

**LAMPIRAN 3****VALIDITAS & RELIABILITAS****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.971	30

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	102.5667	188.461	.896	.969
VAR00002	102.3667	198.861	.505	.971
VAR00003	102.3000	198.217	.604	.971
VAR00004	102.7000	189.872	.645	.971
VAR00005	102.8333	185.592	.790	.970
VAR00006	102.7667	185.771	.766	.970
VAR00007	102.6333	187.551	.952	.969
VAR00008	102.6333	197.206	.422	.972
VAR00009	102.2667	199.237	.550	.971
VAR00010	102.6000	188.524	.894	.969
VAR00011	102.6667	188.230	.920	.969
VAR00012	102.7333	188.754	.701	.970
VAR00013	102.6667	189.678	.686	.970
VAR00014	102.6333	187.551	.952	.969
VAR00015	102.6333	187.551	.952	.969
VAR00016	102.4333	200.323	.372	.972
VAR00017	102.3000	198.217	.604	.971
VAR00018	102.4333	197.909	.549	.971
VAR00019	102.3667	198.792	.511	.971
VAR00020	102.6000	187.697	.874	.969
VAR00021	102.3000	198.217	.604	.971
VAR00022	102.6000	190.041	.810	.969
VAR00023	102.5667	188.461	.896	.969
VAR00024	102.4333	197.495	.506	.971
VAR00025	102.6333	187.551	.952	.969
VAR00026	102.5667	188.737	.881	.969
VAR00027	102.3667	198.792	.511	.971
VAR00028	102.5000	190.259	.801	.969
VAR00029	102.5333	189.568	.836	.969
VAR00030	102.3000	199.666	.483	.971

## LAMPIRAN 4

## DESKRIPITIF

## Statistics

		jenis_kelamin	usia	pekerjaan	penghasilan
N	Valid	150	150	150	150
	Missing	0	0	0	0

## jenis\_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pria	73	48.7	48.7	48.7
	wanita	77	51.3	51.3	100.0
Total		150	100.0	100.0	

## usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-22 tahun	5	3.3	3.3	3.3
	23-28 tahun	66	44.0	44.0	47.3
	29-34 tahun	58	38.7	38.7	86.0
	>34 tahun	21	14.0	14.0	100.0
Total		150	100.0	100.0	

**pekerjaan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid mahasiswa	5	3.3	3.3	3.3
karyawan	76	50.7	50.7	54.0
wiraswasta	69	46.0	46.0	100.0
Total	150	100.0	100.0	

**penghasilan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 2.000.000	2	1.3	1.3	1.3
2.000.001-4.000.000	2	1.3	1.3	2.7
4.000.001-6.000.000	51	34.0	34.0	36.7
> 6.000.000	95	63.3	63.3	100.0
Total	150	100.0	100.0	

## Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
<i>atmosphere1</i>	150	1.00	4.00	3.6000	.77719
<i>atmosphere2</i>	150	1.00	4.00	2.3933	1.02254
<i>atmosphere3</i>	150	2.00	4.00	3.7133	.50946
<i>atmosphere4</i>	150	1.00	4.00	3.5800	.73521
<i>atmosphere5</i>	150	1.00	4.00	2.6733	1.23970
<i>atmosphere6</i>	150	1.00	4.00	2.9600	1.21445
<i>atmosphere7</i>	150	1.00	4.00	3.5000	.64246
<i>atmosphere8</i>	150	1.00	4.00	2.4867	1.19696
<i>atmosphere9</i>	150	2.00	4.00	3.7200	.50660
<i>atmosphere10</i>	150	2.00	4.00	3.6533	.54325
<i>atmosphere11</i>	150	2.00	4.00	3.7400	.51069
<i>atmosphere12</i>	150	1.00	4.00	1.9733	1.14074
<i>perceived1</i>	150	1.00	4.00	2.4533	1.26696
<i>perceived2</i>	150	1.00	4.00	2.4133	1.22714
<i>perceived3</i>	150	1.00	4.00	1.9067	1.07658
<i>perceived4</i>	150	1.00	4.00	2.3733	1.15012
<i>perceived5</i>	150	1.00	4.00	3.2133	.93827
<i>perceived6</i>	150	1.00	4.00	3.2333	.90796
<i>perceived7</i>	150	1.00	4.00	3.3867	.91069
<i>perceived8</i>	150	1.00	4.00	3.4200	.77952
<i>promotion1</i>	150	1.00	4.00	2.2067	1.17751
<i>promotion2</i>	150	1.00	4.00	2.3733	1.13248
<i>promotion3</i>	150	1.00	4.00	3.6733	.68047
<i>promotion4</i>	150	1.00	4.00	3.6267	.65073
<i>promotion5</i>	150	1.00	4.00	3.3267	1.07751
<i>promotion6</i>	150	1.00	4.00	2.2400	1.24070
<i>kepuasan1</i>	150	1.00	4.00	3.1867	.97200
<i>kepuasan2</i>	150	1.00	4.00	3.4333	.89305
<i>kepuasan3</i>	150	1.00	4.00	2.2267	1.20484
<i>kepuasan4</i>	150	1.00	4.00	3.6867	.59231
Valid N (listwise)	150				

## LAMPIRAN 5

### Regression

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

Model	Variables Entered	Variables Removed	Method
1	promosi, atmosphere, perceived <sup>b</sup>		Enter

a. Dependent Variable: kepuasan

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.726 <sup>a</sup>	.527	.518	.40169	1.174

a. Predictors: (Constant), promosi, atmosphere, perceived

b. Dependent Variable: kepuasan

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.276	3	8.759	54.283	.000 <sup>b</sup>
	Residual	23.557	146	.161		
	Total	49.833	149			

a. Dependent Variable: kepuasan

b. Predictors: (Constant), promosi, atmosphere, perceived

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.281	.276		1.015	.312
	atmosphere	.482	.106	.321	4.536	.000
	perceived	.479	.065	.523	7.334	.000
	promosi	-.006	.090	-.005	-.062	.951

Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	atmosphere	.647	1.547
	perceived	.638	1.568
	promosi	.547	1.828

a. Dependent Variable: kepuasan

Coefficient Correlations<sup>a</sup>

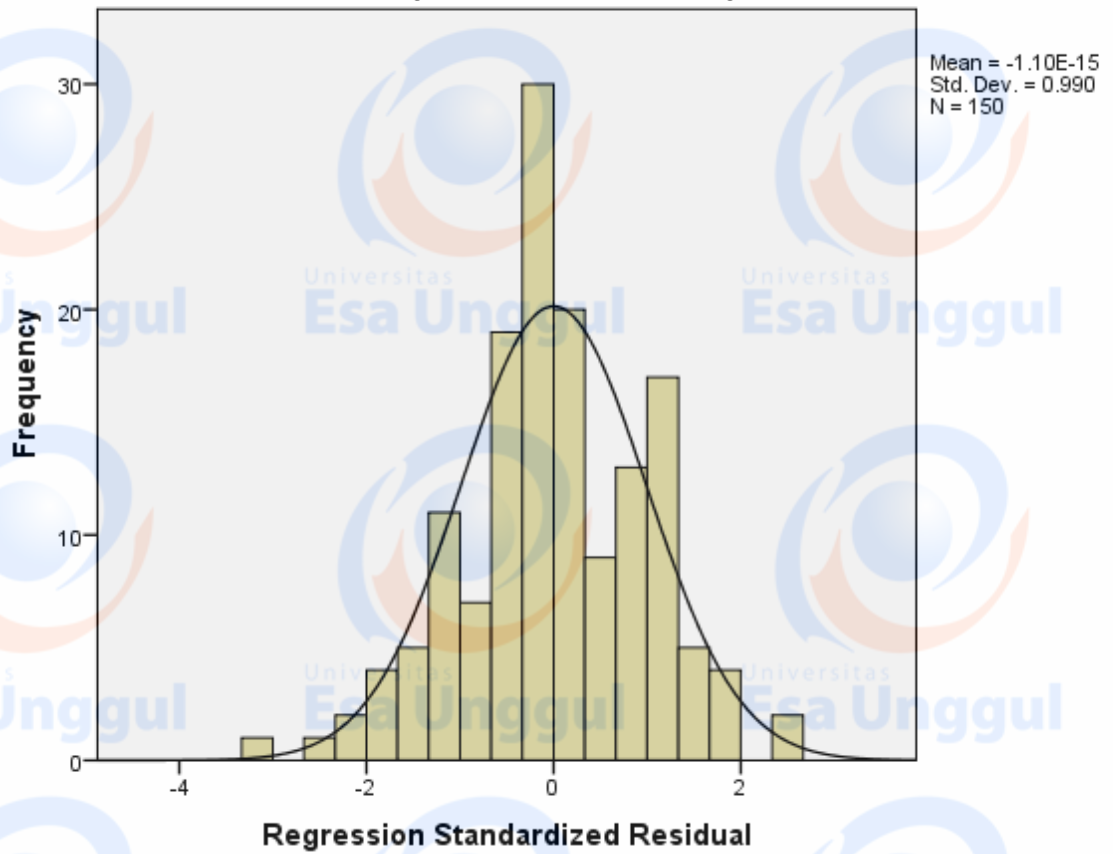
Model			promosi	atmosphere	percive
1	Correlations	promosi	1.000	-.419	-.433
		atmosphere	-.419	1.000	-.199
		perceived	-.433	-.199	1.000
	Covariances	promosi	.008	-.004	-.003
		atmosphere	-.004	.011	-.001
		perceived	-.003	-.001	.004

a. Dependent Variable: kepuasan

# Charts

## Histogram

Dependent Variable: kepuasan





Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: kepuasan

