

## HASIL DISTRIBUSI FREKUENSI

### Variabel Lokasi (X1)

#### X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	6	6.0	6.0	6.0
2.00	6	6.0	6.0	12.0
3.00	20	20.0	20.0	32.0
4.00	39	39.0	39.0	71.0
5.00	29	29.0	29.0	100.0
Total	100	100.0	100.0	

#### X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	5.0	5.0	5.0
3.00	13	13.0	13.0	18.0
4.00	55	55.0	55.0	73.0
5.00	27	27.0	27.0	100.0
Total	100	100.0	100.0	

#### X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	28	28.0	28.0	32.0
4.00	43	43.0	43.0	75.0
5.00	25	25.0	25.0	100.0
Total	100	100.0	100.0	

**Variabel Merchandise (X2)****X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	10	10.0	10.0	12.0
3.00	19	19.0	19.0	31.0
4.00	55	55.0	55.0	86.0
5.00	14	14.0	14.0	100.0
Total	100	100.0	100.0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	3	3.0	3.0	3.0
2.00	3	3.0	3.0	6.0
3.00	28	28.0	28.0	34.0
4.00	55	55.0	55.0	89.0
5.00	11	11.0	11.0	100.0
Total	100	100.0	100.0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	5	5.0	5.0	6.0
3.00	31	31.0	31.0	37.0
4.00	44	44.0	44.0	81.0
5.00	19	19.0	19.0	100.0
Total	100	100.0	100.0	

**Variabel Pricing (X3)****X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	7	7.0	7.0	8.0
3.00	33	33.0	33.0	41.0
4.00	46	46.0	46.0	87.0
5.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	

**X3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	6	6.0	6.0	8.0
3.00	37	37.0	37.0	45.0
4.00	48	48.0	48.0	93.0
5.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	

**X3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	4.0	4.0	4.0
2.00	9	9.0	9.0	13.0
3.00	44	44.0	44.0	57.0
4.00	35	35.0	35.0	92.0
5.00	8	8.0	8.0	100.0
Total	100	100.0	100.0	

**Variabel Periklanan dan Promosi (X4)****X4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	6	6.0	6.0	6.0
2.00	16	16.0	16.0	22.0
3.00	28	28.0	28.0	50.0
4.00	36	36.0	36.0	66.0
5.00	14	14.0	14.0	100.0
Total	100	100.0	100.0	

**X4.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	6	6.0	6.0	8.0
3.00	17	17.0	17.0	25.0
4.00	46	46.0	46.0	71.0
5.00	29	29.0	29.0	100.0
Total	100	100.0	100.0	

**X4.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	3	3.0	3.0	3.0
2.00	15	15.0	15.0	18.0
3.00	31	31.0	31.0	49.0
4.00	31	31.0	31.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

### Variabel Atmosfer dalam Gerai (X5)

#### X5.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	5.0	5.0	5.0
3.00	20	20.0	20.0	25.0
4.00	57	57.0	57.0	82.0
5.00	18	18.0	18.0	100.0
Total	100	100.0	100.0	

#### X5.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	1	1.0	1.0	2.0
3.00	18	18.0	18.0	20.0
4.00	50	50.0	50.0	70.0
5.00	30	30.0	30.0	100.0
Total	100	100.0	100.0	

#### X5.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	7	7.0	7.0	7.0
3.00	40	40.0	40.0	47.0
4.00	40	40.0	40.0	87.0
5.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	

**Variabel Retail Service (X6)****X6.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	6	6.0	6.0	7.0
3.00	36	36.0	36.0	43.0
4.00	45	45.0	45.0	88.0
5.00	12	12.0	12.0	100.0
Total	100	100.0	100.0	

**X6.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	9	9.0	9.0	10.0
3.00	43	43.0	43.0	53.0
4.00	36	36.0	36.0	89.0
5.00	11	11.0	11.0	100.0
Total	100	100.0	100.0	

**X6.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	7	7.0	7.0	9.0
3.00	44	44.0	44.0	53.0
4.00	39	39.0	39.0	92.0
5.00	8	8.0	8.0	100.0
Total	100	100.0	100.0	

### Variabel Pembelian Tidak Terencana (Y)

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.0	1.0	1.0
3.00	26	26.0	26.0	27.0
4.00	53	53.0	53.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.0	1.0	1.0
3.00	13	13.0	13.0	14.0
4.00	55	55.0	55.0	69.0
5.00	31	31.0	31.0	100.0
Total	100	100.0	100.0	