeli produk karena ada produk yang diinginkan dan hanya dijual di Butik Sihombing					
4	Ada keinginan membeli karena sudah mengetahui tentang informasi produk-produk yang dijual pada Butik Sihombing					

## Lampiran 2: Usia dan Jenis Kelamin

### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30 Tahun	57	31.7	31.7	31.7
	31 - 40 Tahun	103	57.2	57.2	88.9
	41 - 50 Tahun	20	11.1	11.1	100.0
	Total	180	100.0	100.0	

### JenisKelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	159	88.3	88.3	88.3
	Laki-Laki	21	11.7	11.7	100.0
	Total	180	100.0	100.0	

## Lampiran 3: Hasil Data Pernyataan Responden Sampel Kecil

NO	Lokasi (X <sup>1</sup> )					Total
	Item 1	Item 2	Item 3	Item 4	Item 5	
1	4	4	4	3	4	19
2	5	5	4	4	5	23
3	4	4	4	4	4	20
4	4	5	4	5	4	22
5	4	4	3	2	3	16
6	5	5	5	5	5	25
7	5	5	4	4	5	23
8	3	3	3	3	4	16
9	4	4	3	4	4	19
10	4	4	4	3	4	19
11	3	3	3	3	3	15
12	4	3	3	3	4	17

12	3	3	3	3	4	16
14	3	4	4	4	3	18
15	4	4	4	4	4	20
16	4	4	4	4	4	20
17	3	3	3	3	3	15
18	3	3	3	3	3	15
19	4	4	3	4	4	19
20	4	4	3	4	4	19
21	5	4	5	4	4	22
22	4	4	4	4	3	19
23	4	5	5	4	4	22
24	4	4	4	4	4	20
25	4	4	4	3	4	19
26	4	4	4	3	4	19
27	4	5	4	4	5	22
28	4	4	3	3	4	18
29	4	4	4	3	4	19
30	5	5	4	3	4	21

NO	Suasana Toko (X <sup>2</sup> )				
	Item 1	Item 2	Item 3	Item 4	Total
1	4	4	4	4	16
2	4	4	5	5	18
3	4	4	4	4	16
4	4	4	4	5	17
5	4	4	4	4	16
6	5	5	5	5	20
7	4	4	5	4	17
8	3	3	3	3	12
9	3	3	3	3	12
10	4	4	4	4	16
11	3	3	3	3	12



12	4	4	4	4	16
12	3	3	3	3	12
14	5	3	4	4	16
15	4	4	4	4	16
16	4	5	5	5	19
17	3	3	3	3	12
18	3	3	3	3	12
19	4	3	4	3	14
20	4	4	3	3	14
21	4	4	4	5	17
22	4	5	5	4	18
23	4	4	4	4	16
24	5	4	5	4	18
25	3	3	4	3	13
26	4	4	3	4	15
27	5	4	3	4	16
28	4	4	5	3	16
29	4	3	4	4	15
30	4	4	4	3	15

NO	Promosi ( $X^3$ )					Total
	Item 1	Item 2	Item 3	Item 4	Item 5	
1	4	4	3	4	3	18
2	5	3	3	4	3	18
3	4	4	4	4	4	20
4	5	5	4	5	4	23
5	3	3	5	3	3	17
6	5	5	5	5	5	25
7	4	5	4	4	4	21
8	3	3	3	3	3	15
9	3	4	3	3	3	16
10	3	4	4	4	3	18



11	3	3	3	3	3	15
12	3	2	3	3	3	14
12	3	3	3	3	3	15
14	5	5	5	3	4	22
15	4	4	4	4	4	20
16	4	5	5	5	5	24
17	3	3	3	3	3	15
18	3	3	3	3	3	15
19	4	4	4	3	4	19
20	3	3	4	4	4	18
21	4	4	4	4	5	21
22	4	4	5	4	4	21
23	3	4	4	3	4	18
24	5	4	5	4	3	21
25	3	3	3	3	3	15
26	4	3	4	4	3	18
27	4	4	4	4	3	19
28	3	3	4	4	3	17
29	5	4	4	5	4	22
30	4	3	4	4	4	19

NO	Minat Beli (Y)				
	Item 1	Item 2	Item 3	Item 4	Total
1	4	3	4	4	15
2	4	2	5	5	16
3	4	3	3	3	13
4	5	4	4	5	18
5	3	3	3	3	12
6	5	5	5	5	20
7	5	4	4	5	18
8	3	3	3	3	12
9	4	4	4	3	15

10	4	4	4	4	16
11	3	3	3	3	12
12	4	4	4	3	15
12	3	3	3	3	12
14	5	5	4	4	18
15	4	4	4	4	16
16	5	5	5	4	19
17	3	3	3	3	12
18	3	3	3	3	12
19	4	3	3	4	14
20	4	4	3	4	15
21	4	4	4	4	16
22	4	4	3	3	14
23	4	4	4	4	16
24	4	4	5	4	17
25	4	4	4	4	16
26	4	4	4	4	16
27	5	4	4	4	17
28	4	4	4	5	17
29	5	4	4	4	17
30	3	3	5	5	16

**Lampiran 4: Hasil Data Pernyataan Responden Sampel Besar**

NO	Lokasi (X <sup>1</sup> )					Total
	Item 1	Item 2	Item 3	Item 4	Item 5	
1	5	4	4	5	5	23
2	5	4	3	4	4	20
3	4	4	4	3	3	18
4	4	3	4	3	4	18
5	3	4	3	4	3	17
6	3	3	3	4	4	17
7	5	5	5	3	4	22

8	4	3	3	3	5	18
9	4	4	4	3	4	19
10	4	5	4	5	5	23
11	4	4	3	3	3	17
12	4	5	4	4	5	22
13	4	5	4	4	4	21
14	4	3	3	3	3	16
15	4	5	4	4	3	20
16	3	3	3	3	4	16
17	4	4	4	3	3	18
18	4	4	4	3	3	18
19	4	4	4	4	3	19
20	5	5	5	3	3	21
21	5	4	5	4	5	23
22	3	3	3	3	3	15
23	3	3	3	3	3	15
24	4	4	4	4	5	21
25	4	4	4	4	3	19
26	4	4	4	2	4	18
27	4	5	4	5	4	22
28	4	5	4	5	4	22
29	3	3	3	3	3	15
30	4	3	4	3	4	18
31	4	4	4	2	4	18
32	4	4	4	4	4	20
33	4	4	4	4	4	20
34	3	4	4	3	4	18
35	3	4	3	4	3	17
36	3	3	3	3	3	15
37	3	4	4	3	4	18
38	3	3	3	3	3	15
39	4	4	3	3	3	17

40	4	4	4	4	4	20
41	5	4	3	4	3	19
42	4	5	4	5	4	22
43	4	4	4	4	4	20
44	4	4	4	4	4	20
45	4	4	4	3	4	19
46	4	3	4	4	4	19
47	3	3	4	3	4	17
48	4	4	4	3	5	20
49	4	4	4	3	4	19
50	5	5	4	4	5	23
51	4	4	4	4	4	20
52	4	5	4	5	4	22
53	4	4	3	2	3	16
54	5	5	5	5	5	25
55	5	5	4	4	5	23
56	3	3	3	3	4	16
57	4	4	3	4	4	19
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60	4	3	3	3	4	17
61	3	3	3	3	4	16
62	3	4	4	4	3	18
63	4	4	4	4	4	20
64	4	4	4	4	4	20
65	3	3	3	3	3	15
66	3	3	3	3	3	15
67	4	4	3	4	4	19
68	4	4	3	4	4	19
69	5	4	5	4	4	22
70	4	4	4	4	3	19
71	4	5	5	4	4	22

72	4	4	4	4	4	20
73	4	4	4	3	4	19
74	4	4	4	3	4	19
75	4	5	4	4	5	22
76	4	4	3	3	4	18
77	4	4	4	3	4	19
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100	4	4	4	5	4	21
101	5	5	4	4	4	22
102	5	4	5	4	5	23
103	5	4	5	5	4	23

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105	4	4	4	4	4	20
106	4	5	5	3	4	21
107	4	5	4	4	4	21
108	5	4	4	4	4	21
109	4	3	3	4	4	18
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111	5	4	3	3	4	19
112	4	5	5	4	4	22
113	3	4	4	3	4	18
114	4	4	5	3	4	20
115	5	5	4	4	5	23
116	4	4	3	3	4	18
117	4	5	4	4	4	21
118	5	4	4	4	4	21
119	4	5	5	4	4	22
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121	4	5	4	4	5	22
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123	4	5	4	4	4	21
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128	5	5	4	4	4	22
129	4	4	3	4	4	19
130	4	4	5	4	4	21
131	4	4	4	4	4	20
132	4	4	3	3	4	18
133	3	3	4	3	4	17
134	4	4	4	4	4	20
135	5	5	5	5	5	25

136	4	5	5	4	4	22
137	4	5	5	3	4	21
138	5	4	5	4	5	23
139	4	4	5	4	4	21
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142	4	4	5	3	4	20
143	3	4	4	3	3	17
144	5	5	5	5	5	25
145	5	4	3	4	4	20
146	5	4	4	4	4	21
147	5	4	4	5	5	23
148	4	4	4	4	4	20
149	3	4	4	4	4	19
150	5	4	4	4	5	22
151	5	4	4	4	4	21
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153	5	5	4	4	4	22
154	5	5	4	4	5	23
155	4	4	3	3	4	18
156	5	4	4	5	5	23
157	4	5	3	4	3	19
158	4	4	3	3	4	18
159	5	4	4	4	4	21
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163	4	4	5	4	4	21
164	4	4	3	4	5	20
165	5	5	4	4	4	22
166	4	5	4	4	4	21
167	5	4	4	4	4	21



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169	3	4	4	3	3	17
170	4	4	5	3	4	20
171	4	5	4	4	4	21
172	4	4	4	4	4	20
173	5	4	5	5	4	23
174	4	4	3	4	4	19
175	4	4	5	4	4	21
176	4	4	4	3	3	18
177	5	4	4	4	4	21
178	5	4	4	3	4	20
179	4	5	4	5	4	22
180	5	4	4	5	5	23

NO	Suasana Toko (X <sup>2</sup> )				
	Item 1	Item 2	Item 3	Item 4	Total
1	4	4	4	4	16
2	5	4	4	4	17
3	3	3	3	3	12
4	4	4	5	4	17
5	5	5	5	4	19
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12	4	4	4	4	16
13	3	3	4	4	14
14	3	3	3	5	14
15	3	3	4	3	13
16	3	3	4	4	14

17	4	4	5	5	18
18	3	3	3	4	13
19	3	3	3	4	13
20	3	3	3	3	12
21	5	4	5	4	18
22	3	3	3	3	12
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42	4	4	4	5	17
43	4	4	4	3	15
44	4	4	4	4	16
45	3	3	3	3	12
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48	3	3	4	4	14

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86	4	4	4	4	16
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112	5	4	5	4	18

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114	4	4	4	4	16
115	4	4	5	4	17
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130	4	4	4	4	16
131	4	4	4	4	16
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136	4	4	4	4	16
137	4	5	5	4	18
138	5	5	4	4	18
139	5	5	4	4	18
140	4	5	4	4	17
141	4	4	4	5	17
142	4	5	5	4	18
143	4	4	3	4	15
144	4	4	4	4	16

145	4	4	4	4	16
146	4	4	4	3	15
147	4	4	4	4	16
148	5	5	5	5	20
149	4	4	4	4	16
150	4	4	3	4	15
151	4	4	5	5	18
152	4	4	4	4	16
153	4	4	4	4	16
154	4	4	5	5	18
155	4	4	4	5	17
156	4	4	5	4	17
157	4	3	4	4	15
158	4	4	3	3	14
159	4	5	5	4	18
160	4	5	5	5	19
161	4	4	4	4	16
162	4	4	4	4	16
163	5	5	4	4	18
164	5	4	4	4	17
165	4	4	4	5	17
166	4	4	4	4	16
167	5	4	4	4	17
168	3	3	3	3	12
169	4	4	3	3	14
170	4	4	3	4	15
171	4	4	4	3	15
172	4	4	3	4	15
173	4	5	5	5	19
174	5	4	4	4	17
175	4	4	4	5	17
176	4	3	4	3	14

177	4	5	5	4	18
178	4	4	4	4	16
179	4	4	4	5	17
180	4	4	4	4	16

NO	Promosi ( $X^3$ )					Total
	Item 1	Item 2	Item 3	Item 4	Item 5	
1	4	4	5	4	4	21
2	4	5	4	4	4	21
3	2	2	2	2	2	10
4	3	3	3	4	3	16
5	3	3	5	5	4	20
6	4	3	4	4	4	19
7	3	3	3	4	3	16
8	4	5	5	5	5	24
9	3	3	4	5	5	20
10	4	5	5	4	4	22
11	4	3	3	4	4	18
12	4	4	5	5	4	22
13	3	3	4	5	4	19
14	3	3	3	4	4	17
15	4	3	4	4	2	17
16	3	4	3	4	3	17
17	5	4	4	4	4	21
18	4	5	5	5	4	23
19	3	3	4	5	3	18
20	5	3	3	3	3	17
21	5	5	5	4	5	24
22	3	3	3	3	3	15
23	3	3	3	3	3	15
24	3	4	3	5	4	19
25	4	4	3	3	4	18



26	4	4	4	4	4	20
27	5	5	4	5	4	23
28	4	4	4	5	4	21
29	3	3	3	3	3	15
30	2	4	3	3	2	14
31	3	3	3	4	3	16
32	4	4	4	4	4	20
33	4	4	4	4	4	20
34	3	3	3	4	3	16
35	4	3	3	5	4	19
36	3	3	3	3	3	15
37	4	4	4	3	3	18
38	3	3	3	3	3	15
39	4	3	4	4	3	18
40	5	4	5	4	5	23
41	4	3	3	3	3	16
42	5	5	4	5	4	23
43	2	4	4	4	2	16
44	4	4	4	4	3	19
45	2	3	3	3	3	14
46	4	3	4	4	3	18
47	4	4	4	5	4	21
48	4	4	3	3	3	17
49	4	4	3	4	3	18
50	5	3	3	4	3	18
51	4	4	4	4	4	20
52	5	5	4	5	4	23
53	3	3	5	3	3	17
54	5	5	5	5	5	25
55	4	5	4	4	4	21
56	3	3	3	3	3	15
57	3	4	3	3	3	16

58	3	4	4	4	3	18
59	3	3	3	3	3	15
60	3	2	3	3	3	14
61	3	3	3	3	3	15
62	5	5	5	3	4	22
63	4	4	4	4	4	20
64	4	5	5	5	5	24
65	3	3	3	3	3	15
66	3	3	3	3	3	15
67	4	4	4	3	4	19
68	3	3	4	4	4	18
69	4	4	4	4	5	21
70	4	4	5	4	4	21
71	3	4	4	3	4	18
72	5	4	5	4	3	21
73	3	3	3	3	3	15
74	4	3	4	4	3	18
75	4	4	4	4	3	19
76	3	3	4	4	3	17
77	5	4	4	5	4	22
78	4	3	4	4	4	19
79	4	5	5	4	4	22
80	5	3	4	4	4	20
81	4	3	4	4	4	19
82	3	4	3	4	5	19
83	4	4	4	4	5	21
84	4	4	4	4	4	20
85	4	4	4	5	4	21
86	4	5	5	4	4	22
87	4	3	4	4	4	19
88	4	4	4	4	4	20
89	4	5	4	3	4	20

90	4	5	4	5	4	22
91	5	4	4	4	4	21
92	5	3	4	4	4	20
93	4	4	3	4	4	19
94	3	3	4	3	4	17
95	4	3	4	3	4	18
96	4	3	3	4	4	18
97	4	4	4	5	4	21
98	4	5	4	4	4	21
99	4	4	3	3	4	18
100	4	4	4	4	4	20
101	4	5	4	4	5	22
102	4	5	4	4	5	22
103	5	4	5	4	4	22
104	4	4	4	4	4	20
105	3	4	3	4	4	18
106	4	5	4	4	4	21
107	4	4	4	4	4	20
108	5	4	4	4	4	21
109	4	4	4	4	4	20
110	4	4	4	5	4	21
111	4	4	5	4	5	22
112	5	4	4	4	3	20
113	4	4	3	4	4	19
114	4	4	4	3	4	19
115	4	4	5	4	4	21
116	4	4	5	4	5	22
117	4	5	4	4	4	21
118	4	4	4	4	4	20
119	5	4	4	4	4	21
120	4	5	4	5	4	22
121	5	4	4	4	4	21

122	4	4	4	4	4	20
123	4	4	4	5	4	21
124	5	5	4	4	4	22
125	4	4	4	4	4	20
126	4	4	4	4	4	20
127	5	4	4	4	4	21
128	4	4	4	4	4	20
129	3	4	4	4	4	19
130	4	4	4	4	4	20
131	4	4	3	3	4	18
132	4	4	4	4	4	20
133	4	4	4	3	4	19
134	4	3	3	4	3	17
135	5	5	4	5	5	24
136	4	4	4	4	4	20
137	4	5	4	5	4	22
138	5	4	4	4	5	22
139	4	4	4	5	5	22
140	5	4	4	5	4	22
141	4	4	4	4	4	20
142	4	5	4	4	4	21
143	3	4	4	3	3	17
144	5	5	5	4	4	23
145	3	3	4	4	4	18
146	4	3	4	4	3	18
147	4	4	4	4	4	20
148	4	5	5	4	5	23
149	4	4	4	4	4	20
150	4	4	4	3	3	18
151	4	4	4	4	5	21
152	4	4	3	4	4	19
153	4	4	4	4	4	20

154	4	4	4	4	4	20
155	4	3	4	4	5	20
156	4	4	5	5	5	23
157	4	4	4	4	4	20
158	4	4	4	4	3	19
159	4	4	5	5	5	23
160	5	4	4	4	4	21
161	4	4	4	4	5	21
162	4	5	4	4	4	21
163	4	4	4	4	4	20
164	4	4	4	4	4	20
165	4	4	4	4	4	20
166	4	5	5	5	4	23
167	4	4	4	5	4	21
168	4	4	3	3	3	17
169	4	4	4	3	3	18
170	4	4	3	4	4	19
171	4	4	3	3	4	18
172	4	5	4	4	4	21
173	4	4	5	4	5	22
174	4	4	3	4	4	19
175	4	4	5	5	4	22
176	4	4	4	3	4	19
177	4	5	5	4	4	22
178	5	4	4	4	3	20
179	4	4	4	4	4	20
180	5	4	4	4	4	21

NO	Minat Beli (Y)				
	Item 1	Item 2	Item 3	Item 4	Total
1	5	5	5	5	20
2	3	4	4	4	15

3	3	4	4	4	15
4	5	4	4	4	17
5	5	5	5	4	19
6	5	5	5	5	20
7	4	4	5	5	18
8	4	4	4	4	16
9	4	4	4	4	16
10	5	4	5	5	19
11	4	3	4	4	15
12	4	4	4	4	16
13	4	4	5	5	18
14	4	4	5	5	18
15	4	4	4	5	17
16	4	3	4	3	14
17	3	5	5	4	17
18	4	4	4	4	16
19	5	5	5	5	20
20	3	3	3	4	13
21	5	4	5	5	19
22	3	3	3	3	12
23	3	3	3	3	12
24	4	4	5	4	17
25	3	4	3	4	14
26	4	4	4	4	16
27	5	4	4	5	18
28	4	3	4	4	15
29	4	4	4	4	16
30	4	4	4	4	16
31	5	4	3	5	17
32	4	4	4	4	16
33	4	4	4	4	16
34	3	3	3	4	13

35	4	5	4	4	17
36	3	3	3	3	12
37	4	4	4	4	16
38	3	3	3	3	12
39	4	3	3	3	13
40	4	5	4	5	18
41	3	3	4	4	14
42	5	4	4	5	18
43	4	2	4	4	14
44	4	3	4	4	15
45	3	3	3	3	12
46	4	4	4	4	16
47	4	3	4	4	15
48	3	3	4	3	13
49	4	3	4	4	15
50	4	2	5	5	16
51	4	3	3	3	13
52	5	4	4	5	18
53	3	3	3	3	12
54	5	5	5	5	20
55	5	4	4	5	18
56	3	3	3	3	12
57	4	4	4	3	15
58	4	4	4	4	16
59	3	3	3	3	12
60	4	4	4	3	15
61	3	3	3	3	12
62	5	5	4	4	18
63	4	4	4	4	16
64	5	5	5	4	19
65	3	3	3	3	12
66	3	3	3	3	12



67	4	3	3	4	14
68	4	4	3	4	15
69	4	4	4	4	16
70	4	4	3	3	14
71	4	4	4	4	16
72	4	4	5	4	17
73	4	4	4	4	16
74	4	4	4	4	16
75	5	4	4	4	17
76	4	4	4	5	17
77	5	4	4	4	17
78	3	3	5	5	16
79	4	4	5	4	17
80	4	5	4	4	17
81	4	4	4	4	16
82	4	4	5	5	18
83	4	4	5	5	18
84	4	4	5	4	17
85	4	4	5	4	17
86	5	4	4	4	17
87	3	4	4	4	15
88	4	3	4	4	15
89	4	4	5	4	17
90	4	4	5	4	17
91	4	4	4	5	17
92	3	5	4	4	16
93	4	4	3	4	15
94	4	4	3	4	15
95	4	3	4	3	14
96	4	4	3	4	15
97	4	4	5	4	17
98	4	4	5	4	17

99	4	4	3	4	15
100	4	5	4	4	17
101	4	5	4	4	17
102	4	5	4	5	18
103	5	5	4	5	19
104	4	4	4	4	16
105	4	5	4	4	17
106	4	4	4	4	16
107	4	5	4	4	17
108	4	4	4	4	16
109	3	4	4	3	14
110	4	4	5	4	17
111	5	4	5	5	19
112	5	4	4	4	17
113	3	3	3	3	12
114	5	4	4	4	17
115	4	4	5	4	17
116	4	5	4	4	17
117	5	5	4	4	18
118	4	5	5	4	18
119	5	4	4	4	17
120	5	4	5	5	19
121	4	4	4	5	17
122	4	4	5	4	17
123	4	4	4	5	17
124	4	4	4	4	16
125	4	5	4	4	17
126	4	4	4	4	16
127	4	4	4	4	16
128	4	5	5	4	18
129	4	4	4	4	16
130	4	4	4	4	16

131	4	3	4	3	14
132	4	3	3	3	13
133	4	4	4	4	16
134	4	4	4	4	16
135	5	4	4	4	17
136	4	4	4	5	17
137	4	5	4	4	17
138	4	5	4	3	16
139	3	4	4	4	15
140	5	5	4	4	18
141	4	5	5	4	18
142	4	4	4	4	16
143	4	4	3	4	15
144	3	3	4	4	14
145	4	4	4	4	16
146	4	4	4	5	17
147	4	4	4	4	16
148	4	4	4	5	17
149	3	4	4	4	15
150	4	4	4	4	16
151	4	4	4	4	16
152	4	4	4	4	16
153	4	4	4	4	16
154	4	4	4	4	16
155	5	4	4	4	17
156	4	5	4	4	17
157	3	4	4	3	14
158	4	3	4	4	15
159	4	4	4	4	16
160	5	4	5	4	18
161	4	4	4	4	16
162	4	5	4	4	17

163	4	4	4	4	16
164	4	4	4	4	16
165	4	4	4	4	16
166	4	4	4	4	16
167	4	4	4	3	15
168	3	4	3	3	13
169	4	4	3	4	15
170	4	3	4	4	15
171	4	4	4	4	16
172	4	4	4	4	16
173	5	4	4	5	18
174	4	4	3	4	15
175	4	4	4	5	17
176	4	4	4	4	16
177	4	4	5	5	18
178	4	4	5	4	17
179	5	4	4	4	17
180	4	4	4	5	17

**Lampiran 5: Hasil Output Perhitungan Menggunakan SPSS 23 Variabel Lokasi, Suasana Toko, Promosi dan Minat Beli**

**Hasil Uji Validitas Sample Kecil (30)  
Variabel X<sup>1</sup> Lokasi**

**Correlations**

		x1.1	x1.2	x1.3	x1.4	x1.5	totx1
x1.1	Pearson Correlation	1	.758**	.590**	.377*	.667**	.835**
	Sig. (2-tailed)		.000	.001	.040	.000	.000
	N	30	30	30	30	30	30
x1.2	Pearson Correlation	.758**	1	.666**	.565**	.625**	.899**
	Sig. (2-tailed)	.000		.000	.001	.000	.000
	N	30	30	30	30	30	30
x1.3	Pearson Correlation	.590**	.666**	1	.519**	.413*	.795**
	Sig. (2-tailed)	.001	.000		.003	.023	.000
	N	30	30	30	30	30	30
x1.4	Pearson Correlation	.377*	.565**	.519**	1	.447*	.732**

	Sig. (2-tailed)	.040	.001	.003		.013	.000
	N	30	30	30	30	30	30
x1.5	Pearson Correlation	.667**	.625**	.413*	.447*	1	.770**
	Sig. (2-tailed)	.000	.000	.023	.013		.000
	N	30	30	30	30	30	30
totx1	Pearson Correlation	.835**	.899**	.795**	.732**	.770**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

### Variabel X<sup>2</sup> Suasana Toko



#### Correlations

		x2.1	x2.2	x2.3	x2.4	totx2
x2.1	Pearson Correlation	1	.571**	.522**	.588**	.792**
	Sig. (2-tailed)		.001	.003	.001	.000
	N	30	30	30	30	30
x2.2	Pearson Correlation	.571**	1	.635**	.663**	.857**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	30	30	30	30	30
x2.3	Pearson Correlation	.522**	.635**	1	.561**	.829**
	Sig. (2-tailed)	.003	.000		.001	.000
	N	30	30	30	30	30
x2.4	Pearson Correlation	.588**	.663**	.561**	1	.850**
	Sig. (2-tailed)	.001	.000	.001		.000
	N	30	30	30	30	30
totx2	Pearson Correlation	.792**	.857**	.829**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

### Variabel X<sup>3</sup> Promosi

#### Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	totx3
x3.1	Pearson Correlation	1	.611**	.492**	.653**	.457*	.806**
	Sig. (2-tailed)		.000	.006	.000	.011	.000
	N	30	30	30	30	30	30
x3.2	Pearson Correlation	.611**	1	.583**	.540**	.646**	.848**

	Sig. (2-tailed)	.000		.001	.002	.000	.000
	N	30	30	30	30	30	30
x3.3	Pearson Correlation	.492**	.583**	1	.473**	.575**	.776**
	Sig. (2-tailed)	.006	.001		.008	.001	.000
	N	30	30	30	30	30	30
x3.4	Pearson Correlation	.653**	.540**	.473**	1	.553**	.795**
	Sig. (2-tailed)	.000	.002	.008		.002	.000
	N	30	30	30	30	30	30
x3.5	Pearson Correlation	.457*	.646**	.575**	.553**	1	.795**
	Sig. (2-tailed)	.011	.000	.001	.002		.000
	N	30	30	30	30	30	30
totx3	Pearson Correlation	.806**	.848**	.776**	.795**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

### Variabel Y Minat Beli

#### Correlations

		y1.1	y1.2	y1.3	y1.4	toty
y1.1	Pearson Correlation	1	.707**	.497**	.544**	.859**
	Sig. (2-tailed)		.000	.005	.002	.000
	N	30	30	30	30	30
y1.2	Pearson Correlation	.707**	1	.386*	.256	.732**
	Sig. (2-tailed)	.000		.035	.173	.000
	N	30	30	30	30	30
y1.3	Pearson Correlation	.497**	.386*	1	.698**	.810**
	Sig. (2-tailed)	.005	.035		.000	.000
	N	30	30	30	30	30
y1.4	Pearson Correlation	.544**	.256	.698**	1	.788**
	Sig. (2-tailed)	.002	.173	.000		.000
	N	30	30	30	30	30
toty	Pearson Correlation	.859**	.732**	.810**	.788**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

**Hasil Uji Validitas Sample Besar (180)**  
**Variabel X<sup>1</sup> Lokasi**

**Correlations**

		x1.1	x1.2	x1.3	x1.4	x1.5	totx1
x1.1	Pearson Correlation	1	.387**	.282**	.361**	.455**	.720**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	180	180	180	180	180	180
x1.2	Pearson Correlation	.387**	1	.393**	.366**	.252**	.693**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	180	180	180	180	180	180
x1.3	Pearson Correlation	.282**	.393**	1	.237**	.312**	.649**
	Sig. (2-tailed)	.000	.000		.001	.000	.000
	N	180	180	180	180	180	180
x1.4	Pearson Correlation	.361**	.366**	.237**	1	.379**	.693**
	Sig. (2-tailed)	.000	.000	.001		.000	.000
	N	180	180	180	180	180	180
x1.5	Pearson Correlation	.455**	.252**	.312**	.379**	1	.687**
	Sig. (2-tailed)	.000	.001	.000	.000		.000
	N	180	180	180	180	180	180
totx1	Pearson Correlation	.720**	.693**	.649**	.693**	.687**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	180	180	180	180	180	180

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

**Variabel X<sup>2</sup> Suasana Toko**

**Correlations**

		x2.1	x2.2	x2.3	x2.4	totx2
x2.1	Pearson Correlation	1	.529**	.415**	.349**	.735**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	180	180	180	180	180
x2.2	Pearson Correlation	.529**	1	.503**	.465**	.809**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	180	180	180	180	180
x2.3	Pearson Correlation	.415**	.503**	1	.438**	.776**
	Sig. (2-tailed)	.000	.000		.000	.000

N		180	180	180	180	180
x2.4	Pearson Correlation	.349**	.465**	.438**	1	.746**
	Sig. (2-tailed)	.000	.000	.000		.000
N		180	180	180	180	180
totx2	Pearson Correlation	.735**	.809**	.776**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
N		180	180	180	180	180

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

### Variabel X<sup>3</sup> Promosi

		Correlations					
		x3.1	x3.2	x3.3	x3.4	x3.5	totx3
x3.1	Pearson Correlation	1	.452**	.396**	.302**	.419**	.703**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
N		180	180	180	180	180	180
x3.2	Pearson Correlation	.452**	1	.512**	.358**	.464**	.765**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
N		180	180	180	180	180	180
x3.3	Pearson Correlation	.396**	.512**	1	.429**	.478**	.761**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
N		180	180	180	180	180	180
x3.4	Pearson Correlation	.302**	.358**	.429**	1	.448**	.683**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
N		180	180	180	180	180	180
x3.5	Pearson Correlation	.419**	.464**	.478**	.448**	1	.765**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
N		180	180	180	180	180	180
totx3	Pearson Correlation	.703**	.765**	.761**	.683**	.765**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
N		180	180	180	180	180	180

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

### Variabel Y Minat Beli

		Correlations				
		y1.1	y1.2	y1.3	y1.4	y1.5
y1.1	Pearson Correlation	1	.421**	.381**	.516**	.761**
	Sig. (2-tailed)		.000	.000	.000	.000
N		180	180	180	180	180



y1.2	Pearson Correlation	.421**	1	.346**	.354**	.717**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	180	180	180	180	180
y1.3	Pearson Correlation	.381**	.346**	1	.522**	.746**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	180	180	180	180	180
y1.4	Pearson Correlation	.516**	.354**	.522**	1	.789**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	180	180	180	180	180
y1.5	Pearson Correlation	.761**	.717**	.746**	.789**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	180	180	180	180	180

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

### Hasil Uji Realibilitas Sample Kecil (30)

#### Variabel X<sup>1</sup> Lokasi

##### Reliability Statistics

Cronbach's Alpha	N of Items
.864	5

#### Variabel X<sup>2</sup> Suasana Toko

##### Reliability Statistics

Cronbach's Alpha	N of Items
.849	4

#### Variabel X<sup>3</sup> Promosi

##### Reliability Statistics

Cronbach's Alpha	N of Items
.863	5

#### Variabel Y Minat Beli

##### Reliability Statistics

Cronbach's Alpha	N of Items
.809	4

### Hasil Uji Realibilitas Sample Besar (180)

#### Variabel X<sup>1</sup> Lokasi

##### Reliability Statistics

Cronbach's Alpha	N of Items

.721	5
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### Variabel X<sup>2</sup> Suasana Toko

#### Reliability Statistics

Cronbach's Alpha	N of Items
.764	4

### Variabel X<sup>3</sup> Promosi

#### Reliability Statistics

Cronbach's Alpha	N of Items
.788	5

### Variabel Y Minat Beli

#### Reliability Statistics

Cronbach's Alpha	N of Items
.744	4

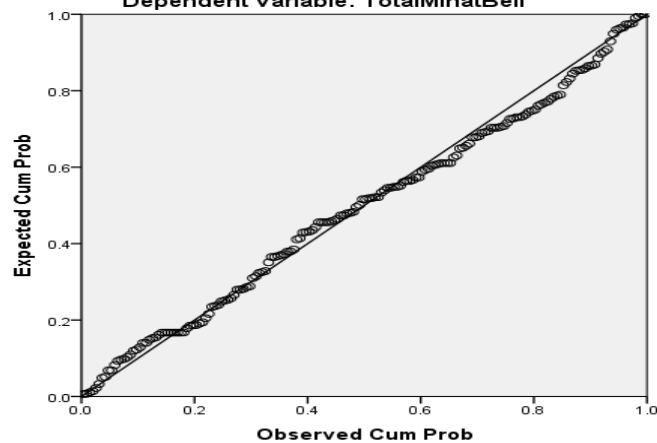
### Regresi Linier Berganda

#### Uji Normalitas

#### P-Plot

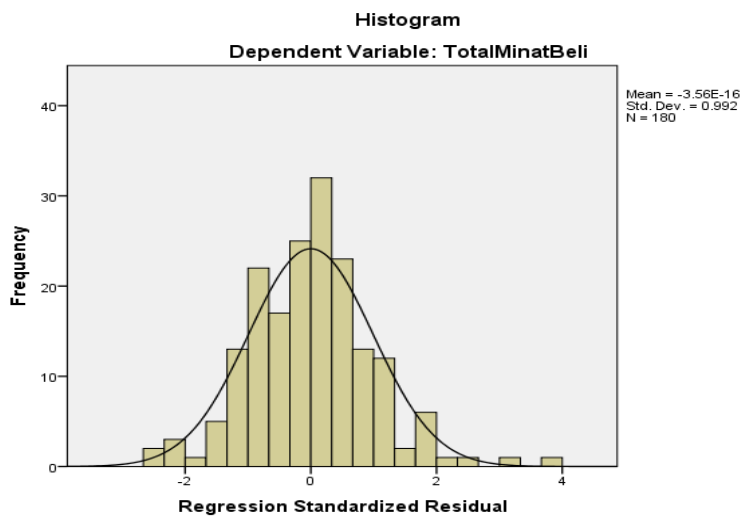
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: TotalMinatBeli



#### Uji Normalitas

#### Histogram



### Uji Multikolinearitas

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partia l	Part	Tolerance	VIF
1	(Constant)	4.863	1.025		4.743	.000					
	TotalLokasi	.157	.064	.189	2.443	.016	.529	.181	.140	.549	1.822
	TotalSustok	.303	.087	.318	3.502	.001	.603	.255	.201	.401	2.496
	TotalPromosi	.165	.065	.224	2.562	.011	.572	.190	.147	.431	2.318

a. Dependent Variable: TotalMinatBeli

#### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	TotalLokasi	TotalSustok	TotalPromosi
1	1	3.983	1.000	.00	.00	.00	.00
	2	.008	21.755	.75	.00	.08	.19
	3	.005	28.578	.25	.89	.00	.26
	4	.004	32.696	.00	.10	.92	.55

a. Dependent Variable: TotalMinatBeli

## Uji Heteroskedastisitas

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.118	.647		4.819	.000
	TotalLokasi	-.047	.040	-.114	-1.158	.249
	TotalSustok	-.023	.055	-.048	-.415	.678
	TotalPromosi	-.040	.041	-.110	-.989	.324

a. Dependent Variable: Abs\_RES

## Uji Regresi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.648 <sup>a</sup>	.420	.410	1.378	1.795

a. Predictors: (Constant), TotalPromosi, TotalLokasi, TotalSustok

b. Dependent Variable: TotalMinatBeli

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	241.642	3	80.547	42.444	.000 <sup>b</sup>
	Residual	334.003	176	1.898		
	Total	575.644	179			

a. Dependent Variable: TotalMinatBeli

b. Predictors: (Constant), TotalPromosi, TotalLokasi, TotalSustok

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	4.863	1.025		4.743	.000					
	TotalLokasi	.157	.064	.189	2.443	.016	.529	.181	.140	.549	1.822
	TotalSustok	.303	.087	.318	3.502	.001	.603	.255	.201	.401	2.496
	TotalPromosi	.165	.065	.224	2.562	.011	.572	.190	.147	.431	2.318