LAMPIRAN 1 KUISIONER

No. Responden :

IDENTITAS RESPONDEN

1. Nama :
2. Usia :
   a. 18 -25 tahun
   b. >25 tahun
3. Pekerjaan :
   a. Mahasiswi
   b. Karyawati
   c. Wiraswasta
   d. Ibu Rumah Tangga
4. Berapakah budget anda untuk membeli produk fashion dalam tiga bulan terakhir?
   a. < Rp 1.000.000
   b. Rp 1.000.000 – Rp 2.000.000
   c. > Rp 2.000.000
5. Produk Les Femmes apa yang pernah anda beli?(boleh isi lebih dari 1)
   a. Tas
   b. Flat shoes
   c. Kacamata
   d. Dompet
   e. Scarf
   f. Aksesoris (gelang,kalung,anting)
6. Berapa lama anda menggunakan produk-produk Les Femmes?
   a. < 6bulan
   b. > 6bulan

Petunjuk Pengisian

Berikut ini Anda akan diberikan sejumlah pernyataan berkaitan dengan pengalaman Anda dalam produk Les Femmes, Anda diharapkan membaca setiap pernyataan dengan teliti. Pada setiap pernyataan diminta untuk memberi tanda (X) pada pilihan skala dibawah yang benar-benar menggambarkan diri Anda.

STS : Jika sangat tidak setuju dengan pernyataan
TS : Jika tidak setuju dengan pernyataan
S : Jika setuju dengan pernyataan
SS : jika tidak setuju dengan pernyataan

Asosiasi Merek

No	Pernyataan	STS	TS	S	SS
1.	Menurut saya Les Femmes memiliki kualitas bahan yang bagus				
2.	Produk Les Femmes menginspirasi saya dalam hal penampilan				
3.	Harga produk Les Femmes mampu bersaing dengan merek lain				
4.	Disekitar saya banyak yang menggunakan produk Les Femmes				
5.	Saya ingin mengikuti artis idola saya yang menggunakan barang bermerek				
6.	Pengguna produk Les Femmes banyak dari kalangan menengah				
7.	Produk yang ditawarkan Les femmes mampu bersaing dengan produk lain				

Atmosfir Toko

No	Pernyataan	STS	TS	S	SS
1.	Papan nama Les Femmes terlihat jelas				
2.	Pintu masuk Les Femmes luas sehingga memudahkan akses masuk ke dalam toko				
3.	Pencahayaan ruangan Les Femmes luas sehingga memudahkan akses masuk ke dalam toko				
4.	Kondisi ruangan Les Femmes bersih				
5.	Pegawai Les Femmes sangat ramah				
6.	System penataan barang di Les Femmes rapi				
7.	Jarak antar rak yang cukup mendukung kelancaran arus lalulintas konsumen di Les Femmes				
8.	Pemasangan tanda produk diskon mempermudah saya dalam mencari produk yang sedang di diskon.				

Niat Beli

No	Pernyataan	STS	TS	S	SS
1.	Kondisi toko Les Femmes menarik niat saya untuk membeli produk Les Femmes				
2.	Produk yang ditawarkan Les femmes sesuai dengan selera saya, sehingga menarik niat saya untuk membeli				
3.	Produk fashion saat ini menjadi kebutuhan penting untuk saya				
4.	Kehadiran toko Les Femmes menjadikan saya ingin tahu lebih tentang perkembangan fashion.				

LAMPIRAN 2 KARAKTERISTIK DATA RESPONDEN

RESPONDEN	USIA	PEKERJAAN	BUDGET	PRODUK	MASSA
1	2	2	3	1	2
2	2	2	2	1	2
3	2	3	3	1	2
4	1	2	2	1,4,6	2
5	1	2	2	1	2
6	2	2	3	1,6	2
7	2	3	3	6	2
8	1	2	2	1	2
9	1	1	2	4	2
10	2	2	3	6	2
11	1	1	2	4	2
12	1	2	3	7	3
13	1	2	3	6	2
14	2	2	3	1,4,6	1
15	1	1	1	7	3
16	1	2	2	7	3
17	2	4	3	4	1
18	2	2	3	1,6	1
19	1	1	2	7	3
20	2	2	3	7	3
21	1	2	2	6	1
22	1	1	3	5	1
23	2	2	3	1	2
24	2	1	3	7	3
25	2	4	3	1,4,6	1
26	1	1	1	2	2
27	2	3	2	2,4	2
28	1	1	2	1,3	2
29	1	1	2	1	2
30	1	1	3	1	2
31	1	2	3	1	2

32	1	1	2	1,4,6	2
33	1	1	3	1,2	2
34	2	2	3	1,3	2
35	2	2	3	1	2
36	2	2	3	7	3
37	1	1	2	7	3
38	2	3	2	2	2
39	2	3	1	3	1
40	2	3	2	2	1
41	1	1	1	1	2
42	2	2	2	1,3,6	2
43	1	2	3	3	2
44	1	2	3	2	2
45	1	1	2	5	1
46	2	2	3	2	2
47	1	2	3	1,4,6	2
48	1	1	2	2,6	2
49	2	4	3	3	2
50	1	1	3	1,6	2
51	1	1	2	4	2
52	2	2	3	1	1
53	1	1	2	6	1
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55	1	1	2	7	3
56	2	3	3	1	1
57	1	1	2	7	3
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60	1	2	1	1,3	1
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66	1	1	3	1,4	1
67	1	1	2	5,6	2
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71	1	2	2	7	3
72	2	3	3	7	3
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75	1	1	1	1,5	2
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77	2	4	3	7	3
78	2	3	3	7	3
79	2	2	3	1,4,6	2
80	1	1	3	3,4,6	2
81	1	2	2	7	3
82	1	2	3	1	2
83	1	1	2	4	1
84	1	1	2	2	1
85	1	1	1	1,3	1
86	1	1	2	3,4,5,6	2
87	1	1	1	1	2
88	2	2	2	1,2,5	2
89	2	2	3	4,5,6	2
90	2	3	3	1,4,5,6	2
91	1	1	2	4	1

92	1	1	2	4,5,6	1
93	1	1	1	1,2,3	1
94	1	1	2	1	2
95	2	3	3	4	2
96	2	4	3	6	2
97	1	2	3	4,5,6	2
98	1	2	2	1,6	2
99	2	3	3	1,6	1
100	1	1	2	5,6	1

LAMPIRAN 3 TABULASI 40 RESPONDEN

	Asosiasi Merek									Atmosfir Toko											Niat Beli			
No res	AM1	AM2	AM3	AM4	AM5	AM6	AM7	AM8	AM9	AT1	AT2	AT3	AT4	AT5	AT6	AT7	AT8	AT9	AT10	AT11	NB1	NB2	NB3	NB4
1	4	3	2	4	4	4	4	4	4	2	3	3	3	2	2	2	3	3	2	3	4	4	4	4
2	3	3	2	4	4	2	3	3	3	3	3	3	3	2	2	2	4	3	2	3	3	3	2	3
3	4	3	2	4	4	2	4	3	3	4	4	4	3	3	3	2	4	4	3	3	3	3	3	3
4	4	3	3	4	3	2	3	3	3	3	3	4	3	3	1	2	3	3	2	3	4	4	3	3
5	3	3	3	4	3	3	3	3	3	3	3	3	3	1	1	1	4	3	3	3	4	4	2	3
6	4	3	3	4	4	3	4	4	3	3	4	4	3	3	3	3	4	3	3	3	4	4	3	3
7	4	3	2	4	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	2
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9	3	3	2	4	3	2	3	3	3	3	3	3	3	2	2	3	3	3	3	3	4	3	3	3
10	3	3	2	3	3	3	3	3	3	3	3	2	2	2	1	1	3	3	2	3	3	3	3	3
11	4	3	2	3	3	2	3	3	2	1	3	3	3	2	2	2	3	3	2	1	2	3	2	2
12	3	2	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3
13	4	3	3	4	4	3	4	3	3	4	4	4	3	3	3	3	4	3	3	3	3	3	3	2
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27	3	3	2	4	3	2	4	3	3	4	4	4	3	3	3	3	4	3	3	3	4	4	3	3
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36	4	3	2	3	3	2	3	3	2	3	3	3	3	2	2	2	3	3	2	1	2	3	2	2
37	3	3	3	3	3	3	4	3	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4
38	4	3	3	4	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3
39	3	3	2	4	3	2	4	3	3	3	4	4	3	3	3	3	4	3	3	3	3	3	3	3
40	4	3	4	4	4	3	3	4	4	3	3	3	3	2	2	3	3	3	2	4	3	3	3	3

LAMPIRAN 4 TABULASI 100 RESPONDEN

	ASOSIASI MEREK							ATMOSFIR TOKO								NIATBELI			
No	AM2	AM3	AM4	AM5	AM6	AM8	AM9	AT1	AT2	AT3	AT4	AT8	AT9	AT10	AT11	NB1	NB2	NB3	NB4
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6	4	3	4	3	4	4	3	4	3	3	4	3	4	3	4	4	4	3	3
7	3	2	3	2	3	3	3	2	3	2	3	2	3	2	3	3	3	2	2
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37	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	4	4	4
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41	4	2	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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67	4	2	3	2	4	3	3	4	4	4	3	3	4	3	3	4	3	2	2
68	3	2	4	4	4	4	4	2	3	3	3	2	3	3	4	3	4	4	4
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72	4	3	3	3	3	3	3	4	4	4	4	4	4	3	3	4	3	3	3
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81	4	2	4	4	4	4	4	3	3	2	4	4	4	3	4	4	4	4	4
82	3	2	4	2	3	3	3	2	3	2	4	2	3	3	3	3	3	2	3
83	3	2	4	2	4	3	3	2	3	2	4	2	3	3	3	3	3	3	3

84	4	3	3	2	3	3	3	3	3	3	3	2	4	3	4	4	4	3	3
85	4	3	3	3	3	3	3	3	3	3	3	3	4	3	4	4	4	2	3
86	4	3	4	3	4	4	3	4	3	3	4	3	4	3	4	4	4	3	3
87	3	2	3	2	3	3	3	2	3	2	3	2	3	2	3	3	3	2	2
88	4	3	3	3	4	3	3	3	3	3	3	3	4	3	4	4	4	4	4
89	4	2	3	2	3	3	3	2	3	2	3	2	4	3	3	4	3	3	3
90	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3
91	2	2	3	2	3	3	2	2	3	2	3	2	2	1	3	2	3	2	2
92	3	2	3	2	3	3	3	2	2	2	3	2	3	3	3	3	3	3	3
93	3	3	4	3	4	3	3	4	3	3	4	3	3	3	3	3	3	3	2
94	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
95	3	1	3	2	3	3	2	3	2	1	3	2	3	2	3	3	3	2	2
96	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3
97	3	2	3	2	3	3	3	2	2	2	3	2	3	3	3	3	3	2	2
98	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
99	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
100	3	2	3	2	3	3	3	2	3	2	3	2	3	3	3	3	3	3	3

LAMPIRAN 5 HASIL UJI CROSSTAB

CROSSTAB ASOSIASI MEREK

Crosstab usia dengan asosiasi merek

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
USIA * RANKASOSIASI MEREK	100	100.0%	0	0.0%	100	100.0%

USIA * RANK_ASOSIASI MEREK Crosstabulation

Count

		RANKASOSIASI MEREK			
		RENDAH	SEDANG	TINGGI	Total
USIA	18-25 TAHUN	6	40	14	60
	>25 TAHUN	2	34	4	40
Total		8	74	18	100

Crosstab pekerjaan dengan asosiasi merek

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PEKERJAAN * Rank_Asosiasi Merek	100	100.0%	0	0.0%	100	100.0%

PEKERJAAN * Rank_Asosiasi Merek Crosstabulation

Count

		Rank_Asosiasi Merek			
		RENDAH	SEDANG	TINGGI	Total
PEKERJAAN	Mahasiswi	6	28	8	42
	Karyawati	1	28	9	38
	Wiraswasta	1	12	1	14
	Ibu Rumah Tangga	0	6	0	6
Total		8	74	18	100

Crosstab budget dengan asosiasi merek

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
BUDGET * Rank_Asosiasi Merek	100	100.0%	0	0.0%	100	100.0%

BUDGET * Rank_Asosiasi Merek Crosstabulation

Count

		Rank_Asosiasi Merek			
		RENDAH	SEDANG	TINGGI	Total
BUDGET	< Rp.1.000.000	1	7	1	9
	Rp 1.000.000 - Rp 2.000.000	4	27	10	41
	> Rp 2.000.000	3	40	7	50
Total		8	74	18	100

Crosstab Produk dengan Asosiasi merek

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PRODUK * Rank_Asosiasi Merek	140	100.0%	0	0.0%	140	100.0%

PRODUK * Rank_Asosiasi Merek Crosstabulation

Count

		Rank_Brandassociation			
		RENDAH	SEDANG	TINGGI	Total
PRODUK	TAS	3	27	10	40
	IKAT PINGGANG	1	9	1	11
	KACAMATA	2	11	2	15
	DOMPET	3	10	6	19
	SYAL	1	11	2	14
	AKSESORIS	4	21	8	33
	TIDAK MEMBELI	0	5	3	8
Total		14	94	32	140

Crosstab Massa Menggunakan Produk dengan Asosiasi Merek

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
MASA * Rank_Asosiasi Merek	100	100.0%	0	0.0%	100	100.0%

MASA * Rank_Asosiasi Merek Crosstabulation

Count

		Rank_brandassociation			
		RENDAH	SEDANG	TINGGI	Total
MASA	< 6bulan	2	23	10	35
	> 6bulan	2	49	6	57
	Tidak Menggunakan	4	2	2	8
Total		8	74	18	100

CROSSTAB ATMOSFIR TOKO

Crosstab usia dengan Atmosfir Toko

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
USIA * RANKASOSIASI MEREK	100	100.0%	0	0.0%	100	100.0%

USIA * RANK_ATMOSFIR TOKO Crosstabulation

Count

		RANK_Atmosfir Toko			
		RENDAH	SEDANG	TINGGI	Total
USIA	18-25 TAHUN	12	36	12	60
	>25 TAHUN	7	24	9	40
Total		19	60	21	100

Crosstab pekerjaan dengan atmosfir toko

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PEKERJAAN * Rank_Atmosfir toko	100	100.0%	0	0.0%	100	100.0%

PEKERJAAN * Rank_Atmosfir Toko Crosstabulation

Count

		Rank_Atmosfir Toko			
		RENDAH	SEDANG	TINGGI	Total
PEKERJAAN	Mahasiswi	10	25	7	42
	Karyawati	5	25	8	38
	Wiraswasta	3	7	4	14
	Ibu Rumah Tangga	1	3	2	6
Total		19	60	21	100

Crosstab budget dengan atmosfir toko

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
BUDGET * Rank_Atmosfir Toko	100	100.0%	0	0.0%	100	100.0%

BUDGET * Rank_Atmosfir Toko Crosstabulation

Count

		Rank_Atmosfir Toko			
		RENDAH	SEDANG	TINGGI	Total
BUDGET	< Rp.1.000.000	3	4	2	9
	Rp 1.000.000 - Rp 2.000.000	7	28	6	41
	> Rp 2.000.000	9	28	13	50
Total		19	60	21	100

Crosstab Produk dengan Atmosfir Toko

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PRODUK * Rank_atmosfir Toko	140	100.0%	0	0.0%	140	100.0%

PRODUK * Rank_Atmosfir Toko Crosstabulation

Count

		Rank_Atmosfir Toko			
		RENDAH	SEDANG	TINGGI	Total
PRODUK	TAS	2	27	11	40
	IKAT PINGGANG	0	9	2	11
	KACAMATA	1	11	3	15
	DOMPET	3	9	7	19
	SYAL	1	9	4	14
	AKSESORIS	3	21	9	33
	TIDAK MEMBELI	1	4	3	8
Total		11	90	39	140

Crosstab Massa Menggunakan Produk dengan Atmosfir Toko

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
MASA * Rank_Atmosfir Toko	100	100.0%	0	0.0%	100	100.0%

MASA * Rank_Atmosfir Toko Crosstabulation

Count

		Rank_Atmosfir Toko			
		RENDAH	SEDANG	TINGGI	Total
MASA	< 6bulan	13	12	10	35
	> 6bulan	4	47	6	57
	Tidak Menggunakan	2	1	5	8
Total		19	60	21	100

CROSSTAB NIAT BELI

Crosstab usia dengan Niat Beli

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
USIA * RANKA_Niat Beli	100	100.0%	0	0.0%	100	100.0%

USIA * RANK_Niat Beli Crosstabulation

Count

		RANK_Niat Beli			
		RENDAH	SEDANG	TINGGI	Total
USIA	18-25 TAHUN	9	37	14	60
	>25 TAHUN	5	29	6	40
Total		14	66	20	100

Crosstab pekerjaan dengan Niat Beli

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PEKERJAAN * Rank_Niat Beli	100	100.0%	0	0.0%	100	100.0%

PEKERJAAN * Rank_Niat Beli Crosstabulation

Count

		Rank_Niat Beli			
		RENDAH	SEDANG	TINGGI	Total
PEKERJAAN	Mahasiswi	7	26	9	42
	Karyawati	4	24	10	38
	Wiraswasta	2	11	1	14
	Ibu Rumah Tangga	1	5	0	6
Total		14	66	20	100

Crosstab budget dengan Niat Beli

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
BUDGET * Rank_Niat Beli	100	100.0%	0	0.0%	100	100.0%

BUDGET * Rank_Niat Beli Crosstabulation

Count

		Rank_Niat Beli			Total
		RENDAH	SEDANG	TINGGI	
BUDGET	< Rp.1.000.000	2	6	1	9
	Rp 1.000.000 - Rp 2.000.000	5	24	12	41
	> Rp 2.000.000	7	36	7	50
Total		14	66	20	100

Crosstab Produk dengan Niat Beli

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PRODUK * Rank_Niat Beli	140	100.0%	0	0.0%	140	100.0%

PRODUK * Rank_Niat Beli Crosstabulation

Count

		Rank_Niat Beli			
		RENDAH	SEDANG	TINGGI	Total
PRODUK	TAS	4	25	11	40
	IKAT PINGGANG	1	8	2	11
	KACAMATA	3	8	4	15
	DOMPET	3	9	7	19
	SYAL	2	8	4	14
	AKSESORIS	3	19	11	33
	TIDAK MEMBELI	1	4	3	8
Total		17	81	42	140

Crosstab Massa Menggunakan Produk dengan Niat Beli

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
MASA * Rank_Niat Beli	100	100.0%	0	0.0%	100	100.0%

MASA * Rank_Niat BeliCrosstabulation

Count

		Rank_Niat Beli			
		RENDAH	SEDANG	TINGGI	Total
MASA	< 6bulan	10	35	10	55
	> 6bulan	3	29	5	37
	Tidak Menggunakan	1	2	4	7
Total		14	66	20	100

LAMPIRAN 6 HASIL UJI KMO

HASIL UJI KMO ASOSIASI MEREK 1

[DataSet0]

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.803
Bartlett's Test of Sphericity	Approx. Chi-Square	173.770
	df	36
	Sig.	.000

Anti-image Matrices

		ASOSIASI MEREK1	ASOSIASI MEREK2	ASOSIASI MEREK3	ASOSIASI MEREK4	ASOSIASI MEREK5	ASOSIASI MEREK6	ASOSIASI MEREK7
Anti-image Covariance	ASOSIASI MEREK1	.688	-.019	-.113	-.160	.015	.018	-.022
	ASOSIASI MEREK2	-.019	.639	-.164	-.080	.012	-.076	-.099
	ASOSIASI MEREK3	-.113	-.164	.434	.072	-.089	-.077	.050
	ASOSIASI MEREK4	-.160	-.080	.072	.436	-.172	.154	-.039

	ASOSIASI MEREK5	.015	.012	-.089	-.172	.471	-.037	-.058
	ASOSIASI MEREK6	.018	-.076	-.077	.154	-.037	.273	-.068
	ASOSIASI MEREK7	-.022	-.099	.050	-.039	-.058	-.068	.716
	ASOSIASI MEREK8	-.131	.025	.047	.017	-.091	-.079	-.014
	ASOSIASI MEREK9	.092	.013	-.087	-.146	.033	-.081	-.023
Anti-image Correlation	ASOSIASI MEREK1	.732[a]	-.029	-.207	-.291	.026	.042	-.031
	ASOSIASI MEREK2	-.029	.869[a]	-.312	-.151	.022	-.182	-.146
	ASOSIASI MEREK3	-.207	-.312	.834[a]	.166	-.197	-.225	.090
	ASOSIASI MEREK4	-.291	-.151	.166	.586[a]	-.380	.447	-.069
	ASOSIASI MEREK5	.026	.022	-.197	-.380	.867[a]	-.104	-.099
	ASOSIASI MEREK6	.042	-.182	-.225	.447	-.104	.803[a]	-.154
	ASOSIASI MEREK7	-.031	-.146	.090	-.069	-.099	-.154	.938[a]
	ASOSIASI MEREK8	-.317	.064	.144	.052	-.267	-.306	-.034
	ASOSIASI MEREK9	.242	.036	-.289	-.482	.104	-.340	-.058

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
ASOSIASI MEREK1	1.000	.508
ASOSIASI MEREK2	1.000	.441
ASOSIASI MEREK3	1.000	.659
ASOSIASI MEREK4	1.000	.790
ASOSIASI MEREK5	1.000	.637
ASOSIASI MEREK6	1.000	.836
ASOSIASI MEREK7	1.000	.364
ASOSIASI MEREK8	1.000	.746
ASOSIASI MEREK9	1.000	.774

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.563	50.695	50.695	4.563	50.695	50.695
2	1.194	13.266	63.960	1.194	13.266	63.960
3	.776	8.624	72.584			
4	.722	8.025	80.609			
5	.643	7.144	87.753			
6	.432	4.795	92.548			
7	.360	3.998	96.547			
8	.182	2.024	98.571			
9	.129	1.429	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
ASOSIASI MEREK1	.500	.508
ASOSIASI MEREK2	.621	-.236
ASOSIASI MEREK3	.750	-.312
ASOSIASI MEREK4	.535	.710
ASOSIASI MEREK5	.759	.248
ASOSIASI MEREK6	.789	-.462
ASOSIASI MEREK7	.603	-.033
ASOSIASI MEREK8	.864	-.007
ASOSIASI MEREK9	.878	-.057

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Component Score Coefficient Matrix

	Component	
	1	2
ASOSIASI MEREK1	.110	.425
ASOSIASI MEREK2	.136	-.198
ASOSIASI MEREK3	.164	-.262
ASOSIASI MEREK4	.117	.595
ASOSIASI MEREK5	.166	.208
ASOSIASI MEREK6	.173	-.387
ASOSIASI MEREK7	.132	-.028
ASOSIASI MEREK8	.189	-.006
ASOSIASI MEREK9	.192	-.048

Extraction Method: Principal Component Analysis.
Component Scores.

Component Score Covariance Matrix

Component	1	2
1	1.000	0.000
2	0.000	1.000

Extraction Method: Principal Component Analysis.
Component Scores.

HASIL UJI KMO ASOSIASI MEREK 2

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KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.866
Bartlett's Test of Sphericity	Approx. Chi-Square	137.139
	df	21
	Sig.	.000

Anti-image Matrices

		ASOSIASI MEREK2	ASOSIASI MEREK3	ASOSIASI MEREK5	ASOSIASI MEREK6	ASOSIASI MEREK7	ASOSIASI MEREK8	ASOSIASI MEREK9
Anti-image Covariance	ASOSIASI MEREK2	.658	-.172	-.028	-.056	-.112	.022	-.014
	ASOSIASI MEREK3	-.172	.459	-.084	-.127	.055	.032	-.081
	ASOSIASI MEREK5	-.028	-.084	.556	.045	-.090	-.123	-.034
	ASOSIASI MEREK6	-.056	-.127	.045	.355	-.066	-.102	-.059
	ASOSIASI MEREK7	-.112	.055	-.090	-.066	.722	-.022	-.044
	ASOSIASI MEREK8	.022	.032	-.123	-.102	-.022	.274	-.143
	ASOSIASI MEREK9	-.014	-.081	-.034	-.059	-.044	-.143	.277
Anti-image Correlation	ASOSIASI MEREK2	.883[a]	-.313	-.046	-.117	-.163	.051	-.033
	ASOSIASI MEREK3	-.313	.854[a]	-.166	-.316	.095	.090	-.227
	ASOSIASI MEREK5	-.046	-.166	.898[a]	.101	-.142	-.315	-.087
	ASOSIASI MEREK6	-.117	-.316	.101	.881[a]	-.131	-.328	-.189
	ASOSIASI MEREK7	-.163	.095	-.142	-.131	.920[a]	-.050	-.099
	ASOSIASI MEREK8	.051	.090	-.315	-.328	-.050	.818[a]	-.518
	ASOSIASI MEREK9	-.033	-.227	-.087	-.189	-.099	-.518	.860[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
ASOSIASI MEREK2	1.000	.403
ASOSIASI MEREK3	1.000	.603
ASOSIASI MEREK5	1.000	.532
ASOSIASI MEREK6	1.000	.722
ASOSIASI MEREK7	1.000	.371
ASOSIASI MEREK8	1.000	.740
ASOSIASI MEREK9	1.000	.775

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.146	59.234	59.234	4.146	59.234	59.234
2	.783	11.188	70.422			
3	.715	10.211	80.633			
4	.534	7.629	88.262			
5	.384	5.491	93.753			
6	.265	3.780	97.533			
7	.173	2.467	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
ASOSIASI MEREK2	.635
ASOSIASI MEREK3	.777
ASOSIASI MEREK5	.729
ASOSIASI MEREK6	.850
ASOSIASI MEREK7	.609
ASOSIASI MEREK8	.860
ASOSIASI MEREK9	.880

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Component Score Coefficient Matrix

	Component
	1
ASOSIASI MEREK2	.153
ASOSIASI MEREK3	.187
ASOSIASI MEREK5	.176
ASOSIASI MEREK6	.205
ASOSIASI MEREK7	.147
ASOSIASI MEREK8	.207
ASOSIASI MEREK9	.212

Extraction Method: Principal Component Analysis.
Component Scores.

Component Score Covariance Matrix

Component	1
1	1.000

Extraction Method: Principal Component Analysis.
Component Scores.

HASIL UJI KMO ATMOSFIR TOKO 1

[DataSet0]

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.787
Bartlett's Test of Sphericity	Approx. Chi-Square	290.271
	df	55
	Sig.	.000

Anti-image Matrices

		ATMOSFIR TOKO1	ATMOSFIR TOKO2	ATMOSFIR TOKO3	ATMOSFIR TOKO4	ATMOSFIR TOKO5	ATMOSFIR TOKO6	ATMOSFIR TOKO7	ATMOSFIR TOKO8	ATMOSFIR TOKO9	ATMOSFIR TOKO10	ATMOSFIR TOKO11
Anti-image Covariance	ATMOSFIR TOKO1	.319	.017	-.016	.010	-.118	.089	-.049	-.147	-.002	-.043	-.082
	ATMOSFIR TOKO2	.017	.211	-.136	.061	.026	.009	-.057	-.066	-.067	-.053	-.003
	ATMOSFIR TOKO3	-.016	-.136	.230	-.110	-.057	.039	-.062	-.046	.074	.026	.000
	ATMOSFIR TOKO4	.010	.061	-.110	.302	.038	-.066	.058	.044	-.130	-.064	-.101
	ATMOSFIR TOKO5	-.118	.026	-.057	.038	.216	-.160	.016	.070	-.014	-.003	-.035
	ATMOSFIR TOKO6	.089	.009	.039	-.066	-.160	.210	-.139	-.085	.029	-.023	.052
	ATMOSFIR TOKO7	-.049	-.057	-.062	.058	.016	-.139	.480	.115	-.008	.007	.039
	ATMOSFIR TOKO8	-.147	-.066	-.046	.044	.070	-.085	.115	.302	-.023	-.018	-.024
	ATMOSFIR TOKO9	-.002	-.067	.074	-.130	-.014	.029	-.008	-.023	.267	-.105	.010
	ATMOSFIR TOKO10	-.043	-.053	.026	-.064	-.003	-.023	.007	-.018	-.105	.244	-.030
	ATMOSFIR TOKO11	-.082	-.003	.000	-.101	-.035	.052	.039	-.024	.010	-.030	.595
Anti-image Correlation	ATMOSFIR TOKO1	.807[a]	.066	-.058	.033	-.452	.345	-.125	-.475	-.008	-.153	-.189
	ATMOSFIR TOKO2	.066	.811[a]	-.619	.241	.120	.043	-.178	-.260	-.284	-.235	-.009
	ATMOSFIR TOKO3	-.058	-.619	.778[a]	-.419	-.255	.180	-.187	-.174	.299	.111	-.001
	ATMOSFIR TOKO4	.033	.241	-.419	.786[a]	.147	-.262	.154	.146	-.458	-.237	-.238
	ATMOSFIR TOKO5	-.452	.120	-.255	.147	.678[a]	-.750	.051	.273	-.058	-.013	-.097
	ATMOSFIR TOKO6	.345	.043	.180	-.262	-.750	.600[a]	-.438	-.337	.122	-.102	.148

	ATMOSFIR TOKO7	-.125	-.178	-.187	.154	.051	-.438	.733[a]	.302	-.023	.022	.074
	ATMOSFIR TOKO8	-.475	-.260	-.174	.146	.273	-.337	.302	.808[a]	-.082	-.068	-.056
	ATMOSFIR TOKO9	-.008	-.284	.299	-.458	-.058	.122	-.023	-.082	.820[a]	-.410	.025
	ATMOSFIR TOKO10	-.153	-.235	.111	-.237	-.013	-.102	.022	-.068	-.410	.906[a]	-.077
	ATMOSFIR TOKO11	-.189	-.009	-.001	-.238	-.097	.148	.074	-.056	.025	-.077	.920[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
ATMOSFIR TOKO1	1.000	.613
ATMOSFIR TOKO2	1.000	.691
ATMOSFIR TOKO3	1.000	.659
ATMOSFIR TOKO4	1.000	.605
ATMOSFIR TOKO5	1.000	.795
ATMOSFIR TOKO6	1.000	.830
ATMOSFIR TOKO7	1.000	.696
ATMOSFIR TOKO8	1.000	.658
ATMOSFIR TOKO9	1.000	.678
ATMOSFIR TOKO10	1.000	.763
ATMOSFIR TOKO11	1.000	.492

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.612	51.022	51.022	5.612	51.022	51.022
2	1.869	16.988	68.010	1.869	16.988	68.010
3	.898	8.162	76.172			
4	.739	6.714	82.887			
5	.535	4.860	87.747			
6	.397	3.612	91.359			
7	.309	2.812	94.170			
8	.252	2.286	96.457			
9	.182	1.652	98.109			
10	.118	1.072	99.181			
11	.090	.819	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
ATMOSFIR TOKO1	.779	-.080
ATMOSFIR TOKO2	.817	-.155
ATMOSFIR TOKO3	.811	.040
ATMOSFIR TOKO4	.760	-.166
ATMOSFIR TOKO5	.618	.642
ATMOSFIR TOKO6	.535	.738
ATMOSFIR TOKO7	.414	.724
ATMOSFIR TOKO8	.778	-.231
ATMOSFIR TOKO9	.757	-.324
ATMOSFIR TOKO10	.852	-.195
ATMOSFIR TOKO11	.601	-.363

Extraction Method: Principal Component Analysis.

Component Score Coefficient Matrix

	Component	
	1	2
ATMOSFIR TOKO1	.139	-.043
ATMOSFIR TOKO2	.146	-.083
ATMOSFIR TOKO3	.144	.021
ATMOSFIR TOKO4	.135	-.089
ATMOSFIR TOKO5	.110	.344
ATMOSFIR TOKO6	.095	.395
ATMOSFIR TOKO7	.074	.387
ATMOSFIR TOKO8	.139	-.124
ATMOSFIR TOKO9	.135	-.173
ATMOSFIR TOKO10	.152	-.105
ATMOSFIR TOKO11	.107	-.194

Extraction Method: Principal Component Analysis.
Component Scores.

Component Score Covariance Matrix

Component	1	2
1	1.000	0.000
2	0.000	1.000

Extraction Method: Principal Component Analysis.
Component Scores.

HASIL UJI KMO
ATMOSFIR TOKO 2

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KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.835
Bartlett's Test of Sphericity	Approx. Chi-Square	208.454
	df	28
	Sig.	.000

Anti-image Matrices

		ATMOSFIR TOKO1	ATMOSFIR TOKO2	ATMOSFIR TOKO3	ATMOSFIR TOKO4	ATMOSFIR TOKO8	ATMOSFIR TOKO9	ATMOSFIR TOKO10	ATMOSFIR TOKO11
Anti-image Covariance	ATMOSFIR TOKO1	.408	.039	-.079	.044	-.153	-.011	-.063	-.125
	ATMOSFIR TOKO2	.039	.224	-.161	.078	-.075	-.076	-.052	-.002
	ATMOSFIR TOKO3	-.079	-.161	.261	-.124	-.021	.087	.023	.008
	ATMOSFIR TOKO4	.044	.078	-.124	.326	.022	-.132	-.083	-.097
	ATMOSFIR TOKO8	-.153	-.075	-.021	.022	.359	-.019	-.026	-.024
	ATMOSFIR TOKO9	-.011	-.076	.087	-.132	-.019	.273	-.104	-.003
	ATMOSFIR TOKO10	-.063	-.052	.023	-.083	-.026	-.104	.254	-.017
	ATMOSFIR TOKO11	-.125	-.002	.008	-.097	-.024	-.003	-.017	.630
Anti-image Correlation	ATMOSFIR TOKO1	.866[a]	.128	-.242	.121	-.400	-.031	-.196	-.247
	ATMOSFIR TOKO2	.128	.784[a]	-.663	.290	-.265	-.308	-.218	-.005
	ATMOSFIR TOKO3	-.242	-.663	.750[a]	-.425	-.069	.325	.088	.021
	ATMOSFIR TOKO4	.121	.290	-.425	.788[a]	.065	-.444	-.289	-.213
	ATMOSFIR TOKO8	-.400	-.265	-.069	.065	.908[a]	-.062	-.085	-.051
	ATMOSFIR TOKO9	-.031	-.308	.325	-.444	-.062	.816[a]	-.396	-.007
	ATMOSFIR TOKO10	-.196	-.218	.088	-.289	-.085	-.396	.895[a]	-.043
	ATMOSFIR TOKO11	-.247	-.005	.021	-.213	-.051	-.007	-.043	.932[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
ATMOSFIR TOKO1	1.000	.603
ATMOSFIR TOKO2	1.000	.709
ATMOSFIR TOKO3	1.000	.629
ATMOSFIR TOKO4	1.000	.598
ATMOSFIR TOKO8	1.000	.662
ATMOSFIR TOKO9	1.000	.648
ATMOSFIR TOKO10	1.000	.758
ATMOSFIR TOKO11	1.000	.428

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.035	62.934	62.934	5.035	62.934	62.934
2	.890	11.129	74.063			
3	.685	8.560	82.622			
4	.488	6.095	88.718			
5	.345	4.308	93.025			
6	.258	3.224	96.250			
7	.186	2.331	98.580			
8	.114	1.420	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
ATMOSFIR TOKO1	.777
ATMOSFIR TOKO2	.842
ATMOSFIR TOKO3	.793
ATMOSFIR TOKO4	.773
ATMOSFIR TOKO8	.813
ATMOSFIR TOKO9	.805
ATMOSFIR TOKO10	.871
ATMOSFIR TOKO11	.654

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Score Coefficient Matrix

	Component
	1
ATMOSFIR TOKO1	.154
ATMOSFIR TOKO2	.167
ATMOSFIR TOKO3	.157
ATMOSFIR TOKO4	.154
ATMOSFIR TOKO8	.162
ATMOSFIR TOKO9	.160
ATMOSFIR TOKO10	.173
ATMOSFIR TOKO11	.130

Extraction Method: Principal Component Analysis.
Component Scores.

Component Score Covariance Matrix

Component	1
1	1.000

Extraction Method: Principal Component Analysis.
Component Scores.

HASIL UJI KMO
NIAT BELI

[DataSet0]

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.733
Bartlett's Test of Sphericity	Approx. Chi-Square	134.666
	df	6
	Sig.	.000

Anti-image Matrices

		NIAT BELI1	NIAT BELI2	NIAT BELI3	NIAT BELI4
Anti-image Covariance	NIAT BELI1	.191	-.156	-.020	-.027
	NIAT BELI2	-.156	.207	.000	-.023
	NIAT BELI3	-.020	.000	.247	-.173
	NIAT BELI4	-.027	-.023	-.173	.218
Anti-image Correlation	NIAT BELI1	.729[a]	-.783	-.090	-.134
	NIAT BELI2	-.783	.724[a]	.002	-.109
	NIAT BELI3	-.090	.002	.736[a]	-.746
	NIAT BELI4	-.134	-.109	-.746	.744[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
NIAT BELI1	1.000	.825
NIAT BELI2	1.000	.794
NIAT BELI3	1.000	.771
NIAT BELI4	1.000	.820

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.210	80.250	80.250	3.210	80.250	80.250
2	.546	13.658	93.909			
3	.132	3.311	97.219			
4	.111	2.781	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
NIAT BELI1	.908
NIAT BELI2	.891
NIAT BELI3	.878
NIAT BELI4	.906

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Score Coefficient Matrix

	Component
	1
NIAT BELI1	.283
NIAT BELI2	.278
NIAT BELI3	.273
NIAT BELI4	.282

Extraction Method: Principal Component Analysis.
Component Scores.

Component Score Covariance Matrix

Component	1
1	1.000

Extraction Method: Principal Component Analysis.
Component Scores.

LAMPIRAN 7 HASIL UJI RELIABILITAS

Scale: ALL VARIABLES

Hasil Uji Reliabilitas Asosiasi Merek

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	0.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.871	7

Hasil Uji Relibilitas Atmosfir Toko

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	0.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.903	8

Hasil Uji Reliabilitas Niat Beli

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	0.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.913	4

LAMPIRAN 8 HASIL UJI FAKTOR SCORE

Hasil Uji Faktor Score

Factor Analysis Asosiasi Merek

Communalities

	Initial	Extraction
ASOSIASI MEREK2	1.000	.385
ASOSIASI MEREK3	1.000	.595
ASOSIASI MEREK5	1.000	.374
ASOSIASI MEREK6	1.000	.611
ASOSIASI MEREK7	1.000	.396
ASOSIASI MEREK8	1.000	.692
ASOSIASI MEREK9	1.000	.764

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues	Extraction Sums of Squared Loadings

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.815	54.505	54.505	3.815	54.505	54.505
2	.852	12.164	66.669			
3	.758	10.825	77.494			
4	.627	8.953	86.448			
5	.446	6.377	92.824			
6	.307	4.387	97.212			
7	.195	2.788	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
ASOSIASI MEREK2	.620
ASOSIASI MEREK3	.771
ASOSIASI MEREK5	.612
ASOSIASI MEREK6	.781
ASOSIASI MEREK7	.629
ASOSIASI MEREK8	.832
ASOSIASI MEREK9	.874

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Component Score Coefficient Matrix

	Component
	1
ASOSIASI MEREK2	.163
ASOSIASI MEREK3	.202
ASOSIASI MEREK5	.160
ASOSIASI MEREK6	.205
ASOSIASI MEREK7	.165
ASOSIASI MEREK8	.218
ASOSIASI MEREK9	.229

Extraction Method: Principal Component Analysis.
Component Scores.

Component Score Covariance Matrix

Component	1
1	1.000

Extraction Method: Principal Component Analysis.
Component Scores.

Factor Analysis Atmosfir Toko

Communalities

	Initial	Extraction
ATMOSFIR TOKO1	1.000	.647
ATMOSFIR TOKO2	1.000	.626
ATMOSFIR TOKO3	1.000	.718
ATMOSFIR TOKO4	1.000	.305
ATMOSFIR TOKO8	1.000	.702
ATMOSFIR TOKO9	1.000	.644
ATMOSFIR TOKO10	1.000	.360
ATMOSFIR TOKO11	1.000	.359

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.362	54.520	54.520	4.362	54.520	54.520
2	.976	12.195	66.716			
3	.902	11.270	77.985			
4	.683	8.539	86.525			
5	.418	5.224	91.749			
6	.280	3.495	95.243			
7	.249	3.107	98.350			
8	.132	1.650	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
ATMOSFIR TOKO1	.805
ATMOSFIR TOKO2	.791
ATMOSFIR TOKO3	.847
ATMOSFIR TOKO4	.553
ATMOSFIR TOKO8	.838
ATMOSFIR TOKO9	.803
ATMOSFIR TOKO10	.600
ATMOSFIR TOKO11	.599

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Component Score Coefficient Matrix

	Component
	1
ATMOSFIR TOKO1	.184
ATMOSFIR TOKO2	.181
ATMOSFIR TOKO3	.194
ATMOSFIR TOKO4	.127
ATMOSFIR TOKO8	.192
ATMOSFIR TOKO9	.184
ATMOSFIR TOKO10	.138
ATMOSFIR TOKO11	.137

Extraction Method: Principal Component Analysis.
Component Scores.

Component Score Covariance Matrix

Component	1
1	1.000

Extraction Method: Principal Component Analysis.
Component Scores.

Factor Analysis Niat Beli

Communalities

	Initial	Extraction
NIAT BELI1	1.000	.579
NIAT BELI2	1.000	.726
NIAT BELI 3	1.000	.705
NIAT BELI 4	1.000	.782

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.791	69.782	69.782	2.791	69.782	69.782
2	.775	19.363	89.146			
3	.275	6.875	96.020			
4	.159	3.980	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
NIAT BELI1	.761
NIAT BELI2	.852
NIAT BELI 3	.839
NIAT BELI 4	.884

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Component Score Coefficient Matrix

	Component
	1
NIAT BELI1	.273
NIAT BELI2	.305
NIAT BELI 3	.301
NIAT BELI 4	.317

Extraction Method: Principal Component Analysis.
Component Scores.

Component Score Covariance Matrix

Component	1
1	1.000

Extraction Method: Principal Component Analysis.
Component Scores.

LAMPIRAN 9 HASIL UJI REGRESI LINIER BERGANDA

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
NIAT BELI	.0000000	1.00000000	100
ASOSIASI MEREK	.0000000	1.00000000	100
ATMOSFIR TOKO	.0000000	1.00000000	100

Correlations

		NIAT BELI	ASOSIASI MEREK	ATMOSFIR TOKO
Pearson Correlation	NIAT BELI	1.000	.612	.701
	ASOSIASI MEREK	.612	1.000	.796
	ATMOSFIR TOKO	.701	.796	1.000
Sig. (1-tailed)	NIAT BELI		.000	.000
	ASOSIASI MEREK	.000		.000
	ATMOSFIR TOKO	.000	.000	
N	NIAT BELI	100	100	100
	ASOSIASI MEREK	100	100	100
	ATMOSFIR TOKO	100	100	100

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ATMOSFIR TOKO, ASOSIASI MEREK[b]		Enter

a. Dependent Variable: NIAT BELI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.706[a]	.499	.489	.71506857	.499	48.308	2	97	.000

a. Predictors: (Constant), ATMOSFIR TOKO, ASOSIASI MEREK

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.402	2	24.701	48.308	.000[b]
	Residual	49.598	97	.511		
	Total	99.000	99			

a. Dependent Variable: NIAT BELI

b. Predictors: (Constant), ATMOSFIR TOKO, ASOSIASI MEREK

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.832E-17	.072		.000	1.000
	ASOSIASI MEREK	.149	.119	.149	1.253	.213
	ATMOSFIR TOKO	.582	.119	.582	4.910	.000

a. Dependent Variable: NIAT BELI