

LAMPIRAN

Lampiran 1
Uji Validitas

		Correlations				
		Papan nama	Pintu masuk	Desain geral	Konsep dapur terbuka	Exterior
Papan nama	Pearson Correlation	1.000	-.069	.092	-.043	.445**
	Sig. (2-tailed)		.492	.360	.671	.000
	N	100.000	100	100	100	100
Pintu masuk	Pearson Correlation	-.069	1.000	.305**	.277**	.531**
	Sig. (2-tailed)	.492		.002	.005	.000
	N	100	100.000	100	100	100
Desain geral	Pearson Correlation	.092	.305**	1.000	.384**	.737**
	Sig. (2-tailed)	.360	.002		.000	.000
	N	100	100	100.000	100	100
Konsep dapur terbuka	Pearson Correlation	-.043	.277**	.384**	1.000	.660**
	Sig. (2-tailed)	.671	.005	.000		.000
	N	100	100	100	100.000	100
Exterior	Pearson Correlation	.445**	.581**	.737**	.660**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100.000

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

Correlations

		Meja kasir	Display harga	Pelayanan	Self-service	Kebersihan	Pencahayaayan	General Interior
Meja kasir	Pearson Correlation	1.000	-.142	.030	.179	.317**	.179	.464**
	Sig. (2-tailed)		.159	.769	.075	.001	.075	.000
	N	100.000	100	100	100	100	100	100
Display harga	Pearson Correlation	-.142	1.000	.014	-.065	-.061	.000	.293**
	Sig. (2-tailed)	.159		.891	.519	.550	1.000	.003
	N	100	100.000	100	100	100	100	100
Pelayanan	Pearson Correlation	.030	.014	1.000	.436**	.217*	.226*	.619**
	Sig. (2-tailed)	.769	.891		.000	.030	.024	.000
	N	100	100	100.000	100	100	100	100
Self-service	Pearson Correlation	.179	-.065	.436**	1.000	.164	.422**	.646**
	Sig. (2-tailed)	.075	.519	.000		.103	.000	.000
	N	100	100	100	100.000	100	100	100
Kebersihan	Pearson Correlation	.317**	-.061	.217*	.164	1.000	.164	.558**
	Sig. (2-tailed)	.001	.550	.030	.103		.103	.000
	N	100	100	100	100	100.000	100	100
Pencahayaayan	Pearson Correlation	.179	.000	.226*	.422**	.164	1.000	.598**
	Sig. (2-tailed)	.075	1.000	.024	.000	.103		.000
	N	100	100	100	100	100	100.000	100
General Interior	Pearson Correlation	.464**	.293**	.619**	.646**	.558**	.598**	1.000
	Sig. (2-tailed)	.000	.003	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100.000

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

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

Correlations

		Penempatan rak	Penempatan produk	Pemotong roti	Ketersediaan nampan	Interior Display
Penempatan rak	Pearson Correlation	1.000	.119	.440**	.298**	.700**
	Sig. (2-tailed)		.238	.000	.003	.000
	N	100.000	100	100	100	100
Penempatan produk	Pearson Correlation	.119	1.000	-.111	.051	.549**
	Sig. (2-tailed)	.238		.270	.613	.000
	N	100	100.000	100	100	100
Pemotong roti	Pearson Correlation	.440**	-.111	1.000	.168	.561**
	Sig. (2-tailed)	.000	.270		.095	.000
	N	100	100	100.000	100	100
Ketersediaan nampan	Pearson Correlation	.298**	.051	.168	1.000	.602**
	Sig. (2-tailed)	.003	.613	.095		.000
	N	100	100	100	100.000	100
Interior Display	Pearson Correlation	.700**	.549**	.561**	.602**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100.000

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

Correlations

		Lokasi gerai	Akses ke gerai	Location
Lokasi gerai	Pearson Correlation	1.000	.334**	.833**
	Sig. (2-tailed)		.001	.000
	N	100.000	100	100
Akses ke gerai	Pearson Correlation	.334**	1.000	.800**
	Sig. (2-tailed)	.001		.000
	N	100	100.000	100
Location	Pearson Correlation	.833**	.800**	1.000
	Sig. (2-tailed)	.000	.000	
	N	100	100	100.000

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

Correlations

		Rasa roti	Bentuk roti	Bau roti	Nama roti	Kemasan roti	Produk
Rasa roti	Pearson Correlation	1.000	.155	.248*	.332**	.286**	.633**
	Sig. (2-tailed)		.123	.013	.001	.004	.000
	N	100.000	100	100	100	100	100
Bentuk roti	Pearson Correlation	.155	1.000	.264**	.070	.395**	.631**
	Sig. (2-tailed)	.123		.008	.490	.000	.000
	N	100	100.000	100	100	100	100
Bau roti	Pearson Correlation	.248*	.264**	1.000	.212*	.383**	.645**
	Sig. (2-tailed)	.013	.008		.034	.000	.000
	N	100	100	100.000	100	100	100
Nama roti	Pearson Correlation	.332**	.070	.212*	1.000	.153	.534**
	Sig. (2-tailed)	.001	.490	.034		.128	.000
	N	100	100	100	100.000	100	100
Kemasan roti	Pearson Correlation	.286**	.395**	.383**	.153	1.000	.714**
	Sig. (2-tailed)	.004	.000	.000	.128		.000
	N	100	100	100	100	100.000	100
Produk	Pearson Correlation	.633**	.631**	.645**	.534**	.714**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100.000

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

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

Correlations

		Keputusan Pembelian	Keputusan Pembelian
Keputusan Pembelian	Pearson Correlation	1.000	1.000**
	Sig. (2-tailed)		.000
	N	100.000	100
Keputusan Pembelian	Pearson Correlation	1.000**	1.000
	Sig. (2-tailed)	.000	
	N	100	100.000

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

Lampiran 2
Uji Reliabilitas

```
GET
  FILE='D:\uwm\Thesis\spss\agnes_breadtalk.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
RELIABILITY
  /VARIABLES=E1 E2 E3 E4 GI1 GI2 GI3 GI4 GI5 GI6 ID1 ID2 ID3 ID4 L1 L2
  P1 P2 P3 P4 P5 Y1
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE
  /SUMMARY=TOTAL.
```

Reliability
Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	22

Item Statistics

	Mean	Std. Deviation	N
Papan nama	2.8700	.59722	100
Pintu masuk	3.2300	.48938	100
Desain gerai	3.1600	.56354	100
Konsep dapur terbuka	3.2000	.55048	100
Meja kasir	2.9800	.51208	100
Display harga	3.2500	.62563	100
Pelayanan	2.9400	.58292	100
Self-service	3.2400	.49482	100
Kebersihan	3.2800	.53333	100
Pencahayaan	3.2400	.49482	100
Penempatan rak	3.1500	.45782	100
Penempatan produk	2.9400	.72223	100
Pemotong roti	2.9400	.54717	100
Ketersediaan nampan	3.1700	.55149	100
Lokasi gerai	3.1500	.55732	100
Akses ke gerai	3.1700	.51355	100
Rasa roti	3.2100	.60794	100
Bentuk roti	2.7900	.68601	100
Bau roti	3.2300	.54781	100
Nama roti	2.8900	.56667	100
Kemasan roti	2.8600	.63596	100
Keputusan Pembelian	3.1500	.41133	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Papan nama	65.1700	39.274	.138	.874
Pintu masuk	64.8100	37.368	.511	.862
Desain gerai	64.8800	36.288	.598	.859
Konsep dapur terbuka	64.8400	36.722	.546	.861
Meja kasir	65.0600	38.360	.322	.868
Display harga	64.7900	40.168	.013	.879
Pelayanan	65.1000	37.000	.469	.863
Self-service	64.8000	36.747	.612	.859
Kebersihan	64.7600	37.699	.409	.865
Pencahayaan	64.8000	36.667	.626	.859
Penempatan rak	64.8900	37.028	.615	.859
Penempatan produk	65.1000	37.586	.289	.871
Pemotong roti	65.1000	37.606	.411	.865
Ketersediaan nampan	64.8700	37.690	.394	.865
Lokasi gerai	64.8900	36.584	.559	.860
Akses ke gerai	64.8700	36.983	.547	.861
Rasa roti	64.8300	36.466	.522	.861
Bentuk roti	65.2500	37.740	.353	.868
Bau roti	64.8100	37.321	.454	.864
Nama roti	65.1500	37.563	.400	.865
Kemasan roti	65.1800	35.785	.588	.859
Keputusan Pembelian	64.8900	36.079	.894	.853

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
68.0400	40.665	6.37692	22

Lampiran 3
Uji Normalitas

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	3.1500	.41133	100
Exterior	12.4600	1.32893	100
General Interior	18.9300	1.69524	100
Interior Display	12.2000	1.35587	100
Location	6.3200	.87479	100
Produk	14.9800	1.92789	100

Correlations

		Keputusan Pembelian	Exterior	General Interior	Interior Display	Location	Produk
Pearson Correlation	Keputusan Pembelian	1.000	.759	.783	.706	.707	.755
	Exterior	.759	1.000	.678	.632	.680	.575
	General Interior	.783	.678	1.000	.665	.608	.667
	Interior Display	.706	.632	.665	1.000	.491	.597
	Location	.707	.680	.608	.491	1.000	.519
	Produk	.755	.575	.667	.597	.519	1.000
Sig. (1-tailed)	Keputusan Pembelian		.000	.000	.000	.000	.000
	Exterior	.000		.000	.000	.000	.000
	General Interior	.000	.000		.000	.000	.000
	Interior Display	.000	.000	.000		.000	.000
	Location	.000	.000	.000	.000		.000
	Produk	.000	.000	.000	.000	.000	
N	Keputusan Pembelian	100	100	100	100	100	100
	Exterior	100	100	100	100	100	100
	General Interior	100	100	100	100	100	100
	Interior Display	100	100	100	100	100	100
	Location	100	100	100	100	100	100
	Produk	100	100	100	100	100	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Produk, Location, Interior Display, Exterior, General Interior ^a		Enter

- a. All requested variables entered.
- b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.804	.793	.18704

- a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior
- b. Dependent Variable: Keputusan Pembelian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.462	5	2.692	76.963	.000 ^a
	Residual	3.288	94	.035		
	Total	16.750	99			

a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.772	.218		-3.546	.001
	Exterior	.062	.023	.202	2.741	.007
	General Interior	.054	.018	.223	2.975	.004
	Interior Display	.047	.020	.155	2.339	.021
	Location	.098	.031	.208	3.192	.002
	Produk	.062	.014	.290	4.468	.000

a. Dependent Variable: Keputusan Pembelian

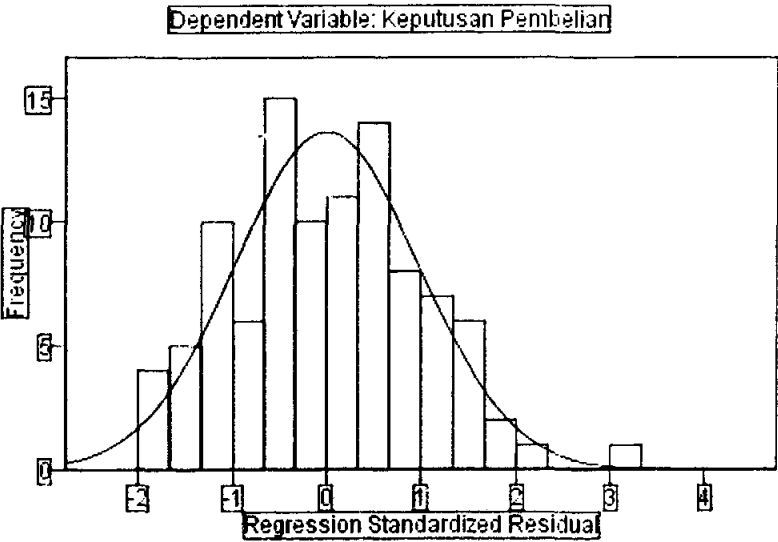
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1445	4.1356	3.1500	.36875	100
Residual	-.36665	.57211	.00000	.18225	100
Std. Predicted Value	-2.727	2.673	.000	1.000	100
Std. Residual	-1.960	3.059	.000	.974	100

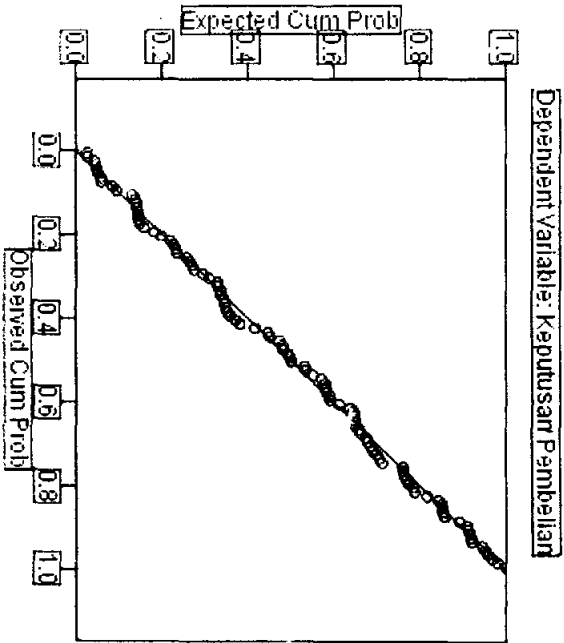
a. Dependent Variable: Keputusan Pembelian

Charts

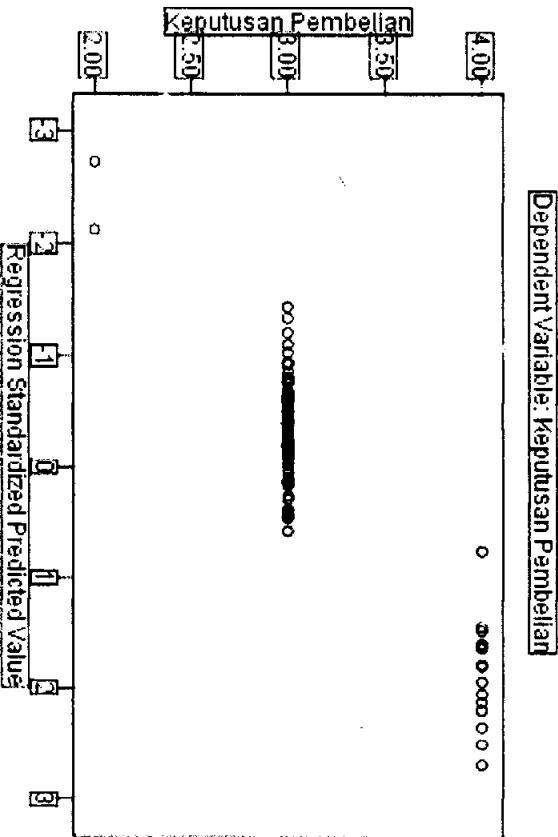
Histogram



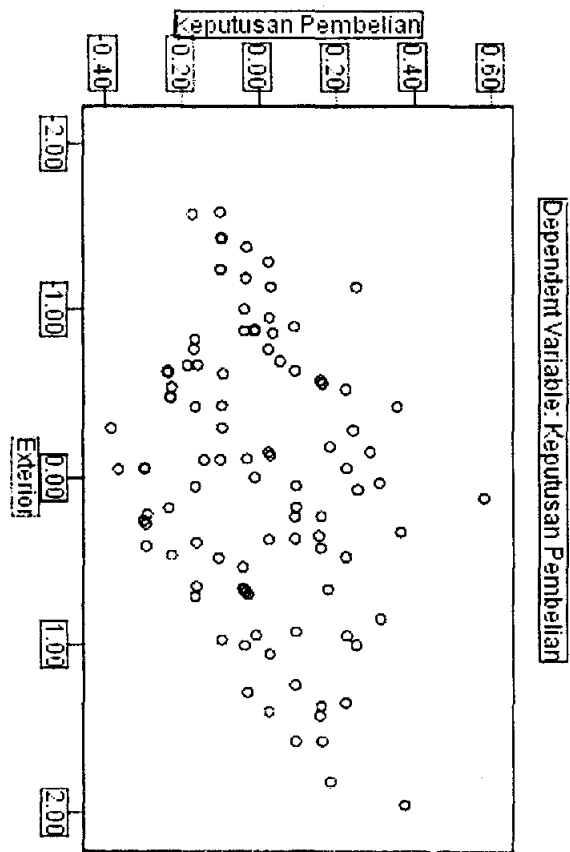
Normal P-P Plot of Regression Standardized Residual



Scatterplot

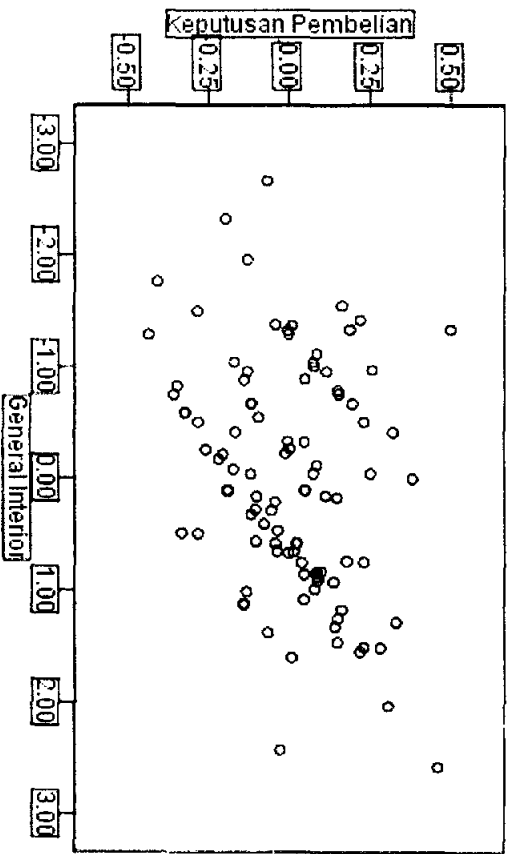


Partial Regression Plot



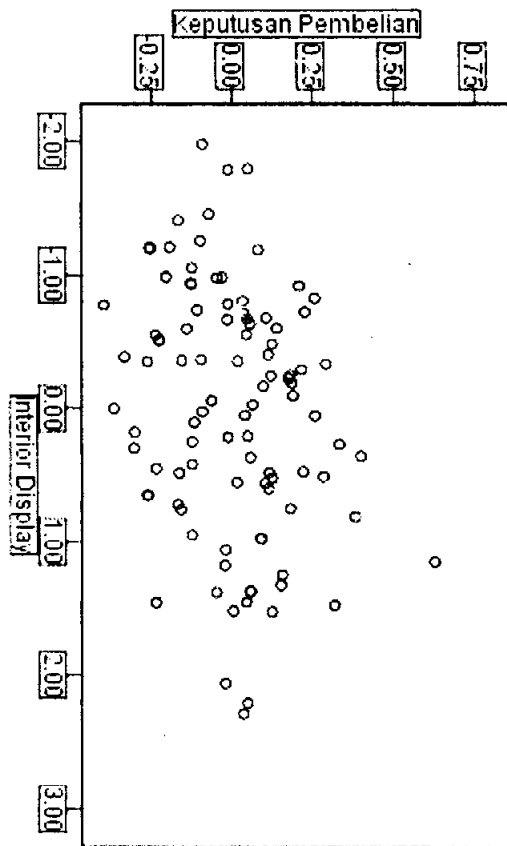
Partial Regression Plot

Dependent Variable: Keputusan Pembelian

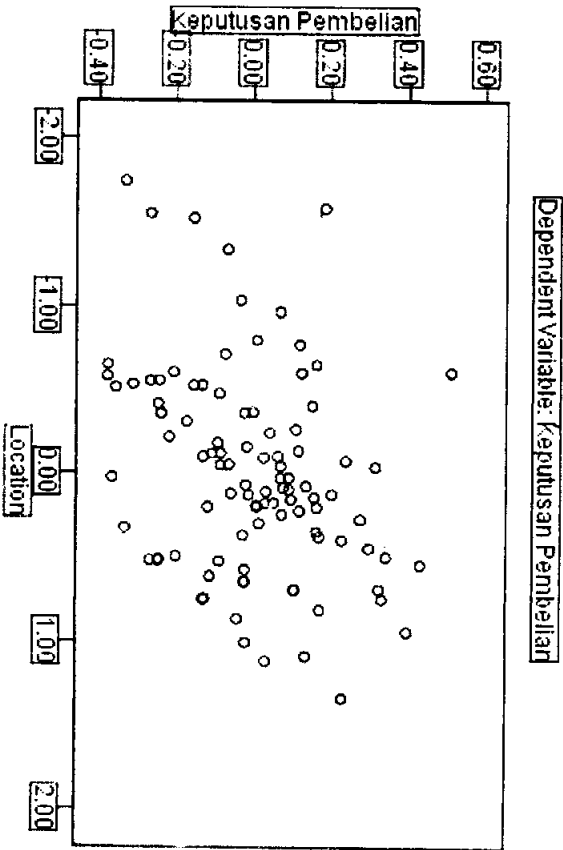


Partial Regression Plot

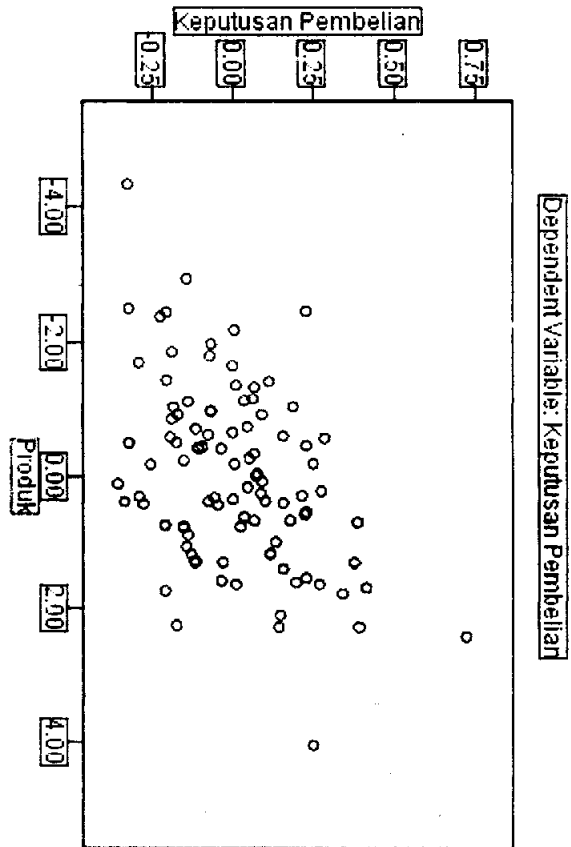
Dependent Variable: Keputusan Pembelian



Partial Regression Plot



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SURABAYA

Partial Regression Plot

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.97442031
Most Extreme Differences	Absolute	.044
	Positive	.044
	Negative	-.034
Kolmogorov-Smirnov Z		.444
Asymp. Sig. (2-tailed)		.989

a. Test distribution is Normal.

Lampiran 4
Uji Heteroskedastisitas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Produk, Location, Interior Display, Exterior, General Interior ^a		Enter

- a. All requested variables entered.
b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.804	.793	.18704

- a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior
b. Dependent Variable: Keputusan Pembelian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.462	5	2.692	76.963	.000 ^a
	Residual	3.288	94	.035		
	Total	16.750	99			

- a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior
b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.772	.218		-3.546	.001
Exterior	.062	.023	.202	2.741	.007
General Interior	.054	.018	.223	2.975	.004
Interior Display	.047	.020	.155	2.339	.021
Location	.098	.031	.208	3.192	.002
Produk	.062	.014	.290	4.468	.000

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1445	4.1356	3.1500	.36875	100
Residual	-.36665	.57211	.00000	.18225	100
Std. Predicted Value	-2.727	2.673	.000	1.000	100
Std. Residual	-1.960	3.059	.000	.974	100

a. Dependent Variable: Keputusan Pembelian

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Produk, Location, Interior Display, Exterior, General Interior ^a		Enter

a. All requested variables entered.

b. Dependent Variable: abresid

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.247 ^a	.061	.011	.10688

a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.070	5	.014	1.224	.304 ^a
	Residual	1.074	94	.011		
	Total	1.144	99			

a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior

b. Dependent Variable: abresid

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.120	.124		.968	.336
	Exterior	.008	.013	.097	.600	.550
	General Interior	-.019	.010	-.292	-1.782	.078
	Interior Display	.006	.012	.081	.554	.581
	Location	-.004	.018	-.029	-.201	.841
	Produk	.015	.008	.267	1.884	.063

a. Dependent Variable: abresid

Lampiran 5

Uji Multikolinearitas

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Produk, Location, Interior Display, Exterior, General Interior ^a		Enter

- a. All requested variables entered.
- b. Dependent Variable: Keputusan Pembelian

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Exterior	.385	2.597
	General Interior	.372	2.688
	Interior Display	.472	2.116
	Location	.492	2.033
	Produk	.496	2.015

- a. Dependent Variable: Keputusan Pembelian

Coefficient Correlations^a

Model			Produk	Location	Interior Display	Exterior	General Interior
1	Correlations	Produk	1.000	-.107	-.220	-.087	-.333
		Location	-.107	1.000	.031	-.427	-.201
		Interior Display	-.220	.031	1.000	-.272	-.298
		Exterior	-.087	-.427	-.272	1.000	-.230
		General Interior	-.333	-.201	-.298	-.230	1.000
	Covariances	Produk	.000	-4.519E-5	-6.141E-5	-2.748E-5	-8.391E-5
		Location	-4.519E-5	.001	1.906E-5	.000	.000
		Interior Display	-6.141E-5	1.906E-5	.000	.000	.000
		Exterior	-2.748E-5	.000	.000	.001	-9.519E-5
		General Interior	-8.391E-5	.000	.000	-9.519E-5	.000

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Exterior	General Interior	Interior Display	Location	Produk
1	1	5.971	1.000	.00	.00	.00	.00	.00	.00
	2	.010	24.483	.18	.01	.00	.03	.61	.01
	3	.008	27.272	.29	.01	.00	.01	.04	.61
	4	.005	33.448	.24	.05	.00	.60	.03	.27
	5	.003	41.644	.04	.88	.00	.27	.30	.00
	6	.002	49.855	.25	.05	.99	.08	.02	.11

a. Dependent Variable: Keputusan Pembelian

Lampiran 6
Uji Linearitas

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Produk, Location, Interior Display, Exterior, General Interior ^a		Enter

- a. All requested variables entered.
- b. Dependent Variable: Keputusan Pembelian

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.804	.793	.18704

- a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior
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ANOVA^b

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	Produk	.062	.014	.290	4.468	.000

a. Dependent Variable: Keputusan Pembelian

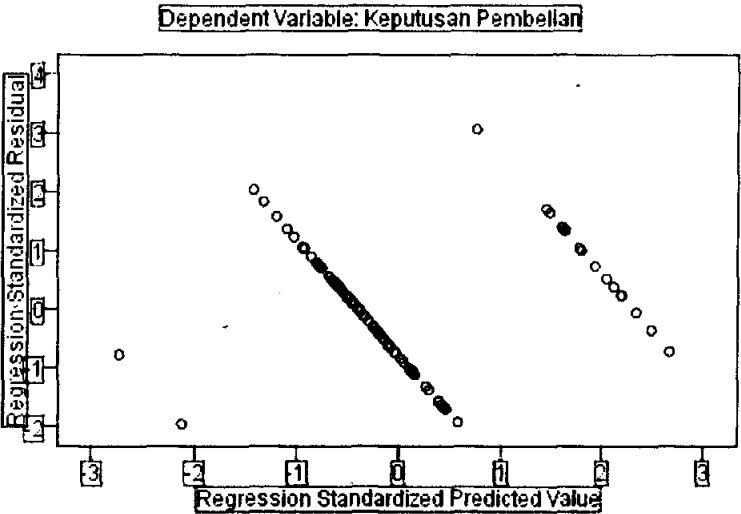
Residuals Statistics^a

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Residual	-.36665	.57211	.00000	.18225	100
Std. Predicted Value	-2.727	2.673	.000	1.000	100
Std. Residual	-1.960	3.059	.000	.974	100

a. Dependent Variable: Keputusan Pembelian

Charts

Scatterplot



Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Produk, Location, Interior Display, Exterior, General Interior ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.804	.793	.18704

a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior

b. Dependent Variable: Keputusan Pembelian

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	13.462	5	2.692	76.963	.000 ^a
Residual	3.288	94	.035		
Total	16.750	99			

a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.772	.218		-3.546	.001
Exterior	.062	.023	.202	2.741	.007
General Interior	.054	.018	.223	2.975	.004
Interior Display	.047	.020	.155	2.339	.021
Location	.098	.031	.208	3.192	.002
Produk	.062	.014	.290	4.468	.000

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1445	4.1356	3.1500	.36875	100
Residual	-.36665	.57211	.00000	.18225	100
Std. Predicted Value	-2.727	2.673	.000	1.000	100
Std. Residual	-1.960	3.059	.000	.974	100

a. Dependent Variable: Keputusan Pembelian

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	ln_P, ln_L, ln_ID, ln_E, ln_Gl ^a		Enter

a. All requested variables entered.

b. Dependent Variable: ln_Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885 ^a	.783	.772	.06014

a. Predictors: (Constant), ln_P, ln_L, ln_ID, ln_E, ln_GI

b. Dependent Variable: ln_Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.229	5	.246	67.981	.000 ^a
	Residual	.340	94	.004		
	Total	1.569	99			

a. Predictors: (Constant), ln_P, ln_L, ln_ID, ln_E, ln_GI

b. Dependent Variable: ln_Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.990	.211		-9.452	.000
ln_E	.251	.090	.211	2.778	.007
ln_GI	.342	.110	.240	3.114	.002
ln_ID	.173	.079	.150	2.133	.032
ln_L	.181	.060	.202	3.037	.003
ln_P	.270	.065	.274	4.180	.000

a. Dependent Variable: ln_Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.7851	1.4169	1.1394	.11143	100
Residual	-.18237	.16321	.00000	.05860	100
Std. Predicted Value	-3.179	2.490	.000	1.000	100
Std. Residual	-3.032	2.714	.000	.974	100

a. Dependent Variable: ln_Y

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Z1, General Interior, Location, Interior Display, Produk, Exterior ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.804	.791	.18796

a. Predictors: (Constant), Z1, General Interior, Location, Interior Display, Produk, Exterior

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.464	6	2.244	63.521	.000 ^a
	Residual	3.286	93	.035		
	Total	16.750	99			

a. Predictors: (Constant), Z1, General Interior, Location, Interior Display, Produk, Exterior

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.800	.240		-3.330	.001
	Exterior	.062	.023	.202	2.726	.008
	General Interior	.053	.019	.219	2.860	.005
	Interior Display	.048	.020	.157	2.343	.021
	Location	.100	.032	.212	3.154	.002
	Produk	.064	.016	.299	4.101	.000
	Z1	1.575	5.584	.017	.282	.779

a. Dependent Variable: Keputusan Pembelian

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Z2, General Interior, Location, Interior Display, Exterior, Produk ^a		Enter

- a. All requested variables entered.
- b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.804	.791	.18796

- a. Predictors: (Constant), Z2, General Interior, Location, Interior Display, Exterior, Produk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.465	6	2.244	63.523	.000 ^a
	Residual	3.285	93	.035		
	Total	16.750	99			

a. Predictors: (Constant), Z2, General Interior, Location, Interior Display, Exterior, Produk

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.804	.246		-3.267	.002
	Exterior	.062	.023	.201	2.720	.008
	General Interior	.053	.019	.217	2.796	.006
	Interior Display	.048	.020	.158	2.344	.021
	Location	.100	.032	.214	3.124	.002
	Produk	.064	.016	.301	3.945	.000
	Z2	.606	2.118	.018	.286	.775

a. Dependent Variable: Keputusan Pembelian

Lampiran 7

Analisis Regresi

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Produk, Location, Interior Display, Exterior, General Interior ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.804	.793	.18704

a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.462	5	2.692	76.963	.000 ^a
	Residual	3.288	94	.035		
	Total	16.750	99			

a. Predictors: (Constant), Produk, Location, Interior Display, Exterior, General Interior

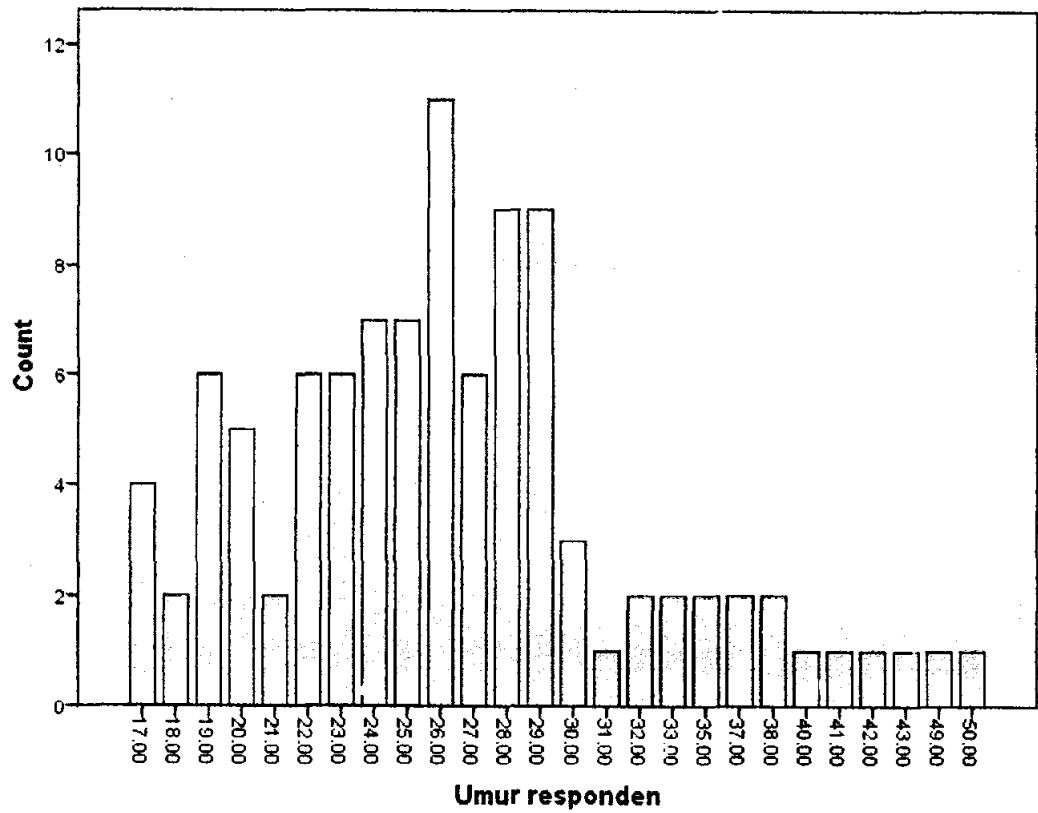
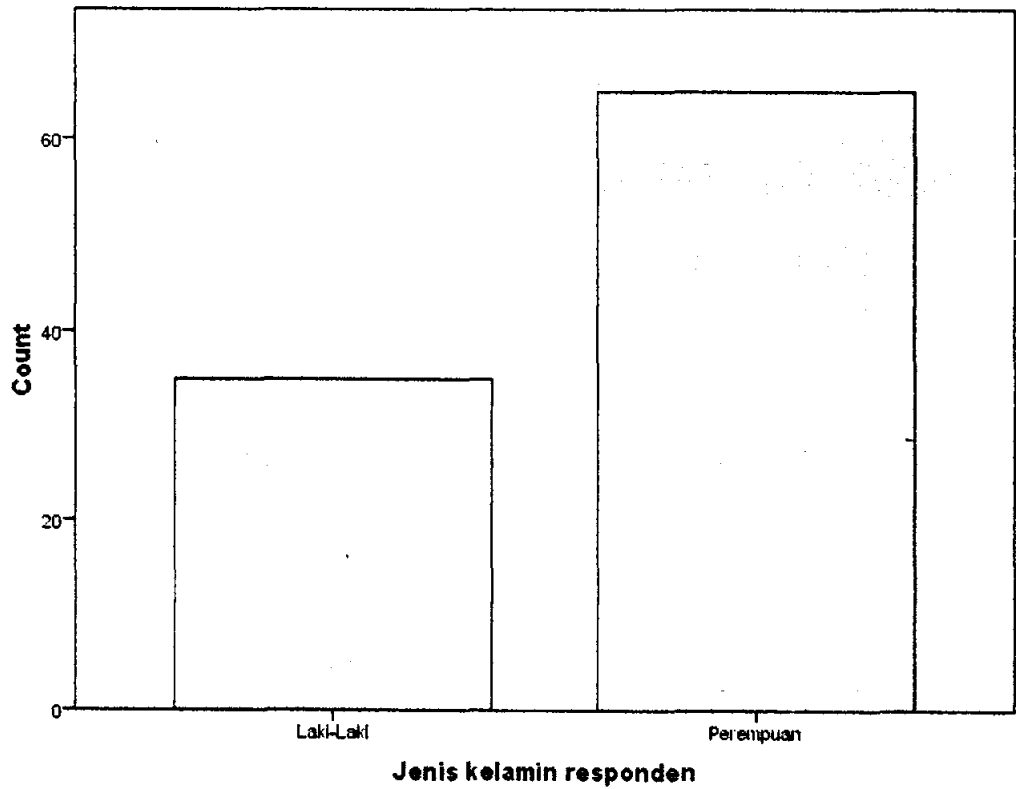
b. Dependent Variable: Keputusan Pembelian

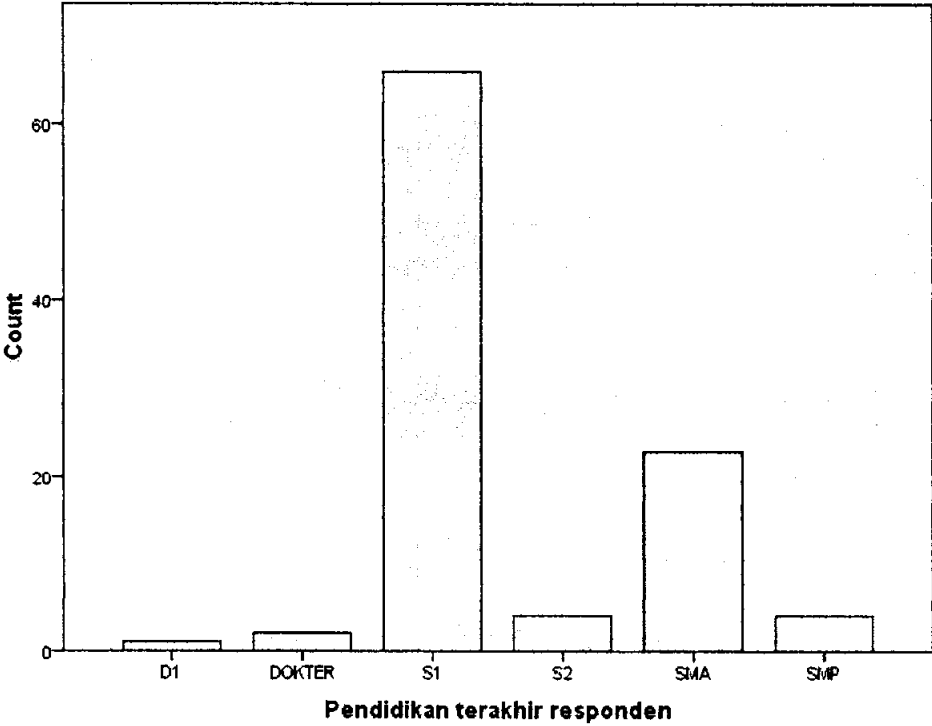
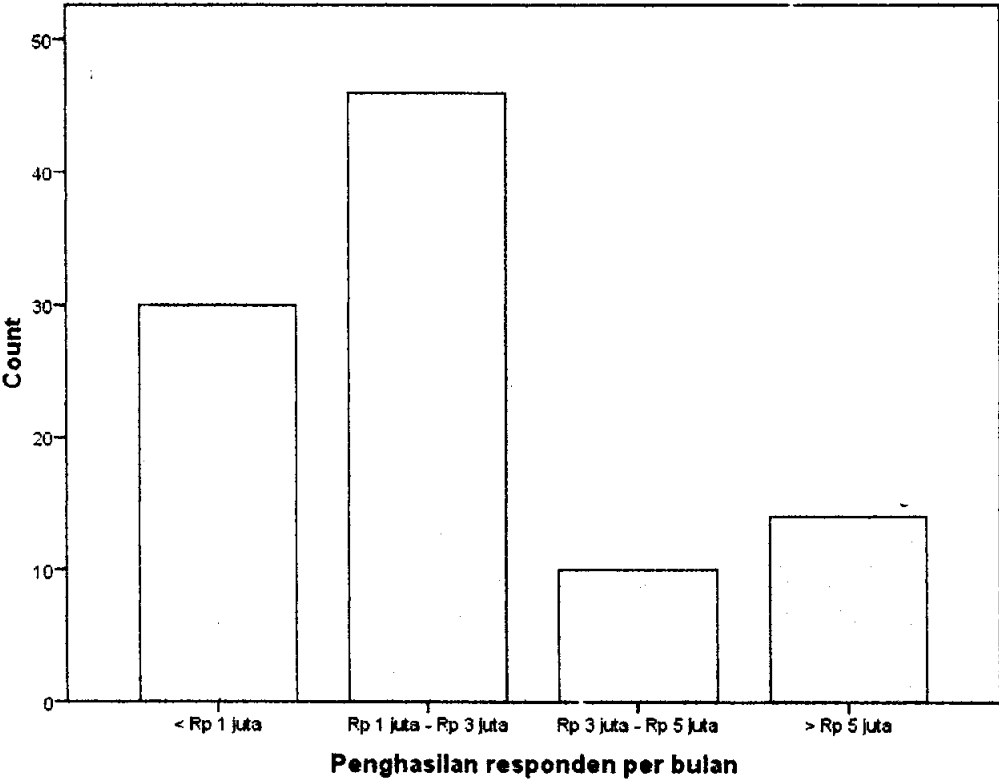
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.772	.218		-3.546	.001
Exterior	.062	.023	.202	2.741	.007
General Interior	.054	.018	.223	2.975	.004
Interior Display	.047	.020	.155	2.339	.021
Location	.098	.031	.208	3.192	.002
Produk	.062	.014	.290	4.468	.000

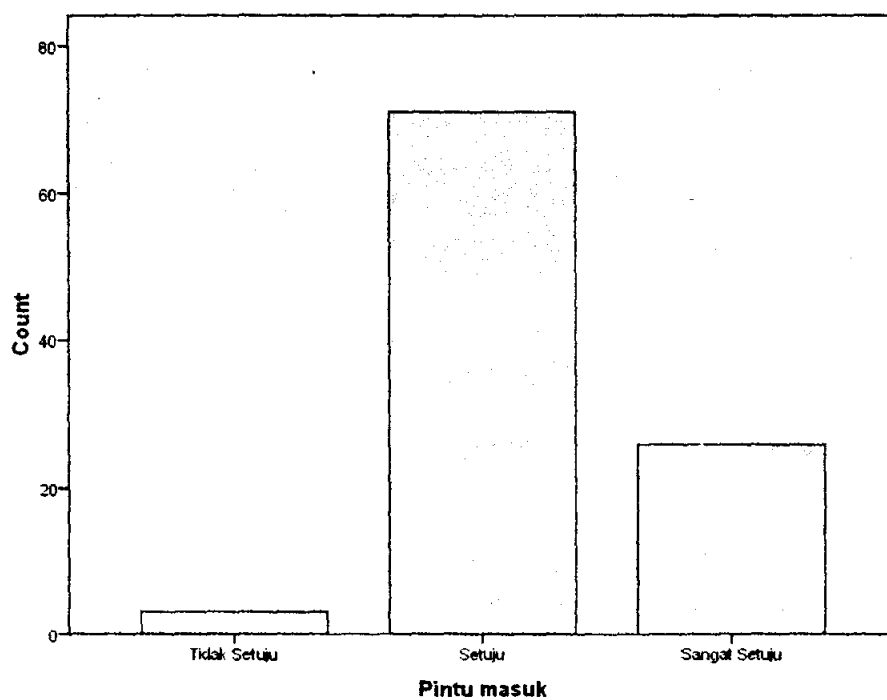
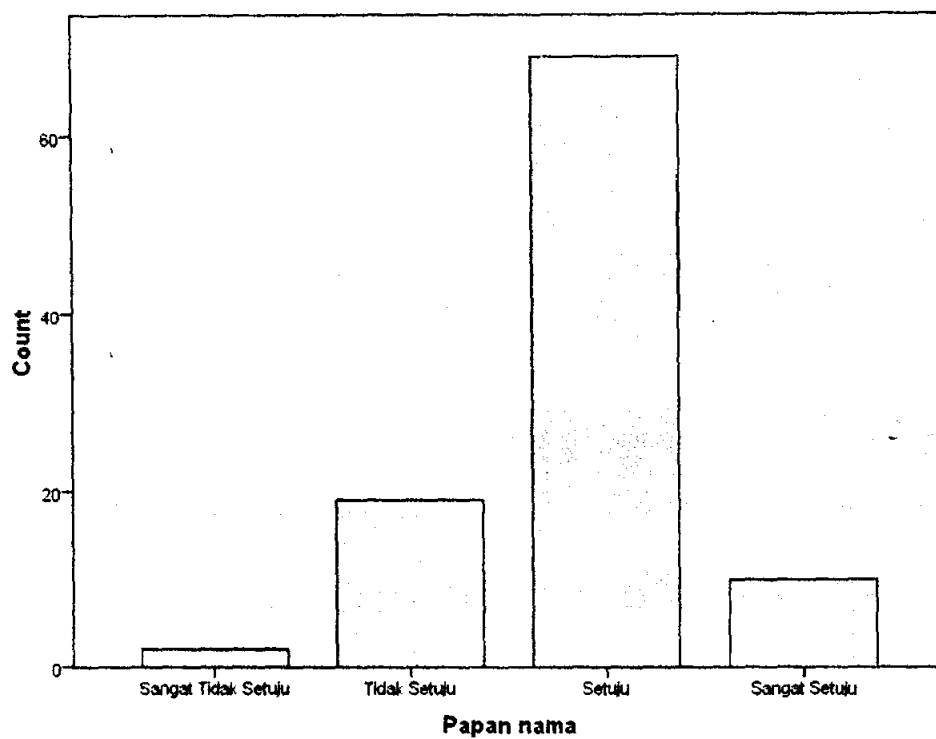
a. Dependent Variable: Keputusan Pembelian

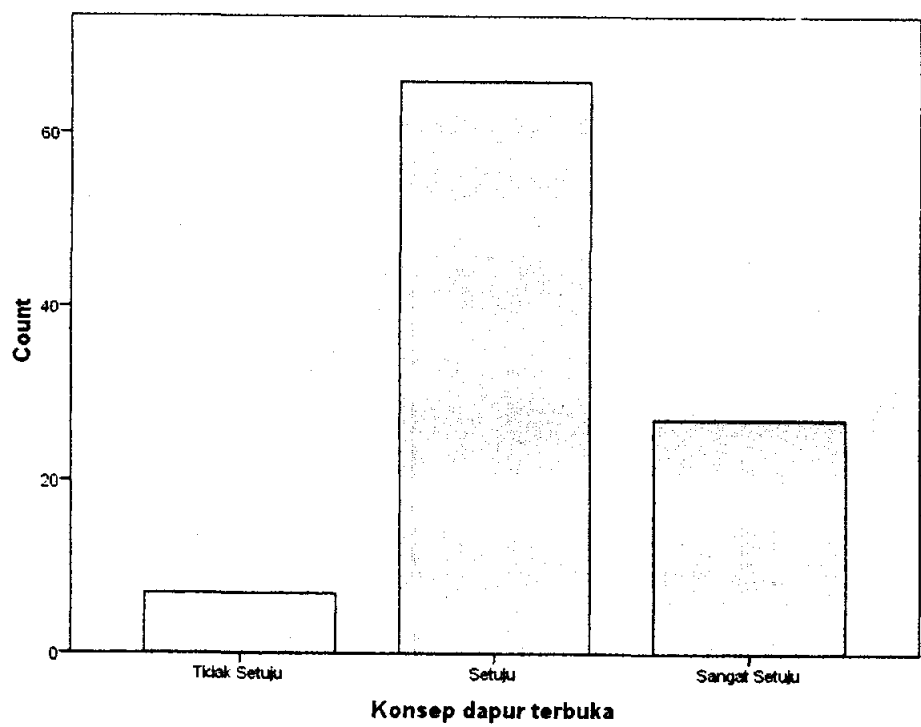
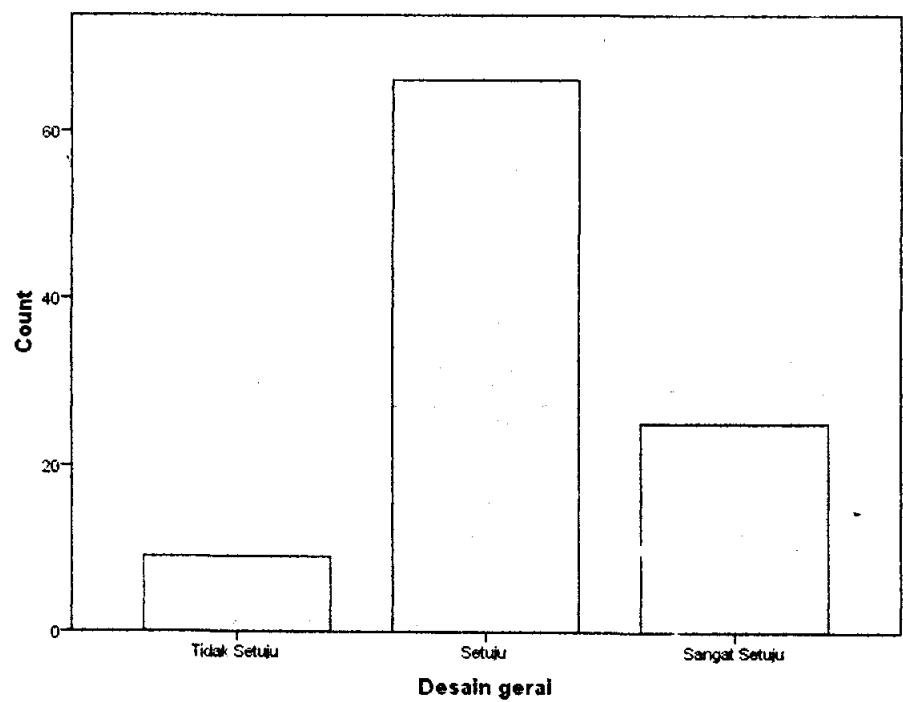
Lampiran 8
Grafik Karakteristik Konsumen



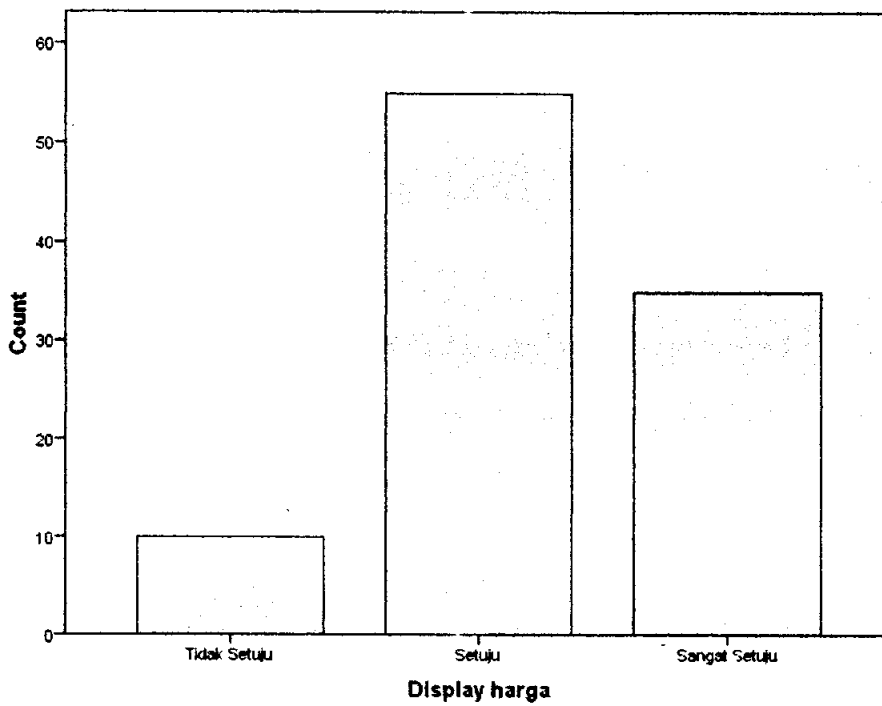
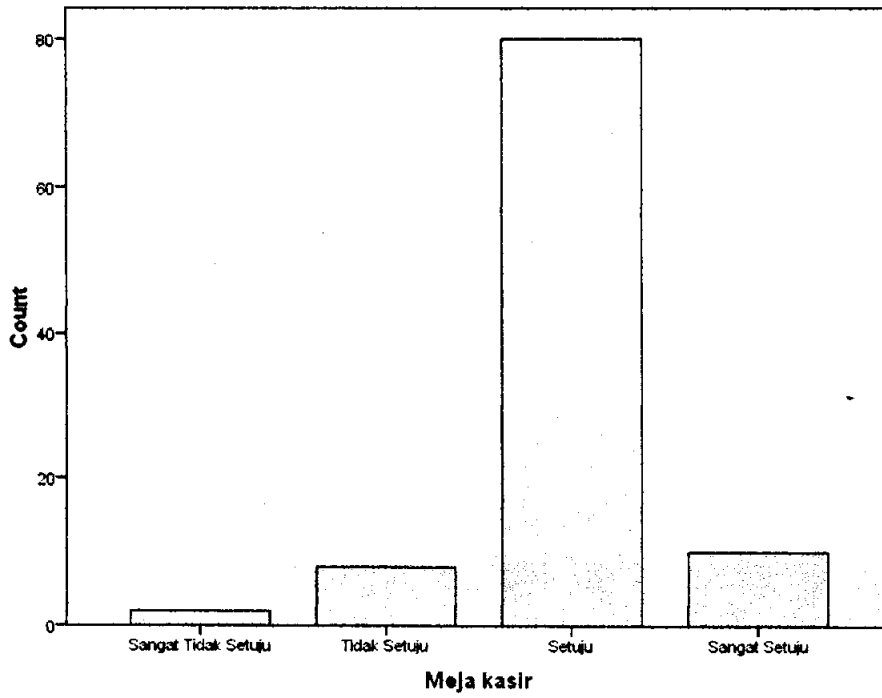


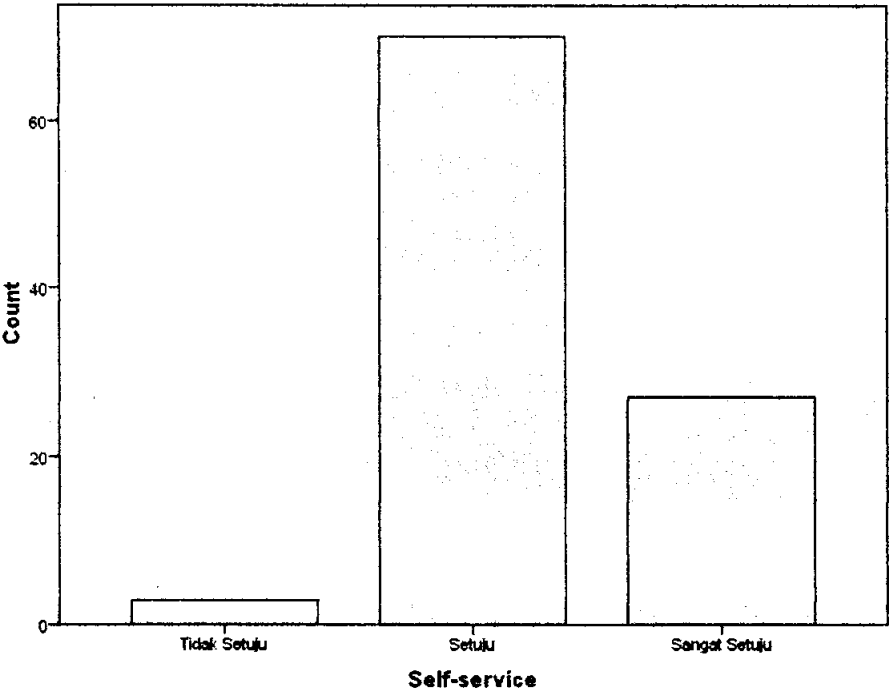
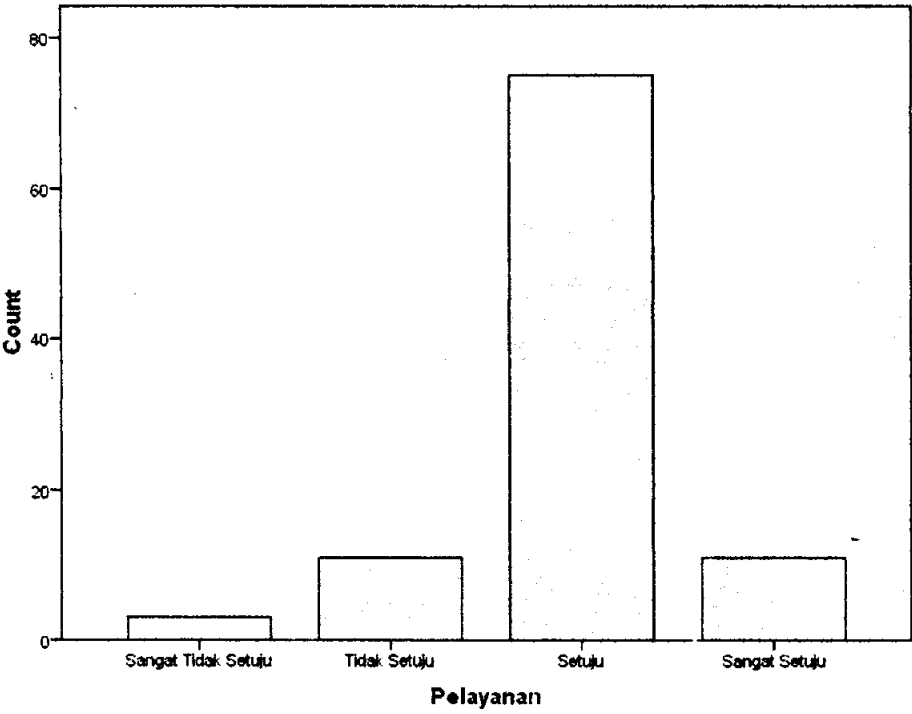
Lampiran 9
Grafik Variabel *Exterior*

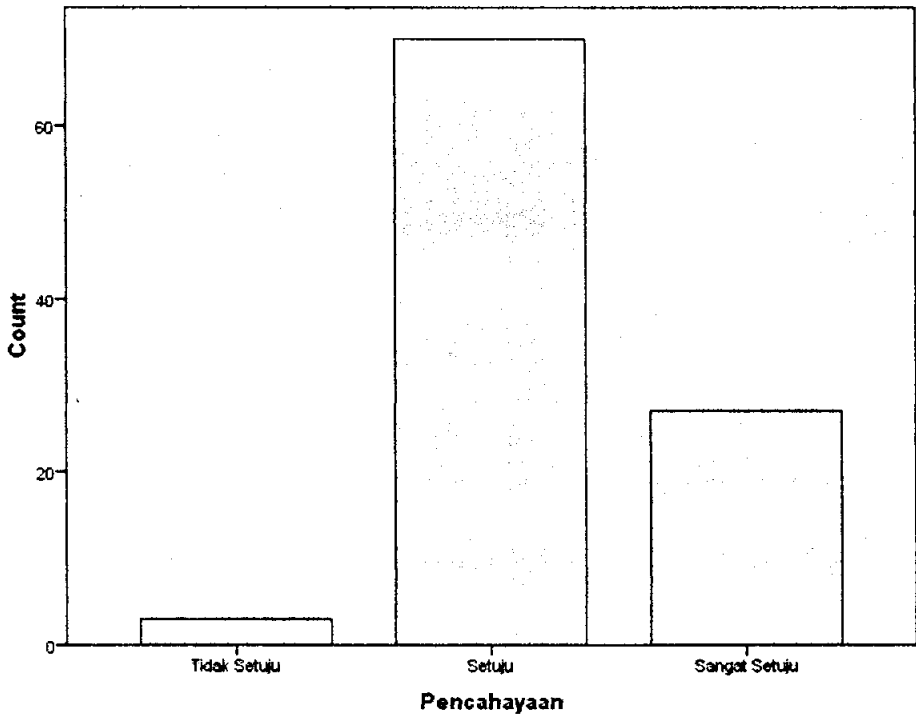
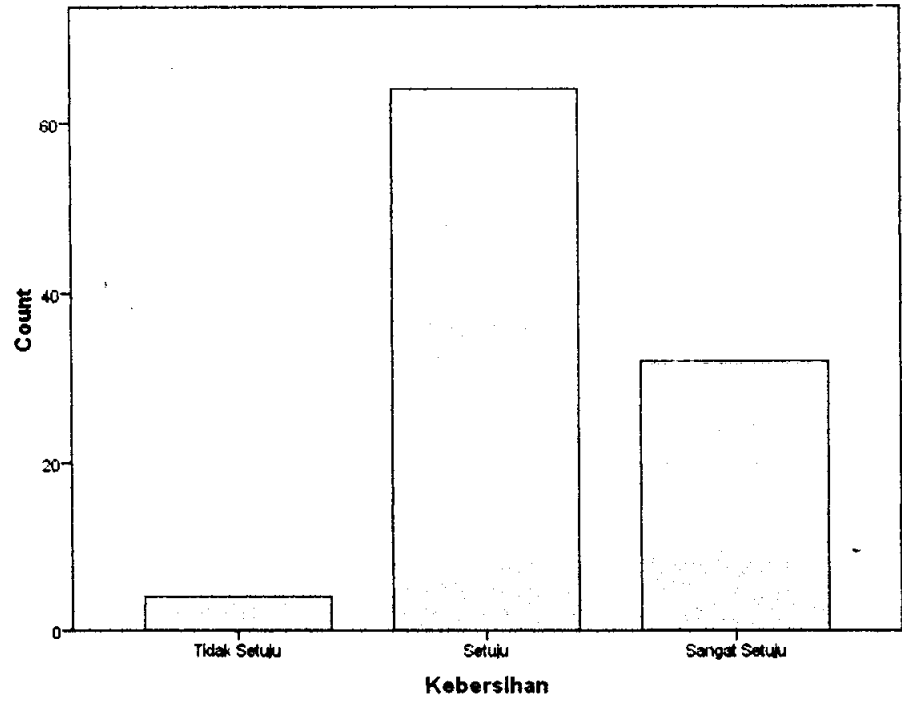




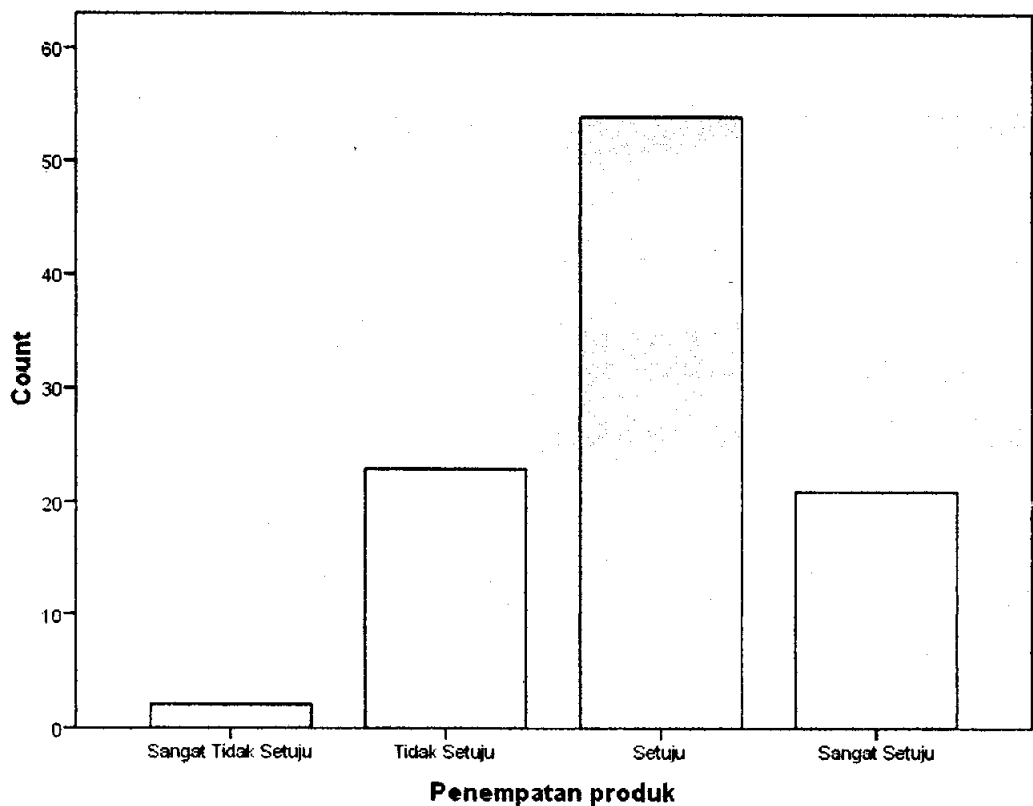
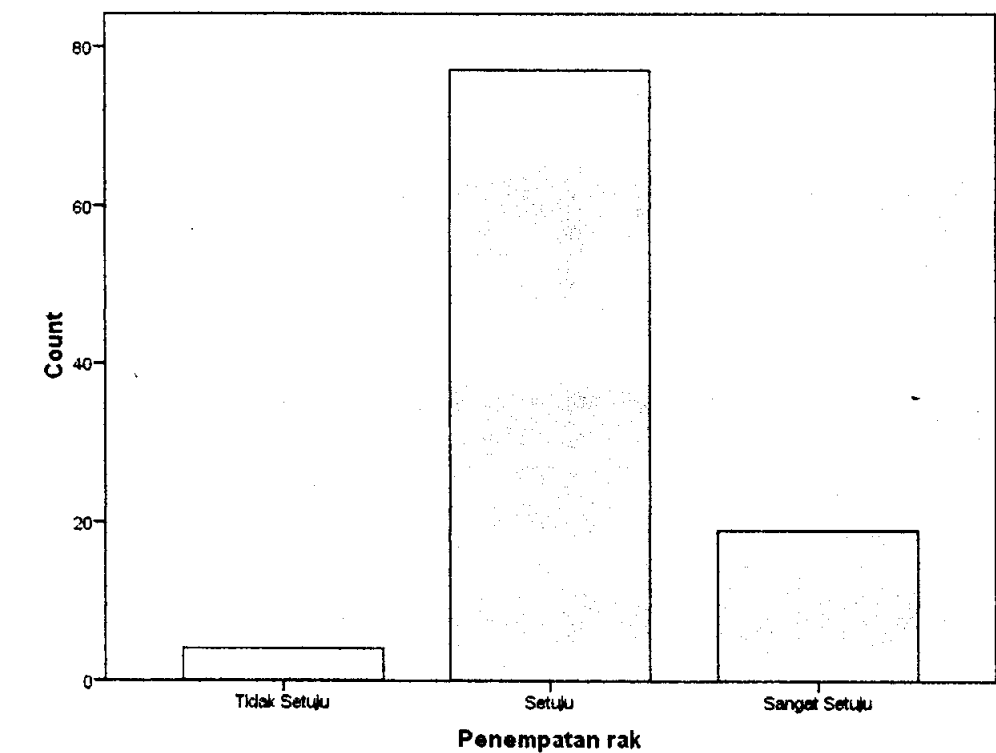
Lampiran 10
Grafik Variabel *General Interior*

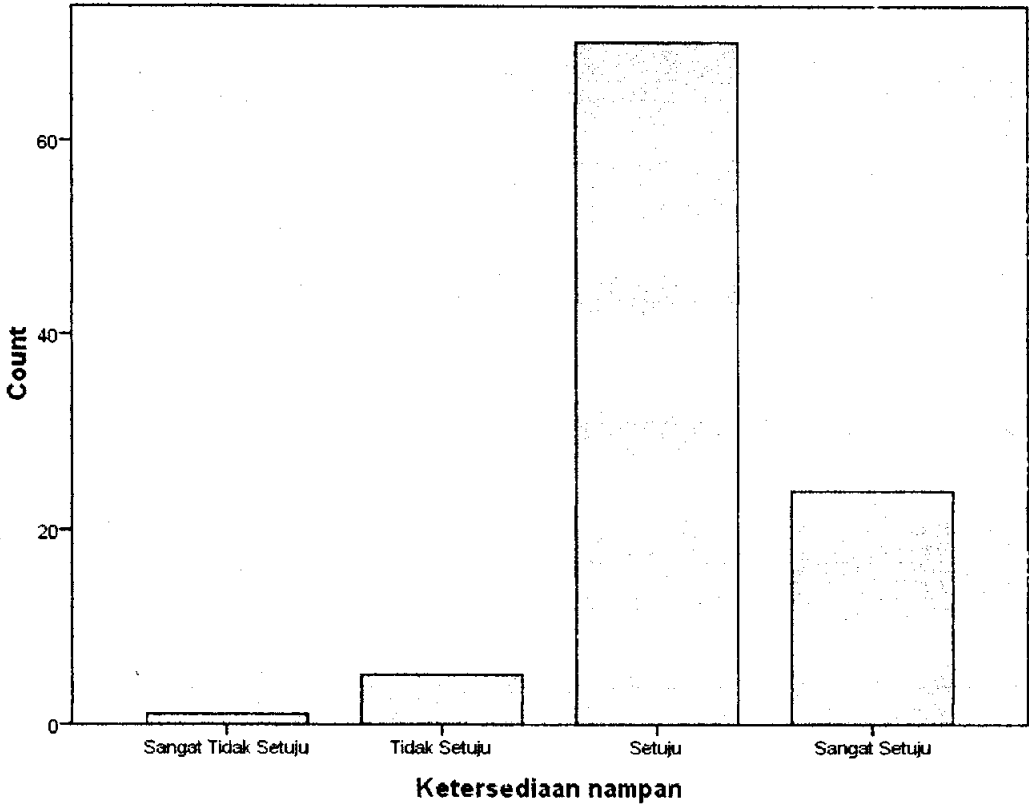
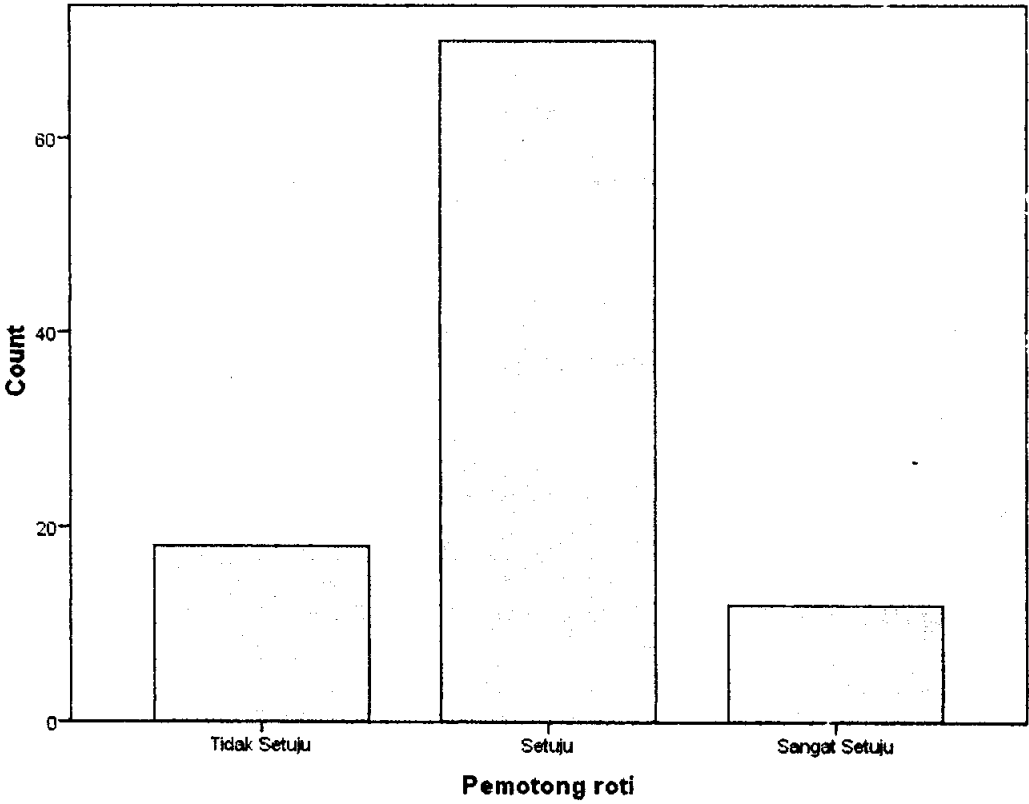




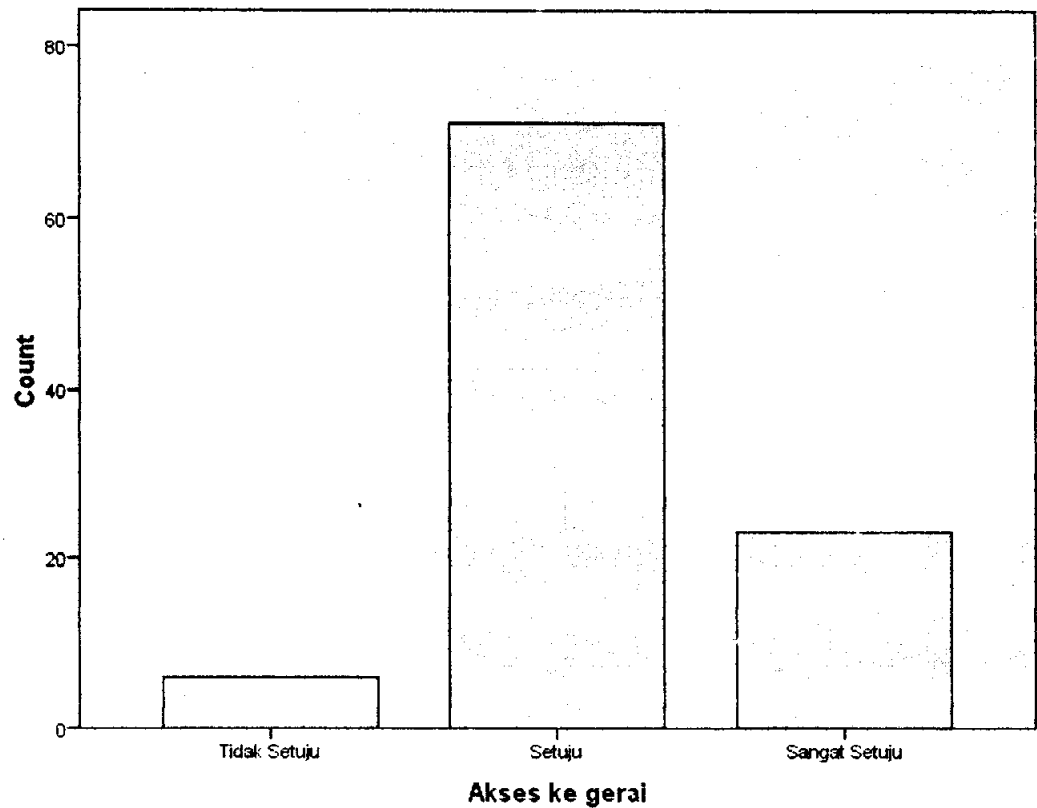
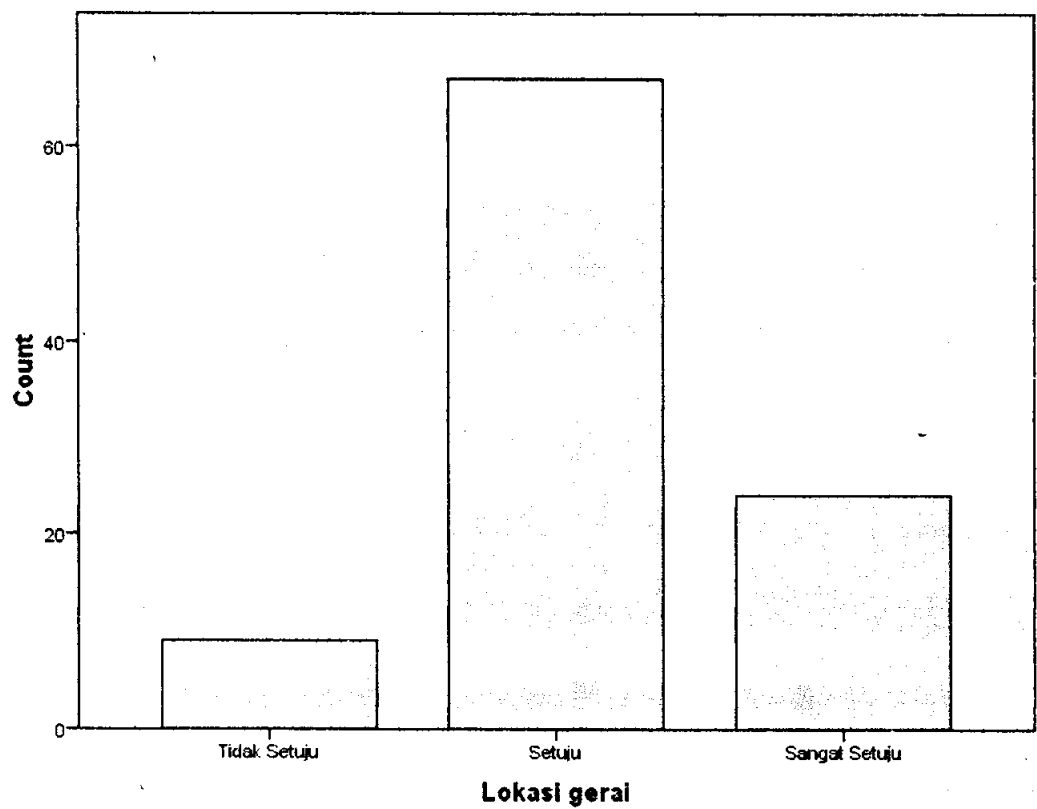


Lampiran 11
Grafik Variabel *Interior Display*

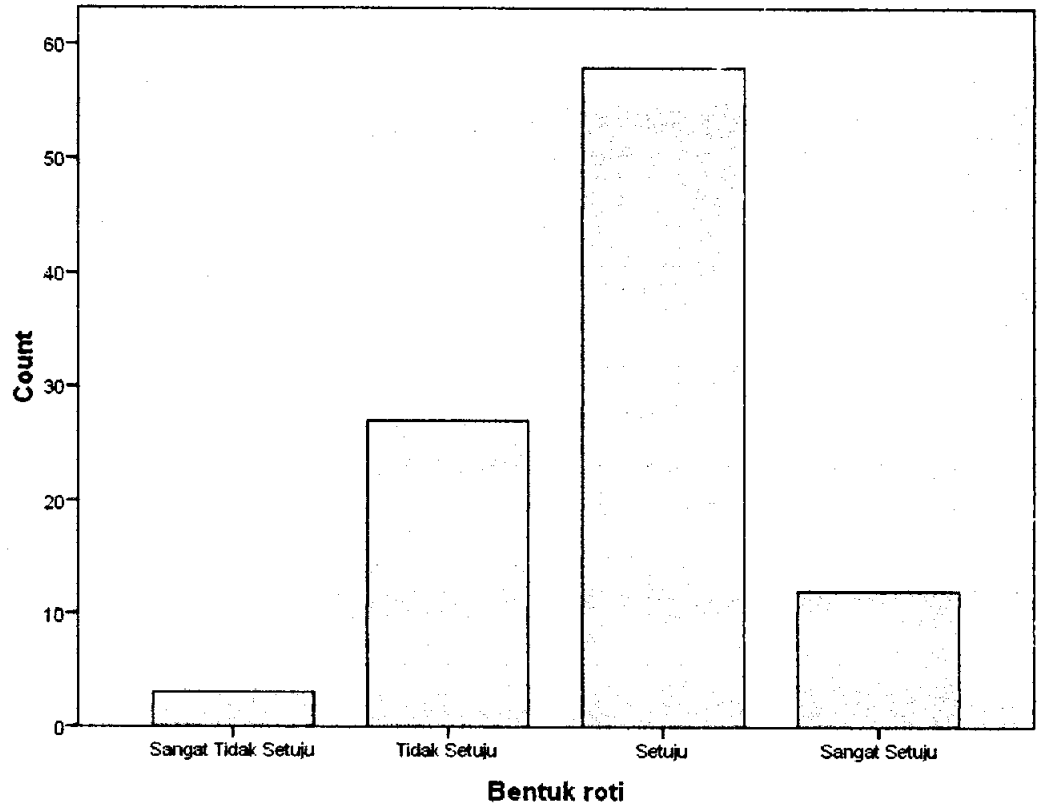
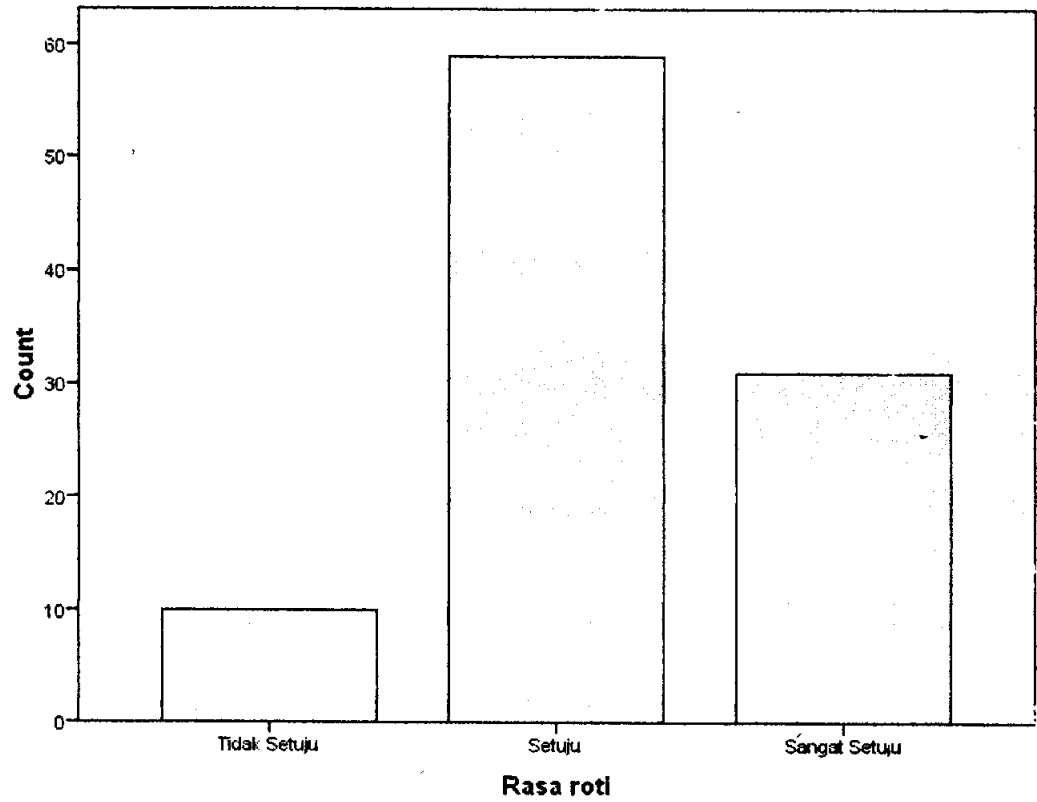


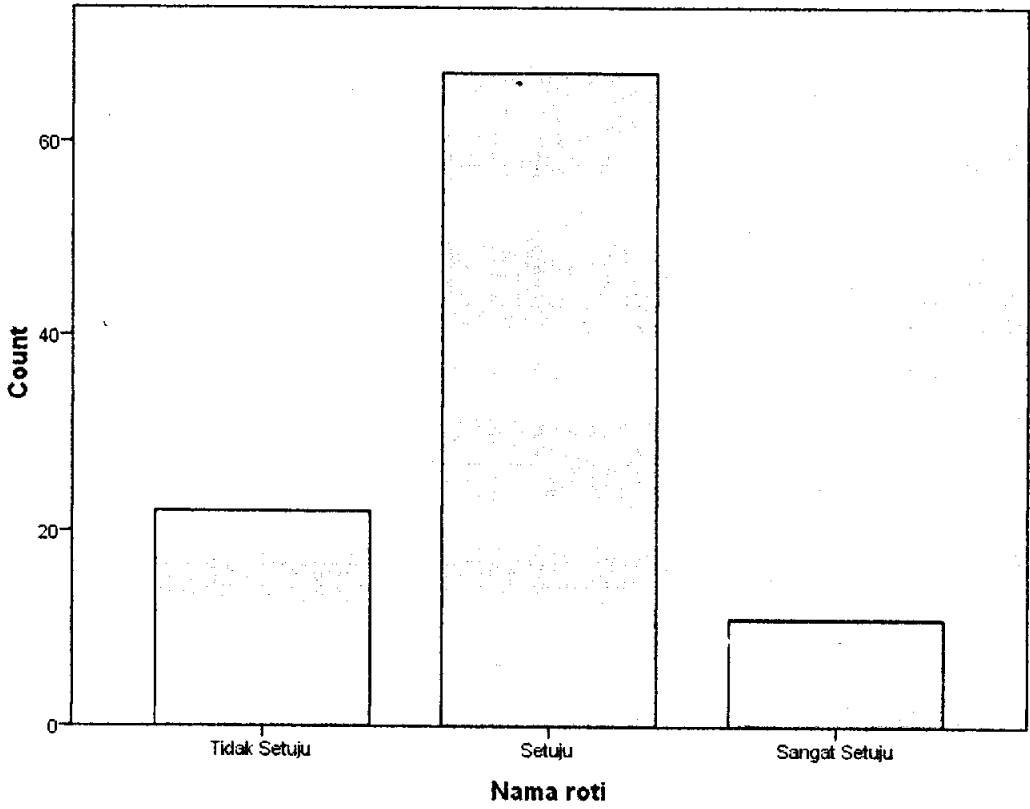
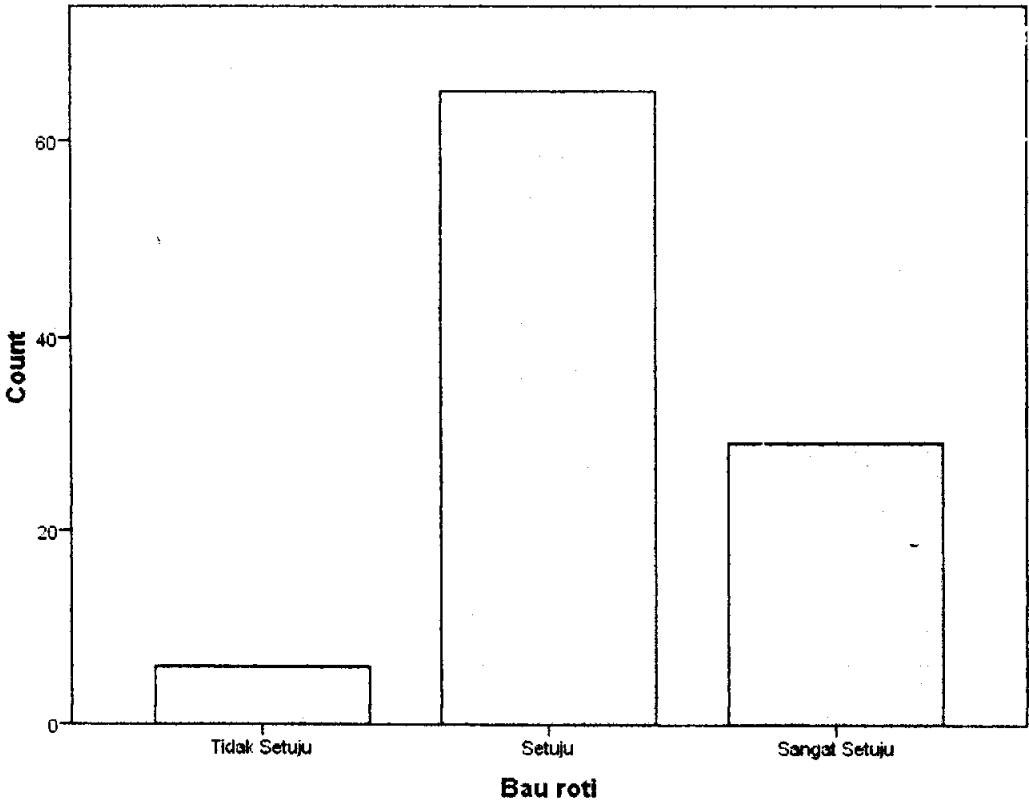


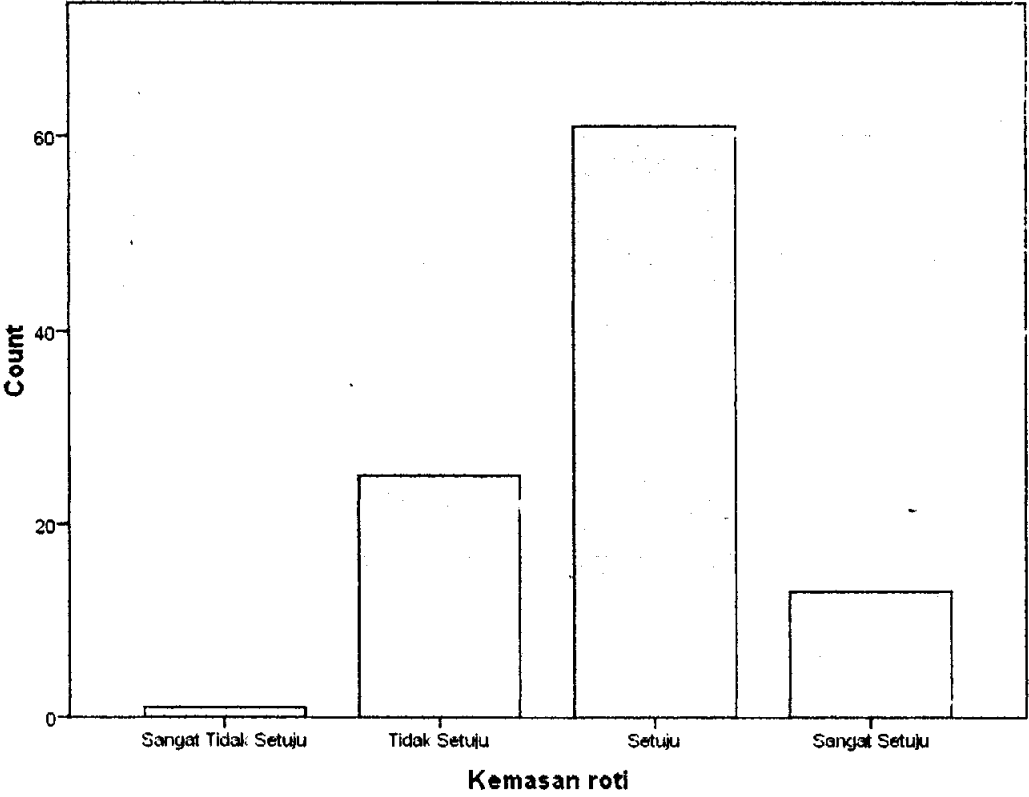
Lampiran 12
Grafik Variabel Lokasi



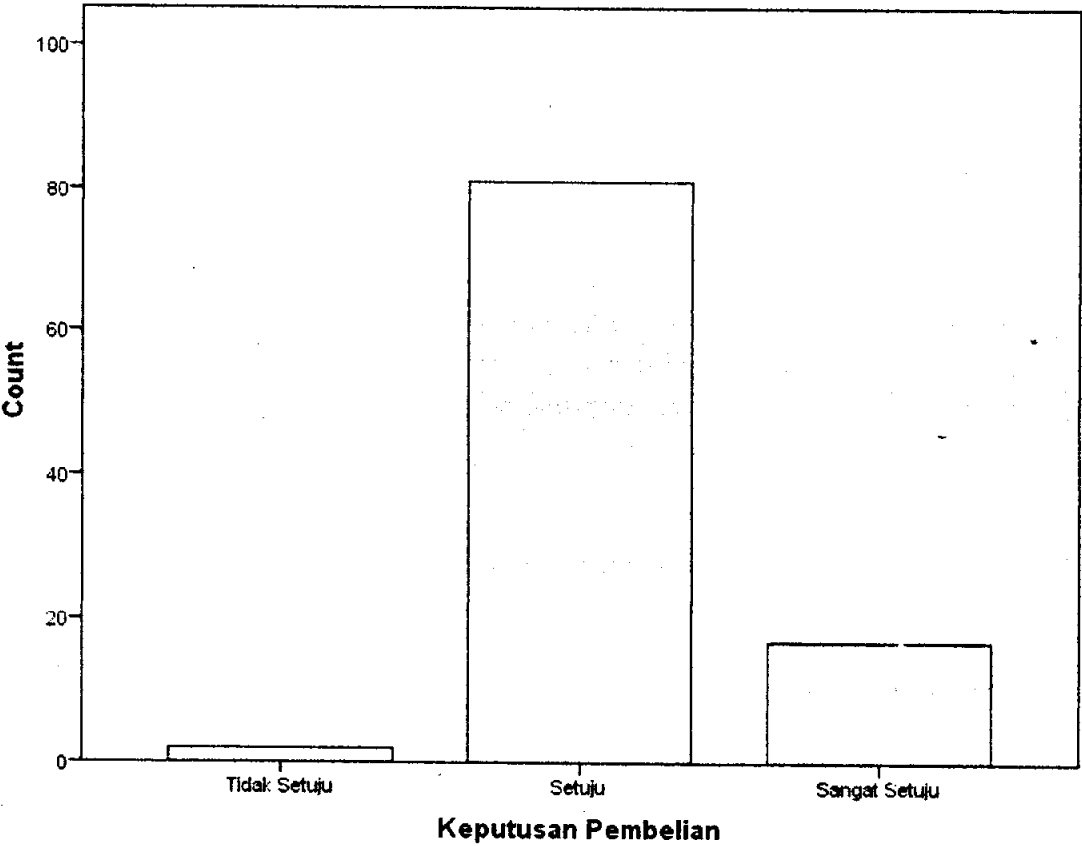
Lampiran 13
Grafik Variabel Produk







Lampiran 14
Grafik Variabel Keputusan Pembelian



Variabel: General Interior**STS TS S SS**

Penempatan meja kasir BreadTalk sangat baik:	1	2	3	4
<i>Display</i> harga mempengaruhi keputusan Anda untuk membeli	1	2	3	4
Anda membeli roti BreadTalk karena pelayanan BreadTalk memuaskan	1	2	3	4
<i>Self-service</i> di BreadTalk mempengaruhi keputusan Anda untuk membeli	1	2	3	4
Kebersihan gerai BreadTalk mempengaruhi keputusan Anda untuk membeli	1	2	3	4
Pencahayaan di gerai BreadTalk sangat baik	1	2	3	4

Variabel: Interior Display**STS TS S SS**

Penempatan rak BreadTalk sangat baik	1	2	3	4
Cara penempatan produk di rak mempengaruhi keputusan Anda untuk membeli	1	2	3	4
Penempatan alat pemotong roti BreadTalk sangat baik	1	2	3	4
Ketersediaan nampan di gerai BreadTalk sangat baik	1	2	3	4

Variabel: Lokasi**STS TS S SS**

Lokasi gerai BreadTalk sangat strategis	1	2	3	4
Akses ke gerai BreadTalk sangat mudah	1	2	3	4

Variabel: Produk**STS TS S SS**

Anda membeli roti BreadTalk karena rasa roti BreadTalk lebih enak dibanding pesaingnya	1	2	3	4
Anda membeli roti BreadTalk karena bentuk roti BreadTalk lebih menarik dibanding pesaingnya	1	2	3	4
Bau roti BreadTalk mempengaruhi keputusan Anda untuk membeli	1	2	3	4
Nama-nama roti BreadTalk sangat menarik	1	2	3	4
Kemasan roti BreadTalk sangat bagus	1	2	3	4

Variabel: Keputusan Pembelian**STS TS S SS**

Exterior, general interior, interior display, lokasi dan produk BreadTalk mempengaruhi keputusan Anda untuk membeli	1	2	3	4
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PERPUSTAKAAN
Universitas Katolik Widya Mandala
SURABAYA