

LAMPIRAN

Lampiran I

KUESIONER PENELITIAN

Perihal: Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i
Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya:

Nama : Dian Novita Sari

NPM : 1912110401

Sedang melakukan penelitian yang berjudul **“PENGARUH *SHOPPING LIFESTYLE, BRAND LOVE* DAN *BRAND TRUST* TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION ERIGO DI INSTAGRAM”** Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Januari 2023
Peneliti

Dian Novita Sari
NPM.1912110401

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (v) pada jawaban yang telah disediakan oleh peneliti.

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Lak ki
 Perempuan

3. Usia :

- | | |
|---|---|
| <input type="checkbox"/> a. 17 Tahun – 25 Tahun | <input type="checkbox"/> d. 46 Tahun – 55 Tahun |
| <input type="checkbox"/> b. 26 Tahun – 35 Tahun | <input type="checkbox"/> e. 56 Tahun – 65 Tahun |
| <input type="checkbox"/> c. 36 Tahun – 45 Tahun | |

4. Pekerjaan :

- | | |
|--|--|
| <input type="checkbox"/> a. Pelajar | <input type="checkbox"/> e. Pegawai Negeri |
| <input type="checkbox"/> b. Mahasiswa | <input type="checkbox"/> f. Petani/Nelayan |
| <input type="checkbox"/> c. Wiraswasta | <input type="checkbox"/> g. Freelancer |
| <input type="checkbox"/> d. Pegawai Swasta | <input type="checkbox"/> h. Ibu Rumah Tangga |

5. Produk Erigo Yang Sering Dibeli (Dapat ceklist lebih dari 1) :

- | | |
|------------------------------------|---------------------------------------|
| <input type="checkbox"/> a. Baju | <input type="checkbox"/> d. Tas |
| <input type="checkbox"/> b. Celana | <input type="checkbox"/> e. Aksesoris |
| <input type="checkbox"/> c. Jaket | <input type="checkbox"/> f. Lainnya |

6. Provinsi :

- | | |
|---|--|
| <input type="checkbox"/> Aceh | <input type="checkbox"/> Papua barat daya |
| <input type="checkbox"/> Sumatera Utara | <input type="checkbox"/> Yogyakarta |
| <input type="checkbox"/> Sumatera Selatan | <input type="checkbox"/> Jawa Timur |
| <input type="checkbox"/> Sumatera Barat | <input type="checkbox"/> Bali |
| <input type="checkbox"/> Bengkulu | <input type="checkbox"/> Nusa Tenggara Timur |
| <input type="checkbox"/> Riau | <input type="checkbox"/> Nusa Tenggara Barat |
| <input type="checkbox"/> Kepulauan Riau | <input type="checkbox"/> Gorontalo |
| <input type="checkbox"/> Jambi | <input type="checkbox"/> Sulawesi Barat |
| <input type="checkbox"/> Lampung | <input type="checkbox"/> Sulawesi Tengah |
| <input type="checkbox"/> Bangka Belitung | <input type="checkbox"/> Sulawesi Utara |
| <input type="checkbox"/> Kalimantan Barat | <input type="checkbox"/> Sulawesi Tenggara |
| <input type="checkbox"/> Kalimantan Timur | <input type="checkbox"/> Sulawesi Selatan |
| <input type="checkbox"/> Kalimantan Selatan | <input type="checkbox"/> Maluku Utara |
| <input type="checkbox"/> Kalimantan Tengah | <input type="checkbox"/> Maluku |
| <input type="checkbox"/> Kalimantan Utara | <input type="checkbox"/> Papua Barat |
| <input type="checkbox"/> Banten | <input type="checkbox"/> Papua |
| <input type="checkbox"/> Jakarta | <input type="checkbox"/> Papua Tengah |
| <input type="checkbox"/> Jawa Barat | <input type="checkbox"/> Papua Pegunungan |
| <input type="checkbox"/> Jawa Tengah | <input type="checkbox"/> Papua Selatan |

7. Pengasilan :

- | | |
|---|---|
| <input type="checkbox"/> a. Rp.500.000-Rp.1.000.000 | <input type="checkbox"/> e. Rp.4.100.000-Rp.5.000.000 |
| <input type="checkbox"/> b. Rp.1.100.000-Rp.2.000.000 | <input type="checkbox"/> f. Rp.5.100.000-Rp.6.000.000 |
| <input type="checkbox"/> c. Rp.2.100.000-Rp.3.000.000 | <input type="checkbox"/> g. Rp.6.100.000-Rp.7.000.000 |
| <input type="checkbox"/> d. Rp.3.100.000-Rp.4.000.000 | <input type="checkbox"/> h. > Rp.7.100.000 |

1. Konsumsi Produk Fashion Perbulan :

- a. < Rp.1.000.000 f.Rp.7.000.000- Rp. 8.000.000
 b. Rp.1.000.000- Rp. 2.000.000 g.Rp.9.000.000- Rp. 10.000.000
 c.Rp.3.000.000- Rp. 4.000.000 h.> Rp. 10.000.000
 Rp.5.000.000- Rp. 6.000.000

DAFTAR PERNYATAAN

<i>Shopping Lifestyle</i>						
No	Pernyataan	STS	TS	CS	S	SS
Kegiatan Rutin						
1	Belanja produk Erigo di Instagram karena mengikuti trend fashion					
2	Berbelanja produk Erigo di Instagram karena memiliki kualitas terbaik					
Kegiatan Sosial						
3	Berbelanja produk Erigo di Instagram karena merek yang terkenal					
4	Belanja produk Erigo di Instagram karena meningkatkan status sosial					
Tempat Berbelanja						
5	Menanggapi tawaran iklan di Instagram untuk berbelanja produk fashion Erigo					
6	Merasa nyaman pada saat berbelanja produk fashion Erigo di Instagram					
Terdapat Perencanaan						
7	Tertarik berbelanja produk Erigo di Instagram dengan model terbaru					
8	Berbelanja produk Erigo di Instagram lebih dari satu model					
Aktivitas Menyenangkan						
9	Menikmati waktu berbelanja produk Erigo di Instagram					
10	Berbelanja produ Erigo di Instagram adalah pengalaman yang menyenangkan					

<i>Brand Love</i>						
No	Pernyataan	STS	TS	CS	S	SS
Mengenal Merek						
1	Merasa bangga menggunakan produk Erigo					
2	Merasa produk Erigo cocok/sesuai dengan style saya					
Ketertarikan Merek						
3	Keinginan untuk mengoleksi produk Erigo					
4	Fanatik terhadap produk Erigo					
Penilaian Postif						
5	Produk Erigo merupakan produk yang berkualitas.					
6	Memilih produk Erigo diantara merek fashion lainnya.					
Emosi Positif						
7	Mencintai produk Erigo					
8	Merasa dekat secara emosional dengan produk Erigo					
Pernyataan						
9	Menggunakan produk Erigo dalam waktu yang cukup lama.					
10	Selalu mengikuti perkembangan produk Erigo					

<i>Brand Trust</i>						
No	Pernyataan	STS	TS	CS	S	SS
Credibilitas						
1	Produk Erigo dibuat dengan bahan berkualitas tinggi					
2	Produk Erigo tidak pernah mengecewakan					
Brand Competence						
3	Produk Erigo adalah merek terbaik untuk kategori fashion					
4	Kebutuhan fashion dapat terpenuhi dengan Produk Erigo					
Brand Goodness						
5	Produk Erigo sangat nyaman digunakan					
6	Menggunakan Produk Erigo meningkatkan kepercayaan diri					
Brand Reputation						
7	Produk Erigo memiliki reputasi yang baik					
8	Produk Erigo adalah merek fashion terpopuler					

<i>Keputusan Pembelian</i>						
No	Pernyataan	STS	TS	CS	S	SS
Pilihan Produk						
1	Membeli produk Erigo karena banyak varian produk fashion					
2	Membeli produk Erigo karena berdasarkan keunggulan produk					
Pilihan Merek						
3	Membeli produk Erigo karena memiliki citra yang positif					
4	Membeli produk Erigo karena sangat populer					
Pilihan Penyalur						
5	Tahapan pembeli produk Erigo di Instagram sangat mudah					
6	Membeli produk Erigo dijual diberbagai platform online					
Waktu Pembelian						
7	Membeli produk Erigo dapat dilakukan kapan pun					
8	Membeli produk Erigo setiap mengeluarkan produk terbaru					
Jumlah Pembelian						
9	Membeli banyak produk Erigo karena terdapat diskon dalam jumlah pembelian tertentu					
10	Membeli banyak produk Erigo pada acara spesial					
Metode Pembayaran						
11	Membeli produk Erigo karena banyaknya pilihan metode pembayaran					
12	Membeli produk Erigo karena mudah dalam bertransaksi					

Lampiran II (Hasil Jawaban Responden)

No	SL 1	SL 2	SL 3	SL 4	SL 5	SL 6	SL 7	SL 8	SL 9	SL 10	Shopping Lifestyle	BL 1	BL 2	BL 3	BL 4	BL 5	BL 6	BL 7	BL 8	BL 9	BL 10	Brand Love	BT 1	BT 2	B 3	BT 4	BT 5	BT 6	BT 7	BT 8	Brand Trust	
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No	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	Keputusan_Pembelian
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51	5	5	4	5	5	5	5	5	4	5	5	5	58
52	5	4	4	4	3	4	4	4	4	3	4	4	47
53	5	5	4	5	5	4	4	4	4	5	4	4	53
54	4	4	3	4	4	3	4	4	3	4	4	3	44
55	4	3	4	3	4	4	4	3	4	3	4	4	44
56	4	5	3	3	4	3	4	5	3	3	4	3	44
57	4	4	3	3	4	4	4	4	3	3	4	4	44
58	3	4	2	3	4	3	3	4	2	3	4	3	38

118	4	4	5	5	5	4	4	4	5	5	5	5	55
119	4	3	3	3	3	3	4	3	3	3	3	3	38
120	4	4	5	4	4	4	4	4	5	4	4	4	50
121	4	3	3	3	3	3	4	3	3	3	3	3	38
122	4	4	4	4	4	4	4	4	4	4	4	4	48
123	5	5	5	5	5	5	5	5	5	5	5	5	60
124	4	3	3	3	3	3	4	3	3	3	3	3	38
125	4	3	4	3	3	4	4	3	4	3	3	4	42
126	5	5	5	5	5	5	5	5	4	4	4	5	57
127	3	4	5	3	4	5	3	4	5	3	4	4	47
128	3	3	5	5	5	4	3	3	5	5	5	4	50
129	4	4	4	4	4	4	4	4	4	4	4	4	48
130	3	3	4	4	5	3	3	3	4	4	5	3	44
131	4	4	3	3	3	4	4	4	3	3	3	4	42
132	4	4	3	3	4	3	4	4	3	3	4	3	42
133	4	3	3	3	3	3	4	3	3	3	3	3	38
134	3	3	3	3	3	3	3	3	3	3	3	3	36
135	3	4	3	3	3	3	3	4	3	3	3	3	38
136	5	5	5	4	5	3	5	5	5	4	5	3	54
137	5	5	4	5	4	5	5	5	4	5	4	5	56
138	5	5	5	4	5	4	5	5	5	4	5	4	56
139	4	4	3	4	4	3	4	4	3	4	4	3	44
140	4	5	5	4	5	5	4	5	5	4	5	5	56
141	4	4	3	3	3	3	4	4	3	3	3	3	40
142	5	5	3	3	4	2	5	5	3	3	4	2	44
143	4	4	3	4	4	2	4	4	3	4	4	2	42
144	5	3	3	3	4	3	5	3	3	3	4	3	42
145	5	3	4	3	5	4	5	3	4	3	5	4	48
146	4	3	3	3	3	3	4	3	3	3	3	3	38
147	5	4	3	4	4	4	5	4	3	4	4	4	48
148	5	4	4	3	5	5	5	4	4	3	5	5	52
149	5	5	2	5	5	4	5	5	2	5	5	4	52
150	4	3	4	4	4	5	4	3	4	4	4	5	48
151	5	5	4	5	5	5	5	5	4	5	5	5	58
152	5	4	4	4	3	4	4	4	4	3	4	4	47
153	5	5	4	5	5	4	4	4	4	5	4	4	53
154	4	4	3	4	4	3	4	4	3	4	4	3	44
155	4	3	4	3	4	4	4	3	4	3	4	4	44
156	4	5	3	3	4	3	4	5	3	3	4	3	44
157	4	4	3	3	4	4	4	4	3	3	4	4	44
158	3	4	2	3	4	3	3	4	2	3	4	3	38
159	5	4	3	4	4	4	4	5	4	3	4	4	48
160	5	4	3	4	4	4	4	5	4	3	4	4	48
161	3	2	1	4	5	4	3	2	1	4	5	4	38
162	5	5	5	5	5	5	5	5	5	5	5	5	60
163	4	4	3	4	4	4	4	4	5	5	5	4	50
164	5	5	4	4	5	5	5	5	4	4	2	2	50
165	5	5	5	5	5	5	5	5	5	5	5	5	60
166	5	5	5	5	5	5	5	5	5	5	5	5	60
167	1	1	1	1	1	1	1	1	2	2	2	1	15
168	3	1	2	1	1	1	1	1	1	1	1	1	15
169	1	1	1	1	1	2	1	1	2	2	1	1	15
170	1	1	1	1	1	1	1	1	2	2	2	1	15
171	4	4	4	3	4	3	4	4	4	3	4	3	44
172	3	3	2	3	3	3	3	3	2	3	3	3	34
173	5	5	4	5	5	4	4	4	4	5	5	5	55
174	5	5	4	4	4	4	4	4	4	4	4	4	50
175	5	5	5	5	5	5	5	5	5	5	5	5	60
176	5	5	4	5	5	4	4	5	4	4	4	4	53

177	5	5	5	5	5	5	4	5	4	4	4	4	55
178	5	5	5	5	5	5	5	5	4	5	5	5	59
179	5	5	5	5	5	5	4	4	5	5	5	5	58
180	5	5	5	5	5	5	5	5	5	5	5	4	59
181	5	5	5	5	5	5	4	5	4	4	4	5	56
182	5	5	5	5	5	5	5	5	5	5	5	5	60
183	5	4	5	5	4	5	5	4	5	4	4	5	55
184	5	5	5	5	5	5	5	5	5	5	5	5	60
185	5	5	5	4	5	4	5	4	4	5	5	5	56
186	3	5	5	4	4	5	3	5	5	5	4	5	53
187	5	5	5	5	5	5	5	4	5	5	5	5	59
188	5	5	5	5	5	5	5	5	5	5	5	5	60
189	5	5	3	3	5	5	4	5	3	3	5	5	51
190	5	5	5	5	5	4	5	4	4	5	5	4	56
191	4	5	5	5	5	5	4	5	4	5	5	4	56
192	5	5	5	5	5	5	5	5	4	4	5	5	58
193	2	5	5	5	5	3	2	5	5	4	5	4	50
194	4	5	5	4	4	4	4	5	5	4	4	4	52
195	5	5	5	5	5	5	5	5	5	4	5	5	59
196	5	5	5	5	5	5	5	4	5	4	5	5	58
197	4	5	5	5	5	3	4	5	5	4	4	3	52
198	5	5	4	5	4	5	5	5	4	5	4	5	56
199	3	4	5	4	5	5	3	4	5	4	4	5	51
200	3	4	5	4	3	3	3	4	5	4	3	4	45

Lampiran III (Hasil Uji Deskriptif)

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	141	70.5	70.5	70.5
Perempuan	59	29.5	29.5	100.0
Total	200	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 Tahun-25 Tahun	110	55.0	55.0	55.0
26 Tahun-35 Tahun	69	34.5	34.5	89.5
36 Tahun-45 Tahun	21	10.5	10.5	100.0
Total	200	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Freelancer	15	7.5	7.5	7.5
Mahasiswa	64	32.0	32.0	39.5
Pegawai Negeri	18	9.0	9.0	48.5
Pegawai Swasta	50	25.0	25.0	73.5
Pelajar	24	12.0	12.0	85.5
Wiraswasta	29	14.5	14.5	100.0
Total	200	100.0	100.0	

Produk Erigo

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aksesoris	27	13.5	13.5
	baju	2	1.0	14.5
	Baju	73	36.5	36.5
	Celana	36	18.0	18.0
	Jaket	37	18.5	18.5
	Lainnya	1	.5	.5
	Tas	24	12.0	12.0
	Total	200	100.0	100.0

Provinisi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aceh	2	1.0	1.0
	Bali	10	5.0	5.0
	Banten	8	4.0	4.0
	Jakarta	30	15.0	15.0
	Jawa Barat	21	10.5	10.5
	Jawa Tengah	9	4.5	4.5
	Jawa Timur	13	6.5	6.5
	Lampung	50	25.0	25.0
	Sumatera Barat	7	3.5	3.5
	Sumatera Selatan	24	12.0	12.0
	Sumatera Utara	12	6.0	6.0
	Yogyakarta	14	7.0	7.0
	Total	200	100.0	100.0

Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> Rp.7.100.000	9	4.5	4.5
	Rp.1.100.000-Rp.2.000.000	8	4.0	4.0
	Rp.2.100.000-Rp.3.000.000	11	5.5	5.5
	Rp.3.100.000-Rp.4.000.000	46	23.0	23.0
	Rp.4.100.000-Rp.5.000.000	21	10.5	10.5
	Rp.5.100.000-Rp.6.000.000	5	2.5	2.5
	Rp.500.000-Rp.1.000.000	80	40.0	40.0
	Rp.6.100.000-Rp.7.000.000	20	10.0	10.0
	Total	200	100.0	100.0

Konsumsi Perbulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	. Rp.1.000.000- Rp. 2.000.000	9	4.5	4.5
	< Rp.1.000.000	160	80.0	80.0
	Rp.1.000.000- Rp. 2.000.000	27	13.5	13.5
	Rp.3.000.000- Rp. 4.000.000	4	2.0	2.0
Total	200	100.0	100.0	

SL1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
2	10	5.0	5.0	7.0
3	60	30.0	30.0	37.0
4	73	36.5	36.5	73.5
5	53	26.5	26.5	100.0
Total	200	100.0	100.0	

SL2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	11	5.5	5.5	5.5
3	35	17.5	17.5	23.0
4	101	50.5	50.5	73.5
5	53	26.5	26.5	100.0
Total	200	100.0	100.0	

SL3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	13	6.5	6.5	6.5
3	56	28.0	28.0	34.5
4	71	35.5	35.5	70.0
5	60	30.0	30.0	100.0
Total	200	100.0	100.0	

SL4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.5	.5	.5
3	24	12.0	12.0	12.5
4	86	43.0	43.0	55.5
5	89	44.5	44.5	100.0
Total	200	100.0	100.0	

SL5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	2.0	2.0	2.0
3	43	21.5	21.5	23.5
4	81	40.5	40.5	64.0
5	72	36.0	36.0	100.0
Total	200	100.0	100.0	

SL6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
2	12	6.0	6.0	6.5
3	35	17.5	17.5	24.0
4	68	34.0	34.0	58.0
5	84	42.0	42.0	100.0
Total	200	100.0	100.0	

SL7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	13	6.5	6.5	6.5
3	58	29.0	29.0	35.5
4	70	35.0	35.0	70.5
5	59	29.5	29.5	100.0
Total	200	100.0	100.0	

SL8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.5	.5	.5
3	30	15.0	15.0	15.5
4	79	39.5	39.5	55.0
5	90	45.0	45.0	100.0
Total	200	100.0	100.0	

SL9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	2.0	2.0	2.0
3	54	27.0	27.0	29.0
4	69	34.5	34.5	63.5
5	73	36.5	36.5	100.0
Total	200	100.0	100.0	

SL10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
2	12	6.0	6.0	6.5
3	36	18.0	18.0	24.5
4	65	32.5	32.5	57.0
5	86	43.0	43.0	100.0
Total	200	100.0	100.0	

BL1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	12	6.0	6.0	7.0
3	54	27.0	27.0	34.0
4	89	44.5	44.5	78.5
5	43	21.5	21.5	100.0
Total	200	100.0	100.0	

BL2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
2	14	7.0	7.0	9.0
3	53	26.5	26.5	35.5
4	66	33.0	33.0	68.5
5	63	31.5	31.5	100.0
Total	200	100.0	100.0	

BL3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	15	7.5	7.5	8.5
3	42	21.0	21.0	29.5
4	84	42.0	42.0	71.5
5	57	28.5	28.5	100.0
Total	200	100.0	100.0	

BL4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	8	4.0	4.0	5.0
3	22	11.0	11.0	16.0
4	105	52.5	52.5	68.5
5	63	31.5	31.5	100.0
Total	200	100.0	100.0	

BL5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	13	6.5	6.5	7.5
3	46	23.0	23.0	30.5
4	74	37.0	37.0	67.5
5	65	32.5	32.5	100.0
Total	200	100.0	100.0	

BL6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	11	5.5	5.5	6.5
3	67	33.5	33.5	40.0
4	56	28.0	28.0	68.0
5	64	32.0	32.0	100.0
Total	200	100.0	100.0	

BL7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
2	14	7.0	7.0	9.0
3	52	26.0	26.0	35.0
4	67	33.5	33.5	68.5
5	63	31.5	31.5	100.0
Total	200	100.0	100.0	

BL8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	14	7.0	7.0	8.0
3	39	19.5	19.5	27.5
4	85	42.5	42.5	70.0
5	60	30.0	30.0	100.0
Total	200	100.0	100.0	

BL9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	8	4.0	4.0	5.0
3	21	10.5	10.5	15.5
4	105	52.5	52.5	68.0
5	64	32.0	32.0	100.0
Total	200	100.0	100.0	

BL10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	13	6.5	6.5	7.5
3	48	24.0	24.0	31.5
4	68	34.0	34.0	65.5
5	69	34.5	34.5	100.0
Total	200	100.0	100.0	

BT1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	3.0	3.0	3.0
Valid 2	13	6.5	6.5	9.5
Valid 3	79	39.5	39.5	49.0
Valid 4	60	30.0	30.0	79.0
Valid 5	42	21.0	21.0	100.0
Total	200	100.0	100.0	

BT2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	2.5	2.5	2.5
Valid 2	15	7.5	7.5	10.0
Valid 3	68	34.0	34.0	44.0
Valid 4	65	32.5	32.5	76.5
Valid 5	47	23.5	23.5	100.0
Total	200	100.0	100.0	

BT3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	3.5	3.5	3.5
Valid 2	13	6.5	6.5	10.0
Valid 3	58	29.0	29.0	39.0
Valid 4	73	36.5	36.5	75.5
Valid 5	49	24.5	24.5	100.0
Total	200	100.0	100.0	

BT4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	12	6.0	6.0	6.0
Valid 2	26	13.0	13.0	19.0
Valid 3	63	31.5	31.5	50.5
Valid 4	67	33.5	33.5	84.0
Valid 5	32	16.0	16.0	100.0
Total	200	100.0	100.0	

BT5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	2.5	2.5	2.5
Valid 2	25	12.5	12.5	15.0
Valid 3	71	35.5	35.5	50.5
Valid 4	69	34.5	34.5	85.0
Valid 5	30	15.0	15.0	100.0
Total	200	100.0	100.0	

BT6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	12	6.0	6.0	6.0
2	55	27.5	27.5	33.5
3	67	33.5	33.5	67.0
4	38	19.0	19.0	86.0
5	28	14.0	14.0	100.0
Total	200	100.0	100.0	

BT7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	11	5.5	5.5	5.5
2	26	13.0	13.0	18.5
3	72	36.0	36.0	54.5
4	61	30.5	30.5	85.0
5	30	15.0	15.0	100.0
Total	200	100.0	100.0	

BT8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	4.5	4.5	4.5
2	45	22.5	22.5	27.0
3	75	37.5	37.5	64.5
4	45	22.5	22.5	87.0
5	26	13.0	13.0	100.0
Total	200	100.0	100.0	

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1.5	1.5	1.5
2	2	1.0	1.0	2.5
3	26	13.0	13.0	15.5
4	71	35.5	35.5	51.0
5	98	49.0	49.0	100.0
Total	200	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
2	2	1.0	1.0	3.0
3	29	14.5	14.5	17.5
4	78	39.0	39.0	56.5
5	87	43.5	43.5	100.0
Total	200	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	3.0	3.0	3.0
Valid 2	9	4.5	4.5	7.5
Valid 3	50	25.0	25.0	32.5
Valid 4	53	26.5	26.5	59.0
Valid 5	82	41.0	41.0	100.0
Total	200	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
Valid 2	2	1.0	1.0	3.0
Valid 3	53	26.5	26.5	29.5
Valid 4	74	37.0	37.0	66.5
Valid 5	67	33.5	33.5	100.0
Total	200	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
Valid 2	1	.5	.5	2.5
Valid 3	32	16.0	16.0	18.5
Valid 4	80	40.0	40.0	58.5
Valid 5	83	41.5	41.5	100.0
Total	200	100.0	100.0	

KP6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1.5	1.5	1.5
Valid 2	7	3.5	3.5	5.0
Valid 3	49	24.5	24.5	29.5
Valid 4	64	32.0	32.0	61.5
Valid 5	77	38.5	38.5	100.0
Total	200	100.0	100.0	

KP7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
Valid 2	4	2.0	2.0	4.0
Valid 3	25	12.5	12.5	16.5
Valid 4	85	42.5	42.5	59.0
Valid 5	82	41.0	41.0	100.0
Total	200	100.0	100.0	

KP8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
Valid 2	4	2.0	2.0	4.0
Valid 3	30	15.0	15.0	19.0
Valid 4	92	46.0	46.0	65.0
Valid 5	70	35.0	35.0	100.0
Total	200	100.0	100.0	

KP9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
Valid 2	12	6.0	6.0	8.0
Valid 3	49	24.5	24.5	32.5
Valid 4	67	33.5	33.5	66.0
Valid 5	68	34.0	34.0	100.0
Total	200	100.0	100.0	

KP10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
Valid 2	6	3.0	3.0	3.5
Valid 3	54	27.0	27.0	30.5
Valid 4	83	41.5	41.5	72.0
Valid 5	56	28.0	28.0	100.0
Total	200	100.0	100.0	

KP11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
Valid 2	3	1.5	1.5	2.5
Valid 3	28	14.0	14.0	16.5
Valid 4	92	46.0	46.0	62.5
Valid 5	75	37.5	37.5	100.0
Total	200	100.0	100.0	

KP12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.0	2.0	2.0
Valid 2	5	2.5	2.5	4.5
Valid 3	45	22.5	22.5	27.0
Valid 4	72	36.0	36.0	63.0
Valid 5	74	37.0	37.0	100.0
Total	200	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		SL1	SL2	SL3	SL4	SL5	SL6	SL7	SL8	SL9	SL10	Shopping_Lifestyle
SL1	Pearson Correlation	1	.563**	.386*	.019	.259	.232	-.094	.295	.550**	.208	.485**
	Sig. (2-tailed)		.001	.035	.920	.167	.217	.621	.113	.002	.271	.007
	N	30	30	30	30	30	30	30	30	30	30	30
SL2	Pearson Correlation	.563**	1	.509**	.347	.604**	.602**	.250	.507**	.534**	.339	.758**
	Sig. (2-tailed)	.001		.004	.061	.000	.000	.182	.004	.002	.067	.000
	N	30	30	30	30	30	30	30	30	30	30	30
SL3	Pearson Correlation	.386*	.509**	1	.394*	.470**	.382*	.386*	.836**	.884**	.886**	.862**
	Sig. (2-tailed)	.035	.004		.031	.009	.037	.035	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
SL4	Pearson Correlation	.019	.347	.394*	1	.434*	.540**	.798**	.326	.233	.283	.625**
	Sig. (2-tailed)	.920	.061	.031		.017	.002	.000	.078	.216	.129	.000
	N	30	30	30	30	30	30	30	30	30	30	30
SL5	Pearson Correlation	.259	.604**	.470**	.434*	1	.876**	.315	.407*	.412*	.308	.728**
	Sig. (2-tailed)	.167	.000	.009	.017		.000	.090	.026	.024	.097	.000
	N	30	30	30	30	30	30	30	30	30	30	30
SL6	Pearson Correlation	.232	.602**	.382*	.540**	.876**	1	.494**	.362*	.316	.228	.722**
	Sig. (2-tailed)	.217	.000	.037	.002	.000		.005	.049	.089	.226	.000
	N	30	30	30	30	30	30	30	30	30	30	30
SL7	Pearson Correlation	-.094	.250	.386*	.798**	.315	.494**	1	.295	.200	.261	.555**
	Sig. (2-tailed)	.621	.182	.035	.000	.090	.005		.113	.289	.164	.001
	N	30	30	30	30	30	30	30	30	30	30	30
SL8	Pearson Correlation	.295	.507**	.836**	.326	.407*	.362*	.295	1	.807**	.844**	.794**
	Sig. (2-tailed)	.113	.004	.000	.078	.026	.049	.113		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
SL9	Pearson Correlation	.550**	.534**	.884**	.233	.412*	.316	.200	.807**	1	.792**	.803**
	Sig. (2-tailed)	.002	.002	.000	.216	.024	.089	.289	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
SL10	Pearson Correlation	.208	.339	.886**	.283	.308	.228	.261	.844**	.792**	1	.719*
	Sig. (2-tailed)	.271	.067	.000	.129	.097	.226	.164	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Shopping Lifestyle	Pearson Correlation	.485**	.758**	.862**	.625**	.728**	.722**	.555**	.794**	.803**	.719*	1
	Sig. (2-tailed)	.007	.000	.000	.000	.000	.000	.001	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

Correlations

		BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8	BL9	BL10	Brand Love
BL1	Pearson Correlation	1	.705**	.753**	.494**	.603**	.374*	.621**	.632**	.614**	.440*	.743**
	Sig. (2-tailed)		.000	.000	.006	.000	.042	.000	.000	.000	.015	.000
	N	30	30	30	30	30	30	30	30	30	30	30
BL2	Pearson Correlation	.705**	1	.740**	.798**	.819**	.523**	.804**	.624**	.859**	.756**	.904**
	Sig. (2-tailed)	.000		.000	.000	.000	.003	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
BL3	Pearson Correlation	.753**	.740**	1	.544**	.665**	.438*	.692**	.609**	.673**	.511**	.789**
	Sig. (2-tailed)	.000	.000		.002	.000	.016	.000	.000	.000	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30
BL4	Pearson Correlation	.494**	.798**	.544**	1	.749**	.498**	.851**	.547**	.793**	.929**	.848**
	Sig. (2-tailed)	.006	.000	.002		.000	.005	.000	.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
BL5	Pearson Correlation	.603**	.819**	.665**	.749**	1	.710**	.880**	.662**	.901**	.702**	.914**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
BL6	Pearson Correlation	.374*	.523**	.438*	.498**	.710**	1	.668**	.783**	.686**	.410*	.736**
	Sig. (2-tailed)	.042	.003	.016	.005	.000		.000	.000	.000	.024	.000
	N	30	30	30	30	30	30	30	30	30	30	30
BL7	Pearson Correlation	.621**	.804**	.692**	.851**	.880**	.668**	1	.720**	.877**	.798**	.937**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
BL8	Pearson Correlation	.632**	.624**	.609**	.547**	.662**	.783**	.720**	1	.707**	.507**	.814**
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000	.000	.000		.000	.004
	N	30	30	30	30	30	30	30	30	30	30	30
BL9	Pearson Correlation	.614**	.859**	.673**	.793**	.901**	.686**	.877**	.707**	1	.742**	.931**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
BL10	Pearson Correlation	.440*	.756**	.511**	.929**	.702**	.410*	.798**	.507**	.742**	1	.797**
	Sig. (2-tailed)	.015	.000	.004	.000	.000	.024	.000	.004	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30
Brand Love	Pearson Correlation	.743**	.904**	.789**	.848**	.914**	.736**	.937**	.814**	.931**	.797**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

Correlations

		BT1	BT2	BT3	BT4	BT5	BT6	BT7	BT8	Brand Trust
BT1	Pearson Correlation	1	.655**	.654**	.287	.871**	.541**	.163	.511**	.794**
	Sig. (2-tailed)		.000	.000	.125	.000	.002	.388	.004	.000
	N	30	30	30	30	30	30	30	30	30
BT2	Pearson Correlation	.655**	1	.699**	.244	.673**	.929**	.287	.883**	.894**
	Sig. (2-tailed)	.000		.000	.194	.000	.000	.123	.000	.000
	N	30	30	30	30	30	30	30	30	30
BT3	Pearson Correlation	.654**	.699**	1	.502**	.784**	.584**	.612**	.603**	.875**
	Sig. (2-tailed)	.000	.000		.005	.000	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
BT4	Pearson Correlation	.287	.244	.502**	1	.363*	.225	.490**	.347	.536**
	Sig. (2-tailed)	.125	.194	.005		.049	.231	.006	.060	.002
	N	30	30	30	30	30	30	30	30	30
BT5	Pearson Correlation	.871**	.673**	.784**	.363*	1	.622**	.233	.588**	.858**
	Sig. (2-tailed)	.000	.000	.000	.049		.000	.215	.001	.000
	N	30	30	30	30	30	30	30	30	30
BT6	Pearson Correlation	.541**	.929**	.584**	.225	.622**	1	.184	.887**	.832**
	Sig. (2-tailed)	.002	.000	.001	.231	.000		.332	.000	.000
	N	30	30	30	30	30	30	30	30	30
BT7	Pearson Correlation	.163	.287	.612**	.490**	.233	.184	1	.250	.470**
	Sig. (2-tailed)	.388	.123	.000	.006	.215	.332		.182	.009
	N	30	30	30	30	30	30	30	30	30
BT8	Pearson Correlation	.511**	.883**	.603**	.347	.588**	.887**	.250	1	.837**
	Sig. (2-tailed)	.004	.000	.000	.060	.001	.000	.182		.000
	N	30	30	30	30	30	30	30	30	30
Brand Trust	Pearson Correlation	.794**	.894**	.875**	.536**	.858**	.832**	.470**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000	.009	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	Keputusan Pembelian	
KP1	Pearson Correlation	1	.723**	.694**	.702**	.684**	.694**	.517**	.478**	.505**	.281	.688**	.636**	.771**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.003	.008	.004	.133	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	.723**	1	.834**	.808**	.800**	.834**	.627**	.594**	.651**	.196	.888**	.710**	.888**	
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.001	.000	.300	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	.694**	.834**	1	.841**	.866**	1.000**	.649**	.646**	.621**	.341	.739**	.887**	.936**	
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.065	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP4	Pearson Correlation	.702**	.808**	.841**	1	.799**	.841**	.788**	.571**	.712**	.242	.747**	.763**	.908**	
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.001	.000	.197	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP5	Pearson Correlation	.684**	.800**	.866**	.799**	1	.866**	.609**	.770**	.503**	.419*	.671**	.767**	.894**	
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.005	.021	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	.694**	.834**	1.000**	.841**	.866**	1	.649**	.646**	.621**	.341	.739**	.887**	.936**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.065	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	.517**	.627**	.649**	.788**	.609**	.649**	1	.738**	.832**	.171	.550**	.556**	.802**	
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000		.000	.000	.368	.002	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	.478**	.594**	.646**	.571**	.770**	.646**	.738**	1	.624**	.389*	.455*	.534**	.768**	
	Sig. (2-tailed)	.008	.001	.000	.001	.000	.000	.000		.000	.033	.011	.002	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP9	Pearson Correlation	.505**	.651**	.621**	.712**	.503**	.621**	.832**	.624**	1	.173	.635**	.492**	.768**	
	Sig. (2-tailed)	.004	.000	.000	.000	.005	.000	.000	.000		.362	.000	.006	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation	.281	.196	.341	.242	.419*	.341	.171	.389*	.173	1	.299	.389*	.407*	
	Sig. (2-tailed)	.133	.300	.065	.197	.021	.065	.368	.033	.362		.109	.034	.026	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP11	Pearson Correlation	.688**	.888**	.739**	.747**	.671**	.739**	.550**	.455*	.635**	.299	1	.738**	.827**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.002	.011	.000	.109		.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP12	Pearson Correlation	.636**	.710**	.887**	.763**	.767**	.887**	.556**	.534**	.492**	.389*	.738**	1	.851**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.002	.006	.034	.000		.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.771**	.888**	.936**	.908**	.894**	.936**	.802**	.768**	.768**	.407*	.827**	.851**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.026	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.887	10

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.952	10

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.901	8

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.955	12

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Shopping Lifestyle	Brand Love	Brand Trust	Keputusan Pembelian
N		200	200	200	200
Normal Parameters ^{a,b}	Mean	40.54	39.26	27.47	49.03
	Std. Deviation	5.649	6.985	5.382	8.312
Most Extreme Differences	Absolute Positive	.087	.096	.089	.093
	Negative	.062	.087	.089	.093
Kolmogorov-Smirnov Z		-.087	-.096	-.085	-.081
Asymp. Sig. (2-tailed)		1.237	1.352	1.261	1.322
		.094	.052	.083	.061

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Shopping_Lifestyle	Between Groups	(Combined)	3068.553	23	133.415	2.199	.002
		Linearity	2192.011	1	2192.011	36.126	.000
		Deviation from Linearity	876.541	22	39.843	.657	.876
	Within Groups		10679.267	176	60.678		
	Total		13747.820	199			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Brand_Love	Between Groups	(Combined)	4598.672	28	164.238	3.070	.000
		Linearity	2752.156	1	2752.156	51.439	.000
		Deviation from Linearity	1846.517	27	68.390	1.278	.176
	Within Groups		9149.148	171	53.504		
	Total		13747.820	199			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Brand_Trust	Between Groups	(Combined)	3202.079	23	139.221	2.323	.001
		Linearity	1349.717	1	1349.717	22.526	.000
		Deviation from Linearity	1852.362	22	84.198	1.405	.117
	Within Groups		10545.741	176	59.919		
	Total		13747.820	199			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	11.458	4.281		2.676	.008		
Shopping_Lifestyle	.279	.106	.190	2.626	.009	.682	1.467
Brand_Love	.381	.086	.320	4.447	.000	.687	1.457
Brand_Trust	.411	.093	.266	4.435	.000	.987	1.014

a. Dependent Variable: Keputusan_Pembelian

Lampiran IX (Hasil Uji Analisis Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand_Trust, Brand_Love, Shopping_Lifestyle ^b		Enter

a. Dependent Variable: Keputusan_Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550 ^a	.302	.292	6.995

a. Predictors: (Constant), Brand_Trust, Brand_Love, Shopping_Lifestyle

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.458	4.281		2.676	.008
Shopping_Lifestyle	.279	.106	.190	2.626	.009
Brand_Love	.381	.086	.320	4.447	.000
Brand_Trust	.411	.093	.266	4.435	.000

a. Dependent Variable: Keputusan_Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4158.234	3	1386.078	28.330	.000 ^b
	Residual	9589.586	196	48.926		
	Total	13747.820	199			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Brand_Trust, Brand_Love, Shopping_Lifestyle

