

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 : Tommy

NPM : 1512110012

Sedang melakukan penelitian yang berjudul **PENGARUH ATRIBUT PRODUK DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN MOBIL MITSUBISHI PAJERO SPORT DI BANDAR LAMPUNG**, 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, Agustus 2020

Peneliti

Tommy
NPM.1512110012

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 (√) pada jawaban yang telah disediakan oleh peneliti.
4. Keterangan : SS (Sangat Setuju)
S (Setuju)
SS (Cukup Setuju)
TS (Tidak Setuju)
STS (Sangat Tidak Setuju)

IDENTITAS RESPONDEN

1. **Nama** :(Dapat dikosongkan)

2. **Jenis Kelamin** : Laki-laki
 Perempuan

3. **Usia** :

a. 17 Tahun - 27 Tahun c. 39 Tahun - 49 Tahun
 b. 28 Tahun – 38 Tahun d. > 49 Tahun

4. **Pendidikan Terakhir** :

a. SMP/SEDERAJAT c. S1
 b. SMA/SEDERAJAT d. S2
 c. D3 e. S3

5. **Pekerjaan** :

a. Pelajar c. Pegawai Negeri
 b. Mahasiswa d. Pegawai Swasta
 c. Wiraswasta

6. Penghasilan :

- a. < 10.000.000 c. 31.000.000 – 40.000.000
 b. 10.000.000 - 20.000.000 d. ≥ 40.000.000
 c. 21.000.000 - 30.000.000

7. Transmisi Mobil Yang digunakan :

- a. Manual
 b. Matic

8. Konsumsi Bahan Bakar Yang digunakan :

- a. Bensin
 b. Solar

Atribut produk

No	Instrumen	STS	TS	CS	S	SS
1	Mobil Mitsubishi Pajero Sport memiliki daya tahan sebagai mobil yang tangguh disegala medan perjalanan					
2	Mobil Mitsubishi Pajero Sport memiliki mesin yang hemat bahan bakar					
3	Fitur yang ada pada mobil Mitsubishi Pajero Sport memberikan rasa nyaman					
4	Fitur yang ada pada mobil Mitsubishi Pajero Sport menggunakan teknologi terbaru					
5	Mobil Mitsubishi Pajero Sport memiliki berbagai varian warna yang menarik					
6	Mobil Mitsubishi Pajero Sport memiliki desain yang sporty					

Gaya Hidup

No	Instrumen	STS	TS	CS	S	SS
1	Menggunakan mobil Mitsubishi Pajero Sport untuk aktivitas pekerjaan					
2	Menggunakan mobil Mitsubishi Pajero Sport untuk mengikuti komunitas mobil					
3	Kualitas mobil Mitsubishi Pajero Sport sesuai yang diharapkan					
4	Mobil Mitsubishi Pajero Sport memiliki bentuk dan model yang elegan					
5	Mobil Mitsubishi Pajero Sport menambah kepercayaan diri Saya					
6	Mobil Mitsubishi Pajero Sport menunjukan status sosial saya					

Keputusan Pembelian

No	Instrumen	STS	TS	CS	S	SS
1	Saya membeli mobil Mitsubishi Pajero Sport karena kelengkapan fiturnya					
2	Saya membeli mobil Mitsubishi Pajero Sport karena sesuai dengan kebutuhan saya					
3	Saya mencari informasi mengenai keunggulan mobil Mitsubishi Pajero Sport sebelum memutuskan untuk membeli					
4	Saya memutuskan untuk membeli mobil Mitsubishi Pajero Sport setelah mengevaluasi beberapa alternatif					
5	Saya membeli mobil Mitsubishi Pajero Sport karena lebih baik dibandingkan merek lain di type mobil SUV					
6	Saya membeli mobil Mitsubishi Pajero Sport karena diproduksi oleh perusahaan yang ternama					
7	Saya yakin memilih mobil Mitsubishi Pajero Sport untuk dibeli					
8	Saya memilih mobil Mitsubishi Pajero Sport karena percaya dengan kualitas produknya					
9	Saya akan merekomendasikan untuk membeli mobil Mitsubishi Pajero Sport kepada orang lain					
10	Saya bersedia melakukan pembelian mobil Mitsubishi Pajero Sport dengan type terbaru					

Lampiran II

Hasil Jawaban Responden

No	AT1	AT2	AT3	AT4	AT5	AT6	Atribut Produk
1	5	5	5	5	5	5	30
2	5	5	5	5	5	5	30
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4	4	5	4	4	4	5	26
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39	5	1	2	2	2	3	15
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71	4	2	2	2	1	2	13
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73	3	4	3	3	3	4	20
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76	4	4	4	3	4	4	23
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149	4	5	4	4	4	4	25
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No	GH1	GH2	GH3	GH4	GH5	GH6	Gaya Hidup
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150	3	4	4	3	4	4	22

No	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	Keputusan Pembelian
1	4	5	5	4	5	5	5	5	5	5	48
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18	3	3	3	5	3	3	1	3	4	3	31
19	3	4	4	3	2	3	2	4	4	3	32
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22	3	3	2	3	2	4	1	4	5	3	30
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53	4	5	3	3	3	4	5	3	5	4	39
54	4	5	4	4	2	4	4	4	3	5	39
55	5	5	4	3	4	4	5	4	4	5	43
56	5	4	4	3	3	3	4	4	4	4	38
57	3	3	3	4	5	4	3	3	5	5	38
58	5	4	5	3	3	4	3	5	3	3	38
59	3	4	3	2	2	3	3	3	5	4	32
60	3	4	4	4	3	4	4	4	4	5	39
61	3	4	4	3	4	4	4	4	5	3	38
62	3	4	4	4	4	3	4	4	5	5	40
63	4	3	3	4	4	4	4	3	4	3	36
64	4	4	5	3	4	4	5	5	5	5	44
65	3	4	5	4	5	5	3	4	5	5	43
66	4	4	3	5	4	3	4	3	5	4	39
67	4	4	5	4	5	3	4	5	4	4	42
68	4	4	3	3	3	3	3	3	5	5	36
69	3	4	3	3	1	4	2	2	4	4	30
70	3	4	4	4	4	3	4	4	5	5	40
71	3	3	5	3	4	4	4	5	4	4	39
72	4	4	4	5	5	4	5	4	4	3	42

73	3	4	4	4	3	3	3	4	3	4	35
74	4	4	5	4	5	4	5	5	4	4	44
75	5	4	4	4	3	4	4	4	3	3	38
76	3	3	5	3	4	4	4	5	4	4	39
77	3	4	4	4	3	4	4	4	5	4	39
78	3	4	5	4	4	4	4	5	4	3	40
79	3	3	5	4	5	4	5	5	4	5	43
80	3	4	3	3	4	3	3	3	4	5	35
81	3	4	4	3	4	4	3	4	5	5	39
82	3	3	4	4	4	3	3	4	3	4	35
83	3	3	3	3	3	4	4	3	4	3	33
84	4	4	4	4	3	3	3	4	3	4	36
85	4	5	5	3	3	3	3	5	2	3	36
86	3	4	4	3	4	4	4	4	3	4	37
87	4	3	3	4	3	3	3	3	4	3	33
88	4	4	5	4	5	4	4	5	3	4	42
89	4	4	4	4	4	5	5	4	2	3	39
90	4	3	5	3	4	5	3	5	4	3	39
91	4	4	4	3	3	3	3	4	4	4	36
92	3	4	5	5	4	5	4	5	1	3	39
93	5	4	4	4	2	4	5	4	3	3	38
94	4	5	5	3	3	2	4	5	3	2	36
95	4	5	5	3	4	2	4	5	3	3	38
96	4	3	4	3	5	3	2	4	5	3	36
97	3	5	5	4	4	3	4	5	3	5	41
98	3	4	5	4	4	4	4	5	2	5	40
99	2	3	4	2	2	3	3	4	1	2	26
100	3	4	5	4	5	4	4	4	3	4	40
101	4	4	4	5	5	4	5	3	4	4	42
102	4	5	3	5	4	5	5	2	4	4	41
103	4	4	5	3	5	3	4	4	5	4	41
104	3	3	4	4	5	4	3	3	3	3	35
105	4	4	3	4	4	3	4	3	4	4	37
106	4	4	5	5	5	5	3	3	5	4	43
107	3	3	4	3	3	3	4	3	4	3	33
108	4	4	4	5	4	4	5	3	5	4	42
109	4	3	5	4	5	3	4	2	5	4	39
110	4	4	5	5	3	3	5	3	4	4	40
111	5	3	3	5	5	3	3	3	5	5	40
112	3	4	3	4	3	3	4	4	4	3	35

113	3	5	4	5	5	5	4	4	4	3	42
114	3	3	3	5	5	1	2	3	3	3	31
115	4	4	5	5	4	4	5	4	4	4	43
116	3	4	2	4	4	3	3	4	5	3	35
117	5	3	4	5	5	4	5	2	5	5	43
118	3	4	4	4	4	3	4	4	3	3	36
119	4	4	5	5	5	5	5	4	4	4	45
120	4	4	3	4	4	4	4	3	5	4	39
121	2	3	4	4	3	4	4	3	3	2	32
122	3	4	4	3	4	3	3	1	4	3	32
123	2	4	5	4	4	4	5	4	3	4	39
124	3	3	4	3	3	4	4	3	5	3	35
125	3	4	4	4	4	4	4	3	4	3	37
126	4	4	5	5	4	5	5	4	4	4	44
127	4	3	5	4	3	5	5	3	3	4	39
128	5	4	4	4	5	5	5	4	4	5	45
129	4	4	4	4	5	4	5	4	2	4	40
130	5	5	5	5	5	4	5	5	4	5	48
131	4	4	5	5	4	5	3	3	3	3	39
132	5	3	5	4	5	5	2	2	1	2	34
133	4	5	3	5	3	4	4	4	4	3	39
134	3	4	4	5	4	3	3	4	3	3	36
135	4	3	4	4	3	4	3	1	3	4	33
136	4	5	5	5	5	3	3	3	4	4	41
137	3	4	3	3	3	4	3	3	3	3	32
138	4	4	5	4	4	5	3	3	4	3	39
139	3	5	4	5	3	4	2	5	4	4	39
140	4	5	5	3	3	5	3	3	5	3	39
141	3	3	5	5	3	3	3	2	5	5	37
142	4	3	4	3	3	4	4	1	3	4	33
143	5	4	5	5	5	4	4	3	2	4	41
144	3	3	5	5	1	2	3	3	3	3	31
145	4	5	5	4	4	5	4	3	2	4	40
146	4	2	4	4	3	3	4	3	3	5	35
147	3	4	5	5	4	5	2	2	2	5	37
148	4	4	4	4	3	4	4	3	1	3	34
149	4	5	5	5	5	5	4	4	2	4	43
150	4	3	4	4	4	4	3	3	3	5	37

Lampiran III

Hasil Uji Karakteristik Responden

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki - Laki	110	73.3	73.3	73.3
Valid Perempuan	40	26.7	26.7	100.0
Total	150	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 49 Tahun	16	10.7	10.7	10.7
Valid 17 Tahun - 27 Tahun	43	28.7	28.7	39.3
Valid 28 Tahun - 38 Tahun	52	34.7	34.7	74.0
Valid 39 Tahun - 49 Tahun	39	26.0	26.0	100.0
Total	150	100.0	100.0	

Pendidikan_Terkahir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid D3	10	6.7	6.7	6.7
Valid S1	74	49.3	49.3	56.0
Valid S2	23	15.3	15.3	71.3
Valid S3	9	6.0	6.0	77.3
Valid SMA/SEDERAJAT	24	16.0	16.0	93.3
Valid SMP/SEDERAJAT	10	6.7	6.7	100.0
Total	150	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	19	12.7	12.7	12.7
Valid Pegawai Negeri	23	15.3	15.3	28.0
Valid Pegawai Swasta	47	31.3	31.3	59.3
Valid Pelajar	10	6.7	6.7	66.0
Valid Wiraswasta	51	34.0	34.0	100.0
Total	150	100.0	100.0	

Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 10.000.000	54	36.0	36.0	36.0
Valid > 20.000.000 - 30.000.000	19	12.7	12.7	48.7
Valid >30.000.000 - 40.000.000	27	18.0	18.0	66.7
Valid ≥ 10.000.000 - 20.000.000	38	25.3	25.3	92.0
Valid ≥ 40.000.000	12	8.0	8.0	100.0
Total	150	100.0	100.0	

Transmisi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manual	55	36.7	36.7
	Matic	95	63.3	100.0
	Total	150	100.0	100.0

Bahan Bakar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bensin	50	33.3	33.3
	Solar	100	66.7	100.0
	Total	150	100.0	100.0

Lampiran IV

Hasil Uji Frekuensi Jawaban Responden

AT1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7
	2	13	8.7	9.3
	3	48	32.0	41.3
	4	54	36.0	77.3
	5	34	22.7	100.0
	Total	150	100.0	100.0

AT2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0
	2	27	18.0	20.0
	3	61	40.7	60.7
	4	46	30.7	91.3
	5	13	8.7	100.0
	Total	150	100.0	100.0

AT3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.7	2.7
	2	29	19.3	22.0
	3	61	40.7	62.7
	4	49	32.7	95.3
	5	7	4.7	100.0
	Total	150	100.0	100.0

AT4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	3.3	3.3	3.3
2	22	14.7	14.7	18.0
3	57	38.0	38.0	56.0
Valid 4	50	33.3	33.3	89.3
5	16	10.7	10.7	100.0
Total	150	100.0	100.0	

AT5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.3	1.3	1.3
2	35	23.3	23.3	24.7
Valid 3	64	42.7	42.7	67.3
4	40	26.7	26.7	94.0
5	9	6.0	6.0	100.0
Total	150	100.0	100.0	

AT6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.7	2.7	2.7
2	43	28.7	28.7	31.3
Valid 3	59	39.3	39.3	70.7
4	36	24.0	24.0	94.7
5	8	5.3	5.3	100.0
Total	150	100.0	100.0	

GH1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	10	6.7	6.7	7.3
Valid 3	43	28.7	28.7	36.0
4	62	41.3	41.3	77.3
5	34	22.7	22.7	100.0
Total	150	100.0	100.0	

GH2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.7	.7	.7
3	47	31.3	31.3	32.0
Valid 4	63	42.0	42.0	74.0
5	39	26.0	26.0	100.0
Total	150	100.0	100.0	

GH3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.3	1.3	1.3
2	7	4.7	4.7	6.0
3	49	32.7	32.7	38.7
Valid 4	71	47.3	47.3	86.0
5	21	14.0	14.0	100.0
Total	150	100.0	100.0	

GH4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.7	.7	.7
3	44	29.3	29.3	30.0
Valid 4	75	50.0	50.0	80.0
5	30	20.0	20.0	100.0
Total	150	100.0	100.0	

GH5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.0	2.0	2.0
2	11	7.3	7.3	9.3
3	37	24.7	24.7	34.0
Valid 4	63	42.0	42.0	76.0
5	36	24.0	24.0	100.0
Total	150	100.0	100.0	

GH6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	2.7	2.7	2.7
3	30	20.0	20.0	22.7
Valid 4	70	46.7	46.7	69.3
5	46	30.7	30.7	100.0
Total	150	100.0	100.0	

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	4	2.7	2.7	3.3
3	63	42.0	42.0	45.3
Valid 4	67	44.7	44.7	90.0
5	15	10.0	10.0	100.0
Total	150	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.3	1.3	1.3
3	42	28.0	28.0	29.3
Valid 4	82	54.7	54.7	84.0
5	24	16.0	16.0	100.0
Total	150	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	3.3	3.3	3.3
3	27	18.0	18.0	21.3
Valid 4	59	39.3	39.3	60.7
5	59	39.3	39.3	100.0
Total	150	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	7	4.7	4.7	5.3
Valid 3	40	26.7	26.7	32.0
4	60	40.0	40.0	72.0
5	42	28.0	28.0	100.0
Total	150	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.0	2.0	2.0
2	8	5.3	5.3	7.3
Valid 3	44	29.3	29.3	36.7
4	55	36.7	36.7	73.3
5	40	26.7	26.7	100.0
Total	150	100.0	100.0	

KP6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	3	2.0	2.0	2.7
Valid 3	50	33.3	33.3	36.0
4	64	42.7	42.7	78.7
5	32	21.3	21.3	100.0
Total	150	100.0	100.0	

KP7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.0	2.0	2.0
2	12	8.0	8.0	10.0
3	41	27.3	27.3	37.3
Valid 4	57	38.0	38.0	75.3
5	37	24.7	24.7	100.0
Total	150	100.0	100.0	

KP8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.0	2.0	2.0
2	10	6.7	6.7	8.7
3	44	29.3	29.3	38.0
Valid 4	55	36.7	36.7	74.7
5	38	25.3	25.3	100.0
Total	150	100.0	100.0	

KP9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	3.3	3.3	3.3
2	10	6.7	6.7	10.0
3	49	32.7	32.7	42.7
Valid 4	51	34.0	34.0	76.7
5	35	23.3	23.3	100.0
Total	150	100.0	100.0	

KP10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	4.0	4.0	4.0
3	51	34.0	34.0	38.0
Valid 4	57	38.0	38.0	76.0
5	36	24.0	24.0	100.0
Total	150	100.0	100.0	

Lampiran V

Hasil Uji Validitas Variabel

Correlations

		AT1	AT2	AT3	AT4	AT5	AT6	Atribut_Produk
AT1	Pearson Correlation	1	.218	.083	.134	.338	.287	.616**
	Sig. (2-tailed)		.247	.664	.482	.068	.124	.000
	N	30	30	30	30	30	30	30
AT2	Pearson Correlation	.218	1	.298	.481**	.260	.046	.622**
	Sig. (2-tailed)	.247		.110	.007	.165	.807	.000
	N	30	30	30	30	30	30	30
AT3	Pearson Correlation	.083	.298	1	.364*	.232	.270	.614**
	Sig. (2-tailed)	.664	.110		.048	.217	.148	.000
	N	30	30	30	30	30	30	30
AT4	Pearson Correlation	.134	.481**	.364*	1	.333	-.060	.564**
	Sig. (2-tailed)	.482	.007	.048		.072	.753	.001
	N	30	30	30	30	30	30	30
AT5	Pearson Correlation	.338	.260	.232	.333	1	.304	.681**
	Sig. (2-tailed)	.068	.165	.217	.072		.103	.000
	N	30	30	30	30	30	30	30
AT6	Pearson Correlation	.287	.046	.270	-.060	.304	1	.520**
	Sig. (2-tailed)	.124	.807	.148	.753	.103		.003
	N	30	30	30	30	30	30	30
Atribut_Produk	Pearson Correlation	.616**	.622**	.614**	.564**	.681**	.520**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.003	
	N	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

		GH1	GH2	GH3	GH4	GH5	GH6	Gaya_Hidup
GH1	Pearson Correlation	1	.281	.408*	.414*	.560**	.916**	.860**
	Sig. (2-tailed)		.133	.025	.023	.001	.000	.000
	N	30	30	30	30	30	30	30
GH2	Pearson Correlation	.281	1	.386*	.133	.211	.188	.500**
	Sig. (2-tailed)	.133		.035	.484	.263	.320	.005
	N	30	30	30	30	30	30	30
GH3	Pearson Correlation	.408*	.386*	1	.199	.371*	.320	.653**
	Sig. (2-tailed)	.025	.035		.293	.044	.084	.000
	N	30	30	30	30	30	30	30
GH4	Pearson Correlation	.414*	.133	.199	1	.215	.491**	.533**
	Sig. (2-tailed)	.023	.484	.293		.254	.006	.002
	N	30	30	30	30	30	30	30
GH5	Pearson Correlation	.560**	.211	.371*	.215	1	.475**	.761**
	Sig. (2-tailed)	.001	.263	.044	.254		.008	.000
	N	30	30	30	30	30	30	30
GH6	Pearson Correlation	.916**	.188	.320	.491**	.475**	1	.802**
	Sig. (2-tailed)	.000	.320	.084	.006	.008		.000
	N	30	30	30	30	30	30	30
Gaya_Hidup	Pearson Correlation	.860**	.500**	.653**	.533**	.761**	.802**	1
	Sig. (2-tailed)	.000	.005	.000	.002	.000	.000	
	N	30	30	30	30	30	30	30

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

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

KP8	Pearson Correlation	.035	.382*	.174	.154	.115	.162	.266	1	.035	-.057	.401*
	Sig. (2-tailed)	.856	.037	.356	.416	.546	.392	.156		.856	.765	.028
	N	30	30	30	30	30	30	30	30	30	30	30
KP9	Pearson Correlation	1.000**	.141	.138	.428*	.463*	.232	.355	.035	1	.470**	.750**
	Sig. (2-tailed)	.000	.458	.466	.018	.010	.217	.054	.856		.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation	.470*	.000	-.057	.168	.213	.306	.056	-.057	.470*	1	.448*
	Sig. (2-tailed)	.009	1.000	.765	.375	.258	.100	.770	.765	.009		.013
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan_Pembelian	Pearson Correlation	.750*	.480**	.457*	.588**	.483**	.651**	.647**	.401*	.750*	.448*	1
	Sig. (2-tailed)	.000	.007	.011	.001	.007	.000	.000	.028	.000	.013	
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran VI

Hasil Uji Reliabilitas Variabel

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
.644	6

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
.768	6

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.

Lampiran VII

Hasil Uji Normalitas

Reliability Statistics

Cronbach's Alpha	N of Items
.765	10

One-Sample Kolmogorov-Smirnov Test

		Atribut_Produk	Gaya_Hidup	Keputusan_Pembelian
N		150	150	150
Normal Parameters ^{a,b}	Mean	19.61	23.13	38.15
	Std. Deviation	3.770	3.157	4.301
	Absolute	.103	.095	.080
Most Extreme Differences	Positive	.103	.057	.080
	Negative	-.075	-.095	-.079
Kolmogorov-Smirnov Z		1.266	1.161	.979
Asymp. Sig. (2-tailed)		.081	.135	.293

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VIII

Hasil Uji Linieritas

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
	(Combined)	608.689	18	33.816	2.062	.011
Keputusan_Pembelian * Atribut_Produk	Between Groups	321.033	1	321.033	19.578	.000
	Deviation from Linearity	287.655	17	16.921	1.032	.429
	Within Groups	2148.085	131	16.398		
	Total	2756.773	149			

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
	(Combined)	1036.144	15	69.076	5.380	.000
Keputusan_Pembelian * Gaya_Hidup	Between Groups	735.299	1	735.299	57.264	.000
	Deviation from Linearity	300.844	14	21.489	1.674	.068
	Within Groups	1720.630	134	12.841		
	Total	2756.773	149			

Lampiran IX

Hasil Uji Regresi Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567 ^a	.322	.313	3.566

a. Predictors: (Constant), Gaya_Hidup, Atribut_Produk

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	887.291	2	443.646	34.884	.000 ^b
	Residual	1869.482	147	12.718		
	Total	2756.773	149			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Gaya_Hidup, Atribut_Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.132	2.416		7.506	.000
	Atribut_Produk	.274	.079	.241	3.457	.001
	Gaya_Hidup	.633	.095	.464	6.673	.000

a. Dependent Variable: Keputusan_Pembelian

