

## **Lampiran I**

# **KUESIONER PENELITIAN**

## **PENGARUH GAYA HIDUP DAN PROMOSI PENJUALAN TERHADAP KEPUTUSAN PENGGUNAAN DOMPET DIGITAL GOPAY DI BANDAR LAMPUNG**

Perkenalkan nama saya Nyoman Anggi Krisdayanti mahasiswi Institut Informatika Dan Bisnis Darmajaya (IIB Darmajaya), Fakultas Ekonomi dan Bisnis, Program Studi Manajemen. Saat ini saya sedang menyusun sebuah laporan akhir sebagai salah satu atau syarat untuk memperoleh gelar Sarjana dengan judul "Pengaruh Gaya Hidup Dan Promosi Penjualan Terhadap Keputusan Penggunaan Dompot Digital GoPay di Bandar Lampung". Besar harapan saya kiranya Bapak/Ibu/Saudara/i bersedia mengisi kuesioner ini dengan sejujur-jujurnya dan tanpa paksaan dari pihak manapun. Atas kesediaan dan partisipasi Bapak/Ibu/Saudara/i sekalian untuk mengisi kuesioner ini saya ucapkan terimakasih.

## BAGIAN I

### Petunjuk pengisian daftar pernyataan :

1. Bacalah dengan teliti setiap pernyataan dalam kuisisioner ini.
2. Berilah tanda centang (√) pada kotak jawaban yang menurut anda paling sesuai.
3. Setiap pernyataan hanya membutuhkan satu jawaban saja.

### Kriteria penilaian :

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

No	Kriteria Pemilihan Sampel
1	Berusia 15-40 tahun, dimana pada usia ini rentan melakukan keputusan penggunaan dompet digital dan diasumsikan responden telah mampu menanggapi masing-masing pertanyaan dalam kuesioner penelitian dengan baik.
2	Responden pernah melakukan transaksi menggunakan dompet digital GoPay minimal 2 kali dalam seminggu.

### IDENTITAS RESPONDEN

1. **Jenis Kelamin** :  Laki-laki  
 Perempuan

2. **Usia** : .....

3. **Pekerjaan**

- a. Wiraswasta  c. Mahasiswa/pelajar  
 b. Pegawai Negeri Sipil  d. Pegawai Swasta

4. **Berapa kali anda bertransaksi dalam satu minggu dengan menggunakan dompet digital GoPay?**

- 1-3 kali  7-10 kali  
 4-6 kali  >10 kali

## BAGIAN II

### 1. Gaya Hidup (X1)

No.	Pernyataan	Jenis Penelitian				
		STS	TS	CS	S	SS
		1	2	3	4	5
<i>Activity</i> (aktivitas)						
1	Saya menggunakan GoPay untuk menunjang pekerjaan saya.					
2	GoPay menjadi salah satu pilihan saya ketika melakukan aktivitas berbelanja.					
<i>Interest</i> (minat)						
3	Saya menggunakan GoPay karena menyukai promo yang diberikan.					
4	Kecukupan fasilitas membuat saya nyaman menggunakan GoPay.					
<i>Opinion</i> (opini atau pendapat)						
5	Menurut saya, promo yang diberikan GoPay sesuai dengan kualitas produknya.					
6	Promo yang diberikan GoPay bervariasi.					

### BAGIAN III

#### 2. Promosi Penjualan (X2)

No.	Pernyataan	Jenis Penelitian				
		STS	TS	CS	S	SS
		1	2	3	4	5
Frekuensi promosi						
1	GoPay memberikan promo setiap minggunya.					
2	GoPay melakukan promosi melalui berbagai media.					
Kualitas promosi						
3	Promo yang dilakukan GoPay dengan memberikan diskon dan potongan harga sangat baik.					
Kuantitas promosi						
4	Banyaknya <i>voucher</i> yang ditawarkan GoPay membuat saya tertarik menggunakannya.					
5	Saya mendapat harga murah ketika berbelanja dengan menggunakan GoPay					
Waktu promosi						
6	Promo yang diberikan GoPay memiliki durasi atau rentang waktu yang panjang.					
Ketepatan atau kesesuaian sasaran promosi						
7	Saya suka dengan ketepatan promosi yang dilakukan GoPay.					
8	Promosi yang dilakukan GoPay sangat baik dan tepat pada sasaran.					

## BAGIAN IV

### 3. Keputusan Pembelian (Y)

No.	Pernyataan	Jenis Penelitian				
		STS	TS	CS	S	SS
		1	2	3	4	5
Pemilihan Produk						
1	Memutuskan menggunakan GoPay berdasarkan banyaknya promo yang ditawarkan.					
2	Memutuskan menggunakan GoPay berdasarkan keunggulan pelayanan.					
Pemilihan Merek						
3	Memutuskan menggunakan GoPay berdasarkan kepopuleran.					
4	Memutuskan menggunakan GoPay karena sudah banyak dikenal masyarakat.					
Pilihan Penyalur						
5	Memutuskan menggunakan GoPay karena harga yang ditawarkan lebih murah.					
6	Pelayanan yang diberikan GoPay sangat bagus.					
Jumlah Pembelian						
7	Memutuskan menggunakan GoPay karena kualitasnya.					
8	Memutuskan menggunakan GoPay karena banyak artis yang mengiklankan.					
Pemilihan Waktu						
9	Membutuhkan waktu yang relatif singkat untuk memutuskan menggunakan GoPay.					
10	Dapat menggunakan GoPay setiap saat.					
Pemilihan Metode Pembayaran						
11	Memutuskan menggunakan GoPay karena lebih mudah melakukan pembayaran.					



24	4	5	5	4	5	5	28	4	4	4	5	4	5	4	5	35	4	5	5	5	5	5	5	5	5	4	4	52
25	5	5	5	5	5	5	30	5	3	5	4	5	5	5	5	37	5	5	5	5	5	5	5	5	5	5	5	55
26	5	5	5	5	4	4	28	4	5	4	5	5	5	5	4	37	4	5	5	5	5	5	5	5	5	4	5	53
27	5	3	5	5	5	5	28	5	5	5	5	5	4	5	5	39	4	5	4	5	5	4	5	5	5	5	4	51
28	4	3	4	5	5	5	26	5	5	5	5	4	4	4	5	37	5	5	5	5	5	5	5	5	5	5	5	55
29	5	5	5	5	5	5	30	5	5	5	5	3	3	5	5	36	5	5	5	5	5	5	5	5	5	5	5	55
30	4	5	5	5	4	3	26	3	2	3	4	4	4	4	3	27	5	3	5	5	5	4	5	5	4	2	4	47
31	3	2	3	2	4	4	18	4	4	3	3	4	3	3	4	28	3	4	4	4	3	4	3	3	4	3	4	39
32	3	3	4	4	4	3	21	4	4	3	4	3	3	3	3	27	3	5	5	5	5	5	3	3	5	5	5	49
33	3	2	3	1	3	3	15	4	3	3	3	3	4	3	3	26	4	2	4	4	4	4	4	4	4	4	4	42
34	2	3	3	3	4	4	19	3	3	3	3	3	5	3	3	26	4	5	3	4	3	3	4	4	3	5	4	42
35	3	4	4	3	3	3	20	3	4	3	3	3	3	3	3	25	3	4	3	3	3	3	3	3	3	3	3	34
36	4	4	5	4	4	4	25	5	5	4	5	3	4	5	4	35	4	4	4	4	4	4	4	4	4	4	4	44
37	3	3	3	2	3	3	17	5	5	5	4	5	5	4	5	38	5	3	5	5	5	4	5	5	5	5	5	52
38	3	2	3	3	3	2	16	5	5	4	5	4	4	5	3	35	4	3	4	5	4	4	4	4	4	4	4	45
39	2	2	3	3	2	3	15	4	4	4	4	3	4	3	3	29	2	2	3	3	3	3	4	2	3	2	3	30
40	3	3	4	4	3	3	20	4	5	4	5	5	5	5	4	37	4	5	5	5	5	5	4	4	5	4	5	51
41	3	4	4	3	2	2	18	4	4	3	3	3	3	3	3	26	4	5	4	4	4	5	4	4	4	4	4	46
42	4	3	3	3	3	3	19	5	5	3	4	2	3	3	4	29	3	5	5	5	5	5	4	3	5	3	5	48
43	4	4	4	4	4	3	23	4	4	4	4	2	2	3	4	27	3	4	5	5	5	5	2	2	5	5	3	44
44	3	4	3	4	3	2	19	5	3	3	4	3	2	3	3	26	2	4	4	5	4	5	5	5	5	5	5	49
45	3	3	4	3	3	4	20	5	3	3	5	4	3	4	4	31	5	4	2	5	5	5	3	3	2	4	2	40
46	4	4	4	3	3	4	22	4	3	3	3	3	3	3	3	25	3	4	3	5	3	4	3	3	5	3	5	41
47	3	3	4	4	4	4	22	5	4	4	4	4	3	3	2	29	4	3	3	3	3	5	4	4	4	4	3	40
48	4	3	4	4	4	4	23	5	4	3	5	5	4	4	4	34	4	5	3	5	3	5	4	4	4	4	5	46

49	4	3	4	3	3	1	18	5	5	5	5	4	4	2	4	34	4	4	4	5	4	4	4	4	4	5	46	
50	3	3	3	3	3	2	17	4	3	4	4	5	5	4	4	33	5	4	4	4	4	5	4	4	4	4	46	
51	3	4	4	3	3	3	20	5	5	5	5	5	5	4	3	37	4	4	3	4	3	5	4	4	4	4	43	
52	5	3	5	3	3	3	22	5	4	3	3	4	4	4	4	31	4	4	4	5	4	4	4	4	4	4	46	
53	3	5	5	3	4	4	24	5	5	5	5	5	5	4	4	38	5	4	4	5	4	4	5	5	4	5	50	
54	3	3	3	4	4	3	20	4	4	4	4	3	4	3	4	30	4	3	3	4	3	5	4	4	4	4	42	
55	3	4	4	3	3	3	20	4	3	3	4	4	4	4	4	30	3	5	3	4	3	4	3	3	4	3	39	
56	4	4	5	3	3	4	23	4	5	3	4	3	2	3	5	29	4	4	4	4	4	5	4	4	4	4	46	
57	3	2	3	4	4	3	19	4	4	3	4	4	4	3	4	30	3	4	3	4	3	4	3	3	4	5	40	
58	3	3	2	4	3	3	18	3	4	3	4	3	4	2	3	26	3	3	3	3	3	4	3	3	4	5	38	
59	4	4	3	2	2	2	17	5	4	4	4	4	4	3	5	33	3	4	5	4	5	4	3	3	4	5	44	
60	3	3	5	3	3	3	20	5	4	4	4	4	4	3	5	33	4	4	3	4	3	4	4	4	4	3	41	
61	3	3	2	3	4	3	18	3	2	4	5	4	4	1	4	27	5	4	3	5	5	5	5	5	5	4	3	49
62	4	5	4	2	2	3	20	4	4	4	3	4	4	1	3	27	5	4	4	4	4	5	4	4	4	3	5	46
63	5	5	5	4	3	3	25	4	4	4	4	4	4	3	5	32	5	5	2	4	4	5	3	3	4	3	4	42
64	4	4	3	4	4	4	23	5	5	4	5	5	4	4	4	36	3	4	4	4	4	3	3	4	5	3	3	40
65	5	5	4	2	2	1	19	4	4	4	4	4	4	2	4	30	3	4	4	4	4	3	3	3	5	2	4	39
66	3	3	4	3	4	4	21	5	4	4	3	5	3	3	3	30	4	5	5	4	4	4	4	4	5	4	4	47
67	3	4	3	4	3	2	19	5	4	3	3	4	5	4	4	32	3	4	4	5	5	3	5	5	4	5	3	46
68	3	4	4	2	3	2	18	4	4	2	4	4	5	2	2	27	5	5	4	4	4	5	3	3	4	3	3	43
69	4	4	5	1	2	2	18	4	4	3	5	4	4	4	4	32	2	4	4	5	5	2	3	3	5	4	3	40
70	3	3	5	2	3	2	18	5	4	4	5	4	4	4	4	34	5	5	5	4	4	5	3	3	4	3	3	44
71	3	4	4	4	3	4	22	5	5	5	5	4	4	4	3	35	3	4	3	5	5	3	5	5	4	4	5	46
72	4	3	4	3	3	3	20	4	4	4	4	5	3	5	5	34	4	4	4	4	4	4	4	4	3	3	4	42
73	4	4	5	3	3	2	21	4	4	4	4	5	5	5	2	33	3	5	3	4	4	3	4	4	3	2	3	38



74	4	4	5	4	4	4	25	5	5	4	4	4	2	5	4	33	3	4	4	5	5	3	2	5	3	4	3	41
75	2	3	4	4	3	3	19	4	4	4	4	4	5	4	5	34	2	2	5	4	4	2	4	4	5	4	4	40
76	1	4	4	2	2	2	15	3	3	4	4	4	4	5	3	30	5	4	3	4	4	5	4	4	4	1	3	41
77	3	4	4	3	3	3	20	4	4	4	4	3	4	4	4	31	3	4	2	5	5	3	2	2	5	3	3	37
78	4	3	3	4	3	3	20	5	5	5	5	5	3	2	4	34	4	3	5	5	5	4	2	2	5	3	2	40
79	3	3	2	3	4	3	18	4	4	4	4	5	3	3	3	30	4	5	2	5	5	4	3	5	5	3	3	44
80	4	5	3	4	4	4	24	3	3	4	4	3	2	4	4	27	5	5	5	5	5	5	3	5	4	5	3	50
81	4	5	4	4	3	3	23	5	5	3	3	4	5	4	5	34	4	4	4	4	4	4	3	4	4	3	5	43
82	5	5	4	2	2	2	20	4	4	4	4	4	3	3	5	31	4	5	4	4	4	4	2	4	4	2	5	42
83	5	4	5	2	3	2	21	4	4	4	4	5	4	4	4	33	3	3	3	3	4	3	5	4	4	5	2	39
84	3	5	3	3	3	4	21	5	5	3	4	5	4	4	4	34	4	4	3	3	3	4	5	5	4	3	4	42
85	4	5	4	1	2	1	17	4	4	4	4	5	4	5	5	35	5	5	3	4	4	5	3	3	3	3	2	40
86	4	4	3	2	2	1	16	5	5	3	3	4	5	4	5	34	5	4	4	5	5	5	5	5	5	3	3	49
87	5	5	5	4	3	3	25	4	4	4	4	4	3	4	4	31	3	2	4	5	5	3	5	5	4	3	2	41
88	3	3	3	3	3	4	19	4	4	3	3	3	4	3	4	28	5	4	3	4	4	5	3	3	4	2	3	40
89	5	4	4	3	2	3	21	5	5	4	4	3	5	4	5	35	4	4	3	4	4	4	4	3	4	3	4	41
90	4	5	3	4	4	3	23	4	4	4	4	3	5	4	3	31	5	3	2	4	4	5	4	3	4	4	4	42
91	5	3	3	4	4	4	23	4	4	4	4	4	4	4	4	32	5	5	3	4	4	5	4	3	3	3	3	42
92	5	5	3	4	4	3	24	5	5	5	5	3	4	5	3	35	5	5	4	5	5	5	5	2	5	3	2	46
93	4	3	3	2	2	3	17	5	5	4	4	4	4	4	4	34	5	5	3	4	4	5	3	3	4	2	2	40
94	5	5	5	4	4	3	26	4	4	4	4	5	4	5	4	34	5	3	5	4	4	5	3	4	4	3	3	43
95	5	5	1	1	2	1	15	2	2	3	3	3	3	2	2	20	3	2	3	2	2	3	2	2	4	3	4	30
96	5	4	4	4	4	3	24	4	4	4	4	3	5	3	3	30	5	4	4	4	4	5	4	4	4	3	4	45
97	1	1	1	1	1	1	6	4	4	4	4	4	4	2	4	30	1	5	1	1	1	1	1	1	1	1	1	15
98	5	5	4	2	2	3	21	5	5	5	5	5	5	5	5	40	4	4	2	4	4	4	3	4	4	4	3	40



### Lampiran III (Hasil Uji Frekuensi)

#### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	37	30.8	30.8	30.8
	Perempuan	83	69.2	69.2	100.0
	Total	120	100.0	100.0	

#### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 Tahun	5	4.2	4.2	4.2
	18 Tahun	8	6.7	6.7	10.8
	19 Tahun	4	3.3	3.3	14.2
	20 Tahun	6	5.0	5.0	19.2
	21 Tahun	5	4.2	4.2	23.3
	22 Tahun	8	6.7	6.7	30.0
	23 Tahun	3	2.5	2.5	32.5
	24 Tahun	11	9.2	9.2	41.7
	25 Tahun	3	2.5	2.5	44.2
	26 Tahun	4	3.3	3.3	47.5
	27 Tahun	12	10.0	10.0	57.5
	28 Tahun	6	5.0	5.0	62.5
	29 Tahun	7	5.8	5.8	68.3
	30 Tahun	12	10.0	10.0	78.3
	31 Tahun	3	2.5	2.5	80.8
	32 Tahun	7	5.8	5.8	86.7
	33 Tahun	7	5.8	5.8	92.5
	34 Tahun	4	3.3	3.3	95.8
35 Tahun	3	2.5	2.5	98.3	
36 Tahun	2	1.7	1.7	100.0	
	Total	120	100.0	100.0	

#### Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa/Pelajar	50	41.7	41.7	41.7
	Pegawai Negeri Sipil	23	19.2	19.2	60.8
	Pegawai Swasta	28	23.3	23.3	84.2
	Wiraswasta	19	15.8	15.8	100.0
	Total	120	100.0	100.0	

#### Transaksi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>10 Kali	17	14.2	14.2	14.2
	1-3 Kali	35	29.2	29.2	43.3
	4-6 Kali	43	35.8	35.8	79.2
	7-10 Kali	25	20.8	20.8	100.0
	Total	120	100.0	100.0	

**Gaya Hidup1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	4.2	4.2	4.2
2	4	3.3	3.3	7.5
3	36	30.0	30.0	37.5
4	38	31.7	31.7	69.2
5	37	30.8	30.8	100.0
Total	120	100.0	100.0	

**Gaya Hidup2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	9	7.5	7.5	9.2
3	30	25.0	25.0	34.2
4	40	33.3	33.3	67.5
5	39	32.5	32.5	100.0
Total	120	100.0	100.0	

**Gaya Hidup3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	4	3.3	3.3	5.0
3	28	23.3	23.3	28.3
4	45	37.5	37.5	65.8
5	41	34.2	34.2	100.0
Total	120	100.0	100.0	

**Gaya Hidup4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	4.2	4.2	4.2
2	16	13.3	13.3	17.5
3	31	25.8	25.8	43.3
4	43	35.8	35.8	79.2
5	25	20.8	20.8	100.0
Total	120	100.0	100.0	

**Gaya Hidup5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	21	17.5	17.5	19.2
3	44	36.7	36.7	55.8
4	39	32.5	32.5	88.3
5	14	11.7	11.7	100.0
Total	120	100.0	100.0	

**Gaya Hidup6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	7.5	7.5	7.5
2	13	10.8	10.8	18.3
3	48	40.0	40.0	58.3
4	32	26.7	26.7	85.0
5	18	15.0	15.0	100.0
Total	120	100.0	100.0	

**Promosi Penjualan1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	6	5.0	5.0	5.8
3	15	12.5	12.5	18.3
4	51	42.5	42.5	60.8
5	47	39.2	39.2	100.0
Total	120	100.0	100.0	

**Promosi Penjualan2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.3	3.3	3.3
2	7	5.8	5.8	9.2
3	23	19.2	19.2	28.3
4	46	38.3	38.3	66.7
5	40	33.3	33.3	100.0
Total	120	100.0	100.0	

**Promosi Penjualan3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	2	1.7	1.7	2.5
3	36	30.0	30.0	32.5
4	59	49.2	49.2	81.7
5	22	18.3	18.3	100.0
Total	120	100.0	100.0	

**Promosi Penjualan4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	3	2.5	2.5	3.3
3	29	24.2	24.2	27.5
4	53	44.2	44.2	71.7
5	34	28.3	28.3	100.0
Total	120	100.0	100.0	

**Promosi Penjualan5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.7	1.7	1.7
3	31	25.8	25.8	27.5
4	47	39.2	39.2	66.7
5	40	33.3	33.3	100.0
Total	120	100.0	100.0	

**Promosi Penjualan6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	7	5.8	5.8	6.7
3	19	15.8	15.8	22.5
4	49	40.8	40.8	63.3
5	44	36.7	36.7	100.0
Total	120	100.0	100.0	

**Promosi Penjualan7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	10	8.3	8.3	10.0
3	26	21.7	21.7	31.7
4	40	33.3	33.3	65.0
5	42	35.0	35.0	100.0
Total	120	100.0	100.0	

**Promosi Penjualan8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	3.3	3.3	3.3
3	36	30.0	30.0	33.3
4	46	38.3	38.3	71.7
5	34	28.3	28.3	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	6	5.0	5.0	5.8
3	25	20.8	20.8	26.7
4	40	33.3	33.3	60.0
5	48	40.0	40.0	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	5.0	5.0	5.0
3	16	13.3	13.3	18.3
4	48	40.0	40.0	58.3
5	50	41.7	41.7	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	6	5.0	5.0	5.8
3	32	26.7	26.7	32.5
4	36	30.0	30.0	62.5
5	45	37.5	37.5	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	2	1.7	1.7	2.5
3	19	15.8	15.8	18.3
4	41	34.2	34.2	52.5
5	57	47.5	47.5	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	2	1.7	1.7	2.5
3	27	22.5	22.5	25.0
4	44	36.7	36.7	61.7
5	46	38.3	38.3	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	3	2.5	2.5	3.3
3	23	19.2	19.2	22.5
4	33	27.5	27.5	50.0
5	60	50.0	50.0	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	7	5.8	5.8	6.7
3	36	30.0	30.0	36.7
4	33	27.5	27.5	64.2
5	43	35.8	35.8	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	8	6.7	6.7	7.5
3	34	28.3	28.3	35.8
4	44	36.7	36.7	72.5
5	33	27.5	27.5	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.5	2.5	2.5
2	6	5.0	5.0	7.5
3	14	11.7	11.7	19.2
4	58	48.3	48.3	67.5
5	39	32.5	32.5	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.5	2.5	2.5
2	9	7.5	7.5	10.0
3	35	29.2	29.2	39.2
4	37	30.8	30.8	70.0
5	36	30.0	30.0	100.0
Total	120	100.0	100.0	

**Keputusan Penggunaan11**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	10	8.3	8.3	9.2
3	31	25.8	25.8	35.0
4	37	30.8	30.8	65.8
5	41	34.2	34.2	100.0
Total	120	100.0	100.0	



## Lampiran IV (Hasil Uji Validitas)

### Correlations

		G1	G2	G3	G4	G5	G6	Gaya Hidup
G1	Pearson Correlation	1	.655**	.654**	.287	.258	.469**	.768**
	Sig. (2-tailed)		.000	.000	.125	.168	.009	.000
	N	30	30	30	30	30	30	30
G2	Pearson Correlation	.655**	1	.699**	.244	.227	.407*	.743**
	Sig. (2-tailed)	.000		.000	.194	.228	.026	.000
	N	30	30	30	30	30	30	30
G3	Pearson Correlation	.654**	.699**	1	.502**	.384*	.441*	.827**
	Sig. (2-tailed)	.000	.000		.005	.036	.015	.000
	N	30	30	30	30	30	30	30
G4	Pearson Correlation	.287	.244	.502**	1	.078	.257	.503**
	Sig. (2-tailed)	.125	.194	.005		.680	.171	.005
	N	30	30	30	30	30	30	30
G5	Pearson Correlation	.258	.227	.384*	.078	1	.705**	.656**
	Sig. (2-tailed)	.168	.228	.036	.680		.000	.000
	N	30	30	30	30	30	30	30
G6	Pearson Correlation	.469**	.407*	.441*	.257	.705**	1	.796**
	Sig. (2-tailed)	.009	.026	.015	.171	.000		.000
	N	30	30	30	30	30	30	30
Gaya Hidup	Pearson Correlation	.768**	.743**	.827**	.503**	.656**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	.005	.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).

**Correlations**

		PP1	PP2	PP3	PP4	PP5	PP6	PP7	PP8	Promosi Penjualan
PP1	Pearson Correlation	1	.710**	.880**	.662**	-.043	-.006	.188	.565**	.809**
	Sig. (2-tailed)		.000	.000	.000	.822	.974	.320	.001	.000
	N	30	30	30	30	30	30	30	30	30
PP2	Pearson Correlation	.710**	1	.668**	.783**	.009	-.060	.051	.406*	.753**
	Sig. (2-tailed)	.000		.000	.000	.961	.755	.790	.026	.000
	N	30	30	30	30	30	30	30	30	30
PP3	Pearson Correlation	.880**	.668**	1	.720**	.134	.135	.414*	.479**	.886**
	Sig. (2-tailed)	.000	.000		.000	.479	.477	.023	.007	.000
	N	30	30	30	30	30	30	30	30	30
PP4	Pearson Correlation	.662**	.783**	.720**	1	.320	.119	.294	.242	.839**
	Sig. (2-tailed)	.000	.000	.000		.085	.531	.115	.198	.000
	N	30	30	30	30	30	30	30	30	30
PP5	Pearson Correlation	-.043	.009	.134	.320	1	.563**	.386*	-.130	.386*
	Sig. (2-tailed)	.822	.961	.479	.085		.001	.035	.494	.035
	N	30	30	30	30	30	30	30	30	30
PP6	Pearson Correlation	-.006	-.060	.135	.119	.563**	1	.509**	.016	.398*
	Sig. (2-tailed)	.974	.755	.477	.531	.001		.004	.933	.029
	N	30	30	30	30	30	30	30	30	30
PP7	Pearson Correlation	.188	.051	.414*	.294	.386*	.509**	1	-.105	.499**
	Sig. (2-tailed)	.320	.790	.023	.115	.035	.004		.582	.005
	N	30	30	30	30	30	30	30	30	30
PP8	Pearson Correlation	.565**	.406*	.479**	.242	-.130	.016	-.105	1	.493**
	Sig. (2-tailed)	.001	.026	.007	.198	.494	.933	.582		.006
	N	30	30	30	30	30	30	30	30	30
Promosi Penjualan	Pearson Correlation	.809**	.753**	.886**	.839**	.386*	.398*	.499**	.493**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.035	.029	.005	.006	
	N	30	30	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).

**Correlations**

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	Keputusan Penggunaan	
KP1	Pearson Correlation	1	.243	.337	.313	.291	.257	.313	.124	.064	.278	.175	.380*	
	Sig. (2-tailed)		.195	.069	.092	.119	.171	.092	.515	.735	.137	.354	.038	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	.243	1	.723**	.694**	.702**	.684**	.694**	.517**	.435*	.625**	.478**	.783**	
	Sig. (2-tailed)	.195		.000	.000	.000	.000	.000	.003	.016	.000	.008	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	.337	.723**	1	.834**	.808**	.800**	.834**	.627**	.450*	.473**	.594**	.860**	
	Sig. (2-tailed)	.069	.000		.000	.000	.000	.000	.000	.013	.008	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP4	Pearson Correlation	.313	.694**	.834**	1	.841**	.866**	1.000**	.649**	.497**	.497**	.646**	.908**	
	Sig. (2-tailed)	.092	.000	.000		.000	.000	.000	.000	.005	.005	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP5	Pearson Correlation	.291	.702**	.808**	.841**	1	.799**	.841**	.788**	.504**	.539**	.571**	.890**	
	Sig. (2-tailed)	.119	.000	.000	.000		.000	.000	.000	.005	.002	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	.257	.684**	.800**	.866**	.799**	1	.866**	.609**	.541**	.533**	.770**	.895**	
	Sig. (2-tailed)	.171	.000	.000	.000	.000		.000	.000	.002	.002	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	.313	.694**	.834**	1.000**	.841**	.866**	1	.649**	.497**	.497**	.646**	.908**	
	Sig. (2-tailed)	.092	.000	.000	.000	.000	.000		.000	.005	.005	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	.124	.517**	.627**	.649**	.788**	.609**	.649**	1	.604**	.446*	.738**	.791**	
	Sig. (2-tailed)	.515	.003	.000	.000	.000	.000	.000		.000	.013	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP9	Pearson Correlation	.064	.435*	.450*	.497**	.504**	.541**	.497**	.604**	1	.544**	.630**	.692**	
	Sig. (2-tailed)	.735	.016	.013	.005	.005	.002	.005	.000		.002	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation	.278	.625**	.473**	.497**	.539**	.533**	.497**	.446*	.544**	1	.460*	.698**	
	Sig. (2-tailed)	.137	.000	.008	.005	.002	.002	.005	.013	.002		.010	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
KP11	Pearson Correlation	.175	.478**	.594**	.646**	.571**	.770**	.646**	.738**	.630**	.460*	1	.785**	
	Sig. (2-tailed)	.354	.008	.001	.000	.001	.000	.000	.000	.000	.010		.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Penggunaan	Pearson Correlation	.380*	.783**	.860**	.908**	.890**	.895**	.908**	.791**	.692**	.698**	.785**	1	
	Sig. (2-tailed)	.038	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	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 V (Hasil Uji Reliabilitas)

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.806	6

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.800	8

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.934	11

## Lampiran VI (Hasil Uji Normalitas)

### One-Sample Kolmogorov-Smirnov Test

		Gaya Hidup	Promosi Penjualan	Keputusan Penggunaan
N		120	120	120
Normal Parameters <sup>a,b</sup>	Mean	21.90	31.80	44.28
	Std. Deviation	4.424	4.289	6.828
Most Extreme Differences	Absolute	.075	.096	.095
	Positive	.056	.061	.073
	Negative	-.075	-.096	-.095
Kolmogorov-Smirnov Z		.821	1.052	1.036
Asymp. Sig. (2-tailed)		.510	.219	.234

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran VII (Hasil Uji Linearitas)

### ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Penggunaan * Gaya Hidup	Between Groups	(Combined)	2732.529	18	151.807	5.445	.000
		Linearity	1994.911	1	1994.911	71.555	.000
		Deviation from Linearity	737.618	17	43.389	1.556	.091
	Within Groups		2815.837	101	27.880		
Total			5548.367	119			

### ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Penggunaan * Promosi Penjualan	Between Groups	(Combined)	2244.148	19	118.113	3.575	.000
		Linearity	1243.304	1	1243.304	37.628	.000
		Deviation from Linearity	1000.844	18	55.602	1.683	.055
	Within Groups		3304.219	100	33.042		
Total			5548.367	119			

## Lampiran VIII (Hasil Uji Multikolinearitas)

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.784	3.729		3.696	.000		
	Gaya Hidup	.753	.118	.488	6.363	.000	.837	1.194
	Promosi Penjualan	.440	.122	.277	3.605	.000	.837	1.194

a. Dependent Variable: Keputusan Penggunaan

## Lampiran IX (Hasil Uji Regresi Berganda)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 <sup>a</sup>	.424	.414	5.228

a. Predictors: (Constant), Promosi Penjualan, Gaya Hidup

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.784	3.729		3.696	.000
	Gaya Hidup	.753	.118	.488	6.363	.000
	Promosi Penjualan	.440	.122	.277	3.605	.000

a. Dependent Variable: Keputusan Penggunaan

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2350.177	2	1175.089	42.989	.000 <sup>b</sup>
	Residual	3198.189	117	27.335		
	Total	5548.367	119			

a. Dependent Variable: Keputusan Penggunaan

b. Predictors: (Constant), Promosi Penjualan, Gaya Hidup