

KUESIONER PENELITIAN

1. Identitas Responden

Nama Lengkap :
Jenis Kelamin :
Tempat Tanggal Lahir :
Umur :
Program Studi :

2. Petunjuk Pengisian Kuesioner

Responden dapat memberikan jawaban dengan memberikan tanda centang (✓) pada salah satu pilihan jawaban yang tersedia. Hanya satu jawaban yang dimungkinkan untuk setiap pernyataan. Pada masing-masing pernyataan terdapat empat alternatif jawaban yang mengacu pada teknik skala likert, yaitu:

1. Sangat Setuju (SS) : 4
2. Setuju (S) : 3
3. Tidak Setuju (TS) : 2
4. Sangat Tidak Setuju (STS) : 1

3. Daftar Pernyataan

1. *Store Atmosphere (X1)*

No	PERNYATAAN	SS	S	TS	STS
1	Didalam gerai Ratu Fashion Terdapat tv atau monitor sebagai informasi tentang produk				
2	Pencahayaan di dalam gerai Ratu Fashion sudah mencukupi				
3	Warna di dalam gerai Ratu Fashion sangat menarik				
4	Wangi-wangian di dalam gerai Ratu Fashion membuat saya nyaman berada didalamnya				

2. *Price Discount (X2)*

No	PERNYATAAN	SS	S	TS	STS
1	Saya mau membeli di Ratu Fashion karena adanya potongan harga yang besar				
2	Saya mau membeli di Ratu Fashion karena jangka waktu potongan harga yang berikan lama				
3	Saya mau membeli di Ratu Fashion karena banyak jenis produk yang mendapatkan potongan harga				
4	Saya mau melakukan pembelian di Ratu Fashion karena tertarik dengan jumlah pengunjung yang banyak				

3. Minat Beli Konsumen (Y)

No	PERNYATAAN	SS	S	TS	STS
1	Saya tertarik untuk membeli di Ratu Fashion karena tersedia banyak produk yang saya butuhkan				
2	Saya bersedia merekomendasikan Ratu Fashion kepada orang lain				
3	Saya memilih Ratu Fashion dalam memenuhi kebutuhan saya				
4	Saya menanyakan informasi mengenai produk Ratu Fashion kepada orang yang sudah pernah mengunjungi				

LAMPIRAN 1

STORE ATMOSPHERE

1	2	3	4	Total
3	3	4	4	14
4	3	3	4	14
4	4	3	4	15
4	4	4	4	16
3	3	4	3	13
3	3	4	4	14
4	4	4	4	16
4	3	4	3	14
4	3	4	3	14
2	3	3	4	12
4	3	4	4	15
4	3	4	4	15
4	3	4	4	15
3	3	3	2	11
4	3	4	4	15
4	3	4	4	15
4	3	4	4	15
3	3	2	2	10
3	3	3	4	13
4	3	4	4	15
4	3	4	4	15
4	4	4	4	16
3	3	2	3	11
4	4	4	4	16
3	3	3	3	12
4	3	4	4	15
2	2	2	3	9
4	4	4	4	16
3	3	3	3	12
3	3	3	3	12
3	4	4	4	15
3	3	4	4	14
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	3	15
4	4	4	4	16
4	4	4	3	15
3	3	3	3	12
4	4	4	4	16

3	3	4	4	14
4	3	3	3	13
4	3	4	4	15
4	3	2	2	11
3	3	4	3	13
4	4	4	4	16
4	4	3	4	15
4	3	4	4	15
5	3	4	3	15
5	3	4	4	16
2	3	4	3	12
3	4	3	4	14
2	4	3	4	13
3	3	3	4	13
3	2	4	3	12
4	3	3	4	14
2	4	3	4	13
3	3	3	3	12
3	4	3	4	14
4	4	3	4	15

PRICE DISCOUNT

1	2	3	4	Total
4	4	4	4	16
4	4	3	4	15
4	4	4	4	16
4	4	4	4	16
4	3	3	4	14
4	4	4	4	16
4	4	4	4	16
4	3	4	3	14
4	3	3	3	13
3	4	3	2	12
4	3	4	3	14
4	4	4	4	16
4	3	4	3	14
3	3	3	3	12
3	4	3	3	13
4	4	4	3	15
4	4	3	3	14
3	3	3	4	13
4	4	3	4	15
4	3	3	4	14
3	3	4	4	14
4	4	4	3	15
3	3	3	3	12
4	2	4	3	13
2	2	3	2	9
4	3	4	4	15
3	3	3	3	12
3	3	4	4	14
3	3	3	3	12
2	2	3	3	10
4	3	4	3	14
4	3	3	4	14
4	3	4	4	15
4	3	3	4	14
3	3	3	3	12
4	3	3	3	13
4	3	4	4	15
4	4	3	3	14

3	3	3	3	12
4	4	3	3	14
4	3	4	4	15
4	4	3	4	15
4	4	4	4	16
2	2	3	2	9
3	4	3	4	14
4	4	4	4	16
4	4	4	4	16
4	4	4	3	15
4	3	3	3	13
4	3	4	4	15
4	4	3	3	14
3	3	4	3	13
3	3	3	4	13
3	3	4	3	13
3	4	3	3	13
4	3	3	4	14
4	3	4	3	14
4	4	3	4	15
3	4	3	4	14
4	4	3	3	14

MINAT BELI

y1	y2	y3	y4	Total
3	4	4	4	15
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	3	3	14
3	3	4	4	14
4	4	3	4	15
3	4	4	4	15
4	4	3	4	15
3	4	3	4	14
4	4	4	4	16
3	4	4	4	15
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	3	15
4	4	4	4	16
3	4	4	3	14
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
3	4	4	4	15
3	3	3	3	12
4	4	4	4	16
4	4	4	4	16
4	4	4	3	15
3	3	4	3	13
3	3	3	2	11
4	4	4	3	15
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
3	4	4	4	15
3	4	4	4	15
4	4	4	3	15

4	3	3	4	14
4	4	4	4	16
4	4	4	4	16
3	4	4	4	15
3	3	3	3	12
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	3	15
3	4	4	4	15
3	4	4	4	15
4	4	4	4	16
3	3	4	4	14
4	4	3	4	15
4	3	4	4	15
4	4	3	4	15
3	4	3	3	13
4	4	3	4	15
3	4	4	3	14
4	4	3	4	15

LAMPIRAN 2
HASIL UJI VALIDITAS DAN RELIABILITAS

STORE ATMOSPHERE

Correlations

		X1	X2	X3	X4	TOTAL
X1	Pearson Correlation	1	.220 [*]	.443 ^{**}	.218 [*]	.713 ^{**}
	Sig. (1-tailed)		.046	.000	.047	.000
	N	60	60	60	60	60
X2	Pearson Correlation	.220 [*]	1	.180	.393 ^{**}	.603 ^{**}
	Sig. (1-tailed)	.046		.084	.001	.000
	N	60	60	60	60	60
X3	Pearson Correlation	.443 ^{**}	.180	1	.449 ^{**}	.755 ^{**}
	Sig. (1-tailed)	.000	.084		.000	.000
	N	60	60	60	60	60
X4	Pearson Correlation	.218 [*]	.393 ^{**}	.449 ^{**}	1	.717 ^{**}
	Sig. (1-tailed)	.047	.001	.000		.000
	N	60	60	60	60	60
TOTAL	Pearson Correlation	.713 ^{**}	.603 ^{**}	.755 ^{**}	.717 ^{**}	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

*. Correlation is significant at the 0.05 level (1-tailed).

** . Correlation is significant at the 0.01 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.648	4

PRICE DISCOUNT

Correlations

		X1	X2	X3	X4	TOTAL
X1	Pearson Correlation	1	.448**	.367**	.438**	.814**
	Sig. (1-tailed)		.000	.002	.000	.000
	N	60	60	60	60	60
X2	Pearson Correlation	.448**	1	.061	.303**	.677**
	Sig. (1-tailed)	.000		.322	.009	.000
	N	60	60	60	60	60
X3	Pearson Correlation	.367**	.061	1	.245*	.562**
	Sig. (1-tailed)	.002	.322		.030	.000
	N	60	60	60	60	60
X4	Pearson Correlation	.438**	.303**	.245*	1	.723**
	Sig. (1-tailed)	.000	.009	.030		.000
	N	60	60	60	60	60
TOTAL	Pearson Correlation	.814**	.677**	.562**	.723**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.647	4

MINAT BELI

Correlations

		X1	X2	X3	X4	TOTAL
X1	Pearson Correlation	1	.365**	.077	.277*	.668**
	Sig. (1-tailed)		.002	.280	.016	.000
	N	60	60	60	60	60
X2	Pearson Correlation	.365**	1	.270*	.333**	.691**
	Sig. (1-tailed)	.002		.019	.005	.000
	N	60	60	60	60	60
X3	Pearson Correlation	.077	.270*	1	.261*	.588**
	Sig. (1-tailed)	.280	.019		.022	.000
	N	60	60	60	60	60
X4	Pearson Correlation	.277*	.333**	.261*	1	.723**
	Sig. (1-tailed)	.016	.005	.022		.000
	N	60	60	60	60	60
TOTAL	Pearson Correlation	.668**	.691**	.588**	.723**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Reliability Statistics

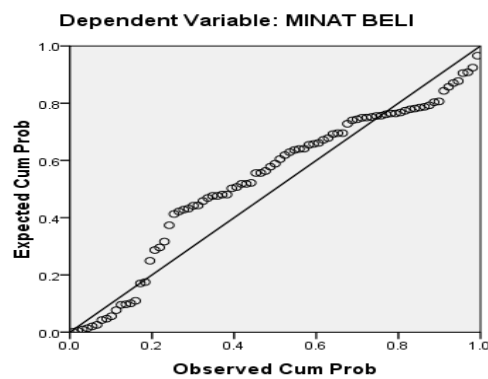
Cronbach's Alpha	N of Items
.614	4

LAMPIRAN 3

1. UJI NORMALITAS

a. Dengan menggunakan metode grafik *normal of regression*

Normal P-P Plot of Regression Standardized Residual



b. Menggunakan metode *one sample kolmogrof smirnof*

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.96865297
Most Extreme Differences	Absolute	.095
	Positive	.046
	Negative	-.095
Test Statistic		.095
Asymp. Sig. (2-tailed)		.200 ^{c,d}

2. Uji Multikolinearitas

Coefficients^a

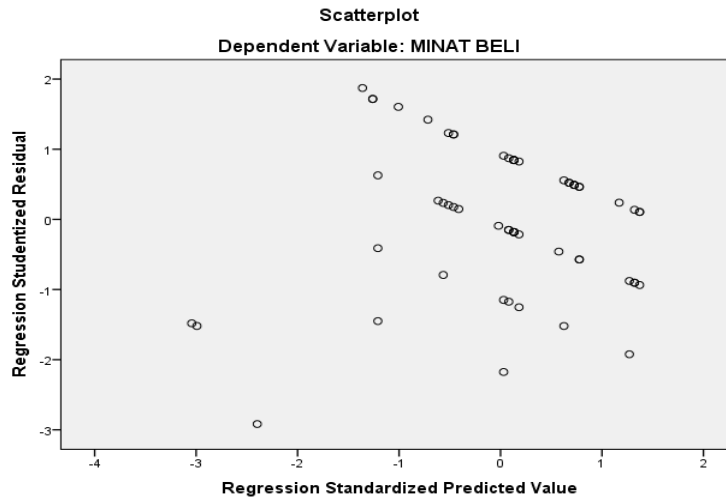
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	RESPONDEN	.984	1.017
	STORE ATMOSPHERE	.906	1.103
	PRICE DISCOUNT	.892	1.121

3. Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.515 ^a	.265	.240	.986	1.613

4. Uji Heteroskedastisitas



5. Uji Linearitas

1. Uji Linearitas X1 Terhadap Y

ANOVA Table

			Sum of Squares	df	Sig
MINAT BELI * STORE ATMOSPHERE	Between	(Combined)	20.385	7	.016
	Groups	Linearity	7.043	1	.013
		Deviation from Linearity	13.342	6	.069
Within Groups			55.015	52	
Total			75.400	59	

2. Uji Linearitas X2 Terhadap Y

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
MINAT BELI * IPRICE DISCOUNT	Between	(Combined)	32.199	6	5.366	5.498	.000
	Groups	Linearity	21.267	1	21.267	21.787	.000
		Deviation from Linearity	10.931	5	2.186	2.240	.064
	Within Groups		51.735	53	.976		
Total			83.933	59			

LAMPIRAN 4

HASIL ANALISIS LINEAR SEDERHANA

1. Pengaruh *Store Atmosphere* X1 Terhadap Minat Beli Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.029	1.155		10.418	.000
	STORE ATMOSPHERE	.219	.082	.332	2.679	.010

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.332 ^a	.110	.095	1.076	1.791

2. Pengaruh *Price Discount* X2 Terhadap Minat Beli Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.915	1.141		8.693	.000
	PRICE DISCOUNT	.376	.082	.515	4.574	.000

LAMPIRAN 5
HASIL ANALISIS LINEAR BERGANDA

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.872	1.226		8.050	.000
STORE ATMOSPHERE	.035	.092	.054	.386	.701
PRICE DISCOUNT	.341	.098	.483	3.476	.001

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516 ^a	.266	.240	.986

LAMPIRAN 6
KOEFSISIEN DETERMINAN

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516 ^a	.266	.240	.986

LAMPIRAN 7
PENGUJIAN HIPOTESIS

1. Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.029	1.155		10.418	.000
STORE ATMOSPHERE	.219	.082	.332	2.679	.010

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.065	1.111		9.057	.000
PRICE DISCOUNT	.363	.080	.514	4.560	.000

2. Uji f

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.041	2	10.020	10.318	.000 ^b
	Residual	55.359	57	.971		
	Total	75.400	59			

