



## LAMPIRAN 1 - KUESIONER

# UNIKA WIDYA MANDALA SURABAYA PENGARUH *CONVENIENCE*, *QUALITY*, *PRICE* DAN *CONGRUENCE* TERHADAP SIKAP AFEKTIF KONSUMEN PADA PRODUK *PRIVATE LABEL* INDOMARET DI SURABAYA

### Pengantar

Tujuan pengisian kuesioner ini untuk proses penelitian dalam rangka penyelesaian tugas akhir jurusan Manajemen Retail S1 Ekonomi Manajemen Unika Widya . Penelitian ini mengambil judul "Pengaruh *Convenience*, *Quality*, *Price*, dan *Congruence* Terhadap Sikap Afektif Konsumen Pada Produk *Private Label* Indomaret di Surabaya". Kebenaran data yang diungkapkan sangat dibutuhkan dalam penelitian ini, sehingga dimohon Bapak/Ibu dapat memberikan jawaban dan data yang sebenarnya dengan jaminan bahwa identitas Bapak/Ibu akan dirahasiakan. Atas kesediaan Bapak/Ibu dapat memberikan jawaban dan data yang sebenarnya dengan jaminan bahwa identitas Bapak/Ibu akan dirahasiakan. Atas kesediaan Bapak/Ibu dalam memberikan jawaban kami ucapkan terima kasih.

### IDENTITAS RESPONDEN

A. Nama Responden : .....

B. Umur : ..... Tahun

C. Jenis Kelamin : 1. Pria 2. Wanita

D. Perkiraan pengeluaran jumlah belanja setiap bulan : Rp .....

E. Dalam satu bulan terakhir perkiraan berapa kali anda sudah belanja di Indomaret : ..... kali

F. Berapa banyak produk private label Indomaret yang pernah anda beli dalam satu bulan : .....

*Terima Kasih Atas Partisipasi Anda*

## PETUNJUK PENGISIAN

- Jawablah semua pertanyaan, sehingga tidak ada yang tidak terjawab
- Lingkariilah salah satu jawaban yang anda anggap paling tepat, sebagaimana contoh berikut di bawah ini.

**A1** Saya suka merek *private label* dari Indomaret

STS

TS

RR

S

SS

Berikan penilaian anda terhadap hal-hal di bawah ini yang paling sesuai dengan kenyataan sebenarnya dengan melingkari salah satu jawaban. Alternatif jawaban terdiri dari :

STS : Sangat Tidak Setuju

S : Setuju

TS : Tidak Setuju

SS : Sangat Setuju

RR : Ragu - Ragu

NO	PERNYATAAN	RESPON JAWABAN				
		STS	TS	RR	S	SS
X1.1	Indomaret mudah untuk diakses					
X1.2	Mudah untuk berbelanja di Indomaret					
X1.3	Saya dapat dengan mudah pergi ke Indomaret					
X2.1	Indomaret tidak pernah menjual barang dengan kualitas rendah					

X2.2	Saya suka dengan merek <i>private label</i> dari Indomaret	STS	TS	RR	S	SS
X2.3	Saya dapat merasa untung ketika berbelanja di Indomaret	STS	TS	RR	S	SS
X3.1	Harga di Indomaret sangatlah wajar	STS	TS	RR	S	SS
X3.2	Saya mendapatkan nilai yang sebanding dengan uang yang saya keluarkan	STS	TS	RR	S	SS
X3.3	Saya dapat membeli dengan harga lebih murah di Indomaret	STS	TS	RR	S	SS
X4.1	Banyaknya merek nasional yang dijual mencerminkan bahwa indomaret memiliki reputasi yang bagus	STS	TS	RR	S	SS
X4.2	Merek nasional yang terkenal hanya di jual pada toko yang berkualitas salah satunya di Indomaret	STS	TS	RR	S	SS
X4.3	Segala merek barang yang saya butuhkan tersedia di Indomaret	STS	TS	RR	S	SS
Y1	Saya suka merek <i>private label</i> dari Indomaret	STS	TS	RR	S	SS
Y2	Saya merasa puas dengan sebagian besar merek <i>private label</i> yang dibeli di Indomaret	STS	TS	RR	S	SS
<b>TERIMA KASIH</b>						

## LAMPIRAN 2 – HASIL PENGISISN KUESIONER

No.	Nama	Usia	Jenis Kelamin	Pengeluaran Belanja	Frekuensi Belanja	Private Label	Convenience (X1)			Total	Rata-Rata	Quality (X2)			Total
							X1.1	X1.2	X1.3			X2.1	X2.2	X2.3	
1	ELLY RACHMAT	31	2	1	1	3	3	4	4	11	3.67	4	4	4	12
2	CHUSNUL CHOTIMAH	53	2	4	3	3	4	4	3	11	3.67	5	4	4	13
3	DRS SOEWOTO	48	1	1	2	3	2	2	4	8	2.67	4	4	4	12
4	SUKANAH	36	2	2	1	1	2	2	2	6	2.00	1	5	5	11
5	MASLIN	44	1	4	3	2	4	2	3	9	3.00	4	4	4	12
6	SUTAMAH	35	2	3	3	2	4	4	4	12	4.00	2	5	3	10
7	ALI ISMET	44	1	1	1	2	4	4	4	12	4.00	4	4	4	12
8	PANOET	32	1	3	2	2	4	4	4	12	4.00	4	4	4	12
9	PANTOEMAN	55	1	4	1	3	4	4	4	12	4.00	4	5	4	13
10	HARIYATI TOHA	37	2	1	2	2	4	4	4	12	4.00	4	4	4	12
11	PALIL SUKEMI	27	2	3	3	1	4	4	4	12	4.00	3	4	3	10
12	KONTAKI	54	1	4	2	1	4	4	4	12	4.00	3	4	3	10
13	KAYATI	27	2	1	2	3	3	3	4	10	3.33	4	3	4	11
14	SRI SUPROBOWATI	29	2	4	2	1	3	3	3	9	3.00	4	2	4	10
15	MASRIPAH	57	2	1	1	1	4	2	3	9	3.00	4	4	4	12
16	BAITO	47	1	2	2	2	3	4	3	10	3.33	4	4	4	12
17	PAUWAN ABOE	59	1	1	1	1	4	4	4	12	4.00	2	5	3	10
18	JOENI MAMANUA S	55	2	3	2	3	4	3	4	11	3.67	4	4	4	12
19	SUNIK	45	2	3	1	2	4	4	3	11	3.67	4	4	4	12

20	RAJI SOEGIARTI	29	2	1	1	3	4	4	4	12	4.00	4	4	4	12
21	TADJIB	41	1	1	2	1	4	4	3	11	3.67	4	4	4	12
22	M ADJIB	64	1	1	1	3	3	2	2	7	2.33	4	4	4	12
23	SRI ERAWATI SOENARYO	33	2	2	1	3	1	1	1	3	1.00	4	2	4	10
24	DJONO	64	1	1	2	2	3	1	1	5	1.67	5	4	3	12
25	MISMAN	30	1	3	2	2	2	2	4	8	2.67	4	4	4	12
26	SOEMADI	37	1	2	2	1	2	3	1	6	2.00	4	4	4	12
27	HARIAH MATRAIS	65	2	3	2	1	3	3	3	9	3.00	3	3	4	10
28	SANTIK	63	2	2	3	3	2	3	2	7	2.33	4	4	4	12
29	SITI ROMLAH	36	2	4	1	3	3	3	3	9	3.00	4	4	4	12
30	MINGSRI MARTAM	47	2	1	2	1	2	3	2	7	2.33	5	4	3	12
31	HADI SUTRISNO	56	1	3	2	3	2	2	3	7	2.33	4	4	4	12
32	SRI SOENARSIH M	30	2	2	3	1	4	4	4	12	4.00	4	4	4	12
33	SALIM	28	1	3	3	3	5	3	3	11	3.67	4	4	4	12
34	KASMIATI HARDJO	27	2	1	3	1	5	4	4	13	4.33	4	4	4	12
35	SUTI	42	2	4	1	3	3	4	4	11	3.67	4	5	4	13
36	MAHMUDAH	33	2	3	2	2	4	4	4	12	4.00	4	4	4	12
37	ISTIJANI TASMAN	25	2	4	1	1	3	4	4	11	3.67	3	4	3	10
38	SUNARTI SUTIKNO	44	2	3	1	1	4	4	4	12	4.00	3	4	3	10
39	SITI MARIJAM SOELAIMAN	37	2	4	2	1	4	3	3	10	3.33	4	3	4	11
40	SAMIATUN IMAM S	63	2	3	1	2	4	3	3	10	3.33	4	2	4	10
41	WIJI ASTUTIK	52	2	3	3	1	4	5	4	13	4.33	4	4	4	12
42	DJOEHARI	54	1	1	1	1	4	5	4	13	4.33	3	4	4	11
43	DRS DARMAT	50	1	3	1	2	4	4	4	12	4.00	4	4	4	12
44	KINYANAH MOCH D	45	1	1	1	1	3	4	3	10	3.33	3	4	4	11

45	SUDJINEM	39	2	4	1	1	3	4	3	10	3.33	4	4	4	12
46	KARIYAH	49	2	2	2	1	4	3	4	11	3.67	2	5	3	10
47	MARTINI	44	2	3	2	1	4	2	4	10	3.33	4	4	4	12
48	SITI CHABIBAH	29	2	4	2	1	4	4	4	12	4.00	4	4	4	12
49	SUMIASIH	26	2	3	2	3	3	4	4	11	3.67	3	4	4	11
50	ASMANIYAH	61	2	4	1	1	4	4	4	12	4.00	4	4	4	12
51	KARPIYATI	35	2	3	2	1	3	2	3	8	2.67	3	2	4	9
52	SOEJATMI	28	2	2	1	2	4	3	4	11	3.67	4	4	4	12
53	LANY WAYISAN	37	2	2	3	1	4	3	4	11	3.67	3	3	4	10
54	SUNIKAH	62	2	3	1	3	3	3	3	9	3.00	4	3	4	11
55	MUSRIPAH LAMIN	64	2	3	3	3	4	4	4	12	4.00	4	5	5	14
56	SOEKANI	40	1	4	2	2	4	2	4	10	3.33	4	2	4	10
57	INDAHWATI JACHM	52	2	4	1	1	4	3	4	11	3.67	4	4	4	12
58	TRI SOEPAMI	63	2	2	3	3	4	3	3	10	3.33	4	4	4	12
59	SOEPII	53	1	1	3	1	3	3	4	10	3.33	4	5	5	14
60	OEDYAMIE	55	2	3	2	2	4	3	4	11	3.67	3	3	5	11
61	PARTI	41	2	1	2	2	4	3	4	11	3.67	4	3	3	10
62	SOEKARSIH M RAM	59	2	2	3	1	4	4	4	12	4.00	4	4	4	12
63	SUTANINGSIH	27	2	2	3	3	3	2	1	6	2.00	2	2	1	5
64	KUSJATI SOEDJAI	61	2	3	2	3	4	3	4	11	3.67	2	3	4	9
65	RUPIAH RIAJI SU	30	2	4	1	1	5	4	5	14	4.67	2	4	5	11

66	SRIATUN	61	2	4	1	1	4	3	4	11	3.67	4	2	4	10
67	MUAWANAH RABAN	45	2	2	3	2	5	4	5	14	4.67	4	4	5	13
68	SUMENI	25	1	2	2	1	4	3	4	11	3.67	4	3	4	11
69	YADI SISWO PRANOTO	48	1	4	3	1	5	5	5	15	5.00	5	4	5	14
70	KANDIM	61	1	3	3	2	4	4	4	12	4.00	4	4	4	12
71	SAITI	56	2	2	3	1	3	3	3	9	3.00	3	3	3	9
72	DRA SUMIYATSIH	37	2	4	2	3	4	2	3	9	3.00	4	3	3	10
73	SOLIKANINGSIH	52	2	3	2	1	3	3	3	9	3.00	4	4	4	12
74	JUMAIYAH	64	2	4	1	3	3	3	4	10	3.33	4	3	4	11
75	TOHIRAN BAGIO	64	1	1	3	3	4	3	4	11	3.67	4	3	3	10
76	SRI SUHARTI	33	2	3	3	1	4	3	4	11	3.67	4	3	3	10
77	SOEPARTONO SH	55	1	2	2	2	4	3	3	10	3.33	4	3	4	11
78	RAHAYU MULYANIN	63	2	4	1	3	4	3	4	11	3.67	4	3	4	11
79	ADIJAKIM	59	1	2	1	3	4	3	4	11	3.67	4	3	4	11
80	PAIDJAH AROEMAN	51	2	3	3	1	4	4	4	12	4.00	4	3	3	10
81	TURAH	24	2	2	2	2	4	3	4	11	3.67	4	4	4	12
82	SUTRISWATI	34	2	4	2	1	4	3	4	11	3.67	4	4	4	12
83	SOERATMAN	43	1	4	3	1	3	3	3	9	3.00	4	3	4	11
84	YAMUNAH	49	2	1	3	2	4	4	3	11	3.67	4	3	4	11
85	SRI MULYANI	64	2	1	2	1	4	3	4	11	3.67	4	5	5	14
86	SULASTRI	26	2	1	3	2	3	3	3	9	3.00	5	4	4	13

87	SUMARSIH	51	2	2	3	3	4	3	4	11	3.67	3	4	4	11
88	SITI ROMELAH SU	41	2	4	1	1	4	4	3	11	3.67	4	4	4	12
89	WIWIK EROWATI	26	2	1	2	3	4	3	4	11	3.67	5	5	5	15
90	HADI SULKAN	56	1	2	3	2	4	3	3	10	3.33	4	3	4	11
91	JUMIYAH JOKO	53	1	4	1	3	4	3	4	11	3.67	5	3	3	11
92	LUMAPE AGUSTINA	43	2	2	1	2	3	3	4	10	3.33	4	4	4	12
93	SUDIANA	34	2	3	1	2	4	4	3	11	3.67	4	4	4	12
94	DEWI SITI KHALI	31	2	3	1	1	4	3	3	10	3.33	4	4	4	12
95	SATUPAH SOERACHIM	35	2	1	1	1	4	2	3	9	3.00	4	4	4	12
96	SRI ASTUTIK	30	2	4	2	3	4	3	4	11	3.67	4	4	4	12
97	RACHMAT	60	1	2	2	3	4	3	4	11	3.67	4	4	4	12
98	SOETINAH SUWARI	44	2	4	3	1	4	5	4	13	4.33	4	3	5	12
99	SAMINI	39	2	1	2	1	3	3	3	9	3.00	3	3	4	10
100	MUCHRONI	42	1	3	1	1	4	4	3	11	3.67	4	3	4	11
101	SOETOMO	39	1	1	2	3	3	4	3	10	3.33	4	4	4	12
102	SUMIATIN	60	2	4	3	3	4	3	4	11	3.67	4	4	5	13
103	ANWAR	43	1	1	3	1	4	4	3	11	3.67	4	3	4	11
104	MOCHAMAD SOLIKIN	28	1	3	3	3	4	3	4	11	3.67	4	4	4	12



105	SUMIATI	47	1	4	1	3	4	3	4	11	3.67	5	5	5	15
106	UMI KULSUM	33	2	4	1	2	3	2	4	9	3.00	3	3	4	10
107	SATUAH BANDI	54	2	2	1	2	4	2	4	10	3.33	5	3	4	12
108	SOEFIATUN EDY ANDORO	36	2	2	3	2	4	4	3	11	3.67	4	5	4	13
109	KASIYATI DJOKO	53	2	1	2	1	4	3	3	10	3.33	4	4	4	12
110	MARJATI KATJOEN	38	2	4	2	2	4	3	3	10	3.33	5	4	5	14
111	TARI DRS.	61	2	1	3	1	4	3	4	11	3.67	4	4	4	12
112	SOEKADI	41	1	4	2	1	4	3	3	10	3.33	4	3	3	10
113	MARIA BERNADETT	25	2	3	3	2	4	3	3	10	3.33	5	4	5	14
114	KEMIS	41	1	4	2	2	4	4	4	12	4.00	4	4	4	12
115	HARTINI	57	2	3	3	1	4	3	3	10	3.33	4	4	4	12
116	SUHARIYATI SUWARJO	56	2	2	2	1	4	3	4	11	3.67	5	5	4	14
117	HOESODO	30	1	4	3	2	4	4	4	12	4.00	4	3	4	11
118	YUVENTIUS DARSO	58	1	4	3	1	3	2	3	8	2.67	4	4	4	12
119	SOEMI SANI	58	2	3	3	1	4	4	4	12	4.00	4	3	4	11
120	SUMI RAHAYU	24	2	4	3	2	4	3	4	11	3.67	4	5	5	14
121	TOENIS KARSLIAH	44	2	1	3	2	1	1	1	3	1.00	4	2	4	10
122	TUTIEK SUSIYAH	62	2	1	1	2	3	1	1	5	1.67	5	4	3	12
123	KARSAN SOEKARNO	35	1	3	2	3	2	2	4	8	2.67	4	4	4	12
124	DAIN	37	1	3	2	2	2	3	1	6	2.00	4	4	4	12

125	SAROPAN HADISAN	28	1	3	1	1	3	3	3	9	3.00	3	3	4	10
126	ETTY SUKARTI	48	2	3	1	3	2	3	2	7	2.33	4	4	4	12
127	HERMIN CHARNASI	25	2	3	1	3	3	3	3	9	3.00	4	4	4	12
128	SITI KUSUSIYAH	53	2	2	3	1	2	3	2	7	2.33	5	4	3	12
129	SITI SUWAIBAH	38	2	4	2	2	2	2	3	7	2.33	4	4	4	12
130	RUKATIN	60	2	1	2	1	3	3	2	8	2.67	4	3	3	10
131	MUSLIMIN	64	1	1	3	3	4	3	4	11	3.67	3	2	4	9
132	TUTIEK INDARTI	63	2	2	2	3	4	4	3	11	3.67	4	4	4	12
133	SANTINAH	38	2	3	3	2	4	3	3	10	3.33	3	3	4	10
134	SIMPENI WASIRAN	48	2	3	2	2	4	3	3	10	3.33	4	3	4	11
135	JUWARIYAH SUJAT	46	2	3	1	1	4	3	4	11	3.67	4	5	5	14
136	MARSINAH	62	2	2	2	3	4	4	3	11	3.67	4	2	4	10
137	ENDANG WAHYU HIDAYAH	26	2	1	2	1	4	3	4	11	3.67	4	4	4	12
138	TUTIEK INDARTI	58	2	3	2	1	4	3	3	10	3.33	4	4	4	12
139	CHOLIFAH	37	2	4	2	1	4	3	4	11	3.67	4	5	5	14
140	TUNAH DARDJO	56	2	1	2	1	4	4	3	11	3.67	3	3	5	11
141	SYAHRONI	31	1	4	2	1	4	2	4	10	3.33	4	3	3	10
142	AMARI	62	1	4	2	1	4	3	3	10	3.33	4	4	4	12
143	SANTOSO	45	1	2	2	3	3	4	3	10	3.33	2	2	2	6

144	SOEJATI	63	2	3	2	3	4	3	3	10	3.33	2	3	4	9
145	SOELIJATI SOELI	58	2	1	2	1	4	3	4	11	3.67	2	4	5	11
146	SOENI	62	2	4	3	3	4	3	3	10	3.33	4	2	4	10
147	MATDJIIN	44	1	2	1	1	4	3	4	11	3.67	4	4	5	13
148	BEDJA	35	1	1	1	2	4	3	3	10	3.33	4	3	4	11
149	SITI RAHAJOE	48	2	1	1	3	4	3	4	11	3.67	5	4	5	14
150	SUWARNIK SOTO	30	2	4	3	1	4	4	3	11	3.67	4	4	4	12

Rata- Rata	Price (X3)			Total	Rata- Rata	NBSI - Congruence (X4)			Total	Rata- Rata	PLB - Affective (Y)		Total	Rata- Rata
	X3.1	X3.2	X3.3			X4.1	X4.2	X4.3			Y1	Y2		
4.00	4	4	3	11	3.67	3	3	4	10	3.33	3	3	6	3.00
4.33	4	4	3	11	3.67	4	3	3	10	3.33	3	3	6	3.00
4.00	4	4	4	12	4.00	4	4	2	10	3.33	4	2	6	3.00
3.67	4	4	4	12	4.00	1	5	4	10	3.33	1	1	2	1.00
4.00	4	4	4	12	4.00	4	4	4	12	4.00	2	2	4	2.00
3.33	4	4	4	12	4.00	4	4	4	12	4.00	4	4	8	4.00
4.00	3	4	4	11	3.67	3	3	3	9	3.00	4	3	7	3.50
4.00	3	3	3	9	3.00	4	4	4	12	4.00	4	4	8	4.00
4.33	2	3	4	9	3.00	4	4	4	12	4.00	1	1	2	1.00

4.00	4	3	3	10	3.33	4	5	4	13	4.33	3	3	6	3.00
3.33	4	4	3	11	3.67	4	4	4	12	4.00	3	3	6	3.00
3.33	3	4	4	11	3.67	3	4	3	10	3.33	4	2	6	3.00
3.67	4	3	3	10	3.33	4	4	4	12	4.00	3	3	6	3.00
3.33	4	4	3	11	3.67	4	4	4	12	4.00	3	3	6	3.00
4.00	2	2	3	7	2.33	3	3	3	9	3.00	4	2	6	3.00
4.00	3	3	3	9	3.00	4	4	4	12	4.00	1	1	2	1.00
3.33	2	2	3	7	2.33	4	4	4	12	4.00	2	2	4	2.00
4.00	4	2	2	8	2.67	3	3	3	9	3.00	4	4	8	4.00
4.00	4	2	3	9	3.00	4	4	4	12	4.00	3	3	6	3.00
4.00	4	1	1	6	2.00	3	3	3	9	3.00	3	3	6	3.00
4.00	5	3	1	9	3.00	4	4	4	12	4.00	4	2	6	3.00
4.00	3	2	2	7	2.33	4	4	5	13	4.33	1	1	2	1.00
3.33	4	4	3	11	3.67	4	4	4	12	4.00	3	3	6	3.00
4.00	4	4	3	11	3.67	4	4	4	12	4.00	3	3	6	3.00
4.00	4	4	4	12	4.00	4	5	4	13	4.33	4	2	6	3.00
4.00	4	4	4	12	4.00	4	4	4	12	4.00	1	1	2	1.00
3.33	4	4	4	12	4.00	3	4	3	10	3.33	2	2	4	2.00

4.00	4	4	4	12	4.00	4	4	4	12	4.00	4	4	8	4.00
4.00	3	4	4	11	3.67	4	4	4	12	4.00	2	2	4	2.00
4.00	3	3	3	9	3.00	3	3	3	9	3.00	4	4	8	4.00
4.00	2	3	4	9	3.00	4	4	4	12	4.00	2	2	4	2.00
4.00	4	3	3	10	3.33	4	4	5	13	4.33	4	4	8	4.00
4.00	4	4	3	11	3.67	4	4	4	12	4.00	1	1	2	1.00
4.00	3	4	4	11	3.67	4	4	4	12	4.00	3	3	6	3.00
4.33	4	3	3	10	3.33	5	3	3	11	3.67	3	3	6	3.00
4.00	4	4	3	11	3.67	5	4	4	13	4.33	4	2	6	3.00
3.33	4	1	1	6	2.00	4	4	4	12	4.00	1	1	2	1.00
3.33	2	2	3	7	2.33	4	4	4	12	4.00	2	2	4	2.00
3.67	3	3	3	9	3.00	4	4	4	12	4.00	4	4	8	4.00
3.33	2	2	3	7	2.33	3	3	3	9	3.00	3	3	6	3.00
4.00	4	2	2	8	2.67	4	4	4	12	4.00	3	3	6	3.00
3.67	4	2	3	9	3.00	5	4	4	13	4.33	2	2	4	2.00
4.00	4	1	1	6	2.00	4	4	5	13	4.33	4	4	8	4.00
3.67	5	3	1	9	3.00	4	4	4	12	4.00	1	1	2	1.00
4.00	3	2	2	7	2.33	4	4	4	12	4.00	3	3	6	3.00

3.33	2	2	3	7	2.33	5	3	3	11	3.67	3	3	6	3.00
4.00	4	4	3	11	3.67	5	4	4	13	4.33	4	2	6	3.00
4.00	4	4	3	11	3.67	4	4	4	12	4.00	1	1	2	1.00
3.67	4	4	4	12	4.00	4	4	4	12	4.00	2	2	4	2.00
4.00	4	4	4	12	4.00	3	3	3	9	3.00	4	4	8	4.00
3.00	4	4	4	12	4.00	3	3	3	9	3.00	3	3	6	3.00
4.00	4	4	4	12	4.00	2	4	2	8	2.67	4	4	8	4.00
3.33	3	4	4	11	3.67	2	2	2	6	2.00	3	4	7	3.50
3.67	3	3	3	9	3.00	3	3	3	9	3.00	3	5	8	4.00
4.67	2	3	4	9	3.00	4	4	4	12	4.00	4	4	8	4.00
3.33	4	3	3	10	3.33	3	3	3	9	3.00	4	4	8	4.00
4.00	4	4	3	11	3.67	2	5	2	9	3.00	5	4	9	4.50
4.00	3	4	4	11	3.67	4	4	2	10	3.33	4	5	9	4.50
4.67	4	3	3	10	3.33	1	5	4	10	3.33	3	4	7	3.50
3.67	4	4	3	11	3.67	4	4	4	12	4.00	4	4	8	4.00
3.33	2	2	3	7	2.33	4	4	4	12	4.00	3	3	6	3.00
4.00	3	3	3	9	3.00	3	3	3	9	3.00	4	4	8	4.00
1.67	2	2	3	7	2.33	4	4	4	12	4.00	3	3	6	3.00

3.00	4	2	2	8	2.67	4	4	4	12	4.00	4	4	8	4.00
3.67	4	2	3	9	3.00	4	5	4	13	4.33	5	5	10	5.00
3.33	2	2	2	6	2.00	4	4	4	12	4.00	4	4	8	4.00
4.33	2	3	2	7	2.33	4	4	4	12	4.00	5	5	10	5.00
3.67	2	3	2	7	2.33	3	4	3	10	3.33	3	4	7	3.50
4.67	1	1	1	3	1.00	5	5	5	15	5.00	4	5	9	4.50
4.00	2	1	1	4	1.33	4	4	4	12	4.00	5	4	9	4.50
3.00	3	2	2	7	2.33	3	4	3	10	3.33	4	4	8	4.00
3.33	2	3	2	7	2.33	3	3	3	9	3.00	4	4	8	4.00
4.00	2	2	2	6	2.00	3	3	3	9	3.00	3	3	6	3.00
3.67	4	4	3	11	3.67	4	4	4	12	4.00	3	4	7	3.50
3.33	4	4	3	11	3.67	3	4	3	10	3.33	4	4	8	4.00
3.33	4	4	4	12	4.00	3	4	3	10	3.33	4	4	8	4.00
3.67	4	4	4	12	4.00	3	4	3	10	3.33	4	4	8	4.00
3.67	4	4	4	12	4.00	3	4	3	10	3.33	4	4	8	4.00
3.67	4	4	4	12	4.00	3	4	3	10	3.33	4	5	9	4.50
3.33	3	4	4	11	3.67	3	4	3	10	3.33	4	4	8	4.00
4.00	3	3	3	9	3.00	5	5	5	15	5.00	5	4	9	4.50
4.00	2	3	4	9	3.00	5	5	5	15	5.00	4	4	8	4.00

3.67	4	3	3	10	3.33	4	4	4	12	4.00	3	4	7	3.50
3.67	4	4	3	11	3.67	5	4	5	14	4.67	4	5	9	4.50
4.67	3	4	4	11	3.67	5	5	5	15	5.00	3	4	7	3.50
4.33	4	3	3	10	3.33	4	4	4	12	4.00	4	4	8	4.00
3.67	4	4	3	11	3.67	3	4	3	10	3.33	3	3	6	3.00
4.00	2	2	3	7	2.33	4	4	4	12	4.00	5	4	9	4.50
5.00	3	3	3	9	3.00	4	4	4	12	4.00	4	3	7	3.50
3.67	2	2	3	7	2.33	4	4	4	12	4.00	5	5	10	5.00
3.67	4	2	2	8	2.67	4	5	4	13	4.33	4	5	9	4.50
4.00	2	3	2	7	2.33	4	4	4	12	4.00	3	4	7	3.50
4.00	2	2	1	5	1.67	5	5	5	15	5.00	4	5	9	4.50
4.00	2	2	3	7	2.33	5	5	5	15	5.00	5	4	9	4.50
4.00	2	2	2	6	2.00	4	4	4	12	4.00	4	4	8	4.00
4.00	2	2	1	5	1.67	4	4	4	12	4.00	3	3	6	3.00
4.00	2	2	3	7	2.33	4	4	4	12	4.00	4	3	7	3.50
4.00	2	2	2	6	2.00	4	5	4	13	4.33	4	4	8	4.00
3.33	3	3	3	9	3.00	4	4	4	12	4.00	3	3	6	3.00
3.67	2	2	3	7	2.33	4	4	4	12	4.00	4	4	8	4.00



4.00	2	2	2	6	2.00	4	4	4	12	4.00	3	5	8	4.00
4.33	2	2	2	6	2.00	5	4	5	14	4.67	4	4	8	4.00
3.67	2	1	2	5	1.67	4	4	4	12	4.00	4	4	8	4.00
4.00	2	2	3	7	2.33	4	5	4	13	4.33	4	3	7	3.50
5.00	1	1	1	3	1.00	5	5	5	15	5.00	4	4	8	4.00
3.33	3	3	3	9	3.00	4	4	4	12	4.00	3	3	6	3.00
4.00	1	2	2	5	1.67	4	5	4	13	4.33	3	5	8	4.00
4.33	2	2	2	6	2.00	4	4	4	12	4.00	4	5	9	4.50
4.00	2	1	2	5	1.67	4	4	4	12	4.00	4	4	8	4.00
4.67	1	1	2	4	1.33	5	5	5	15	5.00	5	5	10	5.00
4.00	2	1	2	5	1.67	4	4	4	12	4.00	5	5	10	5.00
3.33	2	2	1	5	1.67	4	4	4	12	4.00	4	5	9	4.50
4.67	1	2	2	5	1.67	3	5	3	11	3.67	4	4	8	4.00
4.00	2	2	2	6	2.00	5	4	5	14	4.67	4	4	8	4.00
4.00	2	3	2	7	2.33	4	4	4	12	4.00	4	4	8	4.00
4.67	1	1	1	3	1.00	3	4	3	10	3.33	4	4	8	4.00
3.67	2	2	2	6	2.00	4	4	4	12	4.00	3	3	6	3.00
4.00	2	2	3	7	2.33	4	4	4	12	4.00	3	3	6	3.00
3.67	2	1	1	4	1.33	5	5	5	15	5.00	4	4	8	4.00

4.67	2	1	2	5	1.67	4	5	4	13	4.33	5	4	9	4.50
3.33	2	2	2	6	2.00	4	4	4	12	4.00	4	4	8	4.00
4.00	1	2	3	6	2.00	5	4	5	14	4.67	5	5	10	5.00
4.00	2	3	3	8	2.67	5	5	5	15	5.00	4	4	8	4.00
4.00	4	4	3	11	3.67	4	4	4	12	4.00	3	5	8	4.00
3.33	3	3	3	9	3.00	4	4	4	12	4.00	4	4	8	4.00
4.00	4	3	4	11	3.67	5	4	5	14	4.67	2	4	6	3.00
4.00	1	2	3	6	2.00	4	5	4	13	4.33	4	4	8	4.00
4.00	3	2	2	7	2.33	4	4	4	12	4.00	4	4	8	4.00
4.00	3	3	3	9	3.00	5	5	5	15	5.00	4	4	8	4.00
3.33	2	3	2	7	2.33	4	3	4	11	3.67	3	3	6	3.00
3.00	3	2	2	7	2.33	3	3	3	9	3.00	3	3	6	3.00
4.00	4	4	3	11	3.67	2	4	2	8	2.67	4	5	9	4.50
3.33	4	4	3	11	3.67	2	2	2	6	2.00	3	5	8	4.00
3.67	4	4	4	12	4.00	3	3	3	9	3.00	4	4	8	4.00
4.67	4	4	4	12	4.00	4	4	4	12	4.00	4	4	8	4.00
3.33	4	4	4	12	4.00	3	3	3	9	3.00	4	4	8	4.00
4.00	4	4	4	12	4.00	2	5	2	9	3.00	5	4	9	4.50
4.00	3	4	4	11	3.67	4	4	4	12	4.00	4	4	8	4.00

4.67	3	3	3	9	3.00	3	5	3	11	3.67	3	4	7	3.50
3.67	2	3	4	9	3.00	3	4	3	10	3.33	4	4	8	4.00
3.33	4	3	3	10	3.33	3	3	3	9	3.00	4	4	8	4.00
4.00	4	4	3	11	3.67	4	5	4	13	4.33	4	4	8	4.00
2.00	3	4	4	11	3.67	2	2	2	6	2.00	3	3	6	3.00
3.00	4	3	3	10	3.33	3	4	3	10	3.33	3	5	8	4.00
3.67	4	4	3	11	3.67	4	4	4	12	4.00	5	5	10	5.00
3.33	2	2	3	7	2.33	4	4	4	12	4.00	4	4	8	4.00
4.33	2	3	2	7	2.33	4	4	4	12	4.00	5	5	10	5.00
3.67	2	3	2	7	2.33	3	4	3	10	3.33	3	4	7	3.50
4.67	1	1	1	3	1.00	5	5	5	15	5.00	4	5	9	4.50
4.00	2	1	1	4	1.33	4	4	4	12	4.00	5	4	9	4.50

### LAMPIRAN 3 – DESKRIPSI RESPONDEN

#### Frequencies

		Usia	Jenis Kelamin	Pengeluaran Belanja Sebulan	Frekuensi Belanja di Indomaret	Jumlah Private Label Yang Dibeli
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0

#### Frequency Table

##### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	24	2	1,3	1,3	1,3
	25	4	2,7	2,7	4,0
	26	4	2,7	2,7	6,7
	27	4	2,7	2,7	9,3
	28	4	2,7	2,7	12,0
	29	3	2,0	2,0	14,0
	30	6	4,0	4,0	18,0
	31	3	2,0	2,0	20,0
	32	1	,7	,7	20,7
	33	4	2,7	2,7	23,3
	34	2	1,3	1,3	24,7
	35	5	3,3	3,3	28,0
	36	3	2,0	2,0	30,0
	37	7	4,7	4,7	34,7
	38	3	2,0	2,0	36,7
	39	3	2,0	2,0	38,7
	40	1	,7	,7	39,3
	41	5	3,3	3,3	42,7
	42	2	1,3	1,3	44,0

43	3	2,0	2,0	46,0
44	7	4,7	4,7	50,7
45	4	2,7	2,7	53,3
46	1	,7	,7	54,0
47	3	2,0	2,0	56,0
48	5	3,3	3,3	59,3
49	2	1,3	1,3	60,7
50	1	,7	,7	61,3
51	2	1,3	1,3	62,7
52	3	2,0	2,0	64,7
53	5	3,3	3,3	68,0
54	3	2,0	2,0	70,0
55	4	2,7	2,7	72,7
56	5	3,3	3,3	76,0
57	2	1,3	1,3	77,3
58	4	2,7	2,7	80,0
59	3	2,0	2,0	82,0
60	3	2,0	2,0	84,0
61	5	3,3	3,3	87,3
62	5	3,3	3,3	90,7
63	6	4,0	4,0	94,7
64	7	4,7	4,7	99,3
65	1	,7	,7	100,0
Total	150	100,0	100,0	

#### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	48	32.0	32.0	32.0
	Perempuan	102	68.0	68.0	100.0
	Total	150	100.0	100.0	

### Pengeluaran Belanja Sebulan

	Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid <500000	37	24.7	24.7	24.7
500001 - 1000000	30	20.0	20.0	44.7
1000001 - 1500000	42	28.0	28.0	72.7
> 1500001	41	27.3	27.3	100.0
Total	150	100.0	100.0	

### Frekuensi Belanja di Indomaret

	Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid 1 - 2 kali	46	30.7	30.7	30.7
3 - 4 kali	59	39.3	39.3	70.0
> 5 kali	45	30.0	30.0	100.0
Total	150	100.0	100.0	

### Jumlah Private Label Yang Dibeli

	Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid < 2 Produk	66	44.0	44.0	44.0
3 - 4 Produk	40	26.7	26.7	70.7
>= 5 Produk	44	29.3	29.3	100.0
Total	150	100.0	100.0	

### Convenience 1

	Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid Sangat Tidak Setuju	2	1.3	1.3	1.3
Tidak Setuju	12	8.0	8.0	9.3
Netral	32	21.3	21.3	30.7
Setuju	99	66.0	66.0	96.7
Sangat Setuju	5	3.3	3.3	100.0
Total	150	100.0	100.0	

### Convenience 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	2.7	2.7	2.7
	Tidak Setuju	19	12.7	12.7	15.3
	Netral	76	50.7	50.7	66.0
	Setuju	47	31.3	31.3	97.3
	Sangat Setuju	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

### Convenience 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	7	4.7	4.7	4.7
	Tidak Setuju	7	4.7	4.7	9.3
	Netral	56	37.3	37.3	46.7
	Setuju	77	51.3	51.3	98.0
	Sangat Setuju	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

### Quality 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.7	.7	.7
	Tidak Setuju	9	6.0	6.0	6.7
	Netral	19	12.7	12.7	19.3
	Setuju	106	70.7	70.7	90.0
	Sangat Setuju	15	10.0	10.0	100.0
	Total	150	100.0	100.0	

### Quality 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	12	8.0	8.0	8.0
	Netral	39	26.0	26.0	34.0
	Setuju	83	55.3	55.3	89.3
	Sangat Setuju	16	10.7	10.7	100.0
	Total	150	100.0	100.0	

### Quality 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.7	.7	.7
	Tidak Setuju	1	.7	.7	1.3
	Netral	21	14.0	14.0	15.3
	Setuju	106	70.7	70.7	86.0
	Sangat Setuju	21	14.0	14.0	100.0
	Total	150	100.0	100.0	

### Price 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	9	6.0	6.0	6.0
	Tidak Setuju	49	32.7	32.7	38.7
	Netral	28	18.7	18.7	57.3
	Setuju	62	41.3	41.3	98.7
	Sangat Setuju	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

### Price 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	15	10.0	10.0	10.0
	Tidak Setuju	44	29.3	29.3	39.3
	Netral	40	26.7	26.7	66.0
	Setuju	51	34.0	34.0	100.0
	Total	150	100.0	100.0	



**Price 3**

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Sangat Tidak Setuju	15	10.0	10.0	10.0
	Tidak Setuju	34	22.7	22.7	32.7
	Netral	65	43.3	43.3	76.0
	Setuju	36	24.0	24.0	100.0
	Total	150	100.0	100.0	

**Congruence 1**

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Sangat Tidak Setuju	2	1.3	1.3	1.3
	Tidak Setuju	7	4.7	4.7	6.0
	Netral	35	23.3	23.3	29.3
	Setuju	84	56.0	56.0	85.3
	Sangat Setuju	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

**Congruence 2**

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak Setuju	3	2.0	2.0	2.0
	Netral	22	14.7	14.7	16.7
	Setuju	97	64.7	64.7	81.3
	Sangat Setuju	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

**Congruence 3**

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak Setuju	9	6.0	6.0	6.0
	Netral	37	24.7	24.7	30.7
	Setuju	84	56.0	56.0	86.7
	Sangat Setuju	20	13.3	13.3	100.0
	Total	150	100.0	100.0	

**Affective 1**

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Sangat Tidak Setuju	9	6.0	6.0	6.0
	Tidak Setuju	9	6.0	6.0	12.0
	Netral	44	29.3	29.3	41.3
	Setuju	72	48.0	48.0	89.3
	Sangat Setuju	16	10.7	10.7	100.0
	Total	150	100.0	100.0	

**Affective 2**

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Sangat Tidak Setuju	9	6.0	6.0	6.0
	Tidak Setuju	15	10.0	10.0	16.0
	Netral	33	22.0	22.0	38.0
	Setuju	69	46.0	46.0	84.0
	Sangat Setuju	24	16.0	16.0	100.0
	Total	150	100.0	100.0	

## LAMPIRAN 4 – UJI VALIDITAS

### Correlations

#### Validitas Convenience

		Convenience 1	Convenience 2	Convenience 3	Total Convenience
Convenience 1	Pearson Correlation	1	.456**	.599**	.831**
	Sig. (2-tailed)	.	.000	.000	.000
	N	150	150	150	150
Convenience 2	Pearson Correlation	.456**	1	.434**	.775**
	Sig. (2-tailed)	.000	.	.000	.000
	N	150	150	150	150
Convenience 3	Pearson Correlation	.599**	.434**	1	.838**
	Sig. (2-tailed)	.000	.000	.	.000
	N	150	150	150	150
Total Convenience	Pearson Correlation	.831**	.775**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	150	150	150	150

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

### Correlations

#### Validitas Quality

		Quality 1	Quality 2	Quality 3	Total Quality
Quality 1	Pearson Correlation	1	.113	.190*	.638**
	Sig. (2-tailed)	.	.169	.020	.000
	N	150	150	150	150
Quality 2	Pearson Correlation	.113	1	.308**	.726**
	Sig. (2-tailed)	.169	.	.000	.000
	N	150	150	150	150
Quality 3	Pearson Correlation	.190*	.308**	1	.686**
	Sig. (2-tailed)	.020	.000	.	.000
	N	150	150	150	150
Total Quality	Pearson Correlation	.638**	.726**	.686**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	150	150	150	150

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

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

## Correlations

Validitas Price

		Price 1	Price 2	Price 3	Total Price
Price 1	Pearson Correlation	1	.639**	.387**	.803**
	Sig. (2-tailed)	.	.000	.000	.000
	N	150	150	150	150
Price 2	Pearson Correlation	.639**	1	.747**	.933**
	Sig. (2-tailed)	.000	.	.000	.000
	N	150	150	150	150
Price 3	Pearson Correlation	.387**	.747**	1	.821**
	Sig. (2-tailed)	.000	.000	.	.000
	N	150	150	150	150
Total Price	Pearson Correlation	.803**	.933**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	150	150	150	150

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

## Correlations

Correlations

		Congruence 1	Congruence 2	Congruence 3	Total Congruence
Congruence 1	Pearson Correlation	1	.383**	.769**	.871**
	Sig. (2-tailed)	.	.000	.000	.000
	N	150	150	150	150
Congruence 2	Pearson Correlation	.383**	1	.524**	.718**
	Sig. (2-tailed)	.000	.	.000	.000
	N	150	150	150	150
Congruence 3	Pearson Correlation	.769**	.524**	1	.921**
	Sig. (2-tailed)	.000	.000	.	.000
	N	150	150	150	150
Total Congruence	Pearson Correlation	.871**	.718**	.921**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	150	150	150	150

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

# Correlations

**Validitas Affective**

		Affective 1	Affective 2	Total Affective
Affective 1	Pearson Correlation	1	.724**	.922**
	Sig. (2-tailed)	.	.000	.000
	N	150	150	150
Affective 2	Pearson Correlation	.724**	1	.935**
	Sig. (2-tailed)	.000	.	.000
	N	150	150	150
Total Affective	Pearson Correlation	.922**	.935**	1
	Sig. (2-tailed)	.000	.000	.
	N	150	150	150

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

## LAMPIRAN 5 – Uji RELIABILITAS

### Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis  
\*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)

1.	X1.1	Convenience 1
2.	X1.2	Convenience 2
3.	X1.3	Convenience 3

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X1.1	6.6000	1.8389	.6243	.6048
X1.2	7.0333	1.9251	.4970	.7469
X1.3	6.8067	1.7006	.6016	.6257

Reliability Coefficients

N of Cases = 150.0                                      N of Items = 3  
Alpha = .7455

### Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis  
\*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)

1.	X2.1	Quality 1
2.	X2.2	Quality 2
3.	X2.3	Quality 3

Item-total Statistics

	Scale	Scale	Corrected
--	-------	-------	-----------

	Mean if Item Deleted	Variance if Item Deleted	Item- Total Correlation	Alpha if Item Deleted
X2.1	5.6533	2.2481	.1808	.7610
X2.2	5.8000	3.0336	.2624	.6160
X2.3	5.5200	2.2177	.3369	.7021

Reliability Coefficients

N of Cases = 150.0 N of Items = 3

Alpha = .7228

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis  
\*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)

1.	X3.1	Price 1
2.	X3.2	Price 2
3.	X3.3	Price 3

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X3.1	5.6600	3.2326	.5551	.8529
X3.2	5.8067	2.6000	.8279	.5556
X3.3	5.8400	3.3702	.6253	.7794

Reliability Coefficients

N of Cases = 150.0 N of Items = 3

Alpha = .8118

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis  
\*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)

1.	X.4.1	Congruence 1
2.	X4.2	Congruence 2
3.	X4.3	Congruence 3

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X4.1	7.7667	1.4955	.6662	.6821
X4.2	7.5467	2.1421	.4692	.8685
X4.3	7.7800	1.4345	.7968	.5240

Reliability Coefficients

N of Cases = 150.0                      N of Items = 3

Alpha = .7910

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis  
\*\*\*\*\*

— R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   ( A L P  
H A )

1.	Y1.1	Affective 1
2.	Y1.2	Affective 2

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Y1.1	3.5600	1.1340	.7236	.
Y1.2	3.5133	.9495	.7236	.

Reliability Coefficients

N of Cases = 150.0                      N of Items = 2

Alpha = .8377



## LAMPIRAN 6 – UJI REGRESI LINEAR BERGANDA

### Regression

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Rata2 Congruence, Rata2 Convenience, Rata2 Price, Rata2 <sub>a</sub> Quality		Enter

a. All requested variables entered.

b. Dependent Variable: Rata2 Affective

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.299 <sup>a</sup>	.090	.084	.91573	.090	3.565	4	145	.008	1.327

a. Predictors: (Constant), Rata2 Congruence, Rata2 Convenience, Rata2 Price, Rata2 Quality

b. Dependent Variable: Rata2 Affective

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.958	4	2.989	3.565	.008 <sup>a</sup>
	Residual	121.591	145	.839		
	Total	133.548	149			

a. Predictors: (Constant), Rata2 Congruence, Rata2 Convenience, Rata2 Price, Rata2 Quality

b. Dependent Variable: Rata2 Affective

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,283	,911		3,604	,000		
	Rata2 Convenience	,174	,121	,117	1,431	,155	,948	1,057
	Rata2 Quality	,197	,173	,099	1,138	,257	,828	1,207
	Rata2 Price	-,268	,098	-,237	-2,744	,007	,842	1,187
	Rata2 Congruence	-,083	,139	-,054	-,597	,551	,762	1,312

a. Dependent Variable: Rata2 Affective

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

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Rata2 Convenience	Rata2 Quality	Rata2 Price	Rata2 Congruence
1	1	4,872	1,000	,00	,00	,00	,00	,00
	2	,082	7,888	,00	,02	,01	,61	,03
	3	,030	12,784	,00	,72	,01	,00	,18
	4	,011	21,179	,01	,13	,70	,08	,58
	5	,005	30,384	,99	,13	,28	,33	,21

a. Dependent Variable: Rata2 Affective

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.7980	4.3875	3.5367	,28329	150
Std. Predicted Value	-2.608	3.003	,000	1.000	150
Standard Error of Predicted Value	,08331	,40126	,15983	,04921	150
Adjusted Predicted Value	2.7737	4.3769	3.5346	,28565	150
Residual	-2.7082	1.6718	,0000	,90335	150
Std. Residual	-2.957	1.826	,000	,986	150
Stud. Residual	-2.999	1.843	,001	1.001	150
Deleted Residual	-2.7850	1.7044	,0021	,93035	150
Stud. Deleted Residual	-3.086	1.859	-,003	1.012	150
Mahal. Distance	,240	27.616	3.973	3.556	150
Cook's Distance	,000	,059	,006	,011	150
Centered Leverage Value	,002	,185	,027	,024	150

a. Dependent Variable: Rata2 Affective

## Charts

### Scatterplot

Dependent Variable: Rata2 Affective

