

LAMPIRAN

1) KARAKTERISTIK RESPONDEN

JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-Laki	57	57.0	57.0	57.0
Valid Perempuan	43	43.0	43.0	100.0
Total	100	100.0	100.0	

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
20-30 tahun	63	63.0	63.0	63.0
Valid 31-40 tahun	30	30.0	30.0	93.0
41-50 tahun	7	7.0	7.0	100.0
Total	100	100.0	100.0	

PEKERJAAN

	Frequency	Percent	Valid Percent	Cumulative Percent
PNS/BUMN	28	28.0	28.0	28.0
Karyawan Swasta	30	30.0	30.0	58.0
Valid Wiraswasta	31	31.0	31.0	89.0
Pelajar	11	11.0	11.0	100.0
Total	100	100.0	100.0	

2) JAWABAN RESPONDEN

a) Gaya Hidup (X1)

GH1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	29	29.0	29.0	32.0
Valid 4	55	55.0	55.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

GH2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	31	31.0	31.0	35.0
Valid 4	40	40.0	40.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

GH3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	7	7.0	7.0	10.0
Valid 3	23	23.0	23.0	33.0
4	31	31.0	31.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

GH4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
Valid 3	19	19.0	19.0	27.0
4	45	45.0	45.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

GH5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	31	31.0	31.0	33.0
4	42	42.0	42.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

GH6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9.0	9.0	9.0
3	36	36.0	36.0	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	

GH7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	11	11.0	11.0	15.0
Valid 3	33	33.0	33.0	48.0
4	40	40.0	40.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

GH8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
Valid 3	37	37.0	37.0	45.0
4	40	40.0	40.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

b) Kepribadian (X2)

K1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	4	4.0	4.0	6.0
Valid 3	23	23.0	23.0	29.0
4	51	51.0	51.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

K2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	26	26.0	26.0	27.0
Valid 4	45	45.0	45.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

K3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	36	36.0	36.0	42.0
Valid 4	38	38.0	38.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

K4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	17	17.0	17.0	20.0
Valid 3	31	31.0	31.0	51.0
4	36	36.0	36.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

K5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	11	11.0	11.0	12.0
Valid 3	35	35.0	35.0	47.0
4	29	29.0	29.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

K6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	36	36.0	36.0	42.0
Valid 4	24	24.0	24.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

c) Keputusan pembelian (Y)

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	13	13.0	13.0	14.0
Valid 3	41	41.0	41.0	55.0
4	27	27.0	27.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	8	8.0	8.0	9.0
Valid 3	30	30.0	30.0	39.0
4	44	44.0	44.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	30	30.0	30.0	34.0
Valid 4	44	44.0	44.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	32	32.0	32.0	39.0
Valid 4	52	52.0	52.0	91.0
5	9	9.0	9.0	100.0
Total	100	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10.0	10.0	10.0
3	38	38.0	38.0	48.0
Valid 4	40	40.0	40.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

KP6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	4	4.0	4.0	6.0
Valid 3	22	22.0	22.0	28.0
4	53	53.0	53.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

3) UJI VALIDITAS

a) Hasil uji validitas variabel Gaya Hidup (X1)

Correlations

		GH1	GH2	GH3	GH4	GH5	GH6	GH7	GH8	GAYA HIDUP
GH1	Pearson Correlation	1	.470**	.475**	.054	.185	.390 ⁺	-.125	.891**	.700**
	Sig. (1-tailed)		.004	.004	.389	.163	.017	.255	.000	.000
	N	30	30	30	30	30	30	30	30	30
GH2	Pearson Correlation	.470**	1	.318 ⁺	.206	.527**	.379 ⁺	.248	.446**	.725**
	Sig. (1-tailed)	.004		.043	.138	.001	.019	.093	.007	.000
	N	30	30	30	30	30	30	30	30	30
GH3	Pearson Correlation	.475**	.318 ⁺	1	.218	.083	.338 ⁺	.134	.287	.616**
	Sig. (1-tailed)	.004	.043		.123	.332	.034	.241	.062	.000
	N	30	30	30	30	30	30	30	30	30
GH4	Pearson Correlation	.054	.206	.218	1	.298	.260	.481**	.046	.512**
	Sig. (1-tailed)	.389	.138	.123		.055	.082	.004	.404	.002
	N	30	30	30	30	30	30	30	30	30
GH5	Pearson Correlation	.185	.527**	.083	.298	1	.232	.364 ⁺	.270	.594**
	Sig. (1-tailed)	.163	.001	.332	.055		.108	.024	.074	.000
	N	30	30	30	30	30	30	30	30	30
GH6	Pearson Correlation	.390 ⁺	.379 ⁺	.338 ⁺	.260	.232	1	.333 ⁺	.304	.658**
	Sig. (1-tailed)	.017	.019	.034	.082	.108		.036	.051	.000
	N	30	30	30	30	30	30	30	30	30
GH7	Pearson Correlation	-.125	.248	.134	.481**	.364 ⁺	.333 ⁺	1	-.060	.440**
	Sig. (1-tailed)	.255	.093	.241	.004	.024	.036		.377	.008
	N	30	30	30	30	30	30	30	30	30
GH8	Pearson Correlation	.891**	.446**	.287	.046	.270	.304	-.060	1	.655**
	Sig. (1-tailed)	.000	.007	.062	.404	.074	.051	.377		.000

	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.700**	.725**	.616**	.512**	.594**	.658**	.440**	.655**	1
GAYA HIDUP	Sig. (1-tailed)	.000	.000	.000	.002	.000	.000	.008	.000	
	N	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

b) Hasil uji validitas variabel Kepribadian (X2)

		Correlations						
		K1	K2	K3	K4	K5	K6	KEPRIBADIAN
K1	Pearson Correlation	1	.199	.371*	.320*	.393*	.225	.633**
	Sig. (1-tailed)		.146	.022	.042	.016	.116	.000
	N	30	30	30	30	30	30	30
K2	Pearson Correlation	.199	1	.215	.491**	.056	.454**	.545**
	Sig. (1-tailed)	.146		.127	.003	.384	.006	.001
	N	30	30	30	30	30	30	30
K3	Pearson Correlation	.371*	.215	1	.475**	.313*	.341*	.757**
	Sig. (1-tailed)	.022	.127		.004	.046	.033	.000
	N	30	30	30	30	30	30	30
K4	Pearson Correlation	.320*	.491**	.475**	1	.213	.902**	.824**
	Sig. (1-tailed)	.042	.003	.004		.129	.000	.000
	N	30	30	30	30	30	30	30
K5	Pearson Correlation	.393*	.056	.313*	.213	1	.164	.509**
	Sig. (1-tailed)	.016	.384	.046	.129		.193	.002
	N	30	30	30	30	30	30	30
K6	Pearson Correlation	.225	.454**	.341*	.902**	.164	1	.732**

	Sig. (1-tailed)	.116	.006	.033	.000	.193		.000
	N	30	30	30	30	30	30	30
	Pearson Correlation	.633**	.545**	.757**	.824**	.509**	.732**	1
KEPRIBADIAN	Sig. (1-tailed)	.000	.001	.000	.000	.002	.000	
	N	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

** . Correlation is significant at the 0.01 level (1-tailed).

c) Hasil uji validitas variabel Keputusan Pembelian (Y)

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KEPUTUSAN PEMBELIAN
KP1	Pearson Correlation	1	.266	.093	.313*	.267	.472**	.615**
	Sig. (1-tailed)		.078	.312	.046	.077	.004	.000
	N	30	30	30	30	30	30	30
KP2	Pearson Correlation	.266	1	.191	.152	.331*	.174	.537**
	Sig. (1-tailed)	.078		.156	.211	.037	.178	.001
	N	30	30	30	30	30	30	30
KP3	Pearson Correlation	.093	.191	1	.231	.324*	.526**	.610**
	Sig. (1-tailed)	.312	.156		.110	.040	.001	.000
	N	30	30	30	30	30	30	30
KP4	Pearson Correlation	.313*	.152	.231	1	.573**	.317*	.665**
	Sig. (1-tailed)	.046	.211	.110		.000	.044	.000
	N	30	30	30	30	30	30	30
KP5	Pearson Correlation	.267	.331*	.324*	.573**	1	.400*	.743**
	Sig. (1-tailed)	.077	.037	.040	.000		.014	.000

	N	30	30	30	30	30	30	30
KP6	Pearson Correlation	.472**	.174	.526**	.317*	.400*	1	.738**
	Sig. (1-tailed)	.004	.178	.001	.044	.014		.000
	N	30	30	30	30	30	30	30
KEPUTUSAN PEMBELIAN	Pearson Correlation	.615**	.537**	.610**	.665**	.743**	.738**	1
	Sig. (1-tailed)	.000	.001	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

** . Correlation is significant at the 0.01 level (1-tailed).

4) Reliabilitas

Scale: Gaya Hidup

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.761	8

Scale: KEPRIBADIAN

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.741	6

Scale: KEPUTUSAN PEMBELIAN

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.728	6

5) UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		GAYA HIDUP	KEPRIBADIAN	KEPUTUSAN PEMBELIAN
N		100	100	100
Normal Parameters ^{a,b}	Mean	30.04	22.44	22.00
	Std. Deviation	3.490	2.938	2.995
	Absolute	.108	.097	.100
Most Extreme Differences	Positive	.058	.097	.072
	Negative	-.108	-.066	-.100
Kolmogorov-Smirnov Z		1.084	.969	1.000
Asymp. Sig. (2-tailed)		.191	.305	.270

a. Test distribution is Normal.

b. Calculated from data.

6) UJI HOMOGENITAS

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
GAYA HIDUP	1.163	12	86	.323
KEPRIBADIAN	.866	12	86	.584

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GAYA HIDUP	Between Groups	282.747	13	21.750	2.026	.028
	Within Groups	923.093	86	10.734		
	Total	1205.840	99			
KEPRIBADIAN	Between Groups	144.838	13	11.141	1.350	.201
	Within Groups	709.802	86	8.254		
	Total	854.640	99			

7) UJI LINEARITAS

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * GAYA HIDUP	(Combined)	326.522	15	21.768	3.257	.000
	Between Linearity	160.552	1	160.552	24.019	.000
	Groups Deviation from Linearity	165.970	14	11.855	1.774	.056
	Within Groups	561.478	84	6.684		
	Total	888.000	99			

ANOVA Table

				Sum of Squares	df	Mean Square	F	Sig.
(Combined)				102.472	13	7.882	.863	.594
Between Linearly				58.187	1	58.187	6.370	.013
KEPUTUSAN PEMBELIAN	Groups	Deviation	from Linearity	44.285	12	3.690	.404	.958
* KEPRIBADIAN								
Within Groups				785.528	86	9.134		
Total				888.000	99			

8) ANALISIS REGRESI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.425 ^a	.181	.164	2.738

a. Predictors: (Constant), KEPRIBADIAN, GAYA HIDUP

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ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.561	2	80.281	10.705	.000 ^b
	Residual	727.439	97	7.499		
	Total	888.000	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KEPRIBADIAN, GAYA HIDUP

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Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.039	2.373		4.653	.000
	GAYA HIDUP	.365	.078	.425	4.651	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.145	2.252		7.168	.000
	KEPRIBADIAN	.261	.100	.256	2.621	.010

a. Dependent Variable: KEPUTUSAN PEMBELIAN

