



Lampiran 1

No	1	STS	TS	N	S	SS
1.1	Saya merasa etalase di dekat pintu masuk menarik					
1.2	Saya merasa tema produk yang dipajang tidak rumit untuk dipahami					
1.3	Saya merasa produk-produk yang dipamerkan terlihat berkelas.					
1.4	Saya merasa barang yang dipajang sesuai dengan tema yang ingin ditampilkan					
2						
2.1	Menurut saya toko Zara memiliki warna yang serasi dengan interior toko.					
2.2	Menurut saya toko Zara memiliki warna yang serasi dengan atmosfer toko.					
2.3	Menurut saya gradasi warna di toko Zara membuat saya merasa nyaman saat berbelanja.					
2.4	Menurut saya pengelompokan warna memudahkan konsumen untuk memilih produk					
2.5	Menurut saya pengaturan warnanya harmonis					
3						
3.1	Menurut saya pencahayaan di dalam ZARA dapat menerangi dengan baik produk yang dipajang di toko.					
3.2	Menurut saya pencahayaan di dalam ZARA cukup terang					
3.3	Menurut saya pencahayaan di dalam ZARA cukup nyaman untuk berbelanja					
3.4	Menurut saya pencahayaan di dalam ZARA cukup bagi saya untuk melakukan evaluasi kualitas produk.					
4						
4.1	Menurut saya tanda di ZARA dapat dibaca dengan jelas					
4.2	Menurut saya tanda di ZARA dapat menunjukkan lokasi produk di dalam toko					

4.3	Menurut saya tanda di ZARA menjelaskan dengan baik. produk yang sedang diskon					
4.4	Menurut saya saat melihat tanda di ZARA membuat tertarik untuk melihat produk tersebut					
4.5	Saya membeli jika melihat penawaran promosi dalam tanda di ZARA.					
5						
5.1	Saya merasa mantap untuk membeli pakaian di Zara					
5.2	Saya akan membeli ulang pakaian di Zara					
5.3	Saya merekomendasikan pada orang lain untuk membeli pakaian di Zara					

Lampiran 2

No.	X1				T		X2					T	
	.1	.2	.3	.4	X 1	X 1	.1	.2	.3	.4	.5	X 2	X 2
1	4	3	4	4	15	3.75	4	3	3	4	2	16	3.20
2	3	4	3	3	13	3.25	3	4	2	3	3	15	3.00
3	3	4	3	3	13	3.25	3	4	2	3	3	15	3.00
4	4	3	4	4	15	3.75	4	3	3	4	2	16	3.20
5	3	3	3	3	12	3.00	3	3	2	3	2	13	2.60
6	4	5	4	4	17	4.25	4	5	3	4	4	20	4.00
7	3	4	3	3	13	3.25	3	4	3	4	3	17	3.40
8	4	3	4	4	15	3.75	4	3	2	3	2	14	2.80
9	5	4	5	5	19	4.75	5	4	2	3	3	17	3.40
10	5	4	5	5	19	4.75	5	4	4	5	3	21	4.20
11	3	3	3	3	12	3.00	3	3	2	3	2	13	2.60
12	5	5	5	5	20	5.00	5	5	4	5	4	23	4.60
13	3	3	3	3	12	3.00	3	3	2	3	2	13	2.60
14	3	3	3	3	12	3.00	3	3	2	3	2	13	2.60
15	5	4	5	5	19	4.75	5	4	4	5	3	21	4.20
16	4	5	4	4	17	4.25	4	5	4	5	4	22	4.40
17	5	4	5	5	19	4.75	5	4	4	5	3	21	4.20
18	4	4	4	4	16	4.00	4	4	3	4	3	18	3.60

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9	3	4	3	3	13	3. 25	3	4	3	4	3	17	3. 40
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0	4	3	4	4	15	3. 75	4	3	3	4	2	16	3. 20
2													
1	4	3	4	4	15	3. 75	4	3	2	4	2	15	3. 00
2													
2	3	4	3	3	13	3. 25	3	4	3	3	3	16	3. 20
2													
3	4	3	4	4	15	3. 75	4	3	2	4	2	15	3. 00
2													
4	3	4	3	3	13	3. 25	3	4	3	3	3	16	3. 20
2													
5	4	3	4	4	15	3. 75	4	3	3	4	2	16	3. 20
2													
6	3	4	3	3	13	3. 25	3	4	2	3	3	15	3. 00
2													
7	4	3	4	4	15	3. 75	4	3	3	4	2	16	3. 20
2													
8	3	3	3	3	12	3. 00	3	3	2	3	2	13	2. 60
2													
9	4	5	4	4	17	4. 25	4	5	4	4	4	21	4. 20
3													
0	4	4	4	4	16	4. 00	4	4	4	4	3	19	3. 80
3													
1	5	5	5	5	20	5. 00	5	5	3	5	4	22	4. 40
3													
2	3	3	3	3	12	3. 00	3	3	2	3	2	13	2. 60
3													
3	5	5	5	5	20	5. 00	5	5	4	5	4	23	4. 60
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6						4.								3.
9	4	4	4	4	16	00	3	2	4	4	4	17		40





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6	4	4	4	4	16	4.00	3	4	3	4	4	18	3.60	
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## Lampiran 3

## Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	3.00	5.00	3.8400	.76171
X1.2	100	3.00	5.00	3.8300	.73930
X1.3	100	3.00	5.00	3.8400	.76171
X1.4	100	3.00	5.00	3.8400	.76171
X1	100	12.00	20.00	15.3500	2.73538
TX1	100	3.00	5.00	3.8375	.68385
X2.1	100	2.00	5.00	3.8000	.84087
X2.2	100	2.00	5.00	3.7200	.80503
X2.3	100	2.00	5.00	3.3500	.92524
X2.4	100	2.00	5.00	3.7500	.84537
X2.5	100	2.00	5.00	3.3600	.93765
X2	100	12.00	25.00	17.9800	3.44064
TX2	100	2.40	5.00	3.5960	.68813
X3.1	100	3.00	5.00	3.8200	.74373
X3.2	100	3.00	5.00	3.8500	.78335
X3.3	100	3.00	5.00	3.8600	.75237
X3.4	100	3.00	5.00	3.8400	.80050
TX3	100	12.00	20.00	15.3700	2.77308
X3	100	3.00	5.00	3.8425	.69327
X4.1	100	3.00	5.00	4.0400	.75103
X4.2	100	3.00	5.00	3.7900	.72884
X4.3	100	3.00	5.00	3.8400	.74833
X4.4	100	3.00	5.00	3.9400	.77616
X4.5	100	3.00	5.00	3.7800	.73278
TX5	100	15.00	25.00	19.3900	2.98107
X5	100	3.00	5.00	3.8780	.59621
Y1	100	3.00	5.00	3.8400	.76171
Y2	100	3.00	5.00	3.8300	.73930
Y3	100	3.00	5.00	3.8500	.75712
TY	100	9.00	15.00	11.5200	1.95133

Y	100	3.00	5.00	3.8400	.65090
Valid N (listwise)	100				

Lampiran 4 uji validitas

**Correlations**

	X1.1	X1.2	X1.3	X1.4	TX1
X1.1 Pearson Correlation	1	.507**	1.000**	1.000**	.972**
Sig. (2-tailed)		.000	.000	.000	.000
N	100	100	100	100	100
X1.2 Pearson Correlation	.507**	1	.507**	.507**	.694**
Sig. (2-tailed)	.000		.000	.000	.000
N	100	100	100	100	100
X1.3 Pearson Correlation	1.000**	.507**	1	1.000**	.972**
Sig. (2-tailed)	.000	.000		.000	.000
N	100	100	100	100	100
X1.4 Pearson Correlation	1.000**	.507**	1.000**	1	.972**
Sig. (2-tailed)	.000	.000	.000		.000
N	100	100	100	100	100
TX1 Pearson Correlation	.972**	.694**	.972**	.972**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	100	100	100	100	100

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



Lampiran 4 uji validitas

**Correlations**

	X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1 Pearson Correlation	1	.588**	.558**	.682**	.348**	.795**
Sig. (2-tailed)		.000	.000	.000	.000	.000
N	100	100	100	100	100	100
X2.2 Pearson Correlation	.588**	1	.431**	.490**	.456**	.738**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	100	100	100	100	100	100
X2.3 Pearson Correlation	.558**	.431**	1	.552**	.727**	.840**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	100	100	100	100	100	100
X2.4 Pearson Correlation	.682**	.490**	.552**	1	.459**	.800**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	100	100	100	100	100	100
X2.5 Pearson Correlation	.348**	.456**	.727**	.459**	1	.772**
Sig. (2-tailed)	.000	.000	.000	.000		.000
N	100	100	100	100	100	100
TX2 Pearson Correlation	.795**	.738**	.840**	.800**	.772**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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

Lampiran 4 uji validitas

**Correlations**

	X3.1	X3.2	X3.3	X3.4	TX3
X3.1 Pearson Correlation	1	.751**	.785**	.698**	.895**
Sig. (2-tailed)		.000	.000	.000	.000
N	100	100	100	100	100
X3.2 Pearson Correlation	.751**	1	.770**	.767**	.914**
Sig. (2-tailed)	.000		.000	.000	.000
N	100	100	100	100	100
X3.3 Pearson Correlation	.785**	.770**	1	.717**	.906**
Sig. (2-tailed)	.000	.000		.000	.000
N	100	100	100	100	100
X3.4 Pearson Correlation	.698**	.767**	.717**	1	.887**
Sig. (2-tailed)	.000	.000	.000		.000
N	100	100	100	100	100
TX3 Pearson Correlation	.895**	.914**	.906**	.887**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	100	100	100	100	100

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

Lampiran 4 uji validitas

**Correlations**

	X4.1	X4.2	X4.3	X4.4	X4.5	TX4
X4.1 Pearson Correlation	1	.551**	.605**	.611**	.291**	.769**
Sig. (2-tailed)		.000	.000	.000	.003	.000
N	100	100	100	100	100	100
X4.2 Pearson Correlation	.551**	1	.549**	.549**	.669**	.828**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	100	100	100	100	100	100
X4.3 Pearson Correlation	.605**	.549**	1	.609**	.451**	.807**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	100	100	100	100	100	100
X4.4 Pearson Correlation	.611**	.549**	.609**	1	.563**	.840**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	100	100	100	100	100	100
X4.5 Pearson Correlation	.291**	.669**	.451**	.563**	1	.743**
Sig. (2-tailed)	.003	.000	.000	.000		.000
N	100	100	100	100	100	100
TX4 Pearson Correlation	.769**	.828**	.807**	.840**	.743**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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

Lampiran 4 uji validitas

**Correlations**

	Y1	Y2	Y3	TY
Y1 Pearson Correlation	1	.507**	.571**	.804**
Sig. (2-tailed)		.000	.000	.000
N	100	100	100	100
Y2 Pearson Correlation	.507**	1	.784**	.881**
Sig. (2-tailed)	.000		.000	.000
N	100	100	100	100
Y3 Pearson Correlation	.571**	.784**	1	.908**
Sig. (2-tailed)	.000	.000		.000
N	100	100	100	100
TY Pearson Correlation	.804**	.881**	.908**	1
Sig. (2-tailed)	.000	.000	.000	
N	100	100	100	100

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

Lampiran 5 uji reliabilitas

**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
.926	4

**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	11.5100	4.010	.948	.861
X1.2	11.5200	5.222	.507	1.000
X1.3	11.5100	4.010	.948	.861
X1.4	11.5100	4.010	.948	.861

Lampiran 5 uji reliabilitas

**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
.848	5

**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	14.1800	7.947	.672	.814
X2.2	14.2600	8.396	.599	.832
X2.3	14.6300	7.347	.725	.798
X2.4	14.2300	7.896	.679	.811
X2.5	14.6200	7.733	.619	.829

Lampiran 5 uji reliabilitas

**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
.922	4

**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	11.5500	4.553	.814	.900
X3.2	11.5200	4.333	.841	.891
X3.3	11.5100	4.475	.832	.894
X3.4	11.5300	4.393	.792	.908

Lampiran 5 uji reliabilitas

**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
.857	5

**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	15.3500	6.008	.629	.838
X4.2	15.6000	5.818	.722	.815
X4.3	15.5500	5.846	.686	.824
X4.4	15.4500	5.604	.730	.812
X4.5	15.6100	6.180	.596	.846



Lampiran 5 uji reliabilitas

**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
.830	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	7.6800	1.998	.571	.879
Y2	7.6900	1.812	.728	.727
Y3	7.6700	1.698	.779	.673

Lampiran 6 regresi

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	X4, X2, X1, X3 <sup>a</sup>		Enter

a. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.979 <sup>a</sup>	.959	.958	.13399	2.164

a. Predictors: (Constant), X4, X2, X1, X3

b. Dependent Variable: Y

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.237	4	10.059	560.286	.000 <sup>a</sup>
	Residual	1.706	95	.018		
	Total	41.943	99			

a. Predictors: (Constant), X4, X2, X1, X3

b. Dependent Variable: Y

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.078	.089		-.873	.385
	X1	.254	.041	.267	6.168	.000
	X2	.090	.041	.095	2.181	.032
	X3	.391	.044	.417	8.958	.000
	X4	.288	.048	.264	6.018	.000

a. Dependent Variable: Y

Lampiran 6 regresi

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

Model	Correlations			Collinearity Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)					
X1	.909	.535	.128	.229	4.369
X2	.881	.218	.045	.226	4.417
X3	.940	.677	.185	.198	5.054
X4	.915	.525	.125	.222	4.495

a. Dependent Variable: Y

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	X1	X2	X3	X4
1	1	4.963	1.000	.00	.00	.00	.00	.00
	2	.022	15.088	.79	.02	.04	.02	.00
	3	.006	28.934	.06	.49	.64	.01	.06
	4	.005	31.099	.03	.33	.28	.58	.09
	5	.004	36.089	.11	.16	.03	.39	.85

a. Dependent Variable: Y

**Residuals Statistics<sup>a</sup>**

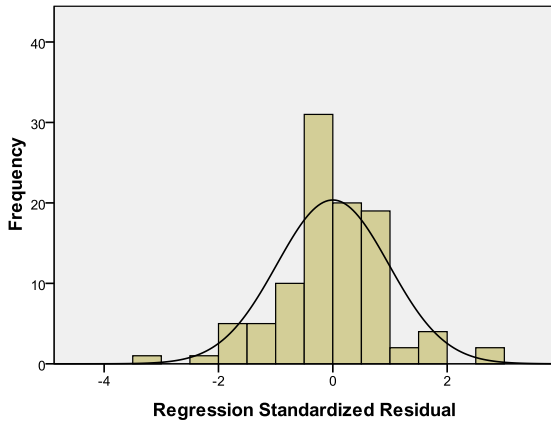
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9554	5.0372	3.8400	.63752	100
Residual	-.40491	.37457	.00000	.13126	100
Std. Predicted Value	-1.388	1.878	.000	1.000	100
Std. Residual	-3.022	2.795	.000	.980	100

a. Dependent Variable: Y

# Lampiran 6 regresi

## Histogram

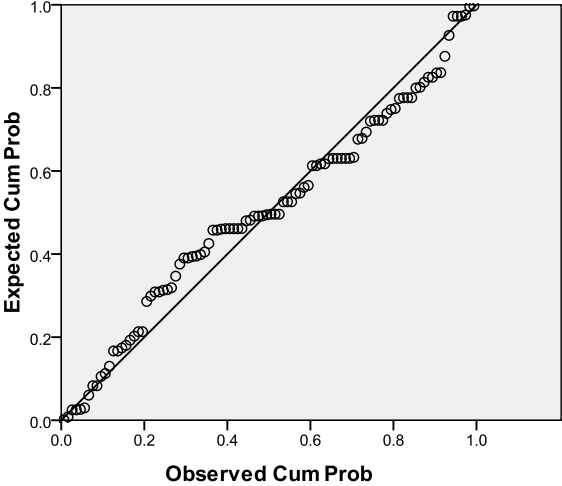
Dependent Variable: Y



Lampiran 6 regresi

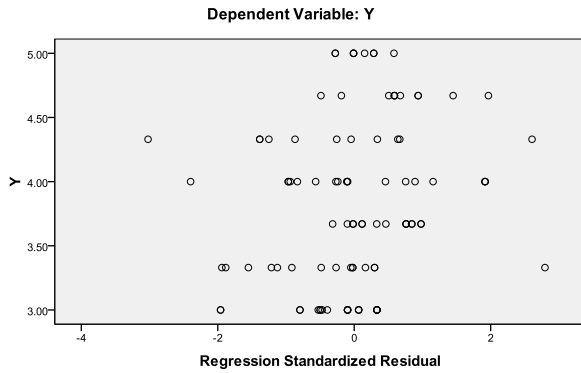
**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: Y**



# Lampiran 6 regresi

## Scatterplot



Lampiran 6 regresi

**One-Sample Kolmogorov-Smirnov Test**

		Standardized Residual
N		100
Normal Parameters <sup>a, b</sup>	Mean	.0000000
	Std. Deviation	.97958969
Most Extreme Differences	Absolute	.098
	Positive	.078
	Negative	-.098
Kolmogorov-Smirnov Z		.984
Asymp. Sig. (2-tailed)		.288

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 6 regresi

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	X4, X2, X1, X3 <sup>a</sup>		. Enter

a. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.218 <sup>a</sup>	.047	.007	.09053

a. Predictors: (Constant), X4, X2, X1, X3

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.039	4	.010	1.183	.323 <sup>a</sup>
	Residual	.779	95	.008		
	Total	.817	99			

a. Predictors: (Constant), X4, X2, X1, X3

b. Dependent Variable: absres

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.091	.060		1.520	.132
	X1	.003	.028	.026	.123	.903
	X2	.051	.028	.386	1.833	.070
	X3	-.008	.030	-.059	-.262	.794
	X4	-.042	.032	-.277	-1.303	.196

a. Dependent Variable: absres