

LAMPIRAN – LAMPIRAN

Lampiran 1 **Kuis**ioner

KUESIONER PENELITIAN

PENGARUH GAYA HIDUP DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK TONER *SKINCARE* AVOSKIN

Guna penyusunan skripsi dalam rangka memenuhi syarat untuk dapat menyelesaikan program strata satu pada Fakultas Ekonomi dan Bisnis Institut Informatika Bisnis Darmajaya, diperlukan data-data dan informasi yang mendukung kelancaran penelitian ini. Demi tercapainya tujuan penelitian ini, maka penyusun mohon kesediannya untuk menjadi responden dalam penelitian. Sebelumnya saya ucapkan terima kasih atas keluangannya waktu yang diberikan untuk kuis

1. IDENTITAS RESPONDEN

1. Nama :
2. Usia.
 - a. 18 tahun
 - b. 19-21 tahun
 - c. 22-25 tahun
3. Status.
 - a. Pelajar
 - b. Mahasiswa
 - c. Karyawan
4. Memakai Produk Avoskin
 - a. Ya
 - b. Tidak

2. PETUNJUK PENGISIAN

Beri tanda centang/ceklis pada jawaban anda.

- SS = Sangat Setuju
S = Setuju
CS = Cukup Setuju
TS = Tidak Setuju
STS = Sangat Tidak Setuju

1. Gaya Hidup

No	Pernyataan	SS	S	CS	TS	STS
		5	4	3	2	1
Aktivitas						
1.	Saya menggunakan produk toner <i>skincare</i> Avoskin setiap pagi dan malam					
2.	Saya menggunakan toner <i>skincare</i> Avoskin pada saat kondisi kulit wajah mengalami iritasi, kemerahan dan banyak jerawat (breakout)					
3.	Saya berbelanja <i>skincare</i> secara rutin setiap bulannya					
Minat						
4.	Saya lebih tertarik pada produk toner <i>skincare</i> Avoskin dibandingkan dengan yang lain					
5.	Menurut saya produk toner <i>skincare</i> Avoskin sudah sesuai dengan kebutuhan					
Opini						
6.	Menurut saya penggunaan toner <i>skincare</i> Avoskin menjadikan kulit lebih sehat					
7.	Menurut saya menggunakan toner <i>skincare</i> Avoskin dapat meningkatkan kepercayaan diri					

2. Kualitas Produk

No	Pernyataan	SS	S	CS	TS	STS
		5	4	3	2	1
<i>Performance (Kinerja)</i>						
1.	Menurut saya produk toner <i>skincare</i> Avoskin aman dan nyaman pada saat digunakan					
2.	Menurut saya produk toner <i>skincare</i> Avoskin menggunakan bahan yang alami dan tidak berbahaya					
3.	Menurut saya produk toner Avoskin sangat mudah digunakan					
<i>Reliability (Kehandalan)</i>						
4.	Menurut saya produk toner <i>skincare</i> Avoskin dapat bekerja dalam jangka waktu yang relative cepat					
5.	Menurut saya produk toner <i>skincare</i> Avoskin telah mendapat kepercayaan dari konsumen					
6.	Menurut saya kemasan produk toner <i>skincare</i> Avoskin terdapat bagian penutup yang terbuat dari karet sehingga produk tidak mudah tumpah pada saat digunakan					
<i>Conformance (kesesuaian)</i>						
7.	Menurut saya produk toner <i>skincare</i> Avoskin telah memberikan manfaat yang sesuai dengan yang ditawarkan					
8.	Menurut saya harga produk yang ditetapkan sesuai dengan kualitas produk					
9.	Menurut saya produk toner <i>skincare</i> Avoskin memiliki hasil yang sesuai dengan standar kelayakan produk					
<i>Durability (daya tahan)</i>						
10.	Menurut saya produk toner <i>skincare</i> Avoskin memiliki daya tahan produk yang cukup lama					
11.	Menurut saya produk toner <i>skincare</i> Avoskin lebih ekonomis karena dapat dipakai dalam jangka waktu yang lama					

Perceived quality (kualitas yang dipresepsikan)						
12.	Menurut saya produk toner <i>skincare</i> Avoskin dipresepsikan sebagai produk yang berkualitas					
13.	Menurut saya produk toner <i>skincare</i> Avoskin memiliki citra dan reputasi yang baik					
14.	Menurut saya kemasan produk toner <i>skincare</i> Avoskin menggunakan bahan kaca yang dapat di daur ulang					

3. Keputusan Pembelian

No	Pernyataan	SS	S	CS	TS	STS
		5	4	3	2	1
Pemilihan Produk						
1.	Saya memilih produk toner <i>skincare</i> Avoskin menjadi pilihan pertama karena dapat mengatasi masalah kulit wajah					
2.	Saya memilih produk toner <i>skincare</i> Avoskin karena merupakan pilihan terbaik dalam mengatasi masalah kulit wajah					
Pemilihan Merek						
3.	Saya memilih merek Avoskin karena Avoskin sudah menjadi merek terkenal					
4.	Merek Avoskin mempunyai ciri khas disetiap produk					
Penentuan Waktu						
5.	Saya dapat membeli produk toner <i>skincare</i> Avoskin tanpa batas waktu					
6.	Menurut saya pembelian produk toner <i>skincare</i> Avoskin dapat dilakukan kapan saja saya perlukan					
Metode Pembayaran						

7.	Menurut saya pembelian produk toner <i>skincare</i> Avoskin memiliki cara pembayaran yang mudah					
8.	Menurut saya pembelian produk toner <i>skincare</i> Avoskin memiliki banyak pilihan dalam melakukan pembayaran					

Lampiran 2 Pengumpulan Data Jawaban Responden

Gaya Hidup

Hasil Pernyataan Gaya Hidup							TOTAL
4	5	4	5	3	4	4	29
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
4	4	4	4	4	5	5	30
4	5	4	5	3	4	4	29
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	3	3	5	5	5	5	31
2	3	4	4	3	5	4	25
5	4	3	5	5	5	5	32
5	5	5	4	5	5	5	34
5	3	4	5	4	5	2	28
3	3	3	4	3	3	3	22
4	4	4	4	4	4	4	28
5	5	4	3	4	4	5	30
4	4	3	5	3	4	4	27
4	4	4	4	4	5	5	30
5	4	3	5	4	5	5	31
5	5	5	5	5	5	5	35
3	3	3	4	3	4	4	24
4	4	4	5	4	5	4	30
5	5	5	5	5	5	5	35
4	5	4	4	4	5	4	30
5	4	4	5	5	4	5	32
5	4	4	5	4	4	4	30
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4	5	3	5	3	4	4	28
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4	4	4	5	5	5	5	32
4	4	4	4	4	4	4	28
3	3	4	3	4	3	4	24
4	5	3	4	4	4	4	28

4	4	2	3	4	3	5	25
4	5	5	5	4	5	4	32
4	3	1	3	5	4	4	24
5	1	4	3	5	5	3	26
3	4	4	5	4	4	4	28
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4	5	3	5	3	4	4	28
4	5	3	4	4	3	3	26
4	4	4	5	5	5	5	32
4	4	4	4	4	4	4	28
3	3	4	3	4	3	4	24
4	5	3	4	4	4	4	28
4	4	2	3	4	3	5	25
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5	3	3	5	5	5	5	31
2	3	4	4	3	5	4	25
5	4	3	5	5	5	5	32
5	5	5	4	5	5	5	34
5	3	4	5	4	5	2	28
3	3	3	4	3	3	3	22
4	4	4	4	4	4	4	28
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4	4	4	4	4	4	4	28
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4	4	3	5	3	4	4	27
4	4	4	4	4	5	5	30

4	5	4	5	3	4	4	29
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5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
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4	4	4	4	4	4	4	28
5	5	4	3	4	4	5	30
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4	4	4	4	4	5	5	30
3	4	3	4	2	5	4	25
5	3	3	5	5	5	5	31
2	3	4	4	3	5	4	25
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4	4	4	4	4	4	4	28
5	5	4	3	4	4	5	30
4	4	3	5	3	4	4	27
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3	3	3	4	3	3	3	22
4	4	4	4	4	4	4	28

5	5	4	3	4	4	5	30
4	4	3	5	3	4	4	27
4	4	4	4	4	5	5	30

Kualitas Produk

Hasil Pernyataan Kualitas Produk														TOTAL
2	3	4	3	3	3	4	3	2	3	3	4	4	3	44
3	3	4	3	4	5	4	4	4	3	4	4	3	4	52
5	5	4	4	3	3	3	5	5	5	4	4	5	5	60
5	5	5	4	5	5	5	4	5	5	5	5	4	5	67
5	4	4	4	5	5	4	4	4	4	5	4	5	5	62
5	5	5	5	4	5	5	4	5	5	4	4	4	4	64
4	4	4	5	3	5	4	4	3	5	4	5	3	4	57
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
5	5	4	5	5	5	4	4	4	5	5	5	4	5	65
4	4	3	4	4	4	3	3	4	4	4	4	3	3	51
4	4	2	3	4	4	4	3	3	5	4	4	2	5	51
5	5	4	4	4	5	5	2	3	3	3	3	3	4	53
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
4	4	4	4	5	3	4	4	4	4	4	4	5	4	57
3	4	4	4	3	3	3	4	3	4	3	4	3	4	49
5	5	4	5	4	4	4	5	5	4	5	5	4	5	64
5	4	5	3	5	5	4	4	3	3	3	3	4	4	55
5	5	4	4	5	4	4	4	4	5	4	4	4	4	60
4	4	4	4	4	4	4	3	3	4	4	3	4	4	53
5	5	4	4	5	4	5	5	4	5	5	4	4	4	63
5	5	5	5	5	5	5	4	5	5	4	5	5	4	67
5	5	5	4	5	5	3	2	5	4	3	4	5	5	60
5	5	5	5	5	4	5	5	5	5	5	5	5	5	69
5	5	4	4	5	5	5	4	4	4	4	4	5	5	63
5	5	4	4	5	5	5	5	5	4	5	4	5	5	66
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4	5	4	3	2	4	5	4	3	5	4	5	3	5	56
4	5	3	2	5	5	4	4	4	4	5	3	3	3	54
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5	4	3	5	5	4	5	4	5	4	5	4	5	5	63
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4	4	4	4	4	4	4	3	3	4	4	3	4	4	53
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5	4	3	5	2	4	5	4	5	4	5	4	5	5	60
5	5	4	5	5	4	3	4	4	4	2	4	4	4	57
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4	4	4	4	4	5	3	3	4	2	4	3	4	4	52
4	5	2	4	4	2	4	3	3	4	3	5	3	3	49
3	3	5	3	5	3	3	2	3	5	4	2	4	3	48
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5	4	5	5	5	4	5	4	5	4	2	3	5	5	61
3	3	5	3	3	4	2	2	4	4	3	4	4	4	48
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3	3	4	3	4	1	4	4	4	3	4	4	3	4	48
5	5	4	4	3	3	3	5	5	5	4	4	5	5	60
5	5	5	4	2	5	5	4	5	5	5	5	4	5	64
5	4	4	4	5	3	4	4	4	4	5	4	5	5	60
5	5	5	5	4	5	5	4	5	5	4	4	4	4	64
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4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
5	5	4	5	5	5	4	4	4	5	2	5	4	5	62
4	4	3	4	4	4	3	3	4	4	4	4	3	3	51
4	4	2	3	4	4	4	3	3	5	4	4	2	5	51
5	5	4	4	4	5	5	5	3	3	3	3	3	4	56
4	4	4	2	4	4	4	4	4	4	2	4	4	4	52
4	4	4	4	5	3	4	4	4	4	4	4	5	4	57
3	4	4	4	3	3	3	4	5	4	3	4	3	4	51
5	5	4	5	4	4	4	5	5	4	5	5	4	5	64
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3	3	4	3	4	5	4	4	4	3	4	4	3	4	52
5	5	4	4	3	3	3	5	5	5	4	4	5	5	60
5	5	5	4	5	5	5	4	5	5	5	5	4	5	67
5	4	4	4	5	5	4	5	4	4	5	4	5	5	63

5	5	5	5	4	5	5	4	5	5	4	4	4	4	64
4	4	4	5	3	5	4	4	3	5	4	5	3	4	57
4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
5	5	4	5	5	5	4	4	4	5	2	5	4	5	62
4	4	3	4	4	4	3	3	4	4	4	4	3	3	51

Keputusan Pembelian

Hasil Pernyataan Keputusan Pembelian								TOTAL
								L
4	3	3	3	2	3	2	5	25
3	3	4	5	5	4	4	4	32
4	3	4	4	4	4	4	5	32
5	5	4	4	5	2	4	5	34
4	3	3	4	4	4	5	5	32
4	3	5	4	3	3	2	4	28
4	3	5	4	3	3	4	4	30
5	4	5	4	4	5	5	4	36
5	5	5	4	1	3	3	4	30
2	3	2	4	3	2	4	5	25
4	4	4	4	4	4	5	5	34
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4	3	3	4	1	3	4	4	26
5	5	5	5	5	5	5	4	39
4	4	3	4	3	4	3	4	29
4	4	4	4	4	4	4	5	33
5	5	5	5	5	5	5	3	38
4	3	3	4	3	4	4	4	29
5	3	4	5	1	4	2	4	28
3	4	2	5	2	2	5	5	28
4	4	4	4	3	4	4	5	32
4	4	5	5	1	5	3	5	32
3	3	3	1	3	3	5	2	23
3	3	3	5	3	3	3	5	28

5	4	5	4	1	4	4	4	31
4	5	5	4	1	4	4	5	32
5	5	5	2	3	5	5	4	34
4	4	4	4	4	3	4	4	31
4	4	5	5	2	5	4	5	34
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4	5	5	5	1	2	5	5	32
3	4	2	3	2	2	4	5	25
3	4	3	2	5	2	4	5	28
3	3	3	4	1	3	4	5	26
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5	3	4	4	3	2	4	5	30
5	5	3	5	1	1	4	4	28
5	3	4	5	1	4	3	4	29
4	4	4	4	4	4	4	5	33
3	3	3	3	3	3	3	5	26
3	3	3	3	3	3	3	5	26
4	4	4	3	2	3	4	4	28
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3	3	3	3	3	3	3	5	26
4	3	3	3	2	3	4	5	27

3	3	4	5	5	4	4	4	32
4	3	4	4	4	4	4	5	32
5	5	4	4	5	4	4	5	36
4	3	3	4	4	4	5	5	32
4	3	5	3	3	3	4	4	29
4	3	5	4	3	3	4	4	30
5	4	5	4	4	5	5	4	36

Lampiran 3 Hasil Jawaban Kuisisioner

x1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.2	4.2	4.2
	3	12	10.0	10.0	14.2
	4	50	41.7	41.7	55.8
	5	53	44.2	44.2	100.0
	Total	120	100.0	100.0	

x1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	2	1	.8	.8	1.7
	3	25	20.8	20.8	22.5
	4	43	35.8	35.8	58.3
	5	50	41.7	41.7	100.0
	Total	120	100.0	100.0	

x1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	2	2	1.7	1.7	2.5
	3	35	29.2	29.2	31.7
	4	52	43.3	43.3	75.0
	5	30	25.0	25.0	100.0
	Total	120	100.0	100.0	

x1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	10.0	10.0	10.0
	4	44	36.7	36.7	46.7
	5	64	53.3	53.3	100.0
	Total	120	100.0	100.0	

x1.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	1.7	1.7
	3	26	21.7	21.7	23.3
	4	47	39.2	39.2	62.5
	5	45	37.5	37.5	100.0
	Total	120	100.0	100.0	

x1.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	9.2	9.2	9.2
	4	40	33.3	33.3	42.5
	5	69	57.5	57.5	100.0
	Total	120	100.0	100.0	

x1.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.2	4.2	4.2
	3	8	6.7	6.7	10.8
	4	46	38.3	38.3	49.2
	5	61	50.8	50.8	100.0
	Total	120	100.0	100.0	

x2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.3	3.3	3.3
	3	16	13.3	13.3	16.7
	4	42	35.0	35.0	51.7
	5	58	48.3	48.3	100.0
	Total	120	100.0	100.0	

x2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	2	3	2.5	2.5	2.5
	3	17	14.2	14.2	16.7
	4	48	40.0	40.0	56.7
	5	52	43.3	43.3	100.0
	Total	120	100.0	100.0	

X2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	6.7	6.7	6.7
	3	12	10.0	10.0	16.7
	4	71	59.2	59.2	75.8
	5	29	24.2	24.2	100.0
	Total	120	100.0	100.0	

X2.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.5	2.5	2.5
	3	25	20.8	20.8	23.3
	4	59	49.2	49.2	72.5
	5	33	27.5	27.5	100.0
	Total	120	100.0	100.0	

X2.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.3	3.3	3.3
	3	21	17.5	17.5	20.8
	4	45	37.5	37.5	58.3
	5	50	41.7	41.7	100.0
	Total	120	100.0	100.0	

X2.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	2	1	.8	.8	1.7

	3	21	17.5	17.5	19.2
	4	50	41.7	41.7	60.8
	5	47	39.2	39.2	100.0
	Total	120	100.0	100.0	

X2.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.5	2.5	2.5
	3	28	23.3	23.3	25.8
	4	55	45.8	45.8	71.7
	5	34	28.3	28.3	100.0
	Total	120	100.0	100.0	

X2.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	8.3	8.3	8.3
	3	26	21.7	21.7	30.0
	4	61	50.8	50.8	80.8
	5	23	19.2	19.2	100.0
	Total	120	100.0	100.0	

X2.9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	8.3	8.3	8.3
	3	28	23.3	23.3	31.7
	4	50	41.7	41.7	73.3
	5	32	26.7	26.7	100.0
	Total	120	100.0	100.0	

X2.10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	14	11.7	11.7	12.5
	4	61	50.8	50.8	63.3
	5	44	36.7	36.7	100.0
	Total	120	100.0	100.0	

X2.11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	5.8	5.8	5.8
	3	27	22.5	22.5	28.3
	4	57	47.5	47.5	75.8
	5	29	24.2	24.2	100.0
	Total	120	100.0	100.0	

X2.12					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.5	2.5	2.5
	3	17	14.2	14.2	16.7
	4	68	56.7	56.7	73.3
	5	32	26.7	26.7	100.0
	Total	120	100.0	100.0	

X2.13					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.3	3.3	3.3
	3	25	20.8	20.8	24.2
	4	57	47.5	47.5	71.7
	5	34	28.3	28.3	100.0
	Total	120	100.0	100.0	

X2.14					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	5.0	5.0	5.0
	3	17	14.2	14.2	19.2
	4	53	44.2	44.2	63.3
	5	44	36.7	36.7	100.0
	Total	120	100.0	100.0	

Y1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	2	2	1.7	1.7	2.5
	3	27	22.5	22.5	25.0
	4	55	45.8	45.8	70.8
	5	35	29.2	29.2	100.0
	Total	120	100.0	100.0	

Y1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.7	1.7	1.7
	3	39	32.5	32.5	34.2
	4	53	44.2	44.2	78.3
	5	26	21.7	21.7	100.0
	Total	120	100.0	100.0	

Y1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	2	6	5.0	5.0	5.8
	3	36	30.0	30.0	35.8
	4	42	35.0	35.0	70.8
	5	35	29.2	29.2	100.0
	Total	120	100.0	100.0	

Y1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.7	1.7	1.7
	2	8	6.7	6.7	8.3
	3	20	16.7	16.7	25.0
	4	56	46.7	46.7	71.7
	5	34	28.3	28.3	100.0
	Total	120	100.0	100.0	

Y1.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	16.7	16.7	16.7
	2	22	18.3	18.3	35.0
	3	34	28.3	28.3	63.3
	4	27	22.5	22.5	85.8
	5	17	14.2	14.2	100.0
	Total	120	100.0	100.0	

Y1.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3.3	3.3	3.3
	2	12	10.0	10.0	13.3
	3	40	33.3	33.3	46.7
	4	41	34.2	34.2	80.8
	5	23	19.2	19.2	100.0
	Total	120	100.0	100.0	

Y1.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.7	1.7	1.7
	2	6	5.0	5.0	6.7
	3	11	9.2	9.2	15.8
	4	66	55.0	55.0	70.8
	5	35	29.2	29.2	100.0

	Total	120	100.0	100.0	
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Y1.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	2	4	3.3	3.3	4.2
	3	2	1.7	1.7	5.8
	4	52	43.3	43.3	49.2
	5	61	50.8	50.8	100.0
	Total	120	100.0	100.0	

Lampiran 4 Karakteristik Responden

Usia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 Tahun	13	10.8	10.8	10.8
	19-21 Tahun	84	70.0	70.0	80.8
	22-25 Tahun	23	19.2	19.2	100.0
	Total	120	100.0	100.0	

Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar	13	10.8	10.8	10.8
	Mahasiswa	81	67.5	67.5	78.3
	Karyawan	26	21.7	21.7	100.0
	Total	120	100.0	100.0	

Menggunakan Produk Avoskin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	84	70.0	70.0	70.0
	Tidak	36	30.0	30.0	100.0
	Total	120	100.0	100.0	

Lampiran 5 Uji Validitas Kuisisioner 40 Responden

1. Gaya Hidup

Correlations									
		Gaya Hidup	Gaya Hidup	Gaya Hidup	Gaya Hidup	Gaya Hidup	Gaya Hidup	Gaya Hidup	TOTAL
Gaya Hidup	Pearson Correlation	1	.245	.269	.277	.666**	.370*	.343*	.681**
	Sig. (2-tailed)		.127	.093	.084	.000	.019	.030	.000
	N	40	40	40	40	40	40	40	40
Gaya Hidup	Pearson Correlation	.245	1	.396*	.412**	.207	.029	.450**	.640**
	Sig. (2-tailed)	.127		.011	.008	.200	.857	.004	.000
	N	40	40	40	40	40	40	40	40
Gaya Hidup	Pearson Correlation	.269	.396*	1	.381*	.380*	.453**	.237	.707**
	Sig. (2-tailed)	.093	.011		.015	.016	.003	.141	.000
	N	40	40	40	40	40	40	40	40
Gaya Hidup	Pearson Correlation	.277	.412**	.381*	1	.162	.363*	.188	.601**
	Sig. (2-tailed)	.084	.008	.015		.317	.021	.245	.000
	N	40	40	40	40	40	40	40	40
Gaya Hidup	Pearson Correlation	.666**	.207	.380*	.162	1	.297	.440**	.687**
	Sig. (2-tailed)	.000	.200	.016	.317		.063	.004	.000
	N	40	40	40	40	40	40	40	40
Gaya Hidup	Pearson Correlation	.370*	.029	.453**	.363*	.297	1	.319*	.587**
	Sig. (2-tailed)	.019	.857	.003	.021	.063		.045	.000
	N	40	40	40	40	40	40	40	40
Gaya Hidup	Pearson Correlation	.343*	.450**	.237	.188	.440**	.319*	1	.645**
	Sig. (2-tailed)	.030	.004	.141	.245	.004	.045		.000
	N	40	40	40	40	40	40	40	40
TOTAL	Pearson Correlation	.681**	.640**	.707**	.601**	.687**	.587**	.645**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40	40

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

2. Kualitas Produk

Keputusan Pembelian	Pearson Correlation	.620**	.483**	1	.444**	.035	.679**	.320*	.338*	.744**
	Sig. (2-tailed)	.000	.002		.004	.831	.000	.044	.033	.000
	N	40	40	40	40	40	40	40	40	40
Keputusan Pembelian	Pearson Correlation	.335*	.344*	.444**	1	-.012	.467**	.314*	.128	.563**
	Sig. (2-tailed)	.034	.030	.004		.941	.002	.049	.430	.000
	N	40	40	40	40	40	40	40	40	40
Keputusan Pembelian	Pearson Correlation	.077	.430**	.035	-.012	1	.394*	.059	.193	.460**
	Sig. (2-tailed)	.636	.006	.831	.941		.012	.719	.232	.003
	N	40	40	40	40	40	40	40	40	40
Keputusan Pembelian	Pearson Correlation	.329*	.355*	.679**	.467**	.394*	1	.250	.328*	.752**
	Sig. (2-tailed)	.038	.025	.000	.002	.012		.120	.039	.000
	N	40	40	40	40	40	40	40	40	40
Keputusan Pembelian	Pearson Correlation	.480**	.340*	.320*	.314*	.059	.250	1	.232	.520**

	Sig. (2-tailed)	.002	.032	.044	.049	.719	.120		.150	.001
	N	40	40	40	40	40	40	40	40	40
Keputusan Pembelian	Pearson Correlation	.492**	.574**	.338*	.128	.193	.328*	.232	1	.643**
	Sig. (2-tailed)	.001	.000	.033	.430	.232	.039	.150		.000
	N	40	40	40	40	40	40	40	40	40
TOTAL	Pearson Correlation	.738**	.793**	.744**	.563**	.460**	.752**	.520**	.643**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.003	.000	.001	.000	
	N	40	40	40	40	40	40	40	40	40
** . Correlation is significant at the 0.01 level (2-tailed).										
* . Correlation is significant at the 0.05 level (2-tailed).										

Lampiran 6 Uji Reliabilitas Kuisisioner 40 Responden

1. Gaya Hidup

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.773	7

2. Kualitas Produk

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.882	.879	14

3. Keputusan Pembelian

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.809	8

Lampiran 7 Uji Normalitas

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	Unstandardized Residual
N		120	120
Normal Parameters ^{a,b}	Mean	.0000000	.0000000
	Std. Deviation	3.58415084	3.65415132
Most Extreme Differences	Absolute	.080	.051
	Positive	.055	.049
	Negative	-.080	-.051
Test Statistic		.080	.051
Asymp. Sig. (2-tailed)		.060 ^c	.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.			

Lampiran 8 Uji Linieritas

1. Gaya Hidup

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTALY * totalX1	Between Groups	(Combined)	201.804	12	16.817	1.248	.261
		Linearity	114.610	1	114.610	8.507	.004
		Deviation from Linearity	87.194	11	7.927	.588	.835
	Within Groups		1441.496	107	13.472		
	Total		1643.300	119			

2. Kualitas Produk

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
TOTALY * totalX2	Between Groups	(Combined)	437.994	21	20.857	1.696	.044
		Linearity	54.314	1	54.314	4.416	.038
		Deviation from Linearity	383.680	20	19.184	1.560	.079
	Within Groups		1205.306	98	12.299		
	Total		1643.300	119			

Lampiran 9 hasil Uji Multikolinieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18.891	3.594		5.256	.000		
	totalX1	.246	.092	.240	2.682	.008	.971	1.030
	totalX2	.078	.050	.141	1.575	.118	.971	1.030

a. Dependent Variable: TOTALY

Lampiran 10 Hasil Uji Homogenitas

1. Gaya Hidup

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
LagY	Based on Mean	1.399	11	106	.184
	Based on Median	.786	11	106	.654
	Based on Median and with adjusted df	.786	11	80.598	.654
	Based on trimmed mean	1.337	11	106	.215

2. Kualitas Produk

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
LagY	Based on Mean	1.230	18	97	.253
	Based on Median	.615	18	97	.880
	Based on Median and with adjusted df	.615	18	64.683	.875
	Based on trimmed mean	1.197	18	97	.279

Lampiran 10 Regresi Linier Berganda

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	18.891	3.594	
	totalX1	.246	.092	.240
	totalX2	.078	.050	.141

a. Dependent Variable: TOTALY

Lampiran 11 Hasil Uji t

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.624	2.718		8.322	.000
	totalX1	.270	.091	.264	2.974	.004

a. Dependent Variable: TOTALY

Lampiran 12 Hasil Uji F

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.340	2	73.170	5.719	.004 ^b
	Residual	1496.960	117	12.795		
	Total	1643.300	119			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), totalX2, totalX1