

Lampiran 1: Kuesioner

PETUNJUK PENGISIAN

Berilah jawaban pernyataan dengan tanda *Check list* (√) pada kolom yang tersedia sesuai dengan pendapat Bpk/Ibu/Sdr/i. Kriteria Penilaiannya adalah sebagai berikut:

- SS = Sangat Setuju
- S = Setuju
- N = Netral
- TS = Tidak Setuju
- STS = Sangat Tidak Setuju

Pernyataan	Jawaban				
	SS	S	N	TS	STS
Produk X1					
1. Bentuk produk yang ditawarkan Naraya Swalayan menarik					
2. Naraya Swalayan menyediakan produk-produk berkualitas baik					
3. Kualitas Produk yang ditawarkan sesuai dengan harapan					
4. Saya merasa mendapat manfaat lebih dengan produk yang dibeli di Naraya Swalayan					
Harga X2					
1. Harga produk di Naraya Swalayan relatif terjangkau					
2. Harga produk yang ditetapkan Naraya Swalayan sesuai dengan kualitas produknya					
3. Harga produk di Naraya Swalayan lebih murah dibandingkan dengan harga produk di swalayan lain yang pernah saya masuki					
Promosi X3					
1. Sistem promosi yang dilakukan Naraya Swalayan baik melalui iklan dari media cetak maupun media digital membuat saya tertarik untuk berbelanja di tempat tersebut					
2. Promosi yang diinformasikan dari mulut ke mulut (dari setiap orang yang berbelanja) tentang Naraya Swalayan membuat Saya tertarik untuk berbelanja di tempat tersebut					

Promosi (X3)	SS	S	N	TS	STS
3. Banyak produk Naraya Swalayan yang mempunyai diskon dan membuat saya tertarik untuk berbelanja di tempat tersebut					
4. Informasi mengenai produk yang didapat secara langsung pada Naraya Swalayan membuat saya tertarik berbelanja di tempat tersebut					
Layanan X4					
1. Jasa layanan yang diberikan Naraya Swalayan secara keseluruhan baik dan memuaskan					
2. Konsumen tidak menunggu lama untuk dilayani oleh karyawan/kasir Naraya Swalayan					
3. Karyawan Naraya Swalayan sangat cepat dalam melayani pembeli					
4. Pemilik/Karyawan Naraya Swalayan selalu ramah kepada pembeli					
5. Pemilik/Karyawan Naraya Swalayan selalu memberikan perhatian kepada pembelinya					
6. Pemilik/Karyawan Naraya Swalayan selalu tersenyum kepada pembeli					
Desain Toko X5					
1. Naraya Swalayan mempunyai tempat parkir yang luas					
2. Neon <i>box</i> Naraya Swalayan yang berada di pinggir jalan mudah dilihat					
3. Naraya Swalayan mempunyai tata ruang yang memudahkan konsumen untuk berkeliling					
4. Naraya Swalayan mempunyai tata letak produk yang sesuai dan memudahkan konsumen dalam menemukan barang					
Lokasi Toko X6					
1. Lokasi Naraya Swalayan strategis karena berada di samping jalan raya					
2. Naraya Swalayan mudah dijangkau berbagai transportasi					

Lokasi Toko X6	SS	S	N	TS	STS
3. Naraya Swalayan mempunyai lokasi yang dilalui banyak kendaraan umum					
Suasana Toko X7					
1. Warna merah yang identik dengan Naraya Swalayan membuat saya tertarik untuk berbelanja di Naraya Swalayan					
2. Aroma, suhu, dan suara dalam ruangan di Naraya Swalayan memenuhi standar kenyamanan konsumen					
3. Naraya Swalayan menyediakan tempat penitipan barang bagi konsumen					
4. Naraya Swalayan mempunyai Layout atau penempatan barang yang menarik					
5. Display atau tata letak produk yang sedang ada diskon mudah dilihat					
Keputusan Pembelian Y					
1. Saya berbelanja di Naraya Swalayan karena pilihan produk yang ditawarkan banyak dan lengkap					
2. Naraya Swalayan menjual banyak pilihan merek produk sehingga saya bisa memilih yang terbaik dan membelinya					
3. Saya berbelanja di Naraya Swalayan karena Naraya dapat diandalkan sebagai penyalur yang baik dan berkualitas.					
4. Saya membeli banyak produk di Naraya Swalayan karena ada diskon untuk jumlah pembelian tertentu					
5. Saya berbelanja di Naraya Swalayan karena saya tidak kesulitan saat berbelanja di pagi, siang, sore, maupun malam hari					
6. Saya memutuskan untuk berbelanja di Naraya Swalayan karena metode pembayarannya sangat mudah					

Lampiran 2:
Karakteristik responden
dan Deskripsi Jawaban
Responden

Statistik Karakteristik Responden

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	39	39,0	39,0	39,0
Perempuan	61	61,0	61,0	100,0
Total	100	100,0	100,0	

Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 20 Tahun	28	28,0	28,0	28,0
21 – 30 Tahun	50	50,0	50,0	78,0
31 – 40 Tahun	14	14,0	14,0	92,0
> 40 Tahun	8	8,0	8,0	100,0
Total	100	100,0	100,0	

Jenis_Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	67	67,0	67,0	67,0
Pegawai Negeri	3	3,0	3,0	70,0
Pegawai Swasta	12	12,0	12,0	82,0
Lainnya	18	18,0	18,0	100,0
Total	100	100,0	100,0	

Lampiran 3: Uji Validitas

Hasil Uji Validitas

Uji Validitas Variabel Produk (X1)

		Correlations				
		Pd_1	Pd_2	Pd_3	Pd_4	Total_Pd
Pd_1	Pearson Correlation	1	,506**	,435**	,357**	,744**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Pd_2	Pearson Correlation	,506**	1	,518**	,499**	,805**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Pd_3	Pearson Correlation	,435**	,518**	1	,431**	,771**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Pd_4	Pearson Correlation	,357**	,499**	,431**	1	,760**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Total_Pd	Pearson Correlation	,744**	,805**	,771**	,760**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Uji Validitas Variabel Harga (X2)

		Correlations			
		Hg_1	Hg_2	Hg_3	Total_Hg
Hg_1	Pearson Correlation	1	,565**	,603**	,863**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Hg_2	Pearson Correlation	,565**	1	,528**	,788**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Hg_3	Pearson Correlation	,603**	,528**	1	,871**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Total_Hg	Pearson Correlation	,863**	,788**	,871**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Uji Validitas Variabel Promosi (X3)

		Correlations				
		Pm_1	Pm_2	Pm_3	Pm_4	Total_Pm
Pm_1	Pearson Correlation	1	,401**	,485**	,441**	,754**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Pm_2	Pearson Correlation	,401**	1	,359**	,384**	,708**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Pm_3	Pearson Correlation	,485**	,359**	1	,611**	,808**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Pm_4	Pearson Correlation	,441**	,384**	,611**	1	,790**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Total_Pm	Pearson Correlation	,754**	,708**	,808**	,790**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Uji Validitas Variabel Layanan (X4)

Correlations

		Ly_1	Ly_2	Ly_3	Ly_4	Ly_5	Ly_6	Total_Ly
Ly_1	Pearson Correlation	1	,434**	,403**	,508**	,493**	,468**	,740**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Ly_2	Pearson Correlation	,434**	1	,477**	,319**	,298**	,296**	,633**
	Sig. (2-tailed)	,000		,000	,001	,003	,003	,000
	N	100	100	100	100	100	100	100
Ly_3	Pearson Correlation	,403**	,477**	1	,497**	,484**	,354**	,722**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Ly_4	Pearson Correlation	,508**	,319**	,497**	1	,610**	,496**	,777**
	Sig. (2-tailed)	,000	,001	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
Ly_5	Pearson Correlation	,493**	,298**	,484**	,610**	1	,569**	,793**
	Sig. (2-tailed)	,000	,003	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
Ly_6	Pearson Correlation	,468**	,296**	,354**	,496**	,569**	1	,738**
	Sig. (2-tailed)	,000	,003	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
Total_Ly	Pearson Correlation	,740**	,633**	,722**	,777**	,793**	,738**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

Uji Validitas Variabel Desain Toko (X5)

		Correlations				
		DT_1	DT_2	DT_3	DT_4	Total_DT
DT_1	Pearson Correlation	1	,375**	,459**	,413**	,767**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
DT_2	Pearson Correlation	,375**	1	,262**	,276**	,639**
	Sig. (2-tailed)	,000		,009	,005	,000
	N	100	100	100	100	100
DT_3	Pearson Correlation	,459**	,262**	1	,720**	,800**
	Sig. (2-tailed)	,000	,009		,000	,000
	N	100	100	100	100	100
DT_4	Pearson Correlation	,413**	,276**	,720**	1	,793**
	Sig. (2-tailed)	,000	,005	,000		,000
	N	100	100	100	100	100
Total_DT	Pearson Correlation	,767**	,639**	,800**	,793**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Uji Validitas Variabel Lokasi Toko (X6)

		Correlations			
		LT_1	LT_2	LT_3	Total_LT
LT_1	Pearson Correlation	1	,691**	,422**	,842**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
LT_2	Pearson Correlation	,691**	1	,498**	,869**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
LT_3	Pearson Correlation	,422**	,498**	1	,783**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Total_LT	Pearson Correlation	,842**	,869**	,783**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Uji Validitas Variabel Suasana Toko (X7)

Correlations

		ST_1	ST_2	ST_3	ST_4	ST_5	Total_ST
ST_1	Pearson Correlation	1	,426**	,165	,338**	,280**	,617**
	Sig. (2-tailed)		,000	,101	,001	,005	,000
	N	100	100	100	100	100	100
ST_2	Pearson Correlation	,426**	1	,315**	,502**	,454**	,743**
	Sig. (2-tailed)	,000		,001	,000	,000	,000
	N	100	100	100	100	100	100
ST_3	Pearson Correlation	,165	,315**	1	,478**	,279**	,642**
	Sig. (2-tailed)	,101	,001		,000	,005	,000
	N	100	100	100	100	100	100
ST_4	Pearson Correlation	,338**	,502**	,478**	1	,650**	,825**
	Sig. (2-tailed)	,001	,000	,000		,000	,000
	N	100	100	100	100	100	100
ST_5	Pearson Correlation	,280**	,454**	,279**	,650**	1	,746**
	Sig. (2-tailed)	,005	,000	,005	,000		,000
	N	100	100	100	100	100	100
Total_ST	Pearson Correlation	,617**	,743**	,642**	,825**	,746**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Uji Validitas Variabel Keputusan Pembelian (Y)

Correlations

		KP_1	KP_2	KP_3	KP_4	KP_5	KP_6	Total_KP
KP_1	Pearson Correlation	1	,653**	,577**	,409**	,357**	,366**	,770**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
KP_2	Pearson Correlation	,653**	1	,612**	,442**	,386**	,454**	,812**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
KP_3	Pearson Correlation	,577**	,612**	1	,475**	,449**	,394**	,799**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
KP_4	Pearson Correlation	,409**	,442**	,475**	1	,311**	,259**	,679**
	Sig. (2-tailed)	,000	,000	,000		,002	,009	,000
	N	100	100	100	100	100	100	100
KP_5	Pearson Correlation	,357**	,386**	,449**	,311**	1	,464**	,666**
	Sig. (2-tailed)	,000	,000	,000	,002		,000	,000
	N	100	100	100	100	100	100	100
KP_6	Pearson Correlation	,366**	,454**	,394**	,259**	,464**	1	,655**
	Sig. (2-tailed)	,000	,000	,000	,009	,000		,000
	N	100	100	100	100	100	100	100
Total_KP	Pearson Correlation	,770**	,812**	,799**	,679**	,666**	,655**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

Lampiran 4: Uji Reliabilitas

Uji Reliabilitas Variabel Produk (X1)

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
,767	4

Uji Reliabilitas Variabel Harga (X2)

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
,785	3

Uji Reliabilitas Variabel Promosi (X3)

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
,762	4

Uji Reliabilitas Variabel Layanan (X4)**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
,828	6

Uji Reliabilitas Variabel Desain Toko (X5)**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
,738	4

Uji Reliabilitas Variabel Lokasi Toko (X6)

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
,773	3

Uji Reliabilitas Variabel Suasana Toko (X7)**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
,754	5

Uji Reliabilitas Variabel Keputusan Pembelian (Y)

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
,824	6

Lampiran 5:
Hasil Analisis Regresi
berganda

Model Summary^b

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	,799 ^a	,638	,611	1,847	,638	23,202	7	92	,000	2,086

a. Predictors: (Constant), Total_ST, Total_Hg, Total_LT, Total_DT, Total_Pm, Total_Ly, Total_Pd

b. Dependent Variable: Total_KP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	554,268	7	79,181	23,202	,000 ^b
	Residual	313,972	92	3,413		
	Total	868,240	99			

a. Dependent Variable: Total_KP

b. Predictors: (Constant), Total_ST, Total_Hg, Total_LT, Total_DT, Total_Pm, Total_Ly, Total_Pd

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,934	1,781		,525	,601
	Total_Pd	,436	,140	,275	3,119	,002
	Total_Hg	,333	,126	,218	2,637	,010
	Total_Pm	,065	,111	,049	,586	,560
	Total_Ly	,119	,084	,125	1,420	,159
	Total_DT	,039	,111	,029	,352	,726
	Total_LT	,180	,103	,124	1,744	,085
	Total_ST	,270	,090	,259	3,012	,003

a. Dependent Variable: Total_KP