LAMPIRAN SPSS

Reliability

Notes

Output Created		17-MAR-2026 00:38:42
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	97
	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=p1 p2 p3 p4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,11

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded[a]	0	.0
	Total	97	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
.911	.915	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.39	.654	97
p2	4.28	.718	97
p3	4.43	.660	97
p4	4.32	.638	97

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.608	.930	.869
p2	.608	1.000	.578	.531
p3	.930	.578	1.000	.855
p4	.869	.531	.855	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	13.03	3.114	.910	.890	.846
p2	13.14	3.521	.596	.371	.958
p3	12.99	3.135	.886	.874	.854
p4	13.10	3.302	.834	.772	.873

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.42	5.642	2.375	4

Reliability

Notes

Output Created		17-MAR-2026 00:39:22
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	97
	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=p1 p2 p3 p4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,44

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded[a]	0	.0
	Total	97	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
.607	.638	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.44	.707	97
p2	4.43	.611	97
p3	4.48	.502	97
p4	4.49	.542	97

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.106	.210	.183
p2	.106	1.000	.463	.384
p3	.210	.463	1.000	.487
p4	.183	.384	.487	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	13.41	1.724	.205	.053	.700
p2	13.42	1.601	.408	.248	.520
p3	13.37	1.652	.541	.339	.441
p4	13.36	1.650	.474	.276	.477

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.86	2.604	1.614	4

Reliability

Notes

Output Created		17-MAR-2026 00:40:00
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	97
	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=p1 p2 p3 p4 /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	97	100.0
	Excluded[a]	0	.0
	Total	97	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
.669	.684	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.63	.527	97
p2	4.62	.488	97
p3	4.55	.540	97
p4	4.36	.648	97

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.335	.793	.152
p2	.335	1.000	.285	.308
p3	.793	.285	1.000	.234
p4	.152	.308	.234	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	13.53	1.460	.572	.646	.523
p2	13.54	1.710	.405	.180	.631
p3	13.61	1.407	.597	.642	.502
p4	13.79	1.582	.284	.129	.734

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.15	2.465	1.570	4

Reliability

Notes

Output Created		17-MAR-2026 00:41:07
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	97
	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=p1 p2 p3 p4 p5 p6 /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	97	100.0
	Excluded[a]	0	.0
	Total	97	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
.820	.824	6

Item Statistics

	Mean	Std. Deviation	N
p1	4.38	.549	97
p2	4.48	.502	97
p3	4.64	.483	97
p4	4.41	.554	97
p5	4.49	.503	97
p6	4.66	.476	97

Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5	p6
p1	1.000	.230	.210	.950	.215	.183
p2	.230	1.000	.514	.248	.980	.478
p3	.210	.514	1.000	.173	.486	.956
p4	.950	.248	.173	1.000	.269	.182
p5	.215	.980	.486	.269	1.000	.493
p6	.183	.478	.956	.182	.493	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	22.69	3.633	.493	.936	.812
p2	22.59	3.474	.661	.984	.775
p3	22.43	3.602	.616	.957	.785
p4	22.66	3.602	.501	.937	.811
p5	22.58	3.476	.659	.984	.775
p6	22.41	3.641	.603	.956	.788

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27.07	4.963	2.228	6

Regression

Notes

Output Created		18-MAR-2026 09:35:42
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	97
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 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE PRED.
Resources	Processor Time	00:00:06,59
	Elapsed Time	00:00:07,72
	Memory Required	3472 bytes
	Additional Memory Required for Residual Plots	864 bytes

Variables Created or Modified	PRE_1	Unstandardized Predicted Value

Descriptive Statistics

	Mean	Std. Deviation	N
keputusan pembelian	27.07	2.228	97
Promosi	17.42	2.375	97
Produk	17.86	1.614	97
Lokasi	18.15	1.570	97

Correlations

		keputusan pembelian	promosi	produk	lokasi
Pearson Correlation	keputusan pembelian	1.000	.740	.614	.649
	promosi	.740	1.000	.666	.658
	produk	.614	.666	1.000	.761
	lokasi	.649	.658	.761	1.000
Sig. (1-tailed)	keputusan pembelian	.	.000	.000	.000
	promosi	.000	.	.000	.000
	produk	.000	.000	.	.000
	lokasi	.000	.000	.000	.

N	keputusan pembelian	97	97	97	97
	promosi	97	97	97	97
	produk	97	97	97	97
	lokasi	97	97	97	97

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	lokasi, promosi, produk[b]	.	Enter

a. Dependent Variable: keputusan pembelian

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.879[a]	.772	.757	.912

a. Predictors: (Constant), lokasi, promosi, produk

b. Dependent Variable: keputusan pembelian

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	284.156	3	94.719	45.798	.000[b]
	Residual	192.339	93	2.068		
	Total	476.495	96			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), lokasi, promosi, produk

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.283	.795		5.729	.000
	Promosi	.497	.087	.529	5.696	.000
	Produk	.109	.149	.079	2.731	.016
	Lokasi	.341	.152	.240	2.247	.027

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	promosi	.502	1.990
	produk	.373	2.683
	lokasi	.379	2.636

a. Dependent Variable: keputusan pembelian

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	promosi	produk	lokasi
1	1	3.986	1.000	.00	.00	.00	.00
	2	.009	20.799	.28	.59	.00	.00
	3	.003	34.468	.71	.41	.27	.16
	4	.002	46.724	.01	.00	.73	.84

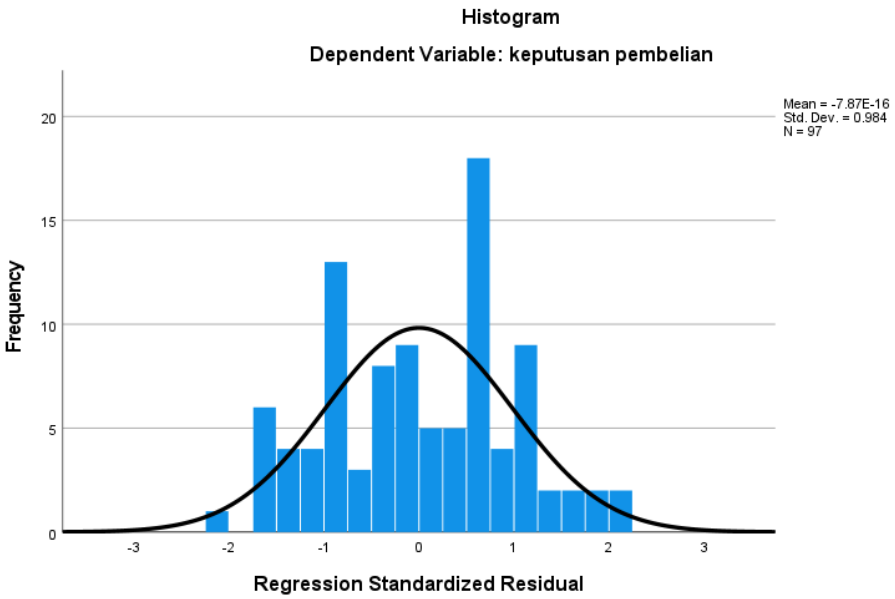
a. Dependent Variable: keputusan pembelian

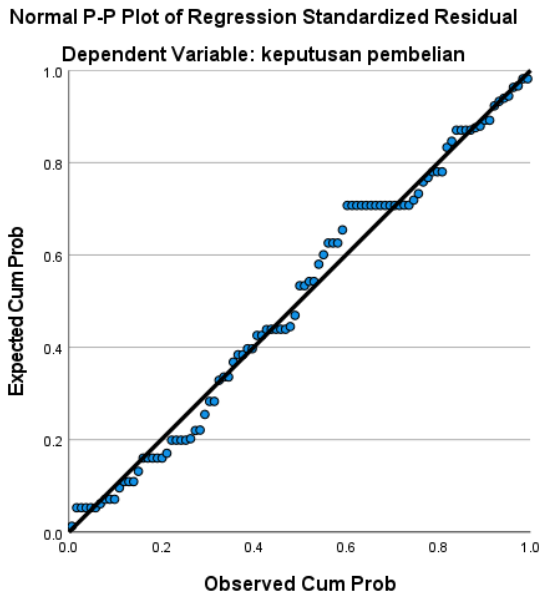
Residuals Statistics[a]

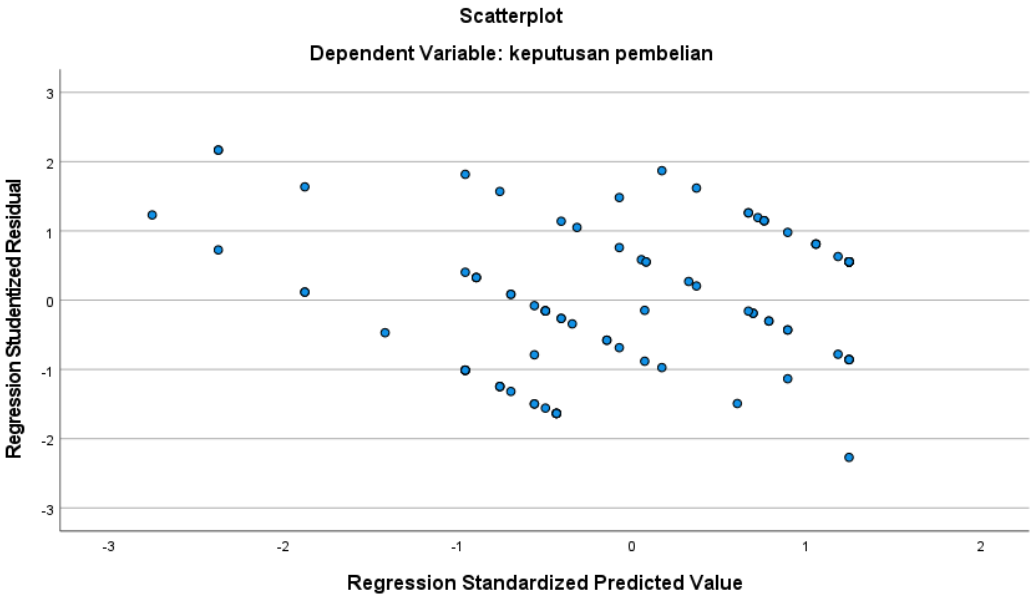
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	22.34	29.22	27.07	1.720	97
Std. Predicted Value	-2.750	1.246	.000	1.000	97
Standard Error of Predicted Value	.156	.580	.277	.094	97
Adjusted Predicted Value	22.11	29.31	27.06	1.740	97
Residual	-3.215	3.008	.000	1.415	97
Std. Residual	-2.236	2.091	.000	.984	97
Stud. Residual	-2.270	2.168	.005	1.006	97
Deleted Residual	-3.314	3.232	.014	1.478	97
Stud. Deleted Residual	-2.323	2.213	.005	1.013	97
Mahal. Distance	.137	14.620	2.969	3.095	97
Cook's Distance	.000	.130	.011	.019	97
Centered Leverage Value	.001	.152	.031	.032	97

a. Dependent Variable: keputusan pembelian

Charts


Histogram
Dependent Variable: keputusan pembelian
Mean = -7.87E-16
Std. Dev. = 0.984
N = 97
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: keputusan pembelian
Expected Cum Prob
Observed Cum Prob


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

Frequencies

Notes

Output Created		21-MAR-2026 00:46:04
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	97
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 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,05

Statistics

		p1	p2	p3	p4	p5	p6	p7
N	Valid	97	97	97	97	97	97	97
	Missing	0	0	0	0	0	0	0

Statistics

		p8	p9	p10	p11	p12	p13	p14
N	Valid	97	97	97	97	97	97	97
	Missing	0	0	0	0	0	0	0

Statistics

		p15	p16	p17	p18
N	Valid	97	97	97	97
	Missing	0	0	0	0

Frequency Table

p1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	6	6.2	6.2	7.2
	4	44	45.4	45.4	52.6
	5	46	47.4	47.4	100.0
	Total	97	100.0	100.0	

p2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.1	3.1	3.1
	3	6	6.2	6.2	9.3
	4	49	50.5	50.5	59.8
	5	39	40.2	40.2	100.0
	Total	97	100.0	100.0	

p3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	6	6.2	6.2	7.2
	4	40	41.2	41.2	48.5
	5	50	51.5	51.5	100.0

	Total	97	100.0	100.0	

p4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	6	6.2	6.2	7.2
	4	51	52.6	52.6	59.8
	5	39	40.2	40.2	100.0
	Total	97	100.0	100.0	

p5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.1	4.1	4.1
	4	42	43.3	43.3	47.4
	5	51	52.6	52.6	100.0
	Total	97	100.0	100.0	

p6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	6	6.2	6.2	6.2
	4.00	43	44.3	44.3	50.5
	5.00	48	49.5	49.5	100.0
	Total	97	100.0	100.0	

p7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	50	51.5	51.5	51.5
	5.00	47	48.5	48.5	100.0
	Total	97	100.0	100.0	

p8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.1	2.1	2.1
	4.00	45	46.4	46.4	48.5
	5.00	50	51.5	51.5	100.0
	Total	97	100.0	100.0	

p9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.1	2.1	2.1
	4.00	32	33.0	33.0	35.1
	5.00	63	64.9	64.9	100.0
	Total	97	100.0	100.0	

p10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	37	38.1	38.1	38.1
	5.00	60	61.9	61.9	100.0
	Total	97	100.0	100.0	

p11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.1	2.1	2.1
	4.00	40	41.2	41.2	43.3
	5.00	55	56.7	56.7	100.0
	Total	97	100.0	100.0	

p12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	6	6.2	6.2	7.2
	4.00	47	48.5	48.5	55.7
	5.00	43	44.3	44.3	100.0
	Total	97	100.0	100.0	

p13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	54	55.7	55.7	58.8
	5.00	40	41.2	41.2	100.0
	Total	97	100.0	100.0	

p14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	50	51.5	51.5	51.5
	5.00	47	48.5	48.5	100.0
	Total	97	100.0	100.0	

p15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	35	36.1	36.1	36.1
	5.00	62	63.9	63.9	100.0
	Total	97	100.0	100.0	

p16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	51	52.6	52.6	55.7
	5.00	43	44.3	44.3	100.0
	Total	97	100.0	100.0	

p17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	49	50.5	50.5	50.5
	5.00	48	49.5	49.5	100.0
	Total	97	100.0	100.0	

p18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	33	34.0	34.0	34.0
	5.00	64	66.0	66.0	100.0
	Total	97	100.0	100.0	