

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Dari hasil penelitian dan pembahasan yang digunakan sesuai dengan tujuan hipotesis yang dilakukan, dengan analisis regresi linier berganda, maka dapat ditarik simpulan sebagai berikut :

1. *Product assortment*, berpengaruh terhadap variabel *positive emotion*, karena keberagaman produk yang lengkap akan menimbulkan perasaan senang dan lega bagi konsumen.
2. *Value of merchandise*, tidak berpengaruh terhadap variabel *positive emotion*, dimana Ritel modern biasanya menjual produk mulai dari kualitas rata – rata, hingga kualitas yang baik.
3. *Salesperson service* berpengaruh terhadap variabel *positive emotion*, dimana *Salesperson's service* merupakan komponen dalam pembentukan karakteristik toko. Jika karyawan dalam toko tidak bersahabat dan bermalas – malasan maka akan membuat konsumen malas untuk melakukan pembelian dalam toko tersebut.
4. *After sales service* tidak berpengaruh terhadap variabel *positive emotion*, dimana bahwa kurang adanya kemampuan karyawan atas pengetahuan terhadap produk secara tepat, kualitas, keramahan, perhatian dan kesopanan dalam member pelayanan, keterampilan dalam memberi informasi, kemampuan dalam memberikan rasa aman pada jasa yang ditawarkan.
5. *Facilities* berpengaruh terhadap variabel *positive emotion*, hal ini menunjukkan bahwa fasilitas dalam toko merupakan suatu

komponen yang penting dalam suatu toko dan membantu toko untuk menjual barang – barangnya.

6. *Atmosphere* berpengaruh terhadap variabel *positive emotion*, dimana *Store atmosphere* termasuk salah satu komponen yang penting dalam *store characteristic*. Setiap toko pasti memiliki *store atmosphere* didalamnya yang bertujuan untuk menarik konsumen untuk berbelanja dan melakukan pembelian berulang.

5.2 Keterbatasan Penelitian

Keterbatasan dalam penelitian ini terdapat sampel yang digunakan konsumen yang pernah berbelanja dalam *SOGO Departement Store* Surabaya. Hasil berbeda jika responden yang diambil adalah konsumen yang pernah berbelanja dalam *SOGO Departement Store* Surabaya lebih dari tiga kali berkunjung.

5.3 Saran

Berdasarkan simpulan yang telah dikemukakan dapat diberikan beberapa rekomendasi yang berupa saran-saran yang dapat menjadi bahan pertimbangan bagi bisnis online sebagai berikut :

1. *Dept. Store SOGO* lebih memperhatikan kualitas produk yang dijual, sehingga nantinya konsumen merasa percaya dan menarik minat konsumen untuk membeli di *Dept. Store SOGO*.
2. *Dept. Store SOGO* lebih memperhatikan dekorasi dalam *dept. store SOGO*, sehingga nantinya akan dapat menarik konsumen untuk berkunjung dan pengunjung merasa nyaman dalam melakukan pembelian di *Dept. Store SOGO*

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Kuisisioner Penelitian

Kepada,

Yth. Responden

Dalam rangka memenuhi tugas akhir (skripsi), saya Maria Ayu Yudhitya, mahasiswa Fakultas Bisnis Universitas Widya Mandala Surabaya melakukan penelitian dengan judul : Pengaruh Elemen – Elemen *Store Characteristic* Terhadap *Positive Emotion* di *SOGO Departement Store* Suraabaya. Dengan diedarkannya angket ini, saya mohon para responden mengisi dengan pilihan yang ada dan sebenar – benarnya. Terima kasih

Berilah tanda (x) atau lingkari pada jawaban yang ada

I. Data responden

- | | | |
|---------------|--------------------------------|------------------------------|
| Jenis kelamin | :a. Pria | b. Wanita |
| Umur | :a. 17 - 26 tahun | b. 27 - 35 |
| | c. 36 – 45 tahun | d. > 46 tahun |
| Pekerjaan | : a. wirasasta | b. pegawai swasta |
| | c. pegawai negeri | d. mahasiswa/ pelajar |
| Pendapatan | : a. < Rp 1.000.000 | b. Rp1.000.000 – Rp2.000.000 |
| | c. Rp 2.000.000 – Rp 3.000.000 | d. > Rp 3.000.000 |
| Pendidikan | : a. SMA/ sederajat | b. Stratum-1 |
| | c. Stratum-2 | d. Stratum-3 |

II. Kuisioner Penelitian

1. Apakah anda pernah melakukan pembelanjaan di *Dept. Store SOGO*:
 - a. Tidak pernah (lanjut ke nomor 2)
 - b. pernah

2. Berapa bulan terakhir anda melakukan pembelanjaan di *Dept. Store SOGO* :..... Bulan

3. Berapa kali anda melakukan pembelian atau di *Dept. Store SOGO*:
.....

Berilah tanda silang (x) atau centang (√) pada jawaban yang ada

1. Sangat setuju 2. Setuju 3. Netral 4. Tidak setuju
5. Sangat tidak setuju

| No | Pertanyaan | |
|----|--|--|
| 1 | <i>Product assortment (X1)</i> <ol style="list-style-type: none"> 1. <i>Dept. Store SOGO</i> selalu menyediakan produk fashion terbaru 2. <i>Dept. Store SOGO</i> menyediakan produk yang bervariasi. 3. <i>Dept. Store SOGO</i> menyediakan berbagai macam Merek dalam produk barang dagangannya. 4. <i>Dept. Store SOGO</i> menyediakan produk yang memiliki merek populer dikalangan masyarakat | <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 |
| 2 | <i>Value (X2)</i> <ol style="list-style-type: none"> 1. <i>Dept. Store SOGO</i> memberikan harga yang sesuai dengan produk yang dijual | <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 |

| | | |
|---|--|---|
| | <p>2. Nilai produk yang dijual <i>Dept. Store</i> SOGO tinggi.</p> <p>3. Kualitas produk yang dijual <i>Dept. Store</i> SOGO bagus.</p> <p>4. Produk yang dijual <i>Dept. Store</i> SOGO tidak mudah rusak.</p> | <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> |
| 3 | <p><i>Salesperson's service</i> (X3)</p> <p>1. <i>Salesperson</i> dalam <i>Dept.Store</i> SOGO memiliki pengetahuan akan produk yang dijualnya.</p> <p>2. <i>Salesperson</i> dalam <i>Dept. Store</i> SOGO ramah dan sopan.</p> <p>3. <i>Salesperson</i> dalam <i>Dept. Store</i> SOGO bersemangat dalam menawarkan barang dagangannya..</p> <p>4. Penjelasan yang diberikan oleh <i>salesperson Dept. Store</i> SOGO mudah dimengerti dan sangat jelas.</p> | <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> |
| 4 | <p><i>After sale service</i> (X4)</p> <p>1. Peraturan pengembalian barang yang sudah dibeli dalam <i>Dept. Store</i> SOGO tidak susah, sehingga memudahkan anda untuk melakukan retur atau pengembalian barang.</p> <p>2. Adanya jaminan garansi barang yang rusak dalam <i>Dept. Store</i> SOGO</p> | <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> |
| 5 | <p><i>Facilities</i> (X5)</p> <p>1. <i>Dept. Store</i> SOGO memberikan fasilitas yang menarik.</p> <p>2. Ukuran toko <i>Dept. Store</i> SOGO cukup luas, sehingga anda mudah bergerak mendapatkan barang yang anda cari.</p> | <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> |

| | | |
|---|--|---|
| | <p>3. <i>Dept. Store</i> SOGO memiliki ruang istirahat yang nyaman.</p> <p>4. <i>Dept. Store</i> SOGO selalu menyediakan informasi barang baru.</p> <p>5. Tidak ada antrian dalam toko, sehingga anda nyaman saat melakukan pembelian di <i>Dept. Store</i> SOGO</p> <p>6. Pengaturan barang dagangan dalam <i>Dept. Store</i> SOGO sehingga memudahkan Anda menemukan barang yang sedang Anda cari</p> | <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> |
| 6 | <p><i>Athmosphere</i> (X6)</p> <p>1. Desain toko yang ditampilkan oleh <i>Dept. Store</i> SOGO <i>simple</i> dan menyenangkan..</p> <p>2. Penerangan atau pengaturan cahaya dalam <i>dept. store</i> SOGO baik.</p> <p>3. Kualitas udara toko dalam <i>dept. store</i> SOGO sejuk dan menyenangkan.</p> <p>4. Dekorasi dalam <i>dept. store</i> SOGO menarik.</p> <p>5. Alunan musik dalam <i>Dept. Store</i> SOGO selalu enak didengar dan membuat anda nyaman dalam melakukan pembelian.</p> | <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> |
| 7 | <p><i>Positive Emotion</i> (Y) :</p> <p>1. Anda senang berbelanja di <i>Dept. Store</i> SOGO</p> <p>2. Anda tertarik untuk melakukan</p> | <p>()1 ()2 ()3 ()4 ()5</p> <p>()1 ()2 ()3 ()4 ()5</p> |

| | | |
|----|--|---|
| | pembelanjaan di <i>Dept. Store SOGO</i> | |
| 3. | Anda selalu bersemangat dalam melakukan pembelian di <i>Dept. Store SOGO</i> | <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 |
| 4. | Anda puas setelah melakukan pembelian di <i>Dept. Store SOGO</i> | <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 |
| 5. | Anda bangga melakukan pembelian di <i>Dept. Store SOGO</i> | <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 |

LAMPIRAN 2
HASIL TANGGAPAN RESPONDEN

Frequency Table

X1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| | Netral | 55 | 55.0 | 55.0 | 60.0 |
| | Setuju | 36 | 36.0 | 36.0 | 96.0 |
| | Sangat Setuju | 4 | 4.0 | 4.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 9 | 9.0 | 9.0 | 9.0 |
| | Netral | 32 | 32.0 | 32.0 | 41.0 |
| | Setuju | 42 | 42.0 | 42.0 | 83.0 |
| | Sangat Setuju | 17 | 17.0 | 17.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| | Netral | 40 | 40.0 | 40.0 | 45.0 |
| | Setuju | 38 | 38.0 | 38.0 | 83.0 |
| | Sangat Setuju | 17 | 17.0 | 17.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| | Tidak Setuju | 8 | 8.0 | 8.0 | 11.0 |
| | Netral | 53 | 53.0 | 53.0 | 64.0 |
| | Setuju | 28 | 28.0 | 28.0 | 92.0 |
| | Sangat Setuju | 8 | 8.0 | 8.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| | Netral | 19 | 19.0 | 19.0 | 22.0 |
| | Setuju | 54 | 54.0 | 54.0 | 76.0 |
| | Sangat Setuju | 24 | 24.0 | 24.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| | Tidak Setuju | 12 | 12.0 | 12.0 | 17.0 |
| | Netral | 33 | 33.0 | 33.0 | 50.0 |
| | Setuju | 36 | 36.0 | 36.0 | 86.0 |
| | Sangat Setuju | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 9 | 9.0 | 9.0 | 9.0 |
| | Tidak Setuju | 20 | 20.0 | 20.0 | 29.0 |
| | Netral | 27 | 27.0 | 27.0 | 56.0 |
| | Setuju | 34 | 34.0 | 34.0 | 90.0 |
| | Sangat Setuju | 10 | 10.0 | 10.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 8 | 8.0 | 8.0 | 9.0 |
| | Netral | 43 | 43.0 | 43.0 | 52.0 |
| | Setuju | 34 | 34.0 | 34.0 | 86.0 |
| | Sangat Setuju | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 9 | 9.0 | 9.0 | 10.0 |
| | Netral | 34 | 34.0 | 34.0 | 44.0 |
| | Setuju | 46 | 46.0 | 46.0 | 90.0 |
| | Sangat Setuju | 10 | 10.0 | 10.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 8 | 8.0 | 8.0 | 8.0 |
| | Netral | 48 | 48.0 | 48.0 | 56.0 |
| | Setuju | 30 | 30.0 | 30.0 | 86.0 |
| | Sangat Setuju | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 10 | 10.0 | 10.0 | 10.0 |
| | Netral | 38 | 38.0 | 38.0 | 48.0 |
| | Setuju | 30 | 30.0 | 30.0 | 78.0 |
| | Sangat Setuju | 22 | 22.0 | 22.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| | Netral | 28 | 28.0 | 28.0 | 32.0 |
| | Setuju | 46 | 46.0 | 46.0 | 78.0 |
| | Sangat Setuju | 22 | 22.0 | 22.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X4.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 20 | 20.0 | 20.0 | 20.0 |
| | Setuju | 48 | 48.0 | 48.0 | 68.0 |
| | Sangat Setuju | 32 | 32.0 | 32.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X4.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 10 | 10.0 | 10.0 | 12.0 |
| | Netral | 50 | 50.0 | 50.0 | 62.0 |
| | Setuju | 31 | 31.0 | 31.0 | 93.0 |
| | Sangat Setuju | 7 | 7.0 | 7.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X5.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 9 | 9.0 | 9.0 | 9.0 |
| | Netral | 32 | 32.0 | 32.0 | 41.0 |
| | Setuju | 42 | 42.0 | 42.0 | 83.0 |
| | Sangat Setuju | 17 | 17.0 | 17.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X5.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 10 | 10.0 | 10.0 | 11.0 |
| | Netral | 37 | 37.0 | 37.0 | 48.0 |
| | Setuju | 40 | 40.0 | 40.0 | 88.0 |
| | Sangat Setuju | 12 | 12.0 | 12.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X5.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 9 | 9.0 | 9.0 | 11.0 |
| | Netral | 25 | 25.0 | 25.0 | 36.0 |
| | Setuju | 47 | 47.0 | 47.0 | 83.0 |
| | Sangat Setuju | 17 | 17.0 | 17.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X5.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 2 | 2.0 | 2.0 | 3.0 |
| | Netral | 21 | 21.0 | 21.0 | 24.0 |
| | Setuju | 63 | 63.0 | 63.0 | 87.0 |
| | Sangat Setuju | 13 | 13.0 | 13.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X5.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 7 | 7.0 | 7.0 | 7.0 |
| | Netral | 57 | 57.0 | 57.0 | 64.0 |
| | Setuju | 33 | 33.0 | 33.0 | 97.0 |
| | Sangat Setuju | 3 | 3.0 | 3.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X5.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 8 | 8.0 | 8.0 | 8.0 |
| | Netral | 36 | 36.0 | 36.0 | 44.0 |
| | Setuju | 42 | 42.0 | 42.0 | 86.0 |
| | Sangat Setuju | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X6.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| | Netral | 48 | 48.0 | 48.0 | 52.0 |
| | Setuju | 34 | 34.0 | 34.0 | 86.0 |
| | Sangat Setuju | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X6.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Netral | 22 | 22.0 | 22.0 | 24.0 |
| | Setuju | 56 | 56.0 | 56.0 | 80.0 |
| | Sangat Setuju | 20 | 20.0 | 20.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X6.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| | Tidak Setuju | 10 | 10.0 | 10.0 | 15.0 |
| | Netral | 35 | 35.0 | 35.0 | 50.0 |
| | Setuju | 36 | 36.0 | 36.0 | 86.0 |
| | Sangat Setuju | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | | |

X6.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 10 | 10.0 | 10.0 | 10.0 |
| | Tidak Setuju | 15 | 15.0 | 15.0 | 25.0 |
| | Netral | 30 | 30.0 | 30.0 | 55.0 |
| | Setuju | 36 | 36.0 | 36.0 | 91.0 |
| | Sangat Setuju | 9 | 9.0 | 9.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | | |

X6.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 7 | 7.0 | 7.0 | 9.0 |
| | Netral | 48 | 48.0 | 48.0 | 57.0 |
| | Setuju | 35 | 35.0 | 35.0 | 92.0 |
| | Sangat Setuju | 8 | 8.0 | 8.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 9 | 9.0 | 9.0 | 11.0 |
| | Netral | 37 | 37.0 | 37.0 | 48.0 |
| | Setuju | 42 | 42.0 | 42.0 | 90.0 |
| | Sangat Setuju | 10 | 10.0 | 10.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 8 | 8.0 | 8.0 | 8.0 |
| | Netral | 48 | 48.0 | 48.0 | 56.0 |
| | Setuju | 30 | 30.0 | 30.0 | 86.0 |
| | Sangat Setuju | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 10 | 10.0 | 10.0 | 10.0 |
| | Netral | 38 | 38.0 | 38.0 | 48.0 |
| | Setuju | 30 | 30.0 | 30.0 | 78.0 |
| | Sangat Setuju | 22 | 22.0 | 22.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 1 | 1.0 | 1.0 | 3.0 |
| | Netral | 25 | 25.0 | 25.0 | 28.0 |
| | Setuju | 60 | 60.0 | 60.0 | 88.0 |
| | Sangat Setuju | 12 | 12.0 | 12.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 20 | 20.0 | 20.0 | 20.0 |
| | Setuju | 48 | 48.0 | 48.0 | 68.0 |
| | Sangat Setuju | 32 | 32.0 | 32.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

LAMPIRAN 3
UJI VALIDITAS DAN RELIABILITAS

Uji Validitas dan Reliabilitas *product assortment* (X1)

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | Product assortment (X1) |
|-------------------------|---------------------|-------|-------|-------|-------|-------------------------|
| X1.1 | Pearson Correlation | 1 | .501 | .226 | -.086 | .674 |
| | Sig. (2-tailed) | | .000 | .024 | .393 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .501 | 1 | .516 | -.305 | .764 |
| | Sig. (2-tailed) | .000 | | .000 | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .226 | .516 | 1 | -.293 | .656 |
| | Sig. (2-tailed) | .024 | .000 | | .003 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | -.086 | -.305 | -.293 | 1 | .622 |
| | Sig. (2-tailed) | .393 | .002 | .003 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Product assortment (X1) | Pearson Correlation | .674 | .764 | .656 | .162 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .107 | |
| | N | 100 | 100 | 100 | 100 | 100 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .625 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X1.1 | 3.3900 | .64971 | 100 |
| X1.2 | 3.6700 | .86521 | 100 |
| X1.3 | 3.6700 | .81718 | 100 |
| X1.4 | 3.3000 | .84686 | 100 |

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 | 10.6400 | 2.011 | .384 | -.092 ^a |
| X1.2 | 10.3600 | 1.546 | .393 | -.253 ^a |
| X1.3 | 10.3600 | 1.909 | .249 | .017 |
| X1.4 | 10.7300 | 3.371 | -.305 | .682 |

- a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Uji Validitas dan Reliabilitas *value of merchandise (X2)*

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | Value of merchandise (X2) |
|----------------------------|---------------------|-------|-------|-------|-------|----------------------------|
| X2.1 | Pearson Correlation | 1 | -.073 | -.082 | .351 | .383 |
| | Sig. (2-tailed) | | .471 | .419 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | -.073 | 1 | .655 | -.032 | .738 |
| | Sig. (2-tailed) | .471 | | .000 | .753 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | -.082 | .655 | 1 | -.034 | .749 |
| | Sig. (2-tailed) | .419 | .000 | | .737 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .351 | -.032 | -.034 | 1 | .461 |
| | Sig. (2-tailed) | .000 | .753 | .737 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Value of merchandise (X2) | Pearson Correlation | .383 | .738 | .749 | .461 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .741 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X2.1 | 3.9900 | .74529 | 100 |
| X2.2 | 3.4200 | 1.03651 | 100 |
| X2.3 | 3.1600 | 1.13458 | 100 |
| X2.4 | 3.5200 | .87016 | 100 |

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 | 10.1000 | 4.535 | .064 | .469 |
| X2.2 | 10.6700 | 2.850 | .392 | .131 |
| X2.3 | 10.9300 | 2.672 | .360 | .160 |
| X2.4 | 10.5700 | 4.207 | .093 | .460 |

Uji Validitas dan Reliabilitas *salesperson's service* (X3)

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 | Salesperson service(X3) |
|-------------------------|---------------------|--------|--------|--------|--------|-------------------------|
| X3.1 | Pearson Correlation | 1 | -.007 | -.119 | -.231* | .280** |
| | Sig. (2-tailed) | | .943 | .239 | .021 | .005 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | -.007 | 1 | .490** | .105 | .725** |
| | Sig. (2-tailed) | .943 | | .000 | .297 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | -.119 | .490** | 1 | .174 | .733** |
| | Sig. (2-tailed) | .239 | .000 | | .084 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | -.231* | .105 | .174 | 1 | .456** |
| | Sig. (2-tailed) | .021 | .297 | .084 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Salesperson service(X3) | Pearson Correlation | .280** | .725** | .733** | .456** | 1 |
| | Sig. (2-tailed) | .005 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .625 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X3.1 | 3.5500 | .83333 | 100 |
| X3.2 | 3.5000 | .83485 | 100 |
| X3.3 | 3.6400 | .93765 | 100 |
| X3.4 | 3.8600 | .80428 | 100 |

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 | 11.0000 | 3.394 | -.164 | .518 |
| X3.2 | 11.0500 | 1.987 | .382 | -.176 ^a |
| X3.3 | 10.9100 | 1.861 | .330 | -.143 ^a |
| X3.4 | 10.6900 | 2.842 | .035 | .302 |

- a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Uji Validitas dan Reliabilitas *after salesservice* (X4)

Correlations

| | | X4.1 | X4.2 | After sales service(X4) |
|-------------------------|---------------------|--------|--------|-------------------------|
| X4.1 | Pearson Correlation | 1 | -.167 | .579** |
| | Sig. (2-tailed) | | .098 | .000 |
| | N | 100 | 100 | 100 |
| X4.2 | Pearson Correlation | -.167 | 1 | .708** |
| | Sig. (2-tailed) | .098 | | .000 |
| | N | 100 | 100 | 100 |
| After sales service(X4) | Pearson Correlation | .579** | .708** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 100 | 100 | 100 |

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

Reliability Statistics

| Cronbach's Alpha ^a | N of Items |
|-------------------------------|------------|
| .639 | 2 |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X4.1 | 4.1200 | .71464 | 100 |
| X4.2 | 3.3100 | .82505 | 100 |

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 | 3.3100 | .681 | -.167 | . ^a |
| X4.2 | 4.1200 | .511 | -.167 | . ^a |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Uji Validitas dan Reliabilitas *facilities* (X5)

Correlations

| | | X5.1 | X5.2 | X5.3 | X5.4 | X5.5 | X5.6 | Facilities (X5) |
|-----------------|---------------------|-------|-------|-------|-------|-------|-------|-----------------|
| X5.1 | Pearson Correlation | 1 | .270 | .532 | .400 | -.188 | -.262 | .624 |
| | Sig. (2-tailed) | | .006 | .000 | .000 | .062 | .008 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X5.2 | Pearson Correlation | .270 | 1 | .332 | .361 | .006 | -.046 | .662 |
| | Sig. (2-tailed) | .006 | | .001 | .000 | .949 | .653 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X5.3 | Pearson Correlation | .532 | .332 | 1 | .575 | -.247 | -.225 | .704 |
| | Sig. (2-tailed) | .000 | .001 | | .000 | .013 | .024 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X5.4 | Pearson Correlation | .400 | .361 | .575 | 1 | -.337 | -.256 | .595 |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .001 | .010 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X5.5 | Pearson Correlation | -.188 | .006 | -.247 | -.337 | 1 | .493 | .758 |
| | Sig. (2-tailed) | .062 | .949 | .013 | .001 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X5.6 | Pearson Correlation | -.262 | -.046 | -.225 | -.256 | .493 | 1 | .420 |
| | Sig. (2-tailed) | .008 | .653 | .024 | .010 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Facilities (X5) | Pearson Correlation | .624 | .662 | .704 | .595 | .176 | .199 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .080 | .048 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .738 | 6 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X5.1 | 3.6700 | .86521 | 100 |
| X5.2 | 3.5200 | .87016 | 100 |
| X5.3 | 3.6800 | .93073 | 100 |
| X5.4 | 3.8500 | .70173 | 100 |
| X5.5 | 3.3200 | .64948 | 100 |
| X5.6 | 3.6200 | .82609 | 100 |

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 | 17.9900 | 4.172 | .330 | .285 |
| X5.2 | 18.1400 | 4.000 | .381 | .247 |
| X5.3 | 17.9800 | 3.717 | .419 | .207 |
| X5.4 | 17.8100 | 4.519 | .360 | .288 |
| X5.5 | 18.3400 | 5.944 | -.089 | .504 |
| X5.6 | 18.0400 | 5.958 | -.138 | .561 |

Uji Validitas dan Reliabilitas *athmosphere* (X6)

Correlations

| | | X6.1 | X6.2 | X6.3 | X6.4 | X6.5 | Atmosphere (X6) |
|-----------------|---------------------|-------|-------|-------|-------|-------|-----------------|
| X6.1 | Pearson Correlation | 1 | .648 | -.007 | .011 | .330 | .602 |
| | Sig. (2-tailed) | | .000 | .948 | .911 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X6.2 | Pearson Correlation | .648 | 1 | -.131 | -.049 | .321 | .512 |
| | Sig. (2-tailed) | .000 | | .193 | .626 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X6.3 | Pearson Correlation | -.007 | -.131 | 1 | .654 | -.117 | .618 |
| | Sig. (2-tailed) | .948 | .193 | | .000 | .248 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X6.4 | Pearson Correlation | .011 | -.049 | .654 | 1 | -.151 | .649 |
| | Sig. (2-tailed) | .911 | .626 | .000 | | .134 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X6.5 | Pearson Correlation | .330 | .321 | -.117 | -.151 | 1 | .403 |
| | Sig. (2-tailed) | .001 | .001 | .248 | .134 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Atmosphere (X6) | Pearson Correlation | .602 | .512 | .618 | .649 | .403 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .645 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|-----|
| X6.1 | 3.5800 | .78083 | 100 |
| X6.2 | 3.9400 | .70811 | 100 |
| X6.3 | 3.4400 | 1.01822 | 100 |
| X6.4 | 3.1900 | 1.11641 | 100 |
| X6.5 | 3.4000 | .81650 | 100 |

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 | 13.9700 | 4.575 | .343 | .327 |
| X6.2 | 13.6100 | 5.008 | .259 | .386 |
| X6.3 | 14.1100 | 4.200 | .262 | .373 |
| X6.4 | 14.3600 | 3.930 | .261 | .378 |
| X6.5 | 14.1500 | 5.341 | .086 | .486 |

Uji Validitas dan Reliabilitas *positif emotion* (Y)

Correlations

| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Positive emotion(Y) |
|---------------------|---------------------|-------|-------|------|-------|-------|---------------------|
| Y.1 | Pearson Correlation | 1 | -.007 | .045 | .317 | -.047 | .492 |
| | Sig. (2-tailed) | | .945 | .656 | .001 | .644 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.2 | Pearson Correlation | -.007 | 1 | .490 | .155 | .034 | .633 |
| | Sig. (2-tailed) | .945 | | .000 | .124 | .738 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.3 | Pearson Correlation | .045 | .490 | 1 | .021 | .216 | .690 |
| | Sig. (2-tailed) | .656 | .000 | | .837 | .031 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.4 | Pearson Correlation | .317 | .155 | .021 | 1 | -.047 | .503 |
| | Sig. (2-tailed) | .001 | .124 | .837 | | .641 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.5 | Pearson Correlation | -.047 | .034 | .216 | -.047 | 1 | .386 |
| | Sig. (2-tailed) | .644 | .738 | .031 | .641 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Positive emotion(Y) | Pearson Correlation | .492 | .633 | .690 | .503 | .386 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .641 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|--------|----------------|-----|
| Y.1 | 3.4900 | .87033 | 100 |
| Y.2 | 3.5000 | .83485 | 100 |
| Y.3 | 3.6400 | .93765 | 100 |
| Y.4 | 3.7900 | .74257 | 100 |
| Y.5 | 4.1200 | .71464 | 100 |

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 | 15.0500 | 3.907 | .121 | .433 |
| Y.2 | 15.0400 | 3.392 | .322 | .273 |
| Y.3 | 14.9000 | 3.040 | .355 | .230 |
| Y.4 | 14.7500 | 3.947 | .197 | .372 |
| Y.5 | 14.4200 | 4.347 | .074 | .448 |

LAMPIRAN 4
HASIL ANALISIS REGRESI LINIER BERGANDA

Descriptive Statistics

| | Mean | Std. Deviation | N |
|----------------------------|---------|----------------|-----|
| Positive emotion(Y) | 18.5400 | 2.25371 | 100 |
| Product assortment (X1) | 14.0000 | 1.86407 | 100 |
| Value of merchandise (X2) | 14.0900 | 2.30105 | 100 |
| Salesperson service(X3) | 14.6300 | 2.00834 | 100 |
| After sales service(X4) | 7.4300 | .99752 | 100 |
| Facilities (X5) | 22.0200 | 2.52254 | 100 |
| Atmosphere (X6) | 17.5500 | 2.51611 | 100 |

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | Atmosphere (X6), Facilities (X5), Salesperson service(X3), Value of merchandise (X2), After sales service(X4), ^a Product assortment (X1) | . | Enter |

a. All requested variables entered.

b. Dependent Variable: Positive emotion(Y)

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .522 ^a | .273 | .226 | 1.98314 | 1.869 |

a. Predictors: (Constant), Atmosphere (X6), Facilities (X5), Salesperson service(X3), Value of merchandise (X2), After sales service(X4), Product assortment (X1)

b. Dependent Variable: Positive emotion(Y)

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 137.084 | 6 | 22.847 | 5.809 | .000 ^a |
| | Residual | 365.756 | 93 | 3.933 | | |
| | Total | 502.840 | 99 | | | |

a. Predictors: (Constant), Atmosphere (X6), Facilities (X5), Salesperson service(X3), Value of merchandise (X2), After sales service(X4), Product assortment (X1)

b. Dependent Variable: Positive emotion(Y)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | Collinearity Statistics | |
|-------|----------------------------|-----------------------------|------------|---------------------------|--------|------|--------------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Partial | Tolerance | VIF |
| 1 | (Constant) | 12.393 | 3.023 | | 4.099 | .000 | | | |
| | Product assortment (X1) | -.364 | .120 | -.301 | -3.030 | .003 | -.300 | .794 | 1.259 |
| | Value of merchandise (X2) | -.007 | .092 | -.007 | -.074 | .941 | -.008 | .881 | 1.135 |
| | Salesperson service(X3) | .235 | .102 | .209 | 2.311 | .023 | .233 | .955 | 1.047 |
| | After sales service(X4) | -.250 | .222 | -.111 | -1.124 | .264 | -.116 | .808 | 1.237 |
| | Facilities (X5) | .209 | .089 | .233 | 2.346 | .021 | .236 | .790 | 1.266 |
| | Atmosphere (X6) | .294 | .081 | .329 | 3.654 | .000 | .354 | .968 | 1.033 |

a. Dependent Variable: Positive emotion(Y)

Uji Normalitas

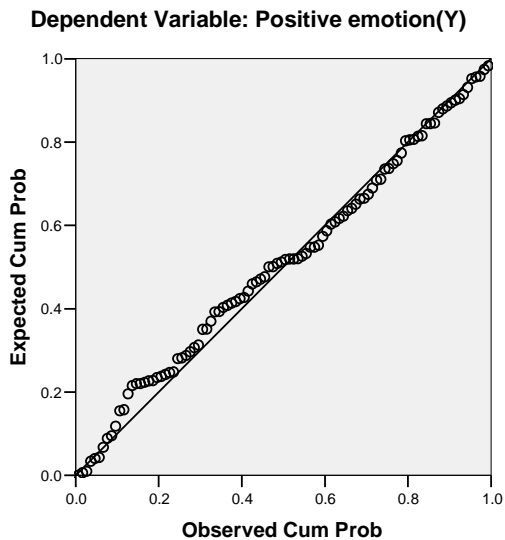
One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.92210992 |
| Most Extreme Differences | Absolute | .078 |
| | Positive | .036 |
| | Negative | -.078 |
| Kolmogorov-Smirnov Z | | .784 |
| Asymp. Sig. (2-tailed) | | .570 |

a. Test distribution is Normal.

b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual



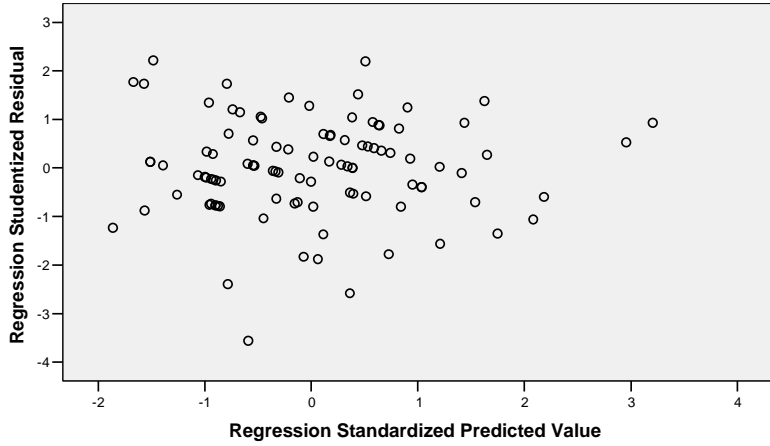
Uji Heteroskedastisitas

Correlations

| | | Unstandardized Residual | |
|-----------------|-------------------------|----------------------------|-------|
| Spearman's rho | Correlation Coefficient | Product assortment (X1) | -.040 |
| | | Value of merchandise (X2) | -.073 |
| | | Salesperson service(X3) | -.007 |
| | | After sales service(X4) | -.019 |
| | | Facilities (X5) | .049 |
| | | Atmosphere (X6) | -.001 |
| | | Unstandardized Residual | 1.000 |
| Sig. (2-tailed) | | Product assortment (X1) | .696 |
| | | Value of merchandise (X2) | .467 |
| | | Salesperson service(X3) | .944 |
| | | After sales service(X4) | .849 |
| | | Facilities (X5) | .630 |
| | | Atmosphere (X6) | .989 |
| | | Unstandardized Residual | . |
| N | | Product assortment (X1) | 100 |
| | | Value of merchandise (X2) | 100 |
| | | Salesperson service(X3) | 100 |
| | | After sales service(X4) | 100 |
| | | Facilities (X5) | 100 |
| | | Atmosphere (X6) | 100 |
| | | Unstandardized Residual | 100 |

Scatterplot

Dependent Variable: Positive emotion(Y)



LAMPIRAN 5
INTEPRETASI KOEFISIEN KORELASI

**PEDOMAN UNTUK MEMBERIKAN INTERPRETASI
KOEFSIEN KORELASI**

| INTERVAL KOEFISIEN | TINGKAT HUBUNGAN |
|---------------------------|-------------------------|
| 0,00 – 0,199 | Sangat Rendah |
| 0,20 – 0,399 | Rendah |
| 0,40 – 0,599 | Sedang |
| 0,60 – 0,799 | Kuat |
| 0,80 – 1,000 | Sangat Kuat |

Sumber : Sugiyono, 2004, *Metode Penelitian Bisnis*, CV. Alfabeta, Bandung, hal 183