

KUESIONER PENELITIAN

Nama Responden :

Jenis Kelamin :

Usia :

Setiap pertanyaan berikut hanya membutuhkan satu jawaban, berilah tanda checklist (√).

Pertanyaan dijawab dengan kriteria sebagai berikut :

a. **STS** : Sangat Tidak Setuju

d. **S** : Setuju

b. **TS** : Tidak Setuju

e. **SS** : Sangat Setuju

c. **N** : Netral

1. Gaya Hidup

No	Pertanyaan	STS	TS	N	S	SS
1	Adidas merupakan sepatu yang bagus di gunakan dalam keseharian					
2	Berteman dengan orang yang memiliki selera penampilan yang sama					
3	Ketertarikan memperlihatkan kepada orang lain bahwa penampilan menarik dengan menggunakan adidas					
4	Keinginan disebut sebagai orang yang <i>fashionabel</i>					
5	Ketertarikan mencari informasi produk <i>fashion</i> yang <i>up to date</i>					
6	Ketertarikan pada dunia <i>mode/fashion</i>					
7	Peran sosialisasi untuk mendapat penilaian dalam penampilan					

8	Perhatian terhadap dunia mode dari segi desain, warna maupun kualitas					
9	Seiring perkembangan zaman gaya hidup selalu berubah					

2. Citra Merek

No	Pertanyaan	STS	TS	N	S	SS
1	Sepatu adidas memiliki kualitas produk sepatu yang sangat baik					
2	Merek sepatu Adidas dapat dipercaya dan diandalkan					
3	Sepatu Adidas menunjang aktivitas sehari hari					
4	Pelayanan produsen sepatu adidas sangat baik					
5	Sepatu Adidas memberikan garansi					
6	Harga sepatu adidas terjangkau, sesuai dengan produk dan juga mereknya					
7	Merek sepatu adidas sudah berada di benak konsumen					

2. Keputusan Pembelian

No	Pertanyaan	STS	TS	N	S	SS
1	Pembelian sepatu adidas dibutuhkan oleh konsumen untuk menunjang aktivitas sehari hari					
2	Pembelian sepatu adidas karena <i>trend</i> gaya hidup yang ada					
3	Pembelian sepatu adidas karena selera dan manfaat yang di butuhkan					
4	Kesediaan melakukan pembelian kembali sepatu adidas					
5	Kesediaan merekomendasikan sepatu adidas kepada orang lain					

lampiran 2**Variabel Gaya Hidup (X1)**

No Responde n	Item Pertanyaan									Tota l
	1	2	3	4	5	6	7	8	9	
1	4	4	4	4	2	4	4	4	4	34
2	4	4	4	4	3	3	4	4	4	34
3	4	4	4	4	5	4	4	4	4	37
4	5	5	5	5	2	5	5	4	4	40
5	4	4	3	3	3	3	4	4	4	32
6	5	5	5	4	2	4	4	4	4	37
7	4	4	3	3	2	2	4	3	3	28
8	5	5	5	5	2	4	4	4	4	38
9	4	4	4	5	5	5	5	4	4	40
10	3	4	4	4	3	3	3	3	3	30
11	4	4	4	4	5	5	3	5	4	38
12	5	5	4	4	5	4	4	4	4	39
13	5	5	4	5	4	4	4	4	4	39
14	5	5	5	5	5	4	4	5	5	43
15	5	5	4	5	5	5	5	5	5	44
16	5	5	4	4	5	5	5	5	5	43
17	4	4	4	4	3	4	4	4	4	35
18	4	3	3	4	4	4	3	5	4	34
19	4	4	4	4	4	5	5	5	4	39
20	4	4	4	4	4	4	4	5	5	38
21	4	4	4	4	4	4	4	4	4	36
22	4	3	3	3	3	3	4	4	4	31
23	4	4	4	4	4	4	4	4	5	37
24	4	4	4	4	4	4	4	4	4	36
25	4	4	4	4	4	4	5	4	4	37
26	5	5	5	5	4	4	5	5	4	42
27	5	5	5	4	4	5	5	5	5	43
28	4	4	4	5	5	5	5	5	4	41
29	5	5	5	5	5	5	5	5	4	44
30	4	4	4	4	2	4	4	4	4	34
31	4	4	4	2	4	4	4	4	4	34
32	4	4	4	2	4	4	4	4	4	34
33	4	4	4	3	3	4	4	4	4	34

34	4	4	4	5	4	4	4	4	4	37
35	5	5	5	2	5	5	4	4	5	40
36	4	3	3	3	3	4	4	4	4	32
37	5	5	4	2	4	4	4	4	4	36
38	4	3	3	2	2	4	3	3	3	27
39	5	5	5	2	4	4	4	4	4	37
40	4	4	5	5	5	5	4	4	4	40
41	4	4	4	3	3	3	3	3	4	31
42	4	4	4	5	5	3	5	4	4	38
43	5	4	4	5	4	4	4	4	4	38
44	5	4	5	4	4	4	4	4	4	38
45	5	5	5	5	4	4	5	5	5	43
46	5	5	5	5	5	5	5	5	5	45
47	5	5	5	5	5	5	5	5	5	45
48	4	4	4	3	4	4	4	4	4	35
49	3	3	4	4	4	3	5	4	4	34
50	4	4	4	4	5	5	5	4	4	39
51	4	4	4	4	4	4	5	5	4	38
52	4	4	4	4	4	4	4	4	4	36
53	3	3	3	3	3	4	4	4	4	31
54	4	4	4	4	4	4	4	5	4	37
55	4	4	4	4	4	4	4	4	4	36
56	4	4	4	4	4	5	4	4	4	37
57	5	5	5	4	4	5	5	4	4	41
58	5	5	4	4	5	5	5	5	4	42
59	4	4	5	5	5	5	5	4	4	41
60	5	5	5	5	5	5	5	4	5	44
61	4	4	4	2	4	4	4	4	4	34
62	4	4	4	4	4	4	4	4	4	36
63	4	4	4	4	4	4	4	4	4	36
64	5	4	5	4	4	4	4	5	5	40
65	5	5	5	3	4	4	4	4	5	39
66	4	4	4	2	4	4	4	4	4	34
67	4	4	4	4	4	4	4	4	4	36
68	4	4	4	4	4	4	4	4	4	36
69	4	4	4	4	4	4	4	4	4	36
70	4	4	4	2	5	5	5	5	5	39
71	4	4	3	3	3	3	3	4	4	31
72	4	4	4	2	3	4	4	4	4	33

73	4	4	4	2	3	4	4	4	4	33
74	4	4	4	5	5	5	4	5	4	40
75	4	4	4	4	4	4	4	4	4	36
76	5	4	4	5	5	4	4	4	4	39
77	4	4	4	4	4	4	5	5	4	38
78	4	4	4	4	4	4	5	5	4	38
79	5	5	5	5	5	5	5	5	5	45
80	5	5	5	5	5	5	5	5	5	45
81	5	5	5	5	5	5	5	5	5	45
82	4	4	4	3	3	3	4	4	4	33
83	5	4	4	3	4	4	4	3	3	34
84	5	4	4	4	4	4	4	4	4	37
85	5	5	4	4	4	4	4	4	4	38
86	4	4	4	4	4	4	4	4	4	36
87	4	4	4	4	3	4	4	3	3	33
88	4	5	4	4	4	4	4	4	4	37
89	4	4	4	4	4	4	4	4	4	36
90	4	4	4	4	4	4	4	4	4	36

Variabel Citra Merek (X2)

No Responde n	Item Pertanyaan							Total
	1	2	3	4	5	6	7	
1	4	4	3	3	4	3	4	25
2	3	4	3	4	4	3	4	25
3	4	3	3	5	3	4	4	26
4	3	4	3	4	4	4	4	26
5	4	3	4	4	4	4	3	26
6	3	4	3	4	4	4	4	26
7	4	4	3	3	4	4	4	26
8	4	4	3	3	4	4	4	26
9	3	4	4	4	3	4	4	26
10	4	4	4	3	3	4	4	26
11	3	4	3	4	4	4	4	26
12	4	4	3	4	4	4	4	27
13	4	4	4	4	3	4	4	27

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

53	4	4	4	4	4	4	4	28
54	4	4	4	4	4	4	4	28
55	4	5	4	4	4	4	5	30
56	5	5	3	4	4	4	4	29
57	4	4	2	4	4	4	4	26
58	4	4	4	4	4	4	4	28
59	4	4	4	4	4	4	4	28
60	4	4	4	4	4	4	4	28
61	4	4	2	5	5	5	5	30
62	4	3	3	3	3	3	4	23
63	4	4	2	3	4	4	4	25
64	4	4	2	3	4	4	4	25
65	4	4	5	5	5	4	5	32
66	4	4	4	4	4	4	4	28
67	4	5	5	3	5	4	4	30
68	4	4	4	3	4	4	4	27
69	4	4	4	4	4	4	4	28
70	4	4	4	4	4	4	4	28
71	5	5	4	3	5	5	5	32
72	4	4	4	3	4	4	3	26
73	4	4	4	2	5	5	5	29
74	3	3	4	3	4	4	3	24
75	4	5	4	3	5	5	5	31
76	4	4	4	5	4	4	4	29
77	4	4	4	3	3	4	4	26
78	4	5	5	4	4	4	4	30
79	4	4	4	4	5	5	4	30
80	4	4	4	4	5	5	4	30
81	5	5	5	5	5	5	5	35
82	5	5	5	5	5	5	5	35
83	5	5	5	5	5	5	5	35
84	4	3	3	3	4	4	4	25
85	4	3	4	4	4	3	3	25
86	4	4	4	4	4	4	4	28
87	4	4	4	4	4	4	4	28
88	4	4	4	4	4	4	4	28
89	4	4	3	4	4	3	3	25
90	4	4	4	4	4	4	4	28

Keputusan Pembelian (Y)

No Responden	Item Pertanyaan					Total
	1	2	3	4	5	
1	3	3	3	4	3	16
2	3	3	3	4	3	16
3	3	3	3	4	3	16
4	3	3	3	3	3	15
5	3	3	3	3	3	15
6	3	3	3	3	3	15
7	3	3	4	3	3	16
8	3	3	2	3	3	14
9	3	4	2	3	4	16
10	2	4	3	2	4	15
11	3	3	2	4	4	16
12	2	4	2	4	4	16
13	2	3	3	4	4	16
14	2	4	2	4	4	16
15	3	3	4	3	2	15
16	3	4	2	4	4	17
17	2	4	3	4	4	17
18	3	3	4	4	4	18
19	2	3	3	2	4	14
20	2	3	4	4	3	16
21	2	3	3	4	3	15
22	2	3	3	4	3	15
23	2	3	4	5	3	17
24	2	4	4	5	2	17
25	2	4	3	5	3	17
26	2	4	3	3	3	15
27	2	4	3	3	3	15
28	2	4	3	3	3	15
29	2	4	4	5	3	18
30	2	3	4	5	3	17
31	5	4	4	4	4	21
32	5	4	4	4	4	21
33	4	4	5	4	4	21
34	4	4	4	5	4	21

35	5	5	5	5	5	25
36	5	5	5	5	5	25
37	4	4	4	4	4	20
38	4	4	4	4	4	20
39	5	5	5	5	5	25
40	4	4	4	3	4	19
41	4	4	4	4	4	20
42	4	4	4	4	4	20
43	4	4	4	4	4	20
44	4	4	4	4	4	20
45	4	4	5	5	5	23
46	4	5	5	4	4	22
47	4	3	3	4	3	17
48	4	4	4	4	4	20
49	4	4	4	4	4	20
50	4	4	4	4	4	20
51	4	4	4	4	4	20
52	4	4	4	4	4	20
53	5	5	5	5	5	25
54	5	4	4	5	4	22
55	4	3	3	3	3	16
56	4	3	3	3	3	16
57	4	4	4	4	4	20
58	4	4	4	4	4	20
59	5	5	5	4	4	23
60	5	5	5	4	4	23
61	5	5	4	4	5	23
62	5	3	4	4	3	19
63	5	3	3	4	4	19
64	5	4	4	4	4	21
65	4	4	4	4	4	20
66	4	4	4	4	4	20
67	5	5	5	5	5	25
68	5	5	5	5	5	25
69	4	4	4	4	4	20
70	4	4	4	4	4	20
71	5	4	4	4	4	21
72	4	4	4	5	4	21
73	4	4	4	4	4	20

74	4	4	4	4	4	20
75	4	4	4	4	4	20
76	5	5	5	4	4	23
77	5	5	5	4	4	23
78	4	4	4	4	4	20
79	5	5	3	4	4	21
80	5	5	5	5	5	25
81	5	5	5	5	5	25
82	4	4	4	4	4	20
83	4	4	4	4	4	20
84	4	4	5	5	5	23
85	4	5	4	4	5	22
86	4	4	4	3	3	18
87	4	4	4	4	4	20
88	4	4	4	4	4	20
89	5	5	5	5	5	25
90	5	5	5	5	5	25

Lampiran 3

Karakteristik responden

	Frequency	Percent	Valid Percent	Cumulative Percent
PELAJAR	35	38.88	38.88	38.8
Valid MAHASISWA	55	61.12	61.12	100.0
Total	90	100.0	100.0	

Lampiran 4

Responden Berdasarkan Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
16-19	35	38.88	38.88	38.88
Valid 20-24	55	61.12	61.12	41.0
Total	90	100.0	100.0	

Lampiran 3

Karakteristik responden

	Frequency	Percent	Valid Percent	Cumulative Percent
PELAJAR	35	38.88	38.88	38.8
Valid MAHASISWA	55	61.12	61.12	100.0
Total	90	100.0	100.0	

Lampiran 4

Responden Berdasarkan Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
16-19	35	38.88	38.88	38.88
Valid 20-24	55	61.12	61.12	41.0
Total	90	100.0	100.0	

Lampiran 5
Variable gaya hidup

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
3	3	3.3	3.3	3.3
Valid 4	56	62.2	62.2	65.6
5	31	34.4	34.4	100.0
Total	90	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
3	6	6.7	6.7	6.7
Valid 4	58	64.4	64.4	71.1
5	26	28.9	28.9	100.0
Total	90	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	8	8.9	8.9	8.9
Valid 4	60	66.7	66.7	75.6
5	22	24.4	24.4	100.0
Total	90	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	12.2	12.2	12.2
Valid 3	12	13.3	13.3	25.6
4	44	48.9	48.9	74.4
5	23	25.6	25.6	100.0
Total	90	100.0	100.0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.8	7.8	7.8
3	14	15.6	15.6	23.3
Valid 4	45	50.0	50.0	73.3
5	24	26.7	26.7	100.0
Total	90	100.0	100.0	

X1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.1	1.1	1.1
3	9	10.0	10.0	11.1
Valid 4	56	62.2	62.2	73.3
5	24	26.7	26.7	100.0
Total	90	100.0	100.0	

X1.7

	Frequency	Percent	Valid Percent	Cumulative Percent
3	6	6.7	6.7	6.7
Valid 4	57	63.3	63.3	70.0
5	27	30.0	30.0	100.0
Total	90	100.0	100.0	

X1.8

	Frequency	Percent	Valid Percent	Cumulative Percent
3	6	6.7	6.7	6.7
Valid 4	59	65.6	65.6	72.2
5	25	27.8	27.8	100.0
Total	90	100.0	100.0	

X1.9

	Frequency	Percent	Valid Percent	Cumulative Percent
3	5	5.6	5.6	5.6
Valid 4	68	75.6	75.6	81.1
5	17	18.9	18.9	100.0
Total	90	100.0	100.0	

Lampiran 6

Variable citra merek

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
3	15	16.7	16.7	16.7
Valid 4	63	70.0	70.0	86.7
5	12	13.3	13.3	100.0
Total	90	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
3	7	7.8	7.8	7.8
Valid 4	60	66.7	66.7	74.4
5	23	25.6	25.6	100.0
Total	90	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	10.0	10.0	10.0
3	27	30.0	30.0	40.0
Valid 4	40	44.4	44.4	84.4
5	14	15.6	15.6	100.0
Total	90	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.1	1.1	1.1
3	19	21.1	21.1	22.2
Valid 4	54	60.0	60.0	82.2
5	16	17.8	17.8	100.0
Total	90	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.7	6.7	6.7
3	16	17.8	17.8	24.4
Valid 4	48	53.3	53.3	77.8
5	20	22.2	22.2	100.0
Total	90	100.0	100.0	

X2.6

	Frequency	Percent	Valid Percent	Cumulative Percent
3	7	7.8	7.8	7.8
Valid 4	54	60.0	60.0	67.8
5	29	32.2	32.2	100.0
Total	90	100.0	100.0	

X2.7

	Frequency	Percent	Valid Percent	Cumulative Percent
3	6	6.7	6.7	6.7
Valid 4	59	65.6	65.6	72.2
5	25	27.8	27.8	100.0
Total	90	100.0	100.0	

Lampiran 7
Keputusan pembelian

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	17	18.9	18.9	18.9
3	13	14.4	14.4	33.3
Valid 4	37	41.1	41.1	74.4
5	23	25.6	25.6	100.0
Total	90	100.0	100.0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
3	23	25.6	25.6	25.6
Valid 4	49	54.4	54.4	80.0
5	18	20.0	20.0	100.0
Total	90	100.0	100.0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.7	6.7	6.7
Valid 3	21	23.3	23.3	30.0
4	45	50.0	50.0	80.0
5	18	20.0	20.0	100.0
Total	90	100.0	100.0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.2	2.2	2.2
Valid 3	14	15.6	15.6	17.8
4	54	60.0	60.0	77.8
5	20	22.2	22.2	100.0
Total	90	100.0	100.0	

Y1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.2	2.2	2.2
3	23	25.6	25.6	27.8
Valid 4	51	56.7	56.7	84.4
5	14	15.6	15.6	100.0
Total	90	100.0	100.0	

Lampiran 8

Validasi variable gaya hidup

Correlations

		ITEM 1	ITEM 2	ITEM 3	ITEM 4	ITEM 5	ITEM 6	ITEM 7	ITEM 8	ITEM 9	GAYA HIDUP
ITEM 1	Pearson Correlation	1	.787**	.627**	.280**	.276**	.401**	.318**	.310**	.452**	.664**
	Sig. (2-tailed)		.000	.000	.007	.009	.000	.002	.003	.000	.000
	N	90	90	90	90	90	90	90	90	90	90
ITEM 2	Pearson Correlation	.787**	1	.718**	.312**	.303**	.421**	.407**	.322**	.478**	.712**
	Sig. (2-tailed)	.000		.000	.003	.004	.000	.000	.002	.000	.000
	N	90	90	90	90	90	90	90	90	90	90
ITEM 3	Pearson Correlation	.627**	.718**	1	.403**	.342**	.511**	.455**	.330**	.509**	.747**
	Sig. (2-tailed)	.000	.000		.000	.001	.000	.000	.001	.000	.000
	N	90	90	90	90	90	90	90	90	90	90
ITEM 4	Pearson Correlation	.280**	.312**	.403**	1	.357**	.337**	.419**	.378**	.238**	.644**
	Sig. (2-tailed)	.007	.003	.000		.001	.001	.000	.000	.024	.000
	N	90	90	90	90	90	90	90	90	90	90
ITEM 5	Pearson Correlation	.276**	.303**	.342**	.357**	1	.574**	.440**	.518**	.478**	.710**
	Sig. (2-tailed)	.009	.004	.001	.001		.000	.000	.000	.000	.000
	N	90	90	90	90	90	90	90	90	90	90
ITEM 6	Pearson Correlation	.401**	.421**	.511**	.337**	.574**	1	.508**	.528**	.458**	.747**
	Sig. (2-tailed)	.000	.000	.000	.001	.000		.000	.000	.000	.000
	N	90	90	90	90	90	90	90	90	90	90
ITEM 7	Pearson Correlation	.318**	.407**	.455**	.419**	.440**	.508**	1	.529**	.426**	.704**
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000		.000	.000	.000
	N	90	90	90	90	90	90	90	90	90	90
ITEM 8	Pearson Correlation	.310**	.322**	.330**	.378**	.518**	.528**	.529**	1	.659**	.711**
	Sig. (2-tailed)	.003	.002	.001	.000	.000	.000	.000		.000	.000
	N	90	90	90	90	90	90	90	90	90	90
ITEM 9	Pearson Correlation	.452**	.478**	.509**	.238**	.478**	.458**	.426**	.659**	1	.703**
	Sig. (2-tailed)	.000	.000	.000	.024	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90	90	90	90	90
GAYA HIDUP	Pearson Correlation	.664**	.712**	.747**	.644**	.710**	.747**	.704**	.711**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90	90	90	90

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

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

Lampiran 9

Citra Merek

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	CITRA MEREK
X2.1	Pearson Correlation	1	.464**	.354**	.212*	.469**	.165	.172	.648**
	Sig. (2-tailed)		.000	.001	.045	.000	.120	.105	.000
	N	90	90	90	90	90	90	90	90
X2.2	Pearson Correlation	.464**	1	.295**	.243*	.160	.350**	.429**	.637**
	Sig. (2-tailed)	.000		.005	.021	.132	.001	.000	.000
	N	90	90	90	90	90	90	90	90
X2.3	Pearson Correlation	.354**	.295**	1	.361**	.466**	.168	.013	.690**
	Sig. (2-tailed)	.001	.005		.000	.000	.113	.904	.000
	N	90	90	90	90	90	90	90	90
X2.4	Pearson Correlation	.212*	.243*	.361**	1	.179	.297**	.218*	.590**
	Sig. (2-tailed)	.045	.021	.000		.092	.004	.039	.000
	N	90	90	90	90	90	90	90	90
X2.5	Pearson Correlation	.469**	.160	.466**	.179	1	.140	-.033	.620**
	Sig. (2-tailed)	.000	.132	.000	.092		.189	.759	.000
	N	90	90	90	90	90	90	90	90
X2.6	Pearson Correlation	.165	.350**	.168	.297**	.140	1	.638**	.595**
	Sig. (2-tailed)	.120	.001	.113	.004	.189		.000	.000
	N	90	90	90	90	90	90	90	90
X2.7	Pearson Correlation	.172	.429**	.013	.218*	-.033	.638**	1	.492**
	Sig. (2-tailed)	.105	.000	.904	.039	.759	.000		.000
	N	90	90	90	90	90	90	90	90
CITRA MEREK	Pearson Correlation	.648**	.637**	.690**	.590**	.620**	.595**	.492**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90	90

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

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

Lampiran 10

Keputusan pembelian

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Total
Y.1	Pearson Correlation	1	.597**	.651**	.352**	.625**	.842**
	Sig. (2-tailed)		.000	.000	.001	.000	.000
	N	90	90	90	90	90	90
Y.2	Pearson Correlation	.597**	1	.628**	.438**	.723**	.829**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	90	90	90	90	90	90
Y.3	Pearson Correlation	.651**	.628**	1	.543**	.525**	.843**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	90	90	90	90	90	90
Y.4	Pearson Correlation	.352**	.438**	.543**	1	.453**	.668**
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	90	90	90	90	90	90
Y.5	Pearson Correlation	.625**	.723**	.525**	.453**	1	.816**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90
Total	Pearson Correlation	.842**	.829**	.843**	.668**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90

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

lampiran 11

realibilitas gaya hidup

Reliability Statistics

Cronbach's Alpha	N of Items
.857	9

Realibitas citra merek

Reliability Statistics

Cronbach's Alpha	N of Items
.711	7

Realibilitas keputusan pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.852	5

lampiran 11

realibilitas gaya hidup

Reliability Statistics

Cronbach's Alpha	N of Items
.857	9

Realibitas citra merek

Reliability Statistics

Cronbach's Alpha	N of Items
.711	7

Realibilitas keputusan pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.852	5

lampiran 12

kolmogorov

One-Sample Kolmogorov-Smirnov Test

		GAYA HIDUP	CITRA MEREK	KEPUTUSAN PEMBELIAN
N		90	90	90
Normal Parameters ^{a,b}	Mean	37.24	28.11	19.39
	Std. Deviation	3.973	2.818	3.165
	Absolute	.091	.182	.165
Most Extreme Differences	Positive	.091	.182	.125
	Negative	-.088	-.105	-.165
Kolmogorov-Smirnov Z		.866	1.730	1.570
Asymp. Sig. (2-tailed)		.442	.005	.014

a. Test distribution is Normal.

b. Calculated from data.

lampiran 13

homogenitas

Test of Homogeneity of Variances

Gaya hidup

Levene Statistic	df1	df2	Sig.
1.067	14	72	.401

Test of Homogeneity of Variances

Citra merek

Levene Statistic	df1	df2	Sig.
1.242	11	77	.275

lampiran 13
homogenitas

Test of Homogeneity of Variances

Gaya hidup

Levene Statistic	df1	df2	Sig.
1.067	14	72	.401

Test of Homogeneity of Variances

Citra merek

Levene Statistic	df1	df2	Sig.
1.242	11	77	.275

Lampiran 14
Linieritas gaya hidup

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * GAYA HIDUP	Between Groups	(Combined)	111.855	17	6.580	.608	.875
		Linearity	.269	1	.269	.025	.875
		Deviation from Linearity	111.586	16	6.974	.644	.837
	Within Groups		779.534	72	10.827		
Total			891.389	89			

Linieritas citra merek

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * CITRA MEREK	Between Groups	(Combined)	327.257	12	27.271	3.722	.000
		Linearity	89.203	1	89.203	12.176	.001
		Deviation from Linearity	238.054	11	21.641	2.954	.003
	Within Groups		564.132	77	7.326		
Total			891.389	89			

Lampiran 15
multikolonieritas

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	
1	(Constant)	7.578	4.689										
	GAYA HIDUP	.044	.081	.055	.536	.594	-1.741	16.897	.017	.057	.054	.987	1.014
	CITRA MEREK	.362	.115	.323	3.157	.002	-.134	.591	.316	.321	.321	.987	1.014

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.390	2.430		2.218	.029
	GAYA HIDUP	.039	.042	.095	.918	.361
	CITRA MEREK	-.154	.059	-.267	-2.588	.011

a. Dependent Variable: RES2

Autokolerasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.321 ^a	.103	.082	3.032	.822

a. Predictors: (Constant), CITRA MEREK, GAYA HIDUP

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Lampiran 16

Regresi linier berganda

koefisien kolerasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.321 ^a	.103	.082	3.032

a. Predictors: (Constant), CITRA MEREK, GAYA HIDUP

Koefisien regresi linier berganda Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.578	4.689		1.616	.110
	GAYA HIDUP	.044	.081	.055	2.536	.594
	CITRA MEREK	.362	.115	.323	3.157	.002

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Koefisien regresi linier berganda uji f

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	91.841	2	45.920	4.997	.009 ^b
Residual	799.548	87	9.190		
Total	891.389	89			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), CITRA MEREK, GAYA HIDUP