Lampiran 1 Kuesioner Penelitian

FAKTOR-FAKTOR YANG MEMPENGARUHI KONSUMEN DALAM MEMBELI RUMAH *CLUSTER* DI KAWASAN JAKARTA SELATAN (STUDI KASUS PEMBANGUNAN PT. FIM JASA EKATAMA)

No. Kuesioner :

Kepada Yth
Bapak/Ibu/Sdr/Sdri Responden
Di tempat

Saya Akidah, mahasiswi Program Manajemen Fakultas Ekonomi Universitas Esa Unggul sedang mengadakan penelitian untuk memperoleh data guna menyelesaikan tugas akhir mengenai "Faktor-faktor yang Mempengaruhi Konsumen dalam Membeli Rumah *Cluster* di kawasan Jakarta Selatan (Studi Kasus Pembangunan PT. Fim Jasa Ekatama)".

Saya mohon kesediaan sdr/i untuk dapat meluangkan waktu dan mengisi setiap jawaban dengan lengkap dan benar. Semua informasi yang diterima akan dijaga kerahasiaanya dan hanya akan dipergunakan untuk keperluan akademis semata.

Atas bantuan dan partisipasi sdr/i meluangkan waktunya, saya ucapkan banyak terima kasih.

Hormat Saya,

Akidah
NIM. 2013.11.273

Petunjuk Pengisian:

Berilah tanda checklist (√) pada pilihan jawaban yang tersedia di bawah ini

I. Identitas Responden

1. Jenis Kelamin : ( ) Lelaki ( ) Perempuan

2. Usia : ( ) < 21 tahun
( ) 22-30 tahun
( ) >31 tahun

3. Pendidikan Terakhir : ( ) SMA atau sederajat
( ) Diploma / S1
( ) S2 / S3

4. Penghasilan/Bulan : ( ) < Rp. 10.000.000
( ) Rp. 10.000.000 – Rp. 15.000.000
( ) > Rp. 15.000.000

II. Pernyataan Responden

Petunjuk Pengisian:

1. Pilihlah jawaban sesuai dengan pendapat pribadi anda dengan memberi tanda (X) pada kolom yang tersedia pada pilihan jawaban yang terdiri dari:
   SS : Sangat Setuju
   S : Setuju
   R : Ragu-ragu
   TS : Tidak Setuju
   STS : Sangat Tidak Setuju
2. Tidak ada jawaban yang benar maupun salah dalam kuesioner penelitian ini.
3. Setiap pertanyaan hanya membutuhkan satu jawaban saja.
4. Setelah mengisi kuesioner dimohon segera mengembalikan kuesioner ini.
5. Mohon memberikan jawaban yang sebenar-benarnya.

ANGKET A (LOKASI)

No	Pernyataan	SS	S	R	TS	STS
a. Lalu Lintas (*traffic*)						
1	Arus lalu lintas menuju lokasi rumah *cluster* yang saya huni lancer					
2	Jalan menuju lokasi rumah *cluster* yang saya huni tidak banyak orang berlalulalang					
3	Perjalanan menuju lokasi rumah *cluster* yang saya huni tidak ramai dengan pengamen, pedagang kaki lima, dan asongan.					
b. Aksesibilitas						
4	Lokasi perumahan *cluster* yang saya huni strategis dapat ditempuh menggunakan transportasi umum					
5	Perumahan *cluster* yang saya huni dekat dengan fasilitas umum seperti rumah sakit, sekolah, dan pusat perbelanjaan					
c. Visibilitas						
6	Tidak perlu waktu lama untuk saya kembali dari kantor menuju perumahan *cluster* yang saya huni					
7	Design rumah (*cluster*) yang unik dan berbeda dari perumahan lainnya membuat perumahan *cluster* yang saya huni mudah dikenali					

ANGKET B (KUALITAS PRODUK)

No	Pernyataan	SS	S	R	TS	STS
a. Ciri-ciri atau keistimewaan (*features*)						
1	Design perumahan di *cluster* yang saya huni sangat menarik					
2	Jumlah unit di perumahan *cluster* yang saya huni terbatas (tidak banyak)					
b. Keandalan (*reliability*)						
3	Bahan-bahan bangunan yang digunakan di perumahan *cluster* yang saya huni berkualitas					

No	Pernyataan	SS	S	R	TS	STS
c. Daya tahan (*durability*)						
4	Setiap unit di perumahan tempat *cluster* saya berada memiliki fondasi besar dan kuat					
5	Setiap bangunan di perumahan tempat *cluster* saya berada berdiri kokoh					
d. Keamanan (*safety*)						
6	Saya merasa aman tinggal di perumahan tempat *cluster* saya berada karena di jaga oleh petugas keamanan 24 jam					

ANGKET C (HARGA)

No	Pernyataan	SS	S	R	TS	STS
a. Kesesuaian						
1	Harga rumah (*cluster*) yang saya beli sesuai dengan kualitas bahan bangunan yang dipakai					
2	Harga rumah (*cluster*) yang saya beli sesuai dengan tipe/jenis rumah yang saya dan keluarga butuhkan					
b. *Competitiveness*						
3	Harga rumah (*cluster*) yang saya beli tidak berbeda jauh dari harga rumah di sekitarnya					

ANGKET D (KEPUTUSAN PEMBELIAN)

No	Pernyataan	SS	S	R	TS	STS
a. Pembuatan Keputusan						
1	Saya merasa yakin membeli rumah di perumahan tempat *cluster* saya berada					
2	Sebelum saya membeli rumah di tempat *cluster* saya berada sekarang, saya melakukan survei terlebih dahulu					

No	Pernyataan	SS	S	R	TS	STS
3	Setelah melakukan perbandingan dengan perumahan sejenis lainnya, saya memutuskan membeli rumah di perumahan tempat *cluster* saya berada berada saat ini					
b. Derajat Keterlibatan						
4	Saya membeli rumah di perumahan tempat *cluster* saya berada berada saat ini karena sesuai dengan apa yang saya dan keluarga butuhkan					

==========TERIMAKASIH==========

Lampiran 2 Tabulasi Data

IDENTITAS RESPONDEN				LOKASI							KUALITAS PRODUK						HARGA			KEPUTUSAN PEMBELIAN			
Jenis Kelamin	Usia	Pendidikan Terakhir	Penghasilan /Bulan	x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	x13	x14	x15	x16	y1	y2	y3	y4
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Keterangan:

Jenis Kelamin	Pendidikan Terakhir	Usia	Penghasilan/Bulan	Jawaban Responden
1 = Laki-Laki	1 = SMA/Sederajat	1 = <21 tahun	1 = < Rp. 10.000.000	1 = Sangat Tidak Setuju
2 = Perempuan	2 = Diploma/S1	2 = 21- 31 tahun	2 = Rp. 10.000.000 – Rp. 15.000.000	2 = Tidak Setuju
`	3 = S2/S3	3 = >31 tahun	3 = > Rp. 15.000.000	3 = Ragu-Ragu
				4 = Setuju
				5 = Sangat Setuju

Lampiran 3 Hasil Output SPSS

Correlations

Notes

Output Created		04-FEB-2016 04:48:15
Comments		
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
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[DataSet1]

Correlations

		x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	x13	x14	x15	x16
x1	Pearson Correlation	1	.435**	.502**	.600**	-.080	.637**	.412**	.259**	.408**	.579**	.420**	.131	.032	-.037	.020	.109
	Sig. (2-tailed)		.000	.000	.000	.430	.000	.000	.009	.000	.000	.000	.195	.752	.716	.840	.281
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x2	Pearson Correlation	.435**	1	.666**	.670**	.062	.502**	.648**	.669**	.569**	.416**	.523**	.000	-.021	-.082	-.069	.008
	Sig. (2-tailed)	.000		.000	.000	.542	.000	.000	.000	.000	.000	.000	.998	.835	.418	.493	.935
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x3	Pearson Correlation	.502**	.666**	1	.853**	.105	.698**	.654**	.556**	.552**	.536**	.517**	.075	.089	-.034	.061	.094
	Sig. (2-tailed)	.000	.000		.000	.297	.000	.000	.000	.000	.000	.000	.455	.377	.738	.545	.352
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x4	Pearson Correlation	.600**	.670**	.853**	1	.078	.651**	.667**	.559**	.559**	.626**	.569**	.021	.046	-.092	-.011	.063
	Sig. (2-tailed)	.000	.000	.000		.439	.000	.000	.000	.000	.000	.000	.834	.653	.361	.912	.532
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x5	Pearson Correlation	-.080	.062	.105	.078	1	.165	.257**	.181	.165	-.057	.059	.058	.083	.129	.062	.012

	Sig. (2-tailed)	.430	.542	.297	.439		.100	.010	.071	.100	.570	.563	.567	.409	.200	.541	.908
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x6	Pearson Correlation	.637**	.502**	.698**	.651**	.165	1	.648**	.506**	.611**	.517**	.471**	.234*	.072	.088	.209*	.156
	Sig. (2-tailed)	.000	.000	.000	.000	.100		.000	.000	.000	.000	.000	.019	.479	.383	.037	.121
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x7	Pearson Correlation	.412**	.648**	.654**	.667**	.257**	.648**	1	.638**	.758**	.414**	.420**	.067	.068	.097	.137	-.003
	Sig. (2-tailed)	.000	.000	.000	.000	.010	.000		.000	.000	.000	.000	.509	.499	.335	.173	.976
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x8	Pearson Correlation	.259**	.669**	.556**	.559**	.181	.506**	.638**	1	.648**	.415**	.577**	.089	-.057	.008	.012	.019
	Sig. (2-tailed)	.009	.000	.000	.000	.071	.000	.000		.000	.000	.000	.381	.572	.940	.906	.848
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x9	Pearson Correlation	.408**	.569**	.552**	.559**	.165	.611**	.758**	.648**	1	.542**	.503**	.012	-.004	.061	.087	-.071
	Sig. (2-tailed)	.000	.000	.000	.000	.100	.000	.000	.000		.000	.000	.908	.972	.548	.391	.482
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x10	Pearson Correlation	.579**	.416**	.536**	.626**	-.057	.517**	.414**	.415**	.542**	1	.685**	-.086	-.093	-.216*	-.130	-.135
	Sig. (2-tailed)	.000	.000	.000	.000	.570	.000	.000	.000	.000		.000	.396	.356	.031	.197	.182
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x11	Pearson Correlation	.420**	.523**	.517**	.569**	.059	.471**	.420**	.577**	.503**	.685**	1	.062	.020	-.036	.022	.013
	Sig. (2-tailed)	.000	.000	.000	.000	.563	.000	.000	.000	.000	.000		.541	.847	.724	.824	.901
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

x12	Pearson Correlation	.131	.000	.075	.021	.058	.234*	.067	.089	.012	-.086	.062	1	.486**	.562**	.640**	.455**
	Sig. (2-tailed)	.195	.998	.455	.834	.567	.019	.509	.381	.908	.396	.541		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x13	Pearson Correlation	.032	-.021	.089	.046	.083	.072	.068	-.057	-.004	-.093	.020	.486**	1	.449**	.498**	.788**
	Sig. (2-tailed)	.752	.835	.377	.653	.409	.479	.499	.572	.972	.356	.847	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x14	Pearson Correlation	-.037	-.082	-.034	-.092	.129	.088	.097	.008	.061	-.216*	-.036	.562**	.449**	1	.832**	.420**
	Sig. (2-tailed)	.716	.418	.738	.361	.200	.383	.335	.940	.548	.031	.724	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x15	Pearson Correlation	.020	-.069	.061	-.011	.062	.209*	.137	.012	.087	-.130	.022	.640**	.498**	.832**	1	.343**
	Sig. (2-tailed)	.840	.493	.545	.912	.541	.037	.173	.906	.391	.197	.824	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x16	Pearson Correlation	.109	.008	.094	.063	.012	.156	-.003	.019	-.071	-.135	.013	.455**	.788**	.420**	.343**	1
	Sig. (2-tailed)	.281	.935	.352	.532	.908	.121	.976	.848	.482	.182	.901	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
y1	Pearson Correlation	.023	-.060	-.023	-.063	.180	.151	.047	-.037	.060	-.124	.036	.585**	.446**	.503**	.638**	.360**
	Sig. (2-tailed)	.820	.550	.820	.536	.073	.135	.640	.711	.553	.220	.723	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

y2	Pearson Correlation	-.002	-.108	-.057	-.096	.106	.045	.100	-.030	.089	-.207*	-.036	.535**	.448**	.917**	.770**	.374**
	Sig. (2-tailed)	.985	.286	.575	.340	.295	.660	.324	.768	.379	.039	.726	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
y3	Pearson Correlation	-.074	-.063	.054	-.052	.210*	.132	.136	.050	.146	-.127	.031	.626**	.483**	.836**	.854**	.335**
	Sig. (2-tailed)	.464	.532	.596	.606	.036	.190	.176	.624	.147	.208	.757	.000	.000	.000	.000	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
y4	Pearson Correlation	-.041	-.077	.009	-.092	.127	.067	.081	.032	.110	-.184	.035	.394**	.375**	.871**	.679**	.402**
	Sig. (2-tailed)	.682	.448	.931	.365	.209	.509	.421	.752	.276	.066	.731	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.551**	.597**	.709**	.687**	.270**	.751**	.726**	.618**	.687**	.489**	.601**	.465**	.409**	.473**	.514**	.376**
	Sig. (2-tailed)	.000	.000	.000	.000	.007	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

\

Correlations

		y1	y2	y3	y4	TOTAL
x1	Pearson Correlation	.023	-.002	-.074	-.041	.551**
	Sig. (2-tailed)	.820	.985	.464	.682	.000
	N	100	100	100	100	100

x2	Pearson Correlation	-.060	-.108	-.063	-.077	.597**
	Sig. (2-tailed)	.550	.286	.532	.448	.000
	N	100	100	100	100	100
x3	Pearson Correlation	-.023	-.057	.054	.009	.709**
	Sig. (2-tailed)	.820	.575	.596	.931	.000
	N	100	100	100	100	100
x4	Pearson Correlation	-.063	-.096	-.052	-.092	.687**
	Sig. (2-tailed)	.536	.340	.606	.365	.000
	N	100	100	100	100	100
x5	Pearson Correlation	.180	.106	.210*	.127	.270**
	Sig. (2-tailed)	.073	.295	.036	.209	.007
	N	100	100	100	100	100
x6	Pearson Correlation	.151	.045	.132	.067	.751**
	Sig. (2-tailed)	.135	.660	.190	.509	.000
	N	100	100	100	100	100
x7	Pearson Correlation	.047	.100	.136	.081	.726**
	Sig. (2-tailed)	.640	.324	.176	.421	.000
	N	100	100	100	100	100
x8	Pearson Correlation	-.037	-.030	.050	.032	.618**
	Sig. (2-tailed)	.711	.768	.624	.752	.000
	N	100	100	100	100	100
x9	Pearson Correlation	.060	.089	.146	.110	.687**
	Sig. (2-tailed)	.553	.379	.147	.276	.000
	N	100	100	100	100	100
x10	Pearson Correlation	-.124	-.207*	-.127	-.184	.489**
	Sig. (2-tailed)	.220	.039	.208	.066	.000
	N	100	100	100	100	100

x11	Pearson Correlation	.036	-.036	.031	.035	.601**
	Sig. (2-tailed)	.723	.726	.757	.731	.000
	N	100	100	100	100	100
x12	Pearson Correlation	.585**	.535**	.626**	.394**	.465**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100
x13	Pearson Correlation	.446**	.448**	.483**	.375**	.409**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100
x14	Pearson Correlation	.503**	.917**	.836**	.871**	.473**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100
x15	Pearson Correlation	.638**	.770**	.854**	.679**	.514**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100
x16	Pearson Correlation	.360**	.374**	.335**	.402**	.376**
	Sig. (2-tailed)	.000	.000	.001	.000	.000
	N	100	100	100	100	100
y1	Pearson Correlation	1	.540**	.695**	.402**	.408**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y2	Pearson Correlation	.540**	1	.829**	.899**	.459**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y3	Pearson Correlation	.695**	.829**	1	.788**	.532**
	Sig. (2-tailed)	.000	.000		.000	.000

	N	100	100	100	100	100
y4	Pearson Correlation	.402**	.899**	.788**	1	.449**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.408**	.459**	.532**	.449**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

RELIABILITY

Reliability

Notes

Output Created		04-FEB-2016 04:50:07
Comments		
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=x1 x2 x3 x4 x5 x6 x7 x8 x9 x10 x11 x12 x13 x14 x15 x16 y1 y2 y3 y4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.01
	Elapsed Time	00:00:00.00

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
.874	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1	69.67	81.658	.474	.868
x2	69.77	80.583	.524	.866
x3	69.59	78.143	.649	.861
x4	69.61	78.644	.624	.862
x5	70.60	86.788	.171	.880
x6	69.97	77.019	.697	.859
x7	69.82	78.432	.673	.860
x8	69.80	81.636	.558	.865
x9	70.07	78.712	.625	.862
x10	69.68	82.200	.399	.871
x11	69.51	81.081	.533	.866
x12	69.58	85.377	.407	.870
x13	68.93	85.520	.339	.872
x14	69.25	85.139	.414	.870
x15	69.37	84.336	.455	.869
x16	69.02	85.717	.299	.874
y1	69.60	85.980	.345	.872
y2	69.22	84.860	.393	.871
y3	69.28	84.567	.479	.868
y4	69.22	84.719	.379	.871

REGRESSION

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Harga, Lokasi, KualitasProduk[b]	.	Enter

a. Dependent Variable: KeputusanPembelian
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.854[a]	.729	.721	1.344	1.126

a. Predictors: (Constant), Harga, Lokasi, KualitasProduk
b. Dependent Variable: KeputusanPembelian

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	467.595	3	155.865	86.270	.000[b]

	Residual	173.445	96	1.807		
	Total	641.040	99			

a. Dependent Variable: KeputusanPembelian
b. Predictors: (Constant), Harga, Lokasi, KualitasProduk

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.298	1.132		1.147	.254		
	Lokasi	-.040	.041	-.081	-.985	.327	.413	2.421
	KualitasProduk	.053	.065	.070	.819	.415	.390	2.564
	Harga	1.170	.077	.841	15.112	.000	.909	1.100

a. Dependent Variable: KeputusanPembelian

Coefficient Correlations[a]

Model			Harga	Lokasi	KualitasProduk
1	Correlations	Harga	1.000	.178	-.292
		Lokasi	.178	1.000	-.765
		KualitasProduk	-.292	-.765	1.000

	Covariances	Harga	.006	.001	-.001
		Lokasi	.001	.002	-.002
		KualitasProduk	-.001	-.002	.004

a. Dependent Variable: KeputusanPembelian

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Lokasi	KualitasProduk	Harga
1	1	3.948	1.000	.00	.00	.00	.00
	2	.035	10.579	.04	.26	.01	.21
	3	.010	19.809	.84	.06	.00	.73
	4	.006	25.051	.12	.68	.99	.05

a. Dependent Variable: KeputusanPembelian

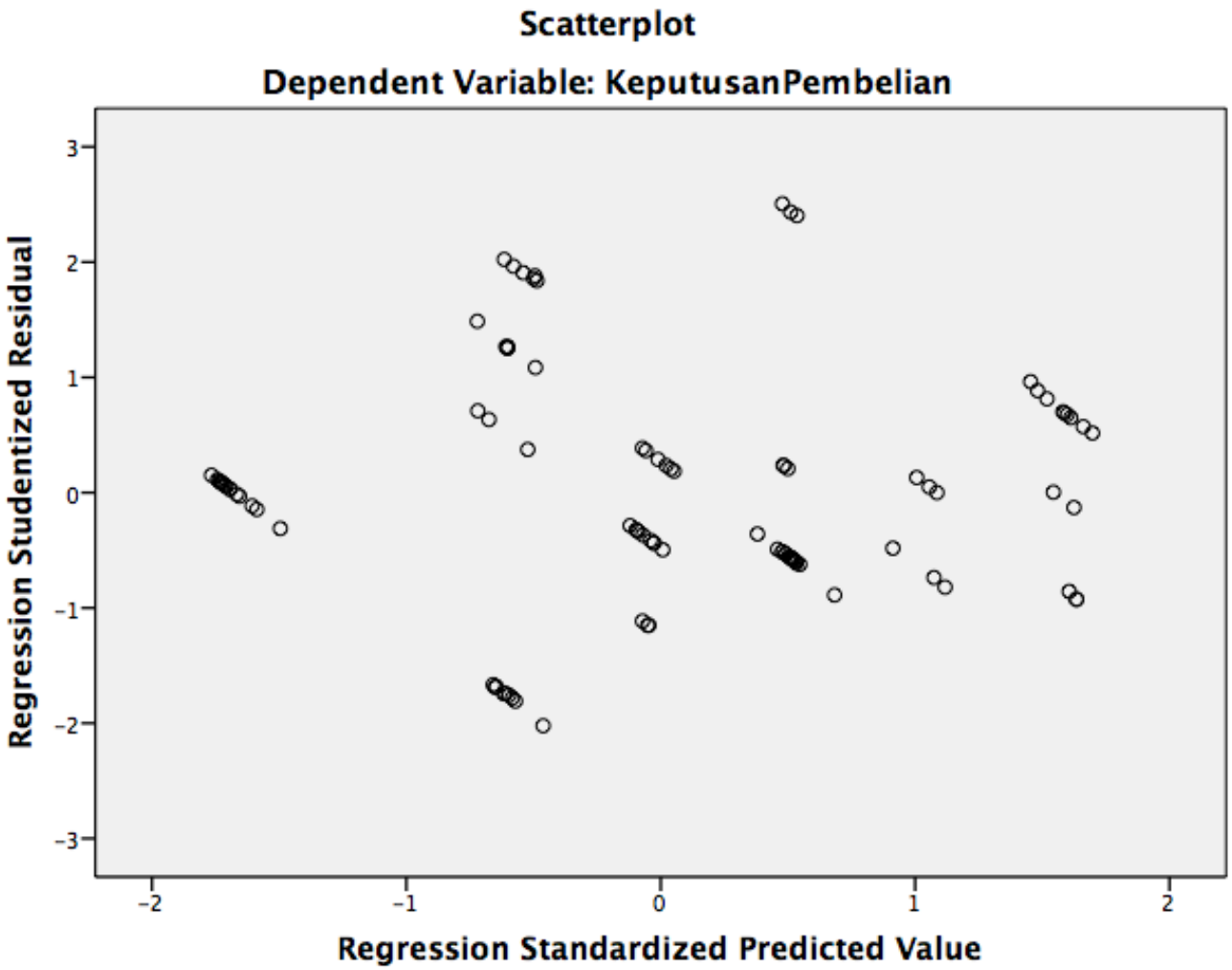
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.80	19.33	15.64	2.173	100
Std. Predicted Value	-1.766	1.697	.000	1.000	100

Standard Error of Predicted Value	.135	.504	.259	.074	100
Adjusted Predicted Value	11.79	19.30	15.64	2.174	100
Residual	-2.635	3.320	.000	1.324	100
Std. Residual	-1.961	2.470	.000	.985	100
Stud. Residual	-2.022	2.506	.001	1.002	100
Deleted Residual	-2.803	3.417	.002	1.370	100
Stud. Deleted Residual	-2.056	2.578	.003	1.013	100
Mahal. Distance	.007	12.928	2.970	2.383	100
Cook's Distance	.000	.070	.009	.014	100
Centered Leverage Value	.000	.131	.030	.024	100

a. Dependent Variable: KeputusanPembelian

Charts


Scatterplot
Dependent Variable: KeputusanPembelian
Regression Studentized Residual
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2
1
0
-1
-2
-3
-2
-1
0
1
2
Regression Standardized Predicted Value

EXAMINE VARIABLES=Lokasi KualitasProduk Harga KeputusanPembelian

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Lokasi	100	100.0%	0	0.0%	100	100.0%
KualitasProduk	100	100.0%	0	0.0%	100	100.0%
Harga	100	100.0%	0	0.0%	100	100.0%
KeputusanPembelian	100	100.0%	0	0.0%	100	100.0%

Descriptives

			Statistic	Std. Error
Lokasi	Mean		23.65	.516
	95% Confidence Interval for Mean	Lower Bound	22.63	
		Upper Bound	24.67	
	5% Trimmed Mean		23.58	

	Median		22.00	
	Variance		26.634	
	Std. Deviation		5.161	
	Minimum		11	
	Maximum		35	
	Range		24	
	Interquartile Range		9	
	Skewness		.283	.241
	Kurtosis		-.686	.478
KualitasProduk	Mean		21.87	.335
	95% Confidence Interval for Mean	Lower Bound	21.20	
		Upper Bound	22.54	
	5% Trimmed Mean		21.78	
	Median		22.00	
	Variance		11.246	
	Std. Deviation		3.353	
	Minimum		15	

	Maximum		30	
	Range		15	
	Interquartile Range		5	
	Skewness		.287	.241
	Kurtosis		-.500	.478
Harga	Mean		12.08	.183
	95% Confidence Interval for Mean	Lower Bound	11.72	
		Upper Bound	12.44	
	5% Trimmed Mean		12.09	
	Median		12.00	
	Variance		3.347	
	Std. Deviation		1.830	
	Minimum		9	
	Maximum		15	
	Range		6	
	Interquartile Range		2	
	Skewness		-.100	.241
	Kurtosis		-.700	.478

KeputusanPembelian	Mean		15.64	.254
	95% Confidence Interval for Mean	Lower Bound	15.14	
		Upper Bound	16.14	
	5% Trimmed Mean		15.60	
	Median		16.00	
	Variance		6.475	
	Std. Deviation		2.545	
	Minimum		12	
	Maximum		20	
	Range		8	
	Interquartile Range		3	
	Skewness		.004	.241
	Kurtosis		-.775	.478

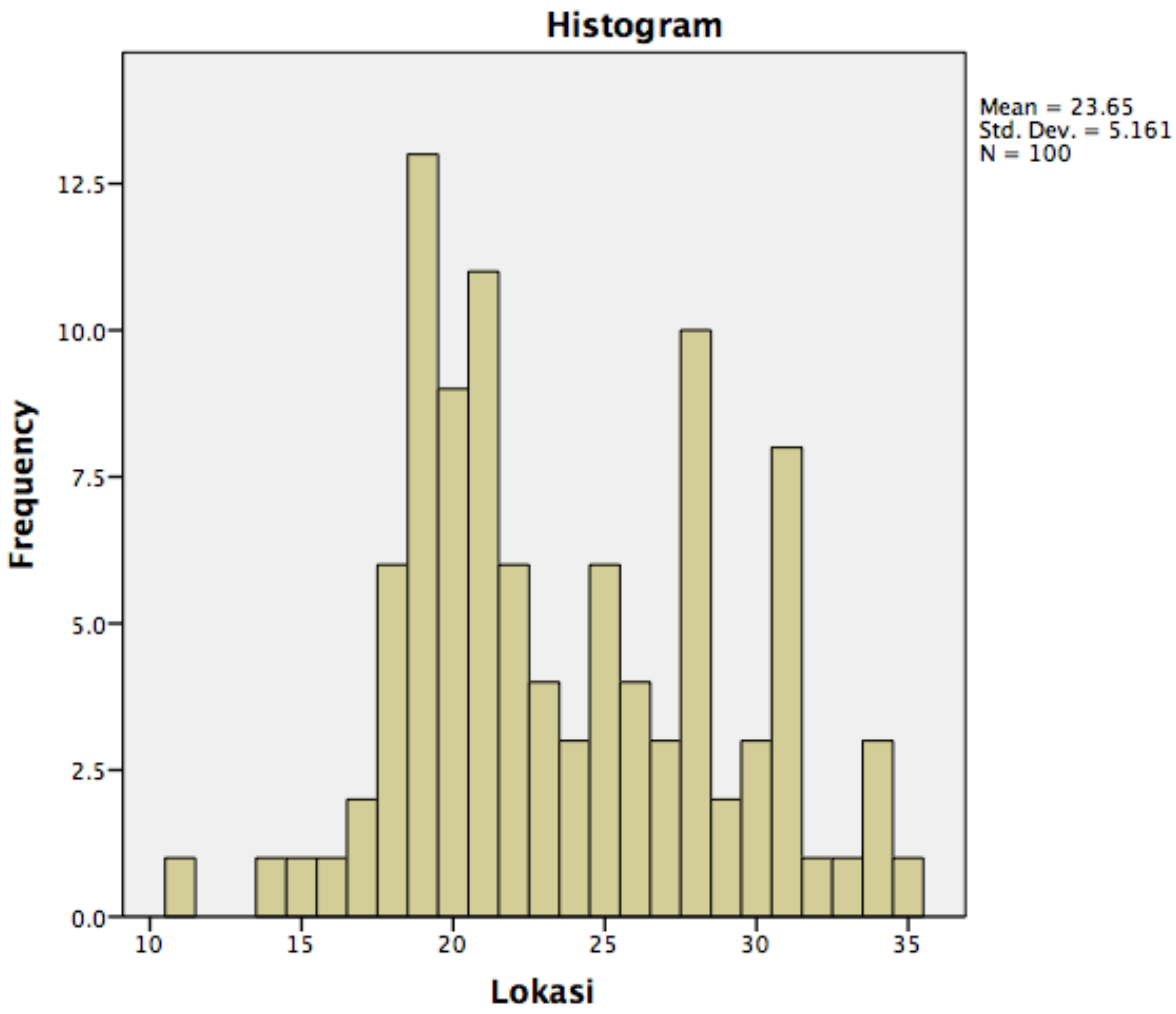
Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Lokasi	.146	100	.000	.959	100	.003

KualitasProduk	.121	100	.001	.974	100	.045
Harga	.127	100	.000	.919	100	.000
KeputusanPembelian	.166	100	.000	.895	100	.000

a. Lilliefors Significance Correction

Lokasi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Std. Dev. = 5.161
N = 100
Frequency
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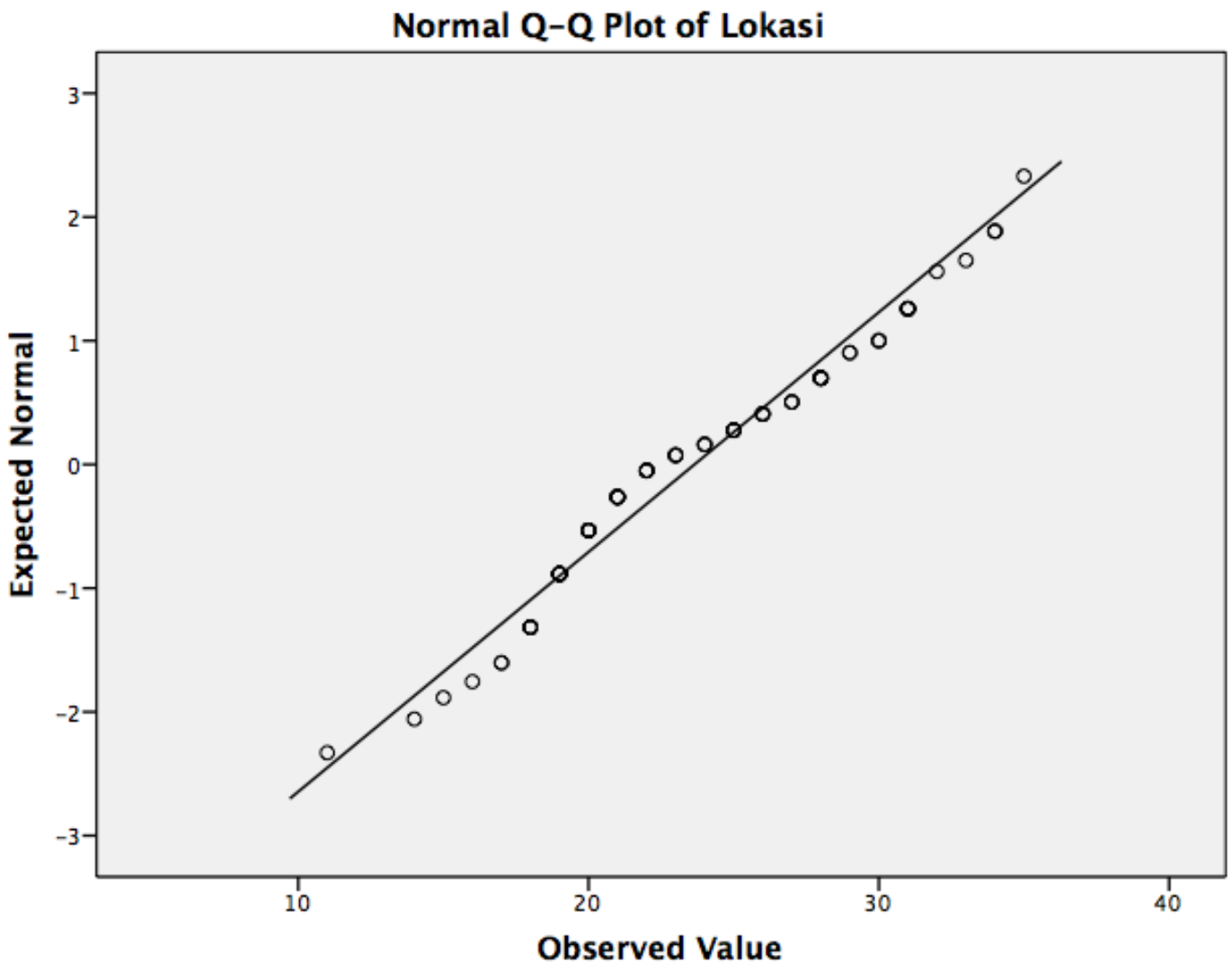
10
15
20
25
30
35
Lokasi


Normal Q-Q Plot of Lokasi
Expected Normal
Observed Value
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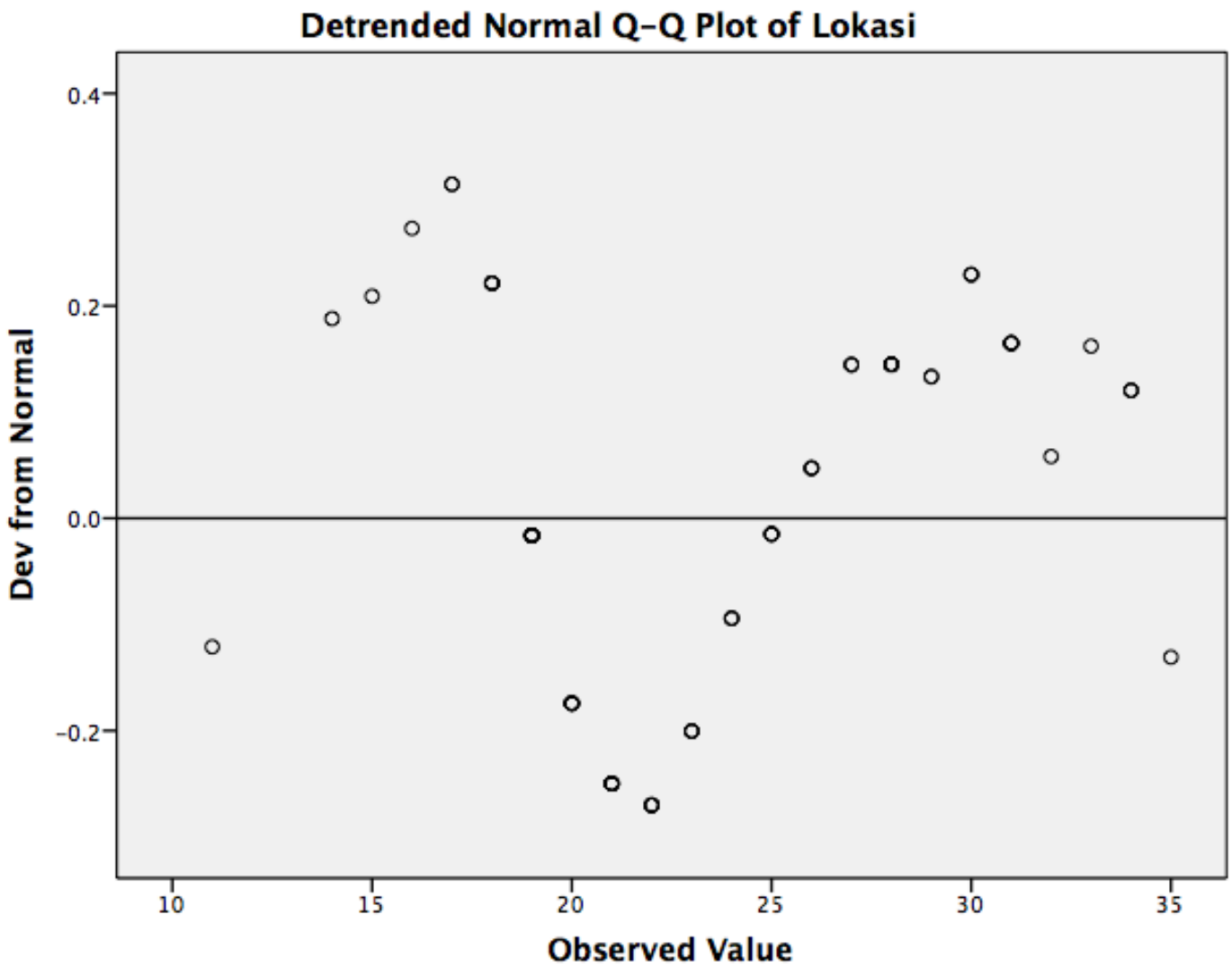
0
-1
-2
-3
10
20
30
40


Detrended Normal Q-Q Plot of Lokasi
Dev from Normal
0.4
0.2
0.0
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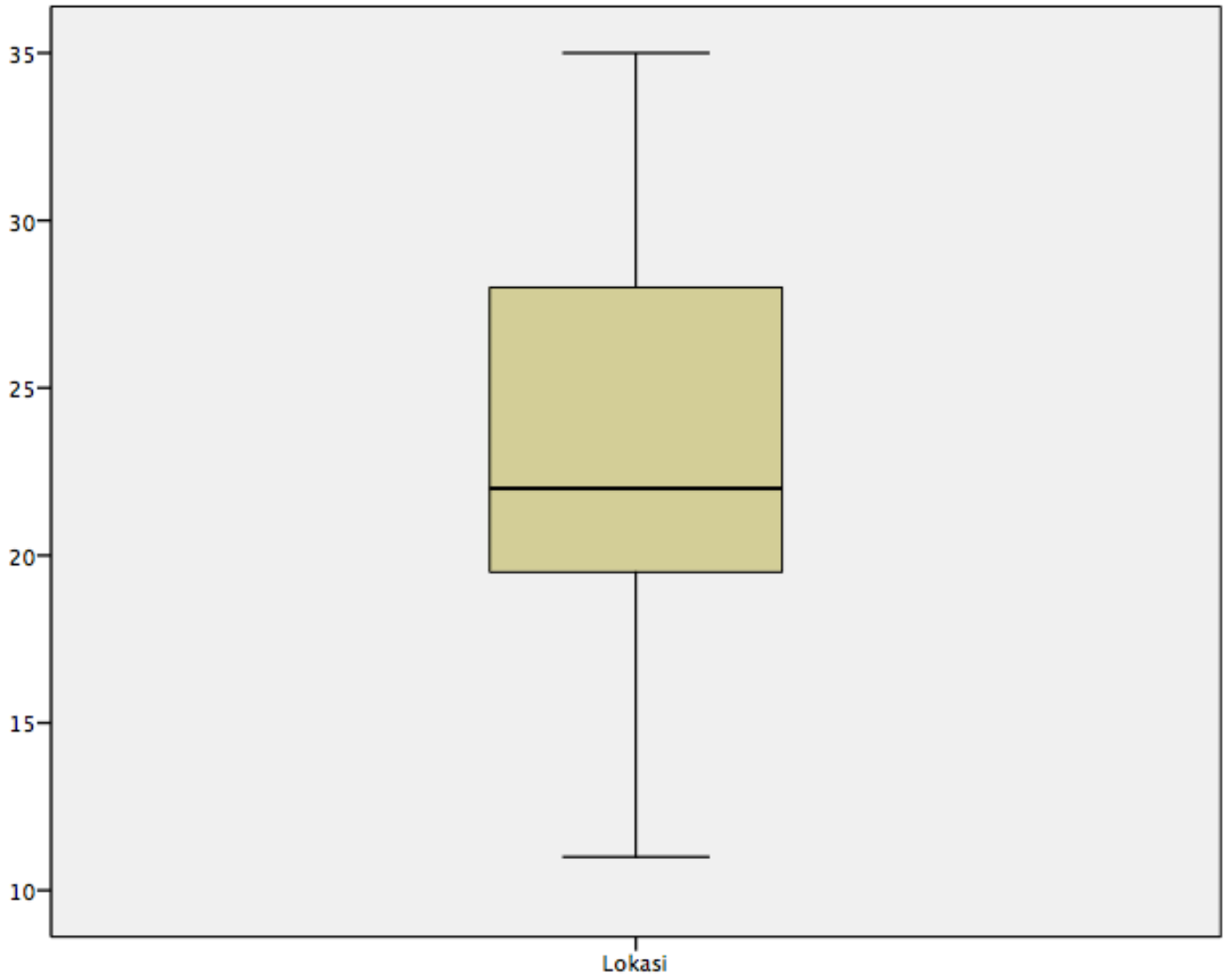
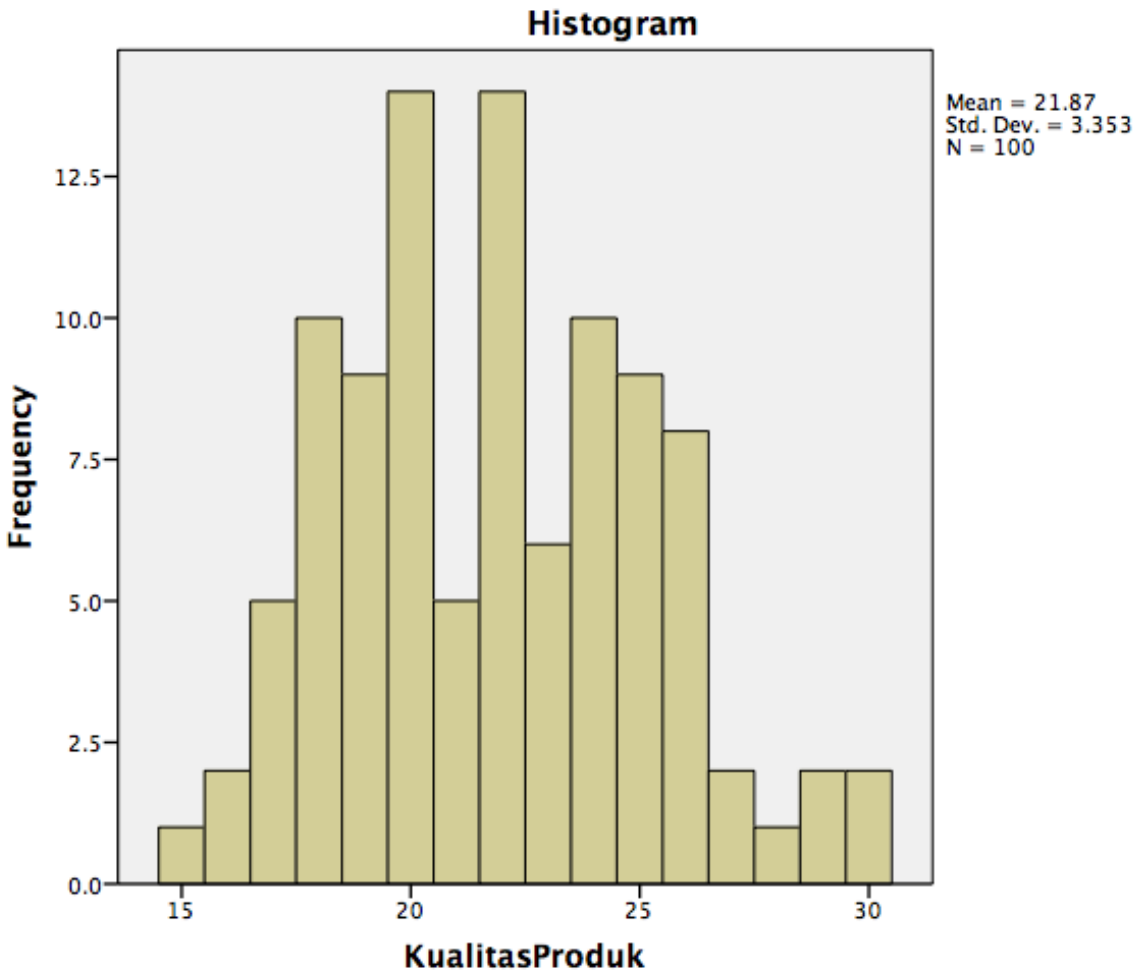
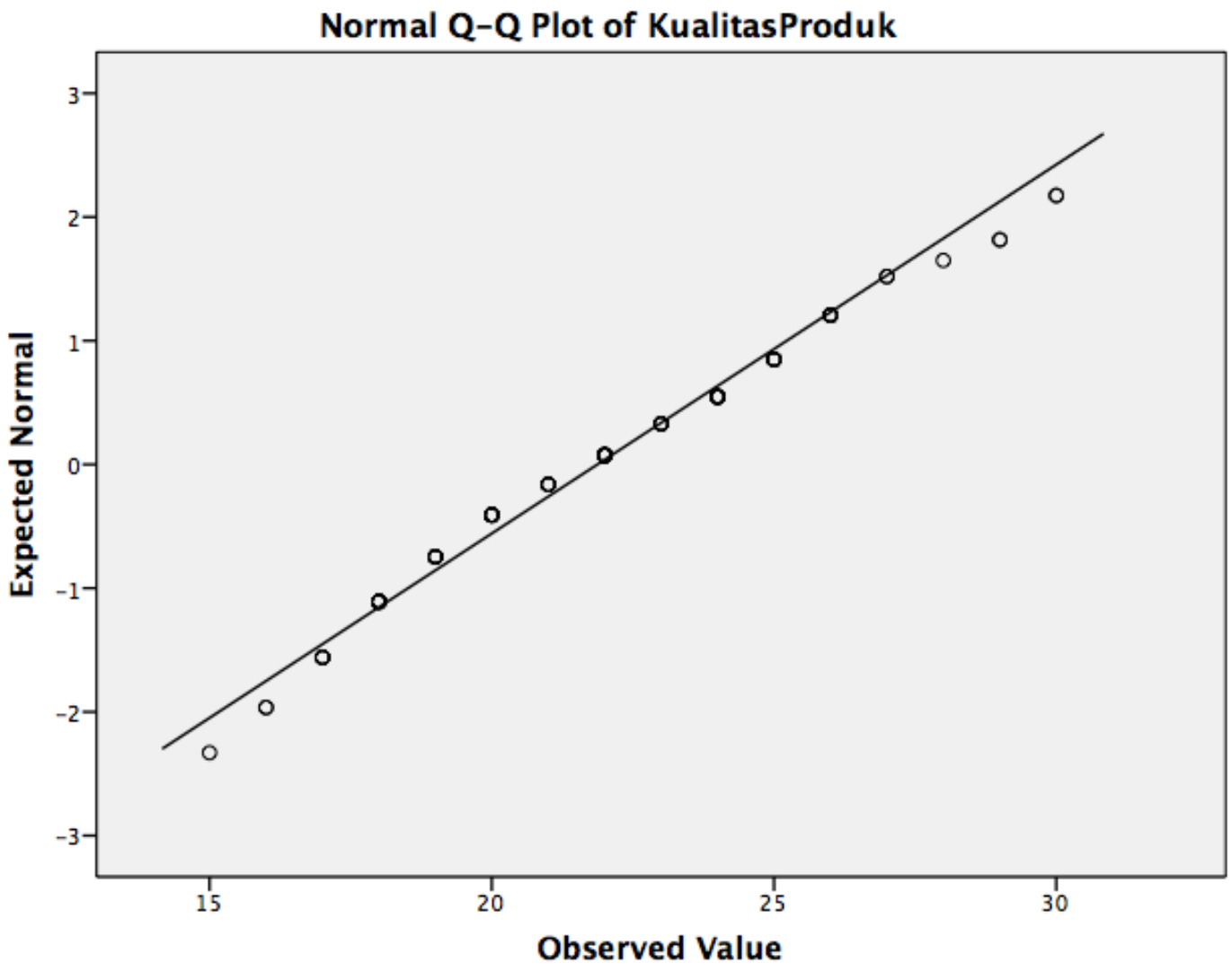
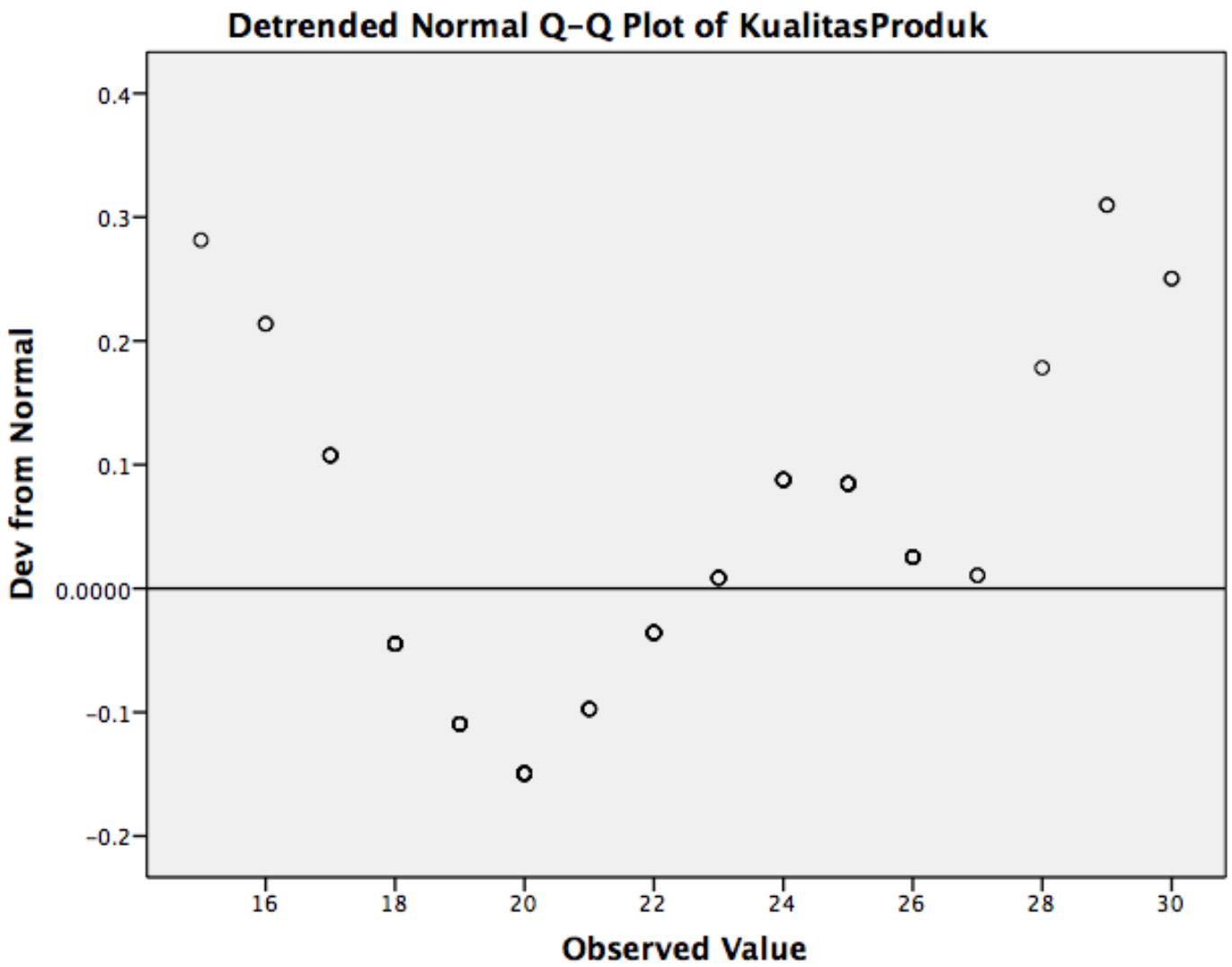
10
15
20
25
30
35
Observed Value

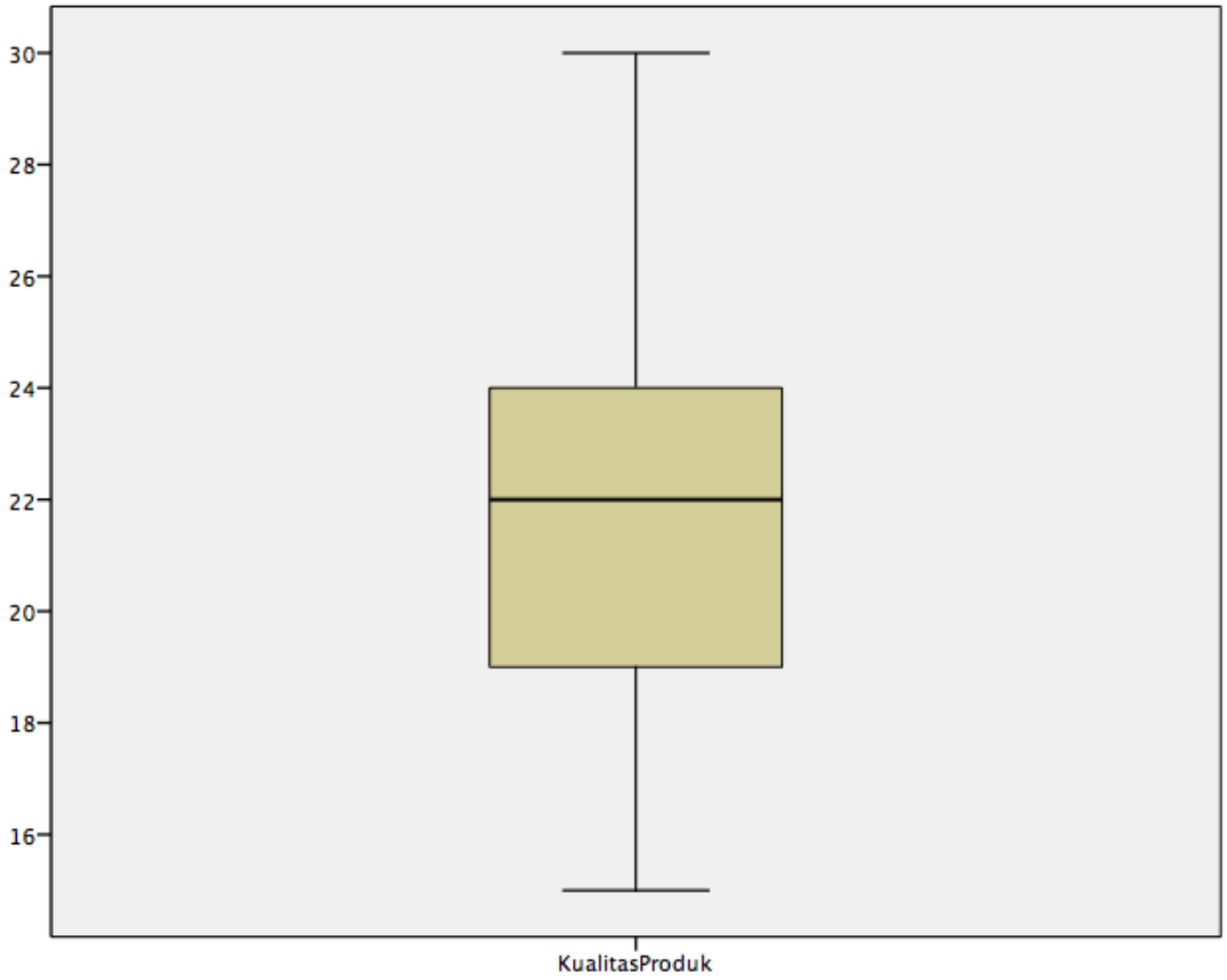

35
30
25
20
15
10
Lokasi

KualitasProduk

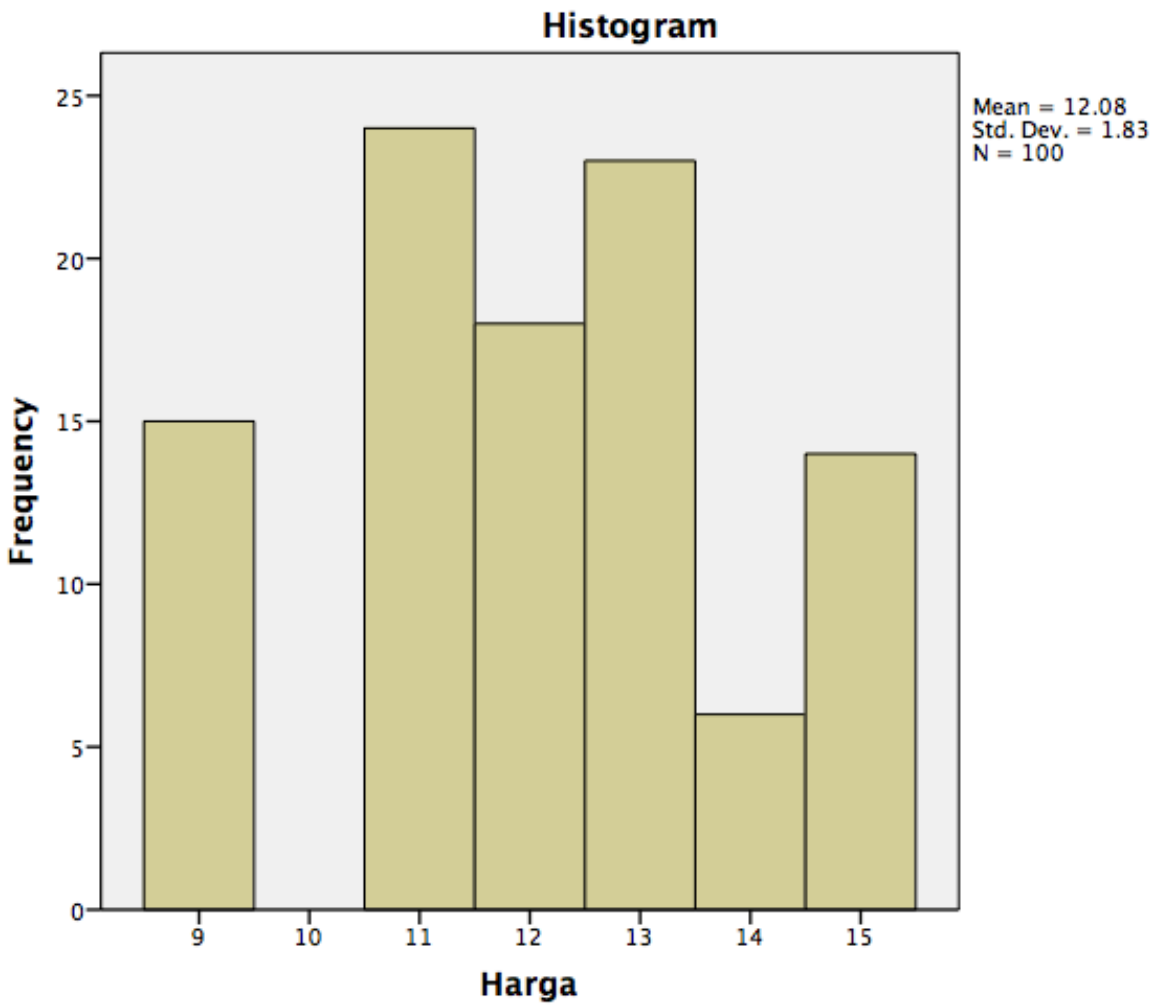


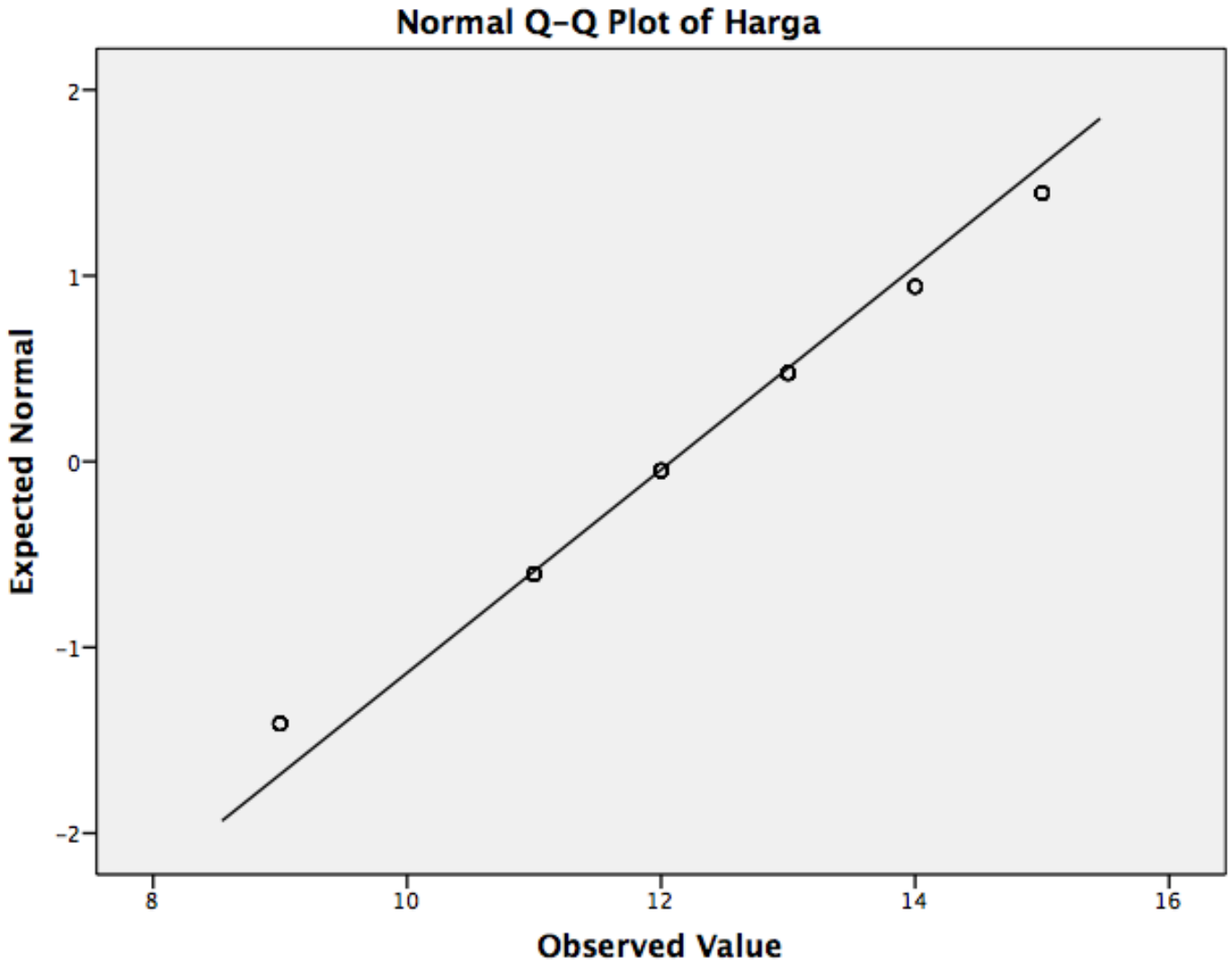

Normal Q-Q Plot of KualitasProduk
Expected Normal
Observed Value
3
2
1
0
-1
-2
-3
15
20
25
30

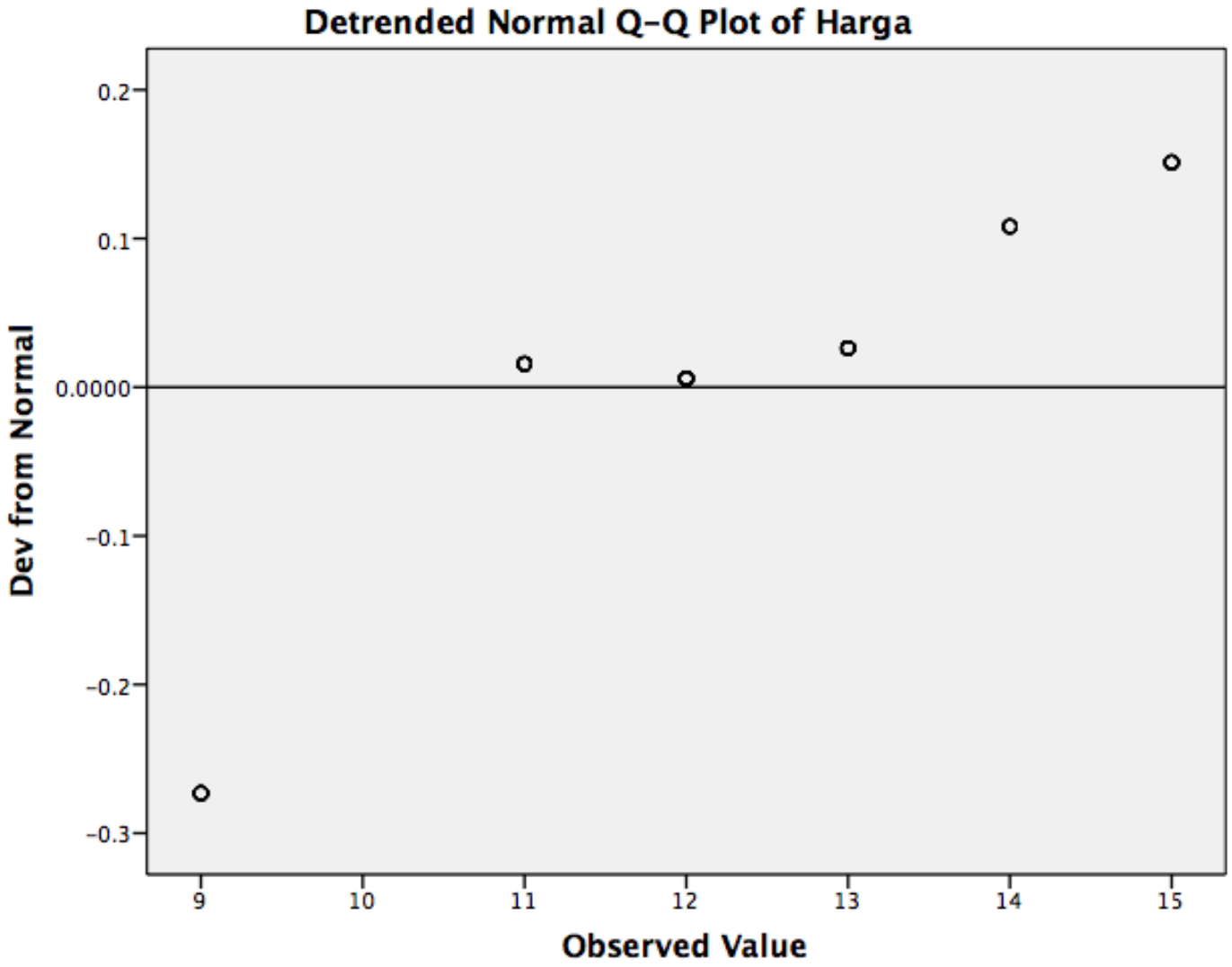

Detrended Normal Q-Q Plot of KualitasProduk
Dev from Normal
0.4
0.3
0.2
0.1
0.0000
-0.1
-0.2
16
18
20
22
24
26
28
30
Observed Value

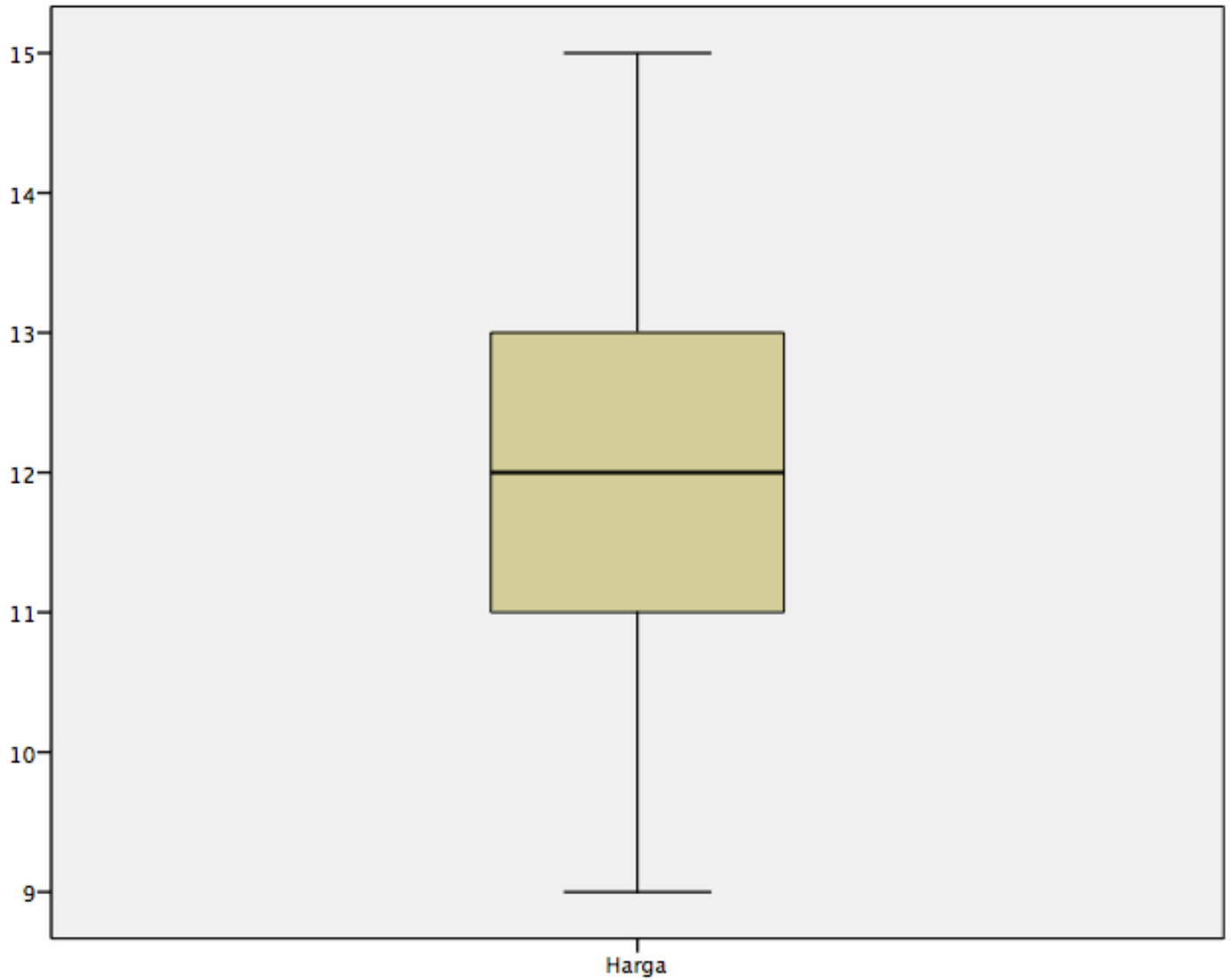

30
28
26
24
22
20
18
16
KualitasProduk

Harga

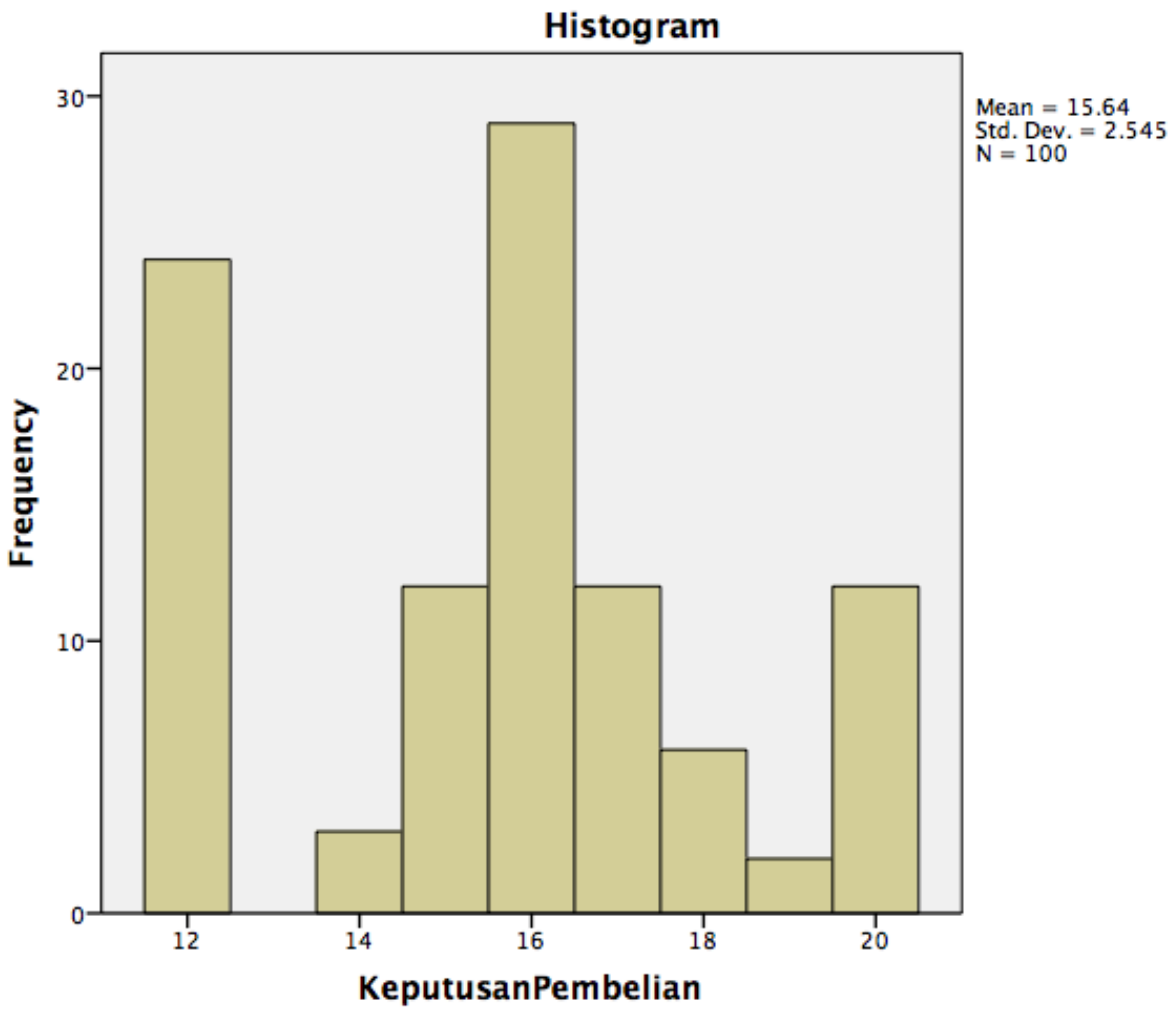

Histogram
Mean = 12.08
Std. Dev. = 1.83
N = 100
Frequency
25
20
15
10
5
0
9
10
11
12
13
14
15
Harga

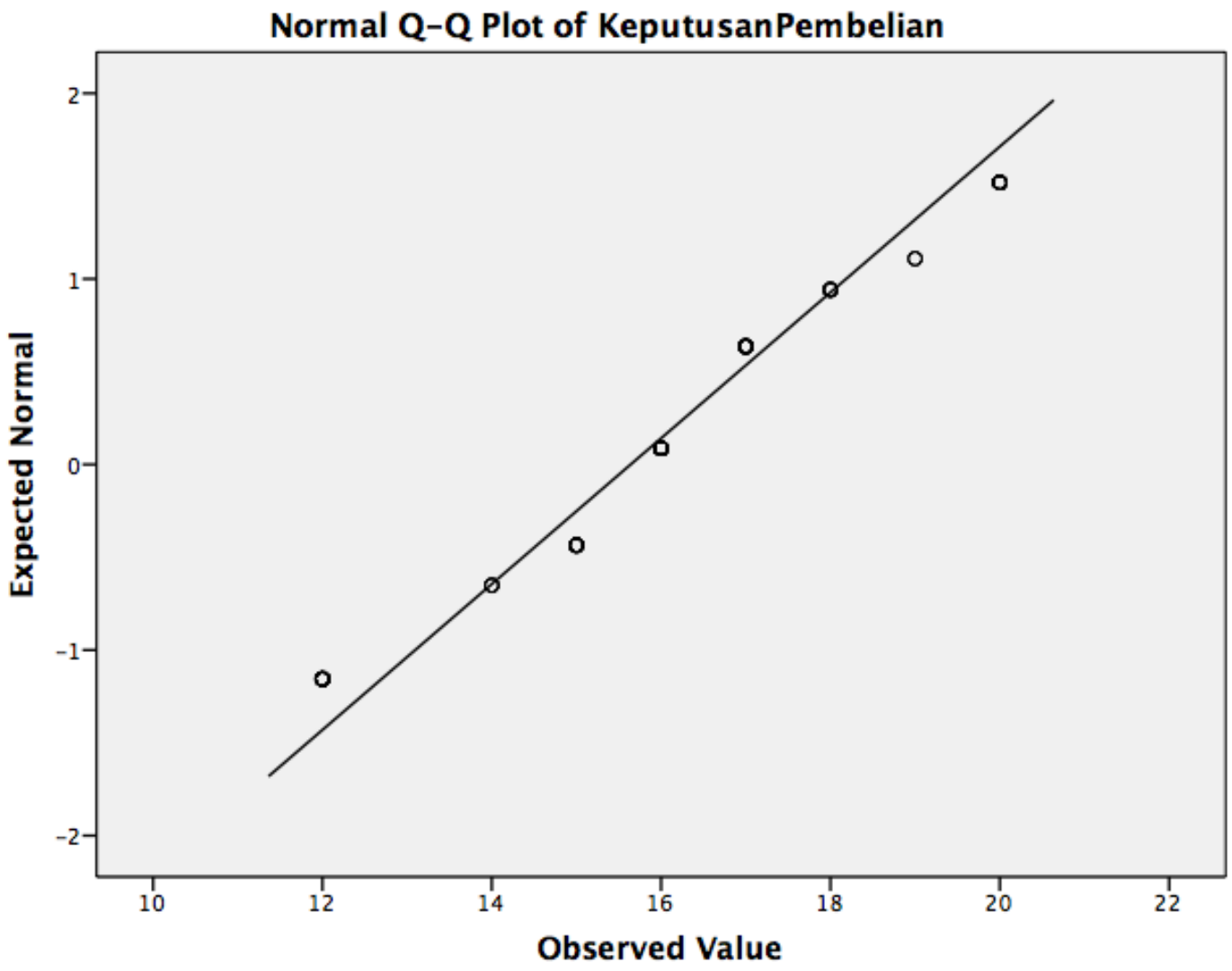

Normal Q-Q Plot of Harga
Expected Normal
Observed Value
2
1
0
-1
-2
8
10
12
14
16

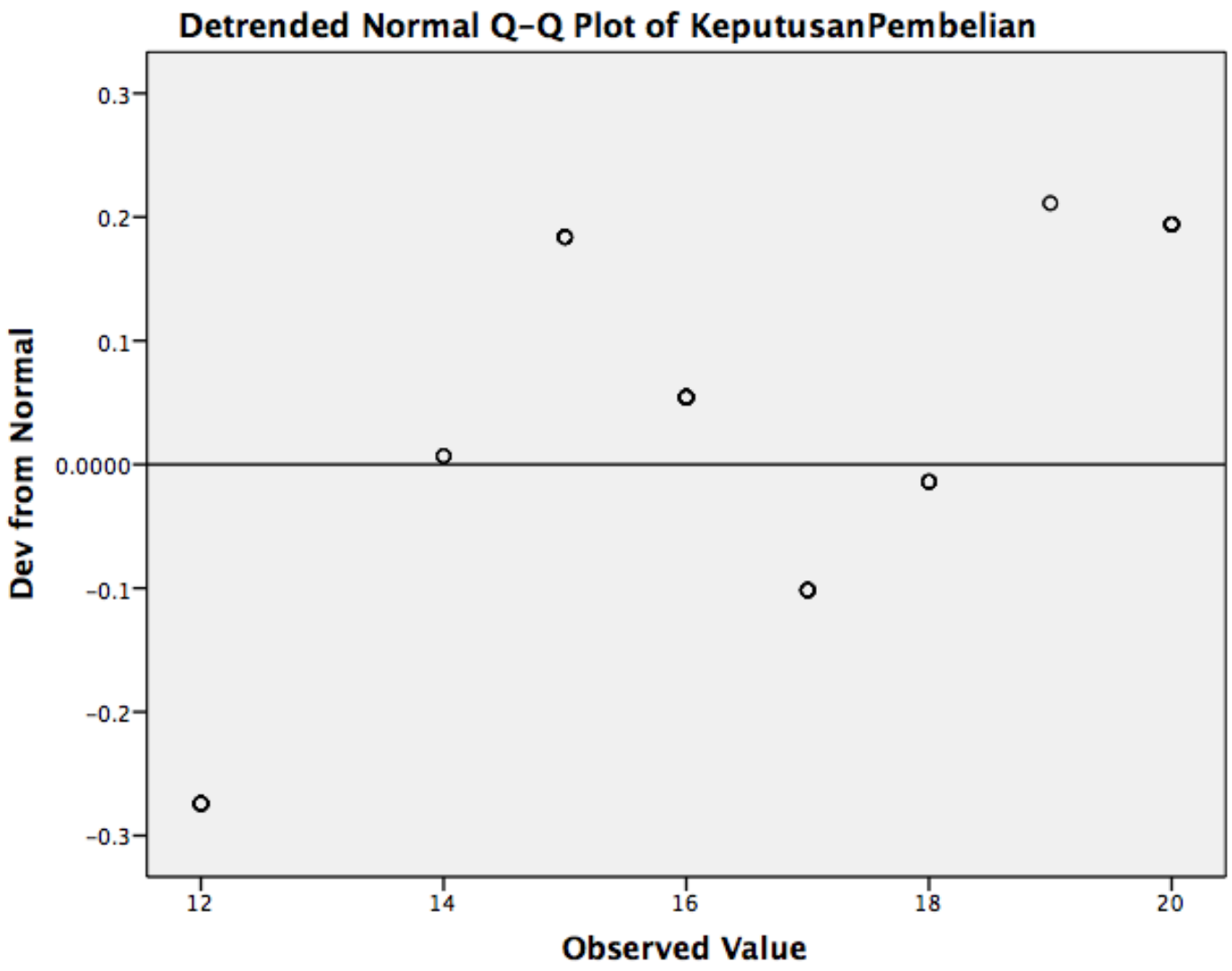

Detrended Normal Q-Q Plot of Harga
Dev from Normal
0.2
0.1
0.0000
-0.1
-0.2
-0.3
9
10
11
12
13
14
15
Observed Value

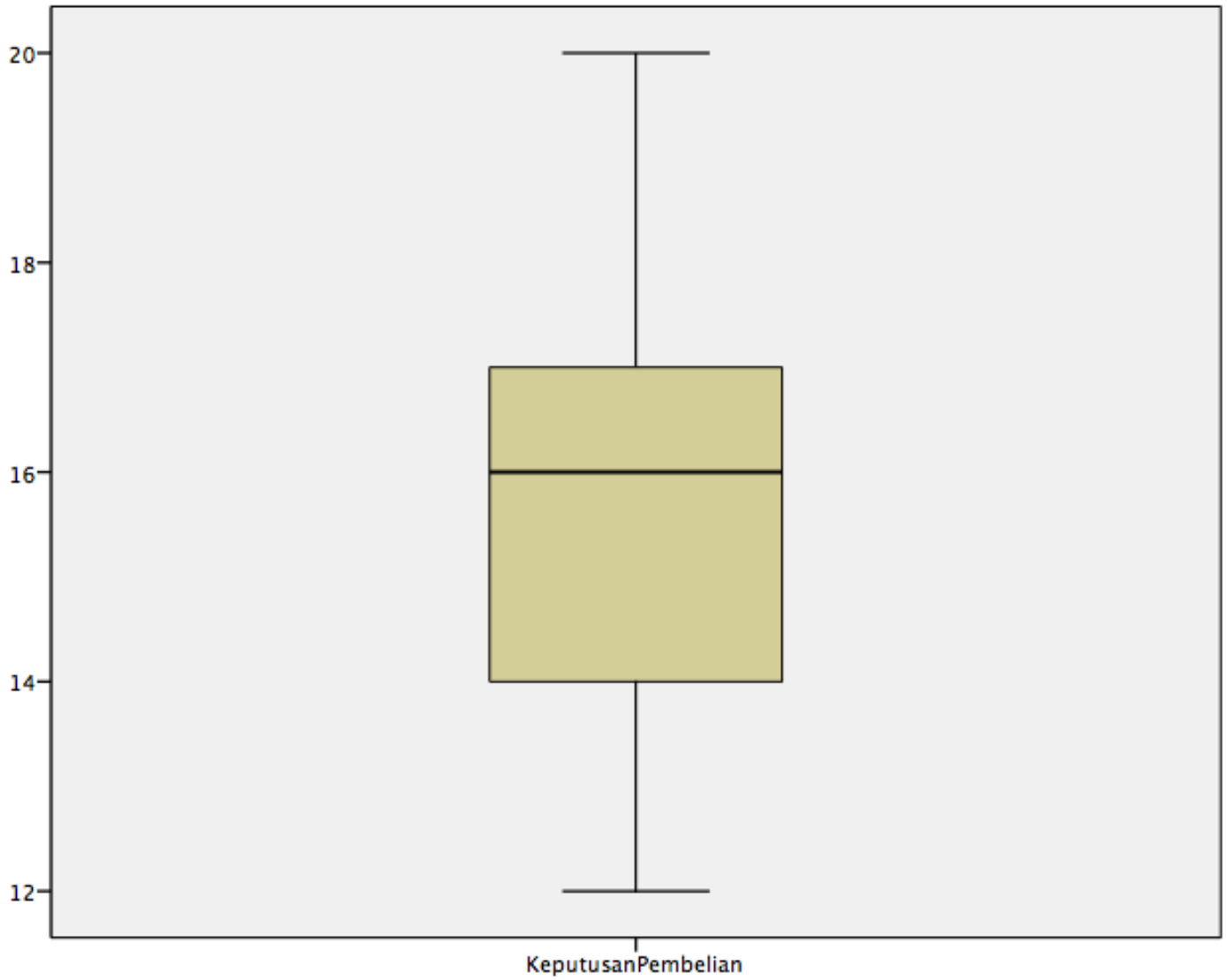

15
14
13
12
11
10
9
Harga

Keputusan Pembelian




Normal Q-Q Plot of KeputusanPembelian
Expected Normal
Observed Value
2
1
0
-1
-2
10
12
14
16
18
20
22


Detrended Normal Q-Q Plot of KeputusanPembelian
Dev from Normal
0.3
0.2
0.1
0.0000
-0.1
-0.2
-0.3
12
14
16
18
20
Observed Value


20
18
16
14
12
KeputusanPembelian