

Lampiran 1

Kuesioner Penelitian

PENGANTAR KUESIONER

Kepada Yth,

Bapak/Ibu/Saudara/i

Konsumen BreadLin Bakery Cabang Kota Kebumen

Di tempat,

Dengan hormat, kami mohon Bapak/Ibu/Saudara/i berkenan meluangkan sedikit waktu guna mengisi kuesioner skripsi yang berjudul “Pengaruh Kualitas Produk, Variasi Produk, dan Suasana Toko Terhadap Minat Beli Ulang Pada BreadLin Bakery di Kebumen”.

Kuesioner ini dibuat semata-mata untuk penelitian ilmiah, sehingga kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner ini dengan sebenar-benarnya, akan sangat membantu obyektifitas hasil penelitian yang dilakukan dan partisipasinya. Demikian permohonan ini diajukan, atas ketersediaan dan partisipasinya, saya ucapkan terimakasih.

Hormat Saya,

(Khanza Azizah)

KUESIONER PENELITIAN

“PENGARUH KUALITAS PRODUK, VARIASI PRODUK, DAN SUASANA TOKO TERHADAP MINAT BELI ULANG PADA BREADLIN BAKERY DI KEBUMEN”

Pilihlah salah satu jawaban dengan cara memberi tanda (√) pada kolom yang tersedia.

A. Identitas Responden

1. Nama :..... (boleh tidak diisi)
2. Jenis Kelamin : Perempuan Laki-Laki
3. Usia : 17-22
 23-28
 29-34
 35-40
 > 40
4. Pekerjaan : PNS Wirausaha
 Karyawan
 Pelajar/Mahasiswa
5. Pendapatan : <1.000.000 >2.000.000–3.000.000
 1.000.000 – 2.000.000 > 3.000.000
6. Apakah saudara pernah membeli produk di BreadLin Bakery cabang Kota Kebumen?
 Ya Tidak

B. Petunjuk pengisian

Berilah jawaban pada pernyataan berikut ini sesuai dengan pendapat saudara dengan cara tanda (√) pada kolom yang tersedia.

Keterangan

SS: Sangat Setuju

TS: Tidak Setuju

S: Setuju

STS: Sangat Tidak Setuju

C. Minat Beli Ulang

| No | Pernyataan | Jawaban | | | |
|----|--|---------|----|---|----|
| | | STS | TS | S | SS |
| 1. | Saya ingin membeli ulang produk BreadLin Bakery | | | | |
| 2. | Saya akan membeli kembali produk BreadLin Bakery di waktu yang akan datang | | | | |
| 3. | Saya akan membeli ulang produk BreadLin Bakery dengan variasi yang berbeda-beda | | | | |
| 4. | Ketika saya akan membeli produk roti, BreadLin Bakery menjadi pilihan utama saya | | | | |

D. Kualitas Produk

| No | Pernyataan | Jawaban | | | |
|----|--|---------|----|---|----|
| | | STS | TS | S | SS |
| 1. | Kemasan pada produk BreadLin Bakery aman dan higienis | | | | |
| 2. | Porsi produk BreadLin Bakery sesuai dengan standar kebutuhan | | | | |
| 3. | Produk BreadLin Bakery memiliki tekstur yang lembut | | | | |
| 4. | Produk BreadLin Bakery memiliki aroma yang khas | | | | |
| 5. | Produk BreadLin Bakery memiliki rasa yang enak | | | | |

E. Variasi Produk

| No | Pernyataan | Jawaban | | | |
|----|--|---------|----|---|----|
| | | STS | TS | S | SS |
| 1. | Variasi ukuran BreadLin Bakery sesuai dengan yang saya inginkan | | | | |
| 2. | Variasi harga BreadLin Bakery sesuai dengan daya beli yang saya miliki | | | | |
| 3. | Variasi tampilan BreadLin Bakery sesuai dengan yang saya harapkan | | | | |
| 4. | Produk BreadLin Bakery selalu lengkap dan banyak yang tersedia | | | | |

F. Suasana Toko

| No | Pernyataan | Jawaban | | | |
|----|---|---------|----|---|----|
| | | STS | TS | S | SS |
| 1. | <i>Store</i> BreadLin Bakery memiliki tampilan depan outlet yang menarik | | | | |
| 2. | <i>Store</i> BreadLin Bakery mempunyai pencahayaan yang terang dan tempat yang bersih | | | | |
| 3. | Penataan produk pada <i>store</i> BreadLin Bakery sangat rapih | | | | |
| 4. | <i>Store</i> BreadLin Bakery terdapat dinding dan background dinding yang bagus untuk berfoto | | | | |

Lampiran 2

Data Responden

| No | Nama | Jenis Kelamin | Usia | Pekerjaan | Pendapatan |
|----|--------------------------|---------------|---------|-------------------|-----------------------|
| 1 | Adnan ganteng | Laki-laki | 23 - 28 | Karyawan | 1.000.000 - 2.000.000 |
| 2 | Sri | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 3 | Bayu Bagus | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 4 | Arif | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | 1.000.000 - 2.000.000 |
| 5 | Rifqi Adhitama | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | 1.000.000 - 2.000.000 |
| 6 | Via | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 7 | Naufal Musyaffa | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 8 | Akhdan Anas | Laki-laki | 17 - 22 | Karyawan | >3.000.000 |
| 9 | Isnaeni Azizah | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 10 | Abdul Khalim | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 11 | Gita Dwi Pangestika | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 12 | Eka sofia | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 13 | Yogga Andriyanto | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 14 | Hesti Purlianti | Perempuan | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 15 | Annisa Ardilla Amar | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 16 | Deea pragma p | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 17 | Nrl h | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 18 | Muhamad Nur Faizin | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 19 | Dwii | Perempuan | 17 - 22 | Pelajar/Mahasiswa | 1.000.000 - 2.000.000 |
| 20 | Alfina | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 21 | Ainayah Risty Prabandari | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 22 | Adella | Perempuan | 17 - 22 | Karyawan | <1.000.000 |
| 23 | Tsani | Perempuan | 17 - 22 | Karyawan | 1.000.000 - 2.000.000 |
| 24 | Marfungatun | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 25 | Putri Handayani | Perempuan | 23 - 28 | Karyawan | >3.000.000 |
| 26 | Ulin Ni'mah | Perempuan | 17 - 22 | Pelajar/Mahasiswa | 1.000.000 - 2.000.000 |
| 27 | Dhanil Asyrof | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 28 | Anisa nur azizah | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 29 | Fachturhadi P | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 30 | RISKA ANDARNI | Perempuan | 17 - 22 | Karyawan | >3.000.000 |
| 31 | Lina | Perempuan | 23 - 28 | Karyawan | <1.000.000 |
| 32 | Nur Fadillah | Perempuan | 17 - 22 | Pelajar/Mahasiswa | 1.000.000 - 2.000.000 |
| 33 | Tami | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |

| | | | | | |
|----|------------------------|-----------|---------|-------------------|------------------------|
| 34 | Ariana Nugraheni | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 35 | Idaaaaaa | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 36 | Afifah Khoirunnisa | Perempuan | 17 - 22 | Karyawan | >3.000.000 |
| 37 | Anugrah | Perempuan | 23 - 28 | Karyawan | <1.000.000 |
| 38 | Abdul Khalim | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 39 | Fajar | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | 1.000.000 - 2.000.000 |
| 40 | Miftahul ismawan | Laki-laki | 17 - 22 | Wirausaha | <1.000.000 |
| 41 | Fatimatuz Zahro | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 42 | Yulia Kurnaeni | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 43 | Nia Sefiani | Perempuan | 17 - 22 | Pelajar/Mahasiswa | 1.000.000 - 2.000.000 |
| 44 | Andi | Laki-laki | >40 | PNS | >3.000.000 |
| 45 | Hafiidh | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 46 | Tuminah | Perempuan | >40 | Wirausaha | >2.000.000 - 3.000.000 |
| 47 | Ike Lestari | Perempuan | 35 - 40 | Karyawan | 1.000.000 - 2.000.000 |
| 48 | Nur Wakhidah | Perempuan | 35 - 40 | Wirausaha | 1.000.000 - 2.000.000 |
| 49 | Catur Adi | Laki-laki | 23 - 28 | Karyawan | >3.000.000 |
| 50 | Nanda Wahyu | Laki-laki | 29 - 34 | PNS | >3.000.000 |
| 51 | Dwi Atun | Perempuan | 35 - 40 | Karyawan | 1.000.000 - 2.000.000 |
| 52 | Nasiyah | Perempuan | >40 | Karyawan | 1.000.000 - 2.000.000 |
| 53 | Rany Wastiti | Perempuan | 23 - 28 | Karyawan | 1.000.000 - 2.000.000 |
| 54 | Nur F | Perempuan | 23 - 28 | Karyawan | 1.000.000 - 2.000.000 |
| 55 | Regina H | Perempuan | 23 - 28 | Karyawan | >2.000.000 - 3.000.000 |
| 56 | Melky | Perempuan | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 57 | Firda Utami | Perempuan | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 58 | Hilda | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 59 | Ghonyati | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 60 | Febriawan | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 61 | Aditya Dhimas | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 62 | Firdah Saffina | Perempuan | 23 - 28 | Karyawan | >3.000.000 |
| 63 | Sylvia Anggita | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 64 | Rahmaningrum | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 65 | Alif Arfianti | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 66 | Sandy Affero | Laki-laki | 23 - 28 | Karyawan | 1.000.000 - 2.000.000 |
| 67 | Fuady Ma'suf | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 68 | Muhammad Naufal Asyraf | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 69 | Damar Wicaksono | Laki-laki | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 70 | Husnul Epriliyanto | Laki-laki | 35 - 40 | PNS | >3.000.000 |
| 71 | Munharis Suryo | Laki-laki | >40 | PNS | >3.000.000 |

| | | | | | |
|-----|-------------------------|-----------|---------|-------------------|------------------------|
| 72 | Shinta Nurul | Perempuan | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 73 | Tri Mei F | Perempuan | 23 - 28 | Wirausaha | 1.000.000 - 2.000.000 |
| 74 | Rumsari | Perempuan | >40 | Karyawan | >2.000.000 - 3.000.000 |
| 75 | Riyanti | Perempuan | >40 | PNS | >3.000.000 |
| 76 | Tambah | Laki-laki | >40 | PNS | >3.000.000 |
| 77 | Sri Pamungkas | Perempuan | 35 - 40 | Wirausaha | 1.000.000 - 2.000.000 |
| 78 | Titin Amiati | Perempuan | 35 - 40 | Karyawan | 1.000.000 - 2.000.000 |
| 79 | Rubiyanto | Laki-laki | >40 | Wirausaha | 1.000.000 - 2.000.000 |
| 80 | Isna Fitriana | Perempuan | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 81 | Indah Sulistyorini | Perempuan | 23 - 28 | Karyawan | 1.000.000 - 2.000.000 |
| 82 | Bima Prianggodo | Laki-laki | 23 - 28 | Karyawan | >2.000.000 - 3.000.000 |
| 83 | Dewi Fortuna | Perempuan | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 84 | Ismi Nur | Perempuan | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 85 | Azmi Husein | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 86 | Galih Rifanda Putra | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 87 | Ananda Bagus Saputra | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 88 | Cherina Yulia Oktafiani | Perempuan | 17 - 22 | Karyawan | 1.000.000 - 2.000.000 |
| 89 | Galih Rifanda Putra | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 90 | Angga | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 91 | Endah Nur H | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 92 | Gita Novalia | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 93 | Aditya Nur M | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 94 | Anisha Permatasari | Perempuan | 23 - 28 | Karyawan | >2.000.000 - 3.000.000 |
| 95 | Eva Oktafiani | Perempuan | 29 - 34 | Wirausaha | >2.000.000 - 3.000.000 |
| 96 | Velly Giyanti | Perempuan | 29 - 34 | Wirausaha | 1.000.000 - 2.000.000 |
| 97 | Aditya Alif | Laki-laki | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |
| 98 | Abdul Rozaq | Laki-laki | 23 - 28 | Karyawan | 1.000.000 - 2.000.000 |
| 99 | Melya Prastika | Perempuan | 23 - 28 | Pelajar/Mahasiswa | <1.000.000 |
| 100 | Difa Novanda | Perempuan | 17 - 22 | Pelajar/Mahasiswa | <1.000.000 |

Lampiran 3

Tabulasi Data

| No | KUALITAS PRODUK | | | | | | VARIASI PRODUK | | | | | SUASANA TOKO | | | | | MINAT BELI ULANG | | | | |
|----|-----------------|------|------|------|------|--------|----------------|------|------|------|--------|--------------|------|------|------|--------|------------------|----|----|----|-------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.TOT | X2.1 | X2.2 | X2.3 | X2.4 | X2.TOT | X3.1 | X3.2 | X3.3 | X3.4 | X3.TOT | Y1 | Y2 | Y3 | Y4 | Y.TOT |
| 1 | 4 | 4 | 3 | 3 | 3 | 17 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 3 | 12 |
| 2 | 3 | 3 | 2 | 3 | 3 | 14 | 2 | 1 | 2 | 3 | 8 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 3 | 1 | 10 |
| 3 | 3 | 2 | 4 | 4 | 3 | 16 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 4 | 4 | 14 | 3 | 3 | 4 | 3 | 13 |
| 4 | 3 | 2 | 3 | 3 | 4 | 15 | 3 | 4 | 2 | 3 | 12 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 3 | 3 | 14 |
| 5 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 4 | 3 | 14 | 3 | 3 | 4 | 3 | 13 | 4 | 4 | 3 | 3 | 14 |
| 6 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 3 | 3 | 12 |
| 7 | 4 | 3 | 3 | 2 | 3 | 15 | 3 | 2 | 3 | 2 | 10 | 4 | 4 | 3 | 2 | 13 | 3 | 2 | 2 | 2 | 9 |
| 8 | 3 | 4 | 3 | 2 | 3 | 15 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 3 | 3 | 13 |
| 9 | 3 | 3 | 4 | 3 | 4 | 17 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 3 | 3 | 12 |
| 10 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 3 | 3 | 3 | 12 | 2 | 3 | 2 | 3 | 10 | 3 | 3 | 3 | 3 | 12 |
| 11 | 3 | 3 | 3 | 2 | 3 | 14 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 2 | 2 | 10 | 3 | 3 | 3 | 2 | 11 |
| 12 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 2 | 11 |
| 13 | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 3 | 4 | 2 | 12 | 4 | 3 | 4 | 4 | 15 | 3 | 4 | 3 | 2 | 12 |
| 14 | 3 | 3 | 4 | 4 | 4 | 18 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 4 | 3 | 14 | 4 | 3 | 3 | 4 | 14 |
| 15 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 3 | 4 | 15 | 3 | 3 | 3 | 3 | 12 |
| 16 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 17 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 4 | 2 | 3 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 3 | 14 |
| 18 | 3 | 3 | 4 | 4 | 4 | 18 | 3 | 3 | 4 | 4 | 14 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 3 | 3 | 14 |
| 19 | 3 | 3 | 2 | 3 | 3 | 14 | 4 | 2 | 3 | 4 | 13 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 4 | 15 |
| 20 | 3 | 3 | 4 | 3 | 4 | 17 | 3 | 4 | 2 | 3 | 12 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 3 | 3 | 14 |

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| 21 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 2 | 3 | 4 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 22 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 23 | 3 | 3 | 4 | 4 | 4 | 18 | 3 | 4 | 4 | 3 | 14 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 3 | 14 |
| 24 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 2 | 4 | 3 | 12 | 4 | 3 | 4 | 4 | 15 | 3 | 3 | 3 | 4 | 13 |
| 25 | 3 | 3 | 3 | 2 | 3 | 14 | 2 | 2 | 4 | 3 | 11 | 3 | 3 | 4 | 3 | 13 | 3 | 4 | 4 | 2 | 13 |
| 26 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 15 |
| 27 | 4 | 3 | 3 | 3 | 4 | 17 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 4 | 2 | 12 |
| 28 | 3 | 4 | 4 | 3 | 4 | 18 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 3 | 3 | 14 |
| 29 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 3 | 14 |
| 30 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 4 | 3 | 14 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 3 | 3 | 12 |
| 31 | 2 | 2 | 2 | 3 | 2 | 11 | 2 | 2 | 3 | 3 | 10 | 2 | 2 | 2 | 2 | 8 | 2 | 2 | 2 | 2 | 8 |
| 32 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 3 | 2 | 11 |
| 33 | 3 | 2 | 4 | 2 | 3 | 14 | 2 | 3 | 3 | 2 | 10 | 3 | 3 | 3 | 2 | 11 | 3 | 3 | 3 | 2 | 11 |
| 34 | 3 | 3 | 3 | 2 | 3 | 14 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 35 | 4 | 3 | 3 | 3 | 3 | 16 | 2 | 3 | 3 | 2 | 10 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 3 | 2 | 11 |
| 36 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 3 | 2 | 11 |
| 37 | 4 | 3 | 4 | 4 | 4 | 19 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 3 | 3 | 3 | 3 | 12 |
| 38 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 2 | 11 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 39 | 4 | 3 | 4 | 3 | 3 | 17 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 3 | 3 | 12 |
| 40 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 41 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 42 | 4 | 4 | 4 | 3 | 3 | 18 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 4 | 3 | 15 |
| 43 | 3 | 3 | 3 | 2 | 3 | 14 | 4 | 3 | 3 | 3 | 13 | 2 | 4 | 4 | 3 | 13 | 4 | 3 | 4 | 2 | 13 |
| 44 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 4 | 3 | 3 | 13 | 4 | 4 | 4 | 3 | 15 | 4 | 3 | 2 | 3 | 12 |
| 45 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |

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|----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 46 | 4 | 3 | 3 | 2 | 4 | 16 | 3 | 4 | 3 | 3 | 13 | 4 | 4 | 3 | 3 | 14 | 4 | 3 | 3 | 2 | 12 |
| 47 | 3 | 4 | 3 | 2 | 4 | 16 | 4 | 2 | 2 | 4 | 12 | 4 | 3 | 4 | 3 | 14 | 4 | 3 | 3 | 3 | 13 |
| 48 | 3 | 3 | 4 | 3 | 4 | 17 | 4 | 3 | 3 | 4 | 14 | 4 | 3 | 2 | 3 | 12 | 4 | 3 | 3 | 4 | 14 |
| 49 | 4 | 3 | 3 | 2 | 4 | 16 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 3 | 3 | 14 | 3 | 4 | 3 | 2 | 12 |
| 50 | 4 | 3 | 3 | 2 | 4 | 16 | 3 | 4 | 3 | 4 | 14 | 4 | 4 | 4 | 3 | 15 | 4 | 3 | 3 | 3 | 13 |
| 51 | 4 | 3 | 3 | 3 | 4 | 17 | 4 | 2 | 3 | 3 | 12 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 3 | 2 | 11 |
| 52 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 3 | 3 | 14 | 3 | 2 | 3 | 3 | 11 |
| 53 | 1 | 3 | 3 | 3 | 3 | 13 | 4 | 4 | 3 | 1 | 12 | 4 | 3 | 3 | 1 | 11 | 1 | 4 | 4 | 3 | 12 |
| 54 | 2 | 1 | 3 | 3 | 3 | 12 | 3 | 2 | 3 | 1 | 9 | 3 | 3 | 3 | 2 | 11 | 4 | 1 | 2 | 1 | 8 |
| 55 | 4 | 1 | 1 | 1 | 3 | 10 | 2 | 2 | 1 | 1 | 6 | 3 | 1 | 2 | 3 | 9 | 3 | 2 | 2 | 4 | 11 |
| 56 | 4 | 1 | 1 | 1 | 3 | 10 | 1 | 1 | 1 | 3 | 6 | 3 | 1 | 3 | 3 | 10 | 3 | 1 | 2 | 1 | 7 |
| 57 | 2 | 4 | 1 | 3 | 3 | 13 | 1 | 1 | 2 | 3 | 7 | 1 | 1 | 4 | 4 | 10 | 4 | 1 | 1 | 3 | 9 |
| 58 | 1 | 1 | 2 | 3 | 4 | 11 | 2 | 4 | 1 | 4 | 11 | 2 | 2 | 4 | 3 | 11 | 1 | 2 | 4 | 1 | 8 |
| 59 | 1 | 2 | 4 | 4 | 2 | 13 | 4 | 2 | 1 | 1 | 8 | 3 | 4 | 1 | 1 | 9 | 1 | 4 | 2 | 3 | 10 |
| 60 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 4 | 4 | 1 | 13 | 3 | 3 | 1 | 3 | 10 | 1 | 4 | 4 | 2 | 11 |
| 61 | 3 | 3 | 3 | 4 | 2 | 15 | 1 | 4 | 3 | 1 | 9 | 3 | 3 | 4 | 2 | 12 | 2 | 1 | 4 | 3 | 10 |
| 62 | 4 | 3 | 4 | 4 | 2 | 17 | 4 | 4 | 4 | 3 | 15 | 3 | 3 | 4 | 4 | 14 | 4 | 4 | 4 | 4 | 16 |
| 63 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 2 | 11 |
| 64 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 2 | 14 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 1 | 13 |
| 65 | 3 | 3 | 2 | 2 | 2 | 12 | 2 | 1 | 3 | 4 | 10 | 2 | 3 | 1 | 2 | 8 | 2 | 2 | 1 | 1 | 6 |
| 66 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 68 | 3 | 3 | 4 | 4 | 3 | 17 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 3 | 3 | 12 | 4 | 4 | 4 | 4 | 16 |
| 69 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 70 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |

| | | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 71 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 3 | 3 | 3 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 3 | 4 | 15 |
| 72 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 73 | 3 | 3 | 3 | 2 | 3 | 14 | 2 | 2 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 | 3 | 2 | 2 | 2 | 9 |
| 74 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 75 | 3 | 3 | 4 | 3 | 3 | 16 | 3 | 3 | 3 | 2 | 11 | 3 | 4 | 4 | 4 | 15 | 4 | 3 | 3 | 3 | 13 |
| 76 | 3 | 3 | 2 | 3 | 3 | 14 | 3 | 2 | 3 | 3 | 11 | 3 | 3 | 2 | 2 | 10 | 2 | 3 | 2 | 3 | 10 |
| 77 | 4 | 4 | 3 | 3 | 4 | 18 | 3 | 4 | 4 | 3 | 14 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 4 | 4 | 14 |
| 78 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 3 | 4 | 3 | 14 | 3 | 3 | 3 | 4 | 13 | 3 | 4 | 3 | 4 | 14 |
| 79 | 4 | 4 | 3 | 2 | 3 | 16 | 2 | 4 | 4 | 3 | 13 | 4 | 4 | 3 | 2 | 13 | 4 | 4 | 3 | 2 | 13 |
| 80 | 2 | 3 | 3 | 4 | 3 | 15 | 4 | 4 | 2 | 4 | 14 | 3 | 3 | 3 | 4 | 13 | 3 | 4 | 4 | 3 | 14 |
| 81 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 3 | 4 | 3 | 14 | 3 | 4 | 3 | 3 | 13 | 4 | 4 | 3 | 3 | 14 |
| 82 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 3 | 4 | 3 | 14 | 3 | 4 | 3 | 3 | 13 | 4 | 4 | 3 | 3 | 14 |
| 83 | 4 | 4 | 3 | 3 | 3 | 17 | 3 | 3 | 4 | 3 | 13 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 84 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 3 | 4 | 2 | 12 | 4 | 3 | 4 | 4 | 15 | 3 | 3 | 3 | 3 | 12 |
| 85 | 2 | 1 | 2 | 2 | 1 | 8 | 2 | 1 | 2 | 2 | 7 | 3 | 2 | 1 | 2 | 8 | 2 | 2 | 1 | 1 | 6 |
| 86 | 3 | 2 | 2 | 2 | 1 | 10 | 2 | 2 | 3 | 1 | 8 | 3 | 3 | 1 | 2 | 9 | 2 | 2 | 2 | 2 | 8 |
| 87 | 1 | 2 | 1 | 2 | 2 | 8 | 2 | 3 | 1 | 2 | 8 | 2 | 2 | 2 | 2 | 8 | 1 | 2 | 3 | 2 | 8 |
| 88 | 3 | 2 | 2 | 1 | 2 | 10 | 1 | 2 | 3 | 1 | 7 | 1 | 3 | 2 | 1 | 7 | 2 | 1 | 2 | 2 | 7 |
| 89 | 2 | 2 | 1 | 2 | 3 | 10 | 2 | 2 | 2 | 1 | 7 | 2 | 1 | 2 | 1 | 6 | 1 | 2 | 2 | 1 | 6 |
| 90 | 2 | 3 | 2 | 2 | 3 | 12 | 1 | 2 | 2 | 3 | 8 | 1 | 2 | 1 | 2 | 6 | 1 | 1 | 2 | 2 | 6 |
| 91 | 4 | 2 | 2 | 4 | 3 | 15 | 1 | 1 | 4 | 3 | 9 | 2 | 2 | 1 | 2 | 7 | 1 | 2 | 1 | 2 | 6 |
| 92 | 3 | 2 | 3 | 2 | 4 | 14 | 3 | 3 | 3 | 2 | 11 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 93 | 2 | 1 | 2 | 2 | 3 | 10 | 3 | 2 | 2 | 2 | 9 | 3 | 2 | 2 | 3 | 10 | 2 | 3 | 2 | 2 | 9 |
| 94 | 4 | 3 | 3 | 3 | 2 | 15 | 3 | 2 | 4 | 3 | 12 | 4 | 3 | 2 | 2 | 11 | 2 | 3 | 2 | 2 | 9 |
| 95 | 4 | 1 | 3 | 3 | 3 | 14 | 2 | 3 | 4 | 2 | 11 | 4 | 3 | 3 | 3 | 13 | 3 | 3 | 2 | 1 | 9 |

| | | | | | | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|----|---|---|---|---|----|
| 96 | 2 | 1 | 2 | 1 | 2 | 8 | 2 | 1 | 2 | 1 | 6 | 2 | 2 | 1 | 1 | 6 | 2 | 2 | 2 | 1 | 7 |
| 97 | 2 | 2 | 2 | 2 | 2 | 10 | 3 | 1 | 1 | 3 | 8 | 3 | 2 | 3 | 3 | 11 | 1 | 2 | 2 | 2 | 7 |
| 98 | 3 | 1 | 2 | 1 | 1 | 8 | 1 | 3 | 3 | 2 | 9 | 3 | 2 | 3 | 2 | 10 | 2 | 1 | 3 | 2 | 8 |
| 99 | 1 | 3 | 3 | 2 | 3 | 12 | 1 | 3 | 1 | 4 | 9 | 4 | 3 | 3 | 3 | 13 | 2 | 1 | 3 | 2 | 8 |
| 100 | 2 | 2 | 3 | 2 | 3 | 12 | 3 | 1 | 1 | 3 | 8 | 3 | 2 | 3 | 1 | 9 | 3 | 2 | 3 | 3 | 11 |

Lampiran 4

HASIL UJI VALIDITAS

1. Hasil Uji Validitas Kualitas Produk (X1)

| | | Correlations | | | | | Kualitas Produk |
|-----------------|---------------------|--------------|--------|--------|--------|--------|-----------------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | |
| X1.1 | Pearson Correlation | 1 | .403** | .338** | .227* | .335** | .634** |
| | Sig. (2-tailed) | | .000 | .001 | .023 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .403** | 1 | .490** | .409** | .437** | .750** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .338** | .490** | 1 | .624** | .498** | .811** |
| | Sig. (2-tailed) | .001 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .227* | .409** | .624** | 1 | .389** | .736** |
| | Sig. (2-tailed) | .023 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .335** | .437** | .498** | .389** | 1 | .715** |
| | Sig. (2-tailed) | .001 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Kualitas Produk | Pearson Correlation | .634** | .750** | .811** | .736** | .715** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

2. Hasil Uji Validitas Variasi Produk (X2)

| | | Correlations | | | | |
|-------------------|---------------------|--------------|--------|--------|--------|----------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | Variasi Produk |
| X2.1 | Pearson Correlation | 1 | .449** | .324** | .295** | .744** |
| | Sig. (2-tailed) | | .000 | .001 | .003 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .449** | 1 | .384** | .216* | .741** |
| | Sig. (2-tailed) | .000 | | .000 | .031 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .324** | .384** | 1 | .173 | .675** |
| | Sig. (2-tailed) | .001 | .000 | | .085 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .295** | .216* | .173 | 1 | .611** |
| | Sig. (2-tailed) | .003 | .031 | .085 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Variasi Produk | Pearson Correlation | .744** | .741** | .675** | .611** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

3. Hasil Uji Validitas Suasana Toko (X3)

| | | Correlations | | | | Suasana Toko |
|--------------|---------------------|--------------|--------|--------|--------|--------------|
| | | X3.1 | X3.2 | X3.3 | X3.4 | |
| X3.1 | Pearson Correlation | 1 | .619** | .451** | .422** | .777** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .619** | 1 | .404** | .382** | .750** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .451** | .404** | 1 | .677** | .820** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .422** | .382** | .677** | 1 | .800** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Suasana Toko | Pearson Correlation | .777** | .750** | .820** | .800** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

4. Hasil Uji Validitas Minat Beli Ulang (Y)

| | | Correlations | | | | |
|------------------|---------------------|--------------|--------|--------|--------|------------------|
| | | Y1 | Y2 | Y3 | Y4 | Minat Beli Ulang |
| Y1 | Pearson Correlation | 1 | .462** | .347** | .462** | .753** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .462** | 1 | .548** | .459** | .808** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .347** | .548** | 1 | .430** | .736** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .462** | .459** | .430** | 1 | .770** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Minat Beli Ulang | Pearson Correlation | .753** | .808** | .736** | .770** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

Lampiran 5

HASIL UJI RELIABILITAS

1. Hasil Uji Reliabilitas Kualitas Produk (X1)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .779 | 5 |

2. Hasil Uji Reliabilitas Variasi Produk (X2)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .639 | 4 |

3. Hasil Uji Reliabilitas Suasana Toko (X3)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .795 | 4 |

4. Hasil Uji Reliabilitas Minat Beli Ulang (Y)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .765 | 4 |

Lampiran 6

HASIL UJI ASUMSI KLASIK

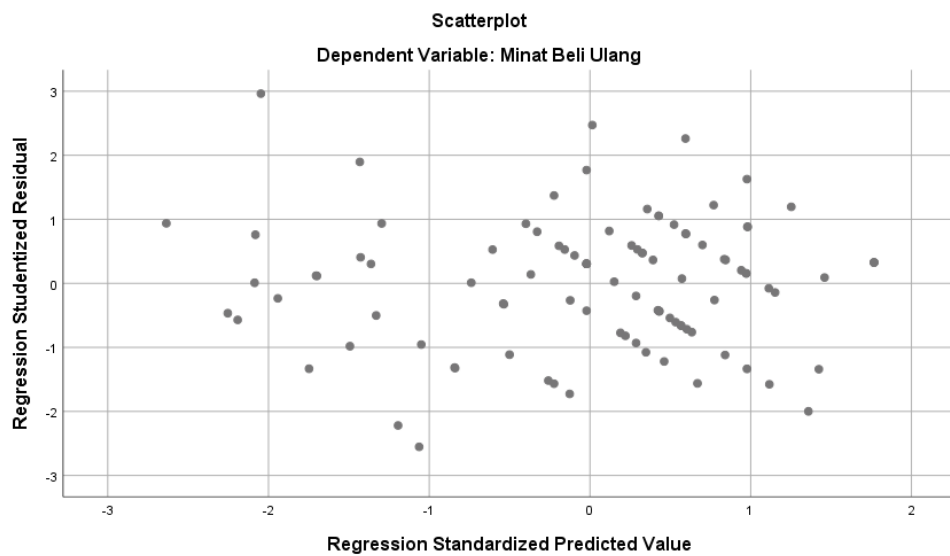
1. Hasil Uji Multikolinieritas

Coefficients^a

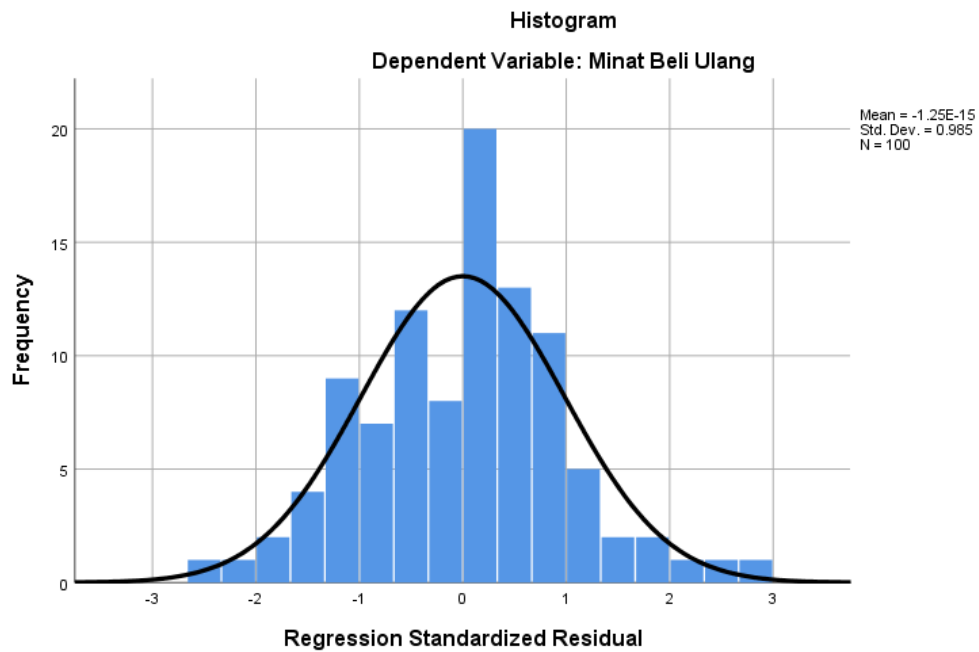
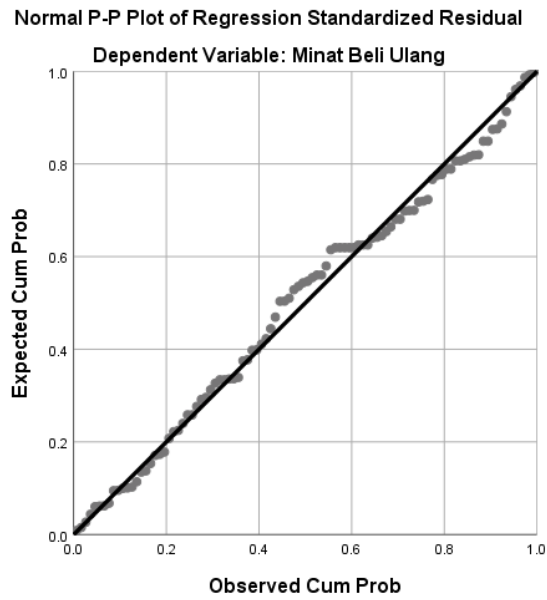
| Model | | Collinearity Statistics | |
|-------|-----------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Kualitas Produk | .262 | 3.823 |
| | Variasi Produk | .286 | 3.500 |
| | Suasana Toko | .360 | 2.779 |

a. Dependent Variable: Minat Beli Ulang

2. Hasil Uji Heterokedastisitas



3. Hasil Uji Normalitas



Lampiran 7

HASIL UJI ANALISIS REGRESI LINEAR BERGANDA

| | | Coefficients ^a | | | | | Collinearity Statistics | |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF |
| | | B | Std. Error | Beta | | | | |
| 1 | (Constant) | -.353 | .763 | | -.462 | .645 | | |
| | Kualitas Produk | .303 | .094 | .335 | 3.234 | .002 | .262 | 3.823 |
| | Variasi Produk | .382 | .106 | .357 | 3.597 | .001 | .286 | 3.500 |
| | Suasana Toko | .234 | .091 | .228 | 2.573 | .012 | .360 | 2.779 |

a. Dependent Variable: Minat Beli Ulang

1. Uji Parsial (Uji t)

| | | Coefficients ^a | | | | | Collinearity Statistics | |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF |
| | | B | Std. Error | Beta | | | | |
| 1 | (Constant) | -.353 | .763 | | -.462 | .645 | | |
| | Kualitas Produk | .303 | .094 | .335 | 3.234 | .002 | .262 | 3.823 |
| | Variasi Produk | .382 | .106 | .357 | 3.597 | .001 | .286 | 3.500 |
| | Suasana Toko | .234 | .091 | .228 | 2.573 | .012 | .360 | 2.779 |

a. Dependent Variable: Minat Beli Ulang

2. Uji Simultan (Uji F)

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 490.004 | 3 | 163.335 | 86.484 | .000 ^b |
| | Residual | 181.306 | 96 | 1.889 | | |
| | Total | 671.310 | 99 | | | |

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), Suasana Toko, Variasi Produk, Kualitas Produk

3. Koefisien Determinasi (R^2)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .854 ^a | .730 | .721 | 1.37426 |

a. Predictors: (Constant), Suasana Toko, Variasi Produk, Kualitas Produk

b. Dependent Variable: Minat Beli Ulang

Lampiran 8

Tabel r

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

| | | | | | |
|-----------|--------|--------|--------|--------|--------|
| 35 | 0.2746 | 0.3246 | 0.3810 | 0.4182 | 0.5189 |
| 36 | 0.2709 | 0.3202 | 0.3760 | 0.4128 | 0.5126 |
| 37 | 0.2673 | 0.3160 | 0.3712 | 0.4076 | 0.5066 |
| 38 | 0.2638 | 0.3120 | 0.3665 | 0.4026 | 0.5007 |
| 39 | 0.2605 | 0.3081 | 0.3621 | 0.3978 | 0.4950 |
| 40 | 0.2573 | 0.3044 | 0.3578 | 0.3932 | 0.4896 |
| 41 | 0.2542 | 0.3008 | 0.3536 | 0.3887 | 0.4843 |
| 42 | 0.2512 | 0.2973 | 0.3496 | 0.3843 | 0.4791 |
| 43 | 0.2483 | 0.2940 | 0.3457 | 0.3801 | 0.4742 |
| 44 | 0.2455 | 0.2907 | 0.3420 | 0.3761 | 0.4694 |
| 45 | 0.2429 | 0.2876 | 0.3384 | 0.3721 | 0.4647 |
| 46 | 0.2403 | 0.2845 | 0.3348 | 0.3683 | 0.4601 |
| 47 | 0.2377 | 0.2816 | 0.3314 | 0.3646 | 0.4557 |
| 48 | 0.2353 | 0.2787 | 0.3281 | 0.3610 | 0.4514 |
| 49 | 0.2329 | 0.2759 | 0.3249 | 0.3575 | 0.4473 |
| 50 | 0.2306 | 0.2732 | 0.3218 | 0.3542 | 0.4432 |
| 51 | 0.2284 | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| 52 | 0.2262 | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| 53 | 0.2241 | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| 54 | 0.2221 | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| 55 | 0.2201 | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| 56 | 0.2181 | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| 57 | 0.2162 | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| 58 | 0.2144 | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| 59 | 0.2126 | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| 60 | 0.2108 | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| 61 | 0.2091 | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| 62 | 0.2075 | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| 63 | 0.2058 | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| 64 | 0.2042 | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| 65 | 0.2027 | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| 66 | 0.2012 | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| 67 | 0.1997 | 0.2369 | 0.2796 | 0.3081 | 0.3876 |
| 68 | 0.1982 | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| 69 | 0.1968 | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| 70 | 0.1954 | 0.2319 | 0.2737 | 0.3017 | 0.3798 |
| 71 | 0.1940 | 0.2303 | 0.2718 | 0.2997 | 0.3773 |
| 72 | 0.1927 | 0.2287 | 0.2700 | 0.2977 | 0.3748 |
| 73 | 0.1914 | 0.2272 | 0.2682 | 0.2957 | 0.3724 |
| 74 | 0.1901 | 0.2257 | 0.2664 | 0.2938 | 0.3701 |
| 75 | 0.1888 | 0.2242 | 0.2647 | 0.2919 | 0.3678 |

| | | | | | |
|------------|--------|--------|--------|--------|--------|
| 76 | 0.1876 | 0.2227 | 0.2630 | 0.2900 | 0.3655 |
| 77 | 0.1864 | 0.2213 | 0.2613 | 0.2882 | 0.3633 |
| 78 | 0.1852 | 0.2199 | 0.2597 | 0.2864 | 0.3611 |
| 79 | 0.1841 | 0.2185 | 0.2581 | 0.2847 | 0.3589 |
| 80 | 0.1829 | 0.2172 | 0.2565 | 0.2830 | 0.3568 |
| 81 | 0.1818 | 0.2159 | 0.2550 | 0.2813 | 0.3547 |
| 82 | 0.1807 | 0.2146 | 0.2535 | 0.2796 | 0.3527 |
| 83 | 0.1796 | 0.2133 | 0.2520 | 0.2780 | 0.3507 |
| 84 | 0.1786 | 0.2120 | 0.2505 | 0.2764 | 0.3487 |
| 85 | 0.1775 | 0.2108 | 0.2491 | 0.2748 | 0.3468 |
| 86 | 0.1765 | 0.2096 | 0.2477 | 0.2732 | 0.3449 |
| 87 | 0.1755 | 0.2084 | 0.2463 | 0.2717 | 0.3430 |
| 88 | 0.1745 | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| 89 | 0.1735 | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| 90 | 0.1726 | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| 91 | 0.1716 | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| 92 | 0.1707 | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| 93 | 0.1698 | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| 94 | 0.1689 | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| 95 | 0.1680 | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| 96 | 0.1671 | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| 97 | 0.1663 | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| 98 | 0.1654 | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| 99 | 0.1646 | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| 100 | 0.1638 | 0.1946 | 0.2301 | 0.2540 | 0.3211 |

Lampiran 9

Tabel t

| Pr | 0.25 | 0.10 | 0.05 | 0.025 | 0.01 | 0.005 | 0.001 |
|-----------|-------------|-------------|-------------|--------------|-------------|--------------|--------------|
| Df | 0.50 | 0.20 | 0.10 | 0.050 | 0.02 | 0.010 | 0.002 |
| 1 | 1.00000 | 3.07768 | 6.31375 | 12.70620 | 31.82052 | 63.65674 | 318.30884 |
| 2 | 0.81650 | 1.88562 | 2.91999 | 4.30265 | 6.96456 | 9.92484 | 22.32712 |
| 3 | 0.76489 | 1.63774 | 2.35336 | 3.18245 | 4.54070 | 5.84091 | 10.21453 |
| 4 | 0.74070 | 1.53321 | 2.13185 | 2.77645 | 3.74695 | 4.60409 | 7.17318 |
| 5 | 0.72669 | 1.47588 | 2.01505 | 2.57058 | 3.36493 | 4.03214 | 5.89343 |
| 6 | 0.71756 | 1.43976 | 1.94318 | 2.44691 | 3.14267 | 3.70743 | 5.20763 |
| 7 | 0.71114 | 1.41492 | 1.89458 | 2.36462 | 2.99795 | 3.49948 | 4.78529 |
| 8 | 0.70639 | 1.39682 | 1.85955 | 2.30600 | 2.89646 | 3.35539 | 4.50079 |
| 9 | 0.70272 | 1.38303 | 1.83311 | 2.26216 | 2.82144 | 3.24984 | 4.29681 |
| 10 | 0.69981 | 1.37218 | 1.81246 | 2.22814 | 2.76377 | 3.16927 | 4.14370 |
| 11 | 0.69745 | 1.36343 | 1.79588 | 2.20099 | 2.71808 | 3.10581 | 4.02470 |
| 12 | 0.69548 | 1.35622 | 1.78229 | 2.17881 | 2.68100 | 3.05454 | 3.92963 |
| 13 | 0.69383 | 1.35017 | 1.77093 | 2.16037 | 2.65031 | 3.01228 | 3.85198 |
| 14 | 0.69242 | 1.34503 | 1.76131 | 2.14479 | 2.62449 | 2.97684 | 3.78739 |
| 15 | 0.69120 | 1.34061 | 1.75305 | 2.13145 | 2.60248 | 2.94671 | 3.73283 |
| 16 | 0.69013 | 1.33676 | 1.74588 | 2.11991 | 2.58349 | 2.92078 | 3.68615 |
| 17 | 0.68920 | 1.33338 | 1.73961 | 2.10982 | 2.56693 | 2.89823 | 3.64577 |
| 18 | 0.68836 | 1.33039 | 1.73406 | 2.10092 | 2.55238 | 2.87844 | 3.61048 |
| 19 | 0.68762 | 1.32773 | 1.72913 | 2.09302 | 2.53948 | 2.86093 | 3.57940 |
| 20 | 0.68695 | 1.32534 | 1.72472 | 2.08596 | 2.52798 | 2.84534 | 3.55181 |
| 21 | 0.68635 | 1.32319 | 1.72074 | 2.07961 | 2.51765 | 2.83136 | 3.52715 |
| 22 | 0.68581 | 1.32124 | 1.71714 | 2.07387 | 2.50832 | 2.81876 | 3.50499 |
| 23 | 0.68531 | 1.31946 | 1.71387 | 2.06866 | 2.49987 | 2.80734 | 3.48496 |
| 24 | 0.68485 | 1.31784 | 1.71088 | 2.06390 | 2.49216 | 2.79694 | 3.46678 |
| 25 | 0.68443 | 1.31635 | 1.70814 | 2.05954 | 2.48511 | 2.78744 | 3.45019 |
| 26 | 0.68404 | 1.31497 | 1.70562 | 2.05553 | 2.47863 | 2.77871 | 3.43500 |
| 27 | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| 28 | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| 29 | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| 30 | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| 31 | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| 32 | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| 33 | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |

| | | | | | | | |
|-----------|---------|---------|---------|---------|---------|---------|---------|
| 34 | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| 35 | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| 36 | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| 37 | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| 38 | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |
| 39 | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| 40 | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |
| 41 | 0.68052 | 1.30254 | 1.68288 | 2.01954 | 2.42080 | 2.70118 | 3.30127 |
| 42 | 0.68038 | 1.30204 | 1.68195 | 2.01808 | 2.41847 | 2.69807 | 3.29595 |
| 43 | 0.68024 | 1.30155 | 1.68107 | 2.01669 | 2.41625 | 2.69510 | 3.29089 |
| 44 | 0.68011 | 1.30109 | 1.68023 | 2.01537 | 2.41413 | 2.69228 | 3.28607 |
| 45 | 0.67998 | 1.30065 | 1.67943 | 2.01410 | 2.41212 | 2.68959 | 3.28148 |
| 46 | 0.67986 | 1.30023 | 1.67866 | 2.01290 | 2.41019 | 2.68701 | 3.27710 |
| 47 | 0.67975 | 1.29982 | 1.67793 | 2.01174 | 2.40835 | 2.68456 | 3.27291 |
| 48 | 0.67964 | 1.29944 | 1.67722 | 2.01063 | 2.40658 | 2.68220 | 3.26891 |
| 49 | 0.67953 | 1.29907 | 1.67655 | 2.00958 | 2.40489 | 2.67995 | 3.26508 |
| 50 | 0.67943 | 1.29871 | 1.67591 | 2.00856 | 2.40327 | 2.67779 | 3.26141 |
| 51 | 0.67933 | 1.29837 | 1.67528 | 2.00758 | 2.40172 | 2.67572 | 3.25789 |
| 52 | 0.67924 | 1.29805 | 1.67469 | 2.00665 | 2.40022 | 2.67373 | 3.25451 |
| 53 | 0.67915 | 1.29773 | 1.67412 | 2.00575 | 2.39879 | 2.67182 | 3.25127 |
| 54 | 0.67906 | 1.29743 | 1.67356 | 2.00488 | 2.39741 | 2.66998 | 3.24815 |
| 55 | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| 56 | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| 57 | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| 58 | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| 59 | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |
| 60 | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| 61 | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| 62 | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| 63 | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| 64 | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| 65 | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| 66 | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| 67 | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| 68 | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| 69 | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| 70 | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |

| | | | | | | | |
|------------|---------|---------|---------|---------|---------|---------|---------|
| 71 | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| 72 | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| 73 | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| 74 | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| 75 | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| 76 | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| 77 | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| 78 | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| 79 | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| 80 | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |
| 81 | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| 82 | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| 83 | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| 84 | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| 85 | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| 86 | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| 87 | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| 88 | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| 89 | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| 90 | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| 91 | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| 92 | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| 93 | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| 94 | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| 95 | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| 96 | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| 97 | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| 98 | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| 99 | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| 100 | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |

Lampiran 10

Tabel f

| Titik Persentase Distribusi F untuk Probabilitas = 0,05 | | | | | | | | | | | | |
|--|--------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| df untuk penyebut (N2) | df untuk pembilang (N1) | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 1 | 161 | 199 | 216 | 225 | 230 | 234 | 237 | 239 | 241 | 242 | 243 | 244 |
| 2 | 18.51 | 19.00 | 19.16 | 19.25 | 19.30 | 19.33 | 19.35 | 19.37 | 19.38 | 19.40 | 19.40 | 19.41 |
| 3 | 10.13 | 9.55 | 9.28 | 9.12 | 9.01 | 8.94 | 8.89 | 8.85 | 8.81 | 8.79 | 8.76 | 8.74 |
| 4 | 7.71 | 6.94 | 6.59 | 6.39 | 6.26 | 6.16 | 6.09 | 6.04 | 6.00 | 5.96 | 5.94 | 5.91 |
| 5 | 6.61 | 5.79 | 5.41 | 5.19 | 5.05 | 4.95 | 4.88 | 4.82 | 4.77 | 4.74 | 4.70 | 4.68 |
| 6 | 5.99 | 5.14 | 4.76 | 4.53 | 4.39 | 4.28 | 4.21 | 4.15 | 4.10 | 4.06 | 4.03 | 4.00 |
| 7 | 5.59 | 4.74 | 4.35 | 4.12 | 3.97 | 3.87 | 3.79 | 3.73 | 3.68 | 3.64 | 3.60 | 3.57 |
| 8 | 5.32 | 4.46 | 4.07 | 3.84 | 3.69 | 3.58 | 3.50 | 3.44 | 3.39 | 3.35 | 3.31 | 3.28 |
| 9 | 5.12 | 4.26 | 3.86 | 3.63 | 3.48 | 3.37 | 3.29 | 3.23 | 3.18 | 3.14 | 3.10 | 3.07 |
| 10 | 4.96 | 4.10 | 3.71 | 3.48 | 3.33 | 3.22 | 3.14 | 3.07 | 3.02 | 2.98 | 2.94 | 2.91 |
| 11 | 4.84 | 3.98 | 3.59 | 3.36 | 3.20 | 3.09 | 3.01 | 2.95 | 2.90 | 2.85 | 2.82 | 2.79 |
| 12 | 4.75 | 3.89 | 3.49 | 3.26 | 3.11 | 3.00 | 2.91 | 2.85 | 2.80 | 2.75 | 2.72 | 2.69 |
| 13 | 4.67 | 3.81 | 3.41 | 3.18 | 3.03 | 2.92 | 2.83 | 2.77 | 2.71 | 2.67 | 2.63 | 2.60 |
| 14 | 4.60 | 3.74 | 3.34 | 3.11 | 2.96 | 2.85 | 2.76 | 2.70 | 2.65 | 2.60 | 2.57 | 2.53 |
| 15 | 4.54 | 3.68 | 3.29 | 3.06 | 2.90 | 2.79 | 2.71 | 2.64 | 2.59 | 2.54 | 2.51 | 2.48 |
| 16 | 4.49 | 3.63 | 3.24 | 3.01 | 2.85 | 2.74 | 2.66 | 2.59 | 2.54 | 2.49 | 2.46 | 2.42 |
| 17 | 4.45 | 3.59 | 3.20 | 2.96 | 2.81 | 2.70 | 2.61 | 2.55 | 2.49 | 2.45 | 2.41 | 2.38 |
| 18 | 4.41 | 3.55 | 3.16 | 2.93 | 2.77 | 2.66 | 2.58 | 2.51 | 2.46 | 2.41 | 2.37 | 2.34 |
| 19 | 4.38 | 3.52 | 3.13 | 2.90 | 2.74 | 2.63 | 2.54 | 2.48 | 2.42 | 2.38 | 2.34 | 2.31 |
| 20 | 4.35 | 3.49 | 3.10 | 2.87 | 2.71 | 2.60 | 2.51 | 2.45 | 2.39 | 2.35 | 2.31 | 2.28 |
| 21 | 4.32 | 3.47 | 3.07 | 2.84 | 2.68 | 2.57 | 2.49 | 2.42 | 2.37 | 2.32 | 2.28 | 2.25 |
| 22 | 4.30 | 3.44 | 3.05 | 2.82 | 2.66 | 2.55 | 2.46 | 2.40 | 2.34 | 2.30 | 2.26 | 2.23 |
| 23 | 4.28 | 3.42 | 3.03 | 2.80 | 2.64 | 2.53 | 2.44 | 2.37 | 2.32 | 2.27 | 2.24 | 2.20 |
| 24 | 4.26 | 3.40 | 3.01 | 2.78 | 2.62 | 2.51 | 2.42 | 2.36 | 2.30 | 2.25 | 2.22 | 2.18 |
| 25 | 4.24 | 3.39 | 2.99 | 2.76 | 2.60 | 2.49 | 2.40 | 2.34 | 2.28 | 2.24 | 2.20 | 2.16 |
| 26 | 4.23 | 3.37 | 2.98 | 2.74 | 2.59 | 2.47 | 2.39 | 2.32 | 2.27 | 2.22 | 2.18 | 2.15 |
| 27 | 4.21 | 3.35 | 2.96 | 2.73 | 2.57 | 2.46 | 2.37 | 2.31 | 2.25 | 2.20 | 2.17 | 2.13 |
| 28 | 4.20 | 3.34 | 2.95 | 2.71 | 2.56 | 2.45 | 2.36 | 2.29 | 2.24 | 2.19 | 2.15 | 2.12 |
| 29 | 4.18 | 3.33 | 2.93 | 2.70 | 2.55 | 2.43 | 2.35 | 2.28 | 2.22 | 2.18 | 2.14 | 2.10 |
| 30 | 4.17 | 3.32 | 2.92 | 2.69 | 2.53 | 2.42 | 2.33 | 2.27 | 2.21 | 2.16 | 2.13 | 2.09 |
| 31 | 4.16 | 3.30 | 2.91 | 2.68 | 2.52 | 2.41 | 2.32 | 2.25 | 2.20 | 2.15 | 2.11 | 2.08 |
| 32 | 4.15 | 3.29 | 2.90 | 2.67 | 2.51 | 2.40 | 2.31 | 2.24 | 2.19 | 2.14 | 2.10 | 2.07 |

| | | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|------|
| 33 | 4.14 | 3.28 | 2.89 | 2.66 | 2.50 | 2.39 | 2.30 | 2.23 | 2.18 | 2.13 | 2.09 | 2.06 |
| 34 | 4.13 | 3.28 | 2.88 | 2.65 | 2.49 | 2.38 | 2.29 | 2.23 | 2.17 | 2.12 | 2.08 | 2.05 |
| 35 | 4.12 | 3.27 | 2.87 | 2.64 | 2.49 | 2.37 | 2.29 | 2.22 | 2.16 | 2.11 | 2.07 | 2.04 |
| 36 | 4.11 | 3.26 | 2.87 | 2.63 | 2.48 | 2.36 | 2.28 | 2.21 | 2.15 | 2.11 | 2.07 | 2.03 |
| 37 | 4.11 | 3.25 | 2.86 | 2.63 | 2.47 | 2.36 | 2.27 | 2.20 | 2.14 | 2.10 | 2.06 | 2.02 |
| 38 | 4.10 | 3.24 | 2.85 | 2.62 | 2.46 | 2.35 | 2.26 | 2.19 | 2.14 | 2.09 | 2.05 | 2.02 |
| 39 | 4.09 | 3.24 | 2.85 | 2.61 | 2.46 | 2.34 | 2.26 | 2.19 | 2.13 | 2.08 | 2.04 | 2.01 |
| 40 | 4.08 | 3.23 | 2.84 | 2.61 | 2.45 | 2.34 | 2.25 | 2.18 | 2.12 | 2.08 | 2.04 | 2.00 |
| 41 | 4.08 | 3.23 | 2.83 | 2.60 | 2.44 | 2.33 | 2.24 | 2.17 | 2.12 | 2.07 | 2.03 | 2.00 |
| 42 | 4.07 | 3.22 | 2.83 | 2.59 | 2.44 | 2.32 | 2.24 | 2.17 | 2.11 | 2.06 | 2.03 | 1.99 |
| 43 | 4.07 | 3.21 | 2.82 | 2.59 | 2.43 | 2.32 | 2.23 | 2.16 | 2.11 | 2.06 | 2.02 | 1.99 |
| 44 | 4.06 | 3.21 | 2.82 | 2.58 | 2.43 | 2.31 | 2.23 | 2.16 | 2.10 | 2.05 | 2.01 | 1.98 |
| 45 | 4.06 | 3.20 | 2.81 | 2.58 | 2.42 | 2.31 | 2.22 | 2.15 | 2.10 | 2.05 | 2.01 | 1.97 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |

| | | | | | | | | | | | | |
|------------|------|------|------|------|------|------|------|------|------|------|------|------|
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 91 | 3.95 | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.90 | 1.86 |
| 92 | 3.94 | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.89 | 1.86 |
| 93 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 |
| 94 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 |
| 95 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 |
| 96 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 |
| 97 | 3.94 | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 |
| 98 | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 |
| 99 | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 |
| 100 | 3.94 | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.89 | 1.85 |

Lampiran 11

KARTU KONSULTASI SKRIPSI

KARTU KONSULTASI SKRIPSI

NAMA : Khanza Azizah
 NIM : 199503709
 Pembimbing : Prihartini Budi Astuti, S.E., M.Si

| No | TANGGAL | MATERI KONSULTASI | TANDA TANGAN |
|----|------------|-------------------------------|--------------|
| 1 | 13/10/2022 | Konsultasi TVRI dan variabel. | |
| 2 | 03/11/2022 | Revisi Bab I | |
| 3 | 05/11/2022 | ACC Bab I | |
| 4 | 06/12/2022 | Revisi Bab II | |
| 5 | 10/12/2022 | ACC Bab II | |
| 6 | 20/12/2022 | Revisi Bab III & kuesioner | |
| 7 | 24/12/2022 | ACC Bab III dan kuesioner | |
| 8 | 06/01/2023 | Bimbingan setelah seminar | |
| 9 | 05/06/2023 | Revisi Bab IV | |
| 10 | 06/06/2023 | Revisi Bab V, ACC Bab IV | |
| 11 | 07/06/2023 | ACC Bab V | |
| 12 | 09/06/2023 | ACC Sidang | |
| 13 | | | |
| 14 | | | |
| 15 | | | |

