

LAMPIRAN - LAMPIRAN

Lampiran I

KUESIONER PENELITIAN

A. Identitas Responden

1. Nama :
2. Domisili/ Tempat Tinggal :
3. Usia
 - ☐ 17- 25 tahun
 - ☐ 26 – 35 tahun
 - ☐ > 35 tahun
4. Pekerjaan
 - ☐ Pelajar / Mahasiswa
 - ☐ PNS
 - ☐ Karyawan
 - ☐ Wirausaha
 - ☐ Ibu Rumah Tangga
 - ☐ Lainnya:

B. Petunjuk Pengisian Kuesioner

Berikan tanda centang (✓) pada salah satu pernyataan yang sesuai dengan pendapat Anda. Skala penilaian menggunakan skala Likert:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Setuju
- 4 = Sangat Setuju

DAFTAR PERNYATAAN

Pengalaman Belanja (X1)

No.	Pernyataan	SS	S	TS	STS	SS	S	TS	STS
Kenyamanan saat belanja		Livi Kosmetik				Feliz Kosmetik			
1	Kebersihan area belanja membuat saya lebih menikmati proses belanja.								
2	Suasana toko mendukung saya untuk berbelanja dengan tenang.								
3	Tata letak toko membuat saya merasa betah berbelanja.								
Kepuasan terhadap proses pembelian		Livi Kosmetik				Feliz Kosmetik			
4	Saya merasa kecepatan proses transaksi pembelian sudah sesuai dengan harapan saya.								
5	Proses pembelian berjalan lancar dan tidak membingungkan.								
6	Prosedur pembayaran mudah dipahami dan tidak menyulitkan.								

Lokasi (X2)

No.	Pernyataan	SS	S	TS	STS	SS	S	TS	STS
Strategis atau tidaknya lokasi		Livi Kosmetik				Feliz Kosmetik			
1	Toko mudah ditemukan karena berada di lokasi yang strategis.								
2	Lokasi toko berada di area yang ramai dan mudah dijangkau.								
3	Saya memilih toko ini karena letaknya dekat dengan tempat tinggal saya.								
Kemudahan akses ke lokasi		Livi Kosmetik				Feliz Kosmetik			
4	Saya tidak mengalami kesulitan untuk mencapai lokasi toko.								
5	Toko memiliki akses jalan yang baik untuk kendaraan pribadi maupun umum.								
6	Tersedia tempat parkir yang cukup di sekitar toko.								

Pelayanan (X3)

No.	Pernyataan	SS	S	TS	STS	SS	S	TS	STS
Sikap ramah dan profesional karyawan		Livi Kosmetik				Feliz Kosmetik			
1	Karyawan toko melayani dengan ramah dan sopan.								
2	Saya merasa dihargai saat berinteraksi dengan karyawan toko.								
3	Karyawan menunjukkan sikap profesional dalam melayani pelanggan.								
Responsif terhadap keluhan dan permintaan konsumen		Livi Kosmetik				Feliz Kosmetik			
4	Karyawan cepat tanggap saat saya mengajukan pertanyaan atau keluhan.								
5	Permintaan saya dilayani dengan baik oleh pihak toko.								
6	Karyawan memberikan penjelasan yang jelas ketika saya menyampaikan masalah atau pertanyaan terkait produk.								

Keputusan Pembelian (Y)

No.	Pernyataan	SS	S	TS	STS	SS	S	TS	STS
Minat beli konsumen		Livi Kosmetik				Feliz Kosmetik			
1	Saya merasa tertarik untuk kembali membeli produk di toko ini pada kesempatan berikutnya.								
2	Saya lebih memilih toko ini saat ingin membeli produk kosmetik.								
3	Saya akan merekomendasikan toko ini kepada orang lain untuk membeli produk kosmetik.								
Niat untuk melakukan pembelian ulang		Livi Kosmetik				Feliz Kosmetik			
4	Saya merasa toko ini cocok dengan kebutuhan saya								
5	Jika membutuhkan produk serupa, saya akan memilih membeli di toko ini lagi.								
6	Saya merasa toko ini menjadi pilihan utama saya untuk pembelian berikutnya.								

Lampiran II

PENGOLAHAN DATA

Hasil Uji Validitas (Livi Kosmetik)

1. Variabel X1 (Pengalaman Belanja)

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Pengalam an Belanja
X1.1	Pearson Correlation	1	.401**	.187	.465**	.240*	.029	.577**
	Sig. (2-tailed)		.000	.069	.000	.018	.776	.000
	N	96	96	96	96	96	96	96
X1.2	Pearson Correlation	.401**	1	.074	.346**	.352**	.298**	.604**
	Sig. (2-tailed)	.000		.473	.001	.000	.003	.000
	N	96	96	96	96	96	96	96
X1.3	Pearson Correlation	.187	.074	1	.452**	.400**	.287**	.581**
	Sig. (2-tailed)	.069	.473		.000	.000	.005	.000
	N	96	96	96	96	96	96	96
X1.4	Pearson Correlation	.465**	.346**	.452**	1	.448**	.303**	.714**
	Sig. (2-tailed)	.000	.001	.000		.000	.003	.000
	N	96	96	96	96	96	96	96
X1.5	Pearson Correlation	.240*	.352**	.400**	.448**	1	.341**	.623**
	Sig. (2-tailed)	.018	.000	.000	.000		.001	.000
	N	96	96	96	96	96	96	96
X1.6	Pearson Correlation	.029	.298**	.287**	.303**	.341**	1	.555**
	Sig. (2-tailed)	.776	.003	.005	.003	.001		.000
	N	96	96	96	96	96	96	96
Pengalaman Belanja	Pearson Correlation	.577**	.604**	.581**	.714**	.623**	.555**	1

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	96	96	96	96	96	96	96

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

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

2. Variabel X2 (Lokasi)

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Lokasi
X2.1	Pearson Correlation	1	.469**	-.087	.002	-.031	.333**	.401**
	Sig. (2-tailed)		.000	.401	.984	.765	.001	.000
	N	96	96	96	96	96	96	96
X2.2	Pearson Correlation	.469**	1	.030	.158	.191	.403**	.539**
	Sig. (2-tailed)	.000		.773	.124	.063	.000	.000
	N	96	96	96	96	96	96	96
X2.3	Pearson Correlation	-.087	.030	1	.505**	.297**	.205*	.551**
	Sig. (2-tailed)	.401	.773		.000	.003	.045	.000
	N	96	96	96	96	96	96	96
X2.4	Pearson Correlation	.002	.158	.505**	1	.331**	.369**	.590**
	Sig. (2-tailed)	.984	.124	.000		.001	.000	.000
	N	96	96	96	96	96	96	96
X2.5	Pearson Correlation	-.031	.191	.297**	.331**	1	.331**	.592**
	Sig. (2-tailed)	.765	.063	.003	.001		.001	.000
	N	96	96	96	96	96	96	96
X2.6	Pearson Correlation	.333**	.403**	.205*	.369**	.331**	1	.677**
	Sig. (2-tailed)	.001	.000	.045	.000	.001		.000
	N	96	96	96	96	96	96	96
Lokasi	Pearson Correlation	.401**	.539**	.551**	.590**	.592**	.677**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96

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

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

3. Variabel X3 (Pelayanan)

		Correlations						Pelayana
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	n
X3.1	Pearson Correlation	1	.272**	-.034	.071	.292**	.082	.488**
	Sig. (2-tailed)		.007	.741	.493	.004	.427	.000
	N	96	96	96	96	96	96	96
X3.2	Pearson Correlation	.272**	1	.237*	.295**	.716**	.173	.822**
	Sig. (2-tailed)	.007		.020	.004	.000	.092	.000
	N	96	96	96	96	96	96	96
X3.3	Pearson Correlation	-.034	.237*	1	.192	.070	-.074	.340**
	Sig. (2-tailed)	.741	.020		.061	.500	.475	.001
	N	96	96	96	96	96	96	96
X3.4	Pearson Correlation	.071	.295**	.192	1	.294**	.280**	.579**
	Sig. (2-tailed)	.493	.004	.061		.004	.006	.000
	N	96	96	96	96	96	96	96
X3.5	Pearson Correlation	.292**	.716**	.070	.294**	1	.320**	.821**
	Sig. (2-tailed)	.004	.000	.500	.004		.001	.000
	N	96	96	96	96	96	96	96
X3.6	Pearson Correlation	.082	.173	-.074	.280**	.320**	1	.437**
	Sig. (2-tailed)	.427	.092	.475	.006	.001		.000
	N	96	96	96	96	96	96	96
Pelayana n	Pearson Correlation	.488**	.822**	.340**	.579**	.821**	.437**	1
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	
	N	96	96	96	96	96	96	

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

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

4. Variabel Y (Keputusan Pembelian)

		Correlations						Keputusa n Pembelian
		Y1	Y2	Y3	Y4	Y5	Y6	
Y1	Pearson Correlation	1	.213*	.165	.341**	.072	.352**	.595**
	Sig. (2-tailed)		.037	.109	.001	.486	.000	.000
	N	96	96	96	96	96	96	96
Y2	Pearson Correlation	.213*	1	.172	.296**	.073	.174	.490**
	Sig. (2-tailed)	.037		.094	.003	.480	.089	.000
	N	96	96	96	96	96	96	96
Y3	Pearson Correlation	.165	.172	1	.420**	.181	.747**	.704**
	Sig. (2-tailed)	.109	.094		.000	.077	.000	.000
	N	96	96	96	96	96	96	96
Y4	Pearson Correlation	.341**	.296**	.420**	1	.084	.354**	.655**
	Sig. (2-tailed)	.001	.003	.000		.415	.000	.000
	N	96	96	96	96	96	96	96
Y5	Pearson Correlation	.072	.073	.181	.084	1	.225*	.447**
	Sig. (2-tailed)	.486	.480	.077	.415		.028	.000
	N	96	96	96	96	96	96	96
Y6	Pearson Correlation	.352**	.174	.747**	.354**	.225*	1	.761**
	Sig. (2-tailed)	.000	.089	.000	.000	.028		.000
	N	96	96	96	96	96	96	96
Keputusan Pembelian	Pearson Correlation	.595**	.490**	.704**	.655**	.447**	.761**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	

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

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

Hasil Uji Validitas (Feliz Kosmetik)

1. Variabel X1 (Pengalaman Belanja)

		Correlations						Pengalaman Belanja
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
X1.1	Pearson Correlation	1	.531**	.351**	.549**	.270**	.093	.627**
	Sig. (2-tailed)		.000	.000	.000	.008	.365	.000
	N	96	96	96	96	96	96	96
X1.2	Pearson Correlation	.531**	1	.226*	.618**	.525**	.320**	.663**
	Sig. (2-tailed)	.000		.027	.000	.000	.001	.000
	N	96	96	96	96	96	96	96
X1.3	Pearson Correlation	.351**	.226*	1	.499**	.527**	.444**	.634**
	Sig. (2-tailed)	.000	.027		.000	.000	.000	.000
	N	96	96	96	96	96	96	96
X1.4	Pearson Correlation	.549**	.618**	.499**	1	.530**	.406**	.758**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96	96
X1.5	Pearson Correlation	.270**	.525**	.527**	.530**	1	.393**	.656**
	Sig. (2-tailed)	.008	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96	96
X1.6	Pearson Correlation	.093	.320**	.444**	.406**	.393**	1	.634**
	Sig. (2-tailed)	.365	.001	.000	.000	.000		.000
	N	96	96	96	96	96	96	96
Pengalaman Belanja	Pearson Correlation	.627**	.663**	.634**	.758**	.656**	.634**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96

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

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

2. Variabel X2 (Lokasi)

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Lokasi
X2.1	Pearson Correlation	1	.413**	.114	.404**	.117	-.029	.538**
	Sig. (2-tailed)		.000	.270	.000	.256	.777	.000
	N	96	96	96	96	96	96	96
X2.2	Pearson Correlation	.413**	1	-.015	.418**	.459**	.214*	.677**
	Sig. (2-tailed)	.000		.886	.000	.000	.037	.000
	N	96	96	96	96	96	96	96
X2.3	Pearson Correlation	.114	-.015	1	.313**	.331**	.379**	.529**
	Sig. (2-tailed)	.270	.886		.002	.001	.000	.000
	N	96	96	96	96	96	96	96
X2.4	Pearson Correlation	.404**	.418**	.313**	1	.435**	.257*	.728**
	Sig. (2-tailed)	.000	.000	.002		.000	.012	.000
	N	96	96	96	96	96	96	96
X2.5	Pearson Correlation	.117	.459**	.331**	.435**	1	.260*	.705**
	Sig. (2-tailed)	.256	.000	.001	.000		.011	.000
	N	96	96	96	96	96	96	96
X2.6	Pearson Correlation	-.029	.214*	.379**	.257*	.260*	1	.574**
	Sig. (2-tailed)	.777	.037	.000	.012	.011		.000
	N	96	96	96	96	96	96	96
Lokasi	Pearson Correlation	.538**	.677**	.529**	.728**	.705**	.574**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96

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

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

3. Variabel X3 (Pelayanan)

		Correlations						
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Pelaya nan
X3.1	Pearson Correlation	1	.524**	-.090	.096	.147	.603**	.529**
	Sig. (2-tailed)		.000	.381	.351	.154	.000	.000
	N	96	96	96	96	96	96	96
X3.2	Pearson Correlation	.524**	1	.093	.246*	.314**	.492**	.638**
	Sig. (2-tailed)	.000		.368	.016	.002	.000	.000
	N	96	96	96	96	96	96	96
X3.3	Pearson Correlation	-.090	.093	1	.580**	.451**	.209*	.599**
	Sig. (2-tailed)	.381	.368		.000	.000	.041	.000
	N	96	96	96	96	96	96	96
X3.4	Pearson Correlation	.096	.246*	.580**	1	.475**	.379**	.710**
	Sig. (2-tailed)	.351	.016	.000		.000	.000	.000
	N	96	96	96	96	96	96	96
X3.5	Pearson Correlation	.147	.314**	.451**	.475**	1	.400**	.736**
	Sig. (2-tailed)	.154	.002	.000	.000		.000	.000
	N	96	96	96	96	96	96	96
X3.6	Pearson Correlation	.603**	.492**	.209*	.379**	.400**	1	.758**
	Sig. (2-tailed)	.000	.000	.041	.000	.000		.000
	N	96	96	96	96	96	96	96
Pelaya nan	Pearson Correlation	.529**	.638**	.599**	.710**	.736**	.758**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96

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

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

4. Variabel Y (Keputusan Pembelian)

		Correlations						Keputusan Pembelian
		Y1	Y2	Y3	Y4	Y5	Y6	
Y1	Pearson Correlation	1	.421**	.123	.229*	.125	.151	.552**
	Sig. (2-tailed)		.000	.231	.025	.226	.142	.000
	N	96	96	96	96	96	96	96
Y2	Pearson Correlation	.421**	1	.004	.394**	.402**	.137	.565**
	Sig. (2-tailed)	.000		.970	.000	.000	.184	.000
	N	96	96	96	96	96	96	96
Y3	Pearson Correlation	.123	.004	1	.365**	.282**	.224*	.514**
	Sig. (2-tailed)	.231	.970		.000	.005	.029	.000
	N	96	96	96	96	96	96	96
Y4	Pearson Correlation	.229*	.394**	.365**	1	.301**	.215*	.635**
	Sig. (2-tailed)	.025	.000	.000		.003	.036	.000
	N	96	96	96	96	96	96	96
Y5	Pearson Correlation	.125	.402**	.282**	.301**	1	.166	.536**
	Sig. (2-tailed)	.226	.000	.005	.003		.106	.000
	N	96	96	96	96	96	96	96
Y6	Pearson Correlation	.151	.137	.224*	.215*	.166	1	.584**
	Sig. (2-tailed)	.142	.184	.029	.036	.106		.000
	N	96	96	96	96	96	96	96
Keputusan Pembelian	Pearson Correlation	.552**	.565**	.514**	.635**	.536**	.584**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96

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

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

Uji Reliabilitas (Livi Kosmetik)

1. Variabel X1 (Pengalaman Belanja)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.725	6

2. Variabel X2 (Lokasi)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.647	6

3. Variabel X3 (Pelayanan)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.653	6

4. Variabel Y (Keputusan Pembelian)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.670	6

Uji Reliabilitas (Feliz Kosmetik)

1. Variabel X1 (Pengalaman Belanja)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.804	6

2. Variabel X2 (Lokasi)

Reliability Statistics

Cronbach's Alpha	N of Items
.677	6

3. Variabel X3 (Pelayanan)

Reliability Statistics

Cronbach's Alpha	N of Items
.743	6

4. Variabel Y (Keputusan Pembelian)

Reliability Statistics

Cronbach's Alpha	N of Items
.648	6

Hasil Uji Normalitas (Livi Kosmetik)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.92776173
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.050
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

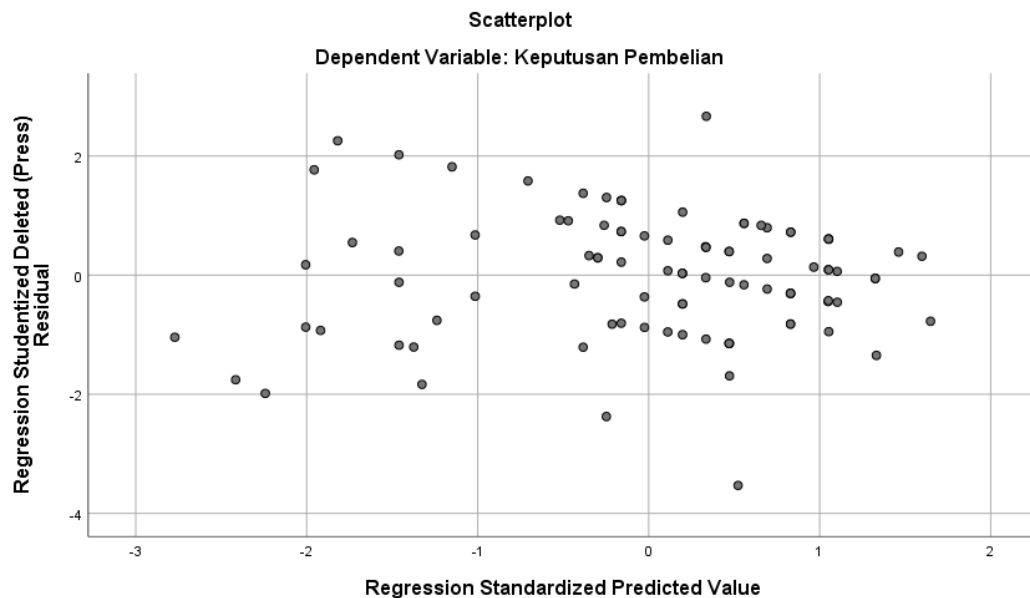
Hasil Uji Normalitas (Feliz Kosmetik)

One-Sample Kolmogorov-Smirnov Test

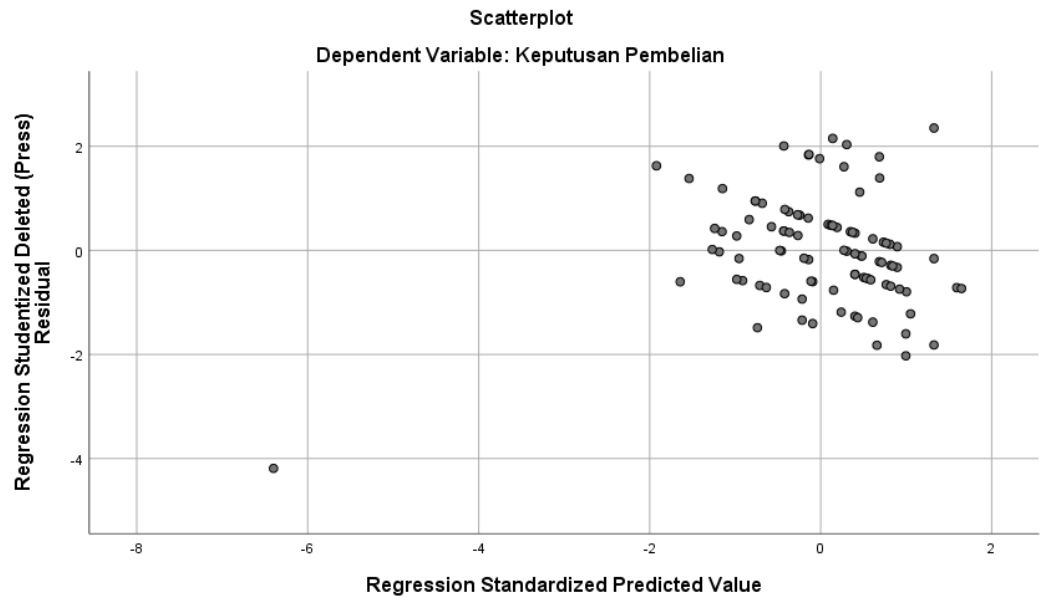
Unstandardized Residual		
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.48763654
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.061
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Hasil Uji Heteroskedastisitas (Livi Kosmetik)



Hasil Uji Heteroskedastisitas (Feliz Kosmetik)



Hasil Uji Multikolinieritas (Livi Kosmetik)

Coefficients ^a											
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
Model		B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance
1	(Constant)	13.933	2.557		5.449	.000					
	Pengalaman Belanja	.000	.071	-.001	-.006	.995	-.021	-.001	-.001	.983	1.017
	Lokasi	-.141	.087	-.168	-1.618	.109	.069	-.166	-.149	.782	1.279
	Pelayanan	.512	.101	.524	5.077	.000	.448	.468	.467	.792	1.262

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Multikolinieritas (Feliz Kosmetik)

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Correlations			Collinearity Statistics
	B	Std. Error	Beta				Partial	Part	Tolerance	VIF
(Constant)	4.693	4.096		1.146	.255					
Pengalaman Belanja	.170	.085	.204	2.003	.048	.325	.204	.184	.815	1.228
Lokasi	.277	.136	.189	2.035	.045	.125	.208	.187	.980	1.020
Pelayanan	.377	.117	.331	3.237	.002	.394	.320	.298	.811	1.233

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Regresi Linier Berganda (Livi Kosmetik)

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	13.933	2.557		5.449	.000					
	Pengalaman Belanja	.000	.071	-.001	-.006	.995	-.021	-.001	-.001	.983	1.017
	Lokasi	-.141	.087	-.168	-1.618	.109	.069	-.166	-.149	.782	1.279
	Pelayanan	.512	.101	.524	5.077	.000	.448	.468	.467	.792	1.262

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Regresi Linier Berganda (Feliz Kosmetik)

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
(Constant)	4.693	4.096		1.146	.255					
Pengalaman Belanja	.170	.085	.204	2.003	.048	.325	.204	.184	.815	1.228
Lokasi	.277	.136	.189	2.035	.045	.125	.208	.187	.980	1.020
Pelayanan	.377	.117	.331	3.237	.002	.394	.320	.298	.811	1.233

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Hipotesis Parsial (Uji T) (Livi Kosmetik)

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	13.933	2.557		5.449	.000					
Pengalaman Belanja	.000	.071	-.001	-.006	.995	-.021	-.001	-.001	.983	1.017
Lokasi	-.141	.087	-.168	-1.618	.109	.069	-.166	-.149	.782	1.279
Pelayanan	.512	.101	.524	5.077	.000	.448	.468	.467	.792	1.262

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Hipotesis Parsial (Uji T) (Feliz Kosmetik)

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Correlations		Collinearity Statistics	
	B	Std. Error	Beta				Partial	Part	Tolerance	VIF
(Constant)	4.693	4.096		1.146	.255					
Pengalaman Belanja	.170	.085	.204	2.003	.048	.325	.204	.184	.815	1.228
Lokasi	.277	.136	.189	2.035	.045	.125	.208	.187	.980	1.020
Pelayanan	.377	.117	.331	3.237	.002	.394	.320	.298	.811	1.233

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Hipotesis Simultan (Uji F) (Livi Kosmetik)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.444	3	33.815	8.812	.000 ^b
	Residual	353.045	92	3.837		
	Total	454.490	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Pelayanan, Pengalaman Belanja, Lokasi

Hasil Uji Hipotesis Simultan (Uji F) (Feliz Kosmetik)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.348	3	55.449	8.677	.000 ^b
	Residual	587.892	92	6.390		
	Total	754.240	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Pelayanan, Lokasi , Pengalaman Belanja

Hasil Uji Determinasi (R2) (Livi Kosmetik)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.223	.198	1.959

a. Predictors: (Constant), Pelayanan, Pengalaman Belanja, Lokasi

b. Dependent Variable: Keputusan Pembelian

Hasil Uji Determinasi (R2) (Feliz Kosmetik)

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.470 ^a	.221	.195	2.528	.221	8.677	3	92	.000

a. Predictors: (Constant), Pelayanan, Lokasi , Pengalaman Belanja

b. Dependent Variable: Keputusan Pembelian

Tabel F

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04	2.00	1.97	1.94	1.91	1.89
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04	2.00	1.96	1.93	1.91	1.88
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03	1.99	1.96	1.93	1.90	1.88
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03	1.99	1.96	1.93	1.90	1.88
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03	1.99	1.95	1.92	1.89	1.87
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.90	1.88	1.85
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00	1.96	1.92	1.89	1.87	1.84
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00	1.96	1.92	1.89	1.86	1.84
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.95	1.92	1.89	1.86	1.84
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99	1.95	1.91	1.88	1.86	1.83
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99	1.95	1.91	1.88	1.85	1.83
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.85	1.82
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.84	1.82
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98	1.93	1.90	1.87	1.84	1.82
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97	1.93	1.90	1.87	1.84	1.82
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97	1.93	1.90	1.86	1.84	1.81
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97	1.93	1.89	1.86	1.84	1.81
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.80
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.80
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.81	1.79
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.90	1.87	1.84	1.81	1.79
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.79
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.78
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.87	1.83	1.81	1.78
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.86	1.83	1.81	1.78
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78

Tabel T

Titik Persentase Distribusi t (df = 81 –120)

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Lampiran III

DOKUMENTASI



Konsumen Livi Kosmetik&Feliz Kosmetik



Konsumen Livi Kosmetik&Feliz Kosmetik



Konsumen Livi Kosmetik&Feliz Kosmetik

Lampiran IV

DAFTAR RIWAYAT HIDUP

Nama	:	Annisa Wulandari
Tempat Tanggal Lahir	:	Barabai, 24 Mei 2003
Agama	:	Islam
Kebangsaan	:	Indonesia
Status Perkawinan	:	Belum Kawin
Alamat	:	Jl. Karya Sabumi VI, Komp. Kejaksaan, RT.17 RW.02. Banjarmasin Utara
Pendidikan	:	a. TK Adhyaksa b. SDN SN Sungai Miai 7 c. MTSN Mulawarman d. SMA Darul Hijrah Puteri Cindai Alus Martapura
Orang Tua		
a. Nama Ayah	:	Anas
Pekerjaan	:	Wartawan
Alamat	:	Jl. Karya Sabumi VI, Komp. Kejaksaan, RT.17 RW.02. Banjarmasin Utara
b. Nama Ibu	:	Rabinah
Pekerjaan	:	Ibu Rumah Tangga
Alamat	:	Jl. Karya Sabumi VI, Komp. Kejaksaan, RT.17 RW.02. Banjarmasin Utara
Jumlah Saudara	:	2