

Lampiran 1

KUESIONER PRA SURVEY

PEMBELIAN TOYOTA CALYA DI BANDAR LAMPUNG

Kuesioner ini ditujukan kepada Saudara/Saudari yang telah membeli dan memakai Mobil Toyota Calya Di Bandar Lampung

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.

IDENTITAS RESPONDEN

Nama :

Usia :

Jenis Kelamin : Laki-laki
 Perempuan

Pekerjaan : Pelajar/Mahasiswa Wirasawata
 Pegawai Negeri Karyawan
 Pegawai Swasta

DAFTAR PERNYATAAN

1. Apa Alasan Anda Membeli Mobil Toyora Calya ?

Kebutuhan Penunjang Gaya Hidup

2. Faktor apakah yang membuat anda membeli Mobil Toyota Calya?

Kualitas Produk Harga

Citra merek Desain Produk

Citra Perusahaan

Lampiran 2



ANGKET PENELITIAN (KUISONER)

INSTITUT INFORMATIKA DAN BISNISDARMAJAYA

FAKULTAS EKONOMI DAN BISNIS

Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

KUISIONER

PENGARUH GAYA HIDUP DAN DESAIN PRODUK TERHADAP KEPUTUSAN PEMBELIAN TOYOTA CALYA DI BANDAR LAMPUNG

IDENTITAS PENELITI

Nama : Yoga Vio Ariyadi
Jurusan : Manajemen
Alamat : Jl. Teuku Cik Ditiro No.14
Kemiling, Bandar Lampung
E-Mail : yoga.vio24@gmail.com

Bandar Lampung, Juli 2018

Hal : Mohon Bantu Pengisian Kuesioner

Kepada Yth.

Bapak/Ibu/Sdr.

DiTempat

Dengan Hormat,

Berkenannya dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada program Strata Satu (S1) Manajemen Ibi Darmajaya Bandar Lampung tentang **“Pengaruh Gaya Hidup Dan Desain Produk Terhadap Keputusan Pembelian Toyota Di Bandar Lampung”** maka saya mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner terlampir.

Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat, oleh karenanya diharapkan kesediaan Bapak/Ibu/Sdr untuk menjawab kuesioner ini dengan sejujurnya. Perlu diberitahukan bahwa informasi yang Bapak/Ibu/Sdr berikan semata-mata untuk kepentingan penelitian ini. Untuk itu saya menjamin kerahasiaannya.

Atas perhatian, bantuan dan kerjasama yang baik dari Bapak/Ibu/Sdr, saya mengucapkan banyak terimakasih.

Hormat saya,

Peneliti

Yoga Vio Ariyadi
PM. 141211025

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :
**PENGARUH GAYA HIDUP DAN DESAIN PRODUK TERHADAP
KEPUTUSAN PEMBELIAN TOYOTA CALYA DI BANDAR LAMPUNG**

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan/pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.

Kriteria Penilaian :

SS	: Sangat Setuju	5
S	: Setuju	4
CS	: Cukup Setuju	3
TS	: Tidak Setuju	2
STS	: Sangat Tidak Setuju	1

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia :

a. 22 Tahun – 27 Tahun c. 34 Tahun – 39 Tahun
 b. 28 Tahun – 33 Tahun d. > 40 tahun

Gaya Hidup (X1)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Menggunakan mobil Toyota Calya untuk ke kantor, sekolah dan kuliah					
2.	Tertarik dengan mobil Toyota Calya karena produk berkualitas					
3	Mobil Toyota Calya dapat meningkatkan kepercayaan diri anda.					
4	Menggunakan mobil Toyota Calya untuk mengikuti kegiatan komunitas mobil					
5	Tertarik dengan mobil Toyota Calya karena desainnya menarik					
6	Mobil Toyota Calya sudah sesuai dengan spesifikasi yang anda Dapatkan					

Desain Produk (X2)

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
1	Mobil Toyota Calya memiliki berbagai macam pilihan warna					
2	Mobil Toyota Calya memiliki desain yang tidak pasaran di era modern					
3	Mobil Toyota Calya memiliki desain yang berkapasitas luas					
4	Desain mobil Toyota Calya sesuai dengan perkembangan zaman dan era modern.					

Lampiran 3

Hasil Jawaban Responden

1. Jawaban Kuisisioner Gaya Hidup (X1)

No	GH1	GH2	GH3	GH4	GH5	GH6	Total_GH
1	4	5	3	3	4	3	22
2	5	5	2	2	4	2	20
3	3	4	4	4	2	4	21
4	4	3	3	3	3	4	20
5	3	4	3	2	3	1	16
6	5	3	3	4	4	3	22
7	3	4	3	3	2	3	18
8	4	5	3	3	4	3	22
9	3	4	2	4	3	5	21
10	3	5	3	4	4	3	22
11	3	3	3	2	4	2	17
12	3	4	4	2	3	1	17
13	5	4	4	3	4	3	23
14	1	2	3	2	4	3	15
15	4	5	4	4	4	3	24
16	3	3	4	1	3	3	17
17	4	5	2	3	4	2	20
18	3	4	4	3	3	3	20
19	5	5	4	4	4	4	26
20	4	4	3	2	3	3	19
21	4	4	3	3	3	3	20

22	3	3	1	3	2	2	14
23	4	5	4	4	3	3	23
24	4	4	3	3	2	3	19
25	4	4	3	3	3	4	21
26	5	5	4	4	4	4	26
27	5	5	3	4	3	3	23
28	5	5	4	3	3	3	23
29	4	5	4	3	3	4	23
30	4	5	5	4	4	3	25
31	3	3	4	3	3	3	19
32	3	5	3	3	3	3	20
33	3	2	3	4	4	4	20
34	5	3	4	3	5	3	23
35	5	5	4	4	4	4	26
36	4	4	3	4	4	4	23
37	4	3	4	5	5	3	24
38	3	3	3	4	5	4	22
39	3	4	3	3	4	3	20
40	4	3	4	5	3	4	23
41	3	3	4	4	4	3	21
42	5	2	3	5	5	3	23
43	5	5	4	3	5	4	26
44	5	5	5	4	5	4	28
45	2	3	3	4	4	3	19

46	5	5	5	5	5	5	30
47	4	4	3	5	4	4	24
48	2	5	5	5	5	4	26
49	4	4	3	2	4	4	21
50	5	5	5	4	5	4	28
51	5	5	5	4	5	3	27
52	5	5	5	4	3	3	25
53	5	5	5	3	3	4	25
54	5	5	5	5	5	5	30
55	3	3	2	4	4	4	20
56	3	2	4	5	5	3	22
57	4	4	3	5	3	3	22
58	3	3	4	3	4	3	20
59	2	2	3	2	3	4	16
60	3	3	2	5	3	4	20
61	3	3	3	4	3	5	21
62	4	3	2	4	4	4	21
63	4	4	3	4	4	3	22
64	3	3	5	3	5	4	23
65	5	5	5	4	4	5	28
66	3	2	3	3	4	3	18
67	3	4	3	4	4	5	23
68	2	5	2	3	3	3	18
69	2	5	2	4	3	3	19

70	3	3	4	4	4	3	21
71	3	4	5	4	4	2	22
72	2	3	5	5	5	4	24
73	4	3	3	3	3	4	20
74	4	4	5	5	4	5	27
75	4	3	4	3	4	3	21
76	2	3	3	4	4	4	20
77	4	3	3	4	4	3	21
78	2	4	3	4	5	4	22
79	4	3	4	4	3	4	22
80	3	4	4	5	4	4	24
81	2	3	3	3	3	3	17
82	2	3	2	5	5	4	21
83	3	3	3	3	4	2	18
84	5	5	5	4	4	4	27
85	5	5	2	3	3	4	22
86	3	3	5	4	3	5	23
87	3	3	3	3	4	4	20
88	4	4	3	5	5	4	25
89	4	3	4	4	5	4	24
90	3	3	2	4	4	3	19
91	3	3	2	3	3	3	17
92	3	3	3	5	5	5	24
93	3	4	4	4	4	5	24

94	4	3	3	4	4	4	22
95	2	5	3	5	5	4	24
96	5	5	3	4	5	3	25
97	3	3	2	1	3	3	15
98	5	5	3	3	5	5	26
99	5	5	3	2	5	5	25
100	2	2	4	1	2	2	13

2. Jawaban Kuisiner Desain Produk (X2)

No	DP1	DP2	DP3	DP4	Total_DP
1	4	4	5	5	18
2	5	3	5	4	17
3	4	5	3	5	17
4	3	4	4	5	16
5	4	3	4	4	15
6	4	5	5	5	19
7	3	4	3	3	13
8	4	4	5	4	17
9	3	5	4	5	17
10	4	5	5	3	17
11	3	3	5	5	16
12	4	3	4	3	14
13	5	4	5	5	19
14	3	3	5	5	16

15	4	5	5	4	18
16	4	2	4	4	14
17	3	4	5	5	17
18	4	4	4	4	16
19	4	5	5	5	19
20	4	3	4	4	15
21	3	4	4	3	14
22	4	4	3	4	15
23	4	5	4	4	17
24	3	4	3	3	13
25	4	4	4	4	16
26	4	5	5	4	18
27	3	5	4	3	15
28	4	4	4	5	17
29	4	4	4	5	17
30	5	5	5	5	20
31	4	5	3	4	16
32	3	5	3	3	14
33	4	5	3	3	15
34	3	3	2	3	11
35	4	5	3	3	15
36	3	4	4	3	14
37	1	3	3	4	11
38	3	3	2	3	11

39	4	5	3	3	15
40	2	4	4	4	14
41	2	3	2	4	11
42	1	4	4	2	11
43	4	3	3	3	13
44	5	3	5	3	16
45	5	4	4	2	15
46	4	5	4	4	17
47	5	4	4	4	17
48	4	5	5	2	16
49	2	3	3	3	11
50	3	4	4	4	15
51	4	4	3	2	13
52	4	4	4	1	13
53	3	3	2	2	10
54	4	4	3	4	15
55	4	3	3	3	13
56	5	4	3	3	15
57	4	4	3	4	15
58	4	3	2	4	13
59	3	4	4	2	13
60	4	4	5	3	16
61	4	3	4	4	15
62	4	3	2	3	12

63	4	5	3	4	16
64	4	5	3	4	16
65	4	5	3	2	14
66	4	4	5	2	15
67	5	5	4	3	17
68	4	4	3	1	12
69	5	5	4	2	16
70	5	4	4	4	17
71	4	4	3	3	14
72	5	5	4	3	17
73	5	4	3	4	16
74	4	4	4	4	16
75	5	3	3	4	15
76	4	4	4	2	14
77	4	5	5	4	18
78	3	3	3	1	10
79	4	3	3	4	14
80	5	5	4	3	17
81	5	4	3	2	14
82	3	4	4	3	14
83	4	3	3	4	14
84	5	4	4	2	15
85	3	4	3	3	13
86	4	3	3	4	14

87	3	4	4	3	14
88	5	3	3	3	14
89	4	5	4	4	17
90	4	4	4	2	14
91	3	4	3	2	12
92	4	5	4	3	16
93	2	4	3	4	13
94	4	5	5	3	17
95	4	3	3	2	12
96	3	3	3	2	11
97	3	2	3	5	13
98	3	3	3	3	12
99	2	2	3	3	10
100	3	4	3	3	13

3. Jawaban Kuisisioner Keputusan Pembelian (Y)

No	KP1	KP2	KP3	KP4	KP5	KP6	Total_KP
1	4	4	5	5	4	5	27
2	5	3	5	4	5	5	27
3	4	5	3	5	3	4	24
4	3	4	4	5	4	3	23
5	4	3	4	4	3	4	22
6	4	5	5	5	5	3	27
7	3	4	3	3	3	4	20
8	4	4	5	4	4	5	26

9	3	5	4	5	3	4	24
10	4	5	5	3	3	5	25
11	3	3	5	5	3	3	22
12	4	3	4	3	3	4	21
13	5	4	5	5	5	4	28
14	3	3	5	5	1	2	19
15	4	5	5	4	4	5	27
16	4	2	4	4	3	3	20
17	3	4	5	5	4	5	26
18	4	4	4	4	3	4	23
19	4	5	5	5	5	5	29
20	4	3	4	4	4	4	23
21	3	4	4	3	4	4	22
22	4	4	3	4	3	3	21
23	4	5	4	4	4	5	26
24	3	4	3	3	4	4	21
25	4	4	4	4	4	4	24
26	4	5	5	4	5	5	28
27	3	5	4	3	5	5	25
28	4	4	4	5	5	5	27
29	4	4	4	5	4	5	26
30	5	5	5	5	4	5	29
31	3	3	3	4	5	3	21
32	3	3	4	3	5	3	21

33	4	3	3	4	5	3	22
34	2	4	2	3	3	2	16
35	4	3	3	4	5	3	22
36	5	5	4	3	4	4	25
37	3	3	3	1	3	3	16
38	4	4	3	3	3	2	19
39	3	4	4	4	5	3	23
40	3	2	3	2	4	4	18
41	4	3	3	2	3	2	17
42	4	2	3	1	4	4	18
43	5	3	3	4	3	3	21
44	4	3	5	5	3	5	25
45	4	4	4	5	4	4	25
46	5	4	4	4	5	4	26
47	4	5	5	5	4	4	27
48	4	4	5	4	5	5	27
49	4	3	4	2	3	3	19
50	4	5	3	3	4	4	23
51	3	4	4	4	4	3	22
52	4	5	5	4	4	4	26
53	3	3	5	3	3	2	19
54	4	4	5	4	4	3	24
55	4	4	4	4	3	3	22
56	4	5	5	5	4	3	26

57	3	5	4	4	4	3	23
58	4	5	5	4	3	2	23
59	3	2	4	3	4	4	20
60	4	4	5	4	4	5	26
61	4	4	5	4	3	4	24
62	4	4	3	4	3	2	20
63	3	3	3	4	5	3	21
64	3	5	5	4	5	3	25
65	5	4	4	4	5	3	25
66	3	5	5	4	4	5	26
67	4	4	4	5	5	4	26
68	3	3	5	4	4	3	22
69	2	4	5	5	5	4	25
70	3	4	5	5	4	4	25
71	3	4	5	4	4	3	23
72	4	4	4	5	5	4	26
73	3	5	5	5	4	3	25
74	5	3	5	4	4	4	25
75	4	4	5	5	3	3	24
76	4	3	3	4	4	4	22
77	4	3	2	4	5	5	23
78	4	4	3	3	3	3	20
79	5	4	2	4	3	3	21
80	3	5	3	5	5	4	25

81	4	4	2	5	4	3	22
82	4	3	1	3	4	4	19
83	3	3	2	4	3	3	18
84	4	5	3	5	4	4	25
85	4	3	3	3	4	3	20
86	4	4	1	4	3	3	19
87	3	4	1	3	4	4	19
88	5	3	3	5	3	3	22
89	4	4	4	4	5	4	25
90	4	4	2	4	4	4	22
91	4	3	3	3	4	3	20
92	5	3	4	4	5	4	25
93	4	3	2	2	4	3	18
94	5	3	4	4	5	5	26
95	5	3	4	4	3	3	22
96	3	3	4	3	3	3	19
97	4	2	3	3	4	5	21
98	3	3	2	2	3	3	16
99	3	4	4	4	3	4	22
100	4	3	3	4	4	3	21

Lampiran 4

Karakteristik Responden

1. Responden Berdasarkan Jenis Kelamin

JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	47	47.0	47.0	47.0
	PEREMPUAN	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

2. Responden Berdasarkan Usia

USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22-27 TAHUN	6	6.0	6.0	6.0
	28-33 TAHUN	31	31.0	31.0	37.0
	34-39 TAHUN	40	40.0	40.0	77.0
	>40 TAHUN	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Lampiran 5

Hasil Jawaban Responden

1. Jawaban Responden Gaya Hidup (X1)

gh1

		Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	12	12.0	12.0	13.0
	3	35	35.0	35.0	48.0
	4	28	28.0	28.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

gh2

		Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	36	36.0	36.0	43.0
	4	24	24.0	24.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

gh3

		Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	13	13.0	13.0	14.0
	3	43	43.0	43.0	57.0
	4	27	27.0	27.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

gh4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	9	9.0	9.0	12.0
	3	31	31.0	31.0	43.0
	4	40	40.0	40.0	83.0
	5	17	17.0	17.0	100.0
	Total		100	100.0	100.0

gh5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	31	31.0	31.0	36.0
	4	41	41.0	41.0	77.0
	5	23	23.0	23.0	100.0
	Total		100	100.0	100.0

gh6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	7	7.0	7.0	9.0
	3	42	42.0	42.0	51.0
	4	37	37.0	37.0	88.0
	5	12	12.0	12.0	100.0
	Total		100	100.0	100.0

2. Jawaban Responden Desain Produk (X2)

dp1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
3	25	25.0	25.0	32.0
4	51	51.0	51.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

dp2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.0	3.0	3.0
3	27	27.0	27.0	30.0
4	42	42.0	42.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

dp3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.0	6.0	6.0
3	39	39.0	39.0	45.0
4	36	36.0	36.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

dp4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	16	16.0	16.0	19.0
3	33	33.0	33.0	52.0
4	34	34.0	34.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

3. Jawaban Responden Keputusan Pembelian (Y)

y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	31	31.0	31.0	33.0
4	54	54.0	54.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.0	5.0	5.0
3	33	33.0	33.0	38.0
4	40	40.0	40.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	8	8.0	8.0	11.0
3	25	25.0	25.0	36.0
4	32	32.0	32.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
3	20	20.0	20.0	27.0
4	46	46.0	46.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	3	32	32.0	32.0	33.0
	4	42	42.0	42.0	75.0
	5	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	38	38.0	38.0	45.0
	4	35	35.0	35.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Lampiran 6

Hasil Uji Validitas

1. Hasil Uji Validitas Gaya Hidup (X1)

Correlations

		gh1	gh2	gh3	gh4	gh5	gh6	gaya_hidup
gh1	Pearson Correlation	1	.497**	.282**	.086	.179*	.149	.630**
	Sig. (1-tailed)		.000	.002	.197	.038	.070	.000
	N	100	100	100	100	100	100	100
gh2	Pearson Correlation	.497**	1	.224*	.085	.073	.101	.569**
	Sig. (1-tailed)	.000		.012	.199	.236	.158	.000
	N	100	100	100	100	100	100	100
gh3	Pearson Correlation	.282**	.224*	1	.219*	.252**	.196*	.606**
	Sig. (1-tailed)	.002	.012		.014	.006	.025	.000
	N	100	100	100	100	100	100	100
gh4	Pearson Correlation	.086	.085	.219*	1	.424**	.434**	.619**
	Sig. (1-tailed)	.197	.199	.014		.000	.000	.000
	N	100	100	100	100	100	100	100
gh5	Pearson Correlation	.179*	.073	.252**	.424**	1	.288**	.592**
	Sig. (1-tailed)	.038	.236	.006	.000		.002	.000
	N	100	100	100	100	100	100	100
gh6	Pearson Correlation	.149	.101	.196*	.434**	.288**	1	.584**
	Sig. (1-tailed)	.070	.158	.025	.000	.002		.000
	N	100	100	100	100	100	100	100
gaya_hidup	Pearson Correlation	.630**	.569**	.606**	.619**	.592**	.584**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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

2. Hasil Uji Validitas Desain Produk (X2)

Correlations

		dp1	dp2	dp3	dp4	desain_produk
dp1	Pearson Correlation	1	.253**	.237**	.018	.585**
	Sig. (1-tailed)		.006	.009	.428	.000
	N	100	100	100	100	100
dp2	Pearson Correlation	.253**	1	.338**	.024	.611**
	Sig. (1-tailed)	.006		.000	.405	.000
	N	100	100	100	100	100
dp3	Pearson Correlation	.237**	.338**	1	.266**	.725**
	Sig. (1-tailed)	.009	.000		.004	.000
	N	100	100	100	100	100
dp4	Pearson Correlation	.018	.024	.266**	1	.578**
	Sig. (1-tailed)	.428	.405	.004		.000
	N	100	100	100	100	100
desain_produk	Pearson Correlation	.585**	.611**	.725**	.578**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

3. Hasil Uji Validitas Keputusan Pembelian (Y)

Correlations

		y1	y2	y3	y4	y5	y6	keputusa n_pembe lian
y1	Pearson Correlation	1	-.028	.028	.127	.087	.200*	.345**
	Sig. (1-tailed)		.391	.391	.103	.196	.023	.000
	N	100	100	100	100	100	100	100
y2	Pearson Correlation	-.028	1	.305**	.417**	.146	.209*	.598**
	Sig. (1-tailed)	.391		.001	.000	.073	.018	.000
	N	100	100	100	100	100	100	100
y3	Pearson Correlation	.028	.305**	1	.404**	.119	.262**	.665**
	Sig. (1-tailed)	.391	.001		.000	.119	.004	.000
	N	100	100	100	100	100	100	100
y4	Pearson Correlation	.127	.417**	.404**	1	.177*	.189*	.684**
	Sig. (1-tailed)	.103	.000	.000		.039	.030	.000
	N	100	100	100	100	100	100	100
y5	Pearson Correlation	.087	.146	.119	.177*	1	.396**	.531**
	Sig. (1-tailed)	.196	.073	.119	.039		.000	.000
	N	100	100	100	100	100	100	100
y6	Pearson Correlation	.200*	.209*	.262**	.189*	.396**	1	.639**
	Sig. (1-tailed)	.023	.018	.004	.030	.000		.000
	N	100	100	100	100	100	100	100
keputusan_pembelian	Pearson Correlation	.345**	.598**	.665**	.684**	.531**	.639**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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

Lampiran 7

Hasil Uji Reliabilitas

1. Hasil Uji Reliabilitas Gaya Hidup (X1)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.643	6

2. Hasil Uji Reliabilitas Desain Produk (X2)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.467	4

3. Hasil Uji Reliabilitas Keputusan Pembelian (Y)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.615	6

Lampiran 8

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		keputusan _pembelia n	desain_produ k	gaya_hidup
N		100	100	100
Normal Parameters ^{a,b}	Mean	22.88	14.79	21.80
	Std. Deviation	3.072	2.212	3.378
Most Extreme Differences	Absolute	.135	.108	.087
	Positive	.083	.079	.071
	Negative	-.135	-.108	-.087
Kolmogorov-Smirnov Z		1.349	1.078	.871
Asymp. Sig. (2-tailed)		.053	.196	.434

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 9

Hasil Uji Homogenitas

1. Data Homogenitas Gaya Hidup dan Desain Produk

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
gaya_hidup	.961	12	86	.492
desain_produk	1.510	12	86	.136

Lampiran 10

Hasil Uji Linieritas

1. Keputusan Pembelian Terhadap Gaya Hidup

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
keputusan_pembelian * gaya_hidup	Between Groups	(Combined)	96.221	16	6.014	.595	.879
		Linearity	69.182	1	69.182	6.849	.011
		Deviation from Linearity	27.038	15	1.803	.178	1.000
	Within Groups		838.339	83	10.100		
Total			934.560	99			

2. Keputusan Pembelian Terhadap Desain Produk

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
keputusan_pembelian * desain_produk	Between Groups	(Combined)	649.487	10	64.949	20.277	.000
		Linearity	593.926	1	593.926	185.424	.000
		Deviation from Linearity	55.561	9	6.173	1.927	.058
	Within Groups		285.073	89	3.203		
Total			934.560	99			

Lampiran 11

Hasil Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	3.237	1.591		2.035	.045		
	gaya_hidup	.169	.053	.186	3.172	.002	.988	1.012
	desain_produk	1.078	.082	.777	13.228	.000	.988	1.012

a. Dependent Variable: keputusan_pembelian

Lampiran 12

Hasil Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818 ^a	.670	.663	1.784	1.911

a. Predictors: (Constant), desain_produk, gaya_hidup

b. Dependent Variable: keputusan_pembelian

Lampiran 13

Hasil Uji Regresi Linier Berganda

UJI-T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.237	1.591		2.035	.045
gaya_hidup	.169	.053	.186	3.172	.002
desain_produk	1.078	.082	.777	13.228	.000

a. Dependent Variable: keputusan_pembelian

UJI-F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	625.943	2	312.971	98.369	.000 ^b
	Residual	308.617	97	3.182		
	Total	934.560	99			

a. Dependent Variable: keputusan_pembelian

b. Predictors: (Constant), desain_produk, gaya_hidup

Lampiran 14

Product Moment

Interval Kepercayaan			Interval Kepercayaan			Interval Kepercayaan		
n	95%	99%	n	95%	99%	n	95%	99%
3	0,997	0,999	26	0,388	0,496	55	0,266	0,345
4	0,950	0,990	27	0,381	0,487	60	0,254	0,330
5	0,878	0,959	28	0,374	0,478	65	0,244	0,317
6	0,811	0,917	29	0,367	0,470	70	0,235	0,306
7	0,754	0,874	30	0,361	0,463	75	0,227	0,296
8	0,707	0,874	31	0,355	0,456	80	0,220	0,286
9	0,666	0,798	32	0,349	0,449	85	0,213	0,278
10	0,632	0,765	33	0,344	0,442	90	0,207	0,270
11	0,602	0,735	34	0,339	0,436	95	0,202	0,263
12	0,576	0,708	35	0,334	0,430	100	0,195	0,256
13	0,553	0,684	36	0,329	0,424	125	0,176	0,230
14	0,532	0,661	37	0,325	0,418	150	0,157	0,210
15	0,514	0,641	38	0,320	0,413	175	0,148	0,194
16	0,497	0,623	39	0,316	0,408	200	0,138	0,181
17	0,482	0,606	40	0,312	0,403	300	0,113	0,148
18	0,468	0,590	41	0,308	0,396	400	0,098	0,128
19	0,456	0,575	42	0,304	0,393	500	0,088	0,115
20	0,444	0,561	43	0,301	0,389	600	0,080	0,105
21	0,433	0,549	44	0,297	0,384	700	0,074	0,097
22	0,423	0,537	45	0,294	0,380	800	0,070	0,091
23	0,413	0,526	46	0,291	0,276	900	0,065	0,086
24	0,404	0,515	47	0,288	0,372	000	0,062	0,081
25	0,396	0,505	48	0,284	0,368			
			49	0,281	0,364			
			50	0,297	0,361			

Lampiran 15

Tabel t

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291

48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

Lampiran 16

R Tabel

Titik Persentase Distribusi F untuk Probabilita = 0,05															
df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.96	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.96	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.96	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.96	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.96	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.96	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.96	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.96	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.96	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

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