

HASIL UJI VALIDITAS INSTRUMENT

Uji Validitas Variabel Lokasi (X1)

		Correlations			
		X1.1	X1.2	X1.3	Total
X1.1	Pearson Correlation	1	.797**	.527*	.868**
	Sig. (2-tailed)		.000	.017	.000
	N	20	20	20	20
X1.2	Pearson Correlation	.797**	1	.660**	.926**
	Sig. (2-tailed)	.000		.002	.000
	N	20	20	20	20
X1.3	Pearson Correlation	.527*	.660**	1	.845**
	Sig. (2-tailed)	.017	.002		.000
	N	20	20	20	20
Total	Pearson Correlation	.868**	.926**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	20	20	20	20

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

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

Uji Validitas Variabel Merchandise (X2)

		Correlations			
		X2.1	X2.2	X2.3	Total
X2.1	Pearson Correlation	1	.757**	.561*	.889**
	Sig. (2-tailed)		.000	.010	.000
	N	20	20	20	20
X2.2	Pearson Correlation	.757**	1	.682**	.915**
	Sig. (2-tailed)	.000		.001	.000
	N	20	20	20	20
X2.3	Pearson Correlation	.561*	.682**	1	.840**
	Sig. (2-tailed)	.010	.001		.000
	N	20	20	20	20
Total	Pearson Correlation	.889**	.915**	.840**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	20	20	20	20

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

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

Uji Validitas Variabel *Pricing* (X3)

		Correlations			
		X3.1	X3.2	X3.3	Total
X3.1	Pearson Correlation	1	.792**	.603**	.876**
	Sig. (2-tailed)		.000	.005	.000
	N	20	20	20	20
X3.2	Pearson Correlation	.792**	1	.799**	.956**
	Sig. (2-tailed)	.000		.000	.000
	N	20	20	20	20
X3.3	Pearson Correlation	.603**	.799**	1	.886**
	Sig. (2-tailed)	.005	.000		.000
	N	20	20	20	20
Total	Pearson Correlation	.876**	.956**	.886**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	20	20	20	20

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

Uji Validitas Variabel *Perikalan dan Promosi* (X4)

		Correlations			
		X4.1	X4.2	X4.3	Total
X4.1	Pearson Correlation	1	.774**	.631**	.916**
	Sig. (2-tailed)		.000	.003	.000
	N	20	20	20	20
X4.2	Pearson Correlation	.774**	1	.573**	.888**
	Sig. (2-tailed)	.000		.008	.000
	N	20	20	20	20
X4.3	Pearson Correlation	.631**	.573**	1	.834**
	Sig. (2-tailed)	.003	.008		.000
	N	20	20	20	20
Total	Pearson Correlation	.916**	.888**	.834**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	20	20	20	20

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

Uji Validitas Variabel Atmosfer dalam Gerai (X5)

		Correlations			
		X5.1	X5.2	X5.3	Total
X5.1	Pearson Correlation	1	.251	.293	.685**
	Sig. (2-tailed)		.285	.210	.001
	N	20	20	20	20
X5.2	Pearson Correlation	.251	1	.740**	.810**
	Sig. (2-tailed)	.285		.000	.000
	N	20	20	20	20
X5.3	Pearson Correlation	.293	.740**	1	.861**
	Sig. (2-tailed)	.210	.000		.000
	N	20	20	20	20
Total	Pearson Correlation	.685**	.810**	.861**	1
	Sig. (2-tailed)	.001	.000	.000	
	N	20	20	20	20

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

Uji Validitas Variabel Retail Service (X6)

		Correlations			
		X6.1	X6.2	X6.3	Total
X6.1	Pearson Correlation	1	.719**	.498*	.896**
	Sig. (2-tailed)		.000	.025	.000
	N	20	20	20	20
X6.2	Pearson Correlation	.719**	1	.383	.850**
	Sig. (2-tailed)	.000		.095	.000
	N	20	20	20	20
X6.3	Pearson Correlation	.498*	.383	1	.744**
	Sig. (2-tailed)	.025	.095		.000
	N	20	20	20	20
Total	Pearson Correlation	.896**	.850**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	20	20	20	20

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

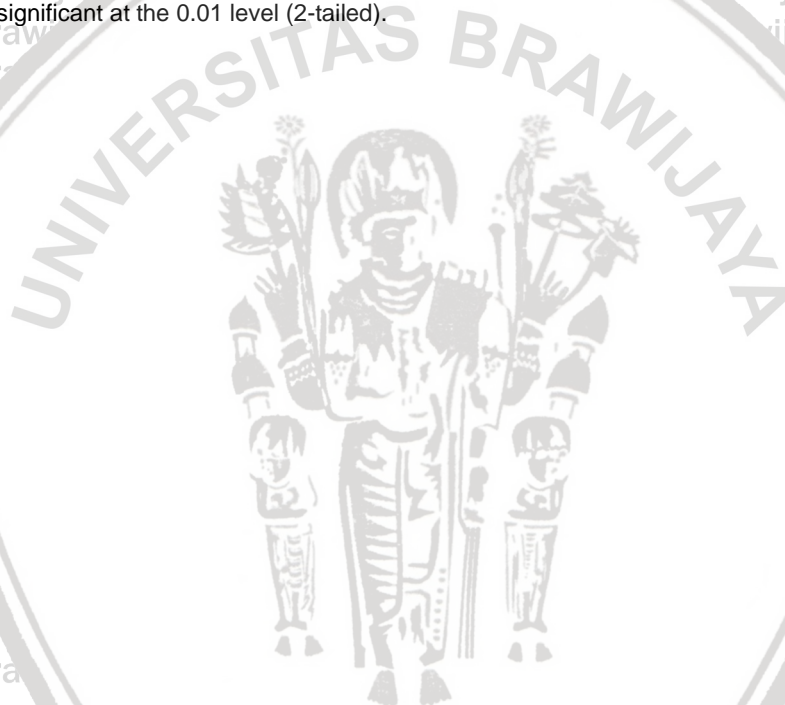
* Correlation is significant at the 0.05 level (2-tailed).

Uji Validitas Variabel Keputusan Pembelian Tidak Terencana (Y)

Correlations

		Y1	Y2	Total
Y1	Pearson Correlation	1	.633**	.901**
	Sig. (2-tailed)		.003	.000
	N	20	20	20
Y2	Pearson Correlation	.633**	1	.907**
	Sig. (2-tailed)	.003		.000
	N	20	20	20
Total	Pearson Correlation	.901**	.907**	1
	Sig. (2-tailed)	.000	.000	
	N	20	20	20

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



HASIL UJI RELIABILITAS INSTRUMENT

Uji Reliabilitas Variabel Lokasi (X1)

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.849	3

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	8.0500	2.471	.718	.792
X1.2	8.0000	2.211	.828	.686
X1.3	8.2500	2.303	.628	.887

Uji Reliabilitas Variabel *Merchandise* (X2)

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.852	3

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	7.5500	2.366	.715	.810
X2.2	7.5500	2.682	.817	.714
X2.3	7.7000	2.853	.656	.852

Uji Reliabilitas Variabel *Pricing* (X3)**Case Processing Summary**

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
Total		20	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	3

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	7.3500	2.134	.737	.888
X3.2	7.5000	1.737	.889	.752
X3.3	7.6500	2.029	.745	.882

Uji Reliabilitas Variabel Periklanan dan Promosi (X4)**Case Processing Summary**

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
Total		20	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.853	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	7.3000	3.063	.791	.729
X4.2	6.8000	3.432	.749	.773
X4.3	6.9000	3.674	.640	.871

Uji Reliabilitas Variabel Atmosfer dalam Gerai (X5)**Case Processing Summary**

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.672	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	7.4500	1.524	.295	.829
X5.2	7.1000	1.463	.619	.453
X5.3	7.6500	1.082	.610	.389

Uji Reliabilitas Variabel Retail Service (X6)**Case Processing Summary**

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.777	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X6.1	7.1000	1.674	.736	.553
X6.2	7.0500	1.839	.644	.664
X6.3	7.3500	2.239	.476	.837

Uji Reliabilitas Variabel Keputusan Pembelian Tidak Terencana (Y)**Case Processing Summary**

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.775	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	3.0000	1.368	.633	
Y2	3.1500	1.292	.633	