

## Descriptives

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
x1.1	100	2.00	5.00	4.1900	.67712
x1.2	100	3.00	5.00	4.2900	.62434
x1.3	100	2.00	5.00	4.0800	.64636
x1.4	100	2.00	5.00	4.2800	.65258
Valid N (listwise)	100				

## Correlations

**Correlations**

		harga	x1.1	x1.2	x1.3	x1.4
harga	Pearson Correlation	1	.526**	.484**	.449**	.530**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x1.1	Pearson Correlation	.526**	1	.394**	.357**	.496**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x1.2	Pearson Correlation	.484**	.394**	1	.493**	.319**
	Sig. (2-tailed)	.000	.000		.000	.001
	N	100	100	100	100	100
x1.3	Pearson Correlation	.449**	.357**	.493**	1	.353**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
x1.4	Pearson Correlation	.530**	.496**	.319**	.353**	1
	Sig. (2-tailed)	.000	.000	.001	.000	
	N	100	100	100	100	100

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

## Reliability

### Scale: ALL VARIABLES

#### 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
.694	5

#### Item Statistics

	Mean	Std. Deviation	N
harga	16.7900	2.04146	100
x1.1	4.1900	.67712	100
x1.2	4.2900	.62434	100
x1.3	4.0800	.64636	100
x1.4	4.2800	.65258	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
harga	16.8400	3.732	.670	.729
x1.1	29.4400	10.188	.587	.627
x1.2	29.3400	10.570	.548	.643
x1.3	29.5500	10.573	.522	.647
x1.4	29.3500	10.351	.573	.633

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
33.6300	13.185	3.63111	5

## Descriptives

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
x2.1	100	2.00	5.00	4.2000	.73855
x2.2	100	3.00	5.00	3.9900	.73161
x2.3	100	3.00	5.00	4.3400	.60670
x2.4	100	2.00	5.00	4.0600	.73608
Valid N (listwise)	100				

## Correlations

**Correlations**

		lokasi	x2.1	x2.2	x2.3	x2.4
lokasi	Pearson Correlation	1	.590**	.656**	.437**	.543**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x2.1	Pearson Correlation	.590**	1	.583**	.478**	.405**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x2.2	Pearson Correlation	.656**	.583**	1	.531**	.658**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x2.3	Pearson Correlation	.437**	.478**	.531**	1	.474**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
x2.4	Pearson Correlation	.543**	.405**	.658**	.474**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

**Reliability**  
**Scale: ALL VARIABLES**

**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
.730	5

**Item Statistics**

	Mean	Std. Deviation	N
lokasi	16.5400	2.34594	100
x2.1	4.2000	.73855	100
x2.2	3.9900	.73161	100
x2.3	4.3400	.60670	100
x2.4	4.0600	.73608	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
lokasi	16.5900	5.093	.700	.812
x2.1	28.9300	13.924	.643	.668
x2.2	29.1400	13.415	.758	.642
x2.3	28.7900	15.077	.545	.703
x2.4	29.0700	14.025	.625	.672

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
33.1300	18.013	4.24420	5

## Descriptives

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
x3.1	100	2.00	5.00	3.9600	.81551
x3.2	100	2.00	5.00	4.0300	.65836
x3.3	100	2.00	5.00	3.9600	.63437
Valid N (listwise)	100				

## Correlations

**Correlations**

		promosi	x3.1	x3.2	x3.3
promosi	Pearson Correlation	1	.755**	.704**	.674**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x3.1	Pearson Correlation	.755**	1	.266**	.231*
	Sig. (2-tailed)	.000		.008	.021
	N	100	100	100	100
x3.2	Pearson Correlation	.704**	.266**	1	.293**
	Sig. (2-tailed)	.000	.008		.003
	N	100	100	100	100
x3.3	Pearson Correlation	.674**	.231*	.293**	1
	Sig. (2-tailed)	.000	.021	.003	
	N	100	100	100	100

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

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

## Reliability

### Scale: ALL VARIABLES

#### 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
.780	4

#### Item Statistics

	Mean	Std. Deviation	N
promosi	11.9500	1.50672	100
x3.1	3.9600	.81551	100
x3.2	4.0300	.65836	100
x3.3	3.9600	.63437	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
promosi	11.9500	2.270	1.000	.508
x3.1	19.9400	6.037	.594	.728
x3.2	19.8700	6.720	.565	.755
x3.3	19.9400	6.905	.532	.768



**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
23.9000	9.081	3.01344	4

## Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
y1	100	2.00	5.00	3.9500	.84537
y2	100	3.00	5.00	4.3300	.65219
y3	100	2.00	5.00	4.1400	.75237
Valid N (listwise)	100				

## Correlations

Correlations

		pembelian_ulang	y1	y2	y3
beli_ulang	Pearson Correlation	1	.854**	.777**	.860**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1	Pearson Correlation	.854**	1	.470**	.599**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2	Pearson Correlation	.777**	.470**	1	.543**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
y3	Pearson Correlation	.860**	.599**	.543**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

**Reliability**  
**Scale: ALL VARIABLES**

**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
.838	4

**Item Statistics**

	Mean	Std. Deviation	N
beli_ulang	12.4200	1.87584	100
y1	3.9500	.84537	100
y2	4.3300	.65219	100
y3	4.1400	.75237	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
beli_ulang	12.4200	3.519	1.000	.773
y1	20.8900	9.372	.771	.778
y2	20.5100	10.697	.692	.827
y3	20.7000	9.788	.790	.786

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
24.8400	14.075	3.75169	4

## Regression

**Descriptive Statistics**

	Mean	Std. Deviation	N
beli_ulang	4.1400	.62577	100
harga	4.1975	.51037	100
lokasi	4.1350	.58648	100
promosi	3.9834	.50245	100

**Correlations**

		pembelian_ulang	harga	lokasi	promosi
Pearson Correlation	beli_ulang	1.000	.432	.506	.554
	harga	.432	1.000	.733	.275
	lokasi	.506	.733	1.000	.399
	promosi	.554	.275	.399	1.000
Sig. (1-tailed)	beli_ulang	.	.000	.000	.000
	harga	.000	.	.000	.003
	lokasi	.000	.000	.	.000
	promosi	.000	.003	.000	.
N	beli_ulang	100	100	100	100
	harga	100	100	100	100
	lokasi	100	100	100	100
	promosi	100	100	100	100

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	promosi, harga, lokasi <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	.643 <sup>a</sup>	.414	.395	.48656	1.967

a. Predictors: (Constant), harga, lokasi, promosi

b. Dependent Variable: beli\_ulang

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.040	3	5.347	22.585	.000 <sup>a</sup>
	Residual	22.727	96	.237		
	Total	38.767	99			

a. Predictors: (Constant), harga, lokasi, promosi

b. Dependent Variable: beli\_ulang

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.272	.497		.547	.586
	harga	.182	.141	.149	1.295	.199
	lokasi	.244	.128	.229	1.901	.060
	promosi	.525	.106	.422	4.949	.000

a. Dependent Variable: beli ulang

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	harga	.463	2.160
	lokasi	.421	2.375
	promosi	.840	1.190

a. Dependent Variable: beli ulang

**Coefficient Correlations<sup>a</sup>**

Model			promosi	harga	lokasi
1	Correlations	promosi	1.000	.028	-.302
		harga	.028	1.000	-.707
		lokasi	-.302	-.707	1.000
	Covariances	promosi	.011	.000	-.004
		harga	.000	.020	-.013
		lokasi	-.004	-.013	.017

a. Dependent Variable: beli ulang

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

Model	Dimensi on	Variance Proportions					
		Eigenvalue	Condition Index	(Constant)	harga	lokasi	promosi
1	1	3.975	1.000	.00	.00	.00	.00
	2	.013	17.186	.07	.10	.16	.42
	3	.008	22.162	.63	.03	.16	.44
	4	.004	31.803	.30	.87	.67	.14

a. Dependent Variable: beli ulang

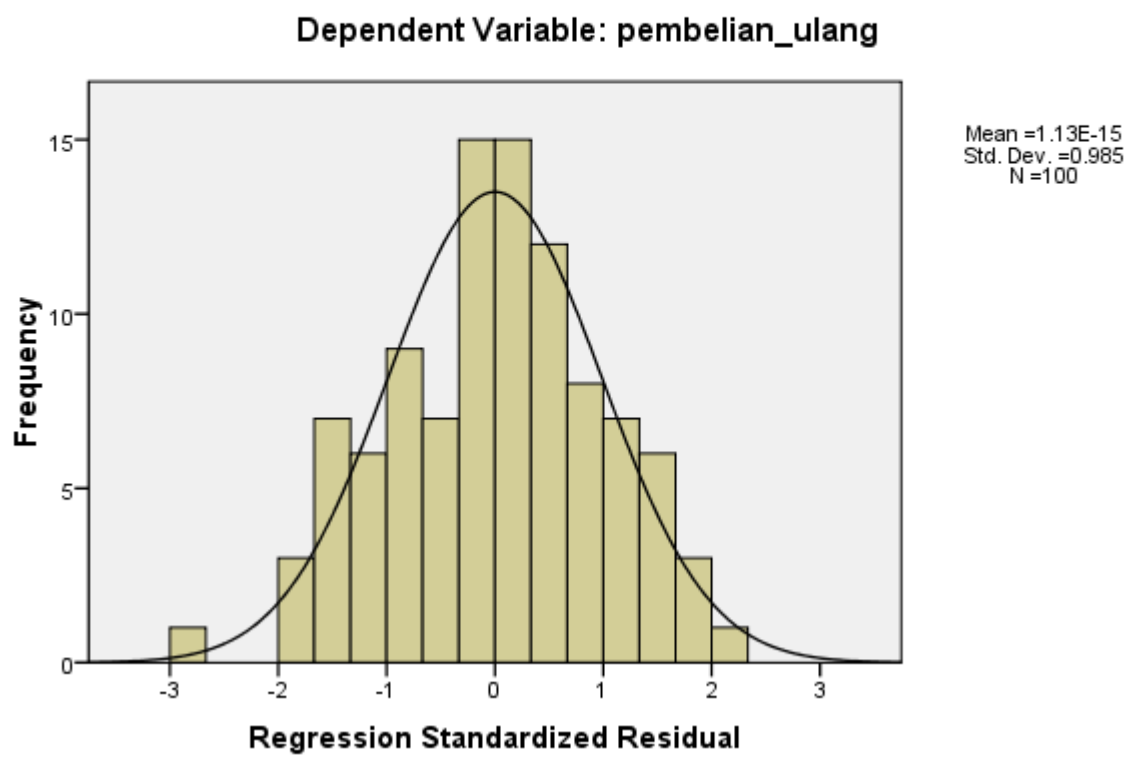
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1278	4.8794	4.1400	.40252	100
Std. Predicted Value	-2.515	1.837	.000	1.000	100
Standard Error of Predicted Value	.053	.215	.093	.029	100
Adjusted Predicted Value	3.1396	4.8728	4.1388	.40524	100
Residual	-1.33668	1.07246	.00000	.47913	100
Std. Residual	-2.747	2.204	.000	.985	100
Stud. Residual	-2.786	2.241	.001	1.004	100
Deleted Residual	-1.37437	1.10824	.00115	.49849	100
Stud. Deleted Residual	-2.890	2.290	.000	1.013	100
Mahal. Distance	.172	18.352	2.970	2.721	100
Cook's Distance	.000	.092	.010	.017	100
Centered Leverage Value	.002	.185	.030	.027	100

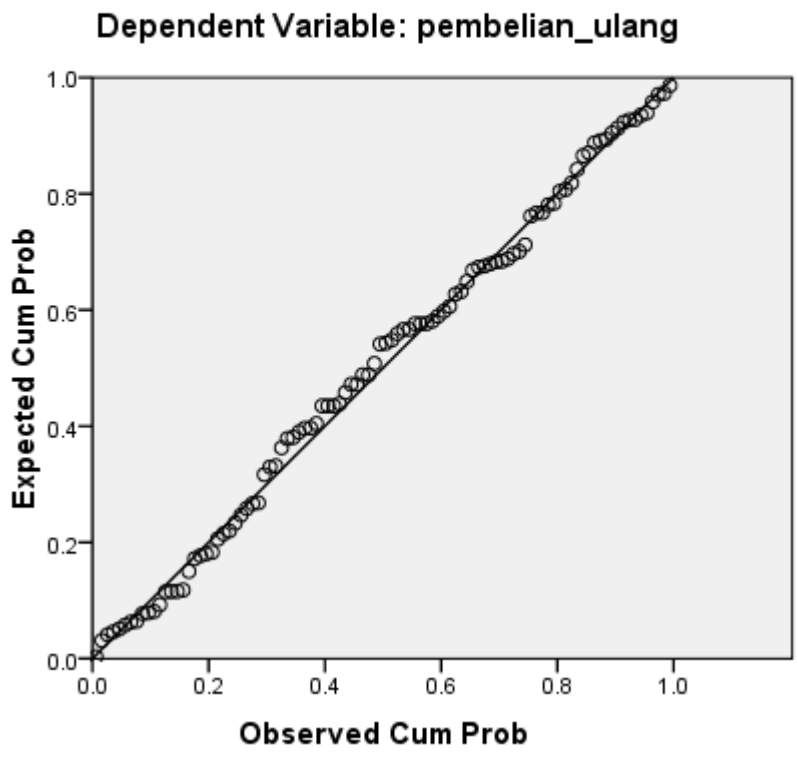
a. Dependent Variable: beli ulang

## Charts

### Histogram



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





### Scatterplot

Dependent Variable: pembelian\_ulang

