

LAMPIRAN

Lampiran 1 Kuisisioner Penelitian

KUESIONER

Pengaruh Gaya Hidup Dan Atribut Produk Terhadap Keputusan Pembelian *Smartphone Iphone Di Bandar Lampung*

Mohon kesediaan Bapak/Ibu/Sdr/i untuk mengisi kuesioner ini. Kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian. Jawaban yang Bapak/Ibu/Sdr berikan tidak akan mempengaruhi kedudukan maupun jabatan, mengingat kerahasiaan identitas Bapak/Ibu/Sdr akan kami jaga.

I. Karakteristik Responden

A. Identitas responden

Berikan tanda (X) pada jawaban anda

1. Nama Responden :
2. Jenis kelamin : a. Pria b. Wanita
3. Usia : a. 18- 25 th b. 25 – 30 th c. > 30 th
4. Pendidikan terakhir : a. SLTP b. SLTA c. Diploma d. Sarjana
5. Penghasilan : a. < Rp.1000.000 b. Rp. 1000.000 – Rp. 1500.000
c. > Rp. 1.500.000
6. Apakah anda pengguna iphone? : a. IYA b. TIDAK
7. Apakah anda berdomisili di Bandar Lampung? a. IYA b. TIDAK

A. Daftar pertanyaan

Berikan tanda (√) pada kolom jawaban yang telah disediakan.

1. Variabel Gaya Hidup

| No | Item Pertanyaan | SS | S | N | TS | STS |
|------------------------------------|--|----|---|---|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| <i>Utilitarian purchase</i> | | | | | | |
| 1 | Pembelian <i>iPhone</i> membuat kegiatan berjalan lebih baik | | | | | |
| 2 | Pembelian <i>iPhone</i> memberikan kenyamanan | | | | | |
| 3 | Pembelian <i>iPhone</i> memberikan manfaat yang baik | | | | | |
| <i>Indulgences</i> | | | | | | |
| 4 | Pembelian <i>iPhone</i> memiliki sedikit kemewahan bagi pengguna | | | | | |

| | | | | | | |
|-------------------------------------|---|--|--|--|--|--|
| 5 | Pembelian <i>iPhone</i> mengeluarkan biaya yang sedikit | | | | | |
| 6 | Pembelian <i>iPhone</i> sangat menghemat pengeluaran aplikasi | | | | | |
| <i>Lifestyle Luxuries</i> | | | | | | |
| 7 | Menggunakan <i>iPhone</i> dapat meningkatkan prestige | | | | | |
| 8 | Menggunakan <i>iPhone</i> dapat meningkatkan images | | | | | |
| 9 | Menggunakan <i>iPhone</i> dapat menaikkan harga diri | | | | | |
| <i>Aspirational Luxuries</i> | | | | | | |
| 10 | Menggunakan <i>iPhone</i> dapat mengekspresikan diri pengguna | | | | | |
| 11 | Menggunakan <i>iPhone</i> dapat meningkatkan hasrat pengguna | | | | | |
| 12 | <i>iPhone</i> memiliki sistem nilai yang tinggi | | | | | |

2. Variabel Atribut Produk

| No | Item Pertanyaan | SS | S | N | TS | STS |
|--------------|---|----|---|---|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| Minat | | | | | | |
| 1 | <i>Handphone iPhone</i> mudah dioperasikan oleh konsumen | | | | | |
| 2 | <i>Handphone iPhone</i> mempunyai fitur yang lengkap serta dapat memberikan kemudahan kepada konsumen | | | | | |
| 3 | <i>Handphone iPhone</i> memiliki keandalan yang memuaskan konsumen sepanjang waktu | | | | | |
| 4 | <i>Handphone iPhone</i> memiliki daya tahan/awet sepanjang waktu dalam ukuran hidupnya | | | | | |
| 5 | <i>Handphone iPhone</i> mudah diperbaiki | | | | | |
| Merek | | | | | | |
| 6 | <i>Handphone iPhone</i> merupakan merek yang terkenal | | | | | |
| 7 | <i>Handphone iPhone</i> memiliki merek yang Mudah diingat | | | | | |
| 8 | <i>Handphone iPhone</i> bernilai tinggi | | | | | |
| 9 | <i>Handphone iPhone</i> memiliki ciri khas yang baik dimata konsumen | | | | | |

| Desain Produk | | | | | | |
|----------------------|---|--|--|--|--|--|
| 10 | iPhone memiliki bentuk produk yang sesuai dengan kebutuhan pengguna | | | | | |
| 11 | iPhone memiliki ciri produk tertentu yang membedakan dari produk dengan jenis yang sama | | | | | |
| 12 | Produk iPhone nyaman Dikenakan | | | | | |
| 13 | Produk iPhone memiliki kehandalan saat dikenakan dalam segala situasi | | | | | |
| 14 | iPhone memberikan jaminan produk baik kepada pemakai pakaian muslim | | | | | |
| 15 | Gaya dari produk iPhone sangat sesuai untuk dikenakan dengan trend saat ini | | | | | |

3. Variabel Keputusan Pembelian

| No | Item Pertanyaan | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Anda mendapat produk yang baik yang diberikan produk iPhone | | | | | |
| 2 | Anda dapat melakukan pembelian keberagaman produk yang ditawarkan | | | | | |
| 3 | Anda akan merekomendasikan iPhone ke teman-teman dan kerabat anda untuk menggunakan ke iPhone | | | | | |
| 4 | Anda dapat melakukan pembelian dengan mudah dan berbagai macam promosi | | | | | |
| 5 | Anda melakukan pembelian iPhone karena mudah dan cepat mendapatkan pesanan yang diinginkan | | | | | |
| 6 | Ketika anda mengunjungi iPhone anda mendapat kemudahan pembayaran melalui cash, debet, kartu kredit | | | | | |

Lampiran 2 Tabulasi hasil kuisisioner keputusan pembelian

| y1 | y2 | y3 | y4 | y5 | y6 |
|----|----|----|----|----|----|
| 4 | 4 | 1 | 2 | 4 | 1 |
| 2 | 5 | 5 | 4 | 3 | 4 |
| 3 | 5 | 5 | 4 | 5 | 5 |
| 5 | 2 | 5 | 5 | 2 | 3 |
| 1 | 5 | 1 | 1 | 2 | 5 |
| 1 | 3 | 1 | 4 | 3 | 4 |
| 4 | 1 | 5 | 4 | 5 | 4 |
| 1 | 1 | 1 | 1 | 1 | 1 |
| 1 | 1 | 4 | 4 | 5 | 1 |
| 5 | 5 | 5 | 5 | 4 | 2 |
| 1 | 1 | 1 | 3 | 3 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 1 | 1 | 1 | 4 | 1 |
| 1 | 4 | 1 | 4 | 3 | 1 |
| 2 | 1 | 1 | 2 | 1 | 1 |
| 2 | 2 | 1 | 4 | 5 | 1 |
| 1 | 3 | 1 | 5 | 4 | 1 |
| 5 | 3 | 4 | 5 | 5 | 3 |
| 1 | 1 | 1 | 1 | 2 | 1 |
| 1 | 2 | 3 | 1 | 2 | 1 |
| 1 | 2 | 2 | 5 | 3 | 1 |
| 5 | 5 | 3 | 2 | 3 | 3 |
| 1 | 1 | 3 | 3 | 4 | 1 |
| 1 | 2 | 4 | 5 | 2 | 1 |
| 5 | 5 | 2 | 4 | 4 | 5 |
| 1 | 4 | 1 | 5 | 4 | 2 |
| 5 | 4 | 4 | 4 | 5 | 4 |
| 5 | 5 | 3 | 5 | 5 | 2 |
| 5 | 2 | 3 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 | 3 |
| 5 | 5 | 4 | 2 | 5 | 4 |
| 5 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 | 5 | 5 |
| 4 | 5 | 4 | 4 | 3 | 4 |
| 4 | 5 | 3 | 4 | 5 | 5 |
| 5 | 5 | 3 | 5 | 3 | 5 |
| 5 | 5 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 |
| 5 | 5 | 4 | 2 | 2 | 5 |
| 4 | 4 | 4 | 5 | 5 | 4 |
| 5 | 5 | 4 | 3 | 4 | 5 |
| 5 | 4 | 5 | 4 | 4 | 5 |
| 5 | 4 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 3 | 5 | 4 |
| 4 | 5 | 2 | 3 | 5 | 4 |
| 5 | 3 | 4 | 5 | 5 | 3 |

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|---|---|---|---|---|---|
| 5 | 5 | 4 | 5 | 3 | 4 |
| 5 | 5 | 4 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 3 | 5 | 3 | 4 | 1 |
| 5 | 5 | 4 | 5 | 5 | 4 |
| 5 | 3 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 |
| 4 | 1 | 4 | 4 | 5 | 2 |
| 2 | 4 | 5 | 3 | 4 | 5 |
| 5 | 5 | 3 | 4 | 5 | 5 |
| 5 | 5 | 4 | 4 | 4 | 5 |
| 3 | 4 | 4 | 4 | 4 | 1 |
| 5 | 3 | 5 | 4 | 3 | 4 |
| 3 | 2 | 1 | 3 | 4 | 5 |
| 5 | 4 | 2 | 5 | 5 | 3 |
| 4 | 3 | 2 | 5 | 4 | 3 |
| 5 | 2 | 2 | 5 | 3 | 5 |
| 3 | 4 | 4 | 5 | 2 | 2 |
| 4 | 3 | 3 | 4 | 4 | 4 |
| 5 | 5 | 3 | 4 | 3 | 5 |
| 5 | 5 | 4 | 4 | 2 | 4 |
| 4 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 3 | 5 | 5 | 5 |
| 3 | 2 | 2 | 4 | 2 | 5 |
| 4 | 5 | 5 | 5 | 4 | 2 |
| 5 | 4 | 5 | 5 | 5 | 4 |
| 4 | 4 | 2 | 2 | 1 | 1 |
| 3 | 3 | 4 | 5 | 3 | 5 |
| 4 | 4 | 4 | 3 | 4 | 2 |
| 5 | 5 | 5 | 4 | 4 | 5 |
| 5 | 4 | 2 | 3 | 1 | 2 |
| 4 | 3 | 4 | 2 | 3 | 3 |
| 5 | 3 | 5 | 5 | 5 | 5 |
| 2 | 1 | 1 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 |
| 3 | 2 | 5 | 5 | 3 | 5 |
| 4 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 2 | 5 | 5 | 4 |
| 5 | 5 | 4 | 2 | 5 | 5 |
| 4 | 3 | 5 | 5 | 5 | 2 |
| 5 | 5 | 2 | 4 | 5 | 4 |
| 4 | 4 | 2 | 5 | 5 | 4 |
| 4 | 5 | 5 | 5 | 5 | 3 |
| 4 | 4 | 3 | 4 | 5 | 5 |
| 3 | 3 | 5 | 2 | 5 | 1 |
| 3 | 3 | 5 | 4 | 5 | 5 |
| 4 | 3 | 5 | 4 | 5 | 5 |

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|---|---|---|---|---|---|
| 3 | 4 | 4 | 5 | 5 | 5 |
| 3 | 3 | 5 | 2 | 5 | 1 |
| 3 | 3 | 5 | 4 | 5 | 5 |
| 4 | 3 | 5 | 4 | 5 | 5 |
| 3 | 4 | 4 | 5 | 5 | 5 |

Lampiran 3 Tabulasi hasil kuisisioner variabel gaya hidup

| x1.1 | x1.2 | x1.3 | x1.4 | x1.5 | x1.6 | x1.7 | x1.8 | x1.9 | x1.10 | x1.11 |
|------|------|------|------|------|------|------|------|------|-------|-------|
| 4 | 2 | 3 | 5 | 1 | 1 | 1 | 2 | 3 | 4 | 3 |
| 4 | 2 | 2 | 5 | 1 | 4 | 5 | 4 | 1 | 2 | 3 |
| 3 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 2 | 4 |
| 3 | 4 | 4 | 5 | 1 | 1 | 2 | 5 | 1 | 5 | 2 |
| 3 | 5 | 5 | 3 | 1 | 1 | 5 | 5 | 3 | 4 | 2 |
| 4 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 5 | 2 | 5 |
| 4 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 3 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 1 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 2 | 5 |
| 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 5 | 1 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 1 | 5 |
| 2 | 1 | 1 | 1 | 1 | 1 | 1 | 5 | 4 | 1 | 1 |
| 1 | 1 | 1 | 4 | 1 | 4 | 1 | 2 | 1 | 1 | 1 |
| 1 | 1 | 2 | 1 | 1 | 1 | 5 | 4 | 3 | 1 | 5 |
| 5 | 2 | 5 | 5 | 2 | 5 | 5 | 2 | 4 | 5 | 4 |
| 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 2 |
| 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 2 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 1 | 5 |
| 3 | 4 | 1 | 1 | 4 | 1 | 1 | 4 | 1 | 3 | 1 |
| 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 2 |
| 3 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 1 | 1 | 2 | 2 | 4 | 1 | 5 | 1 | 3 | 1 | 1 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 5 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 4 | 2 | 5 | 5 | 5 | 4 | 3 | 3 | 5 |
| 1 | 1 | 1 | 1 | 5 | 5 | 1 | 1 | 1 | 1 | 1 |
| 1 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 2 | 4 |
| 5 | 5 | 4 | 5 | 3 | 5 | 2 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 5 | 3 | 3 | 2 | 4 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 4 | 5 | 4 | 5 | 2 | 5 | 5 | 4 | 5 |
| 3 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 |
| 5 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 3 |
| 4 | 4 | 5 | 5 | 3 | 3 | 5 | 2 | 5 | 5 | 4 |

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|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 4 | 5 | 5 | 3 | 2 | 4 | 4 | 4 | 4 | 2 |
| 5 | 5 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 4 |
| 5 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 |
| 5 | 3 | 3 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 2 |
| 5 | 4 | 3 | 4 | 3 | 5 | 4 | 2 | 5 | 5 | 4 |
| 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 3 |
| 5 | 4 | 3 | 5 | 5 | 2 | 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 5 | 2 | 5 | 3 | 5 | 5 | 5 | 3 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 2 | 4 | 3 | 2 | 2 | 4 | 4 | 1 | 1 | 2 | 4 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 |
| 3 | 5 | 3 | 3 | 4 | 4 | 1 | 3 | 2 | 1 | 4 |
| 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 5 | 3 | 5 | 4 | 4 | 5 | 4 | 2 | 2 | 4 | 5 |
| 3 | 3 | 2 | 3 | 3 | 1 | 2 | 4 | 5 | 2 | 1 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 |
| 5 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 |
| 3 | 3 | 3 | 1 | 2 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 |
| 4 | 4 | 2 | 4 | 5 | 2 | 4 | 1 | 1 | 5 | 3 |
| 2 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 5 |
| 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 2 | 4 | 5 | 1 | 3 | 4 | 5 | 5 | 2 | 2 | 3 |
| 3 | 2 | 4 | 3 | 4 | 1 | 2 | 4 | 5 | 4 | 4 |
| 3 | 3 | 5 | 5 | 4 | 3 | 5 | 4 | 1 | 3 | 1 |
| 4 | 3 | 2 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 5 |
| 4 | 4 | 3 | 4 | 4 | 2 | 2 | 4 | 4 | 1 | 2 |
| 1 | 4 | 2 | 3 | 1 | 3 | 3 | 4 | 5 | 2 | 4 |
| 4 | 5 | 4 | 3 | 5 | 1 | 1 | 4 | 1 | 5 | 5 |
| 4 | 5 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 5 |
| 4 | 3 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 4 | 5 | 4 | 4 | 2 | 5 | 3 | 5 | 5 | 4 | 4 |
| 4 | 2 | 5 | 4 | 2 | 4 | 3 | 5 | 5 | 5 | 5 |
| 2 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 5 | 5 |
| 4 | 3 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 3 | 2 | 5 | 4 | 4 | 2 | 5 | 5 | 5 | 2 |
| 4 | 4 | 4 | 5 | 3 | 4 | 2 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 | 5 | 3 | 1 | 4 | 2 | 3 |
| 5 | 2 | 5 | 2 | 2 | 5 | 5 | 2 | 3 | 3 | 1 |
| 4 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 3 | 5 |
| 3 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 1 | 5 |
| 3 | 5 | 4 | 5 | 5 | 4 | 3 | 2 | 1 | 2 | 2 |
| 4 | 4 | 4 | 5 | 4 | 4 | 2 | 4 | 2 | 5 | 4 |
| 5 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |

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|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 5 | 3 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 5 |
| 3 | 5 | 3 | 3 | 1 | 4 | 5 | 5 | 5 | 2 | 5 |
| 4 | 4 | 5 | 4 | 1 | 3 | 5 | 5 | 5 | 5 | 2 |
| 4 | 4 | 4 | 3 | 3 | 5 | 2 | 5 | 4 | 2 | 5 |
| 4 | 5 | 4 | 1 | 3 | 4 | 5 | 2 | 5 | 5 | 2 |
| 3 | 5 | 5 | 4 | 3 | 4 | 1 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 3 | 2 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 5 | 1 | 5 | 5 | 3 | 5 | 5 | 5 | 4 |
| 3 | 3 | 4 | 3 | 3 | 3 | 2 | 4 | 5 | 4 | 4 |
| 5 | 3 | 2 | 2 | 5 | 2 | 5 | 2 | 4 | 1 | 5 |
| 4 | 4 | 4 | 3 | 2 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 5 | 1 | 5 | 5 | 3 | 5 | 5 | 5 | 4 |
| 3 | 3 | 4 | 3 | 3 | 3 | 2 | 4 | 5 | 4 | 4 |
| 5 | 3 | 2 | 2 | 5 | 2 | 5 | 2 | 4 | 1 | 5 |
| 4 | 4 | 4 | 3 | 2 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 5 | 1 | 5 | 5 | 3 | 5 | 5 | 5 | 4 |
| 3 | 3 | 4 | 3 | 3 | 3 | 2 | 4 | 5 | 4 | 4 |
| 5 | 3 | 2 | 2 | 5 | 2 | 5 | 2 | 4 | 1 | 5 |

Lampiran 4 Tabulasi hasil kuisioner variabel atribut produk

| x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | x2.6 | x2.7 | x2.8 | x2.9 | x2.10 | x2.11 | x2.12 |
|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| 3 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 5 | 3 | 2 | 5 |
| 5 | 3 | 5 | 5 | 1 | 5 | 2 | 2 | 5 | 5 | 3 | 2 |
| 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 3 |
| 1 | 3 | 4 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 1 | 4 | 5 | 1 | 4 | 2 | 1 | 4 | 1 | 1 | 1 | 1 |
| 4 | 5 | 4 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 |
| 1 | 5 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 2 | 1 |
| 1 | 1 | 1 | 1 | 1 | 5 | 1 | 1 | 1 | 1 | 1 | 1 |
| 1 | 4 | 5 | 4 | 1 | 1 | 1 | 2 | 1 | 1 | 3 | 1 |
| 1 | 1 | 1 | 1 | 2 | 1 | 3 | 5 | 1 | 1 | 1 | 1 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 5 | 1 | 5 | 1 |
| 5 | 5 | 5 | 5 | 3 | 5 | 2 | 4 | 5 | 5 | 1 | 3 |
| 1 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 2 |
| 1 | 1 | 1 | 1 | 3 | 1 | 4 | 1 | 1 | 5 | 1 | 1 |
| 1 | 1 | 1 | 4 | 1 | 5 | 3 | 1 | 1 | 1 | 1 | 2 |
| 5 | 5 | 5 | 1 | 4 | 1 | 1 | 4 | 5 | 5 | 5 | 3 |
| 4 | 5 | 5 | 1 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 2 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 3 |
| 5 | 5 | 4 | 5 | 2 | 5 | 5 | 5 | 5 | 2 | 5 | 3 |
| 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 1 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 |
| 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 5 | 2 | 1 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 |
| 3 | 1 | 4 | 1 | 1 | 1 | 2 | 1 | 4 | 5 | 1 | 3 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 2 | 5 | 5 | 1 | 5 | 5 |
| 1 | 5 | 5 | 5 | 1 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 4 | 3 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 |
| 2 | 5 | 2 | 2 | 1 | 3 | 5 | 3 | 2 | 4 | 5 | 4 |
| 5 | 4 | 4 | 5 | 3 | 2 | 5 | 3 | 5 | 4 | 5 | 3 |
| 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 5 |
| 5 | 5 | 4 | 5 | 2 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 5 | 5 | 2 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 3 | 4 |
| 5 | 5 | 3 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 5 | 3 |
| 5 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 |
| 5 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 2 | 5 |
| 5 | 5 | 4 | 3 | 2 | 5 | 5 | 5 | 2 | 4 | 5 | 4 |
| 4 | 5 | 5 | 4 | 2 | 4 | 5 | 5 | 3 | 4 | 3 | 5 |
| 5 | 4 | 5 | 2 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 3 |
| 4 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 5 |
| 5 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 |
| 5 | 5 | 5 | 4 | 5 | 2 | 4 | 5 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 3 | 5 | 2 | 3 | 5 | 5 | 2 | 5 | 3 | 4 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 4 | 5 | 1 | 4 | 3 | 4 | 4 | 2 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 |
| 4 | 5 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 3 | 4 | 4 |
| 2 | 3 | 3 | 2 | 2 | 5 | 4 | 5 | 2 | 5 | 5 | 4 |
| 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 2 | 4 | 5 |
| 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 3 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 3 |
| 5 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 |
| 1 | 5 | 5 | 4 | 4 | 4 | 2 | 3 | 5 | 2 | 5 | 5 |
| 2 | 4 | 5 | 5 | 3 | 3 | 5 | 5 | 1 | 2 | 2 | 5 |
| 3 | 4 | 4 | 4 | 4 | 2 | 5 | 5 | 5 | 3 | 5 | 5 |
| 4 | 4 | 5 | 2 | 2 | 4 | 4 | 3 | 4 | 5 | 1 | 3 |
| 4 | 4 | 4 | 5 | 2 | 4 | 3 | 3 | 5 | 4 | 4 | 3 |
| 4 | 2 | 3 | 4 | 5 | 2 | 2 | 5 | 1 | 4 | 5 | 4 |
| 4 | 3 | 5 | 3 | 1 | 4 | 1 | 3 | 5 | 5 | 5 | 4 |
| 4 | 4 | 3 | 1 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 4 | 5 | 3 | 5 | 4 | 4 | 2 | 3 | 4 | 2 | 3 | 5 |
| 4 | 4 | 4 | 5 | 1 | 4 | 5 | 5 | 5 | 5 | 5 | 2 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 3 |
| 4 | 5 | 4 | 5 | 4 | 2 | 1 | 4 | 4 | 3 | 4 | 1 |
| 5 | 5 | 3 | 2 | 4 | 4 | 2 | 5 | 4 | 4 | 3 | 5 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 2 | 5 | 5 | 5 |
| 4 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 1 | 2 | 5 |
| 3 | 5 | 5 | 2 | 2 | 5 | 5 | 3 | 5 | 5 | 5 | 5 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 5 | 3 | 5 | 4 | 3 | 5 | 2 | 2 | 4 | 5 | 3 | 5 |
| 4 | 4 | 4 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 3 | 4 |
| 3 | 2 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 2 | 5 | 3 | 4 | 2 | 5 | 4 | 4 | 1 | 3 |
| 2 | 5 | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 |
| 3 | 4 | 1 | 1 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 4 | 5 | 3 | 1 | 2 | 3 | 1 | 3 | 4 | 2 | 4 | 5 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 |
| 5 | 5 | 4 | 3 | 3 | 5 | 3 | 5 | 4 | 3 | 5 | 5 |
| 4 | 4 | 2 | 3 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 |
| 4 | 5 | 1 | 2 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 1 | 4 | 4 | 5 | 2 | 4 | 4 | 2 |
| 5 | 5 | 5 | 2 | 5 | 2 | 3 | 4 | 3 | 4 | 4 | 5 |
| 4 | 5 | 5 | 4 | 3 | 5 | 1 | 3 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 2 | 3 | 4 | 5 | 4 | 5 | 4 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 4 |
| 4 | 5 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 3 | 4 |
| 3 | 2 | 5 | 5 | 5 | 4 | 2 | 2 | 5 | 2 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 4 |
| 4 | 5 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 3 | 4 |
| 3 | 2 | 5 | 5 | 5 | 4 | 2 | 2 | 5 | 2 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 4 |
| 4 | 5 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 3 | 4 |
| 3 | 2 | 5 | 5 | 5 | 4 | 2 | 2 | 5 | 2 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 4 |
| 4 | 5 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 3 | 4 |
| 3 | 2 | 5 | 5 | 5 | 4 | 2 | 2 | 5 | 2 | 4 | 3 |

Lampiran 5 Hasil Uji Validitas

Correlations

| | | y1 | y2 | y3 | y4 | y5 | y6 | y |
|----|---------------------|--------|-------|--------|--------|--------|--------|--------|
| y1 | Pearson Correlation | 1 | .407* | .486** | .272 | .513** | .449* | .759** |
| | Sig. (2-tailed) | | .025 | .006 | .146 | .004 | .013 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y2 | Pearson Correlation | .407* | 1 | .272 | .308 | .307 | .509** | .671** |
| | Sig. (2-tailed) | .025 | | .146 | .097 | .099 | .004 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y3 | Pearson Correlation | .486** | .272 | 1 | .488** | .382* | .404* | .720** |
| | Sig. (2-tailed) | .006 | .146 | | .006 | .037 | .027 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y4 | Pearson Correlation | .272 | .308 | .488** | 1 | .551** | .267 | .660** |
| | Sig. (2-tailed) | | | | | | | |

| | | | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| x2.9 | Pearson Correlation | .596** | .411* | .480** | .338 | .358 | .482** | .423* | .448* | 1 | .592** | .598** | .672** | .737** |
| | Sig. (2-tailed) | .001 | .024 | .007 | .068 | .052 | .007 | .020 | .013 | | .001 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.10 | Pearson Correlation | .552** | .424* | .501** | .342 | .504** | .460* | .552** | .374* | .592** | 1 | .414* | .463** | .713** |
| | Sig. (2-tailed) | .002 | .020 | .005 | .064 | .005 | .010 | .002 | .042 | .001 | | .023 | .010 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.11 | Pearson Correlation | .471** | .618** | .457* | .444* | .517** | .446* | .379* | .565** | .598** | .414* | 1 | .414* | .729** |
| | Sig. (2-tailed) | .009 | .000 | .011 | .014 | .003 | .013 | .039 | .001 | .000 | .023 | | .023 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.12 | Pearson Correlation | .561** | .429* | .424* | .403* | .342 | .533** | .505** | .372* | .672** | .463** | .414* | 1 | .697** |
| | Sig. (2-tailed) | .001 | .018 | .020 | .027 | .065 | .002 | .004 | .043 | .000 | .010 | .023 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2 | Pearson Correlation | .787** | .793** | .709** | .690** | .723** | .726** | .693** | .710** | .737** | .713** | .729** | .697** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 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 6 Hasil Uji reliabilitas

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| .795 | 6 |

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| .918 | 12 |

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| .914 | 11 |

Lampiran 7 Hasil Uji Normalitas**One-Sample Kolmogorov-Smirnov Test**

| | | x1 | x2 | y |
|----------------------------------|----------------|-------------------|-------------------|-------------------|
| N | | 100 | 100 | 100 |
| Normal Parameters ^{a,b} | Mean | 33.4739 | 42.7865 | 42.78 |
| | Std. Deviation | 13.81266 | 11.51516 | 11.519 |
| Most Extreme Differences | Absolute | .086 | .081 | .079 |
| | Positive | .086 | .062 | .059 |
| | Negative | -.057 | -.081 | -.079 |
| Test Statistic | | .086 | .081 | .079 |
| Asymp. Sig. (2-tailed) | | .064 ^c | .104 ^c | .123 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Lampiran 8 Hasil Uji linieritas

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|-----|---------------|--------------------------|----------------|----|-------------|-------|------|
| y * | Between | (Combined) | 14.890 | 35 | .425 | .641 | .923 |
| x1 | Groups | Linearity | 5.938 | 1 | 5.938 | 8.942 | .004 |
| | | Deviation from Linearity | 8.952 | 34 | .263 | .396 | .998 |
| | Within Groups | | 42.500 | 64 | .664 | | |
| | Total | | 57.390 | 99 | | | |

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|-----|---------------|--------------------------|----------------|----|-------------|-------|------|
| y * | Between | (Combined) | 15.690 | 35 | .448 | .688 | .884 |
| x2 | Groups | Linearity | 3.998 | 1 | 3.998 | 6.136 | .016 |
| | | Deviation from Linearity | 11.692 | 34 | .344 | .528 | .978 |
| | Within Groups | | 41.700 | 64 | .652 | | |
| | Total | | 57.390 | 99 | | | |

Lampiran 9 Hasil Uji multikolonieritas

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 23.687 | .304 | | 77.925 | .000 | | |
| | x1 | .016 | .006 | .279 | 2.910 | .004 | .958 | 1.044 |
| | x2 | .014 | .006 | .207 | 2.153 | .034 | .958 | 1.044 |

a. Dependent Variable: y

Lampiran 10 Hasil uji T

| | | Coefficients ^a | | | | |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 23.687 | .304 | | 77.925 | .000 |
| | x1 | .016 | .006 | .279 | 2.910 | .004 |
| | x2 | .014 | .006 | .207 | 2.153 | .034 |

a. Dependent Variable: y

Lampiran 11 Hasil uji F

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 8.284 | 2 | 4.142 | 8.182 | .001 ^b |
| | Residual | 49.106 | 97 | .506 | | |
| | Total | 57.390 | 99 | | | |

a. Dependent Variable: y

b. Predictors: (Constant), x2, x1

Lampiran 12 Hasil uji deskriptif usia

| | | usia | | | |
|-------|------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 18- 25 th | 34 | 34% | 34.0 | 34.0 |
| | > 30 th | 43 | 43% | 43.0 | 77.0 |
| | 25 - 30 th | 23 | 23% | 23.0 | 100.0 |
| | Total | 100 | 100% | 100.0 | |

Lampiran 13 Hasil uji deskriptif jenis kelamin

| | | jk | | | Cumulative |
|-------|-----------|-----------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | Laki laki | 54 | 54 | 54.0 | 54.0 |
| | Perempuan | 46 | 46 | 46.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 14 Hasil uji deskriptif pendidikan

| | | pendidikan | | | Cumulative |
|-------|---------|------------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | DIPLOMA | 25 | 25.0 | 25.0 | 25.0 |
| | SARJANA | 46 | 46.0 | 46.0 | 71.0 |
| | SMA | 23 | 23.0 | 23.0 | 94.0 |
| | SMP | 6 | 6.0 | 6.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 15 Hasil uji deskriptif penghasilan

| | | penghasilan | | | Cumulative |
|-------|-----------------------|-------------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | < 1.000.000 | 19 | 19.0 | 19.0 | 19.0 |
| | > 1.500.000 | 53 | 53.0 | 53.0 | 72.0 |
| | 1.000.000 - 1.500.000 | 28 | 28.0 | 28.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 16 Hasil uji deskriptif variabel gaya hidup

x1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 7.0 | 7.0 | 7.0 |
| | 2 | 5 | 5.0 | 5.0 | 12.0 |
| | 3 | 20 | 20.0 | 20.0 | 32.0 |
| | 4 | 34 | 34.0 | 34.0 | 66.0 |
| | 5 | 34 | 34.0 | 34.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 8 | 8.0 | 8.0 | 8.0 |
| | 2 | 9 | 9.0 | 9.0 | 17.0 |
| | 3 | 16 | 16.0 | 16.0 | 33.0 |
| | 4 | 29 | 29.0 | 29.0 | 62.0 |
| | 5 | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 6 | 6.0 | 6.0 | 6.0 |
| | 2 | 12 | 12.0 | 12.0 | 18.0 |
| | 3 | 18 | 18.0 | 18.0 | 36.0 |
| | 4 | 36 | 36.0 | 36.0 | 72.0 |
| | 5 | 28 | 28.0 | 28.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 12 | 12.0 | 12.0 | 12.0 |
| | 2 | 7 | 7.0 | 7.0 | 19.0 |
| | 3 | 19 | 19.0 | 19.0 | 38.0 |
| | 4 | 19 | 19.0 | 19.0 | 57.0 |
| | 5 | 43 | 43.0 | 43.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x1.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 13 | 13.0 | 13.0 | 13.0 |
| | 2 | 9 | 9.0 | 9.0 | 22.0 |
| | 3 | 25 | 25.0 | 25.0 | 47.0 |
| | 4 | 20 | 20.0 | 20.0 | 67.0 |
| | 5 | 33 | 33.0 | 33.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x1.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 13 | 13.0 | 13.0 | 13.0 |
| | 2 | 7 | 7.0 | 7.0 | 20.0 |
| | 3 | 11 | 11.0 | 11.0 | 31.0 |
| | 4 | 29 | 29.0 | 29.0 | 60.0 |
| | 5 | 40 | 40.0 | 40.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x1.7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 10 | 10.0 | 10.0 | 10.0 |
| | 2 | 14 | 14.0 | 14.0 | 24.0 |

| | | | | | |
|--|-------|-----|-------|-------|-------|
| | 3 | 12 | 12.0 | 12.0 | 36.0 |
| | 4 | 14 | 14.0 | 14.0 | 50.0 |
| | 5 | 50 | 50.0 | 50.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x1.8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 7.0 | 7.0 | 7.0 |
| | 2 | 12 | 12.0 | 12.0 | 19.0 |
| | 3 | 7 | 7.0 | 7.0 | 26.0 |
| | 4 | 29 | 29.0 | 29.0 | 55.0 |
| | 5 | 45 | 45.0 | 45.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x1.9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 11 | 11.0 | 11.0 | 11.0 |
| | 2 | 5 | 5.0 | 5.0 | 16.0 |
| | 3 | 9 | 9.0 | 9.0 | 25.0 |
| | 4 | 28 | 28.0 | 28.0 | 53.0 |
| | 5 | 47 | 47.0 | 47.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x1.10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 14 | 14.0 | 14.0 | 14.0 |
| | 2 | 13 | 13.0 | 13.0 | 27.0 |
| | 3 | 8 | 8.0 | 8.0 | 35.0 |
| | 4 | 23 | 23.0 | 23.0 | 58.0 |
| | 5 | 42 | 42.0 | 42.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x1.11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 10 | 10.0 | 10.0 | 10.0 |
| | 2 | 11 | 11.0 | 11.0 | 21.0 |
| | 3 | 11 | 11.0 | 11.0 | 32.0 |
| | 4 | 24 | 24.0 | 24.0 | 56.0 |
| | 5 | 44 | 44.0 | 44.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 17 Hasil uji deskriptif variabel atribut produk**x2.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 12 | 12.0 | 12.0 | 12.0 |
| | 2 | 5 | 5.0 | 5.0 | 17.0 |
| | 3 | 10 | 10.0 | 10.0 | 27.0 |
| | 4 | 30 | 30.0 | 30.0 | 57.0 |
| | 5 | 43 | 43.0 | 43.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 7.0 | 7.0 | 7.0 |
| | 2 | 4 | 4.0 | 4.0 | 11.0 |
| | 3 | 11 | 11.0 | 11.0 | 22.0 |
| | 4 | 25 | 25.0 | 25.0 | 47.0 |
| | 5 | 53 | 53.0 | 53.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 9 | 9.0 | 9.0 | 9.0 |
| | 2 | 8 | 8.0 | 8.0 | 17.0 |
| | 3 | 15 | 15.0 | 15.0 | 32.0 |
| | 4 | 20 | 20.0 | 20.0 | 52.0 |
| | 5 | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 13 | 13.0 | 13.0 | 13.0 |
| | 2 | 12 | 12.0 | 12.0 | 25.0 |
| | 3 | 10 | 10.0 | 10.0 | 35.0 |
| | 4 | 27 | 27.0 | 27.0 | 62.0 |
| | 5 | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 14 | 14.0 | 14.0 | 14.0 |
| | 2 | 15 | 15.0 | 15.0 | 29.0 |
| | 3 | 15 | 15.0 | 15.0 | 44.0 |
| | 4 | 19 | 19.0 | 19.0 | 63.0 |
| | 5 | 37 | 37.0 | 37.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 11 | 11.0 | 11.0 | 11.0 |
| | 2 | 8 | 8.0 | 8.0 | 19.0 |
| | 3 | 8 | 8.0 | 8.0 | 27.0 |
| | 4 | 27 | 27.0 | 27.0 | 54.0 |
| | 5 | 46 | 46.0 | 46.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 12 | 12.0 | 12.0 | 12.0 |
| | 2 | 16 | 16.0 | 16.0 | 28.0 |
| | 3 | 18 | 18.0 | 18.0 | 46.0 |
| | 4 | 21 | 21.0 | 21.0 | 67.0 |
| | 5 | 33 | 33.0 | 33.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 8 | 8.0 | 8.0 | 8.0 |
| | 2 | 7 | 7.0 | 7.0 | 15.0 |
| | 3 | 14 | 14.0 | 14.0 | 29.0 |
| | 4 | 22 | 22.0 | 22.0 | 51.0 |
| | 5 | 49 | 49.0 | 49.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 12 | 12.0 | 12.0 | 12.0 |
| | 2 | 6 | 6.0 | 6.0 | 18.0 |

| | | | | | |
|--|-------|-----|-------|-------|-------|
| | 3 | 10 | 10.0 | 10.0 | 28.0 |
| | 4 | 24 | 24.0 | 24.0 | 52.0 |
| | 5 | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 11 | 11.0 | 11.0 | 11.0 |
| | 2 | 9 | 9.0 | 9.0 | 20.0 |
| | 3 | 11 | 11.0 | 11.0 | 31.0 |
| | 4 | 25 | 25.0 | 25.0 | 56.0 |
| | 5 | 44 | 44.0 | 44.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 12 | 12.0 | 12.0 | 12.0 |
| | 2 | 6 | 6.0 | 6.0 | 18.0 |
| | 3 | 20 | 20.0 | 20.0 | 38.0 |
| | 4 | 24 | 24.0 | 24.0 | 62.0 |
| | 5 | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

x2.12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 10 | 10.0 | 10.0 | 10.0 |
| | 2 | 7 | 7.0 | 7.0 | 17.0 |
| | 3 | 20 | 20.0 | 20.0 | 37.0 |
| | 4 | 23 | 23.0 | 23.0 | 60.0 |
| | 5 | 40 | 40.0 | 40.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 18 Hasil uji deskriptif variabel keputusan pembelian

y1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 13 | 13.0 | 13.0 | 13.0 |
| | 2 | 5 | 5.0 | 5.0 | 18.0 |
| | 3 | 13 | 13.0 | 13.0 | 31.0 |
| | 4 | 24 | 24.0 | 24.0 | 55.0 |
| | 5 | 45 | 45.0 | 45.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

y2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 10 | 10.0 | 10.0 | 10.0 |
| | 2 | 10 | 10.0 | 10.0 | 20.0 |
| | 3 | 19 | 19.0 | 19.0 | 39.0 |
| | 4 | 24 | 24.0 | 24.0 | 63.0 |
| | 5 | 37 | 37.0 | 37.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

y3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 14 | 14.0 | 14.0 | 14.0 |
| | 2 | 12 | 12.0 | 12.0 | 26.0 |
| | 3 | 12 | 12.0 | 12.0 | 38.0 |
| | 4 | 30 | 30.0 | 30.0 | 68.0 |
| | 5 | 32 | 32.0 | 32.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

y4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 5 | 5.0 | 5.0 | 5.0 |
| | 2 | 10 | 10.0 | 10.0 | 15.0 |
| | 3 | 10 | 10.0 | 10.0 | 25.0 |
| | 4 | 31 | 31.0 | 31.0 | 56.0 |
| | 5 | 44 | 44.0 | 44.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

y5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 4 | 4.0 | 4.0 | 4.0 |
| | 2 | 9 | 9.0 | 9.0 | 13.0 |
| | 3 | 15 | 15.0 | 15.0 | 28.0 |
| | 4 | 25 | 25.0 | 25.0 | 53.0 |
| | 5 | 47 | 47.0 | 47.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

y6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 18 | 18.0 | 18.0 | 18.0 |
| | 2 | 9 | 9.0 | 9.0 | 27.0 |
| | 3 | 9 | 9.0 | 9.0 | 36.0 |
| | 4 | 22 | 22.0 | 22.0 | 58.0 |
| | 5 | 42 | 42.0 | 42.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |