

HASIL SPSS UJI VALIDITAS

Uji Validitas

Suasana Toko (x1)

Correlations

		Item_1	Item_2	Item_3	Item_4	Total
Item_1	Pearson Correlation	1	,597**	,511**	,521**	,881**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Item_2	Pearson Correlation	,597**	1	,136	,293**	,702**
	Sig. (2-tailed)	,000		,177	,003	,000
	N	100	100	100	100	100
Item_3	Pearson Correlation	,511**	,136	1	,347**	,665**
	Sig. (2-tailed)	,000	,177		,000	,000
	N	100	100	100	100	100
Item_4	Pearson Correlation	,521**	,293**	,347**	1	,719**
	Sig. (2-tailed)	,000	,003	,000		,000
	N	100	100	100	100	100
Total	Pearson Correlation	,881**	,702**	,665**	,719**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Uji Validitas

Customer Engagement (x2)

Correlations

		CE_1	CE_2	CE_3	CE_4	CE_5	Total
CE_1	Pearson Correlation	1	,682**	,363**	,083	,262**	,742**
	Sig. (2-tailed)		,000	,000	,411	,009	,000
	N	100	100	100	100	100	100
CE_2	Pearson Correlation	,682**	1	,265**	,152	,412**	,819**
	Sig. (2-tailed)	,000		,008	,132	,000	,000
	N	100	100	100	100	100	100
CE_3	Pearson Correlation	,363**	,265**	1	,242*	,265**	,603**
	Sig. (2-tailed)	,000	,008		,015	,008	,000
	N	100	100	100	100	100	100
CE_4	Pearson Correlation	,083	,152	,242*	1	,352**	,471**
	Sig. (2-tailed)	,411	,132	,015		,000	,000
	N	100	100	100	100	100	100
CE_5	Pearson Correlation	,262**	,412**	,265**	,352**	1	,682**
	Sig. (2-tailed)	,009	,000	,008	,000		,000
	N	100	100	100	100	100	100
Total	Pearson Correlation	,742**	,819**	,603**	,471**	,682**	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).

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

Uji Validitas

Product Knowledge (X3)

Correlations

		PK_1	PK_2	PK_3	Total
PK_1	Pearson Correlation	1	,642**	,205*	,709**
	Sig. (2-tailed)		,000	,040	,000
	N	100	100	100	100
PK_2	Pearson Correlation	,642**	1	,168	,660**
	Sig. (2-tailed)	,000		,096	,000
	N	100	100	100	100
PK_3	Pearson Correlation	,205*	,168	1	,797**
	Sig. (2-tailed)	,040	,096		,000
	N	100	100	100	100
Total	Pearson Correlation	,709**	,660**	,797**	1
	Sig. (2-tailed)	,000	,000	,000	
	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).

Uji Validitas

Minat Beli (Y)

Correlations

		MB_1	MB_2	MB_3	MB_4	Total
MB_ 1	Pearson Correlation	1	,522**	,459**	,553**	,809**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
MB_ 2	Pearson Correlation	,522**	1	,149	,920**	,867**
	Sig. (2-tailed)	,000		,138	,000	,000
	N	100	100	100	100	100
MB_ 3	Pearson Correlation	,459**	,149	1	,141	,523**
	Sig. (2-tailed)	,000	,138		,162	,000
	N	100	100	100	100	100
MB_ 4	Pearson Correlation	,553**	,920**	,141	1	,876**
	Sig. (2-tailed)	,000	,000	,162		,000
	N	100	100	100	100	100
Total	Pearson Correlation	,809**	,867**	,523**	,876**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

UJI REABILITAS

Uji Reabilitas

Suasana Toko (X1)

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	100	100,0
Cases Excluded ^a	0	,0
Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,719	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item_1	9,10	1,848	,768	,505
Item_2	9,25	2,088	,421	,716
Item_3	9,29	2,248	,399	,721
Item_4	9,32	2,159	,490	,668

Uji Reabilitas

Customer Engagement (x2)

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	100	100,0
Cases Excluded ^a	0	,0
Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,693	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CE_1	12,53	3,625	,575	,593
CE_2	12,73	2,684	,581	,587
CE_3	12,52	4,050	,390	,666
CE_4	12,66	4,550	,276	,703
CE_5	12,72	3,699	,467	,635

Uji Reabilitas

Product Knowledge (X3)

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	100	100,0
Cases Excluded ^a	0	,0
Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,479	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PK_1	10,00	1,576	,428	,226
PK_2	9,91	1,780	,424	,298
PK_3	6,73	,987	,208	,773

Uji Reabilitas

Minat Beli (Y)

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	100	100,0
Cases Excluded ^a	0	,0
Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,781	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MB_1	9,03	2,130	,650	,697
MB_2	9,25	1,886	,729	,648
MB_3	9,25	2,795	,273	,860
MB_4	9,22	1,789	,733	,643

HASIL UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	,76579076
	Absolute	,092
Most Extreme Differences	Positive	,050
	Negative	-,092
Kolmogorov-Smirnov Z		,922
Asymp. Sig. (2-tailed)		,363

a. Test distribution is Normal.

b. Calculated from data.

HASIL UJI REGRESI

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PRODUCT KNOWLEDGE, Suasana Toko, CUSTOMER ENGAGEMENT ^b		Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,914 ^a	,835	,830	,77766

a. Predictors: (Constant), PRODUCT KNOWLEDGE, Suasana Toko, CUSTOMER ENGAGEMENT

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	294,693	3	98,231	162,429	,000 ^b
	Residual	58,057	96	,605		
	Total	352,750	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), PRODUCT KNOWLEDGE, Suasana Toko, CUSTOMER ENGAGEMENT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,099	,745		2,818	,006		
	Suasana Toko	,799	,059	,779	13,515	,000	,516	1,938
	CUSTOMER ENGAGEMENT	,191	,049	,235	3,904	,000	,473	2,114
	PRODUCT KNOWLEDGE	,203	,053	,173	3,818	,000	,838	1,193

a. Dependent Variable: Minat Beli

Coefficient Correlations^a

Model		PRODUCT KNOWLEDGE	Suasana Toko	CUSTOMER ENGAGEMENT
1	PRODUCT KNOWLEDGE	1,000	-,020	-,289
	Correlations Suasana Toko	-,020	1,000	-,660
	CUSTOMER ENGAGEMENT	-,289	-,660	1,000
	PRODUCT KNOWLEDGE	,003	-6,140E-005	-,001
	Covariances Suasana Toko	-6,140E-005	,003	-,002
	CUSTOMER ENGAGEMENT	-,001	-,002	,002

a. Dependent Variable: Minat Beli

Collinearity Diagnostics^a

Model	Dimensi	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Suasana Toko	CUSTOMER ENGAGEMENT	PRODUCT KNOWLEDGE
1	1	3,971	1,000	,00	,00	,00	,00
	2	,016	15,856	,13	,23	,11	,24
	3	,008	22,822	,60	,15	,27	,41
	4	,006	26,077	,27	,62	,61	,35

a. Dependent Variable: Minat Beli

HASIL UJI HETEROSKEDASTISITAS

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Product Knowledge, Suasana Toko, Customer Engagement ^b		Enter

a. Dependent Variable: RES2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,370 ^a	,137	,110	,44630

a. Predictors: (Constant), Product Knowledge, Suasana Toko, Customer Engagment

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3,036	3	1,012	5,080	,003 ^b
	Residual	19,121	96	,199		
	Total	22,157	99			

a. Dependent Variable: RES2

b. Predictors: (Constant), Product Knowledge, Suasana Toko, Customer Engagment

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	,882	,427		2,064	,562
	Suasana Toko	,105	,034	,407	3,086	,786
	Customer Engagment	-,105	,028	-,518	-3,757	,061
	Product Knowledge	,007	,030	,024	,228	,678

a. Dependent Variable: RES2

HASIL UJI HIPOTESIS LINEAR BERGANDA

Variables Entered/Removed^a

Mode	Variables Entered	Variables Removed	Method
1	Product Knowledge, Suasana Toko, Customer Engagment ^b		Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

Model Summary

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,914 ^a	,835	,830	,778

a. Predictors: (Constant), Product Knowledge, Suasana Toko, Customer Engagment

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	294,693	3	98,231	162,429	,000 ^b
	Residual	58,057	96	,605		
	Total	352,750	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Product Knowledge, Suasana Toko, Customer Engagment

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,099	,745		2,818	,006
	Suasana Toko	,799	,059	,779	13,515	,000
	Customer Engagment	,191	,049	,235	3,904	,000
	Product Knowledge	,203	,053	,173	3,818	,000

a. Dependent Variable: Minat Beli

Model Summary

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,403 ^a	,162	,145	1,48638

a. Predictors: (Constant), Customer Engagment , Suasana Toko

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	41,455	2	20,728	9,382	,000 ^b
	Residual	214,305	97	2,209		
	Total	255,760	99			

a. Dependent Variable: Product Knowledge

b. Predictors: (Constant), Customer Engagment , Suasana Toko

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,849	1,104		8,014	,000
	Suasana Toko	,022	,113	,025	,193	,848
	Customer Engagment	,266	,089	,385	2,975	,004

a. Dependent Variable: Product Knowledge

KUESIONER

PENGARUH SUASANA TOKO, *CUSTOMER ENGAGEMENT* DAN *PRODUCT KNOWLEDGE* TERHADAP MINAT BELI KONSUMEN PADA SUPERMARKET GORO ASSALAM DI SURAKARTA JAWA TENGAH

A. IDENTITAS RESPONDEN

1. Nama :(boleh tidak diisi)
2. Usia :tahun
3. Jenis Kelamin : Laki-Laki / Perempuan
4. Pekerjaan : Ibu rumah tangga Pelajar / Mahasiswa
 PNS/ABRI/Polri Pegawai Swasta
 Wiraswasta Lain-lain, sebutkan

B. KUESINER SUASANA TOKO

Petunjuk : Berilah tanda centang (√) pada jawaban yang sesuai dengan pendapat anda.

- SS : Sangat Setuju
S : Setuju
N : Netral
TS : Tidak Setuju
STS : Sangat Tidak Setuju

No	Pertanyaan	SS	S	N	TS	STS
1.	Penampilan gedung toko menarik perhatian untuk dating					
2.	Penataan parkir memudahkan pengunjung dalam mengatur kendaraannya					
3.	Penataan pintu masuk dan pintu keluar memudahkan pengunjung					
4.	Lalu lalang pengunjung tidak mengganggu kenyamanan pengunjung lainnya					

C. KUESIONER CUSTOMER ENGAGEMENT

Petunjuk: Berilah tanda centang (√) pada jawaban yang sesuai dengan pendapat anda.

- SS : Sangat Setuju
S : Setuju
N : Netral
TS : Tidak Setuju
STS : Sangat Tidak Setuju

No	Pertanyaan	SS	S	N	TS	STS
1.	Saya tertarik dan mencari informasi berupa promosi yang di tawarkan toko ini					
2.	Saya menganggap produk yang anda inginkan tersedia di toko ini					
3.	Saya sudah hafal letak barang yang anda inginkan					
4.	Saya sangat antusias terhadap promosi yang diberikan oleh toko ini					
5.	Saya secara sukarela merekomendasikan Produk dari Toko ini kepada customer lain					

D. KUESIONER PRODUCT KNOWLEDGE

Petunjuk: Berilah tanda centang (√) pada jawaban yang sesuai dengan pendapat anda.

- SS : Sangat Setuju
S : Setuju
N : Netral
TS : Tidak Setuju
STS : Sangat Tidak Setuju

No	Pertanyaan	SS	S	N	TS	STS
1.	Saya hafal produk-produk yang dijual di took					
2.	Saya dapat mencari suatu produk tanpa bertanya pada penjaga took					
3.	Saya dengan mudah mengetahui jenis-jenis produk tertentu yang dijual di took					

E. KUESIONER MINAT BELI

Petunjuk: Berilah tanda centang (√) pada jawaban yang sesuai dengan pendapat anda.

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

No	Pertanyaan	SS	S	N	TS	STS
1.	Saya berusaha mencari informasi tentang produk-produk apa saja yang dijual di toko ini					
2.	Saya melihat-lihat barang dahulu sebelum menentukan membeli barang					
3.	Saya merasa tertarik untuk datang ke toko ini karena produk yang ditawarkan sangat banyak					
4.	Saya datang ke toko ini karena yakin bahwa produk yang anda inginkan tersedia di toko ini					