

Variabel Lokasi (X₁)

No	Pernyataan	SS	S	KS	TS	STS
1	Akses untuk ke alki ponsel sangat mudah didapatkan					
2	Alki ponsel memiliki jarak tempuh yang tidak jauh					
3	Alki ponsel merupakan ponsel dengan letak yang strategis					
4	Alki ponsel terletak dilingkungan yang aman					
5	Alki ponsel dekat dengan ponsel lainnya yang menjadi persaingan					

Variabel Kedekatan emosional (X₂)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya memiliki kepercayaan yang tinggi terhadap alki ponsel					
2	Saya memilih alki ponsel berdasarkan kemauan saya sendiri					
3	Saya memiliki frekuensi pembelian yang sering di alki ponsel					
4	Alki ponsel memiliki jumlah konsumen yang banyak					
5	Saya akan merekomendasikan alki ponsel kepada teman saya					

Variabel Kualitas produk (X₃)

No	Pernyataan	SS	S	KS	TS	STS
1	Alki ponsel menjual berbagai produk yang bermerek					
2	Alki ponsel selalu mempertahankan kualitas produk					
3	Saya merasa puas dengan segala produk dari alki ponsel					
4	Alki ponsel memiliki produk dengan kemasan yang baik					
5	Saya menilai bahwa seluruh kualitas produk dan pelayanan sangat baik					

Variabel Loyalitas konsumen (y)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya merasa nyaman ketika berbelanja di alki ponsel					
2	Saya akan membeli ulang produk yang saya gunakan di alki ponsel					
3	Saya akan merekomendasikan untuk menggunakan jasa percetakan pada alki ponsel					
4	Seluruh pelayanan yang diberikan sesuai dengan harapan saya					
5	Saya akan kembali ke alki ponsel setiap saya memerlukan produk atau jasa					

LAMPIRAN 2 HASIL SPSS

Reliability

Notes	
Output Created	15-APR-2023 07:57:36
Comments	
Input	Active Dataset DataSet0 Filter <none> Weight <none> Split File <none> N of Rows in Working Data 60 File Matrix Input Definition of Missing User-defined missing values are treated as missing.
Missing Value Handling	Statistics are based on all cases with valid data for all variables in the procedure. RELIABILITY /VARIABLES=p1 p2 p3 p4 p5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA
Syntax	Cases Used /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time 00:00:00,02 Elapsed Time 00:00:00,03

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Valid	60	100.0
Cases Excluded ^a	0	.0
Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.852	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.50	.504	60
p2	4.55	.502	60
p3	4.38	.490	60
p4	4.58	.497	60
p5	4.63	.486	60

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.570	.720	.439	.415
p2	.570	1.000	.644	.323	.355
p3	.720	.644	1.000	.597	.458
p4	.439	.323	.597	1.000	.830
p5	.415	.355	.458	.830	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
p1	18.15	2.536	.665	.549	.821
p2	18.10	2.668	.573	.476	.845
p3	18.27	2.436	.772	.705	.792
p4	18.07	2.538	.678	.770	.817
p5	18.02	2.627	.632	.720	.829

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.65	3.858	1.964	5

Reliability

		Notes
Output Created		15-APR-2022 07:59:22
Comments		
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	Weight	<none>
Input	Split File	<none>
	N of Rows in Working Data	60
	File	
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
		RELIABILITY
		/VARIABLES=p1 p2 p3 p4 p5
		/SCALE('ALL VARIABLES') ALL
		/MODEL=ALPHA
Syntax		/STATISTICS=DESCRIPTIVE SCALE CORR
		/SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
	Valid	60	100.0
Cases	Excluded ^a	0	.0
	Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.757	.757	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.48	.504	60
p2	4.48	.504	60
p3	4.48	.504	60
p4	4.47	.503	60
p5	4.58	.497	60

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.666	.399	.299	.276
p2	.666	1.000	.399	.299	.073
p3	.399	.399	1.000	.767	.344
p4	.299	.299	.767	1.000	.316
p5	.276	.073	.344	.316	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
p1	18.02	2.118	.567	.501	.699
p2	18.02	2.220	.486	.491	.728
p3	18.02	1.983	.681	.635	.655
p4	18.03	2.101	.583	.591	.693
p5	17.92	2.451	.325	.189	.781

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.50	3.203	1.790	5

Reliability

Notes	
Output Created	15-APR-2022 08:01:34
Comments	
Input	Active Dataset DataSet0 Filter <none> Weight <none> Split File <none> N of Rows in Working Data 60 File Matrix Input Definition of Missing Missing Value Handling Cases Used
Syntax	User-defined missing values are treated as missing. Statistics are based on all cases with valid data for all variables in the procedure. RELIABILITY /VARIABLES=p1 p2 p3 p4 p5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time 00:00:00,02 Elapsed Time 00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Cases		
Valid	60	100.0
Excluded ^a	0	.0
Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.796	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.35	.481	60
p2	4.47	.503	60
p3	4.43	.500	60
p4	4.38	.490	60
p5	4.58	.497	60

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.714	.416	.356	.478
p2	.714	1.000	.396	.224	.248
p3	.416	.396	1.000	.694	.466
p4	.356	.224	.694	1.000	.388
p5	.478	.248	.466	.388	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
p1	17.87	2.185	.663	.619	.729
p2	17.75	2.326	.508	.560	.778
p3	17.78	2.139	.664	.575	.727
p4	17.83	2.311	.542	.506	.767
p5	17.63	2.338	.509	.348	.778

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.22	3.359	1.833	5

Reliability

Notes		
Output Created		15-APR-2022 08:02:38
Comments		
	Active Dataset	DataSet0
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	Weight	<none>
Input	Split File	<none>
	N of Rows in Working Data	60
	File	
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling		Statistics are based on all cases with valid data for all variables in the procedure.
	Cases Used	RELIABILITY /VARIABLES=p1 p2 p3 p4 p5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Syntax		
	Processor Time	00:00:00,02
Resources	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Valid	60	100.0
Cases Excluded ^a	0	.0
Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.757	.757	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.47	.503	60
p2	4.43	.500	60
p3	4.47	.503	60
p4	4.42	.497	60
p5	4.65	.481	60

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.598	.330	.294	.336
p2	.598	1.000	.328	.216	.148
p3	.330	.328	1.000	.700	.476
p4	.294	.216	.700	1.000	.408
p5	.336	.148	.476	.408	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
p1	17.97	2.101	.533	.426	.710
p2	18.00	2.237	.431	.395	.746
p3	17.97	1.965	.647	.562	.667
p4	18.02	2.084	.557	.502	.702
p5	17.78	2.240	.458	.287	.736

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.43	3.131	1.769	5

Reliability

Notes		
Output Created		15-APR-2022 08:08:42
Comments		
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
Input	Split File	<none>
	N of Rows in Working Data	60
	File	
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling		Statistics are based on all cases with valid data for all variables in the procedure.
	Cases Used	RELIABILITY /VARIABLES=p1 p2 p3 p4 p5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Syntax		
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,03

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Valid	60	100.0
Cases Excluded ^a	0	.0
Total	60	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.770	.770	5

Item Statistics

	Mean	Std. Deviation	N
p1	4.37	.486	60
p2	4.48	.504	60
p3	4.57	.500	60
p4	4.45	.502	60
p5	4.67	.475	60

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5
p1	1.000	.717	.316	.285	.465
p2	.717	1.000	.307	.265	.330
p3	.316	.307	1.000	.521	.309
p4	.285	.265	.521	1.000	.497
p5	.465	.330	.309	.497	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
p1	18.17	2.073	.614	.576	.702
p2	18.05	2.116	.544	.524	.726
p3	17.97	2.202	.483	.307	.747
p4	18.08	2.145	.525	.398	.733
p5	17.87	2.185	.539	.363	.728

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.53	3.168	1.780	5

Regression

Notes

Output Created		15-APR-2022 08:56:17
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	60
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION
		/DESCRIPTIVES MEAN
		STDDEV CORR SIG N
		/MISSING LISTWISE
		/STATISTICS COEFF
		OUTS R ANOVA COLLIN
		TOL
		/CRITERIA=PIN(.05)
		POUT(.10)
		/NOORIGIN
	/DEPENDENT y	
	/METHOD=ENTER x1 x2	
	x3 x4	
	/SCATTERPLOT=(*SRESID	
	,*ZPRED)	
	/RESIDUALS	
	HISTOGRAM(ZRESID)	
	NORMPROB(ZRESID)	
	/SAVE PRED.	
Resources	Processor Time	00:00:03,28
	Elapsed Time	00:00:02,69
	Memory Required	2308 bytes
	Additional Memory Required for Residual Plots	888 bytes
Variables Created or Modified	PRE_1	Unstandardized Predicted Value

Descriptive Statistics

	Mean	Std. Deviation	N
loyalitas konsumen	22.53	1.780	60
Komitmen	22.65	1.964	60
Harga	22.50	1.790	60
Kepercayaan	22.22	1.833	60
kepuasan konsumen	22.43	1.769	60

Correlations

		loyalitas konsumen	komitmen	harga	kepercayaan
Pearson Correlation	loyalitas konsumen	1.000	.811	.857	.951
	Komitmen	.811	1.000	.774	.859
	Harga	.857	.774	1.000	.871
	Kepercayaan	.951	.859	.871	1.000
	kepuasan konsumen	.851	.776	.985	.890
Sig. (1-tailed)	loyalitas konsumen	.	.000	.000	.000
	Komitmen	.000	.	.000	.000
	Harga	.000	.000	.	.000
	Kepercayaan	.000	.000	.000	.
	kepuasan konsumen	.000	.000	.000	.000
N	loyalitas konsumen	60	60	60	60
	Komitmen	60	60	60	60
	Harga	60	60	60	60
	Kepercayaan	60	60	60	60
	kepuasan konsumen	60	60	60	60

Correlations

		kepuasan konsumen
Pearson Correlation	loyalitas konsumen	.851
	komitmen	.776
	Harga	.985
	kepercayaan	.890
	kepuasan konsumen	1.000
Sig. (1-tailed)	loyalitas konsumen	.000
	komitmen	.000
	Harga	.000
	kepercayaan	.000
	kepuasan konsumen	.
N	loyalitas konsumen	60

	komitmen	60
	Harga	60
	kepercayaan	60
	kepuasan konsumen	60

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	kepuasan konsumen, komitmen, kepercayaan, harga ^b		Enter

- a. Dependent Variable: loyalitas konsumen
b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.962 ^a	.926	.920	.502

- a. Predictors: (Constant), kepuasan konsumen, komitmen, kepercayaan, harga
b. Dependent Variable: loyalitas konsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.059	4	43.265	71.505	.000 ^b
	Residual	13.875	55	.252		
	Total	186.933	59			

- a. Dependent Variable: loyalitas konsumen
b. Predictors: (Constant), kepuasan konsumen, komitmen, kepercayaan, harga

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.913	.850		2.250	.028
	komitmen	.268	.266	.375	2.531	.007
	harga	.640	.213	.644	3.934	.000
	kepercayaan	.290	.098	.220	3.095	.000
	kepuasan konsumen	.535	.232	.530	3.594	.001

Coefficients^a

Model	Collinearity Statistics		
	Tolerance	VIF	
1	(Constant)		
	Komitmen	.254	3.944
	Harga	.229	3.133
	Kepercayaan	.132	2.562
	kepuasan konsumen	.225	3.234

a. Dependent Variable: loyalitas konsumen

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	komitmen	Harga
1	1	4.992	1.000	.00	.00	.00
	2	.005	32.592	.99	.03	.00
	3	.002	49.510	.01	.52	.02
	4	.001	83.538	.00	.42	.03
	5	8.499E-005	242.370	.00	.03	.95

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions	
		kepercayaan	kepuasan konsumen
1	1	.00	.00
	2	.01	.00
	3	.00	.02
	4	.88	.00
	5	.10	.98

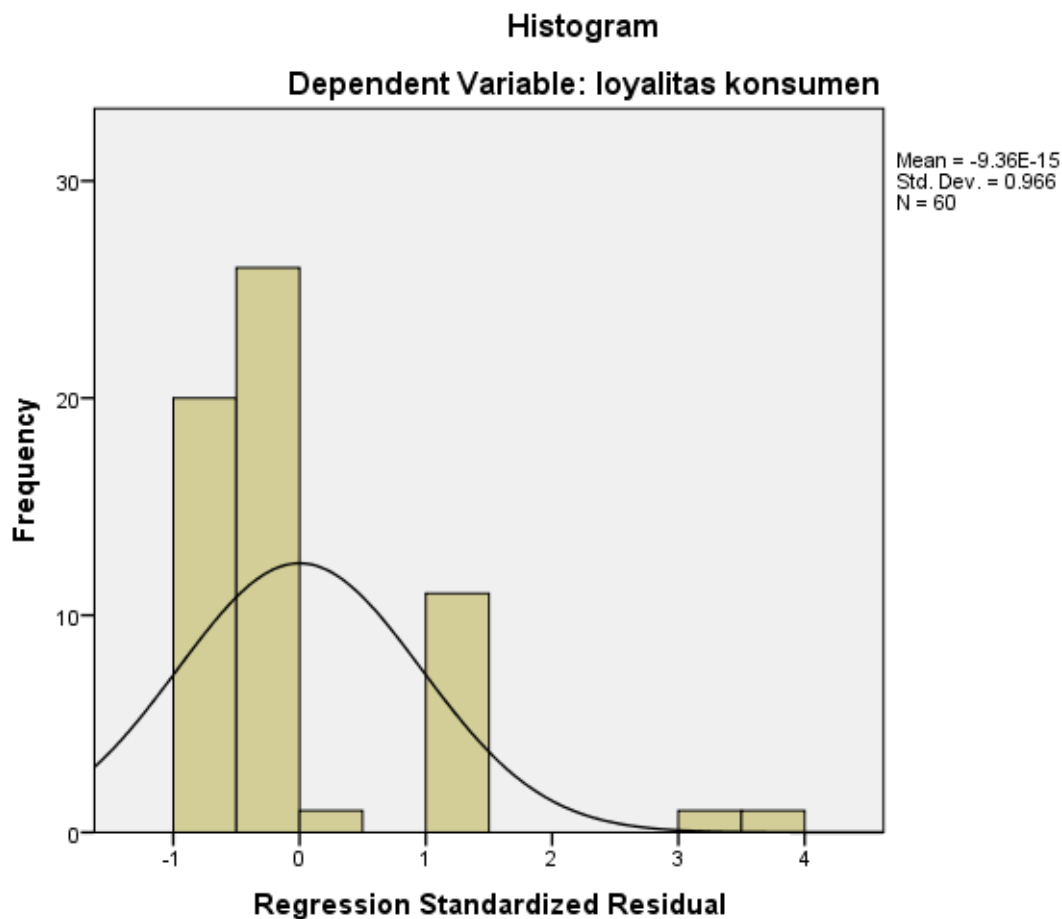
a. Dependent Variable: loyalitas konsumen

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	20.38	25.09	22.53	1.713	60
Std. Predicted Value	-1.256	1.490	.000	1.000	60
Standard Error of Predicted Value	.080	.425	.134	.055	60
Adjusted Predicted Value	20.35	25.09	22.54	1.707	60
Residual	-.470	1.904	.000	.485	60
Std. Residual	-.935	3.792	.000	.966	60
Stud. Residual	-1.179	3.929	-.003	1.001	60
Deleted Residual	-.746	2.045	-.004	.523	60
Stud. Deleted Residual	-1.183	4.590	.017	1.070	60
Mahal. Distance	.514	41.209	3.933	5.905	60
Cook's Distance	.000	.228	.016	.041	60
Centered Leverage Value	.009	.698	.067	.100	60

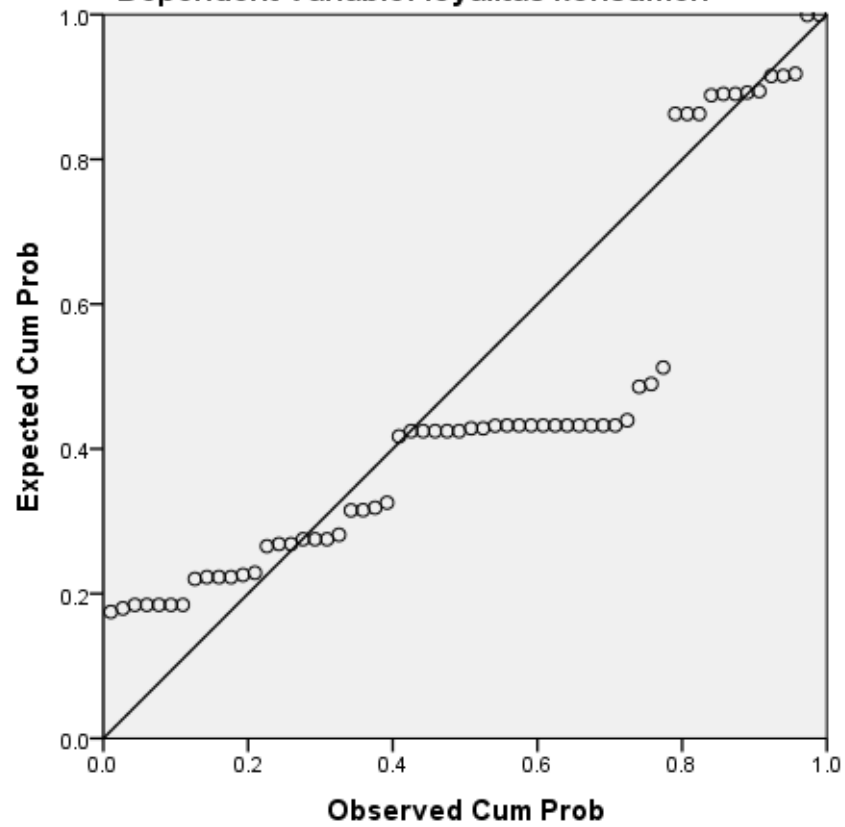
a. Dependent Variable: loyalitas konsumen

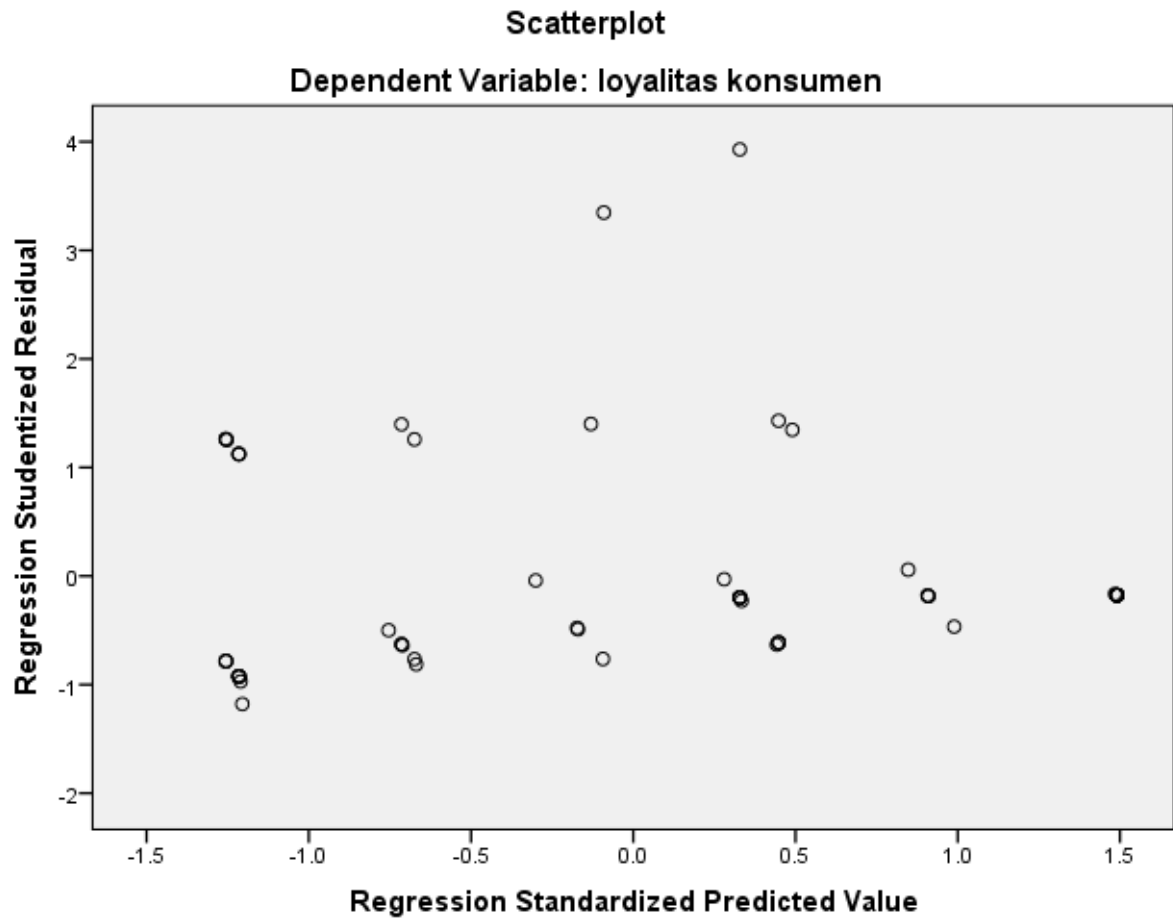
Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: loyalitas konsumen





Frequencies

		Notes
Output Created		15-APR-2022 09:03:32
Comments		
Input	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	60
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.
Syntax		FREQUENCIES VARIABLES=p1 p2 p3 p4 p5 p6 p7 p8 p9 p10 p11 p12 p13 p14 p15 p16 p17 p18 p19 p20 p21 p22 p23 p24 p25 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,08

Statistics

		p1	p2	p3	p4	p5	p6	p7
N	Valid	60	60	60	60	60	60	60
	Missing	0	0	0	0	0	0	0

Statistics

		p8	p9	p10	p11	p12	p13	p14
N	Valid	60	60	60	60	60	60	60
	Missing	0	0	0	0	0	0	0

Statistics

		p15	p16	p17	p18	p19	p20	p21
N	Valid	60	60	60	60	60	60	60
	Missing	0	0	0	0	0	0	0

Statistics

		p22	p23	p24	p25
N	Valid	60	60	60	60
	Missing	0	0	0	0

Frequency Table

p1

	Frequency	Percent	Valid Percent	Cumulative Percent
4	30	50.0	50.0	50.0
Valid 5	30	50.0	50.0	100.0
Total	60	100.0	100.0	

p2

	Frequency	Percent	Valid Percent	Cumulative Percent
4	27	45.0	45.0	45.0
Valid 5	33	55.0	55.0	100.0
Total	60	100.0	100.0	

p3

	Frequency	Percent	Valid Percent	Cumulative Percent
4	37	61.7	61.7	61.7
Valid 5	23	38.3	38.3	100.0
Total	60	100.0	100.0	

p4

	Frequency	Percent	Valid Percent	Cumulative Percent
4	25	41.7	41.7	41.7
Valid 5	35	58.3	58.3	100.0
Total	60	100.0	100.0	

p5

	Frequency	Percent	Valid Percent	Cumulative Percent
4	22	36.7	36.7	36.7
Valid 5	38	63.3	63.3	100.0
Total	60	100.0	100.0	

p6

	Frequency	Percent	Valid Percent	Cumulative Percent
4	31	51.7	51.7	51.7
Valid 5	29	48.3	48.3	100.0
Total	60	100.0	100.0	

p7

	Frequency	Percent	Valid Percent	Cumulative Percent
4	31	51.7	51.7	51.7
Valid 5	29	48.3	48.3	100.0
Total	60	100.0	100.0	

p8

	Frequency	Percent	Valid Percent	Cumulative Percent
4	31	51.7	51.7	51.7
Valid 5	29	48.3	48.3	100.0
Total	60	100.0	100.0	

p9

	Frequency	Percent	Valid Percent	Cumulative Percent
4	32	53.3	53.3	53.3
Valid 5	28	46.7	46.7	100.0
Total	60	100.0	100.0	

p10

	Frequency	Percent	Valid Percent	Cumulative Percent
4	25	41.7	41.7	41.7
Valid 5	35	58.3	58.3	100.0
Total	60	100.0	100.0	

p11

	Frequency	Percent	Valid Percent	Cumulative Percent
4	39	65.0	65.0	65.0
Valid 5	21	35.0	35.0	100.0
Total	60	100.0	100.0	

p12

	Frequency	Percent	Valid Percent	Cumulative Percent
4	32	53.3	53.3	53.3
Valid 5	28	46.7	46.7	100.0
Total	60	100.0	100.0	

p13

	Frequency	Percent	Valid Percent	Cumulative Percent
4	34	56.7	56.7	56.7
Valid 5	26	43.3	43.3	100.0
Total	60	100.0	100.0	

p14

	Frequency	Percent	Valid Percent	Cumulative Percent
4	37	61.7	61.7	61.7
Valid 5	23	38.3	38.3	100.0
Total	60	100.0	100.0	

p15

	Frequency	Percent	Valid Percent	Cumulative Percent
4	25	41.7	41.7	41.7
Valid 5	35	58.3	58.3	100.0
Total	60	100.0	100.0	

p16

	Frequency	Percent	Valid Percent	Cumulative Percent
4	32	53.3	53.3	53.3
Valid 5	28	46.7	46.7	100.0
Total	60	100.0	100.0	

p17

	Frequency	Percent	Valid Percent	Cumulative Percent
4	34	56.7	56.7	56.7
Valid 5	26	43.3	43.3	100.0
Total	60	100.0	100.0	

p18

	Frequency	Percent	Valid Percent	Cumulative Percent
4	32	53.3	53.3	53.3
Valid 5	28	46.7	46.7	100.0
Total	60	100.0	100.0	

p19

	Frequency	Percent	Valid Percent	Cumulative Percent
4	35	58.3	58.3	58.3
Valid 5	25	41.7	41.7	100.0
Total	60	100.0	100.0	

p20

	Frequency	Percent	Valid Percent	Cumulative Percent
4	21	35.0	35.0	35.0
Valid 5	39	65.0	65.0	100.0
Total	60	100.0	100.0	

p21

	Frequency	Percent	Valid Percent	Cumulative Percent
4	38	63.3	63.3	63.3
Valid 5	22	36.7	36.7	100.0
Total	60	100.0	100.0	

p22

	Frequency	Percent	Valid Percent	Cumulative Percent
4	31	51.7	51.7	51.7
Valid 5	29	48.3	48.3	100.0
Total	60	100.0	100.0	

p23

	Frequency	Percent	Valid Percent	Cumulative Percent
4	26	43.3	43.3	43.3
Valid 5	34	56.7	56.7	100.0
Total	60	100.0	100.0	

p24

	Frequency	Percent	Valid Percent	Cumulative Percent
4	33	55.0	55.0	55.0
Valid 5	27	45.0	45.0	100.0
Total	60	100.0	100.0	

p25

	Frequency	Percent	Valid Percent	Cumulative Percent
4	20	33.3	33.3	33.3
Valid 5	40	66.7	66.7	100.0
Total	60	100.0	100.0	