**DAFTAR PUSTAKA**

Anas, K., & Muhajirin, M. (2020). Pengaruh Gaya Hidup (*Life Style*) dan Harga Harga Terhadap Keputusan Pembelian pada Kantin Yuank Kota Bima. *Journal Of Business And Economics Research (JBE)*, *1*(2), 131-138.

Chaterina, I. (2016). Pengaruh Gaya Hidup dan Harga Terhadap Keputusan Pembelian Konsumen E’chick. *Jurnal Manajemen Dan Start-Up Bisnis*, *1*(3), 339-348.

Copley, Paul. 2014. Marketing Communications Management. Galway: Ann Torres1 National University or Ireland

Fransisca, C. T. (2014). Pengaruh identitas merek terhadap loyalitas merek melalui citra merek dan kepercayaan merek Toyota. *Jurnal manajemen pemasaran*, *8*(2), 62-69.

Ghozali, I. (2018). Aplikasi Multivariate dengan Program IBM SPSS 19. Semarang: Badan penerbit universitas diponegoro.

Goenadhi, L. (2011). Faktor-faktor yang Mempengaruhi Perilaku Konsumen dalam Keputusan Pembelian Mobil Toyota Avanza di Kota Banjarmasin. Jurnal Manajemen dan Akuntansi, 12(2), 155-162.

Handoko, T. Hani. 2013. Manajemen Personalia dan Sumber Daya Manusia Edisi kedua. Yogyakarta: BPFE.

Harmayani, H., Marpaung, D., Hamzah, A., Mulyani, N., & Hutahaean, J. (2020). E-Commerce: Suatu Pengantar Bisnis Digital. Yayasan Kita Menulis.

Kotler, P., & Keller, K. l. (2008). Manajemen Pemasaran Edisi Ketiga Belas Jilid 1. Jakarta: Erlangga.

Kotler, Philip dan Gary Armstrong. 2012. Dasar-Dasar Pemasaran. Jakarta: Indeks

Kusumawati, D., & Saifudin, S. (2020). Pengaruh Persepsi Harga dan Kepercayaan Terhadap Minat Beli Secara Online Saat Pandemi Covid-19 pada Masyarakat Millenia di Jawa Tengah. *JAB (Jurnal Akuntansi & Bisnis)*, *6*(01).

Luthfianto, D., & Suprihhadi, H. (2017). Pengaruh kualitas layanan dan gaya hidup terhadap keputusan pembelian cafe jalan Korea. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, *6*(2).1-18

Malau, Harman. 2017. Manajemen Pemasaran Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernisasi Global. Bandung: Alfabeta.

Malik, F., Yaqoob, S., & Aslam, A. S. (2012). The impact of price perception, service quality, and brand image on customer loyalty (study of hospitality industry in Pakistan). Interdisciplinary Journal of contemporary research in business, 4(5), 487-505.

Novriansyah, Y., Asman, M., & Isman, I. (2022). Kepercayaan Merek dan Persepsi Harga Terhadap Keputusan Pembelian Sepeda Motor Kawasaki KLX di Kabupaten Merangin. *Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis*, *2*(2), 210-218.

Nugraheni,P.N.A.2003. Perbedaan Kecenderungan gaya Hidup Hedonis Pada Remaja Ditinjau dari Lokasi Tempat Tinggal. Skripsi

Peter, J. P., & Olson, J. C. (2014). Perilaku Konsumen dan Strategi Pemasaran (9thed.). Jakarta: Salemba Empat.

Pratama, B. E. (2019). Pengaruh Kepercayaan, Kualitas Informasi Dan Persepsi Risiko Terhadap Keputusan Pembelian Di Shopee (Studi kasus pada Masyarakat Kecamatan Mandau Kabupaten Bengkalis) (Doctoral dissertation, Universitas Islam Negeri Sultan Syarif Kasim Riau).

Priansa, D. J. (2017). Perilaku Konsumen dalam Persaingan Bisnis Kontemporer. Bandung: Alfabeta.

Rizan, M., Saidani, B., & Sari, Y. (2012). Pengaruh brand image dan brand trust terhadap brand loyalty teh botol sosro survei konsumen teh botol sosro di food court itc cempaka mas, jakarta timur. *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, *3*(1), 1-17.

Sasmito, B. A. (2013). Faktor Internal dan Eksternal Terhadap Keputusan Pembelian Telepon Selular Merk Nokia. Jurnal Manajemen dan Akuntansi, 2(1).

Setiadi, J., dan Nugroho. (2010). Perilaku Konsumen. Edisi Revisi, Penerbit Prenada Media Grup, Jakarta

Setyariningsih, E. (2019). Pengaruh Gaya Hidup dan Kepercayaan Terhadap Keputusan Pembelian Online (E-Commerce) Lazada di Kota Mojokerto. Bisman (Bisnis dan Manajemen): *The Journal of Business and Management*, 2(2), 150-164.

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, Kombinasi dan R&D. Bandung: Alfabeta.

Suliyanto. (2018). Metode Penelitian Bisnis. Yogyakarta: Andi.

Sumarwan, Ujang. 2011. Perilaku Konsumen : Teori dan Penerapannya dalam. Pemasaran. Bogor: Ghalia Indonesia.

Sunyoto, Danang. 2018. Praktik Riset Perilaku Konsumen. Jakarta: CAPS

Tarigan, A. S., & Siregar, Z. (2019). Pengaruh Harga dan *Brand Trust* Terhadap Keputusan Pembelian Oppo Smartphone (Studi Kasus pada Oppo Store, Sinergy Celular Medan). *Jurnal PLANS: Penelitian Ilmu Manajemen dan Bisnis*, *14*(1), 17-21.

Tian, Q., Li, J., Chen, L., Deng, K., Li, R. H., Reynolds, M., & Liu, C. (2019). Evidence Driven Dubious Decision Making In Online Shopping. Spinger Nature, (6), 2883– 2899.

Tjiptono. 2014. Pemasaran Jasa (Prinsip, Penerapan, Penelitian). Yogyakarta. Andi

Wahyuni, M. D. (2019). Pengaruh Persepsi Harga, Kepercayaan Merek, Kualitas Pelayanan dan Lokasi Terhadap Keputusan Pembelian (Studi Pada Konsumen Natasha Skin Clinic Center Gresik). *Jurnal Manajerial*, *5*(1), 30-40.

Wardoyo, W., & Andini, I. (2017). Faktor-faktor yang Berpengaruh Terhadap Keputusan Pembelian Secara Online pada Mahasiswa Universitas Gunadarma. Jurnal Manajemen Dayasaing, 19(1), 12-26.

Wijaya, D. (2017). Pengaruh Motivasi Dan Gaya Hidup Terhadap Keputusan Pembelian. *Jurnal Perspektif*, *15*(2), 79-88.

Yuli, Y., & Marpaung, H. (2021). Pengaruh Gaya Hidup, Promosi Online, dan Kepercayaan Merek Terhadap Keputusan Pembelian Online Produk Miniso di Asahan (Studi Kasus Mahasiswa Fakultas Ekonomi UNA). *Jurnal Manajemen, Ekonomi Sains*, *2*(2), 57-68.

Yulim, Rosalia. 2017. Pengaruh Dimensi Kepercayaan Merek Terhadap Loyalitas Merek Konsumen Shampoo Clear. Universitas Lampung

LAMPIRAN 2

**LEMBAR KUESIONER**

Perihal : Pemohonan Pengisian Kuesioner

Judul Penelitian : Pengaruh Gaya Hidup, Kepercayaan Merek, dan Persepsi Harga Produk Terhadap Keputusan Pembelian Konsumen E-Commerce Shopee di Lingkungan Polres Tegal.

Kepada Yth,

Sd/i Responden

Di Tempat

Dengan Hormat,

Berhubungan dengan penyelesaian tugas akhir sebagai mahasiswa Program Strata Satu (S1) Fakultas Ekonomi Dan Bisnis Universitas Pancasakti Tegal maka saya :

Nama : Suefi Ulumi Jaudati

NIM : 4118500052

Falkutas : Ekonomi dan Bisnis (Program Studi Manajemen)

Adapun data yang kami sajikan adalah sesuai dengan kondisi yang dirasakan saudara sekarang ini. Kami akan menjaga kerahasian karena data ini hanya untuk kepentingan dalam penelitian. Setiap respon jawaban yang diberikan adalah bantuan yang sangat membantu dalam penelitian ini.

Atas perhatian dan bantuannya yang sangat berharga, kami mengucapkan terimaksih.

Tegal, Oktober 2022

Hormat Saya,

Suefi Ulumi Jaudati

KARAKTERISTIK RESPONDEN

1. Jenis Kelamin
2. Laki-laki
3. Perempuan
4. Usia
5. 20 tahun - 30 tahun
6. 31 tahun – 40 tahun
7. > 40 tahun
8. Jenis Profesi
9. PHL
10. PNS POLRI
11. POLRI
12. Pendapatan Konsumen
13. Rp.1000.000- Rp.3000.000
14. Rp. 3000.000-Rp.4000.000
15. > Rp. 5000.000
16. Apakah saudara pernah membeli sesuatu melalui *e-commerce* Shopee?
17. Jika ya : silahkan lanjutkan mengisi kuesioner
18. Jika tidak : tidak perlu dilanjutkan mengisi kuesioner

**Petunjuk Pengisian**

Berikan tanda checl list () pada pilihan salah satu jawaban yang sesuai dengan pendapat saudara.

**Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| 1. | Produk yang disediakan memiliki kualitas yang baik |  |  |  |  |  |
| 2. | Produk yang disediakan beranekaragam |  |  |  |  |  |
| 3. | Produk yang disediakan memiliki harga yang terjangkau |  |  |  |  |  |
| 4. | Saya membeli produk yang biasa saya beli di *e-commerce* Shopee |  |  |  |  |  |
| 5. | Produk yang biasa dibeli sangat bermanfaat |  |  |  |  |  |
| 6. | Saya merekomendasikan orang terdekat untuk melakukan pembelian di *e-commerce* Shopee |  |  |  |  |  |
| 7. | Saya mendapatkan informasi produk dari teman |  |  |  |  |  |
| 8. | Saya melakukan pembelian ulang karena cocok dengan produk yang dijual di *e-commerce* Shopee |  |  |  |  |  |
| 9. | Produk tidak mengecewakan, sesuai dengan harapann konsumen |  |  |  |  |  |
| 10. | Saya berbelanja di e-commerce Shopee karena adanya gratis ongkir |  |  |  |  |  |

**Gaya Hidup (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | TS | N | S | SS |
| 1. | Saya menggunakan *e-commerce* shopee karena adanya dukungan fitur lengkap yang disampaikan oleh aplikasi Shopee |  |  |  |  |  |
| 2. | Produk yang dijual di *e-commerce* shopee sesuai dengan kebutuhan saya |  |  |  |  |  |
| 3. | Saya menggunakan *e-commerce* shopee karena lengkap, relevan dan mudah dimengerti |  |  |  |  |  |
| 4. | Saya menggunakan *e-commerce* shopee karena mudah melakukan pembelian dan pembayaran |  |  |  |  |  |
| 5. | Saya menggunakan *e-commerce* shopee karena saya senang berbelanja *online* |  |  |  |  |  |
| 6. | Saya menggunakan *e-commerce* shopee karena waktu respon yang cepat |  |  |  |  |  |
| 7. | Saya menggunakan *e-commerce* shopee karena kekinian |  |  |  |  |  |
| 8. | Saya sudah biasa melakukan pembelian melalui *e-commerce* shopee |  |  |  |  |  |
| 9. | Menurut saya *e-commerce* shopee merupakan toko belanja *online* yang praktis |  |  |  |  |  |
| 10. | Saya tidak menghabiskan banyak waktu dan tenaga untuk berbelanja di *e-commerce* Shopee |  |  |  |  |  |

**Kepercayaan Merek (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| 1. | *e-commerce* shopee mampu menarik perhatihan saya pada tampilan aplikasinya. |  |  |  |  |  |
| 2. | Saya percaya bahwa *e-commerce* shopee memiliki keunggulan yang berbeda dari *e-commerce* lain. |  |  |  |  |  |
| 3. | Kebutuhan konsumen selalu ada pada *e-commerce* shopee. |  |  |  |  |  |
| 4. | Saya percaya *e-commerce* shopee mampu memenuhi kebutuhan dengan pelayanan terbaik. |  |  |  |  |  |
| 5. | *E-commerce* shopee memiliki kontak pengaduan dan *customer service* untuk melaporkan masalah. |  |  |  |  |  |
| 6. | *E-commerce* shopee menyediakan barang yang bagus dengan harga yang murah. |  |  |  |  |  |
| 7. | Saya tertarik melakukan pembelian melalui *e-commerce* shopee karena praktis dan mudah |  |  |  |  |  |
| 8. | Konsumen merasa nyaman dengan melakukan pembelian melalui *e-commerce* shopee |  |  |  |  |  |
| 9. | *E-commerce* shopee memberikan kepuasan yang lebih pada konsumen dengan situs belanja yang mudah dipahami semua kalangan masyarakat. |  |  |  |  |  |
| 10. | Saya percaya berbelanja di *e-commerce* Shopee karena bisa melihat fitur review pembeli |  |  |  |  |  |

**Persepsi Harga (X4)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| 1. | Produk yang di jual memiliki harga yang sesuai dengan kualitas yang ditawarkan. |  |  |  |  |  |
| 2. | Kualitas produk baik dengan harga yang terjangkau |  |  |  |  |  |
| 3. | Harga yang ditawarkan dapat bersaing dengan harga produk sejenis |  |  |  |  |  |
| 4. | *E-commerce* shopee menawarkan harga yang lebih murah dibandingkan *E-commerce* lain. |  |  |  |  |  |
| 5. | Harga produk yang di jual sesuai dengan daya beli masyarakat. |  |  |  |  |  |
| 6. | *E-commerce* shopee sering membuat event flash sale atau diskon besar-besaran. |  |  |  |  |  |
| 7. | Harga yang di tawarkan sesuai dengan kegunaan produk |  |  |  |  |  |
| 8. | Informasi harga produk jelas dan sesuai dengan manfaat produk |  |  |  |  |  |
| 9. | Produk yang dijual sesuai dengan kebutuhan konsumen |  |  |  |  |  |
| 10. | Harga yang di tawarkan bervariasi sesuai dengan kualitas produk |  |  |  |  |  |

**LAMPIRAN 3**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Gaya Hidup (X1)** | | | | | | | | | | | |
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **Jumlah** |
| 1. | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 38 |
| 2. | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 3. | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 42 |
| 4. | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 5. | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 39 |
| 6. | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 43 |
| 7. | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 42 |
| 8. | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 9. | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 10. | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 5 | 41 |
| 11. | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 39 |
| 12. | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 35 |
| 13. | 5 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 4 | 5 | 40 |
| 14. | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 46 |
| 15. | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 16. | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 41 |
| 17. | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 46 |
| 18. | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 19. | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 47 |
| 20. | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 21. | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 37 |
| 22. | 4 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 4 | 4 | 37 |
| 23. | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 24. | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 41 |
| 25. | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 26. | 5 | 3 | 4 | 3 | 5 | 3 | 5 | 5 | 4 | 3 | 40 |
| 27. | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 44 |
| 28. | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 38 |
| 29. | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 45 |
| 30. | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| **TOTAL** | **122** | **127** | **126** | **121** | **125** | **134** | **127** | **128** | **121** | **122** | **1258** |

Data Validitas dan Realibilitas Variabel Gaya Hidup

**LAMPIRAN 4**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Kepercayaan (X2)** | | | | | | | | | | | |
| **Responden** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** | **Jumlah** |
| 1. | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 40 |
| 2. | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 4 | 38 |
| 3. | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 42 |
| 4. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 5. | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 6. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 7. | 3 | 3 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 41 |
| 8. | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| 9. | 3 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 38 |
| 10 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 11. | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 12. | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 40 |
| 13. | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 40 |
| 14. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 48 |
| 15. | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 16. | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 17. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 46 |
| 18. | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 19. | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 43 |
| 20. | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 45 |
| 21. | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 40 |
| 22. | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 23. | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 44 |
| 24. | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 43 |
| 25. | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 43 |
| 26. | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 27. | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 41 |
| 28. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 30. | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 44 |
| **TOTAL** | **124** | **125** | **131** | **130** | **129** | **128** | **126** | **122** | **131** | **130** | **1280** |

Data Validitas dan Realibilitas Kepercayaan Merek

**LAMPIRAN 5**

Data Validitas dan Reabilitas Variabel Persepsi Harga

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Persepsi Harga (X3)** | | | | | | | | | | | |
| **Responden** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **X3.10** | **Jumlah** |
| 1. | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | 5 | 41 |
| 2. | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 38 |
| 3. | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 42 |
| 4. | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 5. | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 6. | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 7. | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 41 |
| 8. | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 36 |
| 9. | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 34 |
| 10. | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 11. | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 12. | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 5 | 39 |
| 13. | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 14. | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 45 |
| 15. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 16. | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 45 |
| 17. | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 18. | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 19. | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 45 |
| 20. | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 21. | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 44 |
| 22. | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 36 |
| 23. | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 24. | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 40 |
| 25. | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 36 |
| 26. | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 43 |
| 27. | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 41 |
| 28. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29. | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 30. | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| **TOTAL** | **131** | **127** | **127** | **125** | **124** | **123** | **127** | **125** | **131** | **132** | **1272** |

**LAMPIRAN 6**

Data Validitas dan Reabilitas Variabel Keputusan Pembelian

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Keputusan Pembelian (Y)** | | | | | | | | | | | |
| **Responden** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y.9** | **Y.10** | **Jumlah** |
| 1. | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 2. | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 3. | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 4. | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 46 |
| 5. | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 6. | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 48 |
| 7. | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 41 |
| 8. | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 9. | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 37 |
| 10. | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 43 |
| 11. | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 |
| 12. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 38 |
| 13. | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 39 |
| 14. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 15. | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 41 |
| 16. | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 44 |
| 17. | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 18. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 19. | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 20 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 21. | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 41 |
| 22. | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 33 |
| 23. | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 46 |
| 24. | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 25. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 40 |
| 26. | 4 | 4 | 4 | 5 | 3 | 5 | 2 | 5 | 4 | 5 | 41 |
| 27. | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 28. | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 29. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 30. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| **TOTAL** | **131** | **127** | **127** | **125** | **128** | **128** | **119** | **131** | **129** | **133** | **1283** |

**LAMPIRAN 7**

Data Penelitian Variabel Gaya Hidup

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Gaya Hidup (X1)** | | | | | | | | | | | | | |
| **Responden** | **X1.1** | | | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **Jumlah** |
| 1. | 4 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2. | 3 | | | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 3. | 5 | | | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 47 |
| 4. | 5 | | | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 46 |
| 5. | 4 | | | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 37 |
| 6. | 4 | | | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 7. | 5 | | | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| 8. | 4 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 9. | 5 | | | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 43 |
| 10. | 5 | | | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 11. | 4 | | | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 12. | 4 | | | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 13. | 4 | | | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 36 |
| 14. | 3 | | | 4 | 3 | 3 | 2 | 5 | 5 | 5 | 5 | 4 | 39 |
| 15. | 5 | | | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 47 |
| 16. | 4 | | | 5 | 5 | 4 | 2 | 5 | 4 | 4 | 5 | 3 | 41 |
| 17. | 4 | | | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 43 |
| 18. | 4 | | | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 42 |
| 19. | 5 | | | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 20. | 5 | | | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 45 |
| 21. | 3 | | | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 22. | 3 | | | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 23. | 4 | | | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 36 |
| 24. | 3 | | | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 3 | 3 | 38 |
| 25. | 4 | | | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 3 | 3 | 39 |
| 26. | 4 | | | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 36 |
| 27. | 4 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 28. | 4 | | | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 29. | 3 | | | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 30. | 5 | | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 31. | 5 | | | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 45 |
| 32. | 5 | | | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 47 |
| 33. | 4 | | | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 34 |
| 34. | 5 | | | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 45 |
| 35. | | 4 | | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 36. | | 3 | | 4 | 4 | 3 | 5 | 3 | 4 | 2 | 4 | 3 | 35 |
| 37. | | 5 | | 4 | 3 | 3 | 5 | 5 | 5 | 3 | 5 | 3 | 41 |
| 38. | | 3 | | 5 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 3 | 38 |
| 39. | | 4 | | 3 | 3 | 5 | 4 | 3 | 4 | 5 | 3 | 5 | 39 |
| 40. | | 2 | | 4 | 2 | 4 | 2 | 4 | 5 | 3 | 4 | 3 | 33 |
| 41. | | 4 | | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 39 |
| 42. | | 4 | | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 38 |
| 43. | | 4 | | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 36 |
| 44. | | 3 | | 5 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 31 |
| 45. | | 5 | | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 39 |
| 46. | | 5 | | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 38 |
| 47. | | 4 | | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 44 |
| 48. | | 5 | | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 45 |
| 49. | | 3 | | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 32 |
| 50. | | 3 | | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 40 |
| 51. | | 5 | | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 46 |
| 52. | | 5 | | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 53. | | 4 | | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 54. | | 3 | | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 42 |
| 55. | | 4 | | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 5 | 4 | 39 |
| 56. | | 5 | | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 43 |
| 57. | | 3 | | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 39 |
| 58. | | 4 | | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 43 |
| 59. | | 4 | | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 43 |
| 60. | | 5 | | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 4 | 43 |
| 61 | | 5 | | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 62. | | 5 | | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 63. | | 4 | | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 5 | 42 |
| 64. | | 5 | | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 42 |
| 65. | | 4 | | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 3 | 3 | 39 |
| 66. | | 5 | | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 46 |
| 67. | | 4 | | 5 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 38 |
| 68. | | 3 | | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 39 |
| 69. | | 3 | | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 70. | | 3 | | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 40 |
| 71. | | 5 | | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 72. | | 4 | | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 73. | | 3 | | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 40 |
|  | | | | | | | | | | | | | | |
| 74. | | | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 43 |
| 75. | | | 4 | 5 | 3 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 43 |
| 76. | | | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 42 |
| 77. | | | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| 78. | | | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 42 |
| 79. | | | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 44 |
| 80. | | | 5 | 3 | 3 | 4 | 3 | 5 | 5 | 5 | 4 | 3 | 40 |
| 81 | | | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 38 |
| 82. | | | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 83. | | | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 42 |
| 84. | | | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 85. | | | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 39 |
| 86. | | | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 43 |
| 87. | | | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 42 |
| 88. | | | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 89. | | | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| **TOTAL** | | | **361** | **366** | **359** | **355** | **352** | **372** | **369** | **377** | **375** | **354** | **3608** |

**LAMPIRAN 8**

Data Penelitian Variabel Kepercayaan Merek

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Kepercayaan Merek (X2)** | | | | | | | | | | | | |
| **Responden** | **X2.1** | | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** | **Jumlah** |
| 1. | 4 | | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 2. | 3 | | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 34 |
| 3. | 5 | | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 4. | 5 | | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 41 |
| 5. | 4 | | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 46 |
| 6. | 4 | | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 40 |
| 7. | 5 | | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 44 |
| 8. | 4 | | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 9. | 5 | | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 40 |
| 10. | 5 | | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 45 |
| 11. | 4 | | 4 | 5 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 39 |
| 12. | 4 | | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 39 |
| 13. | 4 | | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 36 |
| 14. | 3 | | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 41 |
| 15. | 5 | | 3 | 3 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 39 |
| 16. | 4 | | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 40 |
| 17. | 3 | | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 37 |
| 18. | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19. | 5 | | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 20. | 5 | | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 21. | 3 | | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 22. | 3 | | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 32 |
| 23. | 4 | | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 41 |
| 24. | 4 | | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 45 |
| 25. | 4 | | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 26. | 4 | | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 44 |
| 27. | 4 | | 3 | 3 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 37 |
| 28. | 4 | | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 29. | 3 | | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 38 |
| 30. | 5 | | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 31. | 5 | | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 45 |
| 32. | 5 | | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 47 |
| 33. | 4 | | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 5 | 40 |
| 34. | 5 | | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 41 |
| 35. | | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 36. | | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 37. | | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 44 |
| 38. | | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 43 |
| 39. | | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 40 |
| 40. | | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 41 |
| 41. | | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 42. | | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 39 |
| 43. | | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 42 |
| 44. | | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 2 | 2 | 35 |
| 45. | | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 43 |
| 46. | | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 44 |
| 47. | | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 42 |
| 48. | | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 49. | | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 38 |
| 50. | | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 44 |
| 51. | | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 52. | | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 53. | | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 40 |
| 54. | | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 4 | 35 |
| 55. | | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 56. | | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 39 |
| 57. | | 3 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 41 |
| 58. | | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 44 |
| 59. | | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 46 |
| 60. | | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
| 61. | | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 62. | | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 63. | | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 43 |
| 64. | | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 65. | | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 43 |
| 66. | | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 67. | | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 45 |
| 68. | | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 41 |
| 69. | | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 39 |
| 70. | | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 44 |
| 71. | | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 72. | | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 43 |
| 73. | | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 41 |
| 74 | | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 75. | | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 76. | | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 77. | | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 78. | | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 79. | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 80. | | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 38 |
| 81. | | 3 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 41 |
| 82. | | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 4 | 38 |
| 83. | | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 42 |
| 84. | | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 85. | | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 86. | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 87. | | 3 | 3 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 41 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 88. | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 43 |
| 89. | 3 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 38 |
| **TOTAL** | **365** | **370** | **375** | **386** | **378** | **372** | **379** | **371** | **370** | **367** | **3733** |

**LAMPIRAN 9**

Data Penelitian Variabel Persepsi Harga

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Persepsi Harga (X3)** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Responden** | **X3.1** | | | **X3.2** | | **X3.3** | | **X3.4** | | | **X3.5** | | | **X3.6** | **X3.7** | | **X3.8** | | | **X3.9** | | **X3.10** | | **Jumlah** | | |
| 1. | 5 | | | 5 | | 4 | | 4 | | | 4 | | | 4 | 4 | | 5 | | | 4 | | 4 | | 43 | | |
| 2. | 4 | | | 4 | | 3 | | 3 | | | 3 | | | 3 | 3 | | 3 | | | 3 | | 3 | | 32 | | |
| 3. | 4 | | | 4 | | 5 | | 5 | | | 5 | | | 4 | 5 | | 5 | | | 5 | | 5 | | 47 | | |
| 4. | 4 | | | 4 | | 5 | | 5 | | | 4 | | | 4 | 5 | | 5 | | | 5 | | 5 | | 46 | | |
| 5. | 4 | | | 4 | | 4 | | 3 | | | 3 | | | 3 | 4 | | 3 | | | 4 | | 4 | | 36 | | |
| 6. | 4 | | | 4 | | 4 | | 5 | | | 5 | | | 4 | 4 | | 4 | | | 4 | | 4 | | 42 | | |
| 7. | 4 | | | 4 | | 5 | | 4 | | | 4 | | | 5 | 5 | | 5 | | | 5 | | 5 | | 46 | | |
| 8. | 4 | | | 4 | | 4 | | 4 | | | 4 | | | 4 | 4 | | 4 | | | 4 | | 4 | | 40 | | |
| 9. | 4 | | | 4 | | 5 | | 5 | | | 5 | | | 4 | 4 | | 5 | | | 5 | | 5 | | 46 | | |
| 10. | 4 | | | 4 | | 5 | | 5 | | | 5 | | | 4 | 5 | | 4 | | | 4 | | 4 | | 44 | | |
| 11 | 5 | | | 4 | | 4 | | 4 | | | 3 | | | 3 | 4 | | 4 | | | 4 | | 4 | | 39 | | |
| 12. | 5 | | | 5 | | 4 | | 4 | | | 4 | | | 4 | 4 | | 4 | | | 4 | | 4 | | 42 | | |
| 13. | 5 | | | 4 | | 4 | | 3 | | | 3 | | | 4 | 4 | | 3 | | | 4 | | 4 | | 38 | | |
| 14. | 4 | | | 4 | | 3 | | 4 | | | 3 | | | 3 | 5 | | 5 | | | 5 | | 5 | | 41 | | |
| 15. | 5 | | | 5 | | 5 | | 5 | | | 5 | | | 5 | 5 | | 5 | | | 5 | | 4 | | 49 | | |
| 16. | 4 | | | | 4 | | 4 | | | 5 | | 4 | | 4 | | 4 | | | 4 | | 4 | | 5 | | | 42 |
| 17. | 4 | | | 3 | | 4 | | | 4 | | 4 | | 4 | | 4 | | | 4 | | 4 | | 4 | | | 39 | |
| 18. | 4 | | | 4 | | 4 | | | 5 | | 4 | | 4 | | 4 | | | 4 | | 3 | | 4 | | | 40 | |
| 19. | 4 | | | 5 | | 5 | | | 5 | | 5 | | 4 | | 5 | | | 4 | | 4 | | 4 | | | 45 | |
| 20. | 4 | | | 4 | | 5 | | | 5 | | 4 | | 4 | | 5 | | | 3 | | 3 | | 5 | | | 42 | |
| 21. | 4 | | | 5 | | 3 | | | 3 | | 4 | | 3 | | 4 | | | 4 | | 4 | | 4 | | | 38 | |
| 22. | 5 | | | 4 | | 3 | | | 4 | | 3 | | 4 | | 4 | | | 3 | | 4 | | 4 | | | 38 | |
| 23. | 4 | | | 4 | | 4 | | | 4 | | 3 | | 3 | | 3 | | | 3 | | 3 | | 3 | | | 34 | |
| 24. | 4 | | | 4 | | 3 | | | 3 | | 5 | | 4 | | 4 | | | 5 | | 4 | | 5 | | | 41 | |
| 25. | 4 | | | 4 | | 4 | | | 4 | | 4 | | 4 | | 4 | | | 4 | | 4 | | 4 | | | 40 | |
| 26. | 4 | | | 4 | | 4 | | | 3 | | 3 | | 4 | | 4 | | | 3 | | 4 | | 4 | | | 37 | |
| 27. | 5 | | | 4 | | 4 | | | 4 | | 4 | | 4 | | 4 | | | 4 | | 4 | | 4 | | | 41 | |
| 28. | 4 | | | 4 | | 4 | | | 4 | | 3 | | 3 | | 4 | | | 4 | | 4 | | 4 | | | 38 | |
| 29. | 4 | | | 5 | | 4 | | | 4 | | 4 | | 4 | | 4 | | | 3 | | 4 | | 4 | | | 40 | |
| 30. | 4 | | | 4 | | 5 | | | 5 | | 5 | | 5 | | 5 | | | 5 | | 5 | | 5 | | | 48 | |
| 31. | 4 | | | 4 | | 5 | | | 4 | | 5 | | 4 | | 5 | | | 3 | | 3 | | 5 | | | 42 | |
| 32. | 5 | | | 5 | | 5 | | | 5 | | 5 | | 5 | | 5 | | | 5 | | 5 | | 5 | | | 50 | |
| 33. | 5 | | | 4 | | 4 | | | 3 | | 3 | | 3 | | 5 | | | 4 | | 4 | | 3 | | | 38 | |
| 34. | 5 | | | 5 | | 5 | | | 5 | | 4 | | 4 | | 5 | | | 3 | | 3 | | 5 | | | 44 | |
| 35. | | | 4 | 4 | | 4 | | | 5 | | 5 | | 4 | | 4 | | | 4 | | 4 | | 4 | | | 42 | |
| 36. | | | 5 | 5 | | 4 | | | 4 | | 4 | | 5 | | 4 | | | 4 | | 3 | | 5 | | | 43 | |
| 37. | | | 5 | 4 | | 5 | | | 4 | | 4 | | 5 | | 4 | | | 3 | | 3 | | 3 | | | 40 | |
| 38. | | | 4 | 5 | | 3 | | | 4 | | 3 | | 4 | | 5 | | | 3 | | 4 | | 3 | | | 38 | |
| 39. | | | 5 | 5 | | 4 | | | 3 | | 3 | | 4 | | 2 | | | 3 | | 3 | | 4 | | | 36 | |
| 40. | | | 4 | 4 | | 3 | | | 4 | | 3 | | 3 | | 4 | | | 3 | | 4 | | 3 | | | 35 | |
| 41. | | | 4 | 4 | | 4 | | | 3 | | 4 | | 4 | | 4 | | | 4 | | 4 | | 5 | | | 40 | |
| 42. | | | 4 | 4 | | 4 | | | 4 | | 5 | | 4 | | 4 | | | 4 | | 4 | | 4 | | | 41 | |
| 43. | | | 4 | 5 | | 4 | | | 3 | | 4 | | 3 | | 4 | | | 3 | | 3 | | 4 | | | 37 | |
| 44. | | | 4 | 4 | | 3 | | | 5 | | 3 | | 3 | | 2 | | | 3 | | 5 | | 2 | | | 34 | |
| 45. | | | 5 | 5 | | 5 | | | 5 | | 4 | | 3 | | 4 | | | 5 | | 4 | | 5 | | | 45 | |
| 46. | | | 4 | 5 | | 5 | | | 4 | | 5 | | 4 | | 3 | | | 4 | | 4 | | 4 | | | 42 | |
| 47. | | | 4 | 4 | | 4 | | | 5 | | 4 | | 5 | | 5 | | | 5 | | 4 | | 4 | | | 44 | |
| 48. | | | 4 | 5 | | 5 | | | 4 | | 5 | | 5 | | 5 | | | 4 | | 5 | | 3 | | | 45 | |
| 49. | | | 5 | 4 | | 3 | | | 3 | | 3 | | 3 | | 3 | | | 3 | | 3 | | 3 | | | 33 | |
| 50. | | 4 | | 4 | | 3 | | | 5 | | 4 | | 3 | | 4 | | | 4 | | 5 | | 4 | | | 40 | |
| 51. | | 4 | | 5 | | 5 | | | 4 | | 5 | | 4 | | 5 | | | 4 | | 4 | | 4 | | | 44 | |
| 52. | | 5 | | 4 | | 5 | | | 4 | | 4 | | 4 | | 4 | | | 3 | | 4 | | 5 | | | 42 | |
| 53. | | 5 | | 5 | | 4 | | | 4 | | 4 | | 4 | | 4 | | | 4 | | 5 | | 5 | | | 44 | |
| 54. | | 4 | | 5 | | 4 | | | 4 | | 4 | | 4 | | 4 | | | 5 | | 4 | | 4 | | | 42 | |
| 55. | | 4 | | 4 | | 4 | | | 4 | | 4 | | 3 | | 5 | | | 5 | | 4 | | 4 | | | 41 | |
| 56. | | 4 | | 4 | | 5 | | | 4 | | 4 | | 5 | | 3 | | | 5 | | 5 | | 5 | | | 44 | |
| 57. | | 4 | | 4 | | 3 | | | 3 | | 4 | | 5 | | 5 | | | 5 | | 3 | | 3 | | | 39 | |
| 58. | | 4 | | 4 | | 4 | | | 4 | | 5 | | 4 | | 3 | | | 4 | | 4 | | 5 | | | 41 | |
| 59. | | 5 | | 4 | | 4 | | | 5 | | 4 | | 5 | | 3 | | | 4 | | 4 | | 5 | | | 43 | |
| 60. | | 4 | | 5 | | 5 | | | 5 | | 4 | | 5 | | 4 | | | 4 | | 3 | | 5 | | | 44 | |
| 61. | | 4 | | 4 | | 5 | | | 4 | | 4 | | 5 | | 4 | | | 4 | | 4 | | 5 | | | 43 | |
| 62. | | 4 | | 5 | | 5 | | | 5 | | 4 | | 4 | | 4 | | | 3 | | 4 | | 4 | | | 42 | |
| 63. | | 4 | | 4 | | 4 | | | 4 | | 4 | | 3 | | 4 | | | 5 | | 5 | | 5 | | | 42 | |
| 64. | | 5 | | 5 | | 5 | | | 4 | | 5 | | 4 | | 5 | | | 5 | | 5 | | 5 | | | 48 | |
| 65. | | 4 | | 4 | | 4 | | | 5 | | 4 | | 5 | | 3 | | | 4 | | 5 | | 5 | | | 43 | |
| 66. | | 4 | | 5 | | 5 | | | 5 | | 4 | | 4 | | 5 | | | 4 | | 3 | | 4 | | | 43 | |
| 67. | | 4 | | 4 | | 4 | | | 4 | | 4 | | 3 | | 5 | | | 4 | | 3 | | 4 | | | 39 | |
| 68. | | 5 | | 3 | | 3 | | | 3 | | 5 | | 3 | | 3 | | | 5 | | 4 | | 3 | | | 37 | |
| 69. | | 4 | | 3 | | 3 | | | 4 | | 5 | | 4 | | 4 | | | 5 | | 4 | | 5 | | | 41 | |
| 70. | | 4 | | 3 | | 3 | | | 3 | | 4 | | 4 | | 4 | | | 3 | | 4 | | 5 | | | 37 | |
| 71. | | 5 | | 5 | | 5 | | | 4 | | 5 | | 4 | | 5 | | | 4 | | 3 | | 4 | | | 44 | |
| 72. | | 5 | | 4 | | 4 | | | 5 | | 4 | | 4 | | 4 | | | 4 | | 3 | | 3 | | | 40 | |
| 73. | | 4 | | 3 | | 3 | | | 4 | | 5 | | 4 | | 4 | | | 4 | | 5 | | 4 | | | 40 | |
| 74. | | | 5 | 4 | | 4 | | | 4 | | 4 | | 5 | | 3 | | | 5 | | 4 | | 3 | | | 41 | |
| 75. | | | 4 | 4 | | 4 | | | 5 | | 3 | | 3 | | 4 | | | 4 | | 5 | | 5 | | | 41 | |
| 76. | | | 4 | 4 | | 4 | | | 4 | | 4 | | 4 | | 4 | | | 4 | | 4 | | 4 | | | 40 | |
| 77. | | | 4 | 3 | | 3 | | | 4 | | 5 | | 4 | | 5 | | | 4 | | 4 | | 5 | | | 41 | |
| 78. | | | 4 | 4 | | 4 | | | 5 | | 4 | | 4 | | 4 | | | 4 | | 4 | | 5 | | | 42 | |
| 79. | | | 5 | 5 | | 5 | | | 4 | | 4 | | 4 | | 3 | | | 4 | | 4 | | 5 | | | 43 | |
| 80. | | | 5 | 4 | | 5 | | | 3 | | 3 | | 3 | | 3 | | | 5 | | 5 | | 5 | | | 41 | |
| 81. | | | 5 | 4 | | 4 | | | 3 | | 3 | | 4 | | 5 | | | 5 | | 5 | | 5 | | | 43 | |
| 82. | | | 4 | 4 | | 4 | | | 3 | | 3 | | 4 | | 3 | | | 4 | | 4 | | 5 | | | 38 | |
| 83. | | | 4 | 5 | | 4 | | | 5 | | 4 | | 4 | | 4 | | | 3 | | 4 | | 5 | | | 42 | |
| 84. | | | 5 | 5 | | 4 | | | 4 | | 4 | | 4 | | 5 | | | 5 | | 5 | | 5 | | | 46 | |
| 85. | | | 5 | 5 | | 4 | | | 5 | | 5 | | 5 | | 5 | | | 5 | | 5 | | 4 | | | 48 | |
| 86. | | | 5 | 5 | | 5 | | | 5 | | 5 | | 5 | | 5 | | | 5 | | 5 | | 5 | | | 50 | |
| 87. | | | 4 | 4 | | 4 | | | 3 | | 3 | | 3 | | 5 | | | 5 | | 5 | | 5 | | | 41 | |
| 88. | | | 4 | 4 | | 3 | | | 3 | | 3 | | 3 | | 4 | | | 4 | | 4 | | 4 | | | 36 | |
| 89. | | | 4 | 4 | | 3 | | | 4 | | 3 | | 4 | | 3 | | | 3 | | 3 | | 3 | | | 34 | |
| **TOTAL** | | | **385** | **378** | | **366** | | | **366** | | **358** | | **351** | | **367** | | | **361** | | **362** | | **379** | | | **3673** | |

**LAMPIRAN 10**

Data Penelitian Variabel Keputusan Pembelian

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Keputusan Pembelian (Y)** | | | | | | | | | | | | | |
| **Responden** | **Y.1** | | | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y.9** | **Y.10** | **Jumlah** |
| 1. | 4 | | | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| 2. | 3 | | | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 3. | 5 | | | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 4. | 4 | | | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 5. | 4 | | | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 6. | 5 | | | 3 | 5 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 40 |
| 7. | 4 | | | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 |
| 8. | 3 | | | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 9. | 5 | | | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 10. | 5 | | | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 46 |
| 11. | 4 | | | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 12. | 5 | | | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 44 |
| 13. | 4 | | | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 14. | 4 | | | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 15. | 5 | | | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 16. | 5 | | | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 17. | 4 | | | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 18. | 5 | | | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 43 |
| 19. | 5 | | | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 47 |
| 20. | 5 | | | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 5 | 40 |
| 21. | 4 | | | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 22. | 4 | | | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 37 |
| 23. | 4 | | | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 35 |
| 24. | 4 | | | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 44 |
| 25. | 4 | | | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 39 |
| 26. | 4 | | | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 27. | 4 | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 28. | 4 | | | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 29. | 4 | | | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 37 |
| 30. | 5 | | | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 31. | 5 | | | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 5 | 40 |
| 32. | 5 | | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 33. | 4 | | | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 41 |
| 34. | 5 | | | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 5 | 40 |
| 35. | | 5 | | 3 | 5 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 40 |
| 36. | | 4 | | 2 | 4 | 2 | 5 | 4 | 4 | 4 | 3 | 5 | 37 |
| 37. | | 4 | | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 39 |
| 38. | | 4 | | 5 | 3 | 4 | 3 | 5 | 5 | 3 | 4 | 3 | 39 |
| 39. | | 3 | | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 4 | 33 |
| 40. | | 3 | | 5 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 3 | 35 |
| 41. | | 5 | | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 4 | 5 | 41 |
| 42. | | 3 | | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 35 |
| 43. | | 4 | | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 37 |
| 44. | | 3 | | 4 | 4 | 2 | 4 | 2 | 2 | 3 | 5 | 2 | 31 |
| 45. | | 4 | | 4 | 2 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 41 |
| 46. | | 5 | | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 41 |
| 47. | | 3 | | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 48. | | 5 | | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 46 |
| 49. | | 3 | | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 50. | | 3 | | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 42 |
| 51. | | 5 | | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 46 |
| 52. | | 5 | | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 43 |
| 53. | | 5 | | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 47 |
| 54. | | 3 | | 3 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 38 |
| 55. | | 5 | | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 47 |
| 56. | | 5 | | 5 | 3 | 3 | 4 | 4 | 3 | 5 | 5 | 5 | 42 |
| 57. | | 3 | | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 44 |
| 58. | | 5 | | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 44 |
| 59. | | 5 | | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 44 |
| 60. | | 4 | | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 39 |
| 61. | | 4 | | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 43 |
| 62. | | 4 | | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 41 |
| 63. | | 4 | | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 64. | | 5 | | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 65. | | 4 | | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 44 |
| 66. | | 4 | | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 40 |
| 67. | | 4 | | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 44 |
| 68. | | 5 | | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 43 |
| 69. | | 4 | | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 43 |
| 70. | | 4 | | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 43 |
| 71. | | 5 | | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 45 |
| 72. | | 5 | | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 41 |
| 73. | | 5 | | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 45 |
| 74. | | | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 3 | 42 |
| 75. | | | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 76. | | | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 77. | | | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 78. | | | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 79. | | | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 39 |
| 80. | | | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 42 |
| 81. | | | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 82. | | | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 83. | | | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 84 | | | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 46 |
| 85. | | | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 86. | | | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 48 |
| 87. | | | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 41 |
| 88. | | | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 89. | | | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 37 |  |
| **TOTAL** | | | **391** | **377** | **380** | **356** | **370** | **376** | **364** | **362** | **364** | **379** | **3703** |

**LAMPIRAN 11**

Hasil Uji Validitas Dan Reabilitas Vatiabel Y

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | | | | | | |
| **Correlations** | | | | | | | | | | | | |
|  | | item\_1 | item\_2 | item\_3 | item\_4 | item\_5 | item\_6 | item\_7 | item\_8 | item\_9 | item\_10 | total |
| item\_1 | Pearson Correlation | 1 | ,376\*\* | .049 | .155 | .226 | .012 | .038 | .004 | -.026 | .067 | ,410\* |
| Sig. (2-tailed) |  | .000 | .798 | .413 | .229 | .950 | .842 | .982 | .890 | .524 | .025 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_2 | Pearson Correlation | ,376\*\* | 1 | ,456\*\* | ,435\*\* | ,355\*\* | ,418\*\* | ,211\* | .006 | -.171 | -.117 | ,511\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .041 | .952 | .100 | .261 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_3 | Pearson Correlation | .049 | ,456\*\* | 1 | ,605\*\* | ,529\*\* | ,770\*\* | ,508\*\* | ,578\*\* | ,538\*\* | .067 | ,768\*\* |
| Sig. (2-tailed) | .798 | .000 |  | .000 | .003 | .000 | .004 | .001 | .002 | .523 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_4 | Pearson Correlation | .155 | ,435\*\* | ,605\*\* | 1 | ,653\*\* | ,617\*\* | ,396\* | ,512\*\* | ,492\*\* | -.004 | ,775\*\* |
| Sig. (2-tailed) | .413 | .000 | .000 |  | .000 | .000 | .030 | .004 | .006 | .972 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_5 | Pearson Correlation | .226 | ,355\*\* | ,529\*\* | ,653\*\* | 1 | .360 | ,521\*\* | ,389\* | ,436\* | -.038 | ,710\*\* |
| Sig. (2-tailed) | .229 | .000 | .003 | .000 |  | .050 | .003 | .033 | .016 | .714 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_6 | Pearson Correlation | .012 | ,418\*\* | ,770\*\* | ,617\*\* | .360 | 1 | .273 | ,587\*\* | ,554\*\* | -.077 | ,701\*\* |
| Sig. (2-tailed) | .950 | .000 | .000 | .000 | .050 |  | .144 | .001 | .002 | .459 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_7 | Pearson Correlation | .038 | ,211\* | ,508\*\* | ,396\* | ,521\*\* | .273 | 1 | ,539\*\* | .299 | .071 | ,612\*\* |
| Sig. (2-tailed) | .842 | .041 | .004 | .030 | .003 | .144 |  | .002 | .108 | .497 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_8 | Pearson Correlation | .004 | .006 | ,578\*\* | ,512\*\* | ,389\* | ,587\*\* | ,539\*\* | 1 | ,386\* | ,294\*\* | ,740\*\* |
| Sig. (2-tailed) | .982 | .952 | .001 | .004 | .033 | .001 | .002 |  | .035 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_9 | Pearson Correlation | -.026 | -.171 | ,538\*\* | ,492\*\* | ,436\* | ,554\*\* | .299 | ,386\* | 1 | ,270\*\* | ,593\*\* |
| Sig. (2-tailed) | .890 | .100 | .002 | .006 | .016 | .002 | .108 | .035 |  | .009 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_10 | Pearson Correlation | .067 | -.117 | .067 | -.004 | -.038 | -.077 | .071 | ,294\*\* | ,270\*\* | 1.000 | ,423\*\* |
| Sig. (2-tailed) | .524 | .261 | .523 | .972 | .714 | .459 | .497 | .004 | .009 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | ,410\* | ,511\*\* | ,768\*\* | ,775\*\* | ,710\*\* | ,701\*\* | ,612\*\* | ,740\*\* | ,593\*\* | ,423\*\* | 1 |
| Sig. (2-tailed) | .025 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| |  |  | | --- | --- | | **Reliability Statistics** | | | Cronbach's Alpha | N of Items | | .795 | 10 | | | | | | | | | | | | | |
|  | | | | | | | | | | | | |

**LAMPIRAN 12**

Hasil Uji Validitas Dan Reliabilitas Variabel X1

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | |  | |  | |  | |  | |  | |  | |  | | |  | |  |  | |  | |
| **Correlations** | | | | | | | | | | | | | | | | | | | | | | | |
|  | | item\_1 | | item\_2 | | item\_3 | | item\_4 | | item\_5 | | item\_6 | | item\_7 | | item\_8 | item\_9 | | item\_10 | | | total | |
| item\_1 | Pearson Correlation | 1 | | -.123 | | -.205 | | -.285 | | -.254 | | -.169 | | .081 | | .146 | .044 | | .242 | | | .560 | |
| Sig. (2-tailed) |  | | .504 | | .260 | | .114 | | .161 | | .354 | | .659 | | .425 | .812 | | .182 | | | .006 | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
| item\_2 | Pearson Correlation | -.123 | | 1 | | ,559\*\* | | ,598\*\* | | ,368\* | | .322 | | .232 | | .245 | .193 | | .202 | | | ,694\*\* | |
| Sig. (2-tailed) | .504 | |  | | .001 | | .000 | | .045 | | .083 | | .217 | | .191 | .306 | | .283 | | | .000 | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
| item\_3 | Pearson Correlation | -.205 | | ,559\*\* | | 1 | | ,523\*\* | | ,621\*\* | | .116 | | .297 | | .210 | .281 | | -.123 | | | ,629\*\* | |
| Sig. (2-tailed) | .260 | | .001 | |  | | .003 | | .000 | | .543 | | .111 | | .264 | .133 | | .516 | | | .000 | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
| item\_4 | Pearson Correlation | -.285 | | ,598\*\* | | ,523\*\* | | 1 | | ,700\*\* | | .239 | | .319 | | .109 | ,409\* | | .182 | | | ,731\*\* | |
| Sig. (2-tailed) | .114 | | .000 | | .003 | |  | | .000 | | .204 | | .086 | | .565 | .025 | | .336 | | | .000 | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
| item\_5 | Pearson Correlation | -.254 | | ,368\* | | ,621\*\* | | ,700\*\* | | 1 | | -.125 | | .283 | | .031 | ,439\* | | -.253 | | | ,544\*\* | |
| Sig. (2-tailed) | .161 | | .045 | | .000 | | .000 | |  | | .510 | | .130 | | .871 | .015 | | .177 | | | .002 | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
| item\_6 | Pearson Correlation | -.169 | | .322 | | .116 | | .239 | | -.125 | | 1 | | -.014 | | .027 | .241 | | .313 | | | ,363\* | |
| Sig. (2-tailed) | .354 | | .083 | | .543 | | .204 | | .510 | |  | | .941 | | .888 | .199 | | .092 | | | .049 | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
| item\_7 | Pearson Correlation | .081 | | .232 | | .297 | | .319 | | .283 | | -.014 | | 1 | | .208 | ,373\* | | .161 | | | ,563\*\* | |
| Sig. (2-tailed) | .659 | | .217 | | .111 | | .086 | | .130 | | .941 | |  | | .271 | .042 | | .394 | | | .001 | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
| item\_8 | Pearson Correlation | .146 | | .245 | | .210 | | .109 | | .031 | | .027 | | .208 | | 1 | .276 | | .109 | | | ,463\* | |
| Sig. (2-tailed) | .425 | | .191 | | .264 | | .565 | | .871 | | .888 | | .271 | |  | .140 | | .568 | | | .010 | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
| item\_9 | Pearson Correlation | .044 | | .193 | | .281 | | ,409\* | | ,439\* | | .241 | | ,373\* | | .276 | 1 | | .234 | | | ,690\*\* | |
| Sig. (2-tailed) | .812 | | .306 | | .133 | | .025 | | .015 | | .199 | | .042 | | .140 |  | | .213 | | | .000 | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
| item\_10 | Pearson Correlation | .242 | | .202 | | -.123 | | .182 | | -.253 | | .313 | | .161 | | .109 | .234 | | 1 | | | ,396\* | |
| Sig. (2-tailed) | .182 | | .283 | | .516 | | .336 | | .177 | | .092 | | .394 | | .568 | .213 | |  | | | .030 | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
| total | Pearson Correlation | .561 | | ,694\*\* | | ,629\*\* | | ,731\*\* | | ,544\*\* | | ,363\* | | ,563\*\* | | ,463\* | ,690\*\* | | ,396\* | | | 1 | |
| Sig. (2-tailed) | .006 | | .000 | | .000 | | .000 | | .002 | | .049 | | .001 | | .010 | .000 | | .030 | | |  | |
| N | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | 30 | | 30 | | | 30 | |
|  | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | |
|  |  | |  | |  | |  | |  | |  | |  | |  | | |  | |  |  | |  | |
|  |  | |  | |  | |  | |  | |  | |  | |  | | |  | |  |  | |  | |
|  | **Reliability Statistics** | | | |  | |  | |  | |  | |  | |  | | |  | |  |  | |  | |
|  | Cronbach's Alpha | | N of Items | |  | |  | |  | |  | |  | |  | | |  | |  |  | |  | |
|  | .794 | | 10 | |  | |  | |  | |  | |  | |  | | |  | |  |  | |  | |

**LAMPIRAN 13**

Hasil Uji Validitas Dan Reliabilitas Variabel X2

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | |  | | |  | |  | |  | |  | |  |  |  | |  | |  | |  |
| **Correlations** | | | | | | | | | | | | | | | | | | | | | |
|  | | item\_1 | | item\_2 | item\_3 | | item\_4 | | item\_5 | | item\_6 | | item\_7 | | item\_8 | | item\_9 | | item\_10 | | total |
| item\_1 | Pearson Correlation | 1 | | ,698\*\* | .241 | | ,546\*\* | | .180 | | .141 | | ,848\*\* | | .169 | | .178 | | -.035 | | ,601\*\* |
| Sig. (2-tailed) |  | | .000 | .199 | | .002 | | .341 | | .458 | | .000 | | .371 | | .329 | | .849 | | .000 |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| item\_2 | Pearson Correlation | ,698\*\* | | 1 | ,616\*\* | | ,792\*\* | | ,517\*\* | | -.183 | | ,588\*\* | | -.154 | | -.016 | | .046 | | ,568\*\* |
| Sig. (2-tailed) | .000 | |  | .000 | | .000 | | .003 | | .333 | | .000 | | .416 | | .931 | | .802 | | .001 |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| item\_3 | Pearson Correlation | .241 | | ,616\*\* | 1 | | ,710\*\* | | ,566\*\* | | -.095 | | -.146 | | -.060 | | .110 | | .079 | | ,520\*\* |
| Sig. (2-tailed) | .199 | | .000 |  | | .000 | | .001 | | .616 | | .425 | | .755 | | .550 | | .668 | | .003 |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| item\_4 | Pearson Correlation | ,546\*\* | | ,792\*\* | ,710\*\* | | 1 | | ,571\*\* | | -.060 | | .074 | | -.053 | | -.109 | | -.182 | | ,679\*\* |
| Sig. (2-tailed) | .002 | | .000 | .000 | |  | | .001 | | .752 | | .687 | | .783 | | .551 | | .320 | | .000 |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| item\_5 | Pearson Correlation | .180 | | ,517\*\* | ,566\*\* | | ,571\*\* | | 1 | | -.068 | | .161 | | -.061 | | .154 | | -.081 | | ,550\*\* |
| Sig. (2-tailed) | .341 | | .003 | .001 | | .001 | |  | | .722 | | .378 | | .751 | | .400 | | .658 | | .002 |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| item\_6 | Pearson Correlation | .141 | | -.183 | -.095 | | -.060 | | -.068 | | 1 | | ,688\*\* | | ,725\*\* | | .062 | | -.042 | | ,483\*\* |
| Sig. (2-tailed) | .458 | | .333 | .616 | | .752 | | .722 | |  | | .000 | | .000 | | .736 | | .817 | | .007 |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| item\_7 | Pearson Correlation | ,848\*\* | | ,588\*\* | ,233\* | | .074 | | .161 | | ,688\*\* | | 1 | | .251 | | .289 | | .064 | | ,803\*\* |
| Sig. (2-tailed) | .000 | | .000 | .024 | | .687 | | .378 | | .000 | |  | | .167 | | .108 | | .728 | | .000 |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| item\_8 | Pearson Correlation | .169 | | -.154 | -.060 | | -.053 | | -.061 | | ,725\*\* | | .251 | | 1 | | .069 | | -.090 | | ,537\*\* |
| Sig. (2-tailed) | .371 | | .416 | .755 | | .783 | | .751 | | .000 | | .167 | |  | | .706 | | .623 | | .002 |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| item\_9 | Pearson Correlation | .178 | | -.016 | .110 | | -.109 | | .154 | | .062 | | .289 | | .069 | | 1 | | .134 | | ,396\* |
| Sig. (2-tailed) | .329 | | .931 | .550 | | .551 | | .400 | | .736 | | .108 | | .706 | |  | | .465 | | .025 |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| item\_10 | Pearson Correlation | -.035 | | .046 | .079 | | -.182 | | -.081 | | -.042 | | .064 | | -.090 | | .134 | | 1 | | ,789\*\* |
| Sig. (2-tailed) | .849 | | .802 | .668 | | .320 | | .658 | | .817 | | .728 | | .623 | | .465 | |  | | .000 |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| total | Pearson Correlation | ,601\*\* | | ,568\*\* | ,520\*\* | | ,679\*\* | | ,550\*\* | | ,483\*\* | | ,803\*\* | | ,537\*\* | | ,396\* | | ,789\*\* | | 1 |
| Sig. (2-tailed) | .000 | | .001 | .003 | | .000 | | .002 | | .007 | | .000 | | .002 | | .025 | | .000 | |  |
| N | 30 | | 30 | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
|  |  | |  | | |  | |  | |  | |  | |  |  |  | |  | |  | |  |
|  | **Reliability Statistics** | | | | |  | |  | |  | |  | |  |  |  | |  | |  | |  |
|  | Cronbach's Alpha | | N of Items | | |  | |  | |  | |  | |  |  |  | |  | |  | |  |
|  | .737 | | 10 | | |  | |  | |  | |  | |  |  |  | |  | |  | |  |

**LAMPIRAN 14**

Hasil Uji Validitas Dan Reliabilitas Variabel X3

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | |
|  | | | item\_1 | item\_2 | | item\_3 | | item\_4 | item\_5 | item\_6 | item\_7 | item\_8 | item\_9 | item\_10 | total |
| item\_1 | Pearson Correlation | | 1 | ,562\*\* | | .049 | | .096 | .213 | .336 | ,728\*\* | .288 | ,428\* | ,484\*\* | ,691\*\* |
| Sig. (2-tailed) | |  | .001 | | .798 | | .613 | .259 | .069 | .000 | .123 | .018 | .007 | .000 |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_2 | Pearson Correlation | | ,562\*\* | 1 | | -.081 | | .179 | .196 | .172 | ,483\*\* | -.006 | ,416\* | ,385\* | ,533\*\* |
| Sig. (2-tailed) | | .001 |  | | .670 | | .344 | .300 | .363 | .007 | .973 | .022 | .036 | .002 |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_3 | Pearson Correlation | | .049 | -.081 | | 1 | | ,688\*\* | ,676\*\* | ,572\*\* | .071 | .129 | -.215 | .085 | ,521\*\* |
| Sig. (2-tailed) | | .798 | .670 | |  | | .000 | .000 | .001 | .708 | .498 | .254 | .657 | .003 |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_4 | Pearson Correlation | | .096 | .179 | | ,688\*\* | | 1 | ,863\*\* | ,605\*\* | .087 | .126 | -.319 | -.142 | ,551\*\* |
| Sig. (2-tailed) | | .613 | .344 | | .000 | |  | .000 | .000 | .647 | .506 | .086 | .455 | .002 |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_5 | Pearson Correlation | | .213 | .196 | | ,676\*\* | | ,863\*\* | 1 | ,664\*\* | .300 | .290 | -.033 | .011 | ,721\*\* |
| Sig. (2-tailed) | | .259 | .300 | | .000 | | .000 |  | .000 | .107 | .120 | .862 | .955 | .000 |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_6 | Pearson Correlation | | .336 | .172 | | ,572\*\* | | ,605\*\* | ,664\*\* | 1 | .269 | .186 | -.091 | .145 | ,662\*\* |
| Sig. (2-tailed) | | .069 | .363 | | .001 | | .000 | .000 |  | .151 | .324 | .634 | .446 | .000 |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_7 | Pearson Correlation | | ,728\*\* | ,483\*\* | | .071 | | .087 | .300 | .269 | 1 | ,376\* | ,618\*\* | ,658\*\* | ,769\*\* |
| Sig. (2-tailed) | | .000 | .007 | | .708 | | .647 | .107 | .151 |  | .041 | .000 | .000 | .000 |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_8 | Pearson Correlation | | .288 | -.006 | | .129 | | .126 | .290 | .186 | ,376\* | 1 | .342 | .136 | ,496\*\* |
| Sig. (2-tailed) | | .123 | .973 | | .498 | | .506 | .120 | .324 | .041 |  | .065 | .473 | .005 |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_9 | Pearson Correlation | | ,428\* | ,416\* | | -.215 | | -.319 | -.033 | -.091 | ,618\*\* | .342 | 1 | ,441\* | ,427\* |
| Sig. (2-tailed) | | .018 | .022 | | .254 | | .086 | .862 | .634 | .000 | .065 |  | .015 | .019 |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_10 | Pearson Correlation | | ,484\*\* | ,385\* | | .085 | | -.142 | .011 | .145 | ,658\*\* | .136 | ,441\* | 1 | ,533\*\* |
| Sig. (2-tailed) | | .007 | .036 | | .657 | | .455 | .955 | .446 | .000 | .473 | .015 |  | .002 |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | | ,691\*\* | ,533\*\* | | ,521\*\* | | ,551\*\* | ,721\*\* | ,662\*\* | ,769\*\* | ,496\*\* | ,427\* | ,533\*\* | 1 |
| Sig. (2-tailed) | | .000 | .002 | | .003 | | .002 | .000 | .000 | .000 | .005 | .019 | .002 |  |
| N | | 30 | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
|  |  | |  |  | |  | |  |  |  |  |  |  |  |  |
|  |  | |  |  | |  | |  |  |  |  |  |  |  |  |
| **Reliability Statistics** | | | | |
| Cronbach's Alpha | | | N of Items | |
| .791 | | | 10 | |

LAMPIRAN 15

Data Hasil SPSS

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | | | | | |
| Model | | R | R Square | | Adjusted R Square | | Std. Error of the Estimate | | Durbin-Watson | | |
| 1 | | ,813a | ,662 | | ,650 | | 3,059915 | | 1,701 | | |
| a. Predictors: (Constant), Persepsi\_harga, Kepercayaan, Gaya\_hidup | | | | | | | | | | | |
| b. Dependent Variable: keputusan\_pembelian | | | | | | | | | | | |
| **Coefficientsa** | | | | | | | | | | | | | |
| Model | | | | | Unstandardized Coefficients | | | | Standardized Coefficients | | t | Sig. | |
| B | | Std. Error | | Beta | |
| 1 | | (Constant) | | | 3,333 | | 3,910 | |  | | ,852 | ,396 | |
| Gaya\_hidup | | | ,206 | | ,094 | | ,196 | | 2,193 | ,031 | |
| Kepercayaan | | | ,302 | | ,081 | | ,261 | | 3,703 | ,000 | |
| Persepsi\_harga | | | ,556 | | ,096 | | ,514 | | 5,794 | ,000 | |
| a. Dependent Variable: keputusan\_pembelian | | | | | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1556,128 | 3 | 518,709 | 55,399 | ,000b |
| Residual | 795,862 | 85 | 9,363 |  |  |
| Total | 2351,989 | 88 |  |  |  |
| a. Dependent Variable: keputusan\_pembelian | | | | | | |
| b. Predictors: (Constant), Persepsi\_harga, Kepercayaan, Gaya\_hidup | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,813a | ,662 | ,650 | 3,059915 |
| a. Predictors: (Constant), Persepsi\_harga, Kepercayaan, Gaya\_hidup | | | | |

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 89 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 3,00730477 |
| Most Extreme Differences | Absolute | ,053 |
| Positive | ,053 |
| Negative | -,046 |
| Test Statistic | | ,053 |
| Asymp. Sig. (2-tailed) | | ,200c,d |





