**Lampiran 01: Lembar Kuisioner**

**KUISIONER**

Kepada Yth Bapak/Ibu Responden

Di Tempat,

Dengan Hormat,

Saya yang bertanda tangan di bawah ini:

Nama : Andini Arianti

NPM : 183114110

Jenis Kelamin : Wanita

Jurusan : Manajemen

Asal Perguruan Tinggi : Universitas Muslim Nusantara Al-Washliyah Medan

Judul Penelitian :“Pengaruh Harga, *Store Atmosphere*, dan Gaya Hidup Terhadap Keputusan Pembelian di Benu Coffee And Roastery Cabang Medan”.

Dengan ini saya mohon kesediaan Bapak/Ibu untuk mengisi daftar kuisioner. Informasi yang Bapak/Ibu berikan hanya semata-mata untuk melengkapi data penelitian dalam rangka penyusunan skripsi. Untuk itu, isilah kuisioner ini dengan jawaban yang sebenar-benarnya. Atas ketersediaan Bapak/Ibu, saya ucapkan terimakasih.

Pemohon,

**ANDINI ARIANTI**

**NPM: 183114110**

**KUISIONER**

**I. Identitas Responden**

No :

Nama :

Jenis Kelamin :

Usia :

Petunjuk Pengisian Kuisioner :

Berilah tanda chek list ( √ ) pada jawaban yang paling sesuai dengan pendapat Bapak/Ibu pada kolom yang tersedia. Setiap responden hanya diperbolehkan memilih satu jawaban. Penelitian ini dapat Bapak/Ibu lakukan berdasarkan skala berikut:

a. Sangat Setuju (SS) : Skor 5

b. Setuju (S) : Skor 4

c. Kurang Setuju (KS) : Skor 3

d. Tidak Setuju (TS) : Skor 2

e. Sangat Tidak Setuju (STS) : Skor1

**1. Harga (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Keterjangkauan Harga** | |  |  |  |  |  |
| 1 | Harga makanan dan minuman di Benu Coffee terjangkau |  |  |  |  |  |
| 2 | Harga makanan dan minuman yang ditetapkan Benu Coffee wajar dan memenuhi harapan saya |  |  |  |  |  |
| **Kesesuaian Harga dengan Kualitas Produk** | |  |  |  |  |  |
| 3 | Harga makanan dan minuman di Benu Coffee sesuai dengan kualitas produknya |  |  |  |  |  |
| 4 | Harga makanan dan minuman di Benu Coffee bervariasi sesuai dengan rasa dan porsinya |  |  |  |  |  |
| **Daya Saing Harga** | |  |  |  |  |  |
| 5 | Harga minuman dan makanan di Benu Coffee lebih ekonomis dibanding tempat lain |  |  |  |  |  |
| 6 | Harga makanan dan minuman di Benu Coffee dapat bersaing dengan produk yang ada ditempat lain |  |  |  |  |  |
| **Kesesuaian Harga dengan Manfaat** | |  |  |  |  |  |
| 7 | Harga minuman dan makanan di Benu Coffee sesuai dengan manfaat yang saya rasakan |  |  |  |  |  |
| 8 | Harga yang ditawarkan sesuai dengan pelayanan, fasilitas seperti *wifi*, spot foto, serta musik yang telah disediakan |  |  |  |  |  |

**2. *Store Atmosphere* (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Pengaturan Cahaya** | |  |  |  |  |  |
| 1 | Benu Coffee menyediakan musik yang nyaman didengar |  |  |  |  |  |
| **Musik yang dimainkan** | |  |  |  |  |  |
| 2 | Papan nama Benu Coffee yang besar dan mewah dapat menarik perhatian pelanggan yang lewat |  |  |  |  |  |
| **Suhu Udara** | |  |  |  |  |  |
| 3 | Suhu ruangan di Benu Coffee sangat sejuk |  |  |  |  |  |
| **Keselarasan Warna dalam Ruangan** | |  |  |  |  |  |
| 4 | Desain interior Benu Coffee yang klasik sangat cocok untuk berfoto |  |  |  |  |  |
| **Tata Letak dan Desain yang Unik** | |  |  |  |  |  |
| 5 | Desain interior di Benu Coffee sangat selaras dengan warna lampunya |  |  |  |  |  |
| **Aroma Khas di dalam Ruangan** | |  |  |  |  |  |
| 6 | Aroma khas kopi sangat terasa saat berada di Benu Coffee |  |  |  |  |  |

**Gaya Hidup (X3)**

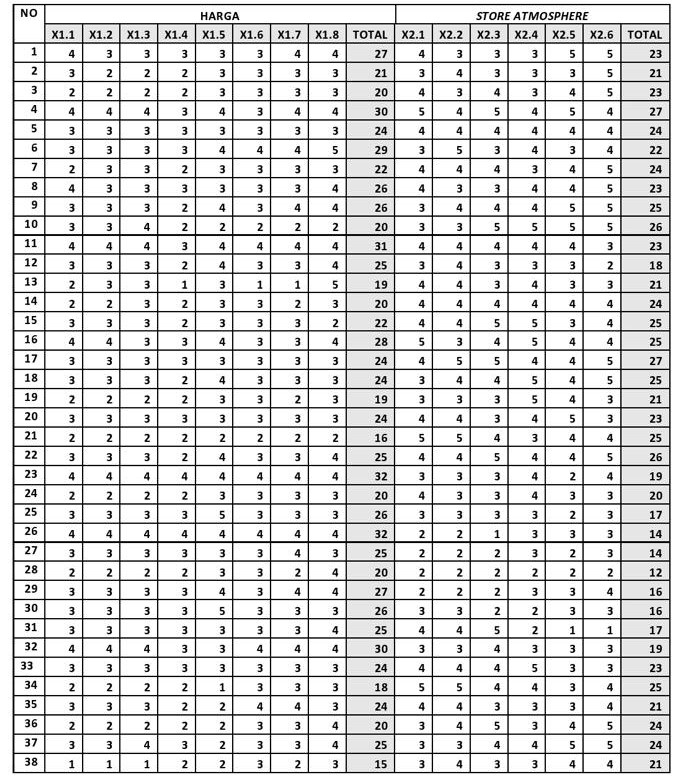
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Minat** | |  |  |  |  |  |
| 1 | Saya berkunjung ke Benu Coffee karena menu yang ditawarkan menarik perhatian saya |  |  |  |  |  |
| 2 | Saya menyukai momen kebersamaan di Benu Coffee bersama keluarga |  |  |  |  |  |
| **Aktivitas** | |  |  |  |  |  |
| 3 | Mengunjungi benu Coffee menjadi salah satu hobi saya dalam memanfaatkan waktu senggang |  |  |  |  |  |
| 4 | Saya berkunjung ke Benu Coffee sambil menyelasaikan tugas dan pekerjaan saya |  |  |  |  |  |
| **Opini** | |  |  |  |  |  |
| 5 | Saya berkunjung ke Benu Coffee karena tren nongkrong |  |  |  |  |  |
| 6 | Saya membeli produk di Benu Coffee karena saya membutuhkannya untuk menunjang aktifitas saya |  |  |  |  |  |

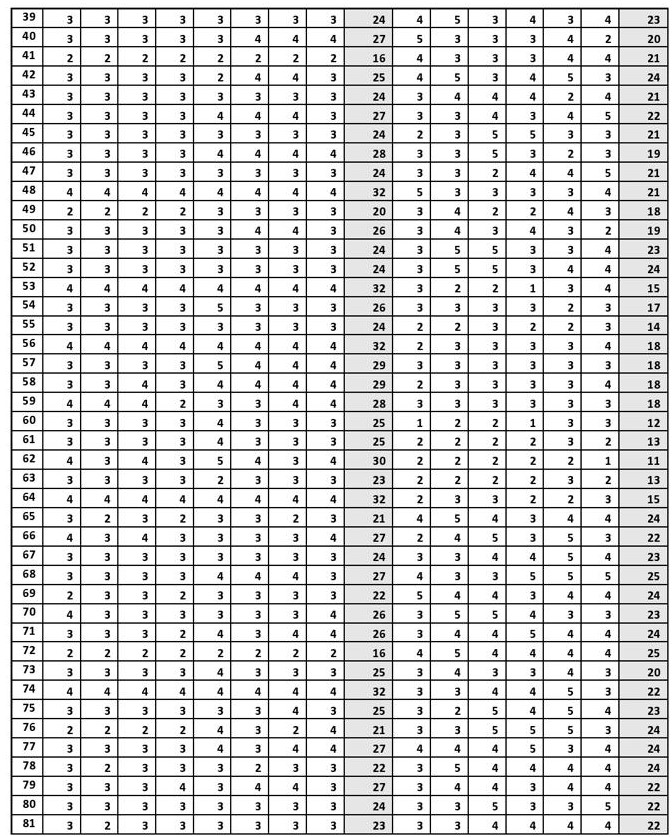
**Keputusan Pembelian (Y)**

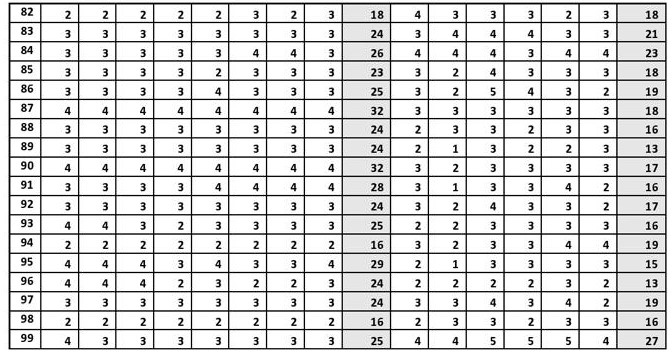
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **Tujuan pembelian** | |  |  |  |  |  |
| 1 | Saya melakukan pembelian di Benu Coffee sesuai dengan keinginan saya |  |  |  |  |  |
| 2 | Saya melakukukan pembelian di Benu Coffee karena adanya kebutuhan |  |  |  |  |  |
| **Pemrosesan informasi untuk pemilihan merek** | |  |  |  |  |  |
| 3 | Saya melakukan pembelian di Benu Coffee karena produk kopinya di roasting sendiri |  |  |  |  |  |
| 4 | Saya melakukan pembelian di Benu Coffee karena makanan dan minuman yang disediakan lebih kekinian |  |  |  |  |  |
| **Stabilitas produk** | |  |  |  |  |  |
| 5 | Saya melakukan pembelian di Benu Coffee karena harga dan kualitas produknya sesuai dengan yang saya harapkan |  |  |  |  |  |
| 6 | Saya yakin akan keputusan saya untuk melakukan pembelian di Benu Coffee karena makanan dan minuman yang disediakan berkualitas |  |  |  |  |  |
| **Merekomendasikan kepada orang lain** | |  |  |  |  |  |
| 7 | Saya puas berkunjung di Benu Coffee karena suasananya nyaman sehingga saya merekomendasikan kepada orang lain |  |  |  |  |  |
| 8 | Saya melakukan keputusan pembelian karena bujukan dari orang lain |  |  |  |  |  |
| **Pembelian kembali** | |  |  |  |  |  |
| 9 | Suasana yang nyaman membuat saya melakukan pembelian ulang di Benu Coffee |  |  |  |  |  |
| 10 | Saya akan melakukan pembelian terus-menerus di Benu Coffee |  |  |  |  |  |

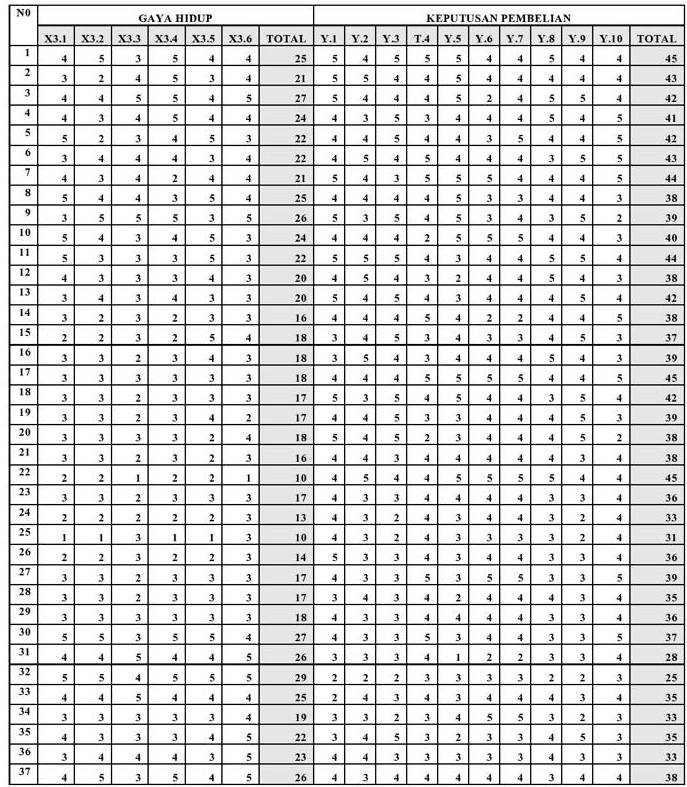
**Lampiran 02**

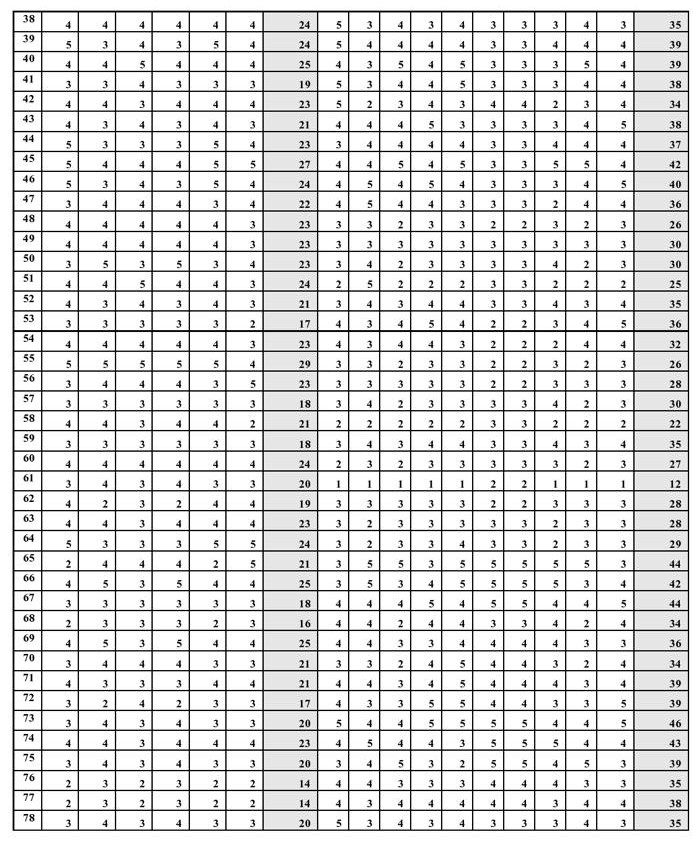
**TABULASI JAWABAN RESPONDEN ANGKET PENELITIAN**

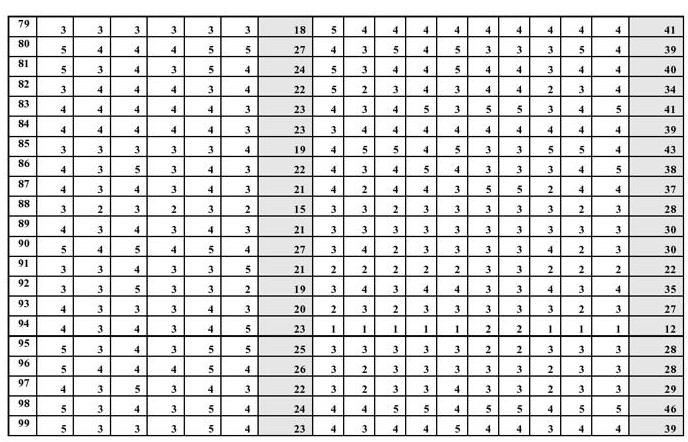
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**LAMPIRAN 03 : HASIL OUTPUT SPSS**

**Tabulasi Uji Validitas Dan Reliabilitas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X1.1 | X1.1 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | Total\_X1 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 26 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 26 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 29 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 28 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 25 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 25 |
| 4 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 30 |
| 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 23 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 21 |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 27 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 27 |
| 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 22 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 26 |
| 3 | 3 | 3 | 2 | 4 | 3 | 4 | 4 | 26 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 25 |
| 2 | 2 | 2 | 2 | 4 | 3 | 2 | 4 | 21 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 27 |
| 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 22 |
| 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 27 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total\_X2 |
| 3 | 4 | 3 | 4 | 3 | 2 | 19 |
| 3 | 5 | 5 | 3 | 3 | 4 | 23 |
| 3 | 5 | 5 | 3 | 4 | 4 | 24 |
| 3 | 2 | 2 | 1 | 3 | 4 | 15 |
| 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 2 | 2 | 3 | 2 | 2 | 3 | 14 |
| 2 | 3 | 3 | 3 | 3 | 4 | 18 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 2 | 3 | 3 | 3 | 3 | 4 | 18 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 1 | 2 | 2 | 1 | 3 | 3 | 12 |
| 2 | 2 | 2 | 2 | 3 | 2 | 13 |
| 2 | 2 | 2 | 2 | 2 | 1 | 11 |
| 2 | 2 | 2 | 2 | 3 | 2 | 13 |
| 2 | 3 | 3 | 2 | 2 | 3 | 15 |
| 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 2 | 4 | 5 | 3 | 5 | 3 | 22 |
| 3 | 3 | 4 | 4 | 5 | 4 | 23 |
| 4 | 3 | 3 | 5 | 5 | 5 | 25 |
| 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| 3 | 5 | 5 | 4 | 3 | 3 | 23 |
| 3 | 4 | 4 | 5 | 4 | 4 | 24 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 3 | 4 | 3 | 3 | 4 | 3 | 20 |
| 3 | 3 | 4 | 4 | 5 | 3 | 22 |
| 3 | 2 | 5 | 4 | 5 | 4 | 23 |
| 3 | 3 | 5 | 5 | 5 | 3 | 24 |
| 4 | 4 | 4 | 5 | 3 | 4 | 24 |
| 3 | 5 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 3 | 4 | 4 | 22 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | Total\_X3 |
| 3 | 5 | 3 | 5 | 3 | 4 | 23 |
| 4 | 4 | 5 | 4 | 4 | 3 | 24 |
| 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 3 | 4 | 4 | 4 | 3 | 5 | 23 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 3 | 4 | 4 | 2 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 4 | 2 | 3 | 2 | 4 | 4 | 19 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 5 | 3 | 3 | 3 | 5 | 5 | 24 |
| 2 | 4 | 4 | 4 | 2 | 5 | 21 |
| 4 | 5 | 3 | 5 | 4 | 4 | 25 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 2 | 3 | 3 | 3 | 2 | 3 | 16 |
| 4 | 5 | 3 | 5 | 4 | 4 | 25 |
| 3 | 4 | 4 | 4 | 3 | 3 | 21 |
| 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| 3 | 2 | 4 | 2 | 3 | 3 | 17 |
| 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 2 | 3 | 2 | 3 | 2 | 2 | 14 |
| 2 | 3 | 2 | 3 | 2 | 2 | 14 |
| 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.5 | Y.7 | Y.8 | Y.9 | Y.10 | Total\_Y |
| 3 | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 30 |
| 2 | 5 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 25 |
| 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 35 |
| 4 | 3 | 4 | 5 | 4 | 2 | 2 | 3 | 4 | 5 | 36 |
| 4 | 3 | 4 | 4 | 3 | 2 | 2 | 2 | 4 | 4 | 32 |
| 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 26 |
| 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 28 |
| 3 | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 30 |
| 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 22 |
| 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 35 |
| 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 27 |
| 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 12 |
| 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 28 |
| 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 28 |
| 3 | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 29 |
| 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 44 |
| 3 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 42 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 4 | 4 | 2 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 34 |
| 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 36 |
| 3 | 3 | 2 | 4 | 5 | 4 | 4 | 3 | 2 | 4 | 34 |
| 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 39 |
| 4 | 3 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 39 |
| 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 4 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 43 |
| 3 | 4 | 5 | 3 | 2 | 5 | 5 | 4 | 5 | 3 | 39 |
| 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 35 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 5 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 35 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |

**HASIL UJI VALIDITAS DAN RELIABILITAS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X1.1 | 22,73 | 10,547 | ,723 | ,869 |
| X1.2 | 22,87 | 10,533 | ,786 | ,864 |
| X1.3 | 22,70 | 10,562 | ,786 | ,865 |
| X1.4 | 22,93 | 10,823 | ,612 | ,880 |
| X1.5 | 22,37 | 10,861 | ,433 | ,905 |
| X1.6 | 22,63 | 10,516 | ,746 | ,867 |
| X1.7 | 22,57 | 10,323 | ,687 | ,873 |
| X1.8 | 22,50 | 10,948 | ,648 | ,877 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,889 | 8 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 17,03 | 14,792 | ,636 | ,825 |
| X2.2 | 16,50 | 13,638 | ,593 | ,832 |
| X2.3 | 16,37 | 13,068 | ,739 | ,802 |
| X2.4 | 16,70 | 12,838 | ,692 | ,812 |
| X2.5 | 16,37 | 14,240 | ,583 | ,833 |
| X2.6 | 16,53 | 15,016 | ,567 | ,836 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,849 | 6 |

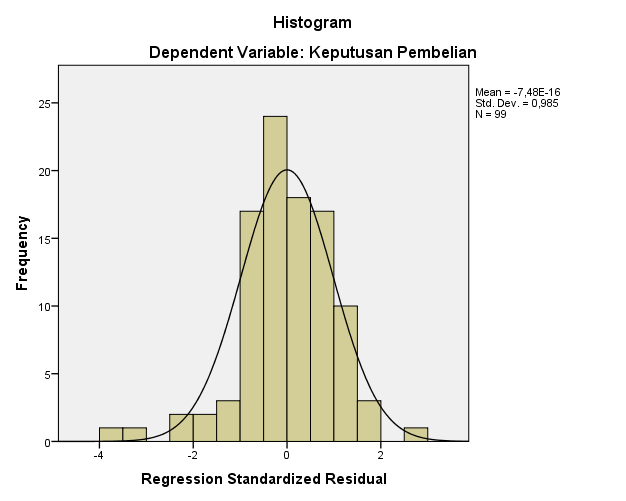
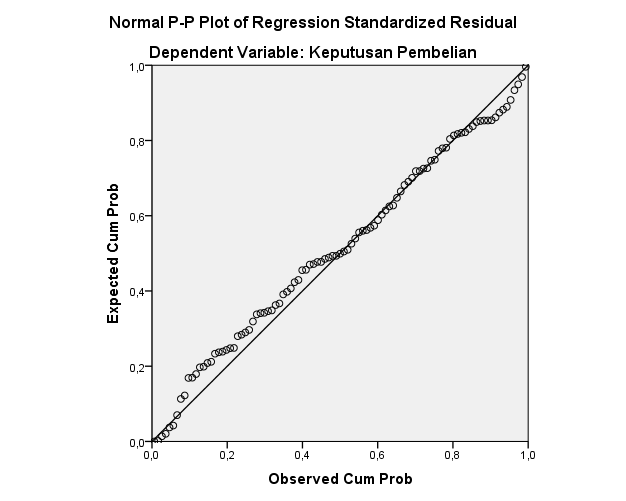
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X3.1 | 17,30 | 8,010 | ,658 | ,754 |
| X3.2 | 17,03 | 8,309 | ,582 | ,772 |
| X3.3 | 17,37 | 9,275 | ,447 | ,800 |
| X3.4 | 17,03 | 8,309 | ,582 | ,772 |
| X3.5 | 17,30 | 8,010 | ,658 | ,754 |
| X3.6 | 17,30 | 8,631 | ,465 | ,800 |

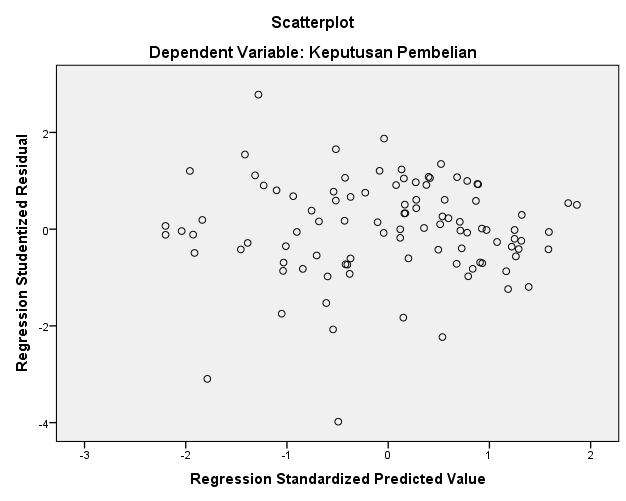
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,806 | 6 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 | 30,37 | 46,654 | ,685 | ,911 |
| Y.2 | 30,23 | 47,289 | ,595 | ,916 |
| Y.3 | 30,67 | 46,023 | ,693 | ,911 |
| Y.4 | 30,27 | 46,064 | ,728 | ,909 |
| Y.5 | 30,17 | 45,730 | ,668 | ,912 |
| Y.6 | 30,30 | 45,045 | ,722 | ,909 |
| Y.7 | 30,30 | 45,045 | ,722 | ,909 |
| Y.8 | 30,37 | 45,413 | ,727 | ,909 |
| Y.9 | 30,67 | 46,023 | ,693 | ,911 |
| Y.10 | 30,27 | 46,064 | ,728 | ,909 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,919 | 10 |

**Hasil Uji Asumsi Klasik Dan Regresi Linear Berganda**



|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 99 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 5,58462458 |
| Most Extreme Differences | Absolute | ,074 |
| Positive | ,057 |
| Negative | -,074 |
| Test Statistic | | ,074 |
| Asymp. Sig. (2-tailed) | | ,200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 19,545 | 5,971 |  | 3,273 | ,001 |
| Harga | ,033 | ,144 | ,020 | ,226 | ,821 |
| Store Atmosphere | ,901 | ,149 | ,536 | 6,064 | ,000 |
| Gaya Hidup | -,147 | ,149 | -,085 | -,986 | ,326 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1279,593 | 3 | 426,531 | 13,257 | ,000b |
| Residual | 3056,427 | 95 | 32,173 |  |  |
| Total | 4336,020 | 98 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Gaya Hidup, Store Atmosphere, Harga | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,543a | ,295 | ,273 | 5,672 |
| a. Predictors: (Constant), Gaya Hidup, Store Atmosphere, Harga | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | |