

## 2. DATA MENTAH KUESIONER

No	<i>Store Atmosphere</i>															Loyalitas konsumen								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Total	1	2	3	4	5	6	7	8	Total
1	4	4	3	4	4	4	4	4	4	4	4	4	4	4	55	4	5	5	5	5	4	4	4	36
2	3	5	2	2	4	4	4	3	5	5	5	4	5	3	54	4	5	4	4	5	3	4	2	31
3	4	5	4	5	4	5	5	4	4	5	5	4	5	4	63	4	5	5	5	5	4	5	4	37
4	4	4	3	3	3	4	4	3	4	4	5	5	4	4	54	4	5	5	4	4	4	5	4	35
5	4	5	4	4	4	5	5	5	4	5	5	5	5	5	65	4	5	5	5	5	4	4	4	36
6	3	4	3	2	3	5	3	4	4	4	4	3	4	3	49	3	5	5	5	4	3	5	5	35
7	4	5	3	4	3	5	4	4	4	4	5	5	5	4	59	4	5	5	5	5	3	5	5	37
8	4	4	4	3	5	4	4	5	4	4	5	4	4	3	57	3	5	5	4	5	4	4	4	34
9	5	5	3	4	4	4	4	4	4	4	5	4	4	4	58	4	4	5	4	4	4	5	4	34
10	3	3	3	3	4	4	3	3	4	4	4	3	4	4	49	3	5	5	4	4	3	4	3	31
11	4	5	3	4	4	5	4	3	4	2	5	4	5	4	56	4	5	5	5	5	2	4	5	35
12	4	4	3	3	5	5	5	5	4	5	5	3	5	5	61	5	5	5	4	5	5	5	4	38
13	4	5	4	4	4	4	4	4	4	4	4	4	4	4	57	4	4	4	4	5	5	4	4	34
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16	4	3	3	3	3	4	4	4	4	4	4	3	4	3	50	3	5	5	5	4	4	4	4	34
17	5	5	4	4	5	5	5	4	4	5	5	4	5	5	65	5	5	5	5	5	5	5	5	40
18	4	4	3	3	2	2	2	3	3	4	4	5	5	3	47	4	4	4	4	4	3	4	4	31
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<b>78</b>	3	5	3	3	3	5	5	4	5	5	5	4	4	3	57	3	5	5	3	5	1	4	3	29
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<b>81</b>	5	5	5	5	5	5	5	5	5	5	5	5	5	5	70	5	5	5	5	5	5	5	5	40
<b>82</b>	5	5	5	5	4	5	4	4	5	5	5	4	5	4	65	4	5	5	5	4	4	5	4	36
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<b>87</b>	4	4	3	4	4	4	4	4	4	4	5	4	4	4	56	4	4	4	4	4	4	4	4	32
<b>88</b>	4	5	3	4	4	4	4	4	4	4	5	4	4	4	57	4	4	5	4	4	4	5	4	34
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<b>100</b>	5	5	5	5	4	5	4	4	5	5	5	4	5	4	65	4	5	5	5	4	4	5	4	36





	Sig. (2-tailed)	.362	.084	.577	.440	.077	.000	.000	.020		.000	.026	.129	.000	.077	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
item10	Pearson Correlation	-.087	.075	.094	-.004	.023	.041	-.035	.175	.345**	1	.285**	.322**	.296**	.083	.373**
	Sig. (2-tailed)	.387	.461	.353	.971	.819	.689	.729	.082	.000		.004	.001	.003	.410	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
item11	Pearson Correlation	.005	.389**	-.012	.112	.167	.177	.155	-.007	.223*	.285**	1	.258**	.223*	.198*	.403**
	Sig. (2-tailed)	.960	.000	.909	.269	.097	.079	.123	.947	.026	.004		.009	.026	.049	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
item12	Pearson Correlation	-.022	.123	.110	.054	.064	-.097	-.082	-.007	.153	.322**	.258**	1	.331**	.155	.332**
	Sig. (2-tailed)	.825	.224	.277	.594	.528	.337	.419	.946	.129	.001	.009		.001	.125	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
item13	Pearson Correlation	.053	.172	.161	.227*	.180	.322**	.151	.033	.343**	.296**	.223*	.331**	1	.212*	.516**
	Sig. (2-tailed)	.598	.087	.110	.023	.073	.001	.132	.745	.000	.003	.026	.001		.034	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
item14	Pearson Correlation	.080	.277**	.130	.194	.219*	.233*	.274**	.277**	.178	.083	.198*	.155	.212*	1	.495**



	Sig. (2-tailed)	.429	.005	.197	.053	.029	.020	.006	.005	.077	.410	.049	.125	.034		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
total	Pearson Correlation	.417**	.470**	.570**	.627**	.608**	.483**	.576**	.486**	.519**	.373**	.403**	.332**	.516**	.495**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

\* . Correlation is significant at the 0.05 level (2-tailed).

## 2. Loyalitas (Y)

**Correlations**

		item1	item2	item3	item4	item5	item6	item7	item8	total
item1	Pearson Correlation	1	.168	.068	.024	-.022	.100	.117	.129	.346**
	Sig. (2-tailed)		.095	.504	.815	.826	.324	.246	.202	.000
	N	100	100	100	100	100	100	100	100	100
item2	Pearson Correlation	.168	1	.512**	.062	.015	-.158	.135	.003	.255*
	Sig. (2-tailed)	.095		.000	.542	.886	.117	.181	.976	.011
	N	100	100	100	100	100	100	100	100	100
item3	Pearson Correlation	.068	.512**	1	.216*	.110	.121	.282**	.292**	.497**



N	100	100	100	100	100	100	100	100	100
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\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

## B. RELIABILITAS

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

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.759	14

**2. Loyalitas (Y)**

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

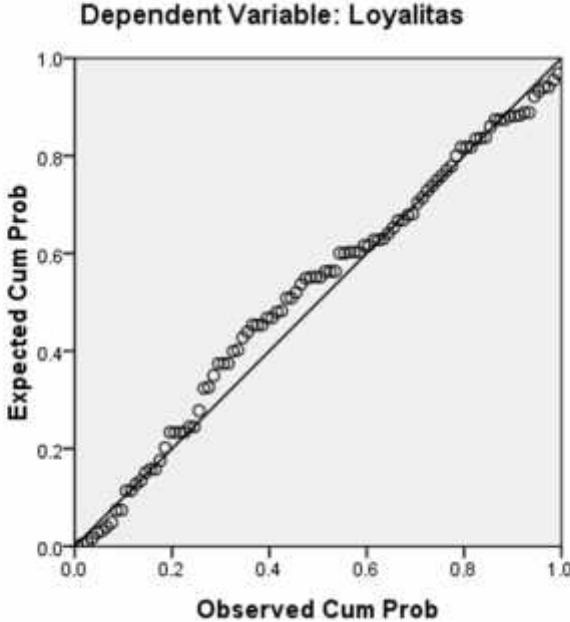
**Reliability Statistics**

Cronbach's Alpha	N of Items
.659	8

**C. UJI ASUMSI KLASIK**

**1. Uji Normalitas**

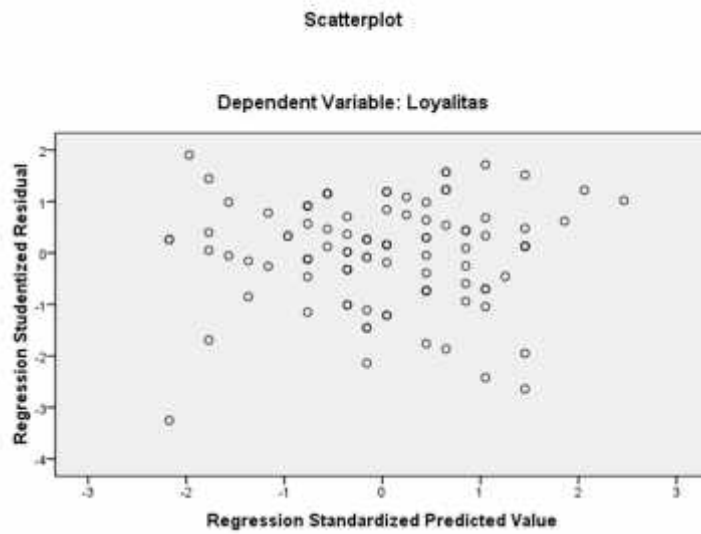
**Normal P-P Plot of Regression Standardized Residual**



## 2. Uji Multikolinearitas

Model	Sig.	Collinearity Statistics	
		Tolerance	VIF
1 (Constant)	.000		
Store_Atmosphere	.000	1.000	1.000

## 3. Uji Heteroskedastisitas



### D. Uji Koefisien Determinasi (*Adjusted R<sup>2</sup>*)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.453 <sup>a</sup>	.205	.197	2.931

- a. Predictors: (Constant), Store\_Atmosphere
- b. Dependent Variable: Loyalitas

### E. Uji T (T-Test) Parsial

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16.240	3.442		4.719	.000		
	Store_Atmosphere	.298	.059	.453	5.024	.000	1.000	1.000

- a. Dependent Variable: Loyalitas