**Lampiran 1**

## KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

PENGARUH SEGMENTASI PASAR TERHADAP KEPUTUSAN PEMBELIAN MOTOR YAMAHA VIXION DI BANDAR LAMPUNG

Petunjuk pengisian daftar pernyataan :

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

IDENTITAS RESPONDEN

1. Nama :.....
2. Jenis Kelamin : ☐ Laki – Laki
   ☐ Perempuan
3. Usia :

   ☐ a. 17 tahun – 19 tahun ☐ b. 20 tahun – 30 tahun

   ☐ c. 31 tahun – 40 tahun ☐ d. 41 tahun – 50 tahun

   ☐ e. 51 tahun – 55 tahun

4. Pekerjaan : a. Pegawai Negeri c. Wiraswasta
   b. Swasta d. Mahasiswa/i e.lainnya **Petunjuk :**

Isilah daftar pertanyaan dibawah dengan kondisi yang sebenarnya dengan memberikan tanda (√) pada jawaban yang telah disediakan.

SS = Sangat Setuju

S = Setuju

RR = Ragu-Ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. **Segmentasi Geografis**

| No | PERTANYAAN | JAWABAN | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | RR | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| **Negara** | | | | | | |
| 1 | Yamaha Vixion adalah motor sport yang pertama kali menggunakan sistem injeksi di indonesia | | | | | |
| 2 | Yamaha Vixion menguasai pangsa pasar penjualan segmen sport 150cc di indonesia | | | | | |
| **Perkotaan** | | | | | | |
| 1 | Pengguna motor Yamaha Vixion dominan di daerah perkotaan | | | | | |
| 2 | Dengan Yamaha Vixion dapat menghindari padatnya lalu lintas di perkotaan dengan lincah | | | | | |
| **Provinsi** | | | | | | |
| 1 | Jarak tempuh Yamaha Vixion sudah tidak diragukan lagi untuk melintas di berbagai provinsi di Indonesia | | | | | |
| 2 | Suku cadang Yamaha Vixion mudah di dapat di semua provinsi | | | | | |
| **Wilayah** | | | | | | |
| 1 | Tidak ada kesulitan mengendarai Yamaha vixion di wilayah pegunungan | | | | | |

2. **Segmentasi Demografis**

| No | PERTANYAAN | JAWABAN | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | RR | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| **Umur** | | | | | | |
| 1 | Pengendara sepeda motor Yamaha Vixion diatas umur 17 tahun | | | | | |
| 2 | Usia remaja dominan mengendarai sepeda motor Yamaha Vixion | | | | | |
| **Jenis Kelamin** | | | | | | |
| 1 | Yamaha Vixion dapat dikendarai untuk semua jenis kelamin | | | | | |
| **Penghasilan** | | | | | | |
| 1 | Rata-rata pembeli Yamaha Vixion memiliki penghasilan 1.800.000 – 2.500.000 | | | | | |
| 2 | Membeli Yamaha Vixion karena menyesuaikan dengan penghasilan | | | | | |
| **Pekerjaan** | | | | | | |
| 1 | Yamaha Vixion menunjang segala jenis pekerjaan konsumen | | | | | |

3. **Segmentasi Psikografis**

| No | PERTANYAAN | JAWABAN | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | RR | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| **Gaya Hidup** | | | | | | |
| 1 | Membeli Yamaha Vixion mendukung gaya hidup, seperti mengikuti komunitas klub motor | | | | | |
| 2 | Yamaha Vixion, salah satu motor sport trend masa kini | | | | | |

| No | PERTANYAAN | JAWABAN | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | RR | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| 3 | Yamaha Vixion selalu melakukan inovasi yang sesuai dengan trend masa kini | | | | | |
| 4 | Dengan mengendarai Yamaha Vixion membuat konsumen memiliki kebanggaan tersendiri, seperti berjiwa sporty | | | | | |
| **Kelas sosial** | | | | | | |
| 1 | Dengan memiliki Yamaha Vixion dapat meningkatkan strata sosial | | | | | |
| 2 | Mendapatkan pengakuan rekan anda setelah menggunakan Yamaha Vixion | | | | | |
| 3 | Harga Yamaha Vixion sudah sesuai dengan standar konsumen menengah | | | | | |
| **Kepribadian** | | | | | | |
| 1 | Yamaha Vixion dapat mencerminkan harga diri dan kepribadian pemakainya | | | | | |
| 2 | Menggunakan Yamaha Vixion akan meningkatkan popularitas anda di lingkungan sekitar / kelompok | | | | | |
| 3 | Dengan mengendarai Yamaha Vixion mempunyai rasa percaya diri saat melintas di jalan raya | | | | | |

**4. Keputusan Pembelian**

| No | PERTANYAAN | JAWABAN | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | RR | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| **Pengenalan Masalah** | | | | | | |
| 1 | Produk Yamaha Vixion sangat dibutuhkan | | | | | |
| 2 | Adanya faktor lingkungan untuk mencoba produk Yamaha Vixion | | | | | |
| **Pencari Informasi** | | | | | | |
| 1 | Adanya kebutuhan akan produk Yamaha Vixion membuat saya berusaha mencari informasi tentang produk | | | | | |
| 2 | Saya mencari informasi kepada kawan, saudara yang sudah menggunakan Yamaha Vixion | | | | | |
| **Evaluasi Alternatif** | | | | | | |
| 1 | Saya berusaha untuk mengevaluasi produk lain yang ada di pasaran | | | | | |
| 2 | Jika produk sesuai dengan kebutuhan maka saya mengevaluasi penjualan Yamaha Vixion dengan cara membandingkan dengan produk lain | | | | | |
| **Keputusan Pembelian** | | | | | | |
| 1 | Keputusan untuk membeli Yamaha Vixion dilakukan setelah adanya kesimpulan hasil evaluasi | | | | | |
| 2 | Saya memutuskan untuk membeli Yamaha Vixion berdasarkan pengalaman orang lain | | | | | |
| **Perilaku Pasca Pembelian** | | | | | | |
| 1 | Penggunaan Yamaha Vixion memuaskan | | | | | |
| 2 | Karena sesuai dengan kebutuhan maka saya akan melakukan pembelian kembali | | | | | |

**Lampiran 2 Jawaban Responden**

**Segmentasi Geografis**

| No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | Total X1 |
|---|---|---|---|---|---|---|---|---|
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 26 |
| 5 | 5 | 5 | 2 | 2 | 5 | 5 | 2 | 26 |
| 6 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 32 |
| 7 | 5 | 4 | 2 | 2 | 4 | 4 | 2 | 23 |
| 8 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 32 |
| 9 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 32 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 11 | 4 | 4 | 4 | 4 | 5 | 4 | 2 | 27 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 16 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 29 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 18 | 4 | 3 | 4 | 4 | 5 | 1 | 1 | 22 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 20 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 29 |
| 21 | 5 | 5 | 5 | 4 | 2 | 2 | 4 | 27 |
| 22 | 5 | 5 | 4 | 1 | 3 | 4 | 4 | 26 |
| 23 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 24 |
| 24 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 30 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 26 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 31 |
| 27 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 30 |
| 28 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 31 |
| 29 | 5 | 4 | 4 | 2 | 4 | 5 | 4 | 28 |
| 30 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 31 |
| 31 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 31 |
| 32 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 30 |
| 33 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 32 |
| 34 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 30 |
| 35 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 32 |
| 36 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 32 |
| 37 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 30 |
| 38 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 39 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 34 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 40 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 33 |
| 41 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 32 |
| 42 | 5 | 5 | 4 | 2 | 5 | 5 | 2 | 28 |
| 43 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 33 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 45 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 32 |
| 46 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 32 |
| 47 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 33 |
| 48 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |
| 49 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 32 |
| 50 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 32 |
| 51 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 24 |
| 52 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 34 |
| 53 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 32 |
| 54 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 30 |
| 55 | 5 | 5 | 4 | 4 | 5 | 5 | 2 | 30 |
| 56 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 31 |
| 57 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 32 |
| 58 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 32 |
| 59 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 33 |
| 60 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 33 |
| 61 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 31 |
| 62 | 5 | 5 | 2 | 2 | 4 | 4 | 2 | 24 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 64 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 27 |
| 65 | 5 | 5 | 2 | 2 | 5 | 5 | 4 | 28 |
| 66 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 31 |
| 67 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 31 |
| 68 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 32 |
| 69 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 32 |
| 70 | 4 | 4 | 4 | 4 | 5 | 5 | 2 | 28 |
| 71 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 30 |
| 72 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 31 |
| 73 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 32 |
| 74 | 5 | 5 | 5 | 5 | 5 | 4 | 2 | 31 |
| 75 | 5 | 5 | 4 | 5 | 5 | 4 | 2 | 30 |
| 76 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 33 |
| 77 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |
| 78 | 5 | 5 | 5 | 5 | 4 | 5 | 2 | 31 |
| 79 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 32 |
| 80 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 27 |
| 81 | 5 | 5 | 5 | 2 | 5 | 4 | 4 | 30 |
| 82 | 5 | 5 | 2 | 2 | 5 | 5 | 4 | 28 |
| 83 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 33 |
| 84 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 31 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 85 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 32 |
| 86 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 29 |
| 87 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |
| 88 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 32 |
| 89 | 4 | 4 | 4 | 2 | 5 | 5 | 3 | 27 |
| 90 | 5 | 5 | 2 | 2 | 5 | 5 | 4 | 28 |
| 91 | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 29 |
| 92 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 34 |
| 93 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 32 |
| 94 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 32 |
| 95 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 32 |
| 96 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 31 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 |
| 98 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 33 |
| 99 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 34 |
| 100 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |

## Segmentasi Demografis

| No | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total X2 |
|---|---|---|---|---|---|---|---|
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 5 | 2 | 4 | 4 | 5 | 5 | 5 | 25 |
| 6 | 4 | 5 | 5 | 2 | 2 | 4 | 22 |
| 7 | 4 | 4 | 4 | 2 | 2 | 2 | 18 |
| 8 | 4 | 5 | 4 | 4 | 2 | 4 | 23 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 11 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 14 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 16 | 5 | 4 | 3 | 2 | 1 | 1 | 16 |
| 17 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 18 | 5 | 5 | 5 | 4 | 3 | 5 | 27 |
| 19 | 5 | 5 | 4 | 3 | 4 | 5 | 26 |
| 20 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 21 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 22 | 4 | 4 | 1 | 4 | 1 | 1 | 15 |
| 23 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 24 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 26 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 27 | 4 | 5 | 5 | 4 | 5 | 4 | 27 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 29 | 2 | 2 | 4 | 4 | 4 | 4 | 20 |
| 30 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 31 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 32 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 33 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 34 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 35 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 36 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 37 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 38 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 39 | 5 | 4 | 5 | 4 | 1 | 1 | 20 |
| 40 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 41 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 42 | 5 | 4 | 2 | 2 | 2 | 4 | 19 |
| 43 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 44 | 5 | 5 | 4 | 2 | 4 | 4 | 24 |
| 45 | 2 | 5 | 5 | 4 | 4 | 5 | 25 |
| 46 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 47 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 50 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 51 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 52 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| 53 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 54 | 5 | 5 | 4 | 2 | 2 | 2 | 20 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 56 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 58 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 59 | 5 | 5 | 2 | 2 | 2 | 2 | 18 |
| 60 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 61 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 62 | 5 | 5 | 2 | 2 | 2 | 2 | 18 |
| 63 | 5 | 5 | 2 | 5 | 5 | 5 | 27 |
| 64 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 65 | 5 | 5 | 5 | 5 | 4 | 2 | 26 |
| 66 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 67 | 4 | 2 | 4 | 2 | 2 | 2 | 16 |
| 68 | 4 | 2 | 2 | 2 | 2 | 2 | 14 |

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|---|---|---|---|---|---|---|---|
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 70 | 5 | 5 | 4 | 2 | 2 | 2 | 20 |
| 71 | 5 | 5 | 4 | 2 | 4 | 4 | 24 |
| 72 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 73 | 5 | 5 | 4 | 2 | 2 | 2 | 20 |
| 74 | 5 | 5 | 2 | 2 | 2 | 2 | 18 |
| 75 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 76 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 77 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 78 | 5 | 5 | 2 | 5 | 5 | 5 | 27 |
| 79 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 80 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 81 | 2 | 4 | 4 | 4 | 4 | 4 | 22 |
| 82 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 83 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 84 | 5 | 4 | 4 | 4 | 4 | 2 | 23 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 87 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 88 | 5 | 5 | 4 | 4 | 4 | 2 | 24 |
| 89 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 90 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 91 | 5 | 5 | 3 | 4 | 4 | 4 | 25 |
| 92 | 5 | 5 | 4 | 2 | 2 | 2 | 20 |
| 93 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 94 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 95 | 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 96 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 97 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 98 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 99 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

## Segmentasi Psikografis

| No | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | Total X3 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 2 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 6 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 38 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 9 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 13 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 33 |
| 14 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 16 | 1 | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 39 |
| 17 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 46 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 |
| 20 | 5 | 5 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 21 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 46 |
| 22 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 12 |
| 23 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 24 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 47 |
| 25 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 45 |
| 26 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 27 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 28 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 29 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 47 |
| 30 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 31 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 33 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 34 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 35 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 42 |
| 36 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 37 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 46 |
| 38 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 39 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 40 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 42 | 2 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 43 |
| 43 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 44 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 45 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 44 |
| 46 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 45 |
| 47 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 48 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 49 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 50 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| 51 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 52 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 46 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| 53 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 44 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 48 |
| 56 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 46 |
| 57 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 60 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 61 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 47 |
| 62 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 64 | 2 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 43 |
| 65 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 43 |
| 66 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 44 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 |
| 68 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 47 |
| 69 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 70 | 4 | 5 | 5 | 5 | 2 | 2 | 2 | 4 | 4 | 4 | 37 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 72 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 45 |
| 73 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 46 |
| 74 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 75 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 44 |
| 76 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 77 | 4 | 5 | 4 | 4 | 4 | 2 | 2 | 5 | 5 | 5 | 40 |
| 78 | 2 | 4 | 4 | 2 | 2 | 2 | 4 | 2 | 4 | 4 | 30 |
| 79 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 80 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 45 |
| 81 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 43 |
| 82 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 47 |
| 83 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 84 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 46 |
| 85 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 86 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 44 |
| 87 | 2 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 41 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 89 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| 91 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 45 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| 94 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 95 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 44 |
| 96 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 97 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 100 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |

## Keputusan Pembelian

| No | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Total Y |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 5 | 4 | 2 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 40 |
| 2 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 3 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 4 | 4 | 4 | 3 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 33 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 6 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 7 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 41 |
| 8 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 9 | 4 | 5 | 2 | 2 | 4 | 4 | 4 | 2 | 2 | 4 | 33 |
| 10 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 2 | 2 | 32 |
| 11 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 45 |
| 12 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 45 |
| 13 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 45 |
| 14 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 15 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 16 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 46 |
| 17 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 45 |
| 18 | 5 | 5 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 38 |
| 19 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 47 |
| 20 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 21 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 2 | 2 | 4 | 32 |
| 22 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 23 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 2 | 2 | 4 | 28 |
| 24 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 25 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 26 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 43 |
| 27 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 5 | 37 |
| 28 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 36 |
| 29 | 4 | 5 | 2 | 2 | 4 | 4 | 5 | 4 | 3 | 4 | 37 |
| 30 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 40 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 32 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 33 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 34 | 5 | 5 | 2 | 2 | 4 | 4 | 4 | 4 | 3 | 5 | 38 |
| 35 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 40 |
| 36 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 38 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 39 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 5 | 34 |
| 40 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 2 | 5 | 44 |
| 41 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 42 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 43 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 45 |
| 44 | 5 | 5 | 3 | 3 | 3 | 3 | 5 | 5 | 3 | 5 | 40 |
| 45 | 5 | 5 | 2 | 3 | 2 | 3 | 3 | 4 | 3 | 5 | 35 |
| 46 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 47 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 43 |
| 48 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 41 |
| 49 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 2 | 2 | 4 | 37 |
| 50 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 45 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 39 |
| 52 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| 53 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 2 | 2 | 4 | 37 |
| 54 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 41 |
| 55 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 56 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 57 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 41 |
| 58 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 4 | 4 | 5 | 45 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 60 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 41 |
| 61 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 62 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 42 |
| 63 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 64 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
| 65 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 66 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 40 |
| 67 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 5 | 41 |
| 68 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 5 | 42 |
| 69 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 42 |
| 70 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 46 |
| 71 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 40 |
| 72 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 42 |
| 73 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 46 |
| 74 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 41 |
| 75 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 76 | 5 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | 3 | 4 | 41 |
| 77 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 78 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 79 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 46 |
| 80 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 83 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 45 |
| 84 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 45 |
| 85 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 86 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 44 |
| 87 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 40 |
| 88 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 39 |
| 89 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 5 | 43 |
| 90 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 91 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 46 |
| 92 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 45 |
| 93 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 94 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 95 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 96 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 97 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 44 |
| 98 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 42 |
| 99 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 42 |
| 100 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 41 |

## Lampiran 3

## Hasil Jawaban Responden Berdasarkan Jenis Kelamin

**Jenis Kelamin**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Laki - Laki | 96 | 96.0 | 96.0 | 96.0 |
| | Perempuan | 4 | 4.0 | 4.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

## Lampiran 4

## Hasil Jawaban Responden Berdasarkan Umur

**Umur**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 17 - 19 Tahun | 8 | 8.0 | 8.0 | 8.0 |
| | 20 - 30 Tahun | 84 | 84.0 | 84.0 | 92.0 |
| | 31 - 40 Tahun | 3 | 3.0 | 3.0 | 95.0 |
| | 41 - 50 Tahun | 3 | 3.0 | 3.0 | 98.0 |
| | 51 - 55 Tahun | 2 | 2.0 | 2.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

## Lampiran 5

## Hasil Jawaban Responden Berdasarkan Pekerjaan

**Pekerjaan**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Pegawai Negeri | 2 | 2.0 | 2.0 | 2.0 |
| | Swasta | 28 | 28.0 | 28.0 | 30.0 |
| | Wiraswasta | 19 | 19.0 | 19.0 | 49.0 |
| | Mahasiswa/i | 42 | 42.0 | 42.0 | 91.0 |
| | Lainnya | 9 | 9.0 | 9.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Lampiran 6**

**Deskripsi Jawaban Responden dari Segmentasi Geografis (X1)**

**X1.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 3 | 3.0 | 3.0 | 3.0 |
| | 2 | 1 | 1.0 | 1.0 | 4.0 |
| | 3 | 3 | 3.0 | 3.0 | 7.0 |
| | 4 | 33 | 33.0 | 33.0 | 40.0 |
| | 5 | 60 | 60.0 | 60.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X1.2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 1 | 1.0 | 1.0 | 1.0 |
| | 4 | 35 | 35.0 | 35.0 | 36.0 |
| | 5 | 64 | 64.0 | 64.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X1.3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 6 | 6.0 | 6.0 | 6.0 |
| | 3 | 1 | 1.0 | 1.0 | 7.0 |
| | 4 | 58 | 58.0 | 58.0 | 65.0 |
| | 5 | 35 | 35.0 | 35.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X1.4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 13 | 13.0 | 13.0 | 14.0 |
| | 3 | 1 | 1.0 | 1.0 | 15.0 |
| | 4 | 46 | 46.0 | 46.0 | 61.0 |
| | 5 | 39 | 39.0 | 39.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X1.5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 2 | 2.0 | 2.0 | 3.0 |
| | 4 | 44 | 44.0 | 44.0 | 47.0 |
| | 5 | 53 | 53.0 | 53.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X1.6**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 1 | 1.0 | 1.0 | 2.0 |
| | 3 | 1 | 1.0 | 1.0 | 3.0 |
| | 4 | 47 | 47.0 | 47.0 | 50.0 |
| | 5 | 50 | 50.0 | 50.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X1.7**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 18 | 18.0 | 18.0 | 19.0 |
| | 3 | 4 | 4.0 | 4.0 | 23.0 |
| | 4 | 51 | 51.0 | 51.0 | 74.0 |
| | 5 | 26 | 26.0 | 26.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

## Deskripsi Jawaban Responden dari Segmentasi Demografis (X2)

**X2.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 4 | 4.0 | 4.0 | 4.0 |
| | 3 | 1 | 1.0 | 1.0 | 5.0 |
| | 4 | 39 | 39.0 | 39.0 | 44.0 |
| | 5 | 56 | 56.0 | 56.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X2.2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 3 | 3.0 | 3.0 | 3.0 |
| | 3 | 1 | 1.0 | 1.0 | 4.0 |
| | 4 | 45 | 45.0 | 45.0 | 49.0 |
| | 5 | 51 | 51.0 | 51.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X2.3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 10 | 10.0 | 10.0 | 11.0 |
| | 3 | 3 | 3.0 | 3.0 | 14.0 |
| | 4 | 55 | 55.0 | 55.0 | 69.0 |
| | 5 | 31 | 31.0 | 31.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X2.4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 15 | 15.0 | 15.0 | 15.0 |
| | 3 | 3 | 3.0 | 3.0 | 18.0 |
| | 4 | 53 | 53.0 | 53.0 | 71.0 |
| | 5 | 29 | 29.0 | 29.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X2.5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 3 | 3.0 | 3.0 | 3.0 |
| | 2 | 13 | 13.0 | 13.0 | 16.0 |
| | 3 | 2 | 2.0 | 2.0 | 18.0 |
| | 4 | 49 | 49.0 | 49.0 | 67.0 |
| | 5 | 33 | 33.0 | 33.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X2.6**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 3 | 3.0 | 3.0 | 3.0 |
| | 2 | 13 | 13.0 | 13.0 | 16.0 |
| | 3 | 1 | 1.0 | 1.0 | 17.0 |
| | 4 | 49 | 49.0 | 49.0 | 66.0 |
| | 5 | 34 | 34.0 | 34.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

## Deskripsi Jawaban Responden dari Segmentasi Psikografis (X3)

**X3.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 2 | 2.0 | 2.0 | 2.0 |
| | 2 | 7 | 7.0 | 7.0 | 9.0 |
| | 3 | 2 | 2.0 | 2.0 | 11.0 |
| | 4 | 34 | 34.0 | 34.0 | 45.0 |
| | 5 | 55 | 55.0 | 55.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X3.2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 2 | 2.0 | 2.0 | 3.0 |
| | 3 | 2 | 2.0 | 2.0 | 5.0 |
| | 4 | 34 | 34.0 | 34.0 | 39.0 |
| | 5 | 61 | 61.0 | 61.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X3.3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 1 | 1.0 | 1.0 | 2.0 |
| | 3 | 1 | 1.0 | 1.0 | 3.0 |
| | 4 | 44 | 44.0 | 44.0 | 47.0 |
| | 5 | 53 | 53.0 | 53.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X3.4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 2 | 2.0 | 2.0 | 3.0 |
| | 3 | 1 | 1.0 | 1.0 | 4.0 |
| | 4 | 42 | 42.0 | 42.0 | 46.0 |
| | 5 | 54 | 54.0 | 54.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X3.5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 2 | 2.0 | 2.0 | 3.0 |
| | 3 | 2 | 2.0 | 2.0 | 5.0 |
| | 4 | 51 | 51.0 | 51.0 | 56.0 |
| | 5 | 44 | 44.0 | 44.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X3.6**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 3 | 3.0 | 3.0 | 4.0 |
| | 3 | 2 | 2.0 | 2.0 | 6.0 |
| | 4 | 40 | 40.0 | 40.0 | 46.0 |
| | 5 | 54 | 54.0 | 54.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X3.7**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 3 | 3.0 | 3.0 | 4.0 |
| | 3 | 2 | 2.0 | 2.0 | 6.0 |
| | 4 | 48 | 48.0 | 48.0 | 54.0 |
| | 5 | 46 | 46.0 | 46.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X3.8**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 1 | 1.0 | 1.0 | 1.0 |
| | 2 | 1 | 1.0 | 1.0 | 2.0 |
| | 3 | 2 | 2.0 | 2.0 | 4.0 |
| | 4 | 39 | 39.0 | 39.0 | 43.0 |
| | 5 | 57 | 57.0 | 57.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X3.9**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 2 | 2.0 | 2.0 | 3.0 |
| | 4 | 41 | 41.0 | 41.0 | 44.0 |
| | 5 | 56 | 56.0 | 56.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**X3.10**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 2 | 2.0 | 2.0 | 3.0 |
| | 4 | 37 | 37.0 | 37.0 | 40.0 |
| | 5 | 60 | 60.0 | 60.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

## Deskripsi Jawaban Responden Dari Keputusan Pembelian (Y)

**Y1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 3 | 3.0 | 3.0 | 3.0 |
| | 4 | 39 | 39.0 | 39.0 | 42.0 |
| | 5 | 58 | 58.0 | 58.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Y2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 4 | 4.0 | 4.0 | 5.0 |
| | 4 | 47 | 47.0 | 47.0 | 52.0 |
| | 5 | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Y3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 7 | 7.0 | 7.0 | 7.0 |
| | 3 | 9 | 9.0 | 9.0 | 16.0 |
| | 4 | 48 | 48.0 | 48.0 | 64.0 |
| | 5 | 36 | 36.0 | 36.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Y4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 7 | 7.0 | 7.0 | 7.0 |
| | 3 | 9 | 9.0 | 9.0 | 16.0 |
| | 4 | 56 | 56.0 | 56.0 | 72.0 |
| | 5 | 28 | 28.0 | 28.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Y5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 6 | 6.0 | 6.0 | 6.0 |
| | 3 | 15 | 15.0 | 15.0 | 21.0 |
| | 4 | 40 | 40.0 | 40.0 | 61.0 |
| | 5 | 39 | 39.0 | 39.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Y6**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 3 | 3.0 | 3.0 | 3.0 |
| | 3 | 13 | 13.0 | 13.0 | 16.0 |
| | 4 | 50 | 50.0 | 50.0 | 66.0 |
| | 5 | 34 | 34.0 | 34.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Y7**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 1 | 1.0 | 1.0 | 1.0 |
| | 4 | 61 | 61.0 | 61.0 | 62.0 |
| | 5 | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Y8**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 5 | 5.0 | 5.0 | 5.0 |
| | 4 | 57 | 57.0 | 57.0 | 62.0 |
| | 5 | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Y9**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 10 | 10.0 | 10.0 | 10.0 |
| | 3 | 22 | 22.0 | 22.0 | 32.0 |
| | 4 | 38 | 38.0 | 38.0 | 70.0 |
| | 5 | 30 | 30.0 | 30.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Y10**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 4 | 33 | 33.0 | 33.0 | 34.0 |
| | 5 | 66 | 66.0 | 66.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Lampiran 7**

**Hasil Uji Validitas Segmentasi Geografis**

**Correlations**

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | Total X1 |
|---|---|---|---|---|---|---|---|---|---|
| X1.1 | Pearson Correlation | 1 | .213 | .085 | .227 | .263 | .338 | .192 | .597** |
| | Sig. (2-tailed) | | .257 | .654 | .228 | .161 | .068 | .310 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .213 | 1 | .130 | .111 | .448* | .244 | .455* | .558** |
| | Sig. (2-tailed) | .257 | | .493 | .558 | .013 | .195 | .011 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .085 | .130 | 1 | .633** | -.115 | .024 | .527** | .515** |
| | Sig. (2-tailed) | .654 | .493 | | .000 | .546 | .898 | .003 | .004 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .227 | .111 | .633** | 1 | -.011 | .063 | .428* | .589** |
| | Sig. (2-tailed) | .228 | .558 | .000 | | .955 | .742 | .018 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .263 | .448* | -.115 | -.011 | 1 | .312 | .370* | .555** |
| | Sig. (2-tailed) | .161 | .013 | .546 | .955 | | .094 | .044 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .338 | .244 | .024 | .063 | .312 | 1 | .393* | .574** |
| | Sig. (2-tailed) | .068 | .195 | .898 | .742 | .094 | | .032 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .192 | .455* | .527** | .428* | .370* | .393* | 1 | .794** |
| | Sig. (2-tailed) | .310 | .011 | .003 | .018 | .044 | .032 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total X1 | Pearson Correlation | .597** | .558** | .515** | .589** | .555** | .574** | .794** | 1 |
| | Sig. (2-tailed) | .001 | .001 | .004 | .001 | .001 | .001 | .000 | |
| | N | 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).

## Hasil Uji Validitas Segmentasi Demografis

**Correlations**

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total X2 |
|---|---|---|---|---|---|---|---|---|
| X2.1 | Pearson Correlation | 1 | .729** | .253 | .111 | .076 | .206 | .492** |
| | Sig. (2-tailed) | | .000 | .177 | .558 | .689 | .275 | .006 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .729** | 1 | .442* | .247 | .193 | .412* | .641** |
| | Sig. (2-tailed) | .000 | | .014 | .189 | .307 | .024 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .253 | .442* | 1 | .297 | .588** | .701** | .760** |
| | Sig. (2-tailed) | .177 | .014 | | .111 | .001 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .111 | .247 | .297 | 1 | .742** | .603** | .713** |
| | Sig. (2-tailed) | .558 | .189 | .111 | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .076 | .193 | .588** | .742** | 1 | .800** | .829** |
| | Sig. (2-tailed) | .689 | .307 | .001 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .206 | .412* | .701** | .603** | .800** | 1 | .886** |
| | Sig. (2-tailed) | .275 | .024 | .000 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total X2 | Pearson Correlation | .492** | .641** | .760** | .713** | .829** | .886** | 1 |
| | Sig. (2-tailed) | .006 | .000 | .000 | .000 | .000 | .000 | |
| | 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).

## Hasil Uji Validitas Segmentasi Psikografis

**Correlations**

| | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | Total X3 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X3.1 | Pearson Correlation | 1 | .949** | .435* | .452* | .630** | .712** | .641** | .765** | .547** | .623** | .814** |
| | Sig. (2-tailed) | | .000 | .016 | .012 | .000 | .000 | .000 | .000 | .002 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .949** | 1 | .471** | .490** | .682** | .735** | .628** | .794** | .593** | .634** | .838** |
| | Sig. (2-tailed) | .000 | | .009 | .006 | .000 | .000 | .000 | .000 | .001 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .435* | .471** | 1 | .942** | .742** | .732** | .641** | .585** | .632** | .584** | .787** |
| | Sig. (2-tailed) | .016 | .009 | | .000 | .000 | .000 | .000 | .001 | .000 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .452* | .490** | .942** | 1 | .760** | .743** | .660** | .604** | .607** | .607** | .800** |
| | Sig. (2-tailed) | .012 | .006 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .630** | .682** | .742** | .760** | 1 | .902** | .715** | .776** | .691** | .639** | .882** |
| | 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 |
| X3.6 | Pearson Correlation | .712** | .735** | .732** | .743** | .902** | 1 | .852** | .862** | .741** | .741** | .940** |
| | 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 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X3.7 | Pearson Correlation | .641** | .628** | .641** | .660** | .715** | .852** | 1 | .764** | .654** | .700** | .851** |
| | 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 |
| X3.8 | Pearson Correlation | .765** | .794** | .585** | .604** | .776** | .862** | .764** | 1 | .861** | .911** | .926** |
| | Sig. (2-tailed) | .000 | .000 | .001 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.9 | Pearson Correlation | .547** | .593** | .632** | .607** | .691** | .741** | .654** | .861** | 1 | .884** | .831** |
| | Sig. (2-tailed) | .002 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.10 | Pearson Correlation | .623** | .634** | .584** | .607** | .639** | .741** | .700** | .911** | .884** | 1 | .848** |
| | Sig. (2-tailed) | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total X3 | Pearson Correlation | .814** | .838** | .787** | .800** | .882** | .940** | .851** | .926** | .831** | .848** | 1 |
| | 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 |

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

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

## Hasil Uji Validitas Keputusan Pembelian

**Correlations**

| | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Total Y |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Y1 | Pearson Correlation | 1 | .486** | .341 | .389* | .190 | .185 | .029 | .201 | .470** | .112 | .506** |
| | Sig. (2-tailed) | | .007 | .065 | .034 | .314 | .327 | .880 | .288 | .009 | .556 | .004 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .486** | 1 | .230 | .126 | .284 | -.045 | .414* | .285 | .253 | .005 | .422* |
| | Sig. (2-tailed) | .007 | | .221 | .508 | .128 | .813 | .023 | .127 | .178 | .979 | .020 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .341 | .230 | 1 | .766** | .392* | .180 | .226 | .517** | .559** | .269 | .739** |
| | Sig. (2-tailed) | .065 | .221 | | .000 | .032 | .341 | .230 | .003 | .001 | .150 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .389* | .126 | .766** | 1 | .508** | .287 | .150 | .537** | .508** | .260 | .757** |
| | Sig. (2-tailed) | .034 | .508 | .000 | | .004 | .124 | .428 | .002 | .004 | .165 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | .190 | .284 | .392* | .508** | 1 | .733** | .441* | .408* | .461* | .521** | .789** |
| | Sig. (2-tailed) | .314 | .128 | .032 | .004 | | .000 | .015 | .025 | .010 | .003 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y6 | Pearson Correlation | .185 | -.045 | .180 | .287 | .733** | 1 | .151 | .230 | .278 | .402* | .555** |
| | Sig. (2-tailed) | .327 | .813 | .341 | .124 | .000 | | .425 | .221 | .138 | .028 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y7 | Pearson Correlation | .029 | .414* | .226 | .150 | .441* | .151 | 1 | .426* | .189 | .207 | .454* |
| | Sig. (2-tailed) | .880 | .023 | .230 | .428 | .015 | .425 | | .019 | .316 | .273 | .012 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y8 | Pearson Correlation | .201 | .285 | .517** | .537** | .408* | .230 | .426* | 1 | .626** | .197 | .713** |
| | Sig. (2-tailed) | .288 | .127 | .003 | .002 | .025 | .221 | .019 | | .000 | .296 | .000 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y9 | Pearson Correlation | .470** | .253 | .559** | .508** | .461* | .278 | .189 | .626** | 1 | .579** | .793** |
| | Sig. (2-tailed) | .009 | .178 | .001 | .004 | .010 | .138 | .316 | .000 | | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y10 | Pearson Correlation | .112 | .005 | .269 | .260 | .521** | .402* | .207 | .197 | .579** | 1 | .558** |
| | Sig. (2-tailed) | .556 | .979 | .150 | .165 | .003 | .028 | .273 | .296 | .001 | | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total Y | Pearson Correlation | .506** | .422* | .739** | .757** | .789** | .555** | .454* | .713** | .793** | .558** | 1 |
| | Sig. (2-tailed) | .004 | .020 | .000 | .000 | .000 | .001 | .012 | .000 | .000 | .001 | |
| | 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).

**Lampiran 8**

## Hasil Uji Reliabilitas Segmentasi Geografis

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 30.0 |
| | Excluded[a] | 70 | 70.0 |
| | Total | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .692 | 7 |

## Hasil Uji Reliabilitas Segmentasi Demografis

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 30.0 |
| | Excluded[a] | 70 | 70.0 |
| | Total | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .820 | 6 |

## Hasil Uji Reliabilitas Segmentasi Psikografis

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 30.0 |
| | Excluded[a] | 70 | 70.0 |
| | Total | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .954 | 10 |

## Hasil Uji Reliabilitas Keputusan Pembelian

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 30.0 |
| | Excluded[a] | 70 | 70.0 |
| | Total | 100 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .840 | 10 |

**Lampiran 9**

## Hasil Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

| | | Total X1 | Total X2 | Total X3 | Total Y |
|---|---|---|---|---|---|
| N | | 100 | 100 | 100 | 100 |
| Normal Parameters[a,b] | Mean | 44.57 | 33.26 | 44.11 | 41.08 |
| | Std. Deviation | 10.854 | 3.631 | 4.603 | 8.684 |
| Most Extreme Differences | Absolute | .106 | .099 | .077 | .084 |
| | Positive | .106 | .099 | .063 | .084 |
| | Negative | -.072 | -.075 | -.077 | -.062 |
| Kolmogorov-Smirnov Z | | 1.061 | .985 | .767 | .839 |
| Asymp. Sig. (2-tailed) | | .210 | .286 | .599 | .482 |

a. Test distribution is Normal.

b. Calculated from data.

**Lampiran 10**

## Hasil Uji Linieritas Segmentasi Geografis Terhadap Keputusan Pembelian

**ANOVA Table**

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| Total Y * Total X1 | Between Groups | (Combined) | 2191.215 | 29 | 75.559 | 1.003 | .479 |
| | | Linearity | 144.365 | 1 | 144.365 | 1.916 | .171 |
| | | Deviation from Linearity | 2046.849 | 28 | 73.102 | .970 | .520 |
| | Within Groups | | 5274.145 | 70 | 75.345 | | |
| | Total | | 7465.360 | 99 | | | |

## Hasil Uji Linieritas Segmentasi Demografis Terhadap Keputusan Pembelian

**ANOVA Table**

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| Total Y * Total X2 | Between Groups | (Combined) | 2515.131 | 26 | 96.736 | 1.427 | .120 |
| | | Linearity | 188.328 | 1 | 188.328 | 2.777 | .100 |
| | | Deviation from Linearity | 2326.803 | 25 | 93.072 | 1.373 | .150 |
| | Within Groups | | 4950.229 | 73 | 67.811 | | |
| | Total | | 7465.360 | 99 | | | |

## Hasil Uji Linieritas Segmentasi Psikografis Terhadap Keputusan Pembelian

**ANOVA Table**

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| Total Y * Total X3 | Between Groups | (Combined) | 1670.071 | 21 | 79.527 | 1.070 | .396 |
| | | Linearity | .047 | 1 | .047 | .001 | .980 |
| | | Deviation from Linearity | 1670.025 | 20 | 83.501 | 1.124 | .344 |
| | Within Groups | | 5795.289 | 78 | 74.299 | | |
| | Total | | 7465.360 | 99 | | | |

**Lampiran 11**

## Hasil Uji Homogenitas

**Test of Homogeneity of Variances**

| | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|
| Total_X1 | 1.126 | 14 | 78 | .350 |
| Total_X2 | 1.287 | 14 | 78 | .235 |
| Total_X3 | 1.424 | 14 | 78 | .162 |

**ANOVA**

Total_X1

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 1840.738 | 21 | 87.654 | 1.216 | .263 |
| Within Groups | 5624.622 | 78 | 72.111 | | |
| Total | 7465.360 | 99 | | | |

**ANOVA**

Total_X2

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 1814.946 | 21 | 86.426 | 1.193 | .281 |
| Within Groups | 5650.414 | 78 | 72.441 | | |
| Total | 7465.360 | 99 | | | |

**ANOVA**

Total_X3

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 1670.071 | 21 | 79.527 | 1.070 | .396 |
| Within Groups | 5795.289 | 78 | 74.299 | | |
| Total | 7465.360 | 99 | | | |

**Lampiran 12**

## Hasil Uji Regresi Baerganda

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.665 | 4.999 | | .533 | .595 |
| | Total X1 | .047 | .063 | .049 | .745 | .458 |
| | Total X2 | .059 | .062 | .065 | .960 | .339 |
| | Total X3 | .794 | .067 | .766 | 11.768 | .000 |

a. Dependent Variable: Total Y

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .785[a] | .616 | .603 | 5.468 |

a. Predictors: (Constant), Total X3, Total X1, Total X2

**Lampiran 13**

**Hasil Uji Hipotesis**

## Hasil Uji t Pengaruh Segmentasi Geografis Terhadap Keputusan Pembelian

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 37.628 | 4.957 | | 7.591 | .000 |
| | Total X1 | .068 | .096 | .071 | .708 | .481 |

a. Dependent Variable: Total Y

## Hasil Uji t Pengaruh Segmentasi Demografis Terhadap Keputusan Pembelian

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 32.774 | 4.009 | | 8.176 | .000 |
| | Total X2 | .191 | .090 | .209 | 2.120 | .036 |

a. Dependent Variable: Total Y

## Hasil Uji t Pengaruh Segmentasi Psikografis Terhadap Keputusan Pembelian

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.919 | 2.808 | | 2.464 | .015 |
| | Total X3 | .810 | .065 | .782 | 12.402 | .000 |

a. Dependent Variable: Total Y

**Lampiran 14**

Tabel F

| Derajat Bebas Pembilang | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 15 | 20 | 40 |
| 1 | 161 | 200 | 216 | 225 | 230 | 234 | 237 | 239 | 241 | 242 | 246 | 248 | 251 |
| 2 | 18,5 | 19,0 | 19,2 | 19,3 | 19,3 | 19,3 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,4 | 19,5 |
| 3 | 10,1 | 9,55 | 9,28 | 9,12 | 9,01 | 8,94 | 8,89 | 8,85 | 8,81 | 8,79 | 8,70 | 8,66 | 8,59 |
| 4 | 7,71 | 6,94 | 6,59 | 6,39 | 6,26 | 6,16 | 6,09 | 6,04 | 6,00 | 5,69 | 5,86 | 5,80 | 5,72 |
| 5 | 6,61 | 5,79 | 5,41 | 5,19 | 5,05 | 4,95 | 4,88 | 4,82 | 4,77 | 4,74 | 4,62 | 4,56 | 4,46 |
| 6 | 5,99 | 5,14 | 4,76 | 4,53 | 4,39 | 4,28 | 4,21 | 4,15 | 4,10 | 4,06 | 3,94 | 3,87 | 3,77 |
| 7 | 5,59 | 4,74 | 4,35 | 4,12 | 3,97 | 3,87 | 3,79 | 3,73 | 3,68 | 3,64 | 3,51 | 3,44 | 3,34 |
| 8 | 5,32 | 4,46 | 4,07 | 3,84 | 3,69 | 3,58 | 3,50 | 3,44 | 3,39 | 3,35 | 3,22 | 3,15 | 3,04 |
| 9 | 5,12 | 4,26 | 3,86 | 3,63 | 3,84 | 3,37 | 3,29 | 3,23 | 3,18 | 3,14 | 3,01 | 2,94 | 2,83 |
| 10 | 4,96 | 4,10 | 3,71 | 3,48 | 3,33 | 3,22 | 3,14 | 3,07 | 3,02 | 2,98 | 2,85 | 2,77 | 2,66 |
| 11 | 4,84 | 3,98 | 3,59 | 3,36 | 3,20 | 3,09 | 3,01 | 2,95 | 2,90 | 2,85 | 2,72 | 2,65 | 2,53 |
| 12 | 4,75 | 3,89 | 3,49 | 3,26 | 3,11 | 3,00 | 2,91 | 2,85 | 2,80 | 2,75 | 2,62 | 2,54 | 2,43 |
| 13 | 4,67 | 3,81 | 3,41 | 3,18 | 3,03 | 2,92 | 2,83 | 2,77 | 2,71 | 2,67 | 2,53 | 2,46 | 2,34 |
| 14 | 4,60 | 3,74 | 3,34 | 3,11 | 2,96 | 2,85 | 2,76 | 2,70 | 2,65 | 2,60 | 2,46 | 2,39 | 2,27 |
| 15 | 4,54 | 3,68 | 3,29 | 3,06 | 2,90 | 2,79 | 2,71 | 2,64 | 2,59 | 2,54 | 2,40 | 2,33 | 2,20 |
| 16 | 4,49 | 3,63 | 3,24 | 3,01 | 2,85 | 2,74 | 2,66 | 2,59 | 2,54 | 2,49 | 2,35 | 2,28 | 2,15 |
| 17 | 4,45 | 3,59 | 3,20 | 2,96 | 2,81 | 2,70 | 2,61 | 2,55 | 2,49 | 2,45 | 2,31 | 2,23 | 2,10 |
| 18 | 4,41 | 3,55 | 3,16 | 2,93 | 2,77 | 2,66 | 2,58 | 2,51 | 2,46 | 2,41 | 2,27 | 2,19 | 2,06 |
| 19 | 4,38 | 3,52 | 3,13 | 2,90 | 2,74 | 2,63 | 2,54 | 2,48 | 2,42 | 2,38 | 2,23 | 2,16 | 2,03 |
| 20 | 4,35 | 3,49 | 3,10 | 2,87 | 2,71 | 2,60 | 2,51 | 2,45 | 2,39 | 2,35 | 2,20 | 2,12 | 1,99 |
| 21 | 4,32 | 3,47 | 3,07 | 2,84 | 2,68 | 2,57 | 2,49 | 2,42 | 2,37 | 2,32 | 2,18 | 2,10 | 1,96 |
| 22 | 4,30 | 3,44 | 3,05 | 2,82 | 2,66 | 2,55 | 2,46 | 2,40 | 2,34 | 2,30 | 2,15 | 2,07 | 1,94 |
| 23 | 4,28 | 3,42 | 3,03 | 2,80 | 2,64 | 2,53 | 2,44 | 2,37 | 2,32 | 2,27 | 2,13 | 2,05 | 1,91 |
| 24 | 4,26 | 3,40 | 3,01 | 2,78 | 2,62 | 2,51 | 2,42 | 2,36 | 2,30 | 2,25 | 2,11 | 2,03 | 1.89 |
| 25 | 4,24 | 3,39 | 2,99 | 2,76 | 2,60 | 2,49 | 2,40 | 2,34 | 2,28 | 2,24 | 2,09 | 2,01 | 1,87 |
| 30 | 4,17 | 3,32 | 2,92 | 2,69 | 2,53 | 2,42 | 2,33 | 2,27 | 2,21 | 2,16 | 2,01 | 1,93 | 1,79 |
| 40 | 4,08 | 3,23 | 2,61 | 2,61 | 2,45 | 2,34 | 2,10 | 2,18 | 2,12 | 2,08 | 1,92 | 1,84 | 1,69 |
| 60 | 4,00 | 3,15 | 2,53 | 2,53 | 2,37 | 2,25 | 2,17 | 2,10 | 2,04 | 1,99 | 1,84 | 1,75 | 1,59 |
| >> | 3,84 | 3,00 | 2,60 | 2,37 | 2,21 | 2,10 | 2,01 | 1,94 | 1,88 | 1,83 | 1,67 | 1,57 | 1,39 |

**Lampiran 15**

## Tabel t

| Derajat Bebas (df) | Luas Ekor (Uji Satu Arah) | | | | | |
|---|---|---|---|---|---|---|
| | 0,10 | 0,05 | 0,025 | 0,01 | 0,005 | 0,0005 |
| | Luas Ekor (Uji Dua Arah) | | | | | |
| | 0,20 | 0,10 | 0,05 | 0,02 | 0,01 | 0,001 |
| 18 | 1.330 | 1.734 | 2.101 | 2.552 | 2.878 | 3.992 |
| 19 | 1.328 | 1.729 | 2.093 | 2.539 | 2.861 | 3.883 |
| 20 | 1.325 | 1.725 | 2.086 | 2.528 | 2.845 | 3.850 |
| 21 | 1.323 | 1.721 | 2.080 | 2.518 | 2.831 | 3.819 |
| 22 | 1.321 | 1.717 | 2.074 | 2.508 | 2.819 | 3.792 |
| 23 | 1.319 | 1.714 | 2.069 | 2.500 | 2.807 | 3.768 |
| 24 | 1.318 | 1.711 | 2.064 | 2.492 | 2.797 | 3.745 |
| 25 | 1.316 | 1.708 | 2.060 | 2.485 | 2.787 | 3.725 |
| 26 | 1.315 | 1.706 | 2.056 | 2.479 | 2.779 | 3.707 |
| 27 | 1.314 | 1.703 | 2.052 | 2.473 | 2.771 | 3.690 |
| 28 | 1.313 | 1.699 | 2.048 | 2.467 | 2.763 | 3.674 |
| 29 | 1.311 | 1.684 | 2.045 | 2.462 | 2.756 | 3.659 |
| 30 | 1.310 | 1.671 | 2.042 | 2.457 | 2.750 | 3.551 |
| 40 | 1.303 | 1.662 | 2.021 | 2.423 | 2.704 | 3.460 |
| 60 | 1.296 | 1.658 | 2.000 | 2.390 | 2.660 | 3.373 |
| >> | 1.282 | 1.645 | 1.960 | 2.358 | 2.617 | 3.291 |

**Lampiran 16**

**R tabel**

| Interval Kepercayaan | | | Interval Kepercayaan | | | Interval Kepercayaan | | |
|---|---|---|---|---|---|---|---|---|
| n | 95% | 99% | n | 95% | 99% | n | 95% | 99% |
| 3 | 0,997 | 0,999 | 26 | 0,388 | 0,496 | 55 | 0,266 | 0,345 |
| 4 | 0,950 | 0,990 | 27 | 0,381 | 0,487 | 60 | 0,254 | 0,330 |
| 5 | 0,878 | 0,959 | 28 | 0,374 | 0,478 | 65 | 0,244 | 0,317 |
| 6 | 0,811 | 0,917 | 29 | 0,367 | 0,470 | 70 | 0,235 | 0,306 |
| 7 | 0,754 | 0,874 | 30 | 0,361 | 0,463 | 75 | 0,227 | 0,296 |
| 8 | 0,707 | 0,874 | 31 | 0,355 | 0,456 | 80 | 0,220 | 0,286 |
| 9 | 0,666 | 0,798 | 32 | 0,349 | 0,449 | 85 | 0,213 | 0,278 |
| 10 | 0,632 | 0,765 | 33 | 0,344 | 0,442 | 90 | 0,207 | 0,270 |
| 11 | 0,602 | 0,735 | 34 | 0,339 | 0,436 | 95 | 0,202 | 0,263 |
| 12 | 0'576 | 0,708 | 35 | 0,334 | 0,430 | 100 | 0,195 | 0,256 |
| 13 | 0,553 | 0,684 | 36 | 0,329 | 0,424 | 125 | 0,176 | 0,230 |
| 14 | 0,532 | 0,661 | 37 | 0,325 | 0,418 | 150 | 0,157 | 0,210 |
| 15 | 0,514 | 0,641 | 38 | 0,320 | 0,413 | 175 | 0,148 | 0,194 |
| 16 | 0,497 | 0,623 | 39 | 0,316 | 0,408 | 200 | 0,138 | 0,181 |
| 17 | 0,482 | 0,606 | 40 | 0,312 | 0,403 | 300 | 0,113 | 0,148 |
| 18 | 0,468 | 0,590 | 41 | 0,308 | 0,396 | 400 | 0,098 | 0,128 |
| 19 | 0,456 | 0,575 | 42 | 0,304 | 0,393 | 500 | 0,088 | 0,115 |
| 20 | 0,444 | 0,561 | 43 | 0,301 | 0,389 | 600 | 0,080 | 0,105 |
| 21 | 0,433 | 0,549 | 44 | 0,297 | 0,384 | 700 | 0,074 | 0,097 |
| 22 | 0,423 | 0,537 | 45 | 0,294 | 0,380 | 800 | 0,070 | 0,091 |
| 23 | 0,413 | 0,526 | 46 | 0,291 | 0,276 | 900 | 0,065 | 0,086 |
| 24 | 0,404 | 0,515 | 47 | 0,288 | 0,372 | 000 | 0,062 | 0,081 |
| 25 | 0,396 | 0,505 | 48 | 0,284 | 0,368 | | | |
| | | | 49 | 0,281 | 0,364 | | | |
| | | | 50 | 0,297 | 0,361 | | | |