

LAMPIRAN

Lampiran 1 Kuisisioner

KUESIONER PENELITIAN

Kepada Yth. Responden

Ditempat

Dengan Hormat,

Sehubungan dengan penelitian judul skripsi/tugas akhir yang saya buat dengan judul **“Pengaruh Faktor Psikologi Konsumen Etnis Tionghoa Terhadap Keputusan Menggunakan Produk Perbankan (Studi PT Bank Central Asia Tbk Bandar Lampung)”**. Maka dengan kerendahan hati, saya memohon kesediaan saudara untuk mengisi kuisisioner ini. Kejujuran anda dalam menjawab pernyataan merupakan kebutuhan untuk kualitas penelitian.

Hormat Saya,
Peneliti

Dafri Zalina
1412110324

Lampiran A. Kuesioner Penelitian

No. Kuesioner	
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PETUNJUK PENGISIAN

1. Tidak ada jawaban yang benar dan salah, karena ini hanyalah untuk penelitian.
2. Jawablah pernyataan ini menurut pendapat anda dengan jujur dan tanpa dipengaruhi orang lain.
3. Pilih salah satu jawaban yang menurut anda paling tepat dengan memberikan tanda (V) pada kolom yang disediakan.

Nama :

Jenis Kelamin : Laki- Laki Perempuan

Usia : 17-26 27-36

37-46 47-56

57-66

Pendidikan Terakhir : SD SMP

SMA/SMK Perguruan Tinggi/ Akademik

Pekerjaan : TNI/ POLRI Wiraswasta

Pedagang Pegawai Swasta

PNS Lainnya/ Pekerja Lepas

Pendapatan Perbulan : ≤ Rp. 5.000.000

≥ Rp 6.000.000

Pengeluaran Perbulan : ≤ Rp 3.000.000

≥ Rp 4.000.000

Jenis tabungan apa yang anda miliki : Tahapan BCA Tahapan Xpresi

Tahapan Berjangka Tahapan Gold

Tapres Simpanan Pelajar

TabunganKu Laku

BCA Dollar Deposito Berjangka

Keterangan : SS = Sangat Setuju
 N = Netral
 S = Setuju
 TS = Tidak Setuju
 STS = Sangat Tidak Setuju

MOTIVASI						
NO	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Menggunakan produk tabungan Bank Central Asia karena kebutuhan					
2	Fasilitas produk tabungan Bank Central Asia tersedia diberbagai lokasi					
3	Menggunakan produk tabungan Bank Central Asia karena menaikkan rasa percaya diri					
4	Menggunakan produk tabungan Bank Central Asia karena gengsi					
5	Menggunakan produk tabungan Bank Central Asia karena orang lain menggunakannya (keluarga, teman, tetangga, dan lain-lain)					
6	Produk tabungan Bank Central Asia memiliki banyak pilihan					

PERSEPSI						
NO	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Produk tabungan Bank Central Asia sangat baik untuk menyimpan dana					
2	Produk tabungan Bank Central Asia sangat baik dalam bertransaksi					
3	Produk tabungan Bank Central Asia banyak digunakan oleh masyarakat untuk menampung bantuan sosial					
4	Menggunakan produk tabungan Bank Central Asia karena Bank Central Asia merupakan Bank swasta terbaik					
5	Menggunakan produk tabungan Bank Central Asia karena bisa digunakan kapan saja					
6	Produk tabungan Bank Central Asia berkualitas					

Pembelajaran Konsumen (X3)						
NO	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Menggunakan produk tabungan Bank Central Asia karena informasi dari teman					
2	Menggunakan produk tabungan Bank Central Asia karena merasakan kenyamanan ketika menabung di Bank Central Asia					
3	Menggunakan produk tabungan Bank Central Asia karena informasi yang diperoleh dari karyawan Bank Central Asia					
4	Menggunakan produk tabungan Bank Central Asia karena pelayan yang baik					
5	Menggunakan produk tabungan Bank Central Asia karena informasi dari media iklan					
6	Menggunakan produk tabungsan Bank Central Asia karena mengetahui cara penggunaannya					

MEMORI						
NO	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Produk tabungan Bank Central Asia merupakan produk tabungan yang terkenal					
2	Produk tabungan Bank Central Asia merupakan produk unggulan					
3	Menggunakan produk tabungan Bank Central Asia karena pelayanan yang baik					
4	Menggunakan produk tabungan Bank Central Asia karena memiliki banyak hadiah					

Keputusan Konsumen

NO	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Menggunakan produk tabungan Bank Central Asia karena menyadari pentingnya menabung					
2	Menggunakan produk tabungangan Bank Central Asia karena produk yang ditawarkan sangat menarik					
3	Menggunakan produk tabungan Bank Central Asia karena berdasarkan keputusan diri sendiri					
4	Bersedia menyarankan produk tabungan Bank Central Asia kepada teman dan kerabat					
5	Merasa puas dengan produk tabungan Bank Central Asia					
6	Merasa puas dengan fasilitas yang diberikan oleh Bank Central Asia					

Lampiran 2 Hasil Pengumpulan Data

Variabel X1 (MOTIVASI KONSUMEN)

NO	NAMA	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL X1
1	Hauw Cia yin	4	4	5	3	5	3	24
2	Kim Chai	5	5	3	3	5	5	26
3	Bun an li	3	3	3	5	3	5	22
4	Bun Ki Siang	5	5	3	3	4	4	24
5	Chang Giok fa	3	3	2	2	5	5	20
6	Lie Kui Yung	4	5	3	1	4	4	21
7	Yung Lie	3	2	1	1	5	5	17
8	Agus Lie	4	5	1	1	5	3	19
9	Hauw Cia Pau	3	3	3	3	3	3	18
10	Hauw kong pin	3	5	3	3	3	5	22
11	Yong kim yang	5	5	4	4	5	5	28
12	Giok Lan	4	5	3	2	3	2	19
13	Bong Lie	3	3	2	3	3	3	17
14	Cit Liong	4	3	3	3	4	4	21
15	Lim cui yen	3	5	3	3	3	5	22
16	lim cui lan	3	4	4	2	3	4	20
17	Kim Siong	3	4	3	4	5	5	24
18	Meisiang	4	4	3	3	4	3	21
19	Nyuk Lan	5	3	2	2	3	2	17
20	Anyuk	3	5	1	1	4	3	17
21	Akim Ling	5	5	4	5	5	4	28
22	Meme	4	4	3	3	4	5	23
23	Lim ling-ling	3	4	3	2	4	3	19
24	Asiong	4	3	2	1	3	3	16
25	Tang han siung	3	3	2	2	5	4	19
26	Aping	3	5	4	2	4	3	21
27	Me ing	4	5	3	1	3	3	19
28	Mei fa	4	4	2	2	4	5	21
29	Ing-Ing	5	5	3	3	5	4	25
30	Yun-yun	3	3	4	4	4	5	23
31	Pau-pau	4	5	2	3	3	5	22
32	Amoy	4	5	3	3	3	5	23
33	Yang Siang Hoa	3	3	3	3	5	4	21
34	Aliung	4	4	3	4	3	3	21

35	Aliong	5	3	2	3	5	4	22
36	Ahoy	4	3	2	2	5	3	19
37	Buntiong	5	4	4	2	2	4	21
38	Koli	4	4	3	5	2	3	21
39	Asun	5	1	3	3	3	5	20
40	Ahon	3	3	3	4	4	4	21
41	Asiang	4	4	5	2	5	4	24
42	Lan-lan	3	4	4	2	4	5	22
43	Mei Lan	2	4	4	3	4	4	21
44	Ajung	4	4	3	3	3	3	20
45	Kim Sun	3	4	3	4	5	3	22
46	Kim San	5	4	5	3	4	4	25
47	Hauw cia yun	4	4	4	3	3	4	22
48	Aloy	5	4	4	4	3	4	24
49	Yung-yung	4	4	3	4	3	3	21
50	Chen-chen	3	4	4	4	3	5	23
51	yen-yen	5	4	4	3	3	4	23
52	Wen-wen	3	3	4	4	3	3	20
53	Owen	2	5	5	5	4	3	24
54	Afung	3	4	4	4	4	5	24
55	Chang kui lan	4	5	5	5	4	3	26
56	Asen	4	2	3	3	3	2	17
57	Chang Lim Ai	4	4	3	2	3	3	19
58	Chen Me Li	4	2	3	3	2	3	17
59	Kim-Kim	3	4	2	3	4	5	21
60	fei chen	5	1	3	2	4	3	18
61	Apo	4	2	2	4	1	3	16
62	Kim Nyuk	3	3	3	2	4	4	19
63	Nyo-nyo	2	4	3	3	4	5	21
64	Lim Ciu Sia	4	3	2	2	4	4	19
65	Tjong kim kong	5	5	1	2	5	2	20
66	Sin Mei ling	4	3	2	1	2	3	15
67	Khong ji an	5	4	4	4	4	4	25
68	Jiu ok li	3	5	3	4	3	3	21
69	In Ok	3	2	3	3	4	3	18
70	Fei chang	2	3	2	4	2	2	15
71	San-san	3	3	3	4	4	2	19
72	liong wei	3	4	3	3	3	3	19
73	hen chu	4	5	2	2	3	4	20

74	wu giok li	2	4	1	2	4	3	16
75	Kim kong	3	4	3	3	2	4	19
76	Tjen sia	4	5	3	3	5	3	23
77	Lie Tje	2	4	2	2	3	4	17
78	Tham hui lin	3	5	3	3	4	4	22
79	Tham nui lan	4	4	4	2	5	5	24
80	Ahua	3	3	3	4	3	3	19
81	Acu	3	3	4	2	3	4	19
82	kim fei chang	2	5	3	3	4	3	20
83	Bun Sia	3	5	3	4	5	5	25
84	Fong-fong	4	4	3	3	3	3	20
85	Nyuk Siang	2	3	2	3	3	4	17
86	Nyuk an	5	5	3	4	2	4	23
87	Chang jiu	2	4	4	4	3	3	20
88	Sen-sen	4	4	3	3	4	3	21
89	Phoyung	3	2	2	4	5	4	20
90	Saumin	5	3	1	3	3	4	19
91	Lim Gunseng	4	4	2	3	3	5	21
92	Acen	2	3	5	3	4	4	21
93	Abuy	3	2	2	3	4	5	19
94	Fei-Fei	5	2	2	3	3	3	18
95	Lie Hoa	5	4	5	3	3	4	24
96	Ayen	4	4	3	4	2	5	22
97	Yefi Lan	4	4	2	3	3	3	19
98	Hong Gok lai	5	3	4	3	5	5	25
99	Yen Zhang	3	5	3	4	5	5	25
100	Fuk lien	4	5	4	2	4	4	23

Variabel X2 (PERSEPSI KONSUMEN)

NO	NAMA	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL X2
1	Hauw Cia yin	5	5	5	5	4	3	27
2	Kim Chai	4	3	2	4	3	4	20
3	Bun an li	4	3	2	3	3	2	17
4	Bun Ki Siang	3	3	3	3	3	3	18
5	Chang Giok fa	4	4	2	3	4	4	21
6	Lie Kui Yung	4	5	4	4	5	3	25
7	Yung Lie	3	5	3	4	4	3	22
8	Agus Lie	5	4	2	5	5	4	25

9	Hauw Cia Pau	2	3	3	3	5	3	19
10	Hauw kong pin	2	4	3	4	3	4	20
11	Yong kim yang	3	5	4	3	3	3	21
12	Giok Lan	4	2	3	4	2	2	17
13	Bong Lie	2	2	2	3	2	3	14
14	Cit Liong	4	3	4	5	3	2	21
15	Lim cui yen	3	2	2	4	3	3	17
16	lim cui lan	4	4	2	3	2	3	18
17	Kim Siong	2	4	3	4	4	2	19
18	Meisiang	4	3	2	4	2	3	18
19	Nyuk Lan	3	5	3	3	4	2	20
20	Anyuk	5	5	3	5	3	3	24
21	Akim Ling	3	5	4	5	5	5	27
22	Meme	4	2	4	4	3	3	20
23	Lim ling-ling	3	4	2	3	3	2	17
24	Asiong	4	3	3	4	2	4	20
25	Tang han siung	5	3	5	4	3	3	23
26	Aping	5	4	3	5	4	4	25
27	Me ing	5	4	3	4	2	5	23
28	Mei fa	4	5	3	4	3	3	22
29	Ing-Ing	3	3	2	3	3	3	17
30	Yun-yun	4	5	3	4	4	4	24
31	Pau-pau	4	5	3	5	4	5	26
32	Amoy	4	4	4	4	4	5	25
33	Yang Siang Hoa	3	4	3	2	5	4	21
34	Aliung	3	4	4	4	3	3	21
35	Aliong	3	4	3	5	3	3	21
36	Ahoy	3	3	4	3	4	3	20
37	Buntiong	4	3	4	4	2	4	21
38	Koli	4	4	3	2	2	5	20
39	Asun	3	4	4	5	3	4	23
40	Ahon	5	4	4	5	3	4	25
41	Asiang	4	3	3	4	4	3	21
42	Lan-lan	4	4	3	5	3	4	23
43	Mei Lan	4	4	5	4	3	3	23
44	Ajung	4	5	5	3	4	5	26
45	Kim Sun	5	4	4	4	3	5	25
46	Kim San	4	4	4	4	4	4	24
47	Hauw cia yun	3	4	5	4	3	3	22

48	Aloy	4	5	4	4	5	5	27
49	Yung-yung	5	4	3	4	4	4	24
50	Chen-chen	4	5	4	4	5	4	26
51	yen-yen	4	5	5	5	3	5	27
52	Wen-wen	3	3	2	4	1	4	17
53	Owen	3	3	4	4	3	3	20
54	Afung	3	4	4	4	4	4	23
55	Chang kui lan	4	3	4	4	3	3	21
56	Asen	4	5	5	5	3	4	26
57	Chang Lim Ai	5	4	4	5	5	3	26
58	Chen Me Li	3	4	3	4	4	4	22
59	Kim-Kim	5	5	5	4	3	3	25
60	fei chen	4	4	4	3	3	2	20
61	Apo	5	4	3	4	4	5	25
62	Kim Nyuk	4	5	4	4	5	5	27
63	Nyo-nyo	4	5	5	5	3	3	25
64	Lim Ciu Sia	3	3	2	4	1	2	15
65	Tjong kim kong	3	3	4	4	3	3	20
66	Sin Mei ling	3	4	4	3	4	4	22
67	Khong ji an	4	3	4	4	4	3	22
68	Jiu ok li	4	5	5	5	3	4	26
69	In Ok	5	4	4	5	5	5	28
70	Fei chang	3	4	3	4	4	4	22
71	San-san	5	5	5	4	3	3	25
72	liong wei	4	4	4	3	3	3	21
73	hen chu	4	4	5	5	4	4	26
74	wu giok li	3	4	5	5	3	5	25
75	Kim kong	5	4	4	3	5	3	24
76	Tjen sia	4	3	4	4	3	5	23
77	Lie Tje	4	4	5	5	2	4	24
78	Tham hui lin	4	5	5	5	4	5	28
79	Tham nui lan	4	5	5	5	2	4	25
80	Ahua	3	2	2	3	3	3	16
81	Acu	4	4	5	3	3	3	22
82	kim fei chang	5	4	3	4	3	3	22
83	Bun Sia	5	3	5	3	4	4	24
84	Fong-fong	2	2	4	3	5	3	19
85	Nyuk Siang	1	2	5	5	5	4	22
86	Nyuk an	3	3	3	4	3	4	20

87	Chang jiu	3	2	3	3	3	3	17
88	Sen-sen	4	4	4	3	3	2	20
89	Phoyung	2	3	3	3	3	3	17
90	Saumin	3	3	3	3	2	3	17
91	Lim Gunseng	3	3	2	5	4	5	22
92	Acen	5	5	4	5	2	5	26
93	Abuy	3	2	2	2	3	4	16
94	Fei-Fei	4	4	4	4	4	3	23
95	Lie Hoa	5	3	4	3	3	4	22
96	Ayen	2	3	3	4	3	5	20
97	Yefi Lan	3	2	4	2	2	3	16
98	Hong Gok lai	3	3	4	4	2	5	21
99	Yen Zhang	4	3	3	3	3	5	21
100	Fuk lien	5	3	4	4	4	4	24

Variabel X3 (PEMBELAJARAN KONSUMEN)

NO	NAMA	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	TOTAL X3
1	Hauw Cia yin	3	4	4	4	3	4	22
2	Kim Chai	2	3	3	2	3	2	15
3	Bun an li	4	4	3	3	3	4	21
4	Bun Ki Siang	1	2	3	4	5	2	17
5	Chang Giok fa	3	3	3	2	2	4	17
6	Lie Kui Yung	3	2	3	2	3	3	16
7	Yung Lie	3	4	3	3	3	4	20
8	Agus Lie	3	2	3	2	3	3	16
9	Hauw Cia Pau	4	4	4	3	3	2	20
10	Hauw kong pin	4	3	4	4	1	5	21
11	Yong kim yang	5	4	4	4	4	4	25
12	Giok Lan	5	5	4	4	4	5	27
13	Bong Lie	3	4	5	5	4	4	25
14	Cit Liong	4	3	2	2	3	3	17
15	Lim cui yen	5	5	5	5	5	5	30
16	lim cui lan	5	2	4	4	4	4	23
17	Kim Siong	4	4	4	5	4	4	25
18	Meisiang	4	4	4	4	4	5	25
19	Nyuk Lan	3	3	3	3	3	4	19
20	Anyuk	3	3	4	3	2	4	19
21	Akim Ling	3	3	4	5	5	4	24
22	Meme	5	3	3	2	4	4	21
23	Lim ling-ling	4	4	4	4	4	4	24

24	Asiong	2	2	4	4	4	2	18
25	Tang han siung	4	5	4	5	4	4	26
26	Aping	3	4	4	3	2	5	21
27	Me ing	4	3	4	3	3	3	20
28	Mei fa	5	4	4	5	3	4	25
29	Ing-Ing	4	2	3	3	4	5	21
30	Yun-yun	3	5	3	5	2	2	20
31	Pau-pau	4	3	4	5	3	5	24
32	Amoy	4	4	4	4	4	4	24
33	Yang Siang Hoa	3	4	3	2	5	3	20
34	Aliung	3	4	4	4	3	4	22
35	Aliong	4	4	3	5	3	3	22
36	Ahoy	3	3	4	4	4	4	22
37	Buntiong	3	3	4	4	2	3	19
38	Koli	3	3	3	5	3	5	22
39	Asun	4	4	3	3	4	2	20
40	Ahon	5	5	4	4	5	4	27
41	Asiang	3	3	3	5	3	4	21
42	Lan-lan	3	4	4	2	1	5	19
43	Mei Lan	4	4	4	2	2	3	19
44	Ajung	4	5	3	4	3	3	22
45	Kim Sun	4	4	5	3	3	5	24
46	Kim San	4	5	3	4	4	3	23
47	Hauw cia yun	5	4	3	4	3	4	23
48	Aloy	5	5	5	5	4	5	29
49	Yung-yung	5	3	4	5	2	3	22
50	Chen-chen	4	4	3	2	2	4	19
51	yen-yen	3	4	4	5	3	4	23
52	Wen-wen	5	4	4	5	3	5	26
53	Owen	4	3	3	4	4	4	22
54	Afung	4	4	3	5	3	5	24
55	Chang kui lan	4	4	5	4	3	4	24
56	Asen	4	5	5	3	4	3	24
57	Chang Lim Ai	5	4	4	4	3	3	23
58	Chen Me Li	4	4	4	4	4	4	24
59	Kim-Kim	3	4	5	3	3	3	21
60	fei chen	4	5	4	4	5	3	25
61	Apo	5	4	3	4	4	4	24
62	Kim Nyuk	4	5	4	3	5	4	25

63	Nyo-nyo	4	3	5	5	3	4	24
64	Lim Ciu Sia	3	3	2	4	1	3	16
65	Tjong kim kong	3	3	4	4	3	3	20
66	Sin Mei ling	3	4	4	4	4	4	23
67	Khong ji an	4	3	4	3	3	4	21
68	Jiu ok li	4	5	5	5	3	4	26
69	In Ok	5	4	4	5	5	5	28
70	Fei chang	3	4	3	4	4	4	22
71	San-san	5	5	5	4	3	5	27
72	liong wei	4	4	4	3	3	3	21
73	hen chu	4	4	5	5	4	3	25
74	wu giok li	3	4	5	5	3	4	24
75	Kim kong	5	4	4	3	5	3	24
76	Tjen sia	4	3	4	4	3	5	23
77	Lie Tje	4	4	5	5	2	5	25
78	Tham hui lin	4	5	5	5	4	5	28
79	Tham nui lan	4	5	5	5	2	4	25
80	Ahua	3	2	2	3	3	4	17
81	Acu	4	4	5	3	3	5	24
82	kim fei chang	5	4	3	4	3	5	24
83	Bun Sia	5	3	5	3	4	4	24
84	Fong-fong	2	2	4	3	5	3	19
85	Nyuk Siang	1	2	5	5	5	5	23
86	Nyuk an	3	3	3	4	3	3	19
87	Chang jiu	3	2	3	3	3	2	16
88	Sen-sen	4	4	4	3	2	4	21
89	Phoyung	2	3	3	2	5	3	18
90	Saumin	3	3	3	3	3	3	18
91	Lim Gunseng	3	3	2	3	4	4	19
92	Acen	5	5	4	5	2	5	26
93	Abuy	3	2	2	2	3	5	17
94	Fei-Fei	4	4	4	4	4	4	24
95	Lie Hoa	5	3	4	3	3	4	22
96	Ayen	2	3	3	4	3	4	19
97	Yefi Lan	3	2	4	2	2	4	17
98	Hong Gok lai	3	3	4	4	2	4	20
99	Yen Zhang	4	3	3	3	3	3	19
100	Fuk lien	5	3	4	4	4	3	23

Variabel X4 (MEMORI KONSUMEN)

NO	NAMA	X4.1	X4.2	X4.3	X4.4	TOTAL X4
1	Hauw Cia yin	5	5	4	4	18
2	Kim Chai	5	5	4	3	17
3	Bun an li	3	2	3	3	11
4	Bun Ki Siang	4	3	4	3	14
5	Chang Giok fa	4	3	4	1	12
6	Lie Kui Yung	3	3	3	3	12
7	Yung Lie	2	2	3	3	10
8	Agus Lie	4	3	4	4	15
9	Hauw Cia Pau	3	2	3	3	11
10	Hauw kong pin	3	3	3	2	11
11	Yong kim yang	5	4	4	5	18
12	Giok Lan	4	4	4	3	15
13	Bong Lie	5	4	4	5	18
14	Cit Liong	5	5	4	3	17
15	Lim cui yen	3	4	4	3	14
16	lim cui lan	5	5	5	5	20
17	Kim Siong	3	3	3	3	12
18	Meisiang	3	4	3	4	14
19	Nyuk Lan	5	5	5	4	19
20	Anyuk	4	4	3	3	14
21	Akim Ling	4	4	4	2	14
22	Meme	4	4	3	3	14
23	Lim ling-ling	4	4	4	5	17
24	Asiong	3	3	4	4	14
25	Tang han siung	3	4	3	2	12
26	Aping	4	3	4	4	15
27	Me ing	4	4	3	2	13
28	Mei fa	4	3	4	3	14
29	Ing-Ing	5	4	5	4	18
30	Yun-yun	3	4	4	2	13
31	Pau-pau	4	5	5	4	18
32	Amoy	4	4	4	3	15
33	Yang Siang Hoa	2	4	3	4	13
34	Aliung	3	3	4	3	13
35	Aliong	4	3	3	4	14
36	Ahoy	3	4	4	4	15

37	Buntiong	4	4	4	4	16
38	Koli	5	5	4	3	17
39	Asun	4	5	2	4	15
40	Ahon	5	4	5	4	18
41	Asiang	5	5	5	3	18
42	Lan-lan	4	5	4	1	14
43	Mei Lan	4	4	4	2	14
44	Ajung	4	5	4	5	18
45	Kim Sun	4	5	4	5	18
46	Kim San	4	4	3	4	15
47	Hauw cia yun	5	4	3	5	17
48	Aloy	5	5	5	4	19
49	Yung-yung	4	4	3	5	16
50	Chen-chen	4	3	4	4	15
51	yen-yen	3	4	4	4	15
52	Wen-wen	4	3	3	4	14
53	Owen	5	5	3	3	16
54	Afung	5	5	3	3	16
55	Chang kui lan	4	4	3	4	15
56	Asen	4	4	4	4	16
57	Chang Lim Ai	4	5	4	5	18
58	Chen Me Li	4	3	4	4	15
59	Kim-Kim	4	4	3	4	15
60	fei chen	4	3	3	3	13
61	Apo	3	3	3	5	14
62	Kim Nyuk	4	5	5	4	18
63	Nyo-nyo	4	4	3	3	14
64	Lim Ciu Sia	4	4	4	3	15
65	Tjong kim kong	4	3	3	3	13
66	Sin Mei ling	4	4	4	3	15
67	Khong ji an	4	4	3	3	14
68	Jiu ok li	3	4	4	3	14
69	In Ok	5	5	5	4	19
70	Fei chang	4	4	4	4	16
71	San-san	5	5	5	3	18
72	liong wei	4	4	3	4	15
73	hen chu	4	5	5	4	18
74	wu giok li	4	5	5	3	17
75	Kim kong	5	4	4	2	15

76	Tjen sia	4	5	4	4	17
77	Lie Tje	5	5	4	4	18
78	Tham hui lin	4	4	5	4	17
79	Tham nui lan	4	3	5	1	13
80	Ahua	2	2	3	2	9
81	Acu	4	5	4	5	18
82	kim fei chang	5	4	4	4	17
83	Bun Sia	5	3	4	5	17
84	Fong-fong	1	2	3	5	11
85	Nyuk Siang	1	3	5	5	14
86	Nyuk an	4	4	3	4	15
87	Chang jiu	3	3	3	3	12
88	Sen-sen	4	4	4	4	16
89	Phoyung	3	4	5	5	17
90	Saumin	4	3	2	3	12
91	Lim Gunseng	1	1	2	4	8
92	Acen	4	2	1	3	10
93	Abuy	3	3	4	3	13
94	Fei-Fei	4	4	4	3	15
95	Lie Hoa	5	4	4	4	17
96	Ayen	5	5	5	2	17
97	Yefi Lan	4	4	3	1	12
98	Hong Gok lai	4	4	3	2	13
99	Yen Zhang	5	3	4	2	14
100	Fuk lien	4	4	3	2	13

Variabel Y (KEPUTUSAN KONSUMEN)

NO	NAMA	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	TOTAL Y
1	Hauw Cia yin	3	5	3	4	3	4	22
2	Kim Chai	3	3	3	2	2	2	15
3	Bun an li	3	4	4	4	3	3	21
4	Bun Ki Siang	5	4	3	2	1	4	19
5	Chang Giok fa	4	4	4	4	2	4	22
6	Lie Kui Yung	4	4	3	3	2	4	20
7	Yung Lie	3	4	5	4	3	3	22
8	Agus Lie	4	4	3	3	2	4	20
9	Hauw Cia Pau	3	2	3	2	3	3	16
10	Hauw kong pin	4	5	5	5	4	3	26

11	Yong kim yang	4	4	5	4	5	5	27
12	Giok Lan	5	5	5	5	4	4	28
13	Bong Lie	5	5	5	4	4	5	28
14	Cit Liong	3	3	4	3	3	2	18
15	Lim cui yen	5	5	5	5	5	5	30
16	lim cui lan	3	4	4	4	4	4	23
17	Kim Siong	5	5	5	4	4	5	28
18	Meisiang	4	5	5	5	5	4	28
19	Nyuk Lan	3	3	4	4	4	3	21
20	Anyuk	2	3	3	4	4	3	19
21	Akim Ling	5	5	5	4	4	4	27
22	Meme	3	4	4	4	3	4	22
23	Lim ling-ling	3	4	4	4	4	4	23
24	Asiong	4	4	3	2	2	3	18
25	Tang han siung	3	5	5	4	3	5	25
26	Aping	5	5	5	5	3	4	27
27	Me ing	4	3	4	3	2	4	20
28	Mei fa	5	5	5	4	4	5	28
29	Ing-Ing	2	5	5	5	4	4	25
30	Yun-yun	4	5	5	2	3	3	22
31	Pau-pau	4	4	4	4	4	4	24
32	Amoy	4	4	4	4	4	4	24
33	Yang Siang Hoa	5	4	4	3	2	4	22
34	Aliung	3	3	4	3	4	4	21
35	Aliong	3	4	4	4	3	4	22
36	Ahoy	3	4	3	4	3	3	20
37	Buntiong	4	4	4	2	3	4	21
38	Koli	5	4	4	3	4	4	24
39	Asun	5	4	2	4	4	2	21
40	Ahon	5	4	5	5	5	3	27
41	Asiang	5	4	5	4	3	5	26
42	Lan-lan	4	4	3	2	3	3	19
43	Mei Lan	5	4	2	1	2	2	16
44	Ajung	5	4	3	2	4	3	21
45	Kim Sun	4	5	3	4	4	3	23
46	Kim San	5	4	4	4	5	4	26
47	Hauw cia yun	5	4	4	3	5	4	25
48	Aloy	4	4	4	4	4	4	24
49	Yung-yung	4	3	2	3	2	2	16

50	Chen-chen	5	4	3	3	4	3	22
51	yen-yen	5	4	4	4	3	4	24
52	Wen-wen	5	4	5	4	4	5	27
53	Owen	4	4	3	4	4	3	22
54	Afung	5	4	4	5	3	4	25
55	Chang kui lan	4	3	5	4	5	5	26
56	Asen	4	3	4	5	4	4	24
57	Chang Lim Ai	4	4	4	5	5	4	26
58	Chen Me Li	4	4	4	4	3	4	23
59	Kim-Kim	4	4	3	4	3	3	21
60	fei chen	5	4	4	3	2	4	22
61	Apo	4	3	3	5	3	3	21
62	Kim Nyuk	4	4	5	4	5	5	27
63	Nyo-nyo	4	5	4	4	4	4	25
64	Lim Ciu Sia	3	5	4	1	3	4	20
65	Tjong kim kong	3	4	3	3	3	3	19
66	Sin Mei ling	4	3	3	3	4	3	20
67	Khong ji an	4	4	5	4	3	5	25
68	Jiu ok li	3	4	3	4	4	3	21
69	In Ok	3	3	4	4	5	4	23
70	Fei chang	3	3	3	4	4	3	20
71	San-san	4	4	3	4	2	3	20
72	liong wei	3	3	2	4	3	2	17
73	hen chu	4	4	4	5	3	4	24
74	wu giok li	4	5	3	3	4	3	22
75	Kim kong	4	3	3	4	4	3	21
76	Tjen sia	4	4	4	4	4	4	24
77	Lie Tje	4	5	4	4	5	3	25
78	Tham hui lin	4	4	4	4	4	4	24
79	Tham nui lan	4	3	5	1	1	5	19
80	Ahua	1	3	3	2	2	3	14
81	Acu	4	4	5	3	5	5	26
82	kim fei chang	4	3	3	4	4	3	21
83	Bun Sia	5	4	5	3	5	5	27
84	Fong-fong	3	2	1	5	4	1	16
85	Nyuk Siang	4	3	3	4	5	3	22
86	Nyuk an	3	4	3	3	4	3	20
87	Chang jiu	3	4	4	5	3	4	23
88	Sen-sen	4	4	5	2	2	5	22

89	Phoyung	3	4	4	5	3	4	23
90	Saumin	5	4	4	3	3	4	23
91	Lim Gunseng	1	1	2	5	5	2	16
92	Acen	1	1	3	4	1	3	13
93	Abuy	3	3	3	1	5	3	18
94	Fei-Fei	4	4	4	4	4	4	24
95	Lie Hoa	4	5	4	5	5	4	27
96	Ayen	4	5	5	3	2	5	24
97	Yefi Lan	3	4	4	2	2	4	19
98	Hong Gok lai	4	4	4	2	2	4	20
99	Yen Zhang	3	2	3	2	4	3	17
100	Fuk lien	4	5	4	4	4	4	25

Lampiran 3 Frekuensi Jawaban Responden Motivasi Konsumen (X1)

MOTIVASI

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	35	35,0	35,0	45,0
Valid 4	35	35,0	35,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

MOTIVASI

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	8	8,0	8,0	10,0
Valid 3	25	25,0	25,0	35,0
4	38	38,0	38,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

MOTIVASI

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	6,0	6,0	6,0
2	22	22,0	22,0	28,0
Valid 3	45	45,0	45,0	73,0
4	20	20,0	20,0	93,0
5	7	7,0	7,0	100,0
Total	100	100,0	100,0	

MOTIVASI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	7,0	7,0	7,0
2	23	23,0	23,0	30,0
3	42	42,0	42,0	72,0
4	23	23,0	23,0	95,0
5	5	5,0	5,0	100,0
Total	100	100,0	100,0	

MOTIVASI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	8	8,0	8,0	9,0
3	37	37,0	37,0	46,0
4	32	32,0	32,0	78,0
5	22	22,0	22,0	100,0
Total	100	100,0	100,0	

MOTIVASI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6,0	6,0	6,0
3	36	36,0	36,0	42,0
4	32	32,0	32,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

Lampiran Frekuensi Jawaban Responden Persepsi Konsumen (X2)

PERSEPSI

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	7	7,0	7,0	8,0
Valid 3	31	31,0	31,0	39,0
4	41	41,0	41,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

PERSEPSI

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	29	29,0	29,0	39,0
Valid 4	38	38,0	38,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

PERSEPSI

	Frequency	Percent	Valid Percent	Cumulative Percent
2	15	15,0	15,0	15,0
3	30	30,0	30,0	45,0
Valid 4	36	36,0	36,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

PERSEPSI

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	26	26,0	26,0	30,0
Valid 4	45	45,0	45,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

PERSEPSI

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	14	14,0	14,0	16,0
Valid 3	45	45,0	45,0	61,0
4	26	26,0	26,0	87,0
5	13	13,0	13,0	100,0
Total	100	100,0	100,0	

PERSEPSI

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	40	40,0	40,0	49,0
Valid 4	31	31,0	31,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

Lampiran Frekuensi Jawaban Responden Pembelajaran Konsumen (X3)

PEMBELAJARAN

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	5	5,0	5,0	7,0
Valid 3	33	33,0	33,0	40,0
4	39	39,0	39,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

PEMBELAJARAN

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12,0	12,0	12,0
3	31	31,0	31,0	43,0
Valid 4	41	41,0	41,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

PEMBELAJARAN

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	31	31,0	31,0	36,0
Valid 4	46	46,0	46,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

PEMBELAJARAN

	Frequency	Percent	Valid Percent	Cumulative Percent
2	13	13,0	13,0	13,0
3	26	26,0	26,0	39,0
Valid 4	35	35,0	35,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

PEMBELAJARAN

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3,0	3,0	3,0
2	14	14,0	14,0	17,0
Valid 3	43	43,0	43,0	60,0
4	28	28,0	28,0	88,0
5	12	12,0	12,0	100,0
Total	100	100,0	100,0	

PEMBELAJARAN

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	26	26,0	26,0	33,0
Valid 4	44	44,0	44,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

Lampiran Frekuensi Jawaban Responden Memori Konsumen (X4)

MEMORI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3,0	3,0	3,0
2	3	3,0	3,0	6,0
3	18	18,0	18,0	24,0
4	52	52,0	52,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

MEMORI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	6	6,0	6,0	7,0
3	24	24,0	24,0	31,0
4	44	44,0	44,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

MEMORI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	3	3,0	3,0	4,0
3	34	34,0	34,0	38,0
4	45	45,0	45,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

MEMORI

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4,0	4,0	4,0
2	12	12,0	12,0	16,0
3	33	33,0	33,0	49,0
4	36	36,0	36,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

Lampiran Frekuensi Jawaban Responden Keputusan Konsumen (Y)**KEPUTUSAN KONSUMEN**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3,0	3,0	3,0
2	2	2,0	2,0	5,0
3	27	27,0	27,0	32,0
4	44	44,0	44,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

KEPUTUSAN KONSUMEN

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	3	3,0	3,0	5,0
3	20	20,0	20,0	25,0
4	54	54,0	54,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

KEPUTUSAN KONSUMEN

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	5	5,0	5,0	6,0
3	30	30,0	30,0	36,0
4	39	39,0	39,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

KEPUTUSAN KONSUMEN

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4,0	4,0	4,0
2	13	13,0	13,0	17,0
3	19	19,0	19,0	36,0
4	47	47,0	47,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

KEPUTUSAN KONSUMEN

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3,0	3,0	3,0
2	16	16,0	16,0	19,0
3	27	27,0	27,0	46,0
4	37	37,0	37,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

KEPUTUSAN KONSUMEN

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	7	7,0	7,0	8,0
3	32	32,0	32,0	40,0
Valid 4	44	44,0	44,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

Lampiran 4 Hasil Uji Validitas

Lampiran Uji Validitas Motivasi Konsumen (X1)

Correlations

		MOTI VASI	MOTI VASI	MOTI VASI	MOTI VASI	MOTI VASI	MOTI VASI	TOTAL MOTIVASI
MOTIVASI	Pearson Correlation	1	,397*	,170	,137	,265	-,124	,492**
	Sig. (2- tailed)		,030	,370	,471	,158	,515	,006
	N	30	30	30	30	30	30	30
MOTIVASI	Pearson Correlation	,397*	1	,282	-,004	,088	-,066	,477**
	Sig. (2- tailed)	,030		,131	,982	,644	,729	,008
	N	30	30	30	30	30	30	30
MOTIVASI	Pearson Correlation	,170	,282	1	,570**	,000	,091	,653**
	Sig. (2- tailed)	,370	,131		,001	1,000	,632	,000
	N	30	30	30	30	30	30	30
MOTIVASI	Pearson Correlation	,137	-,004	,570**	1	,110	,418*	,715**
	Sig. (2- tailed)	,471	,982	,001		,564	,021	,000
	N	30	30	30	30	30	30	30
MOTIVASI	Pearson Correlation	,265	,088	,000	,110	1	,334	,493**

MOTIVASI	Sig. (2-tailed)	,158	,644	1,000	,564		,071	,006
	N	30	30	30	30	30	30	30
	Pearson Correlation	-,124	-,066	,091	,418*	,334	1	,523**
	Sig. (2-tailed)	,515	,729	,632	,021	,071		,003
TOTAL MOTIVASI	N	30	30	30	30	30	30	30
	Pearson Correlation	,492**	,477**	,653**	,715**	,493**	,523**	1
	Sig. (2-tailed)	,006	,008	,000	,000	,006	,003	
	N	30	30	30	30	30	30	30

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

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

Lampiran Uji Validitas Persepsi Konsumen (X2)

Correlations

		PERS EPSI	PERS EPSI	PERS EPSI	PERS EPSI	PERS EPSI	PERS EPSI	TOTAL PERSEPSI
PERSEPSI	Pearson Correlation	1	,149	,229	,525**	-,076	,244	,557**
	Sig. (2-tailed)		,433	,224	,003	,692	,193	,001
	N	30	30	30	30	30	30	30
PERSEPSI	Pearson Correlation	,149	1	,286	,222	,497**	,210	,685**
	Sig. (2-tailed)	,433		,126	,238	,005	,264	,000
	N	30	30	30	30	30	30	30

PERSEPSI	Pearson							
	Correlation	,229	,286	1	,417*	,256	,008	,597**
	Sig. (2-tailed)	,224	,126		,022	,172	,968	,000
	N	30	30	30	30	30	30	30
PERSEPSI	Pearson							
	Correlation	,525**	,222	,417*	1	,258	,321	,714**
	Sig. (2-tailed)	,003	,238	,022		,169	,084	,000
	N	30	30	30	30	30	30	30
PERSEPSI	Pearson							
	Correlation	-,076	,497**	,256	,258	1	,152	,591**
	Sig. (2-tailed)	,692	,005	,172	,169		,423	,001
	N	30	30	30	30	30	30	30
PERSEPSI	Pearson							
	Correlation	,244	,210	,008	,321	,152	1	,509**
	Sig. (2-tailed)	,193	,264	,968	,084	,423		,004
	N	30	30	30	30	30	30	30
TOTAL PERSEPSI	Pearson							
	Correlation	,557**	,685**	,597**	,714**	,591**	,509**	1
	Sig. (2-tailed)	,001	,000	,000	,000	,001	,004	
	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).

Lampiran Uji Validitas Pembelajaran Konsumen (X3)

Correlations

		PEMB ELAJA RAN	PEMB ELAJA RAN	PEMB ELAJA RAN	PEMB ELAJA RAN	PEMB ELAJA RAN	PEMB ELAJA RAN	TOTAL PEMBELAJARA N
PEMBELAJARAN	Pearson Correlation	1	,396 [*]	,288	,186	,121	,554 ^{**}	,660 ^{**}
	Sig. (2-tailed)		,030	,123	,326	,524	,001	,000
	N	30	30	30	30	30	30	30
PEMBELAJARAN	Pearson Correlation	,396 [*]	1	,412 [*]	,517 ^{**}	,009	,307	,678 ^{**}
	Sig. (2-tailed)	,030		,024	,003	,964	,099	,000
	N	30	30	30	30	30	30	30
PEMBELAJARAN	Pearson Correlation	,288	,412 [*]	1	,684 ^{**}	,269	,372 [*]	,734 ^{**}
	Sig. (2-tailed)	,123	,024		,000	,150	,043	,000
	N	30	30	30	30	30	30	30
PEMBELAJARAN	Pearson Correlation	,186	,517 ^{**}	,684 ^{**}	1	,392 [*]	,214	,759 ^{**}
	Sig. (2-tailed)	,326	,003	,000		,032	,256	,000
	N	30	30	30	30	30	30	30
PEMBELAJARAN	Pearson Correlation	,121	,009	,269	,392 [*]	1	,034	,467 ^{**}
	Sig. (2-tailed)	,524	,964	,150	,032		,858	,009
	N	30	30	30	30	30	30	30
PEMBELAJARAN	Pearson Correlation	,554 ^{**}	,307	,372 [*]	,214	,034	1	,634 ^{**}
	Sig. (2-tailed)							
	N							

	Sig. (2-tailed)	,001	,099	,043	,256	,858		,000
	N	30	30	30	30	30	30	30
TOTAL PEMBELAJARAN	Pearson Correlation	,660**	,678**	,734**	,759**	,467**	,634**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,009	,000	
	N	30	30	30	30	30	30	30

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

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

Lampiran Uji Validitas Memori Konsumen (X4)

		Correlations				
		MEMORI	MEMORI	MEMORI	MEMORI	TOTAL MEMORI
MEMORI	Pearson Correlation	1	,710**	,685**	,437*	,886**
	Sig. (2-tailed)		,000	,000	,016	,000
	N	30	30	30	30	30
MEMORI	Pearson Correlation	,710**	1	,508**	,256	,778**
	Sig. (2-tailed)	,000		,004	,172	,000
	N	30	30	30	30	30
MEMORI	Pearson Correlation	,685**	,508**	1	,432*	,791**
	Sig. (2-tailed)	,000	,004		,017	,000
	N	30	30	30	30	30
MEMORI	Pearson Correlation	,437*	,256	,432*	1	,708**

	Sig. (2-tailed)	,016	,172	,017		,000
	N	30	30	30	30	30
TOTAL MEMORI	Pearson Correlation	,886**	,778**	,791**	,708**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	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 Uji Validitas Keputusan Konsumen (Y)

Correlations

		KEPU TUSA N KONS UMEN	KEPU TUSA N KONS UMEN	KEPU TUSA N KONS UMEN	KEPU TUSA N KONS UMEN	KEPU TUSA N KONS UMEN	KEPUT USAN KONSU MEN	TOTAL KEPUTUSAN KONSUMEN
KEPUTUSAN	Pearson Correlation	1	,496**	,366*	,080	,040	,505**	,547**
KONSUMEN	Sig. (2-tailed)		,005	,047	,673	,835	,004	,002
	N	30	30	30	30	30	30	30
KEPUTUSAN	Pearson Correlation	,496**	1	,663**	,565**	,366*	,587**	,816**
KONSUMEN	Sig. (2-tailed)	,005		,000	,001	,046	,001	,000
	N	30	30	30	30	30	30	30
KEPUTUSAN	Pearson Correlation	,366*	,663**	1	,648**	,645**	,442*	,846**
KONSUMEN	Sig. (2-tailed)	,047	,000		,000	,000	,014	,000
	N	30	30	30	30	30	30	30

KEPUTUSA N	Pearson Correlati on	,080	,565**	,648**	1	,702**	,432*	,783**
KONSUME N	Sig. (2- tailed)	,673	,001	,000		,000	,017	,000
	N	30	30	30	30	30	30	30
KEPUTUSA N	Pearson Correlati on	,040	,366*	,645**	,702**	1	,351	,718**
KONSUME N	Sig. (2- tailed)	,835	,046	,000	,000		,058	,000
	N	30	30	30	30	30	30	30
KEPUTUSA N	Pearson Correlati on	,505**	,587**	,442*	,432*	,351	1	,735**
KONSUME N	Sig. (2- tailed)	,004	,001	,014	,017	,058		,000
	N	30	30	30	30	30	30	30
TOTAL KEPUTUSA N	Pearson Correlati on	,547**	,816**	,846**	,783**	,718**	,735**	1
KONSUME N	Sig. (2- tailed)	,002	,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).

Lampiran 5 Uji Reliabilitas Motivasi Konsumen (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,569	6

Lampiran Uji Reliabilitas Persepsi Konsumen (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,652	6

Lampiran Uji Reliabilitas Pembelajaran Konsumen (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
,723	6

Lampiran Uji Reliabilitas Memori Konsumen (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
,781	4

Lampiran Uji Reliabilitas Keputusan Konsumen (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,831	6

Lampiran 6 Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TOTAL KEPUTUSAN KONSUMEN *	Between Groups	(Combined)	151,244	12	12,604	1,015	,442
		Linearity	57,130	1	57,130	4,601	,035
TOTAL MOTIVASI	Within Groups	Deviation from	94,115	11	8,556	,689	,745
		Linearity	1080,146	87	12,415		
Total			1231,390	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TOTAL KEPUTUSAN KONSUMEN *	Between Groups	(Combined)	263,175	14	18,798	1,650	,082
		Linearity	4,566	1	4,566	,401	,528
TOTAL PERSEPSI	Within Groups	Deviation from	258,610	13	19,893	1,746	,066
		Linearity	968,215	85	11,391		
Total			1231,390	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TOTAL KEPUTUSAN KONSUMEN *	Between Groups	(Combined)	578,850	15	38,590	4,968	,000
		Linearity	385,902	1	385,902	49,676	,000
TOTAL PEMBELAJARAN	Within Groups	Deviation from	192,948	14	13,782	1,774	,056
		Linearity	652,540	84	7,768		
Total			1231,390	99			

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
TOTAL KEPUTUSAN KONSUMEN *	(Combined)	305,787	12	25,482	2,395	,010
	Between Groups	176,584	1	176,584	16,598	,000
	Linearity from Deviation	129,203	11	11,746	1,104	,368
TOTAL MEMORI	Within Groups	925,603	87	10,639		
Total		1231,390	99			

Lampiran 7 Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		TOTAL MOTIVASI	TOTAL PERSEPSI	TOTAL PEMBELAJARAN	TOTAL MEMORI	TOTAL KEPUTUSAN KONSUMEN
N		100	100	100	100	100
Normal	Mean	20,85	21,92	21,99	14,97	22,31
Parameters ^{a,b}	Std. Deviation	2,761	3,268	3,215	2,435	3,527
Most Extreme	Absolute	,108	,097	,114	,118	,074
Extreme	Positive	,108	,074	,074	,105	,065
Differences	Negative	-,081	-,097	-,114	-,118	-,074
Kolmogorov-Smirnov Z		1,083	,970	1,141	1,178	,741
Asymp. Sig. (2-tailed)		,191	,303	,148	,125	,642

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8 Uji Homogenitas

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TOTAL MOTIVASI	1,375	12	83	,194
TOTAL PERSEPSI	1,249	12	83	,265
TOTAL PEMBELAJARAN	1,983	12	83	,036
TOTAL MEMORI	1,513	12	83	,136

Lampiran 9 Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3,340	3,070		1,088	,279		
TOTAL MOTIVASI	,276	,099	,216	2,790	,006	,989	1,011
TOTAL PERSEPSI	-,247	,091	-,229	-2,717	,008	,835	1,197
TOTAL PEMBELAJARAN	,617	,095	,563	6,514	,000	,796	1,256
TOTAL MEMORI	,338	,120	,233	2,810	,006	,861	1,161

a. Dependent Variable: TOTAL KEPUTUSAN KONSUMEN

Lampiran 10

Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTAL MEMORI, TOTAL MOTIVASI, TOTAL PERSEPSI, TOTAL PEMBELAJARAN ^b		Enter

a. Dependent Variable: TOTAL KEPUTUSAN KONSUMEN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,660 ^a	,436	,412	2,704

a. Predictors: (Constant), TOTAL MEMORI, TOTAL MOTIVASI, TOTAL PERSEPSI, TOTAL PEMBELAJARAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	536,771	4	134,193	18,353	,000 ^b
	Residual	694,619	95	7,312		
	Total	1231,390	99			

a. Dependent Variable: TOTAL KEPUTUSAN KONSUMEN

b. Predictors: (Constant), TOTAL MEMORI, TOTAL MOTIVASI, TOTAL PERSEPSI, TOTAL PEMBELAJARAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,340	3,070		1,088	,279
	TOTAL MOTIVASI	,276	,099	,216	2,790	,006
	TOTAL PERSEPSI	-,247	,091	-,229	-2,717	,008
	TOTAL PEMBELAJARAN	,617	,095	,563	6,514	,000
	TOTAL MEMORI	,338	,120	,233	2,810	,006

a. Dependent Variable: TOTAL KEPUTUSAN KONSUMEN