

## Lampiran 4

### Validitas dan Reliabilitas

#### Faktor Analysis Pajangan (X1)

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.669
Bartlett's Test of Sphericity	Approx. Chi-Square
	31.036
	df
	3
	Sig.
	.000

**Communalities**

	Initial	Extraction
X11	1.000	.819
X12	1.000	.627
X13	1.000	.744

Extraction Method: Principal  
Component Analysis.

#### Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
.813	3

#### Faktor Analysis Tanda Petunjuk (X2)

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.638
Bartlett's Test of Sphericity	Approx. Chi-Square
	29.705
	df
	3
	Sig.
	.000

#### Communalities

	Initial	Extraction
X21	1.000	.556
X22	1.000	.752
X23	1.000	.823

Extraction Method: Principal  
Component Analysis.

#### Reliability

##### Reliability Statistics

Cronbach's Alpha	N of Items
.795	3

#### Faktor Analysis Media Toko (X3)

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.704
Bartlett's Test of Sphericity	Approx. Chi-Square	28.385
	df	3
	Sig.	.000

#### Communalities

	Initial	Extraction
X31	1.000	.780
X32	1.000	.705
X33	1.000	.703

Extraction Method: Principal  
Component Analysis.

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
.807	3

## Faktor Analysis Pembelian Tidak Terencana (Y)

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.680
Bartlett's Test of Sphericity	Approx. Chi-Square
	26.674
	df
	3
	Sig.
	.000

**Communalities**

	Initial	Extraction
Y1	1.000	.673
Y2	1.000	.791
Y3	1.000	.677

Extraction Method: Principal  
Component Analysis.

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
.788	3