

KUESIONER PENELITIAN
PENGARUH KUALITAS PRODUK, LOKASI, DAN PROMOSI
TERHADAP MINAT BELI KONSUMEN

i. Identitas Responden

Nama Responden :

Jenis Kelamin :

Usia :

ii. Petunjuk : mohon diisi dengan beri tanda centang (√) pada jawaban yang anda pilih.

iii. Keterangan: SS : Sangat Setuju

S : Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

No	Pernyataan	SS	S	TS	STS
	Kualitas Produk (X_1)				
1.	Kualitas produk pada Meubel Kasih Sejahtra memiliki daya tahan yang lama.				
2.	Penampilan produk pada Meubel Kasih Sejahtra memiliki model dan bentuk yang bagus.				
3.	Meubel Kasih Sejahtra memiliki karyawan yang terampil dan produk yang dihasilkan tidak cacat.				

No	Pernyataan	SS	S	TS	STS
	Lokasi (X_2)				
1.	Lokasi Meubel Kasih Sejahtra dapat dilihat dengan jelas dari tepi jalan.				
2.	Usaha Meubel Kasih Sejahtra memiliki tempat yang cukup luas, seperti tempat parkir dan bisa untuk memperluas usahanya dikemudian hari.				
3.	Letak usaha Meubel Kasih Sejahtra memiliki persaingan, namun meubel kasih sejahtera lebih memiliki keunikan baik warna, bentuk produknya maupun pelayanan yang baik.				

No	Pernyataan	SS	S	TS	STS
	Promosi (X_3)				
1.	Periklanan pada Meubel Kasih Sejahtra menggunakan media cetak, maupun media elektronik. (WA, FB).				
2.	Promosi penjualan Meubel Kasih Sejahtra menggunakan panflet, spanduk dan promosi mulut kemulut melalui konsumen.				
3.	Meubel Kasih Sejahtra sering mengadakan kegiatan-kegiatan yang dapat membangun hubungan yang baik, aman dan damai dengan masyarakat.				

No	Pernyataan	SS	S	TS	STS
	Minat Beli Konsumen (Y)				
1.	Saya mengajak teman atau keluarga untuk membeli p inginkan pada inginkan pada Meubel Kasih Sejahtra.				
2.	Saya selalu membeli produk preferensi atau produk utama yang diinginkan pada Meubel Kasih Sejahtra yang memiliki bentuk dan model produk yang bagus.				
3.	Saya lebih mudah mencari informasi terhadap produk yang diinginkan pada Meubel Kasih Sejahtra.				

TABULASI DATA
PENGARUH KUALITAS PRODUK, LOKASI, DAN PROMOSI
TERHADAP MINAT BELI KONSUMEN

NO	JK	UMUR	KUALITAS PRODUK (X1)			JML	LOKASI (X2)			JML	PROMOSI (X3)			JML	MINAT BELI KONSUMEN (Y)			JML
			X1	X1.2	X1.3		X2.1	X2.2	X2.3		X3.1	X3.2	X3.3		Y1	Y2	Y3	
1	P	33	2	2	4	8	2	4	2	8	2	2	4	8	2	4	2	8
2	L	40	4	4	4	12	4	4	4	12	4	3	4	11	4	2	4	10
3	L	41	3	3	2	8	2	4	4	10	2	2	2	6	2	2	4	8
4	L	33	3	2	4	9	4	3	2	9	3	3	3	9	4	4	3	11
5	P	40	4	4	3	11	4	4	4	12	3	4	4	11	4	4	4	12
6	P	30	4	4	4	12	3	3	2	8	4	4	4	12	4	3	2	9
7	L	30	4	4	2	10	4	4	4	12	2	4	4	10	4	4	4	12
8	P	39	3	3	3	9	2	2	2	6	3	3	3	9	3	3	3	9
9	P	30	4	2	4	10	4	4	2	10	4	4	2	10	4	4	4	12
10	P	40	3	4	4	11	2	2	3	7	3	3	3	9	2	3	2	7
11	P	39	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
12	L	41	2	3	3	8	3	2	3	8	3	2	2	7	2	2	2	6
13	L	30	4	4	4	12	2	3	3	8	4	4	4	12	3	2	4	9
14	P	40	2	3	3	8	4	4	4	12	4	4	2	10	4	4	4	12
15	L	33	4	4	4	12	2	3	4	9	4	4	4	12	3	3	3	9
16	L	41	4	3	4	11	3	2	3	8	3	4	4	11	4	3	4	11
17	L	30	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
18	P	41	3	3	3	9	3	2	2	7	3	4	3	10	2	3	3	8
19	P	41	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
20	P	36	2	2	2	6	3	3	2	8	3	3	3	9	3	2	3	8
21	L	39	4	2	4	10	2	4	4	10	2	4	4	10	4	2	4	10
22	L	36	4	4	4	12	4	4	4	12	4	4	4	12	2	3	2	7
23	P	40	3	3	3	9	4	3	3	10	4	3	3	10	4	2	4	10
24	L	36	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
25	L	30	3	3	4	10	4	3	4	11	4	3	4	11	3	2	2	7
26	P	36	3	3	2	8	2	4	2	8	2	4	2	8	4	3	4	11
27	P	33	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
28	P	41	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
29	L	36	2	2	2	6	2	2	2	6	2	2	3	7	2	4	4	10
30	P	41	2	2	4	8	2	4	2	8	2	4	2	8	3	2	2	7
31	P	36	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
32	L	40	2	3	2	7	3	2	2	7	4	2	3	9	2	3	4	9
33	L	39	4	4	4	12	4	4	4	12	4	4	4	12	3	4	4	11
34	L	36	4	2	3	9	3	3	3	9	3	2	3	8	4	2	3	9
35	P	39	3	4	3	10	3	3	4	10	3	4	4	11	4	4	4	12
36	P	30	3	4	2	9	3	3	3	9	3	3	3	9	3	4	3	10
37	P	36	4	4	4	12	4	4	4	12	4	2	4	10	4	4	4	12
38	P	41	3	2	3	8	4	2	2	8	2	2	3	7	2	2	2	6
39	P	39	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12
40	L	40	4	2	3	9	3	4	4	11	3	3	3	9	3	4	3	10
41	P	36	2	2	4	8	4	4	4	12	2	2	2	6	4	2	2	8
42	L	40	2	2	2	6	4	2	4	10	2	4	4	10	4	2	4	10
43	L	30	2	2	3	7	4	4	2	10	3	2	2	7	4	2	2	8
44	P	33	2	3	4	9	3	3	3	9	3	4	3	10	3	3	3	9
45	P	36	4	4	3	11	2	4	4	10	4	4	4	12	4	4	4	12
46	P	40	3	4	3	10	2	2	3	7	3	3	2	8	3	3	3	9
47	L	33	4	2	3	9	4	4	4	12	2	4	4	10	4	2	4	10
48	P	39	3	2	4	9	3	4	3	10	4	4	3	11	4	2	3	9
49	L	39	3	4	3	10	4	4	4	12	4	4	4	12	4	4	4	12
50	P	41	4	4	3	11	4	3	3	10	4	3	3	10	2	2	2	6
51	L	30	3	2	4	9	3	3	3	9	3	3	3	9	3	2	3	8
52	L	41	4	4	4	12	4	3	2	9	4	4	4	12	3	4	4	11

53	P	33	4	3	3	10	4	4	3	11	4	4	4	12	4	3	2	9
54	L	40	4	4	4	12	4	4	2	10	4	3	2	9	4	4	4	12
55	L	36	4	4	4	12	3	4	4	11	4	4	4	12	4	4	4	12
56	P	39	3	2	3	8	2	4	3	9	3	3	4	10	4	2	3	9
57	P	39	4	4	2	10	4	3	4	11	4	4	4	12	3	4	4	11
58	L	30	4	4	4	12	2	4	3	9	4	4	2	10	4	3	2	9
59	P	41	2	2	2	6	2	2	2	6	2	2	2	6	2	2	4	8
60	L	33	2	4	4	10	3	4	3	10	4	4	4	12	4	4	4	12

1. VALIDITAS

1. KUALITAS PRODUK

Correlations					
		X1.1	X1.2	X1.3	Kualitas Produk
X1.1	Pearson Correlation	1	,534**	,370**	,834**
	Sig. (2-tailed)		,000	,004	,000
	N	60	60	60	60
X1.2	Pearson Correlation	,534**	1	,244	,788**
	Sig. (2-tailed)	,000		,060	,000
	N	60	60	60	60
X1.3	Pearson Correlation	,370**	,244	1	,673**
	Sig. (2-tailed)	,004	,060		,000
	N	60	60	60	60
Kualitas Produk	Pearson Correlation	,834**	,788**	,673**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	60	60	60	60

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

2. LOKASI (X2)

Correlations					
		X2.1	X2.2	X2.3	Lokasi
X2.1	Pearson Correlation	1	,291*	,338**	,727**
	Sig. (2-tailed)		,024	,008	,000
	N	60	60	60	60
X2.2	Pearson Correlation	,291*	1	,448**	,747**
	Sig. (2-tailed)	,024		,000	,000
	N	60	60	60	60
X2.3	Pearson Correlation	,338**	,448**	1	,744**
	Sig. (2-tailed)	,008	,000		,000
	N	60	60	60	60
Lokasi	Pearson Correlation	,727**	,747**	,744**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	60	60	60	60

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

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

3. PROMOSI (X3)

Correlations					
		X3.1	X3.2	X3.3	Promoosi
X3.1	Pearson Correlation	1	,386**	,299*	,738**
	Sig. (2-tailed)		,003	,020	,000
	N	60	59	60	60
X3.2	Pearson Correlation	,386**	1	,415**	,788**
	Sig. (2-tailed)	,003		,001	,000
	N	59	59	59	59
X3.3	Pearson Correlation	,299*	,415**	1	,757**
	Sig. (2-tailed)	,020	,001		,000
	N	60	59	60	60
Promoosi	Pearson Correlation	,738**	,788**	,757**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	60	59	60	60

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

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

4. MINAT BELI KONSUMEN (Y)

Correlations					
		Y1	Y2	Y3	Minat Beli Konsumen
Y1	Pearson Correlation	1	,228	,361**	,699**
	Sig. (2-tailed)		,080	,005	,000
	N	60	60	60	60
Y2	Pearson Correlation	,228	1	,429**	,724**
	Sig. (2-tailed)	,080		,001	,000
	N	60	60	60	60
Y3	Pearson Correlation	,361**	,429**	1	,799**
	Sig. (2-tailed)	,005	,001		,000
	N	60	60	60	60
Minat Beli Konsumen	Pearson Correlation	,699**	,724**	,799**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	60	60	60	60

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

2. RELIABILITAS

1. KUALITAS PRODUK (X1)

Case Processing Summary			
		N	%
Cases	Valid	60	100,0
	Excluded ^a	0	,0
	Total	60	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,652	3

2. LOKASI (X2)

Case Processing Summary			
		N	%
Cases	Valid	60	100,0
	Excluded ^a	0	,0
	Total	60	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,626	3

3. PROMOSI (X3)

Case Processing Summary			
		N	%
Cases	Valid	59	98,3
	Excluded ^a	1	1,7
	Total	60	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,631	3

4. MINAT BELI KONSUMEN (Y)

Case Processing Summary			
		N	%
Cases	Valid	60	100,0
	Excluded ^a	0	,0
	Total	60	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,606	3

A. UJI ASUMSI KLASIK

1. NORMALITAS

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,50530998
Most Extreme Differences	Absolute	,112
	Positive	,060
	Negative	-,112
Test Statistic		,112
Asymp. Sig. (2-tailed)		,057 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Promoosi, Lokasi, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Minat Beli Konsumen

b. All requested variables entered.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95,042	3	31,681	13,270	,000 ^b
	Residual	133,692	56	2,387		
	Total	228,733	59			

a. Dependent Variable: Minat Beli Konsumen

b. Predictors: (Constant), Promosi, Lokasi, Kualitas Produk

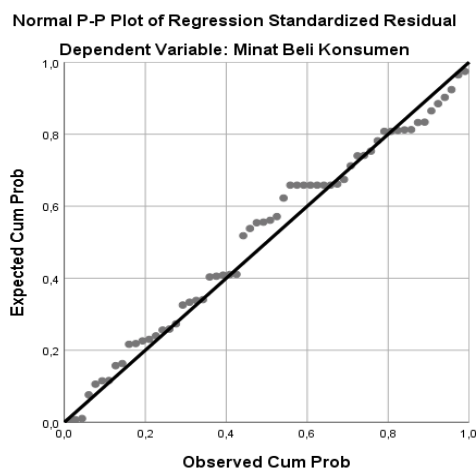
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,894	1,277		1,483	,144
	Kualitas Produk	,007	,165	,006	,040	,968
	Lokasi	,426	,135	,398	3,146	,003
	Promoosi	,357	,171	,330	2,094	,041

a. Dependent Variable: Minat Beli Konsumen

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,63	11,37	9,77	1,269	60
Residual	-4,369	3,011	,000	1,505	60
Std. Predicted Value	-2,470	1,263	,000	1,000	60
Std. Residual	-2,828	1,949	,000	,974	60

a. Dependent Variable: Minat Beli Konsumen

Charts



2. MULTIKLONARITAS

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Promosi, Lokasi, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Minat Beli Konsumen

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,645 ^a	,416	,384	1,545

a. Predictors: (Constant), Promosi, Lokasi, Kualitas Produk

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95,042	3	31,681	13,270	,000 ^b
	Residual	133,692	56	2,387		
	Total	228,733	59			

a. Dependent Variable: Minat Beli Konsumen

b. Predictors: (Constant), Promosi, Lokasi, Kualitas Produk

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,894	1,277		1,483	,144
	Kualitas Produk	,007	,165	,006	,040	,968
	Lokasi	,426	,135	,398	3,146	,003
	Promosi	,357	,171	,330	2,094	,041

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kualitas Produk	,411	2,435
	Lokasi	,652	1,533
	Promosi	,421	2,374

a. Dependent Variable: Minat Beli Konsumen

Collinearity Diagnostics ^a						
Model	Dimensi	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kualitas Produk	Lokasi
1	1	3,956	1,000	,00	,00	,00
	2	,020	14,106	,67	,20	,03
	3	,016	15,785	,30	,02	,96
	4	,008	21,687	,03	,77	,00

3. AUTOKORELASI

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Promosi, Lokasi, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Minat Beli Konsumen

b. All requested variables entered.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,645 ^a	,416	,384	1,545	2,271

a. Predictors: (Constant), Promosi, Lokasi, Kualitas Produk

b. Dependent Variable: Minat Beli Konsumen

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95,042	3	31,681	13,270	,000 ^b
	Residual	133,692	56	2,387		
	Total	228,733	59			

a. Dependent Variable: Minat Beli Konsumen

b. Predictors: (Constant), Promosi, Lokasi, Kualitas Produk

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,894	1,277		1,483	,144
	Kualitas Produk	,007	,165	,006	,040	,968
	Lokasi	,426	,135	,398	3,146	,003
	Promoosi	,357	,171	,330	2,094	,041

a. Dependent Variable: Minat Beli Konsumen

Residuals Statistics ^a					
	Minimu m	Maximu m	Mean	Std. Deviation	N
Predicted Value	6,63	11,37	9,77	1,269	60
Residual	-4,369	3,011	,000	1,505	60
Std. Predicted Value	-2,470	1,263	,000	1,000	60
Std. Residual	-2,828	1,949	,000	,974	60

a. Dependent Variable: Minat Beli Konsumen

4. UJI HETEROKEDASTISITAS

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Promosi, Lokasi, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Abs_RES

b. All requested variables entered.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	,140 ^a	,020	-,033	,91681	2,224

a. Predictors: (Constant), Promosi, Lokasi, Kualitas Produk

b. Dependent Variable: Abs_RES

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,938	3	,313	,372	,774 ^b
	Residual	47,071	56	,841		
	Total	48,009	59			

a. Dependent Variable: Abs_RES

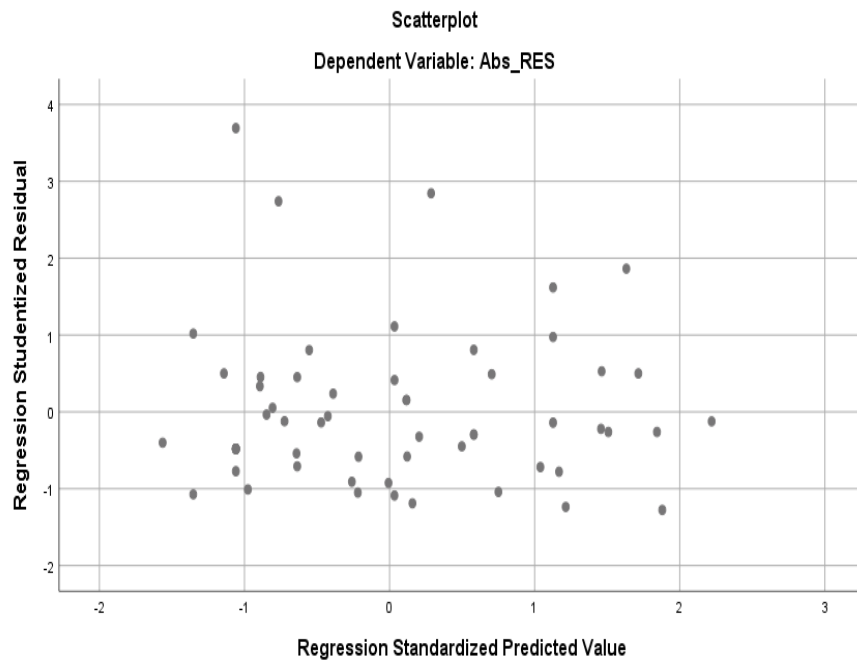
b. Predictors: (Constant), Promosi, Lokasi, Kualitas Produk

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,888	,758		2,492	,016
	Kualitas Produk	,032	,098	,067	,325	,746
	Lokasi	-,027	,080	-,054	-,332	,741
	Promoosi	-,074	,101	-,149	-,732	,467

a. Dependent Variable: Abs_RES

Residuals Statistics^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,9978	1,4748	1,1950	,12607	60
Std. Predicted Value	-1,564	2,219	,000	1,000	60
Standard Error of Predicted Value	,119	,440	,227	,068	60
Adjusted Predicted Value	,9046	1,6124	1,2025	,14230	60
Residual	-1,08333	3,30791	,00000	,89320	60
Std. Residual	-1,182	3,608	,000	,974	60
Stud. Residual	-1,276	3,693	-,004	1,001	60
Deleted Residual	-1,26383	3,46480	-,00751	,94448	60
Stud. Deleted Residual	-1,284	4,207	,012	1,055	60
Mahal. Distance	,017	12,591	2,950	2,472	60
Cook's Distance	,000	,162	,014	,028	60
Centered Leverage Value	,000	,213	,050	,042	60

a. Dependent Variable: Abs_RES



5. UJI LINEARITAS

Case Processing Summary							
		Cases					
		Included		Excluded		Total	
		N	Percent	N	Percent	N	Percent
Minat Beli Konsumen * Kualitas Produk		60	100,0%	0	0,0%	60	100,0%

1. MINAT BELI KONSUMEN * KUALITAS PRODUK

Report			
Minat Beli Konsumen			
Kualitas Produk	Mean	N	Std. Deviation
6	8,75	4	1,500
7	7,67	3	1,528
8	8,38	8	2,200
9	9,18	11	1,079
10	10,60	10	1,776
11	9,40	5	2,793
12	10,89	19	1,560
Total	9,77	60	1,969

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli Konsumen * Kualitas Produk	Between Groups	(Combined)	68,416	6	11,403	3,770	,003
		Linearity	51,505	1	51,505	17,027	,000
		Deviation from Linearity	16,911	5	3,382	1,118	,362
	Within Groups		160,318	53	3,025		
	Total		228,733	59			

Measures of Association				
	R	R Squared	Eta	Eta Squared
Minat Beli Konsumen * Kualitas Produk	,475	,225	,547	,299

2. MINAT BELI KONSUMEN * LOKASI

Case Processing Summary						
	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Minat Beli Konsumen * Lokasi	60	100,0%	0	0,0%	60	100,0%

Report			
Minat Beli Konsumen			
Lokasi	Mean	N	Std. Deviation
6	8,67	3	1,155
7	8,33	3	1,155
8	7,78	9	1,856
9	9,13	8	,991
10	9,92	13	1,891
11	9,80	5	1,924
12	11,26	19	1,485
Total	9,77	60	1,969

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli Konsumen * Lokasi	Between Groups	(Combined)	91,562	6	15,260	5,896	,000
		Linearity	77,065	1	77,065	29,776	,000
		Deviation from Linearity	14,497	5	2,899	1,120	,361
	Within Groups		137,171	53	2,588		
	Total		228,733	59			

Measures of Association				
	R	R Squared	Eta	Eta Squared
Minat Beli Konsumen * Lokasi	,580	,337	,633	,400

3. MINAT BELI KONSUMEN * PROMOSI

Case Processing Summary						
	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Minat Beli Konsumen * Promosi	60	100,0%	0	0,0%	60	100,0%

Report			
Minat Beli Konsumen			
Promoosi	Mean	N	Std. Deviation
6	8,00	3	,000
7	7,50	4	1,915
8	8,20	5	1,924
9	9,11	9	1,764
10	10,07	14	1,817
11	10,00	6	1,897
12	10,95	19	1,545
Total	9,77	60	1,969

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli Konsumen * Promoosi	Between Groups	(Combined)	74,169	6	12,361	4,239	,001
		Linearity	69,289	1	69,289	23,759	,000
		Deviation from Linearity	4,880	5	,976	,335	,890
	Within Groups		154,565	53	2,916		
	Total		228,733	59			

Measures of Association				
	R	R Squared	Eta	Eta Squared
Minat Beli Konsumen * Promosi	,550	,303	,569	,324

B. ANALISI INFERENSIAL

A. ANALISIS REGRESI SEDERHANA

1. Pengaruh Kualitas Produk (X1) Terhadap Minat Beli Konsumen (Y)

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk ^b	.	Enter

a. Dependent Variable: Minat Beli Konsumen

b. All requested variables entered.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,475 ^a	,225	,212	1,748

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Minat Beli Konsumen

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51,505	1	51,505	16,856	,000 ^b
	Residual	177,228	58	3,056		
	Total	228,733	59			

a. Dependent Variable: Minat Beli Konsumen

b. Predictors: (Constant), Kualitas Produk

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,930	1,199		4,111	,000
	Kualitas Produk	,491	,120	,475	4,106	,000

a. Dependent Variable: Minat Beli Konsumen

2. Pengaruh Lokasi (X2) Terhadap Minat Beli Konsumen (Y)

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Lokasi ^b	.	Enter

a. Dependent Variable: Minat Beli Konsumen

b. All requested variables entered.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,580 ^a	,337	,325	1,617

a. Predictors: (Constant), Lokasi

b. Dependent Variable: Minat Beli Konsumen

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77,065	1	77,065	29,471	,000 ^b
	Residual	151,668	58	2,615		
	Total	228,733	59			

a. Dependent Variable: Minat Beli Konsumen

b. Predictors: (Constant), Lokasi

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,596	1,156		3,112	,003
	Lokasi	,621	,114	,580	5,429	,000

a. Dependent Variable: Minat Beli Konsumen

3. Pengaruh Promosi (X3) Terhadap Minat Beli Konsumen (Y)

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Promoosi ^b	.	Enter

a. Dependent Variable: Minat Beli Konsumen

b. All requested variables entered.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,550 ^a	,303	,291	1,658

a. Predictors: (Constant), Promoosi

b. Dependent Variable: Minat Beli Konsumen

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,289	1	69,289	25,205	,000 ^b
	Residual	159,444	58	2,749		
	Total	228,733	59			

a. Dependent Variable: Minat Beli Konsumen

b. Predictors: (Constant), Promoosi

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,796	1,208		3,141	,003
	Promoosi	,596	,119	,550	5,020	,000

a. Dependent Variable: Minat Beli Konsumen

B. UJI ANALISIS LINEAR BERGANDA
Pengaruh Kualitas Produk (X1), Lokasi (X2), Dan Promosi (X3)
Terhadap Minat Beli Konsumen (Y)

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Promoosi, Lokasi, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Minat Beli Konsumen

b. All requested variables entered.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,645 ^a	,416	,384	1,545

a. Predictors: (Constant), Promoosi, Lokasi, Kualitas Produk

b. Dependent Variable: Minat Beli Konsumen

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95,042	3	31,681	13,270	,000 ^b
	Residual	133,692	56	2,387		
	Total	228,733	59			

a. Dependent Variable: Minat Beli Konsumen

b. Predictors: (Constant), Promoosi, Lokasi, Kualitas Produk

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,894	1,277		1,483	,144
	Kualitas Produk	,007	,165	,006	,040	,968
	Lokasi	,426	,135	,398	3,146	,003
	Promoosi	,357	,171	,330	2,094	,041

a. Dependent Variable: Minat Beli Konsumen