

# LAMPIRAN

Lampiran 1

Kuesioner Penelitian

### **LAMPIRAN KUESIONER**

#### **PENGARUH GAYA HIDUP, HARGA DAN KEPERCAYAAN MEREK DAN KEPUTUSAN PEMBELIAN SEPATU THRIFT DI BANDAR LAMPUNG**

1. Mohon diisi sesuai dengan kondisi sebenarnya, perlu diketahui bahwa jawaban dari kuesioner tidak ada jawaban yang salah. Oleh karena itu, usahakan tidak ada jawaban yang dikosongkan.
2. Pilihlah jawaban dengan memberi tanda (  $\checkmark$  ) pada salah satu jawaban yang paling sesuai menurut anda. Adapun kriteria penilaian jawaban responden adalah sebagai berikut :

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

Saya ucapkan terima kasih kepada rekan-rekan semua yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

Hormat Saya,

Muhammad Reza Alfazri Rusli

### IDENTITAS RESPONDEN

Nama Responden	=				
Jenis Kelamin	=	<input type="checkbox"/> Laki-laki	<input type="checkbox"/> Perempuan		
Umur	=	<input type="checkbox"/> 16 – 27 Tahun	<input type="checkbox"/> 27 – 40 tahun	<input type="checkbox"/> > 40 tahun	
Penghasilan	=	<input type="checkbox"/> < 1 Jt	<input type="checkbox"/> 1 Jt – 2 Jt	<input type="checkbox"/> 2 Jt – 4 Jt	<input type="checkbox"/> > 4 Jt
Pekerjaan	=	<input type="checkbox"/> Pelajar <input type="checkbox"/> Mahasiswa	<input type="checkbox"/> PNS <input type="checkbox"/> Wiraswasta	<input type="checkbox"/> Lain-lain	
Jumlah Pembelian	=	<input type="checkbox"/> 1-2 kali	<input type="checkbox"/> 3-6 kali	<input type="checkbox"/> 7-10 kali	<input type="checkbox"/> > 10 kali
Jenis Sepatu Yang di Beli	=	<input type="checkbox"/> Sneakers	<input type="checkbox"/> Sepatu Kasual	<input type="checkbox"/> Sepatu Running	<input type="checkbox"/> lain-lain

### VARIABEL GAYA HIDUP (X1)

NO.	Pernyataan	Jawaban Responden				
		SS	S	N	TS	STS
		5	4	3	2	1
1.	Saya membeli sepatu thrifting untuk menunjang penampilan saya					
2.	Pada saat saya membeli saya menyesuaikan dengan trend fashion yang sedang berkembang					
3.	Saya dapat membeli lebih dari satu sepatu karena harga yang terjangkau					
4.	Saya tertarik dengan sepatu thrifting karena produk berkualitas					
5.	Produk sepatu thrifting sudah sesuai dengan keinginan dan kebutuhan saya					
6.	Produk sepatu thrifting dapat meningkatkan kepercayaan diri saya					
7.	Produk thrifting saat ini semakin berkembang dan memiliki berbagai macam koleksi yang diinginkan customer					

**VARIABEL HARGA (X2)**

NO.	Pernyataan	Jawaban Responden				
		SS	S	N	TS	STS
		5	4	3	2	1
1.	Harga yang ditawarkan pada produk sepatu thrifting sudah sesuai dengan manfaat yang saya rasakan					
2.	Harga produk sepatu thrifting sudah sesuai untuk semua jenis kalangan					
3.	Saya membeli sepatu thrifting karena harganya lebih terjangkau					
4.	Membeli sepatu thrifting lebih ekonomis dibanding dengan official store					
5.	Harga sepatu thrifting cukup bersaing dengan produk sejenis ditempat lain					
6.	Kualitas sepatu thrifting sesuai dengan jumlah uang yang telah saya keluarkan					
7.	Harga sepatu thrifting sesuai dengan daya beli masyarakat untuk memenuhi gaya hidup					

**VARIABEL KEPERCAYAAN MEREK (X3)**

NO.	Pernyataan	Jawaban Responden				
		SS	S	N	TS	STS
		5	4	3	2	1
1.	Produk thrifting menyediakan barang dengan berbagai merek yang sedang trend					
2.	Saya bisa mengandalkan produk thrifting yang menyediakan berbagai merek untuk memenuhi kebutuhan saya					
3.	Saya membeli sepatu thrifting karena suka pada mereknya					
4.	Produk thrifting menyediakan berbagai merek dengan kualitas yang baik					
5.	Saya membeli sepatu thrifting karena percaya terhadap kredibilitas (kualitas) mereknya					
6.	Saya mempunyai pengalaman terhadap merek produk yang saya gunakan sehingga mudah diingat					
7.	Produk sepatu thrifting yang saya gunakan memiliki integritas dan kepercayaan yang tinggi					

**VARIABEL KEPUTUSAN PEMBELIAN (Y)**

NO.	Pernyataan	Jawaban Responden				
		SS	S	N	TS	STS
		5	4	3	2	1
1.	Saya membeli sepatu second branded (thrifting) sesuai dengan keinginan saya					
2.	Saya memutuskan membeli sepatu thrifting di toko saat saya berkunjung					
3.	Sepatu thrifting memiliki kualitas yang sama dengan produk official store					
4.	Saya membeli sepatu thrifting sesuai dengan merek yang sedang trend dikalangan remaja					
5.	Saya memiliki toko referensi tempat untuk membeli sepatu thrifting					
6.	Saya sangat antusias ketika produk thrifting mengadakan diskon pada awal bulan					
7.	Pembayaran nontunai sangat mempermudah saya dalam bertransaksi pada toko thrifting					
8.	Saya sangat terbantu dengan adanya pelayanan edukasi saat memilih sepatu thrifting yang baik					

## Lampiran 2

## Tabulasi Responden Variabel Gaya Hidup

NO	BUTIR 1	BUTIR 2	BUTIR 3	BUTIR 4	BUTIR 5	BUTIR 6	BUTIR 7	TOTAL
1	3	3	4	4	3	3	4	24
2	4	3	4	3	3	3	4	24
3	4	4	2	4	3	4	3	24
4	4	3	3	3	4	3	4	24
5	3	3	3	3	4	3	4	23
6	3	3	3	3	4	3	3	22
7	3	3	2	4	3	5	3	23
8	3	4	3	4	4	5	3	26
9	3	4	3	4	4	2	4	24
10	3	3	4	3	4	3	4	24
11	3	3	3	2	3	3	4	21
12	3	4	3	3	3	3	4	23
13	3	3	3	3	4	3	3	22
14	3	3	2	3	3	3	3	20
15	3	3	2	3	3	3	3	20
16	4	4	4	4	4	4	4	28
17	4	4	3	3	4	4	4	26
18	3	3	4	2	3	2	2	19
19	3	3	3	3	3	3	3	21
20	4	3	4	4	4	4	4	27
21	4	3	3	3	4	3	5	25
22	3	3	2	5	2	2	2	19
23	3	3	3	3	3	3	3	21
24	4	4	3	3	3	3	3	23
25	4	4	4	4	4	4	4	28
26	3	3	3	4	3	3	3	22
27	3	3	3	3	3	3	5	23
28	3	3	4	4	4	4	3	25
29	3	3	3	3	4	3	3	22
30	3	3	2	4	2	2	2	18
31	4	4	4	4	3	4	4	27
32	4	4	4	4	3	3	4	26
33	3	3	3	3	4	4	3	23
34	4	3	3	5	3	3	3	24
35	5	3	4	3	4	4	2	25
36	3	3	3	3	3	3	3	21
37	3	3	3	3	3	2	3	20

38	4	3	4	3	3	3	3	23
39	4	4	3	4	3	3	4	25
40	3	3	3	3	4	3	3	22
41	3	3	3	4	3	3	4	23
42	3	4	3	4	3	3	3	23
43	3	3	3	3	3	3	3	21
44	3	2	3	2	3	3	5	21
45	4	4	3	4	3	3	4	25
46	4	3	4	3	3	4	4	25
47	3	4	3	4	4	3	3	24
48	3	3	3	3	4	3	3	22
49	3	3	3	4	3	4	3	23
50	3	3	3	4	3	3	5	24
51	4	4	4	4	4	4	4	28
52	3	4	4	4	4	4	5	28
53	4	4	4	3	4	4	4	27
54	4	3	3	3	3	3	4	23
55	3	3	4	4	4	4	4	26
56	4	3	4	4	4	4	4	27
57	4	4	4	3	4	4	4	27
58	4	4	3	4	4	4	5	28
59	4	3	3	3	4	4	5	26
60	3	4	4	4	3	4	5	27
61	3	3	3	3	3	4	5	24
62	4	4	3	4	3	4	4	26
63	3	3	3	4	3	3	3	22
64	3	3	3	3	3	3	5	23
65	3	3	4	3	3	3	3	22
66	3	3	3	3	4	3	3	22
67	3	5	2	4	2	2	2	20
68	4	3	4	4	4	3	3	25
69	4	4	3	3	3	3	3	23
70	3	3	3	5	3	4	5	26
71	3	3	3	4	3	4	4	24
72	4	3	4	4	5	4	4	28
73	4	3	4	4	4	4	4	27
74	3	3	3	3	4	5	4	25
75	3	2	3	2	3	2	4	19
76	3	3	3	2	4	4	4	23
77	4	3	4	3	4	4	4	26
78	4	4	4	4	3	4	3	26



79	3	3	3	3	3	3	3	21
80	3	3	3	3	4	3	3	22
81	3	3	3	3	3	3	4	22
82	3	3	3	3	3	3	4	22
83	3	3	3	3	4	3	3	22
84	3	3	3	3	3	3	3	21
85	4	4	3	4	4	4	4	27
86	4	4	2	4	4	3	3	24
87	2	2	4	4	4	4	4	24
88	3	3	4	4	4	4	4	26
89	4	4	4	4	4	3	3	26
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91	4	4	3	4	4	4	4	27
92	3	3	3	4	4	4	4	25
93	3	3	3	3	3	3	3	21
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95	3	3	4	4	4	3	3	24
96	4	4	4	3	3	3	3	24
97	3	3	4	3	3	3	3	22
98	4	4	4	4	4	4	4	28
99	3	3	3	3	3	3	3	21
100	3	3	3	3	3	3	3	21
101	3	3	4	4	4	4	4	26
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103	3	4	4	4	5	4	5	29
104	3	4	5	5	4	4	5	30
105	4	3	4	4	4	4	4	27
106	4	3	4	4	4	5	4	28
107	4	3	4	4	5	4	4	28
108	4	3	4	4	4	4	4	27
109	4	3	4	4	4	4	5	28
110	4	3	5	5	4	4	4	29
111	5	3	4	4	5	5	4	30
112	5	4	4	4	4	4	4	29
113	4	4	4	4	4	4	4	28
114	4	3	5	4	5	5	4	30
115	3	4	4	3	4	3	3	24



38	3	3	4	4	4	4	4	26
39	3	3	4	3	3	3	3	22
40	3	3	4	4	4	4	4	26
41	3	3	3	3	5	3	3	23
42	3	3	3	3	3	3	3	21
43	3	3	4	4	4	4	4	26
44	3	3	3	3	3	3	3	21
45	5	3	3	4	4	4	4	27
46	4	3	3	4	4	4	4	26
47	4	4	3	4	4	2	2	23
48	3	3	4	3	3	3	3	22
49	3	3	3	3	3	3	3	21
50	4	4	3	4	4	4	4	27
51	4	4	2	4	4	3	3	24
52	2	2	4	4	4	4	4	24
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54	4	4	4	4	4	3	3	26
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56	4	4	4	4	4	3	3	26
57	4	4	4	3	4	4	4	27
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59	4	4	4	3	3	3	3	24
60	3	3	2	4	4	4	4	24
61	3	3	3	3	5	3	3	23
62	3	3	4	3	3	3	3	22
63	3	3	3	4	4	4	4	25
64	3	3	2	3	3	3	3	20
65	3	3	3	4	4	4	4	25
66	4	4	3	3	4	4	4	26
67	4	4	4	3	3	3	3	24
68	3	3	3	3	3	3	3	21
69	3	3	3	4	4	4	4	25
70	3	3	3	3	3	3	3	21
71	3	3	3	3	5	3	3	23
72	4	4	3	4	4	4	4	27
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75	4	4	4	4	4	4	4	28
76	4	4	2	4	4	3	3	24
77	4	4	4	4	4	2	2	24
78	4	4	4	4	4	4	4	28

79	5	5	4	3	4	3	3	27
80	4	3	4	4	4	4	4	27
81	4	4	4	4	4	4	4	28
82	4	4	5	2	4	4	4	27
83	4	4	4	5	5	5	5	32
84	4	4	4	3	4	4	4	27
85	4	4	4	4	4	4	4	28
86	4	3	4	4	4	4	4	27
87	4	4	4	4	3	4	3	26
88	4	3	4	4	4	4	3	26
89	3	3	3	4	4	5	4	26
90	3	3	3	4	2	4	4	23
91	4	3	4	4	4	4	4	27
92	3	4	4	4	4	4	4	27
93	4	3	4	4	4	4	4	27
94	4	4	3	4	4	4	4	27
95	4	4	4	2	4	4	4	26
96	4	4	4	4	3	2	2	23
97	4	4	4	4	4	4	4	28
98	4	3	3	4	4	4	4	26
99	4	4	4	4	4	3	4	27
100	4	3	4	4	5	3	4	27
101	3	4	4	4	4	4	4	27
102	4	4	3	4	4	4	4	27
103	4	4	4	4	4	4	4	28
104	4	3	4	5	2	5	5	28
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111	4	4	4	4	4	3	3	26
112	4	4	3	3	4	3	4	25
113	4	4	3	4	4	3	3	25
114	4	4	2	5	3	3	3	24
115	3	3	3	3	4	3	3	22

## Lampiran 4

## Tabulasi Responden Variabel Kepercayaan Merek

NO	BUTIR 1	BUTIR 2	BUTIR 3	BUTIR 4	BUTIR 5	BUTIR 6	BUTIR 7	TOTAL
1	4	4	3	4	3	4	3	25
2	4	3	4	3	4	4	4	26
3	3	4	3	4	4	3	4	25
4	3	3	3	3	2	3	4	21
5	3	4	3	4	3	3	5	25
6	3	3	3	5	4	5	5	28
7	3	2	3	4	4	4	5	25
8	3	3	3	4	4	3	4	24
9	4	3	4	4	4	4	4	27
10	4	4	4	4	4	4	5	29
11	3	3	3	3	4	3	3	22
12	3	3	3	4	3	3	4	23
13	3	4	4	4	4	4	3	26
14	3	3	3	3	3	3	3	21
15	3	2	3	2	3	3	5	21
16	4	4	3	4	3	3	4	25
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27	4	4	4	4	4	4	3	27
28	4	3	4	3	3	4	3	24
29	3	3	3	3	4	3	4	23
30	3	3	3	3	4	3	3	22
31	3	4	3	4	5	3	4	26
32	3	4	3	4	4	3	3	24
33	4	4	4	3	4	4	4	27
34	3	4	3	4	4	3	3	24
35	4	4	4	4	4	4	4	28
36	3	3	3	3	3	3	3	21
37	3	3	3	3	4	3	2	21

38	3	4	3	4	4	5	3	26
39	3	4	3	4	4	3	3	24
40	3	4	4	4	5	3	4	27
41	3	3	4	4	3	4	3	24
42	3	3	4	2	3	4	3	22
43	3	4	4	4	4	4	3	26
44	3	3	3	3	4	4	3	23
45	3	3	3	3	4	3	2	21
46	4	4	3	5	4	3	4	27
47	4	3	4	3	4	2	3	23
48	3	4	3	4	4	3	4	25
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50	4	4	4	4	4	4	3	27
51	4	2	4	2	4	4	4	24
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55	4	2	4	2	2	4	4	22
56	4	4	4	5	4	4	4	29
57	4	4	4	2	4	4	4	26
58	4	4	4	3	3	4	4	26
59	4	4	4	4	3	4	3	26
60	3	2	3	2	4	3	3	20
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62	3	4	3	4	3	3	4	24
63	3	3	3	3	4	5	4	25
64	3	2	3	2	3	2	4	19
65	3	3	3	2	4	4	4	23
66	4	3	4	3	4	4	4	26
67	4	4	4	4	3	4	3	26
68	3	3	3	3	3	3	3	21
69	3	3	3	3	4	3	3	22
70	3	3	3	3	3	3	4	22
71	3	3	3	3	3	3	4	22
72	4	4	4	4	4	4	3	27
73	4	4	4	4	4	4	4	28
74	4	4	4	4	4	2	4	26
75	4	4	4	4	4	4	4	28
76	4	2	4	2	4	4	4	24
77	4	4	4	4	4	4	4	28
78	4	4	4	4	4	4	5	29

79	5	4	3	4	4	5	3	28
80	4	4	3	4	4	3	4	26
81	4	4	4	3	4	4	4	27
82	4	5	4	5	4	4	5	31
83	4	4	4	4	5	4	4	29
84	4	4	4	4	4	4	4	28
85	4	4	4	4	4	4	4	28
86	4	4	3	4	4	3	3	25
87	4	4	4	3	4	2	4	25
88	4	4	3	4	2	3	4	24
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101	4	4	4	4	4	4	4	28
102	4	3	4	3	4	4	4	26
103	4	4	4	3	4	4	4	27
104	4	2	3	3	5	3	4	24
105	4	4	4	4	4	4	4	28
106	4	3	4	3	4	4	5	27
107	3	4	3	4	4	3	4	25
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112	4	3	4	3	4	4	4	26
113	4	3	4	3	4	4	4	26
114	4	4	4	4	5	4	3	28
115	3	3	3	5	4	3	3	24





37	3	3	3	3	3	3	3	2	23
38	3	4	4	3	4	3	3	3	27
39	3	4	4	4	3	4	3	3	28
40	3	4	4	4	4	4	3	4	30
41	3	3	3	3	3	3	3	3	24
42	3	3	3	3	3	3	3	3	24
43	3	4	4	3	4	3	3	3	27
44	3	3	3	3	3	3	3	3	24
45	3	3	3	3	4	3	3	2	24
46	4	4	4	4	4	4	4	4	32
47	4	3	3	4	4	4	4	3	29
48	3	4	4	3	3	3	3	4	27
49	3	4	4	3	3	3	3	3	26
50	4	4	4	4	4	4	3	3	30
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52	2	4	3	4	4	4	4	4	29
53	3	4	4	4	4	3	4	4	30
54	4	4	4	4	4	4	4	4	32
55	4	2	3	4	4	4	4	4	29
56	4	4	4	4	4	4	4	4	32
57	4	4	4	4	4	3	4	4	31
58	4	4	4	4	3	4	4	4	31
59	4	4	4	3	3	3	4	4	29
60	3	2	3	4	4	4	3	4	27
61	3	3	3	3	3	3	3	4	25
62	3	4	4	4	3	4	3	4	29
63	3	3	4	3	4	3	3	4	27
64	3	2	4	2	3	2	3	5	24
65	3	3	3	3	4	3	3	5	27
66	4	3	4	3	4	3	4	4	29
67	4	4	4	4	3	4	4	4	31
68	3	3	3	3	3	3	3	4	25
69	3	3	4	3	4	3	3	4	27
70	3	3	4	3	3	4	3	3	26
71	3	3	3	3	3	4	3	3	25
72	4	4	4	3	3	3	3	3	27
73	4	4	4	3	4	4	4	3	30
74	4	4	3	3	4	5	3	4	30
75	4	4	3	3	4	4	3	4	29
76	3	2	4	4	4	3	3	4	27
77	3	4	4	4	4	4	3	4	30

78	4	4	3	4	4	4	4	4	31
79	5	4	4	4	4	5	4	4	34
80	4	4	4	5	4	4	5	4	34
81	4	4	4	5	4	4	4	4	33
82	4	5	3	3	4	4	4	5	32
83	4	4	4	4	5	4	4	4	33
84	4	4	4	4	4	4	5	3	32
85	3	4	4	4	4	4	4	3	30
86	3	4	3	4	4	4	4	4	30
87	4	4	4	4	4	3	4	4	31
88	4	4	4	5	2	4	4	4	31
89	3	4	4	5	4	4	3	4	31
90	3	3	5	4	4	4	3	3	29
91	4	4	4	4	4	4	3	3	30
92	4	4	4	4	3	5	3	3	30
93	4	4	4	4	3	3	5	3	30
94	3	3	4	3	3	5	3	3	27
95	3	4	5	3	3	5	3	4	30
96	3	4	4	3	3	4	4	4	29
97	3	4	4	3	4	4	4	4	30
98	3	3	4	3	4	4	4	4	29
99	4	4	3	4	3	3	5	4	30
100	4	4	4	4	3	3	4	4	30
101	4	4	4	4	3	4	4	4	31
102	4	3	4	4	4	4	4	4	31
103	4	4	3	4	4	4	5	4	32
104	4	4	3	4	5	5	4	4	33
105	4	4	4	3	4	4	2	3	28
106	4	3	4	3	4	4	4	3	29
107	3	4	4	3	4	4	5	4	31
108	4	3	3	3	3	3	3	3	25
109	4	4	4	3	4	4	4	4	31
110	2	4	4	3	5	5	4	4	31
111	3	4	5	3	4	4	3	3	29
112	3	3	5	4	4	4	4	4	31
113	3	3	4	4	4	4	4	4	30
114	4	4	4	3	5	4	5	5	34
115	3	3	3	4	4	3	4	3	27

## Lampiran 6

## Uji Validitas Variabel Gaya Hidup (X1)

		Correlations							
		P1	P2	P3	P4	P5	P6	P7	TOTAL
P1	Pearson Correlation	1	.364**	.324**	.226*	.314**	.380**	.160	.617**
	Sig. (2-tailed)		.000	.000	.015	.001	.000	.087	.000
	N	115	115	115	115	115	115	115	115
P2	Pearson Correlation	.364**	1	.022	.331**	.040	.123	.026	.398**
	Sig. (2-tailed)	.000		.811	.000	.670	.189	.784	.000
	N	115	115	115	115	115	115	115	115
P3	Pearson Correlation	.324**	.022	1	.218*	.485**	.390**	.297**	.653**
	Sig. (2-tailed)	.000	.811		.020	.000	.000	.001	.000
	N	115	115	115	115	115	115	115	115
P4	Pearson Correlation	.226*	.331**	.218*	1	.161	.349**	.136	.561**
	Sig. (2-tailed)	.015	.000	.020		.085	.000	.148	.000
	N	115	115	115	115	115	115	115	115
P5	Pearson Correlation	.314**	.040	.485**	.161	1	.550**	.305**	.675**
	Sig. (2-tailed)	.001	.670	.000	.085		.000	.001	.000
	N	115	115	115	115	115	115	115	115
P6	Pearson Correlation	.380**	.123	.390**	.349**	.550**	1	.425**	.770**
	Sig. (2-tailed)	.000	.189	.000	.000	.000		.000	.000
	N	115	115	115	115	115	115	115	115
P7	Pearson Correlation	.160	.026	.297**	.136	.305**	.425**	1	.589**
	Sig. (2-tailed)	.087	.784	.001	.148	.001	.000		.000
	N	115	115	115	115	115	115	115	115
TOTAL	Pearson Correlation	.617**	.398**	.653**	.561**	.675**	.770**	.589**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115	115	115

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

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

## Lampiran 7

## Uji Validitas Variabel Harga (X2)

## Correlations

		P1	P2	P3	P4	P5	P6	P7	TOTAL
P1	Pearson Correlation	1	.750**	.211*	.160	.257**	.198*	.169	.622**
	Sig. (2-tailed)		.000	.023	.088	.006	.034	.070	.000
	N	115	115	115	115	115	115	115	115
P2	Pearson Correlation	.750**	1	.177	.044	.192*	.094	.070	.516**
	Sig. (2-tailed)	.000		.058	.639	.040	.320	.457	.000
	N	115	115	115	115	115	115	115	115
P3	Pearson Correlation	.211*	.177	1	-.055	.195*	.213*	.194*	.474**
	Sig. (2-tailed)	.023	.058		.557	.037	.022	.038	.000
	N	115	115	115	115	115	115	115	115
P4	Pearson Correlation	.160	.044	-.055	1	.141	.287**	.261**	.455**
	Sig. (2-tailed)	.088	.639	.557		.134	.002	.005	.000
	N	115	115	115	115	115	115	115	115
P5	Pearson Correlation	.257**	.192*	.195*	.141	1	.376**	.390**	.614**
	Sig. (2-tailed)	.006	.040	.037	.134		.000	.000	.000
	N	115	115	115	115	115	115	115	115
P6	Pearson Correlation	.198*	.094	.213*	.287**	.376**	1	.872**	.751**
	Sig. (2-tailed)	.034	.320	.022	.002	.000		.000	.000
	N	115	115	115	115	115	115	115	115
P7	Pearson Correlation	.169	.070	.194*	.261**	.390**	.872**	1	.732**
	Sig. (2-tailed)	.070	.457	.038	.005	.000	.000		.000
	N	115	115	115	115	115	115	115	115
TOTAL	Pearson Correlation	.622**	.516**	.474**	.455**	.614**	.751**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115	115	115

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

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

## Lampiran 8

## Uji Validitas Variabel Kepercayaan Merek (X3)

## Correlations

		P1	P2	P3	P4	P5	P6	P7	TOTAL
P1	Pearson Correlation	1	.750**	.211*	.160	.257**	.198*	.169	.622**
	Sig. (2-tailed)		.000	.023	.088	.006	.034	.070	.000
	N	115	115	115	115	115	115	115	115
P2	Pearson Correlation	.750**	1	.177	.044	.192*	.094	.070	.516**
	Sig. (2-tailed)	.000		.058	.639	.040	.320	.457	.000
	N	115	115	115	115	115	115	115	115
P3	Pearson Correlation	.211*	.177	1	-.055	.195*	.213*	.194*	.474**
	Sig. (2-tailed)	.023	.058		.557	.037	.022	.038	.000
	N	115	115	115	115	115	115	115	115
P4	Pearson Correlation	.160	.044	-.055	1	.141	.287**	.261**	.455**
	Sig. (2-tailed)	.088	.639	.557		.134	.002	.005	.000
	N	115	115	115	115	115	115	115	115
P5	Pearson Correlation	.257**	.192*	.195*	.141	1	.376**	.390**	.614**
	Sig. (2-tailed)	.006	.040	.037	.134		.000	.000	.000
	N	115	115	115	115	115	115	115	115
P6	Pearson Correlation	.198*	.094	.213*	.287**	.376**	1	.872**	.751**
	Sig. (2-tailed)	.034	.320	.022	.002	.000		.000	.000
	N	115	115	115	115	115	115	115	115
P7	Pearson Correlation	.169	.070	.194*	.261**	.390**	.872**	1	.732**
	Sig. (2-tailed)	.070	.457	.038	.005	.000	.000		.000
	N	115	115	115	115	115	115	115	115
TOTAL	Pearson Correlation	.622**	.516**	.474**	.455**	.614**	.751**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115	115	115

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

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

## Lampiran 9

## Uji Validitas Variabel Keputusan Pembelian (Y)

		Correlations								
		P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
P1	Pearson Correlation	1	.293**	.060	.279**	.162	.233*	.341**	.151	.530**
	Sig. (2-tailed)		.001	.525	.003	.083	.012	.000	.108	.000
	N	115	115	115	115	115	115	115	115	115
P2	Pearson Correlation	.293**	1	.278**	.211*	.272**	.255**	.321**	.198*	.614**
	Sig. (2-tailed)	.001		.003	.024	.003	.006	.000	.034	.000
	N	115	115	115	115	115	115	115	115	115
P3	Pearson Correlation	.060	.278**	1	.233*	.170	.238*	.115	.217*	.483**
	Sig. (2-tailed)	.525	.003		.012	.069	.011	.223	.020	.000
	N	115	115	115	115	115	115	115	115	115
P4	Pearson Correlation	.279**	.211*	.233*	1	.177	.403**	.325**	.218*	.608**
	Sig. (2-tailed)	.003	.024	.012		.058	.000	.000	.019	.000
	N	115	115	115	115	115	115	115	115	115
P5	Pearson Correlation	.162	.272**	.170	.177	1	.300**	.307**	.319**	.593**
	Sig. (2-tailed)	.083	.003	.069	.058		.001	.001	.001	.000
	N	115	115	115	115	115	115	115	115	115
P6	Pearson Correlation	.233*	.255**	.238*	.403**	.300**	1	.136	.206*	.601**
	Sig. (2-tailed)	.012	.006	.011	.000	.001		.147	.027	.000
	N	115	115	115	115	115	115	115	115	115
P7	Pearson Correlation	.341**	.321**	.115	.325**	.307**	.136	1	.349**	.632**
	Sig. (2-tailed)	.000	.000	.223	.000	.001	.147		.000	.000

	N	115	115	115	115	115	115	115	115	115
P8	Pearson Correlation	.151	.198*	.217*	.218*	.319**	.206*	.349**	1	.577**
	Sig. (2-tailed)	.108	.034	.020	.019	.001	.027	.000		.000
	N	115	115	115	115	115	115	115	115	115
TOTAL	Pearson Correlation	.530**	.614**	.483**	.608**	.593**	.601**	.632**	.577**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	115	115	115	115	115	115	115	115	115

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

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

#### Lampiran 10

##### Uji Reliabilitas Variabel Gaya Hidup (X1)

###### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.721	.719	7

#### Lampiran 11

##### Uji Reliabilitas Variabel Harga (X2)

###### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.694	.697	7

## Lampiran 12

## Uji Reliabilitas Variabel Kepercayaan Merek (X3)

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.622	.638	7

## Lampiran 13

## Uji Reliabilitas Variabel Keputusan Pembelian (Y)

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.720	.718	8

## Lampiran 14

## Hasil Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Predicted Value
N		115
Normal Parameters <sup>a,b</sup>	Mean	28.3565217
	Std. Deviation	2.06257557
	Absolute	.076
Most Extreme Differences	Positive	.067
	Negative	-.076
Kolmogorov-Smirnov Z		.816
Asymp. Sig. (2-tailed)		.518

a. Test distribution is Normal.

b. Calculated from data.



## Lampiran 15

## Hasil Uji Linearitas Gaya Hidup terhadap Keputusan Pembelian

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * GAYA HIDUP		(Combined)	258.278	12	21.523	3.462	.000
	Between	Linearity	151.806	1	151.806	24.419	.000
	Groups	Deviation from	106.472	11	9.679	1.557	.123
		Linearity					
	Within	Groups	634.105	102	6.217		
	Total	892.383	114				

## Lampiran 16

## Hasil Uji Linearitas Harga terhadap Keputusan Pembelian

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * HARGA		(Combined)	393.403	11	35.764	7.382	.000
	Between	Linearity	348.667	1	348.667	71.972	.000
	Groups	Deviation from	44.735	10	4.474	.923	.515
		Linearity					
	Within	Groups	498.980	103	4.844		
	Total	892.383	114				

## Lampiran 17

## Hasil Uji Linearitas Kepercayaan Merek terhadap Keputusan Pembelian

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN *	Between	(Combined)	402.843	11	36.622	7.705	.000
	Groups	Linearity	333.180	1	333.180	70.102	.000

KEPERCAYAAN MEREK	Deviation from Linearity	69.663	10	6.966	1.466	.163
	Within Groups	489.539	103	4.753		
	Total	892.383	114			

## Lampiran 18

## Hasil Uji Multikolinearitas

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
	(Constant)	2.034	2.332		.872	.385		
1	GAYA HIDUP	.279	.067	.275	4.184	.000	.952	1.051
	HARGA	.404	.090	.367	4.466	.000	.608	1.643
	KEPERCAYAAN MEREK	.379	.095	.328	3.990	.000	.608	1.645

a. Dependent Variable: KEPUTUSAN PEMBELIAN

## Lampiran 19

## Hasil Uji Regresi Linear Berganda Uji-t

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	2.034	2.332		.872	.385
1	GAYA HIDUP	.279	.067	.275	4.184	.000
	HARGA	.404	.090	.367	4.466	.000
	KEPERCAYAAN MEREK	.379	.095	.328	3.990	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

## Lampiran 20

## Hasil Uji F

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	484.981	3	161.660	44.046	.000 <sup>b</sup>
	Residual	407.402	111	3.670		
	Total	892.383	114			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KEPERCAYAAN MEREK, GAYA HIDUP, HARGA

## Lampiran 17

## Hasil Uji Determinasi R

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 <sup>a</sup>	.543	.531	1.916

a. Predictors: (Constant), KEPERCAYAAN MEREK, GAYA HIDUP, HARGA