

Lampiran 1

Pernyataan Kuesioner

Berikut adalah **keputusan pembelian** produk tas imitasi bermerek yang dipengaruhi oleh **Gaya Hidup Brand Minded dan Citra Merek** pada kaum perempuan di Bandar Lampung.

IDENTITAS RESPONDEN

Berikan tanda ceklist dibawah (√)

Nama :

Jenis Kelamin :

Umur anda saat ini : 18-25 Tahun 30-40 Tahun 50-55 Tahun
 26-30 Tahun 40-50 Tahun

Pekerjaan/ studi :

Merek Tas :

Keterangan cara pengisian :

Berilah tanda centang (√) untuk setiap pertanyaan sesuai dengan jawaban yang responden tau/alami pada kolom pertanyaan berikut :

1. SS = Sangat Setuju
2. S = Setuju
3. TS = Tidak Setuju
4. STS = Sangat Tidak Setuju

1. Gaya Hidup Brand Minded (X1)

No	Pertanyaan	Penilaian			
		SS	S	TS	STS
1	Menurut saya produk tas imitasi mengikuti perkembangan zaman				
2	Saya sering mengunjungi pusat perbelanjaan seperti, <i>mall</i> dan pusat grosir tas				
3	Memiliki barang bermerek dapat				

	memberikan kepuasan tersendiri bagi saya				
4	Saya termasuk orang yang mengikuti perkembangan <i>trend</i> terbaru				
5	Menurut saya dengan memiliki barang bermerek (<i>branded</i>) imitasi, saya lebih diterima di lingkungan social				
6	Ketika saya menemukan produk fashion yang saya sukai, saya akan langsung membelinya				
7	Saya sering membeli produk tas imitasi bermerek sebagai penunjang fashion				

2. CITRA MEREK (X2)

No	Pertanyaan	Penilaian			
		SS	S	TS	STS
1	Dalam memakai produk tas bermerek imitasi memberikan kesan percaya diri				
2	Memakai produk tas imitasi memberikan kesan modern				
3	Produk tas imitasi bermerek memberikan variasi yang tidak ketinggalan zaman (<i>up to date</i>)				
4	Produk imitasi cocok diberbagai kalangan wanita				
5	Saat ini produk tas imitasi bermerek dikenal sebagai salah satu alternative kebutuhan konsumen				
6	Saya merasa produk tas imitasi bermerek memiliki cirri khas yang mudah dikenali				
7	Produk tas imitasi mempunyai reputasi baik dimata konsumen dikalangan wanita				
8	Produk tas imitasi bermerek sesuai dengan kebutuhan sehari-hari				

9	Produk-produk tas bermerek imitasi sesuai dengan gaya hidup saya				
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3. Keputusan Pembelian (Y)

No	Pertanyaan	Penilaian			
		SS	S	TS	STS
1	Ketika saya menemukan barang bermerek yang saya inginkan, saya tidak segan mengeluarkan uang untuk membelinya				
2	Saya mendapatkan informasi mengenai produk tas imitasi bermerek dari teman, keluarga, ataupun pengalaman				
3	Saya mendapatkan informasi produk tas imitasi dari internet (instagram)				
4	Saya melakukan penilaian pada beberapa alternative produk tas yang ada				
5	Setelah melakukan penilain terhadap beberapa produk tas yang ada, saya memutuskan membeli produk tas imitasi bermerek				
6	Saya membeli produk tas imitasi bermerek karena saya menyukai produknya				
7	Saya memutuskan membeli produk tas imitasi karena mempunyai kualitas yang tak kalah bagus				
8	Saya memutuskan membeli produk tas imitasi karena keinginan saya sendiri				

LAMPIRAN 2

HASIL JAWABAN RESPONDEN

GAYA HIDUP <i>BRAND MINDED</i> (X1)							
X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1
3	3	3	2	4	3	2	20
4	3	3	1	1	3	3	18
3	3	3	2	2	3	2	18
3	3	4	1	2	2	3	18
3	3	3	3	4	4	2	22
3	4	4	3	3	4	2	23
3	3	4	4	3	3	2	22
1	3	3	4	3	2	4	20
4	4	3	2	3	4	2	22
4	4	3	3	4	3	2	23
4	3	4	4	3	3	3	24
3	3	3	3	3	3	1	19
2	3	3	3	3	3	3	20
3	3	4	4	3	3	2	22
1	3	3	3	4	2	3	19
2	3	3	3	3	3	3	20
3	4	4	4	4	4	3	26
3	2	4	4	3	4	4	24
3	4	4	4	4	4	4	27
3	3	3	3	2	3	3	20
3	3	3	3	3	3	2	20
4	3	3	2	4	3	3	22
3	4	3	3	2	2	3	20
3	4	2	3	3	3	3	21
3	3	3	4	3	4	3	23
3	3	3	2	3	4	3	21
3	3	4	3	3	3	3	22
3	3	3	4	3	2	3	21
3	3	4	3	4	3	2	22
3	3	3	4	3	3	4	23
3	3	4	3	3	3	3	22
3	3	3	4	3	3	4	23
3	3	3	3	4	2	3	21
3	3	3	4	3	2	3	21
3	3	3	4	3	3	2	21
3	3	4	3	3	3	2	21
3	3	3	4	3	3	4	23
4	3	3	4	3	2	2	21

3	3	3	4	4	3	2	22
4	4	4	2	4	4	3	25
3	3	2	1	1	3	2	15
4	4	3	4	4	3	4	26
3	3	3	4	4	3	4	24
3	3	3	2	2	3	3	19
3	3	3	2	1	2	3	17
3	4	4	4	3	4	4	26
3	3	3	2	2	3	2	18
3	4	4	4	3	4	3	25
3	3	2	1	1	3	3	16
3	3	2	2	2	4	3	19
3	3	2	2	3	3	3	19
3	3	2	2	3	3	3	19
3	3	4	4	3	4	4	25
3	3	4	4	4	3	4	25
3	3	2	2	2	3	3	18
3	3	3	2	2	3	3	19
4	4	3	4	4	3	3	25
3	3	4	2	2	3	3	20
3	3	3	2	2	3	2	18
4	3	3	4	3	4	4	25
4	4	3	3	3	4	3	24
4	4	4	3	2	3	3	23
3	3	4	3	3	4	3	23
3	3	4	3	3	3	3	22
4	4	3	2	2	3	2	20
3	3	4	3	3	4	3	23
4	4	4	4	3	4	3	26
4	4	3	2	3	4	3	23
4	4	3	3	2	4	3	23
4	4	4	3	3	4	3	25
4	3	3	3	4	4	3	24
4	4	4	3	3	3	3	24
3	4	4	4	2	3	3	23
2	2	3	2	3	3	2	17
2	4	4	3	4	4	4	25
3	4	4	3	3	3	2	22
3	3	4	3	4	4	3	24
2	4	4	3	2	3	3	21
4	4	3	3	2	3	2	21

4	4	4	4	3	4	4	27
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LAMPIRAN 3

Hasil Uji Validitas Pada Variabel Gaya Hidup *Brand Minded* (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Total_X1
X1.1	Pearson Correlation	1	.090	.352	.342	.352	.047	.074	-.043	.520**
	Sig. (2-tailed)		.637	.056	.064	.056	.805	.699	.820	.003
	N	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.090	1	.606**	.199	-.007	.170	.138	.356	.545**
	Sig. (2-tailed)	.637		.000	.292	.971	.368	.466	.053	.002
	N	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.352	.606**	1	.163	.090	.071	.171	.296	.568**
	Sig. (2-tailed)	.056	.000		.390	.637	.711	.367	.112	.001
	N	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.342	.199	.163	1	.275	.340	.029	-.213	.482**
	Sig. (2-tailed)	.064	.292	.390		.141	.066	.881	.258	.007
	N	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.352	-.007	.090	.275	1	.545**	.206	.186	.668**
	Sig. (2-tailed)	.056	.971	.637	.141		.002	.275	.326	.000
	N	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.047	.170	.071	.340	.545**	1	.274	.274	.649**
	Sig. (2-tailed)	.805	.368	.711	.066	.002		.142	.142	.000
	N	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.074	.138	.171	.029	.206	.274	1	.132	.409
	Sig. (2-tailed)	.699	.466	.367	.881	.275	.142		.486	.025
	N	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	-.043	.356	.296	-.213	.186	.274	.132	1	.455
	Sig. (2-tailed)	.820	.053	.112	.258	.326	.142	.486		.012
	N	30	30	30	30	30	30	30	30	30
Total_X1	Pearson Correlation	.520**	.545**	.568**	.482	.668**	.649**	.409	.455	1
	Sig. (2-tailed)	.003	.002	.001	.007	.000	.000	.025	.012	
	N	30	30	30	30	30	30	30	30	30

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

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

LAMPIRAN 4

Hasil Uji Validitas Pada Variabel Citra Merek (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	Total_X2
X2.1	Pearson Correlation	1	.230	.365	.731**	.506**	.390	.530**	.098	.135	.729**
	Sig. (2-tailed)		.221	.047	.000	.004	.033	.003	.606	.477	.000
	N	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.230	1	.119	.362	.122	-.117	-.071	-.190	.427	.468**
	Sig. (2-tailed)	.221		.530	.049	.520	.539	.710	.315	.019	.009
	N	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.365	.119	1	.400	.334	-.157	.012	.005	-.035	.404
	Sig. (2-tailed)	.047	.530		.029	.072	.408	.951	.978	.853	.027
	N	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.731**	.362	.400	1	.528**	.179	.545**	.243	.388	.831**
	Sig. (2-tailed)	.000	.049	.029		.003	.345	.002	.195	.034	.000
	N	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.506**	.122	.334	.528**	1	.428	.191	.210	.251	.608**
	Sig. (2-tailed)	.004	.520	.072	.003		.018	.311	.265	.181	.000
	N	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.390	-.117	-.157	.179	.428	1	.343	.153	.130	.411
	Sig. (2-tailed)	.033	.539	.408	.345	.018		.064	.420	.493	.024
	N	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.530**	-.071	.012	.545**	.191	.343	1	.367	.149	.543**
	Sig. (2-tailed)	.003	.710	.951	.002	.311	.064		.046	.432	.002
	N	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.098	-.190	.005	.243	.210	.153	.367	1	.051	.398
	Sig. (2-tailed)	.606	.315	.978	.195	.265	.420	.046		.787	.029
	N	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.135	.427	-.035	.388	.251	.130	.149	.051	1	.525**
	Sig. (2-tailed)	.477	.019	.853	.034	.181	.493	.432	.787		.003
	N	30	30	30	30	30	30	30	30	30	30
Total_X2	Pearson Correlation	.729**	.468**	.404	.831**	.608**	.411	.543**	.398	.525**	1
	Sig. (2-tailed)	.000	.009	.027	.000	.000	.024	.002	.029	.003	
	N	30	30	30	30	30	30	30	30	30	30

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

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

LAMPIRAN 5

Hasil Uji Validitas Pada Variabel Keputusan Pembelian (Y)

		Correlations								
		Y1.1	Y2.2	Y3.3	Y4.4	Y5.5	Y6.6	Y7.7	Y8.8	Total_Y
Y1. 1	Pearson Correlation	1	.428*	.136	.256	.516**	.269	.247	.144	.664**
	Sig. (2-tailed)		.018	.473	.172	.004	.151	.188	.447	.000
	N	30	30	30	30	30	30	30	30	30
Y2. 2	Pearson Correlation	.428*	1	.262	-.105	.437*	.241	.796**	.033	.611**
	Sig. (2-tailed)	.018		.162	.581	.016	.200	.000	.862	.000
	N	30	30	30	30	30	30	30	30	30
Y3. 3	Pearson Correlation	.136	.262	1	-.186	.374*	.299	.222	.059	.432*
	Sig. (2-tailed)	.473	.162		.325	.042	.109	.238	.757	.017
	N	30	30	30	30	30	30	30	30	30
Y4. 4	Pearson Correlation	.256	-.105	-.186	1	.378*	.159	-.130	.483**	.431*
	Sig. (2-tailed)	.172	.581	.325		.040	.402	.494	.007	.017
	N	30	30	30	30	30	30	30	30	30
Y5. 5	Pearson Correlation	.516*	.437*	.374*	.378*	1	.590**	.527**	.311	.884**
	Sig. (2-tailed)	.004	.016	.042	.040		.001	.003	.094	.000
	N	30	30	30	30	30	30	30	30	30
Y6. 6	Pearson Correlation	.269	.241	.299	.159	.590**	1	.493**	.018	.583**
	Sig. (2-tailed)	.151	.200	.109	.402	.001		.006	.926	.001
	N	30	30	30	30	30	30	30	30	30
Y7. 7	Pearson Correlation	.247	.796**	.222	-.130	.527**	.493**	1	.013	.603**
	Sig. (2-tailed)	.188	.000	.238	.494	.003	.006		.945	.000
	N	30	30	30	30	30	30	30	30	30
Y8. 8	Pearson Correlation	.144	.033	.059	.483**	.311	.018	.013	1	.441*
	Sig. (2-tailed)	.447	.862	.757	.007	.094	.926	.945		.015
	N	30	30	30	30	30	30	30	30	30
Tot al_ Y	Pearson Correlation	.664*	.611**	.432*	.431*	.884**	.583**	.603**	.441*	1
	Sig. (2-tailed)	.000	.000	.017	.017	.000	.001	.000	.015	
	N	30	30	30	30	30	30	30	30	30

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

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

LAMPIRAN 6

Hasil Uji Reliabilitas

Case Processing Summary

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

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

1. Hasil Uji Reliabilitas Pada Variabel Gaya Hidup *Brand Minded* (X1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.726	.771	9

2. Hasil Uji Reliabilitas Pada Variabel Citra Merek X2

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.726	.807	10

3. Hasil Uji Reliabilitas Keputusan Pembelian Y

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.736	.817	9

LAMPIRAN 7

Hasil Uji Normalitas

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
gaya hidup <i>brand minded</i>	.093	80	.084	.980	80	.242
citra merek	.094	80	.078	.974	80	.101
keputusan pembelian	.097	80	.061	.970	80	.058

a. Lilliefors Significance Correction

LAMPIRAN 8

Hasil Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			117.483	12	9.790	1.734	.079
keputusan pembelian * Gaya hidup brand minded	Between Groups	Linearity	31.888	1	31.888	5.649	.020
		Deviation from Linearity	85.595	11	7.781	1.378	.204
		Within Groups	378.204	67	5.645		
Total			495.687	79			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			205.270	11	18.661	4.369	.000
keputusan pembelian * citra merek	Between Groups	Linearity	156.009	1	156.009	36.529	.000
		Deviation from Linearity	49.261	10	4.926	1.153	.337
		Within Groups	290.418	68	4.271		
Total			495.687	79			

LAMPIRAN 9

Hasil Uji Homogenitas

Test of Homogeneity of Variances

keputusan pembelian

Levene Statistic	df1	df2	Sig.
.667	10	67	.751

Test of Homogeneity of Variances

keputusan pembelian

Levene Statistic	df1	df2	Sig.
1.813	9	69	.081

LAMPIRAN 10

Hasil Uji Multikolonieritas

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X2, X1 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.518 ^a	.269	.250	2.070	.269	14.133	2	77	.000

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.099	2	60.550	14.133	.000 ^b
	Residual	329.888	77	4.284		
	Total	450.988	79			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	11.092	2.815		3.941	.000	5.488	16.697					
X1	.085	.093	.095	.918	.362	-.100	.270	.255	.104	.089	.888	1.126
X2	.439	.095	.479	4.628	.000	.250	.628	.510	.467	.451	.888	1.126

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1	X2
	1	2.987	1.000	.00	.00	.00
1	2	.009	18.543	.11	.99	.16
	3	.004	27.362	.89	.00	.84

a. Dependent Variable: Y

LAMPIRAN 11

Hasil Uji Regresi Linier Berganda

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y	25.44	2.505	80
X1	21.75	2.665	80
X2	28.88	2.607	80

Correlations

		Y	X1	X2
Pearson Correlation	Y	1.000	.254	.561
	X1	.254	1.000	.334
	X2	.561	.334	1.000
Sig. (1-tailed)	Y	.	.012	.000
	X1	.012	.	.001
	X2	.000	.001	.
N	Y	80	80	80
	X1	80	80	80
	X2	80	80	80

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X2, X1 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565 ^a	.320	.302	2.093

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	158.443	2	79.221	18.088	.000 ^b
	Residual	337.245	77	4.380		
	Total	495.688	79			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.040	2.846		3.177	.002		
	X1	.070	.094	.074	.745	.458	.888	1.126
	X2	.515	.096	.536	5.375	.000	.888	1.126

a. Dependent Variable: Y