

Lampiran 1

Kuesioner



KUESIONER

Penelitian Skripsi dengan Judul

**PENGARUH HARGA DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN
SEPATU NIKE IMITASI**

DI BANDAR LAMPUNG

Nama	: Avita Yurstiana
NPM	: 1412119011
Program Studi	: Manajemen
Fakultas	: Ekonomi Dan Bisnis

Kepada Yth :

Bapak/ Ibu/Saudara/i

Di Bandar Lampung

Assalamuallaikum wr.wb

Berkenaan dengan pelaksanaan penelitian untuk penyusunan skripsi yang berjudul **“PENGARUH HARGA DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN SEPATU NIKE IMITASI DI BANDAR LAMPUNG”**. Seperti yang kita ketahui bahwa salah satu cara untuk memperoleh data adalah dengan menyebar kuesioner kepada responden. Maka saya memohon kesediaan Bapak/ Ibu/Saudara/i untuk berkenaan mengisi kuesioner yang saya ajukan.

Demikian permohonan ini saya sampaikan. Atas kesediaan Bapak/ Ibu/Saudara/i untuk mengisi kuesioner ini saya ucapkan terima kasih.

Wassalamualiakum, wr,wb.

Hormat Saya,

Avita Yuristiana

KUESIONER

Pernyataan dibawah ini dalam rangka penelitian skripsi dengan judul:

analisis pengaruh Harga, Gaya Hidup terhadap keputusan pembelian produk sepatu imitasi di Bandar Lampung

PETUNJUK PENGISIAN

Berilah tanda ceklis (v) pada salah satu jawaban yang paling sesuai

- SS** = Sangat Setuju
- S** = Setuju
- N** = Netral
- TS** = Tidak Setuju
- STS** = Sangat Tidak Setuju

IDENTITAS RESPONDEN

1. Nama Responden :
2. Jenis Kelamin : Laki-Laki Perempuan
3. Usia :
4. Pekerjaan : Pelajar Pegawai Swasta
 Mahasiswa Wiraswasta
 Pegawai Negeri Sipil DLL
(PNS)

Harga (X1)

Harga	Pernyataan	Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
Keterjangkauan Harga	Saya membeli sepatu Nike imitasi karena harga lebih terjangkau					
	Harga sepatu Nike imitasi sesuai dengan pendapatan saya					
Daya saing harga	Sepatu Nike imitasi dapat bersaing dengan produk aslinya					
	Setiap pembelian sepatu Nike imitasi saya mendapat potongan harga					
Kesesuaian harga dengan kualitas produk	Kualitas sepatu Nike imitasi sesuai dengan jumlah uang yang saya keluarkan					
	Menurut saya harga yang ditawarkan oleh <i>retailer</i> sepatu Nike imitasi sesuai dengan kualitasnya					

Gaya Hidup (X2)

Gaya Hidup	Pernyataan	Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
Aktifitas	Sepatu Nike Imitasi menjadi bagian penting dalam menunjang penampilan					
	Saya menggunakan sepatu Nike imitasi setiap hari					
.Interest (minat)	Saya mengikuti perkembangan dunia tentang produk sepatu Nike terbaru					
	Saya tertarik membeli sepatu imitasi karena memiliki bentuk model yang sama dengan produk Nike original					
Opinion (opini)	Menurut saya perkembangan produk sepatu Nike imitasi semakin mirip dengan produk original					
	Menurut saya menggunakan sepatu yang bagus menjadi sebuah kebutuhan					

Keputusan Pembelian (Y)

Keputusan Pembelian	Pernyataan	Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
Keputusan tentang jenis produk	Saya dapat membeli sepatu Nike imitasi sesuai keinginan					
	Saya dapat menemukan semua jenis sepatu Nike imitasi					
Keputusan tentang bentuk produk	Sepatu Nike imitasi memiliki kemiripan dengan produk asli					
	Sepatu Nike imitasi memiliki kualitas yang hampir sama dengan produk asli					
Keputusan tentang merek	Saya bebas membeli sepatu Nike imitasi sesuai yang saya inginkan					
	Sepatu Nike imitasi yang akan saya beli selalu tersedia					
Keputusan tentang pembelian	Saya memiliki toko referensi tempat untuk membeli sepatu Nike imitasi					
	Saya bebas menentukan tempat untuk membeli sepatu Nike imitasi					
Keputusan tentang jumlah produk	Saya dapat membeli sepatu Nike imitasi sebanyak yang saya mau					
Keputusan tentang waktu pembelian	Saya dapat membeli sepatu Nike imitasi sesuai pada waktu tertentu					

Lampiran 2

Hasil jawaban responden

1. Jawaban Kuesioner Harga (X1)

5	3	4	5	5	3	25
2	5	5	3	2	5	22
5	5	4	5	2	5	26
5	3	5	3	3	4	23
5	4	4	4	4	4	25
5	5	4	5	5	5	29
2	4	4	4	4	4	22
5	3	2	4	3	5	22
5	4	4	5	4	4	26
5	3	3	3	3	3	20
2	4	2	4	4	4	20
5	5	4	5	5	5	29
3	2	2	2	2	2	13
2	2	2	2	2	2	12
5	4	5	4	4	4	26
2	3	4	3	3	5	20
5	3	3	3	3	3	20
5	4	3	4	4	4	24
4	3	5	3	3	3	21
4	5	4	5	5	5	28
3	2	2	2	2	5	16
5	3	4	3	3	3	21
4	4	4	4	4	4	24
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5	4	3	4	4	4	24
5	3	4	4	3	3	22
5	4	3	4	4	4	24
4	3	3	3	3	3	19
4	5	3	5	5	5	27
5	3	4	4	3	3	22
4	3	4	4	5	4	24
3	5	3	4	2	5	22
5	5	2	3	5	2	22
4	3	3	4	5	5	24
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4	5	3	5	5	5	27
3	4	5	5	2	4	23

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4	4	4	4	5	4	25
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2	4	5	4	2	4	21
5	5	5	5	5	5	30
2	2	2	2	3	2	13
4	2	2	3	2	2	15
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4	3	4	4	2	3	20
2	3	5	2	5	3	20
5	4	3	5	5	4	26
4	3	4	5	4	3	23
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5	4	4	5	4	4	26
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4	5	4	5	4	5	27
4	3	3	4	5	3	22
4	5	4	5	5	4	27
5	5	5	4	5	5	29
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4	5	3	3	4	2	21
4	3	3	3	4	4	21
4	3	4	3	3	3	20
4	3	4	3	3	3	20
3	4	3	3	3	2	18
5	4	5	4	5	5	28
3	3	2	2	3	4	17
4	5	5	4	4	4	26
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4	5	4	3	4	3	23
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4	2	4	3	2	3	18

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2	4	4	3	4	3	20
4	5	4	4	3	4	24
3	3	3	2	3	3	17
3	3	4	4	4	4	22
3	4	3	3	3	2	18
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3	3	5	5	5	5	26
4	3	3	3	5	3	21
5	4	3	3	4	3	22
3	4	3	4	4	3	21
3	3	4	4	4	4	22

2. Jawaban Kuesioner Gaya Hidup (X2)

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4	4	5	5	5	5	28
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4	4	3	4	4	3	22
2	4	4	4	4	4	22

2	4	4	4	4	4	22
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4	4	4	3	3	4	22
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3	2	4	5	3	4	21
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2	2	3	2	2	2	13
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4	3	4	4	3	3	21
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1. Jawaban Kuesioner Keputusan Pembelian (Y)

4	4	4	4	5	4	5	5	4	4	43
4	3	5	5	5	5	4	5	5	5	46
5	4	5	5	4	3	4	5	4	4	43
3	4	4	4	5	3	3	4	2	2	34
4	4	4	4	3	3	3	4	4	4	37
5	2	4	4	3	4	3	3	3	3	34
4	4	4	4	3	4	3	3	3	5	37
2	3	3	3	4	3	3	3	2	2	28
4	5	5	5	4	5	4	5	5	5	47
3	2	3	3	3	2	2	3	4	4	29
5	5	4	4	5	5	4	4	4	4	44
2	4	3	3	2	4	3	3	3	3	30
5	4	4	4	5	4	3	4	3	3	39
4	3	4	3	4	3	3	4	2	2	32
4	3	3	4	4	3	3	4	3	3	34
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3	4	4	4	5	4	4	3	4	3	38
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4	4	3	3	4	3	4	3	4	3	35
3	4	3	5	3	4	4	4	4	4	38
3	3	2	3	3	3	2	4	3	3	29
3	4	4	4	3	5	4	5	5	5	42
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3	2	3	4	3	4	5	3	3	4	34
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3	4	3	2	3	3	5	5	4	5	37
4	3	5	5	4	2	3	2	2	3	33
3	4	2	4	3	4	4	5	4	3	36

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5	4	2	2	3	4	4	4	4	4	36
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5	5	5	3	3	4	4	4	5	4	42
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5	5	5	5	4	5	5	5	5	5	49
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5	4	5	4	3	4	4	5	5	5	44
4	5	5	5	4	5	5	5	4	5	47
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4	4	4	4	3	3	3	4	4	4	37
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5	5	4	4	5	5	4	4	4	4	44
2	4	3	3	2	4	3	3	3	3	30
5	4	4	4	5	4	3	4	3	3	39
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4	3	3	2	4	4	3	4	3	3	33
3	4	4	4	5	4	4	3	4	3	38
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3	3	3	3	3	4	4	4	3	2	32
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5	2	2	3	5	3	3	3	4	3	33
4	5	4	5	4	5	4	3	2	3	39

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3	5	4	5	3	4	4	5	4	5	42
4	3	4	3	4	4	4	4	4	4	38
4	3	3	3	4	5	4	4	5	5	40
5	3	3	4	5	5	5	4	5	5	44
4	4	3	4	4	4	4	5	4	5	41
3	4	4	3	3	5	5	5	5	4	41
3	3	3	4	3	3	3	5	3	4	34
4	5	4	5	4	3	3	4	3	3	38
4	2	2	3	4	3	4	4	3	3	32
3	5	4	3	3	4	4	4	4	3	37

Lampiran 3

Karakteristik Responden

1. Responden berdasarkan Jenis kelamin

Jenis_kelamin				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid L	54	54,0	54,0	54,0
P	46	46,0	46,0	100,0
Total	100	100,0	100,0	

2. Responden berdasarkan Pekerjaan

Pekerjaan				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	58	58,0	58,0	58,0
Pegawai	6	6,0	6,0	64,0
Pelajar	32	32,0	32,0	96,0
PNS	4	4,0	4,0	100,0
Total	100	100,0	100,0	

3. Responden berdasarkan jenis Usia

Usia				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17	33	33,0	33,0	43,0
18	4	4,0	4,0	37,0
19	6	6,0	6,0	43,0
20	5	5,0	5,0	48,0
21	13	13,0	13,0	61,0
22	9	9,0	9,0	70,0
23	10	10,0	10,0	80,0
24	6	6,0	6,0	86,0
25	5	5,0	5,0	91,0
26	4	4,0	4,0	95,0
27	1	1,0	1,0	96,0
28	1	1,0	1,0	96,0
29	2	2,0	2,0	98,0
30	1	1,0	1,0	96,0

LAMPIRAN 4

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	19	19,0	19,0	29,0
Valid 4	35	35,0	35,0	64,0
5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	35	35,0	35,0	44,0
Valid 4	35	35,0	35,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12,0	12,0	12,0
3	29	29,0	29,0	41,0
Valid 4	40	40,0	40,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent

	2	10	10,0	10,0	10,0
	3	29	29,0	29,0	39,0
Valid	4	40	40,0	40,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	12	12,0	12,0	12,0
	3	25	25,0	25,0	37,0
Valid	4	33	33,0	33,0	70,0
	5	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	11	11,0	11,0	11,0
	3	33	33,0	33,0	44,0
Valid	4	36	36,0	36,0	80,0
	5	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
	12	1	1,0	1,0	1,0
	13	2	2,0	2,0	3,0
Valid	15	1	1,0	1,0	4,0
	16	1	1,0	1,0	5,0
	17	2	2,0	2,0	7,0

18	5	5,0	5,0	12,0
19	3	3,0	3,0	15,0
20	12	12,0	12,0	27,0
21	12	12,0	12,0	39,0
22	14	14,0	14,0	53,0
23	7	7,0	7,0	60,0
24	10	10,0	10,0	70,0
25	9	9,0	9,0	79,0
26	8	8,0	8,0	87,0
27	5	5,0	5,0	92,0
28	3	3,0	3,0	95,0
29	4	4,0	4,0	99,0
30	1	1,0	1,0	100,0
Total	100	100,0	100,0	

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	29	29,0	29,0	38,0
Valid 4	41	41,0	41,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	28	28,0	28,0	35,0
Valid 4	45	45,0	45,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8,0	8,0	8,0
3	25	25,0	25,0	33,0
Valid 4	46	46,0	46,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7,0	7,0	7,0
3	23	23,0	23,0	30,0
Valid 4	41	41,0	41,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	40	40,0	40,0	50,0
Valid 4	35	35,0	35,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

X2.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	11	11,0	11,0	11,0

	3	35	35,0	35,0	46,0
	4	39	39,0	39,0	85,0
	5	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

Gaya Hidup

	Frequency	Percent	Valid Percent	Cumulative Percent
	13	2	2,0	2,0
	16	1	1,0	3,0
	17	1	1,0	4,0
	18	7	7,0	11,0
	19	9	9,0	20,0
	20	8	8,0	28,0
	21	17	17,0	45,0
	22	12	12,0	57,0
Valid	23	6	6,0	63,0
	24	11	11,0	74,0
	25	6	6,0	80,0
	26	7	7,0	87,0
	27	4	4,0	91,0
	28	4	4,0	95,0
	29	4	4,0	99,0
	30	1	1,0	100,0
	Total	100	100,0	100,0

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	6	6,0	6,0
Valid	3	32	32,0	38,0
	4	39	39,0	77,0
	5	23	23,0	100,0

Total	100	100,0	100,0
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Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	14,0	14,0	14,0
3	31	31,0	31,0	45,0
Valid 4	34	34,0	34,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	30	30,0	30,0	39,0
Valid 4	42	42,0	42,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	36	36,0	36,0	41,0
Valid 4	41	41,0	41,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

Y5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	35	35,0	35,0	44,0
Valid 4	36	36,0	36,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

Y6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	31	31,0	31,0	37,0
Valid 4	43	43,0	43,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

Y7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	38	38,0	38,0	44,0
Valid 4	42	42,0	42,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

Y8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
Valid 3	30	30,0	30,0	36,0
4	42	42,0	42,0	78,0

5	22	22,0	22,0	100,0
Total	100	100,0	100,0	

Y9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	38	38,0	38,0	49,0
Valid 4	37	37,0	37,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

Y10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	35	35,0	35,0	44,0
Valid 4	37	37,0	37,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

Keputusan Kembelian

	Frequency	Percent	Valid Percent	Cumulative Percent
28	2	2,0	2,0	2,0
29	5	5,0	5,0	7,0
30	2	2,0	2,0	9,0
Valid 32	15	15,0	15,0	24,0
33	5	5,0	5,0	29,0
34	10	10,0	10,0	39,0
35	4	4,0	4,0	43,0
36	6	6,0	6,0	49,0

37	7	7,0	7,0	56,0
38	8	8,0	8,0	64,0
39	9	9,0	9,0	73,0
40	3	3,0	3,0	76,0
41	3	3,0	3,0	79,0
42	4	4,0	4,0	83,0
43	4	4,0	4,0	87,0
44	5	5,0	5,0	92,0
45	1	1,0	1,0	93,0
46	3	3,0	3,0	96,0
47	3	3,0	3,0	99,0
49	1	1,0	1,0	100,0
Total	100	100,0	100,0	

Lampiran 6

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.

Reliability Statistics

Cronbach's Alpha	N of Items
,786	6

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.

Reliability Statistics

Cronbach's Alpha	N of Items
,691	6

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.

Reliability Statistics

Cronbach's Alpha	N of Items
,807	10

Lampiran 7 Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Total Harga	Total Gaya Hidup	Total Keputusan pembelian
N		100	100	100
Normal Parameters ^{a,b}	Mean	22.2800	22.3700	36.9200
	Std. Deviation	3.22578	3.43968	5.03057
	Absolute	.086	.113	.109
Most Extreme Differences	Positive	.082	.113	.109
	Negative	-.086	-.065	-.074
Kolmogorov-Smirnov Z		.856	1.128	1.092
Asymp. Sig. (2-tailed)		.456	.157	.184

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8

Uji Homogenitas

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Total Harga	2.825	17	80	.120
Total Gaya Hidup	1.224	17	80	.266

Lampiran 9

Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Keputusan pembelian * Total Harga	(Combined)		2022.588	13	155.584	27.715	.000
	Between Groups	Linearity	1977.376	1	1977.376	352.245	.000
		Deviation from Linearity	45.211	12	3.768	.671	.774
	Within Groups		482.772	86	5.614		
	Total		2505.360	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Keputusan pembelian * Total Gaya Hidup	(Combined)		799.051	15	53.270	2.622	.003
	Between Groups	Linearity	665.595	1	665.595	32.767	.000
		Deviation from Linearity	133.456	14	9.533	.469	.943
	Within Groups		1706.309	84	20.313		
	Total		2505.360	99			

Lampiran 10

Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	2.987	1.771				1.686
1 Total Harga	1.273	.076	.816	16.850	.000	.821	1.218
Total Gaya Hidup	.249	.071	.170	3.510	.001	.821	1.218

a. Dependent Variable: Total Keputusan pembelian

Lampiran 11

Hasil Analisis Regresi Linear Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902 ^a	.813	.809	2.19766

a. Predictors: (Constant), Total Gaya Hidup, Total Harga

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	2.987	1.771		
1 Total Harga	1.273	.076	.816	16.850	.000
Total Gaya Hidup	.249	.071	.170	3.510	.001

a. Dependent Variable: Total Keputusan pembelian

Lampiran 12

Uji F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2036.880	2	1018.440	210.871	.000 ^b
Residual	468.480	97	4.830		
Total	2505.360	99			

a. Dependent Variable: Total Keputusan pembelian

b. Predictors: (Constant), Total Gaya Hidup, Total Harga