**Lampiran 01**

1. **Karakteristik Responden**
2. Nama : (Boleh tidak diisi)
3. Jenis Kelamin : □Laki-laki □Perempuan
4. Umur :□>20 Tahun

□<20 Tahun

**B. Petunjuk Pengisian**

1. Bacalah setiap pertanyaan dengan seksama

2. Jawablah pertanyaan di bawah ini dengan memberi tanda check list (√) pada jawaban yang telah tersedia sesuai dengan anggapan anda, dengan alternatif jawaban antara lain :

**Keterangan Nilai**

SS : Sangat Setuju 5

S : Setuju 4

KS : Kurang Setuju 3

TS : Tidak Setuju 2

STS : Sangat Tidak Setuju 1

3. Apabila ada kekeliruan dalam memilih jawaban, berikan sama dengan (=) pada jawaban yang salah, kemudian beri tanda silang (x) pada jawaban yang baru.

4. Jawablah semua jawaban yang ada tanpa ada yang terlewat

**Lampiran 02**

1. **Variabel X (Store Atmosphere)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **PERNYATAAN** | **SKOR** | | | | |
| **SS** | **S** | **KS** | **TS** | STS |
|  | **Kebersihan** |  | | | | |
| 1. | Bersihnya lingkungan Draja Coffee. |  |  |  |  |  |
| 2. | Toilet yang disediakan sangat bersih. |  |  |  |  |  |
|  | **Musik** |  |  |  |  |  |
| 3. | Musik yang disediakan membuat pelanggan nyaman |  |  |  |  |  |
|  | **Harum Ruangan** |  |  |  |  |  |
| 4. | Aroma pada Draja Coffee membuat pelanggan betah. |  |  |  |  |  |
| 5. | Tidak ada aroma yang menggangu didalam cafe |  |  |  |  |  |
|  | **Suhu Ruangan** |  |  |  |  |  |
| 6. | Udara yang sejuk membuat pelanggan nyaman. |  |  |  |  |  |
| 7. | Ketersediaan payung meja yang membuat teduh. |  |  |  |  |  |
|  | **Pencahayaan** |  |  |  |  |  |
| 8. | Cukupnya penerangan di Draja Coffee. |  |  |  |  |  |
|  | **Warna** |  |  |  |  |  |
| 9. | Pemilihan warna yang bervariasi membuat pelanggan senang. |  |  |  |  |  |
|  | **Pajangan/Tata Ruang** |  |  |  |  |  |
| 10. | Pajangan di Draja Coffee sangat menarik. |  |  |  |  |  |

**Lampiran : Hasil Uji SPSS**

Tabulasi Data Frekuensi Variabel *Store Atmosphere* (X)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan X** | | | | | | | | | | **∑** |
| **Resp** | **X.1** | **X.2** | **X.3** | **X.4** | **X.5** | **X.6** | **X.7** | **X.8** | **X.9** | **X.10** |
| 1 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | **43** |
| 2 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | **40** |
| 3 | 5 | 3 | 5 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | **39** |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | **46** |
| 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | **44** |
| 6 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **43** |
| 7 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | **45** |
| 8 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | **42** |
| 9 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | **46** |
| 10 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | **45** |
| 11 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | **44** |
| 12 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| 14 | 5 | 4 | 3 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | **39** |
| 15 | 4 | 3 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | 3 | **39** |
| 16 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | **43** |
| 17 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | **42** |
| 18 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | **37** |
| 19 | 4 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | **40** |
| 20 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **41** |
| 21 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | **43** |
| 22 | 5 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | **37** |
| 23 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | **43** |
| 24 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | **40** |
| 25 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **47** |
| 26 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **49** |
| 27 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | **44** |
| 28 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | **41** |
| 29 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | **45** |
| 30 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | **46** |
| 31 | 4 | 5 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 5 | **41** |
| 32 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | **48** |
| 33 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **43** |
| 34 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | **44** |
| 35 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | **45** |
| 36 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | **45** |
| 37 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | **43** |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| 39 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **42** |
| 40 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **41** |
| 41 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | **41** |
| 42 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | **42** |
| 43 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | **42** |
| 44 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **42** |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **41** |
| 46 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | **43** |
| 47 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | **45** |
| 48 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **41** |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | **47** |
| 50 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | **46** |
| 51 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | **43** |
| 52 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | **45** |
| 53 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | **39** |
| 54 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | **42** |
| 55 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | **45** |
| 56 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **44** |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | **39** |
| 58 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **42** |
| 59 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **43** |
| 60 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | **41** |
| 61 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | **44** |
| 62 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | **42** |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| 64 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | **43** |
| 65 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | **43** |
| 66 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 1 | 4 | **39** |
| 67 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | **44** |
| 68 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | **42** |
| 69 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | **43** |
| 70 | 4 | 4 | 4 | 4 | 5 | 2 | 5 | 4 | 4 | 5 | **41** |
| 71 | 4 | 4 | 4 | 4 | 4 | 5 | 1 | 5 | 5 | 4 | **40** |
| 72 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | **42** |
| 73 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **47** |
| 74 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | **44** |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| 76 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **44** |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | **41** |
| 78 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **47** |
| 79 | 2 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 2 | **39** |
| 80 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | **44** |
| 81 | 4 | 4 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | **41** |
| 82 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 2 | 4 | **39** |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| 84 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | **44** |
| 85 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | **43** |
| 86 | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | **40** |
| 87 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | **45** |
| 88 | 4 | 5 | 1 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | **39** |
| **∑x** | **377** | **366** | **364** | **373** | **379** | **382** | **375** | **376** | **375** | **371** | **3738** |

Tabulasi Data Frekuensi Variabel Loyalitas Pelanggan (Y)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan Y** | | | | | | | | | | **∑** |
| **Resp** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y.9** | **Y.10** |
| 1 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | **46** |
| 2 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | **39** |
| 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| 4 | 4 | 5 | 5 | 1 | 5 | 5 | 4 | 5 | 5 | 4 | **43** |
| 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | **42** |
| 6 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | **42** |
| 7 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | **43** |
| 8 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | **39** |
| 9 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | **47** |
| 10 | 5 | 5 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | **43** |
| 11 | 4 | 5 | 4 | 2 | 5 | 5 | 5 | 3 | 5 | 5 | **43** |
| 12 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **41** |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | **42** |
| 14 | 5 | 4 | 5 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | **41** |
| 15 | 4 | 3 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | 3 | **39** |
| 16 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | **43** |
| 17 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | **42** |
| 18 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | **37** |
| 19 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | **42** |
| 20 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **41** |
| 21 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | **43** |
| 22 | 5 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | **37** |
| 23 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | **43** |
| 24 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | **40** |
| 25 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **47** |
| 26 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **49** |
| 27 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | **44** |
| 28 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | **41** |
| 29 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | **45** |
| 30 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | **46** |
| 31 | 4 | 5 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 5 | **41** |
| 32 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | **48** |
| 33 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **43** |
| 34 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | **44** |
| 35 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | **45** |
| 36 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | **45** |
| 37 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | **43** |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| 39 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **42** |
| 40 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **39** |
| 41 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | **40** |
| 42 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | **40** |
| 43 | 5 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | **40** |
| 44 | 5 | 5 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | **39** |
| 45 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | **39** |
| 46 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | **42** |
| 47 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | **44** |
| 48 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | **42** |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 2 | 5 | 5 | **43** |
| 50 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | **47** |
| 51 | 5 | 4 | 4 | 5 | 4 | 4 | 2 | 4 | 4 | 5 | **41** |
| 52 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **43** |
| 53 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | **37** |
| 54 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | **43** |
| 55 | 4 | 4 | 2 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | **43** |
| 56 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | **42** |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | **41** |
| 58 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **42** |
| 59 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **43** |
| 60 | 5 | 4 | 4 | 4 | 3 | 1 | 4 | 5 | 4 | 4 | **38** |
| 61 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | **43** |
| 62 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | **42** |
| 63 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | **39** |
| 64 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | **41** |
| 65 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | **41** |
| 66 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | **42** |
| 67 | 4 | 5 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | **42** |
| 68 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | **43** |
| 69 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | **42** |
| 70 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | **43** |
| 71 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | **43** |
| 72 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | **42** |
| 73 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **45** |
| 74 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **45** |
| 75 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **39** |
| 76 | 2 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **42** |
| 77 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | **40** |
| 78 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | **48** |
| 79 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | **45** |
| 80 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | **42** |
| 81 | 4 | 4 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | **41** |
| 82 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | **42** |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
| 84 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | **44** |
| 85 | 5 | 4 | 2 | 2 | 5 | 5 | 4 | 4 | 5 | 4 | **40** |
| 86 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | **43** |
| 87 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | **43** |
| 88 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | **42** |
| **∑x** | **381** | **373** | **356** | **347** | **376** | **382** | **367** | **372** | **384** | **375** | **3713** |

Lampiran Variabel X2 dan Y2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| X | Y | X2 | Y2 | XY |
| 43 | 46 | 1849 | 2116 | 1978 |
| 40 | 39 | 1600 | 1521 | 1560 |
| 39 | 40 | 1521 | 1600 | 1560 |
| 46 | 43 | 2116 | 1849 | 1978 |
| 44 | 42 | 1936 | 1764 | 1848 |
| 43 | 42 | 1849 | 1764 | 1806 |
| 45 | 43 | 2025 | 1849 | 1935 |
| 42 | 39 | 1764 | 1521 | 1638 |
| 46 | 47 | 2116 | 2209 | 2162 |
| 45 | 43 | 2025 | 1849 | 1935 |
| 44 | 43 | 1936 | 1849 | 1892 |
| 40 | 41 | 1600 | 1681 | 1640 |
| 40 | 42 | 1600 | 1764 | 1680 |
| 39 | 41 | 1521 | 1681 | 1599 |
| 39 | 39 | 1521 | 1521 | 1521 |
| 43 | 43 | 1849 | 1849 | 1849 |
| 42 | 42 | 1764 | 1764 | 1764 |
| 37 | 37 | 1369 | 1369 | 1369 |
| 40 | 42 | 1600 | 1764 | 1680 |
| 41 | 41 | 1681 | 1681 | 1681 |
| 43 | 43 | 1849 | 1849 | 1849 |
| 37 | 37 | 1369 | 1369 | 1369 |
| 43 | 43 | 1849 | 1849 | 1849 |
| 40 | 40 | 1600 | 1600 | 1600 |
| 47 | 47 | 2209 | 2209 | 2209 |
| 49 | 49 | 2401 | 2401 | 2401 |
| 44 | 44 | 1936 | 1936 | 1936 |
| 41 | 41 | 1681 | 1681 | 1681 |
| 45 | 45 | 2025 | 2025 | 2025 |
| 46 | 46 | 2116 | 2116 | 2116 |
| 41 | 41 | 1681 | 1681 | 1681 |
| 48 | 48 | 2304 | 2304 | 2304 |
| 43 | 43 | 1849 | 1849 | 1849 |
| 44 | 44 | 1936 | 1936 | 1936 |
| 45 | 45 | 2025 | 2025 | 2025 |
| 45 | 45 | 2025 | 2025 | 2025 |
| 43 | 43 | 1849 | 1849 | 1849 |
| 40 | 40 | 1600 | 1600 | 1600 |
| 42 | 42 | 1764 | 1764 | 1764 |
| 41 | 39 | 1681 | 1521 | 1599 |
| 41 | 40 | 1681 | 1600 | 1640 |
| 42 | 40 | 1764 | 1600 | 1680 |
| 42 | 40 | 1764 | 1600 | 1680 |
| 42 | 39 | 1764 | 1521 | 1638 |
| 41 | 39 | 1681 | 1521 | 1599 |
| 43 | 42 | 1849 | 1764 | 1806 |
| 45 | 44 | 2025 | 1936 | 1980 |
| 41 | 42 | 1681 | 1764 | 1722 |
| 47 | 43 | 2209 | 1849 | 2021 |
| 46 | 47 | 2116 | 2209 | 2162 |
| 43 | 41 | 1849 | 1681 | 1763 |
| 45 | 43 | 2025 | 1849 | 1935 |
| 39 | 37 | 1521 | 1369 | 1443 |
| 42 | 43 | 1764 | 1849 | 1806 |
| 45 | 43 | 2025 | 1849 | 1935 |
| 44 | 42 | 1936 | 1764 | 1848 |
| 39 | 41 | 1521 | 1681 | 1599 |
| 42 | 42 | 1764 | 1764 | 1764 |
| 43 | 43 | 1849 | 1849 | 1849 |
| 41 | 38 | 1681 | 1444 | 1558 |
| 44 | 43 | 1936 | 1849 | 1892 |
| 42 | 42 | 1764 | 1764 | 1764 |
| 40 | 39 | 1600 | 1521 | 1560 |
| 43 | 41 | 1849 | 1681 | 1763 |
| 43 | 41 | 1849 | 1681 | 1763 |
| 39 | 42 | 1521 | 1764 | 1638 |
| 44 | 42 | 1936 | 1764 | 1848 |
| 42 | 43 | 1764 | 1849 | 1806 |
| 43 | 42 | 1849 | 1764 | 1806 |
| 41 | 43 | 1681 | 1849 | 1763 |
| 40 | 43 | 1600 | 1849 | 1720 |
| 42 | 42 | 1764 | 1764 | 1764 |
| 47 | 45 | 2209 | 2025 | 2115 |
| 44 | 45 | 1936 | 2025 | 1980 |
| 40 | 39 | 1600 | 1521 | 1560 |
| 44 | 42 | 1936 | 1764 | 1848 |
| 41 | 40 | 1681 | 1600 | 1640 |
| 47 | 48 | 2209 | 2304 | 2256 |
| 39 | 45 | 1521 | 2025 | 1755 |
| 44 | 42 | 1936 | 1764 | 1848 |
| 41 | 41 | 1681 | 1681 | 1681 |
| 39 | 42 | 1521 | 1764 | 1638 |
| 40 | 40 | 1600 | 1600 | 1600 |
| 44 | 44 | 1936 | 1936 | 1936 |
| 43 | 40 | 1849 | 1600 | 1720 |
| 40 | 43 | 1600 | 1849 | 1720 |
| 45 | 43 | 2025 | 1849 | 1935 |
| 39 | 42 | 1521 | 1764 | 1638 |
| **3738** | **3713** | **159334** | **157187** | **158127** |

Lampiran : Deskripsi Jawaban Variabel *Store Atmosphere* (X)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1,1 | 1,1 | 1,1 |
| KS | 3 | 3,4 | 3,4 | 4,5 |
| S | 54 | 61,4 | 61,4 | 65,9 |
| SS | 30 | 34,1 | 34,1 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1,1 | 1,1 | 1,1 |
| TS | 1 | 1,1 | 1,1 | 2,3 |
| KS | 7 | 8,0 | 8,0 | 10,2 |
| S | 53 | 60,2 | 60,2 | 70,5 |
| SS | 26 | 29,5 | 29,5 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1,1 | 1,1 | 1,1 |
| TS | 4 | 4,5 | 4,5 | 5,7 |
| KS | 6 | 6,8 | 6,8 | 12,5 |
| S | 48 | 54,5 | 54,5 | 67,0 |
| SS | 29 | 33,0 | 33,0 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 2 | 2,3 | 2,3 | 2,3 |
| KS | 4 | 4,5 | 4,5 | 6,8 |
| S | 53 | 60,2 | 60,2 | 67,0 |
| SS | 29 | 33,0 | 33,0 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1,1 | 1,1 | 1,1 |
| KS | 2 | 2,3 | 2,3 | 3,4 |
| S | 54 | 61,4 | 61,4 | 64,8 |
| SS | 31 | 35,2 | 35,2 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1,1 | 1,1 | 1,1 |
| KS | 3 | 3,4 | 3,4 | 4,5 |
| S | 49 | 55,7 | 55,7 | 60,2 |
| SS | 35 | 39,8 | 39,8 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1,1 | 1,1 | 1,1 |
| TS | 1 | 1,1 | 1,1 | 2,3 |
| KS | 2 | 2,3 | 2,3 | 4,5 |
| S | 54 | 61,4 | 61,4 | 65,9 |
| SS | 30 | 34,1 | 34,1 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1,1 | 1,1 | 1,1 |
| KS | 2 | 2,3 | 2,3 | 3,4 |
| S | 57 | 64,8 | 64,8 | 68,2 |
| SS | 28 | 31,8 | 31,8 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1,1 | 1,1 | 1,1 |
| TS | 2 | 2,3 | 2,3 | 3,4 |
| KS | 1 | 1,1 | 1,1 | 4,5 |
| S | 53 | 60,2 | 60,2 | 64,8 |
| SS | 31 | 35,2 | 35,2 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **X.10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1,1 | 1,1 | 1,1 |
| KS | 3 | 3,4 | 3,4 | 4,5 |
| S | 60 | 68,2 | 68,2 | 72,7 |
| SS | 24 | 27,3 | 27,3 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

Lampiran : Deskripsi Jawaban Loyalitas Pelanggan (Y)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.1** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1,1 | 1,1 | 1,1 |
| KS | 1 | 1,1 | 1,1 | 2,3 |
| S | 54 | 61,4 | 61,4 | 63,6 |
| SS | 32 | 36,4 | 36,4 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.2** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1,1 | 1,1 | 1,1 |
| KS | 3 | 3,4 | 3,4 | 4,5 |
| S | 57 | 64,8 | 64,8 | 69,3 |
| SS | 27 | 30,7 | 30,7 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.3** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 6 | 6,8 | 6,8 | 6,8 |
| KS | 11 | 12,5 | 12,5 | 19,3 |
| S | 44 | 50,0 | 50,0 | 69,3 |
| SS | 27 | 30,7 | 30,7 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.4** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2,3 | 2,3 | 2,3 |
| TS | 6 | 6,8 | 6,8 | 9,1 |
| KS | 10 | 11,4 | 11,4 | 20,5 |
| S | 47 | 53,4 | 53,4 | 73,9 |
| SS | 23 | 26,1 | 26,1 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.5** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1,1 | 1,1 | 1,1 |
| KS | 3 | 3,4 | 3,4 | 4,5 |
| S | 55 | 62,5 | 62,5 | 67,0 |
| SS | 29 | 33,0 | 33,0 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.6** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1,1 | 1,1 | 1,1 |
| KS | 2 | 2,3 | 2,3 | 3,4 |
| S | 50 | 56,8 | 56,8 | 60,2 |
| SS | 35 | 39,8 | 39,8 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.7** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1,1 | 1,1 | 1,1 |
| TS | 2 | 2,3 | 2,3 | 3,4 |
| KS | 4 | 4,5 | 4,5 | 8,0 |
| S | 55 | 62,5 | 62,5 | 70,5 |
| SS | 26 | 29,5 | 29,5 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.8** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 1 | 1,1 | 1,1 | 1,1 |
| KS | 4 | 4,5 | 4,5 | 5,7 |
| S | 57 | 64,8 | 64,8 | 70,5 |
| SS | 26 | 29,5 | 29,5 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.9** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | KS | 1 | 1,1 | 1,1 | 1,1 |
| S | 54 | 61,4 | 61,4 | 62,5 |
| SS | 33 | 37,5 | 37,5 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Y.10** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | KS | 3 | 3,4 | 3,4 | 3,4 |
| S | 59 | 67,0 | 67,0 | 70,5 |
| SS | 26 | 29,5 | 29,5 | 100,0 |
| Total | 88 | 100,0 | 100,0 |  |

Tabulasi Data Uji Validitas Variabel *Store Atmosphere* (X)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X.1 | 38,17 | 7,592 | ,810 | ,867 |
| X.2 | 38,13 | 7,913 | ,625 | ,880 |
| X.3 | 38,27 | 7,789 | ,710 | ,874 |
| X.4 | 38,17 | 8,489 | ,408 | ,895 |
| X.5 | 38,17 | 7,730 | ,745 | ,872 |
| X.6 | 38,13 | 8,189 | ,507 | ,888 |
| X.7 | 38,23 | 8,185 | ,631 | ,880 |
| X.8 | 38,27 | 7,789 | ,710 | ,874 |
| X.9 | 38,17 | 7,592 | ,810 | ,867 |
| X.10 | 37,90 | 8,231 | ,414 | ,897 |

Tabulasi Data Uji Validitas Variabel Loyalitas Pelanggan (Y)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y.1 | 38,13 | 7,430 | ,784 | ,858 |
| Y.2 | 38,00 | 7,586 | ,574 | ,873 |
| Y.3 | 38,13 | 7,844 | ,581 | ,872 |
| Y.4 | 38,13 | 7,982 | ,516 | ,876 |
| Y.5 | 38,07 | 7,789 | ,535 | ,875 |
| Y.6 | 38,00 | 7,724 | ,518 | ,877 |
| Y.7 | 38,20 | 7,200 | ,689 | ,864 |
| Y.8 | 38,20 | 8,028 | ,605 | ,871 |
| Y.9 | 38,13 | 7,430 | ,784 | ,858 |
| Y.10 | 38,00 | 7,586 | ,574 | ,873 |

Tabulasi Data Uji Reliabilitas Variabel *Store Atmosphere* (X) dan Loyalitas Pelanggan (Y)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,891 | 10 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,881 | 10 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 10,840 | 2,904 |  | 3,733 | ,000 |
| Store Atmosphere | ,738 | ,068 | ,759 | 10,815 | ,000 |
| a. Dependent Variable: Loyalitas Pelanggan | | | | | | |

Tabulasi Data Uji Regresi Linear Sederhan, Uji T, dan Uji R

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,759a | ,576 | ,571 | 1,606 |
| a. Predictors: (Constant), Store Atmosphere | | | | |

Lampiran : **Hasil Uji Secara Manual**

**Uji Validitas dan Uji Reliabilitas**

Tabulasi Data Variabel *Store Atmosphere* (X)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No. | Pernyataan X | | | | | | | | | | Jumlah |
| Resp | X.1 | X.2 | X.3 | X.4 | X.5 | X.6 | X.7 | X.8 | X.9 | X.10 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 7 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 8 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 40 |
| 9 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 13 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 15 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 16 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 44 |
| 17 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 45 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 22 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 24 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 25 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 26 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 27 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| Jumlah | 127 | 128 | 124 | 127 | 127 | 128 | 125 | 124 | 127 | 135 | 1272 |

Tabulasi Data Variabel Loyalitas Pelanggan (Y)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan Y | | | | | | | | | | Jumlah |
| Resp | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 6 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 7 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 8 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 10 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 11 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 16 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 17 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 23 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 25 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 26 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 27 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 28 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 30 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| Jumlah | 126 | 130 | 126 | 126 | 128 | 130 | 124 | 124 | 126 | 130 | 1270 |

Tabulasi Data Kuesioner Nilai **∑**X.Y Variabel *Store Atmosphere*  (Y)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Resp | Variabel X | | | | | | | | | | | | | | |
| Pernyataan 1 | | | Pernyataan 2 | | | Pernyataan 3 | | | Pernyataan 4 | | | Pernyataan 5 | | |
| Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | |
| X | Y | Jlh | X | Y | Jlh | X | Y | Jlh | X | Y | Jlh | X | Y | Jlh |
| 1 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 2 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 3 | 4 | 43 | 172 | 5 | 43 | 215 | 4 | 43 | 172 | 4 | 43 | 172 | 4 | 43 | 172 |
| 4 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 5 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 |
| 6 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 |
| 7 | 4 | 41 | 164 | 5 | 41 | 205 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 8 | 4 | 40 | 160 | 4 | 40 | 160 | 3 | 40 | 120 | 4 | 40 | 160 | 4 | 40 | 160 |
| 9 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 5 | 42 | 210 | 4 | 42 | 168 |
| 10 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 11 | 4 | 43 | 172 | 5 | 43 | 215 | 4 | 43 | 172 | 5 | 43 | 215 | 4 | 43 | 172 |
| 12 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 13 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 5 | 41 | 205 |
| 14 | 5 | 49 | 245 | 5 | 49 | 245 | 5 | 49 | 245 | 5 | 49 | 245 | 5 | 49 | 245 |
| 15 | 4 | 42 | 168 | 4 | 42 | 168 | 5 | 42 | 210 | 4 | 42 | 168 | 4 | 42 | 168 |
| 16 | 5 | 44 | 220 | 4 | 44 | 176 | 4 | 44 | 176 | 4 | 44 | 176 | 5 | 44 | 220 |
| 17 | 5 | 45 | 225 | 4 | 45 | 180 | 4 | 45 | 180 | 4 | 45 | 180 | 5 | 45 | 225 |
| 18 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 19 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 |
| 20 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 21 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 22 | 5 | 43 | 215 | 5 | 43 | 215 | 4 | 43 | 172 | 4 | 43 | 172 | 4 | 43 | 172 |
| 23 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 24 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 5 | 42 | 210 | 4 | 42 | 168 |
| 25 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 5 | 41 | 205 | 4 | 41 | 164 |
| 26 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 27 | 5 | 49 | 245 | 5 | 49 | 245 | 5 | 49 | 245 | 4 | 49 | 196 | 5 | 49 | 245 |
| 28 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 29 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 30 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| Jumlah | 127 | 1272 | **5418** | 128 | 1272 | **5456** | 124 | 1272 | **5288** | 127 | 1272 | **5405** | 127 | 1272 | **5416** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Resp | Variabel X | | | | | | | | | | | | | | |
| Pernyataan 6 | | | Pernyataan 7 | | | Pernyataan 8 | | | Pernyataan 9 | | | Penyataan 10 | | |
| Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | |
| X | Y | Jlh | X | Y | Jlh | X | Y | Jlh | X | Y | Jlh | X | Y | Jlh |
| 1 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 2 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 3 | 5 | 43 | 215 | 4 | 43 | 172 | 4 | 43 | 172 | 4 | 43 | 172 | 5 | 43 | 215 |
| 4 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 5 | 5 | 42 | 210 | 5 | 42 | 210 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 |
| 6 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 |
| 7 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 8 | 5 | 40 | 200 | 4 | 40 | 160 | 3 | 40 | 120 | 4 | 40 | 160 | 5 | 40 | 200 |
| 9 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 5 | 42 | 210 |
| 10 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 11 | 4 | 43 | 172 | 4 | 43 | 172 | 4 | 43 | 172 | 5 | 43 | 215 | 4 | 43 | 172 |
| 12 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 13 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 14 | 5 | 49 | 245 | 4 | 49 | 196 | 5 | 49 | 245 | 5 | 49 | 245 | 5 | 49 | 245 |
| 15 | 4 | 42 | 168 | 4 | 42 | 168 | 5 | 42 | 210 | 4 | 42 | 168 | 4 | 42 | 168 |
| 16 | 4 | 44 | 176 | 4 | 44 | 176 | 4 | 44 | 176 | 5 | 44 | 220 | 5 | 44 | 220 |
| 17 | 4 | 45 | 180 | 5 | 45 | 225 | 4 | 45 | 180 | 5 | 45 | 225 | 5 | 45 | 225 |
| 18 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 19 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 |
| 20 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 5 | 41 | 205 |
| 21 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 5 | 41 | 205 |
| 22 | 4 | 43 | 172 | 4 | 43 | 172 | 4 | 43 | 172 | 4 | 43 | 172 | 5 | 43 | 215 |
| 23 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 24 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 5 | 42 | 210 |
| 25 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 26 | 5 | 41 | 205 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 27 | 5 | 49 | 245 | 5 | 49 | 245 | 5 | 49 | 245 | 5 | 49 | 245 | 5 | 49 | 245 |
| 28 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 29 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 5 | 41 | 205 |
| 30 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 5 | 41 | 205 |
| Jumlah | 128 | 1272 | **5452** | 125 | 1272 | **5324** | 124 | 1272 | **5288** | 127 | 1272 | **5418** | 135 | 1272 | **5749** |

Tabulasi Data Kuesioner Nilai ∑X.Y Variabel Loyalitas Pelanggan (Y)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Resp | Variabel Y | | | | | | | | | | | | | | |
| Pernyataan 1 | | | Pernyataan 2 | | | Pernyataan 3 | | | Pernyataan 4 | | | Pernyataan 5 | | |
| Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | |
| X | Y | Jlh | X | Y | Jlh | X | Y | Jlh | X | Y | Jlh | X | Y | Jlh |
| 1 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 2 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 3 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 5 | 41 | 205 |
| 4 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 5 | 4 | 42 | 168 | 5 | 42 | 210 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 |
| 6 | 5 | 46 | 230 | 5 | 46 | 230 | 4 | 46 | 184 | 4 | 46 | 184 | 5 | 46 | 230 |
| 7 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 8 | 4 | 43 | 172 | 5 | 43 | 215 | 5 | 43 | 215 | 4 | 43 | 172 | 4 | 43 | 172 |
| 9 | 4 | 39 | 156 | 4 | 39 | 156 | 4 | 39 | 156 | 4 | 39 | 156 | 4 | 39 | 156 |
| 10 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 5 | 42 | 210 | 4 | 42 | 168 |
| 11 | 5 | 46 | 230 | 4 | 46 | 184 | 5 | 46 | 230 | 5 | 46 | 230 | 4 | 46 | 184 |
| 12 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 13 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 14 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 |
| 15 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 16 | 4 | 45 | 180 | 5 | 45 | 225 | 4 | 45 | 180 | 4 | 45 | 180 | 5 | 45 | 225 |
| 17 | 4 | 45 | 180 | 5 | 45 | 225 | 4 | 45 | 180 | 4 | 45 | 180 | 5 | 45 | 225 |
| 18 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 19 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 |
| 20 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 21 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 22 | 5 | 46 | 230 | 4 | 46 | 184 | 5 | 46 | 230 | 5 | 46 | 230 | 4 | 46 | 184 |
| 23 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 5 | 42 | 210 | 4 | 42 | 168 |
| 24 | 4 | 39 | 156 | 4 | 39 | 156 | 4 | 39 | 156 | 4 | 39 | 156 | 4 | 39 | 156 |
| 25 | 4 | 43 | 172 | 5 | 43 | 215 | 5 | 43 | 215 | 4 | 43 | 172 | 4 | 43 | 172 |
| 26 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 27 | 5 | 46 | 230 | 5 | 46 | 230 | 4 | 46 | 184 | 4 | 46 | 184 | 5 | 46 | 230 |
| 28 | 4 | 42 | 168 | 5 | 42 | 210 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 |
| 29 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 30 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 5 | 41 | 205 |
| Jumlah | 126 | 1270 | **5364** | 130 | 1270 | **5532** | 126 | 1270 | **5358** | 126 | 1270 | **5356** | 128 | 1270 | **5444** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Resp | Variabel Y | | | | | | | | | | | | | | |
| Pernyataan 6 | | | Pernyataan 7 | | | Pernyataan 8 | | | Pernyataan 9 | | | Pernyataan 10 | | |
| Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | | Nilai ∑X.Y | | |
| X | Y | Jlh | X | Y | Jlh | X | Y | Jlh | X | Y | Jlh | X | Y | Jlh |
| 1 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 2 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 3 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 4 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 5 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 5 | 42 | 210 |
| 6 | 5 | 46 | 230 | 4 | 46 | 184 | 4 | 46 | 184 | 5 | 46 | 230 | 5 | 46 | 230 |
| 7 | 5 | 41 | 205 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 8 | 4 | 43 | 172 | 4 | 43 | 172 | 4 | 43 | 172 | 4 | 43 | 172 | 5 | 43 | 215 |
| 9 | 4 | 39 | 156 | 3 | 39 | 117 | 4 | 39 | 156 | 4 | 39 | 156 | 4 | 39 | 156 |
| 10 | 5 | 42 | 210 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 |
| 11 | 5 | 46 | 230 | 5 | 46 | 230 | 4 | 46 | 184 | 5 | 46 | 230 | 4 | 46 | 184 |
| 12 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 13 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 14 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 |
| 15 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 16 | 4 | 45 | 180 | 5 | 45 | 225 | 5 | 45 | 225 | 4 | 45 | 180 | 5 | 45 | 225 |
| 17 | 4 | 45 | 180 | 5 | 45 | 225 | 5 | 45 | 225 | 4 | 45 | 180 | 5 | 45 | 225 |
| 18 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 19 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 | 5 | 50 | 250 |
| 20 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 21 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 22 | 5 | 46 | 230 | 5 | 46 | 230 | 4 | 46 | 184 | 5 | 46 | 230 | 4 | 46 | 184 |
| 23 | 5 | 42 | 210 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 |
| 24 | 4 | 39 | 156 | 3 | 39 | 117 | 4 | 39 | 156 | 4 | 39 | 156 | 4 | 39 | 156 |
| 25 | 4 | 43 | 172 | 4 | 43 | 172 | 4 | 43 | 172 | 4 | 43 | 172 | 5 | 43 | 215 |
| 26 | 5 | 41 | 205 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| 27 | 5 | 46 | 230 | 4 | 46 | 184 | 4 | 46 | 184 | 5 | 46 | 230 | 5 | 46 | 230 |
| 28 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 4 | 42 | 168 | 5 | 42 | 210 |
| 29 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 | 4 | 40 | 160 |
| 30 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 | 4 | 41 | 164 |
| Jumlah | 130 | 1270 | **5530** | 124 | 1270 | **5284** | 124 | 1270 | **5270** | 126 | 1270 | **5364** | 130 | 1270 | **5532** |

Tabulasi Data Kuesioner Nilai ∑X Variabel *Store Atmosphere* (X)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Pernyataan 1 | | Pernyataan 2 | | Pernyataan 3 | | Pernyataan 4 | | Pernyataan 5 | |
| No | Nilai | | Nilai | | Nilai | | Nilai | | Nilai | |
| Resp | X | X2 | X | X2 | X | X2 | X | X2 | X | X2 |
| 1 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 2 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 3 | 4 | 16 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 |
| 4 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 5 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 6 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 |
| 7 | 4 | 16 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 |
| 8 | 4 | 16 | 4 | 16 | 3 | 9 | 4 | 16 | 4 | 16 |
| 9 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 | 4 | 16 |
| 10 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 11 | 4 | 16 | 5 | 25 | 4 | 16 | 5 | 25 | 4 | 16 |
| 12 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 13 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 14 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 |
| 15 | 4 | 16 | 4 | 16 | 5 | 25 | 4 | 16 | 4 | 16 |
| 16 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 17 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 18 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 19 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 |
| 20 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 21 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 22 | 5 | 25 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 |
| 23 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 24 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 | 4 | 16 |
| 25 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 | 4 | 16 |
| 26 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 27 | 5 | 25 | 5 | 25 | 5 | 25 | 4 | 16 | 5 | 25 |
| 28 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 29 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 30 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| Jumlah | 127 | **543** | 128 | **552** | 124 | **518** | 127 | **543** | 127 | **543** |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Pernyataan 6 | | Pernyataan 7 | | Pernyataan 8 | | Pernyataan 9 | | Pernyataan 10 | |
| No | Nilai | | Nilai | | Nilai | | Nilai | | Nilai | |
| Resp | X | X2 | X | X2 | X | X2 | X | X2 | X | X2 |
| 1 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 2 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 3 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 4 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 5 | 5 | 25 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 |
| 6 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 |
| 7 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 8 | 5 | 25 | 4 | 16 | 3 | 9 | 4 | 16 | 5 | 25 |
| 9 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 10 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 11 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 | 4 | 16 |
| 12 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 13 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 14 | 5 | 25 | 4 | 16 | 5 | 25 | 5 | 25 | 5 | 25 |
| 15 | 4 | 16 | 4 | 16 | 5 | 25 | 4 | 16 | 4 | 16 |
| 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 | 5 | 25 |
| 17 | 4 | 16 | 5 | 25 | 4 | 16 | 5 | 25 | 5 | 25 |
| 18 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 19 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 |
| 20 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 21 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 22 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 23 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 24 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 25 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 26 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 27 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 |
| 28 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 29 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 30 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| Jumlah | 128 | **552** | 125 | **525** | 124 | **518** | 127 | **543** | 135 | **615** |

Tabulasi Data Kuesioner Nilai ∑X Variabel Loyalitas Pelanggan (Y)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Pernyataan 1 | | Pernyataan 2 | | Pernyataan 3 | | Pernyataan 4 | | Pernyataan 5 | |
| No | Nilai | | Nilai | | Nilai | | Nilai | | Nilai | |
| Resp | Y | Y2 | Y | Y2 | Y | Y2 | Y | Y2 | Y | Y2 |
| 1 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 2 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 3 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 4 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 5 | 4 | 16 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 |
| 6 | 5 | 25 | 5 | 25 | 4 | 16 | 4 | 16 | 5 | 25 |
| 7 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 8 | 4 | 16 | 5 | 25 | 5 | 25 | 4 | 16 | 4 | 16 |
| 9 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 10 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 | 4 | 16 |
| 11 | 5 | 25 | 4 | 16 | 5 | 25 | 5 | 25 | 4 | 16 |
| 12 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 13 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 14 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 |
| 15 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 16 | 4 | 16 | 5 | 25 | 4 | 16 | 4 | 16 | 5 | 25 |
| 17 | 4 | 16 | 5 | 25 | 4 | 16 | 4 | 16 | 5 | 25 |
| 18 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 19 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 |
| 20 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 21 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 22 | 5 | 25 | 4 | 16 | 5 | 25 | 5 | 25 | 4 | 16 |
| 23 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 | 4 | 16 |
| 24 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 25 | 4 | 16 | 5 | 25 | 5 | 25 | 4 | 16 | 4 | 16 |
| 26 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 27 | 5 | 25 | 5 | 25 | 4 | 16 | 4 | 16 | 5 | 25 |
| 28 | 4 | 16 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 |
| 29 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 30 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| Jumlah | 126 | **534** | 130 | **570** | 126 | **534** | 126 | **534** | 128 | **552** |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Pernyataan 6 | | Pernyataan 7 | | Pernyataan 8 | | Pernyataan 9 | | Pernyataan 10 | |
| No | Nilai | | Nilai | | Nilai | | Nilai | | Nilai | |
| Resp | Y | Y2 | Y | Y2 | Y | Y2 | Y | Y2 | Y | Y2 |
| 1 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 2 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 3 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 4 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 5 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 6 | 5 | 25 | 4 | 16 | 4 | 16 | 5 | 25 | 5 | 25 |
| 7 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 8 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 9 | 4 | 16 | 3 | 9 | 4 | 16 | 4 | 16 | 4 | 16 |
| 10 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 11 | 5 | 25 | 5 | 25 | 4 | 16 | 5 | 25 | 4 | 16 |
| 12 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 13 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 14 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 |
| 15 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 16 | 4 | 16 | 5 | 25 | 5 | 25 | 4 | 16 | 5 | 25 |
| 17 | 4 | 16 | 5 | 25 | 5 | 25 | 4 | 16 | 5 | 25 |
| 18 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 19 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 | 5 | 25 |
| 20 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 21 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 22 | 5 | 25 | 5 | 25 | 4 | 16 | 5 | 25 | 4 | 16 |
| 23 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 24 | 4 | 16 | 3 | 9 | 4 | 16 | 4 | 16 | 4 | 16 |
| 25 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 26 | 5 | 25 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 27 | 5 | 25 | 4 | 16 | 4 | 16 | 5 | 25 | 5 | 25 |
| 28 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 5 | 25 |
| 29 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| 30 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 | 4 | 16 |
| Jumlah | 130 | **570** | 124 | **520** | 124 | **516** | 126 | **534** | 130 | **570** |

Jawaban Data Kuesioner 30 Responden Tentang Pernyataan Untuk Variabel *Store Atmosphere* (X) dan Variabel Loyalitas Pelanggan (Y)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No | X | Y | X2 | Y2 | XY |
| Resp |
| 1 | 40 | 40 | 1600 | 1600 | 1600 |
| 2 | 40 | 40 | 1600 | 1600 | 1600 |
| 3 | 43 | 41 | 1849 | 1681 | 1763 |
| 4 | 40 | 40 | 1600 | 1600 | 1600 |
| 5 | 42 | 42 | 1764 | 1764 | 1764 |
| 6 | 50 | 46 | 2500 | 2116 | 2300 |
| 7 | 41 | 41 | 1681 | 1681 | 1681 |
| 8 | 40 | 43 | 1600 | 1849 | 1720 |
| 9 | 42 | 39 | 1764 | 1521 | 1638 |
| 10 | 40 | 42 | 1600 | 1764 | 1680 |
| 11 | 43 | 46 | 1849 | 2116 | 1978 |
| 12 | 40 | 40 | 1600 | 1600 | 1600 |
| 13 | 41 | 40 | 1681 | 1600 | 1640 |
| 14 | 49 | 50 | 2401 | 2500 | 2450 |
| 15 | 42 | 40 | 1764 | 1600 | 1680 |
| 16 | 44 | 45 | 1936 | 2025 | 1980 |
| 17 | 45 | 45 | 2025 | 2025 | 2025 |
| 18 | 40 | 40 | 1600 | 1600 | 1600 |
| 19 | 50 | 50 | 2500 | 2500 | 2500 |
| 20 | 41 | 40 | 1681 | 1600 | 1640 |
| 21 | 41 | 40 | 1681 | 1600 | 1640 |
| 22 | 43 | 46 | 1849 | 2116 | 1978 |
| 23 | 40 | 42 | 1600 | 1764 | 1680 |
| 24 | 42 | 39 | 1764 | 1521 | 1638 |
| 25 | 41 | 43 | 1681 | 1849 | 1763 |
| 26 | 41 | 41 | 1681 | 1681 | 1681 |
| 27 | 49 | 46 | 2401 | 2116 | 2254 |
| 28 | 40 | 42 | 1600 | 1764 | 1680 |
| 29 | 41 | 40 | 1681 | 1600 | 1640 |
| 30 | 41 | 41 | 1681 | 1681 | 1681 |
| Jumlah | 1272 | 1270 | 54214 | 54034 | 54074 |

1. **UjiValiditas**

**Uji Validitas Variabel *Store Atmosphere* (X) Dengan Rumus Korelasi Product Moment**



∑X=127 ∑Y=1272 ∑X.Y=5418 ∑X2=543 ∑Y2=54214

=

= = = = 0,854

∑X=128 ∑Y=1272 ∑X.Y=5456 ∑X2=552 ∑Y2=54214

=

= = = = 0,709

∑X=124 ∑Y=1272 ∑X.Y=5288 ∑X2=518 ∑Y2=54214

=

= = = = 0,775

∑X=127 ∑Y=1272 ∑X.Y=5405 ∑X2=543 ∑Y2=54214

=

= = = = 0,520

∑X=127 ∑Y=1272 ∑X.Y=5416 ∑X2=543 ∑Y2=54214

=

= = = = 0,803

∑X=128 ∑Y=1272 ∑X.Y=5452 ∑X2=552 ∑Y2=54214

=

= = = = 0,610

∑X=125 ∑Y=1272 ∑X.Y=5324 ∑X2=525 ∑Y2=54214

=

= = = = 0,701

∑X=124 ∑Y=1272 ∑X.Y=5288 ∑X2=518 ∑Y2=54214

=

= = = = 0,775

∑X=124 ∑Y=1272 ∑X.Y=5418 ∑X2=543 ∑Y2=54214

=

= = = = 0,854

∑X=135 ∑Y=1272 ∑X.Y=5749 ∑X2=615 ∑Y2=54214

=

= = = = 0,544

**Uji Validitas Loyalitas Pelanggan (Y) Dengan Rumus Korelasi Product Moment**



∑X=126 ∑Y=1270 ∑X.Y=5364 ∑X2=534 ∑Y2=54034

=

= = = = 0,832

∑X=130 ∑Y=1270 ∑X.Y=5532 ∑X2=570 ∑Y2=54034

=

= = = = 0,675

∑X=126 ∑Y=1270 ∑X.Y=5356 ∑X2=534 ∑Y2=54034

=

= = = = 0,609

∑X=126 ∑Y=1270 ∑X.Y=5356 ∑X2=534 ∑Y2=54034

=

= = = = 0,610

∑X=128 ∑Y=1270 ∑X.Y=5444 ∑X2=552 ∑Y2=54034

=

= = = = 0,635

∑X=130 ∑Y=1270 ∑X.Y=5530 ∑X2=570 ∑Y2=54034

=

= = = = 0,627

∑X=124 ∑Y=1270 ∑X.Y=5284 ∑X2=520 ∑Y2=54034

=

= = = = 0,771

∑X=124 ∑Y=1270 ∑X.Y=5270 ∑X2=516 ∑Y2=54034

=

= = = = 0,675

∑X=126 ∑Y=1270 ∑X.Y=5444 ∑X2=534 ∑Y2=54034

=

= = = = 0,832

∑X=130 ∑Y=1270 ∑X.Y=5532 ∑X2=570 ∑Y2=54034

=

= = = = 0,675

1. **Uji Reliabilitas**

**Uji Reliabilitas Variabel *Store Atmosphere* (X) Dengan Menggunakan Rumus ALPHA**

) Dengan rumus Varians

1. = = 0,179
2. = = 0,196
3. = = 0,182
4. = = 0,179
5. = = 0,179
6. = = 0,196
7. = = 0,139
8. = = 0,182
9. = = 0,179
10. = = 0,25

0,196 + + + + + + + 0,179 + 0,25

= = = = 9,37

) =

=

= **0,891**

**Uji Reliabilitas Variabel Loyalitas Pelanggan (Y) Dengan Menggunakan Rumus ALPHA**

) Dengan rumus Varians

1. = = 0,16
2. = = 0,222
3. = = 0,16
4. = = 0,16
5. = = 0,195
6. = = 0,222
7. = = 0,249
8. = = 0,115
9. = = 0,16
10. = = 0,222

0,222 + 0,16 + + + + 0,249 + 0,115 + 0,16 + 0,222

= = = = 9,02

) =

=

= **0,881**

1. **Regresi Liniear Sederhana**

Untuk memprediksi seberapa besar pengaruh variable gaya kepemimpinan transformasional (X) dengan variabel motivasi kinerja (Y), digunakan persamaan regresi linier sederhana, yaitu ;

**Y = a + bX**

b = =

=

**=**  = 0,73812259 =0.738

a **=**  =

=

= 10,840909091

=10,840

Sehingga diperoleh persamaan : Y = 10,840 + 0,738X

1. **Uji T**



=

=

= = = = 0,759145956

= 0,759

t = ==

== 10,815

1. **Uji Determinasi**

D = R2 x 100%

= 0,7592 x 100%

= 0,576 x 100%

= 57,6%