

## CORRELATIONS

```

/VARIABLES=x1.1 x1.2 x1.3 x1.4 x1
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

## Correlations

		Correlations				
		x1.1	x1.2	x1.3	x1.4	live streaming
x1.1	Pearson Correlation	1	.461**	.560**	.378**	.795**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x1.2	Pearson Correlation	.461**	1	.386**	.430**	.728**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x1.3	Pearson Correlation	.560**	.386**	1	.445**	.752**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x1.4	Pearson Correlation	.378**	.430**	.445**	1	.751**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
live streaming	Pearson Correlation	.795**	.728**	.752**	.751**	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

```

/VARIABLES=x1.1 x1.2 x1.3 x1.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

## 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
.753	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	13.2500	2.795	.586	.676
x1.2	13.3600	2.536	.535	.711
x1.3	13.3300	3.011	.583	.686
x1.4	13.4600	2.776	.519	.712

## CORRELATIONS

```
/VARIABLES=x2.1 x2.2 x2.3 x2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

## Correlations

		Correlations			
		x2.1	x2.2	x2.3	discount
x2.1	Pearson Correlation	1	.609**	.491**	.825**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.609**	1	.569**	.847**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.491**	.569**	1	.840**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
discount	Pearson Correlation	.825**	.847**	.840**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## RELIABILITY

```
/VARIABLES=x2.1 x2.2 x2.3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
```

## 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	3

#### 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	8.5800	1.882	.611	.710
x2.2	8.7400	1.952	.679	.653
x2.3	8.8800	1.622	.588	.754

## CORRELATIONS

```
/VARIABLES=x3.1 x3.2 x3.3 x3
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

## Correlations

		Correlations			
		x3.1	x3.2	x3.3	online customer review
x3.1	Pearson Correlation	1	.298**	.415**	.753**
	Sig. (2-tailed)		.003	.000	.000
	N	100	100	100	100
x3.2	Pearson Correlation	.298**	1	.457**	.746**
	Sig. (2-tailed)	.003		.000	.000
	N	100	100	100	100
x3.3	Pearson Correlation	.415**	.457**	1	.808**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
online customer review	Pearson Correlation	.753**	.746**	.808**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## RELIABILITY

```
/VARIABLES=x3.1 x3.2 x3.3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
```

## 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
.656	3

#### 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	8.7800	1.668	.419	.627
x3.2	8.6800	1.755	.447	.587
x3.3	8.7400	1.548	.540	.458

## CORRELATIONS

```
/VARIABLES=y.1 y.2 y.3 y.4 y.5 Y
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

## Correlations

		Correlations					
		y.1	y.2	y.3	y.4	y.5	keputusan pembelian
y.1	Pearson Correlation	1	.552**	.462**	.593**	.686**	.768**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
y.2	Pearson Correlation	.552**	1	.445**	.559**	.616**	.701**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
y.3	Pearson Correlation	.462**	.445**	1	.478**	.509**	.636**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
y.4	Pearson Correlation	.593**	.559**	.478**	1	.504**	.752**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
y.5	Pearson Correlation	.686**	.616**	.509**	.504**	1	.748**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
keputusan pembelian	Pearson Correlation	.768**	.701**	.636**	.752**	.748**	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).

## RELIABILITY

```
/VARIABLES=y.1 y.2 y.3 y.4 y.5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
```

## 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
.855	5

### 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	17.9400	3.875	.723	.810
y.2	17.8900	4.180	.674	.824
y.3	17.7500	4.553	.570	.849
y.4	17.9400	4.340	.656	.829
y.5	18.0000	3.737	.731	.809

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER x1 x2 x3
  /SCATTERPLOT=(*ZPRED ,*SRESID)
  /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID)
  /SAVE RESID.

```

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	x3, x2, x1 <sup>b</sup>	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.814 <sup>a</sup>	.663	.653	1.34645	2.076

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: Y

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	342.709	3	114.236	63.012	.000 <sup>b</sup>
	Residual	174.041	96	1.813		
	Total	516.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), x3, x2, x1

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.940	1.358		3.638	.000		
	x1	.605	.081	.557	7.505	.000	.637	1.569
	x2	.343	.088	.290	3.912	.000	.639	1.564
	x3	.162	.081	.126	2.009	.047	.889	1.124

a. Dependent Variable: Y

### Collinearity Diagnostics<sup>a</sup>

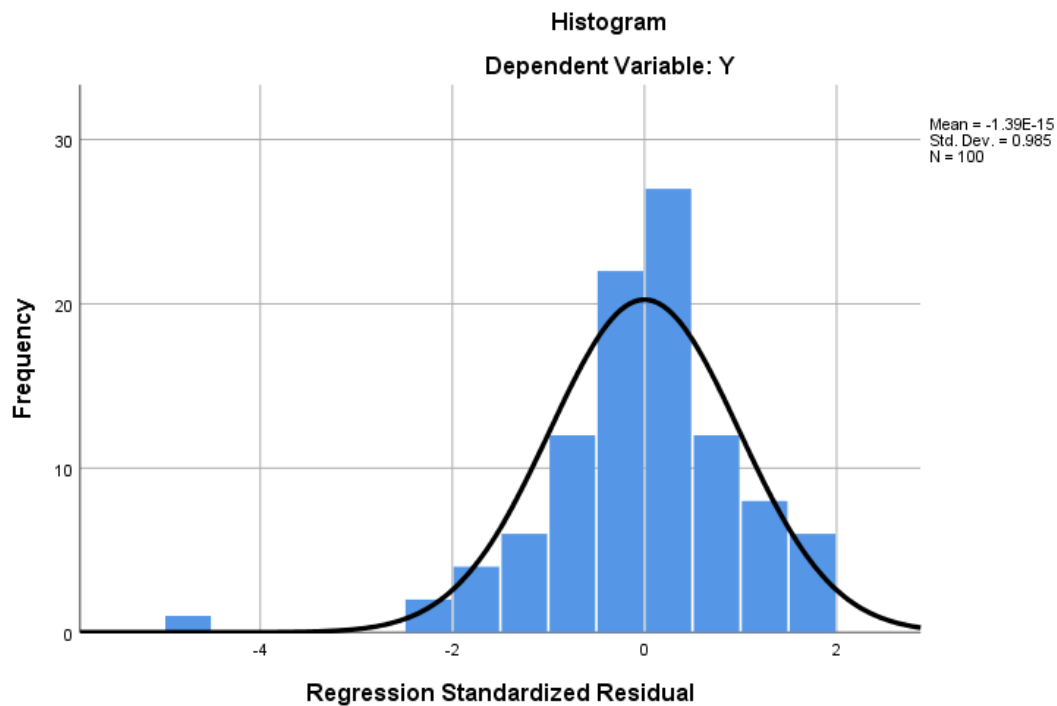
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions		
					x1	x2	x3
1	1	3.971	1.000	.00	.00	.00	.00
	2	.015	16.437	.02	.04	.35	.56
	3	.009	21.271	.47	.10	.39	.39
	4	.006	26.153	.51	.85	.26	.04

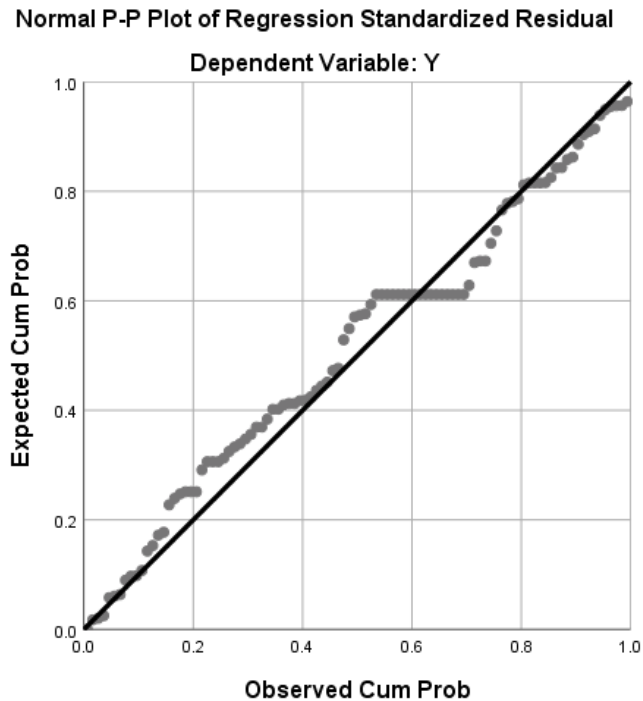
a. Dependent Variable: Y

Residuals Statistics <sup>a</sup>					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.7936	24.6177	22.3500	1.86057	100
Std. Predicted Value	-4.061	1.219	.000	1.000	100
Standard Error of Predicted Value	.137	.701	.251	.099	100
Adjusted Predicted Value	13.9740	24.6066	22.3365	1.88540	100
Residual	-6.24614	2.42409	.00000	1.32589	100
Std. Residual	-4.639	1.800	.000	.985	100
Stud. Residual	-4.697	1.919	.005	1.012	100
Deleted Residual	-6.40349	3.02604	.01352	1.40418	100
Stud. Deleted Residual	-5.324	1.947	-.002	1.049	100
Mahal. Distance	.028	25.824	2.970	3.702	100
Cook's Distance	.000	.342	.016	.041	100
Centered Leverage Value	.000	.261	.030	.037	100

a. Dependent Variable: Y

## Charts





```

NPAR TESTS
  /K-S (NORMAL)=RES_1
  /MISSING ANALYSIS.

```

## NPar Tests

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.32589254
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.083
Test Statistic		.087
Asymp. Sig. (2-tailed)		.062 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

```
COMPUTE AbsRes=ABS (RES_1) .
```

```
EXECUTE .
```

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)

```



```

/NOORIGIN
/DEPENDENT AbsRes
/METHOD=ENTER x1 x2 x3.

```

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	x3, x2, x1 <sup>b</sup>	.	Enter

a. Dependent Variable: AbsRes  
b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.203 <sup>a</sup>	.041	.011	.87673

a. Predictors: (Constant), x3, x2, x1

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.187	3	1.062	1.382	.253 <sup>b</sup>
	Residual	73.790	96	.769		
	Total	76.978	99			

a. Dependent Variable: AbsRes  
b. Predictors: (Constant), x3, x2, x1

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

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	2.444	.884		2.765	.007
	x1	-.091	.052	-.216	-1.726	.088
	x2	.009	.057	.020	.159	.874
	x3	.003	.052	.006	.053	.958

a. Dependent Variable: AbsRes

DATASET ACTIVATE DataSet25.

SAVE OUTFILE='D:\SUMBERDATASOLO\skripsi 2 orang\RIZA2.sav'  
/COMPRESSED.