

# LAMPIRAN

1. Hasil Uji Validitas dan Reliabilitas Instrumen Sikap dan Norma Subyektif terhadap minat pengunjung untuk membeli buah di PT. Hortimart Agro Center

Correlations

		Harga	Keberagaman	Kesegaran	Ketersediaan	JenisBuah Khusus	Kebersihan	TataLetak	Total
Harga	Pearson Correlation	1	.523**	.410**	.532**	.373**	.456**	.437**	.691**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	111	111	111	111	111	111	111	111
Keberagaman	Pearson Correlation	.523**	1	.591**	.628**	.438**	.488**	.647**	.781**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	111	111	111	111	111	111	111	111
Kesegaran	Pearson Correlation	.410**	.591**	1	.652**	.466**	.737**	.556**	.795**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	111	111	111	111	111	111	111	111
Ketersediaan	Pearson Correlation	.532**	.628**	.652**	1	.634**	.598**	.553**	.850**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	111	111	111	111	111	111	111	111
JenisBuahKhusus	Pearson Correlation	.373**	.438**	.466**	.634**	1	.500**	.424**	.727**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	111	111	111	111	111	111	111	111
Kebersihan	Pearson Correlation	.456**	.488**	.737**	.598**	.500**	1	.747**	.821**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	111	111	111	111	111	111	111	111
TataLetak	Pearson Correlation	.437**	.647**	.556**	.553**	.424**	.747**	1	.787**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	111	111	111	111	111	111	111	111
Total	Pearson Correlation	.691**	.781**	.795**	.850**	.727**	.821**	.787**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	111	111	111	111	111	111	111	111

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

## Correlations

		Keluarga	Kolega	Jumlah
Keluarga	Pearson Correlation	1	.550**	.900**
	Sig. (2-tailed)		.000	.000
	N	111	111	111
Kolega	Pearson Correlation	.550**	1	.860**
	Sig. (2-tailed)	.000		.000
	N	111	111	111
Jumlah	Pearson Correlation	.900**	.860**	1
	Sig. (2-tailed)	.000	.000	
	N	111	111	111

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

## Case Processing Summary

		N	%
Cases	Valid	111	84.1
	Excluded <sup>a</sup>	21	15.9
	Total	132	100.0

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

## Reliability Statistics

Cronbach's Alpha	N of Items
.887	7

## Case Processing Summary

		N	%
Cases	Valid	111	100.0
	Excluded <sup>a</sup>	0	.0
	Total	111	100.0

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

## Reliability Statistics

Cronbach's Alpha	N of Items
.704	2