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LAMPIRAN

Lampiran 1 Lembar Kuesioner

Kepada

Yth. Bapak/Ibu/Saudara/i

Di Tempat

Assalamu'alaikum Warahmatullahi Wabarakatuh

Saya mahasiswa program sarjana (S1) Fakultas Ekonomi dan Bisnis Program Studi Manajemen Universitas Pancasakti Tegal yang saat ini sedang melakukan penelitian dengan judul "Pengaruh Citra Merek, Gaya Hidup, Persepsi Kualitas Produk dan Persepsi Lokasi Terhadap Keputusan Pembelian Konsumen pada Vapestore Brebeshop Bojong". Penelitian ini merupakan syarat untuk kelulusan dijenjang pendidikan strata satu (S1)

Dalam kesempatan ini, saya mengharapkan partisipasi bapak/ibu/saudara/i untuk meluangkan waktunya dalam pengisian kuesioner ini. Bantuan bapak/ibu/saudara/i sangat saya harapkan demi selesainya penelitian ini. Sesuai dengan kode etik penelitian, peneliti menjamin kerahasiaan jawaban dan identitas responden. Atas kesediaan dan bantuan para responden untuk mengisi kuesioner ini, saya sampaikan terimakasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Hormat Saya



Andika Pangestu

I. IDENTITAS RESPONDEN

Nama :(boleh tidak di isi)
 Alamat :
 Jenis Kelamin : Laki-laki Perempuan
 Usia : 17 th – 25 th 26 th -35 th
 36 th – 40 th > 40 th
 Pendidikan Terakhir : SD SMP SMA DIII S1 S2

II. PETUNJUK PENGISIAN

Berilah tanda centang (√) pada salah satu alternatif jawaban pada kolom yang tersedia untuk jawaban yang paling tepat menurut persepsi anda.

Jawaban	Skor
Sangat Setuju (SS)	5
Setuju (S)	4
Netral (N)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

1. VARIABEL CITRA MEREK (X1)

No	Indikator	Pernyataan	Jawaban				
			SS	S	N	TS	STS
1	Atribut Produk	Kualitas, desain dan kemasan vape yang dijual di vape store brebeshop sangat beragam sesuai dengan kebutuhan konsumen.					
2	Keuntungan Konsumen	Produk vape yang ada di vape store brebeshop bojong memiliki kegunaan yang sesuai dengan kebutuhan konsumen.					
3	Kepribadian Merek	Produk vape yang dijual di store brebeshop bojong merupakan merek produk yang terkenal di kalangan konsumen.					

2. VARIABEL GAYA HIDUP (X2)

No	Indikator	Pernyataan	Jawaban				
			SS	S	N	TS	STS
1	Aktivitas	Saya membeli vape di vapestore brebeshop untuk dikonsumsi apabila setelah melakukan pekerjaan.					
2	Minat	Saya membeli produk vape di vapestore brebeshop bojong karena tertarik menggunakan rokok elektrik yang sekarang ini sedang trending di kalangan masyarakat.					
3	Opini	Menurut saya, harga yang ditawarkan di vapestore brebeshop bojong tersebut sesuai dengan kualitas produknya.					

3. VARIABEL PERSEPSI KUALITAS PRODUK (X3)

No	Indikator	Pernyataan	Jawaban				
			SS	S	N	TS	STS
1	Keawetan	Saya membeli vape di vapestore brebeshop bojong karena produk tersebut memiliki keawetan produk yang tinggi dan tidak cepat rusak dalam pemakaian jangka panjang.					
2	Keandalan	Saya membeli produk vape di vapestore brebeshop karena memiliki fitur-fitur yang canggih dan inovatif.					
3	Kesesuaian Produk	Saya percaya dengan produk yang telah saya beli di vapestore brebeshop bojong karena sebelumnya sudah dijelaskan oleh pemilik toko tentang kesesuaian produk yang akan saya beli.					
4	Kemudahan Dipergunakan dan Diperbaiki	Saya membeli produk vape di brebeshop bojong karena mudah digunakan dan apabila ada kerusakan dalam produk tersebut dapat langsung diperbaiki oleh penjual secara <i>face to face</i> .					

4. VARIABEL PERSEPSI LOKASI (X4)

No	Indikator	Pernyataan	Jawaban				
			SS	S	N	TS	STS
1	Akses	Vapestore brebeshop bojong mudah dijangkau oleh konsumen karena berada di jalur cepat jalan raya bojong.					
2	Visibilitas	Vapestore brebeshop bojong dapat dilihat dengan jelas karena berada di tepijalan.					
3	Lalu lintas	Letak vapestore brebeshop bojong sangat strategis bagi konsumen.					
4	Tempat parkir	Vapestore brebeshop bojong mempunyai tempat parkir yang luas untuk konsumen.					
5	Ekspansi	Vapestore brebeshop bojong mempunyai cabang yang lain tidak hanya di bojong saja.					
6	Lingkungan	Vapestore brebeshop bojong saling berdekatan dengan pusat keramaian seperti wisata guci dan pasar bojong.					
7	Persaingan	Vapestore brebeshop bojong menjual harga produk yang berbeda dengan produk pedagang yang lain di sekitarnya.					
8	Peraturan Pemerintah	Terdapat peraturan pemerintah yang harus dipatuhi ketika membeli produk vape di vapestore brebeshop bojong.					

5. VARIABEL KEPUTUSAN PEMBELIAN (Y)

No	Indikator	Pernyataan	Jawaban				
			SS	S	N	TS	STS
1	Kebutuhan	Banyak beragam varian dan kualitas yang ditawarkan di toko tersebut sehingga saya dapat memilih produk yang sedang saya butuhkan.					
2	Pencarian informasi	Saya mencari informasi kepada konsumen lain tentang produk vape di vapestore brebeshop bojong sehingga saya yakin untuk membeli produk tersebut.					
3	Keyakinan	Produk vape di vapestore brebeshop bojong memiliki kualitas yang bagus sehingga saya yakin untuk membelinya					
4	Rekomendasi	Saya membeli produk vape di vapestore brebeshop bojong karena teman saya memakai produk yang dibeli di toko tersebut.					
5	Pembelian ulang	Saya membeli ulang produk vape di vapestore brebeshop bojong setelah saya mencoba dan cocok menggunakan produk vape dari toko tersebut.					

Lampiran 1 Data Uji Validitas Dan Reliabilitas

No Responden	Keputusan Pembelian (Y)					TOTAL
	Y.1	Y.2	Y.3	Y.4	Y.5	
1	5	4	5	5	5	24
2	4	5	5	5	3	22
3	4	5	5	5	5	24
4	4	5	4	5	5	23
5	5	4	5	5	4	23
6	4	5	5	4	5	23
7	5	4	5	5	5	24
8	3	4	5	4	3	19
9	5	5	4	4	5	23
10	3	4	3	3	3	16
11	5	5	5	5	4	24
12	3	5	3	5	4	20
13	4	4	3	3	4	18
14	5	4	5	3	4	21
15	3	5	4	5	5	22
16	4	4	3	3	4	18
17	4	5	5	5	5	24
18	5	4	4	4	4	21
19	5	5	5	5	4	24
20	5	5	3	4	4	21
21	5	4	4	5	5	23
22	3	5	3	3	4	18
23	4	5	4	4	5	22
24	5	4	5	5	5	24
25	5	3	3	4	4	19
26	4	4	4	5	4	21
27	5	4	4	4	4	21
28	4	4	4	4	4	20
29	4	4	4	5	3	20
30	3	4	4	4	4	19

No. Responden	Citra Merek (X1)			
	X1.1	X1.2	X1.3	TOTAL
1	5	4	3	12
2	3	3	3	9
3	5	4	4	13
4	2	4	4	10
5	3	4	5	12
6	4	3	3	10
7	3	3	3	9
8	4	5	3	12
9	3	3	3	9
10	4	4	3	11
11	4	4	4	12
12	4	5	4	13
13	3	4	3	10
14	4	4	4	12
15	4	4	4	12
16	4	3	4	11
17	4	5	5	14
18	4	4	3	11
19	5	4	4	13
20	4	5	4	13
21	4	4	4	12
22	5	4	4	13
23	5	5	4	14
24	5	4	3	12
25	4	5	4	13
26	5	5	5	15
27	5	4	5	14
28	5	5	5	15
29	5	4	4	13
30	4	4	5	13

No. Responden	Gaya Hidup (X2)			
	X2.1	X2.2	X2.3	TOTAL
1	4	5	4	13
2	4	4	4	12
3	4	2	3	9
4	3	4	4	11
5	3	4	4	11
6	4	4	4	12
7	4	4	4	12
8	5	5	5	15
9	4	4	4	12
10	4	4	3	11
11	4	4	4	12
12	4	5	5	14
13	3	4	4	11
14	4	3	4	11
15	5	4	5	14
16	3	3	3	9
17	4	3	4	11
18	5	4	5	14
19	4	4	4	12
20	4	5	5	14
21	5	5	5	15
22	4	4	5	13
23	4	4	5	13
24	4	4	4	12
25	4	4	4	12
26	4	5	4	13
27	4	4	5	13
28	5	4	4	13
29	4	1	3	8
30	5	5	5	15

No. Responden	Persepsi Kualitas Produk (X3)				
	X3.1	X3.2	X3.3	X3.4	TOTAL
1	4	5	4	5	18
2	3	3	5	2	13
3	5	5	5	4	19
4	4	3	3	4	14
5	5	5	3	3	16
6	4	4	3	3	14
7	4	3	4	4	15
8	5	5	4	4	18
9	3	4	4	3	14
10	4	3	3	4	14
11	4	4	5	4	17
12	4	4	5	4	17
13	4	4	4	4	16
14	4	4	4	4	16
15	4	3	4	4	15
16	4	5	4	3	16
17	5	5	5	4	19
18	5	4	5	5	19
19	4	4	4	4	16
20	4	5	5	5	19
21	5	5	5	5	20
22	4	4	4	4	16
23	5	5	5	5	20
24	4	5	5	4	18
25	4	4	5	4	17
26	4	5	5	5	19
27	5	4	5	4	18
28	3	5	4	5	17
29	5	4	5	5	19
30	4	5	5	5	19

No. Responden	Persepsi Lokasi (X4)								TOTAL
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7	X4.8	
1	4	5	4	4	5	4	5	4	35
2	4	4	3	4	4	3	4	2	28
3	5	5	5	4	3	4	4	4	34
4	3	2	3	3	2	3	2	2	20
5	5	5	4	5	5	5	4	4	37
6	3	3	3	3	3	4	4	4	27
7	3	4	3	3	3	4	4	3	27
8	4	5	5	5	5	4	5	5	38
9	3	3	4	4	4	3	3	3	27
10	4	4	4	4	4	4	4	4	32
11	4	5	4	4	5	3	4	2	31
12	4	4	5	5	5	4	5	5	37
13	4	4	3	3	4	4	4	3	29
14	4	4	4	4	4	4	4	4	32
15	5	5	5	5	5	5	4	4	38
16	4	4	4	3	4	5	4	4	32
17	4	3	3	3	2	3	4	4	26
18	3	3	4	4	4	4	4	4	30
19	4	4	5	4	4	4	4	4	33
20	3	3	4	5	4	4	4	5	32
21	3	4	4	4	3	3	4	4	29
22	4	4	1	4	3	4	4	4	28
23	2	2	2	2	2	2	2	2	16
24	5	5	4	5	4	5	5	5	38
25	3	4	4	5	3	4	5	5	33
26	4	5	4	5	4	5	4	5	36
27	4	4	4	4	4	4	4	4	32
28	5	5	5	5	5	5	5	5	40
29	1	4	4	4	4	1	4	1	23
30	5	4	3	4	4	4	4	1	29

Lampiran 2 Hasil Uji Validitas

Hasil Uji Validitas Variabel Keputusan Pembelian

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL
Y.1	Pearson Correlation	1	-,222	,328	,216	,287	,559**
	Sig. (2-tailed)		,239	,076	,253	,125	,001
	N	30	30	30	30	30	30
Y.2	Pearson Correlation	-,222	1	,155	,242	,289	,394*
	Sig. (2-tailed)	,239		,414	,197	,122	,031
	N	30	30	30	30	30	30
Y.3	Pearson Correlation	,328	,155	1	,536**	,246	,753**
	Sig. (2-tailed)	,076	,414		,002	,190	,000
	N	30	30	30	30	30	30
Y.4	Pearson Correlation	,216	,242	,536**	1	,313	,749**
	Sig. (2-tailed)	,253	,197	,002		,093	,000
	N	30	30	30	30	30	30
Y.5	Pearson Correlation	,287	,289	,246	,313	1	,660**
	Sig. (2-tailed)	,125	,122	,190	,093		,000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,559**	,394*	,753**	,749**	,660**	1
	Sig. (2-tailed)	,001	,031	,000	,000	,000	
	N	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).

Hasil Uji Validitas Variabel Citra Merek

Correlations

		X1.1	X1.2	X1.3	TOTAL
X1.1	Pearson Correlation	1	,370*	,259	,745**
	Sig. (2-tailed)		,044	,167	,000
	N	30	30	30	30
X1.2	Pearson Correlation	,370*	1	,457*	,779**
	Sig. (2-tailed)	,044		,011	,000
	N	30	30	30	30
X1.3	Pearson Correlation	,259	,457*	1	,747**
	Sig. (2-tailed)	,167	,011		,000
	N	30	30	30	30
TOTAL	Pearson Correlation	,745**	,779**	,747**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

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

Hasil Uji Validitas Variabel Gaya Hidup

Correlations

		X2.1	X2.2	X2.3	TOTAL
X2.1	Pearson Correlation	1	,270	,498**	,665**
	Sig. (2-tailed)		,149	,005	,000
	N	30	30	30	30
X2.2	Pearson Correlation	,270	1	,653**	,854**
	Sig. (2-tailed)	,149		,000	,000
	N	30	30	30	30
X2.3	Pearson Correlation	,498**	,653**	1	,885**
	Sig. (2-tailed)	,005	,000		,000
	N	30	30	30	30
TOTAL	Pearson Correlation	,665**	,854**	,885**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

Hasil Uji Validitas Variabel Persepsi Kualitas Produk

Correlations

		X3.1	X3.2	X3.3	X3.4	TOTAL
X3.1	Pearson Correlation	1	,336	,220	,328	,633**
	Sig. (2-tailed)		,069	,242	,077	,000
	N	30	30	30	30	30
X3.2	Pearson Correlation	,336	1	,329	,381*	,735**
	Sig. (2-tailed)	,069		,076	,038	,000
	N	30	30	30	30	30
X3.3	Pearson Correlation	,220	,329	1	,373*	,690**
	Sig. (2-tailed)	,242	,076		,042	,000
	N	30	30	30	30	30
X3.4	Pearson Correlation	,328	,381*	,373*	1	,755**
	Sig. (2-tailed)	,077	,038	,042		,000
	N	30	30	30	30	30
TOTAL	Pearson Correlation	,633**	,735**	,690**	,755**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	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).

Hasil Uji Validitas Variabel Persepsi Lokasi Perusahaan

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7	X4.8	TOTAL
X4.1	Pearson Correlation	1	,635**	,303	,421*	,438*	,761**	,423*	,363*	,716**
	Sig. (2-tailed)		,000	,104	,021	,016	,000	,020	,048	,000
	N	30	30	30	30	30	30	30	30	30
X4.2	Pearson Correlation	,635**	1	,514**	,636**	,694**	,520**	,716**	,334	,814**
	Sig. (2-tailed)	,000		,004	,000	,000	,003	,000	,071	,000
	N	30	30	30	30	30	30	30	30	30
X4.3	Pearson Correlation	,303	,514**	1	,609**	,613**	,327	,478**	,441*	,704**
	Sig. (2-tailed)	,104	,004		,000	,000	,078	,008	,015	,000
	N	30	30	30	30	30	30	30	30	30
X4.4	Pearson Correlation	,421*	,636**	,609**	1	,662**	,475**	,651**	,552**	,814**
	Sig. (2-tailed)	,021	,000	,000		,000	,008	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30
X4.5	Pearson Correlation	,438*	,694**	,613**	,662**	1	,421*	,587**	,234	,748**
	Sig. (2-tailed)	,016	,000	,000	,000		,021	,001	,213	,000
	N	30	30	30	30	30	30	30	30	30
X4.6	Pearson Correlation	,761**	,520**	,327	,475**	,421*	1	,482**	,681**	,782**
	Sig. (2-tailed)	,000	,003	,078	,008	,021		,007	,000	,000
	N	30	30	30	30	30	30	30	30	30
X4.7	Pearson Correlation	,423*	,716**	,478**	,651**	,587**	,482**	1	,581**	,795**
	Sig. (2-tailed)	,020	,000	,008	,000	,001	,007		,001	,000
	N	30	30	30	30	30	30	30	30	30
X4.8	Pearson Correlation	,363*	,334	,441*	,552**	,234	,681**	,581**	1	,713**
	Sig. (2-tailed)	,048	,071	,015	,002	,213	,000	,001		,000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,716**	,814**	,704**	,814**	,748**	,782**	,795**	,713**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	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).

Lampiran 3 Hasil Uji Reliabilitas

Hasil Uji Reliabilitas Variabel Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
,623	5

Hasil Uji Reliabilitas Variabel Citra Merek

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
,620	3

Hasil Uji Reliabilitas Variabel Gaya Hidup
Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,717	3

Hasil Uji Reliabilitas Variabel Persepsi Kualitas Produk

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,662	4

Hasil Uji Reliabilitas Variabel Persepsi Lokasi Perusahaan

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,889	8

Lampiran 4 Tabulasi Data Penelitian

No Responden	Keputusan Pembelian (Y)					
	Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL
1	4	5	5	4	5	23
2	4	4	5	5	5	23
3	4	5	5	5	5	24
4	4	5	5	4	5	23
5	5	4	5	4	5	23
6	4	5	5	4	5	23
7	5	5	5	5	4	24
8	3	4	3	3	4	17
9	4	5	5	4	5	23
10	4	3	4	4	3	18
11	5	4	5	4	4	22
12	3	4	4	4	3	18
13	4	4	4	5	4	21
14	4	4	5	5	4	22
15	3	4	4	5	4	20
16	4	4	4	4	4	20
17	4	5	5	5	5	24
18	4	5	5	5	4	23
19	4	5	5	5	5	24
20	5	5	4	5	4	23
21	5	5	5	5	4	24
22	4	5	5	5	4	23
23	4	5	5	5	4	23
24	5	5	4	5	5	24
25	4	5	5	4	5	23
26	5	4	5	5	5	24
27	5	5	5	5	5	25
28	4	5	4	4	4	21
29	4	4	4	4	3	19
30	4	4	4	4	4	20
31	5	4	5	5	4	23
32	5	4	4	5	5	23
33	4	4	5	4	4	21
34	4	4	4	5	3	20
35	5	5	5	4	4	23

36	4	5	5	4	4	22
37	4	5	5	5	4	23
38	5	5	5	5	5	25
39	4	5	5	5	4	23
40	5	5	4	5	5	24
41	5	4	4	4	4	21
42	4	4	3	4	3	18
43	4	4	4	5	4	21
44	4	5	5	4	4	22
45	4	4	4	4	4	20
46	4	4	4	4	4	20
47	4	5	5	5	5	24
48	5	5	4	5	4	23
49	4	5	5	5	5	24
50	4	5	5	5	4	23
51	5	5	5	5	4	24
52	4	5	5	5	4	23
53	5	4	5	5	4	23
54	5	5	5	5	5	25
55	4	5	5	4	5	23
56	5	4	5	5	5	24
57	4	5	5	5	5	24
58	5	4	4	4	4	21
59	4	4	4	4	3	19
60	4	4	3	4	4	19
61	4	4	3	4	3	18
62	5	4	5	4	4	22
63	3	4	4	4	3	18
64	4	4	4	5	4	21
65	4	5	5	4	4	22
66	4	4	4	4	4	20
67	4	4	4	4	4	20
68	5	4	5	5	5	24
69	5	5	4	5	4	23
70	5	5	4	5	5	24
71	5	5	4	5	4	23
72	5	4	5	5	4	23
73	4	5	5	5	4	23

74	4	5	5	5	4	23
75	5	5	4	5	5	24
76	4	5	5	5	5	24
77	5	4	5	5	5	24
78	5	5	5	5	5	25
79	4	5	4	4	4	21
80	4	5	4	4	3	20
81	4	4	4	4	4	20
82	5	5	5	5	4	24
83	5	5	4	5	5	24
84	5	4	5	4	4	22
85	3	4	4	5	4	20
86	4	5	5	5	4	23
87	4	4	5	5	4	22
88	4	5	4	5	5	23
89	5	5	4	5	5	24
90	5	5	5	5	4	24
91	5	5	4	5	5	24
92	5	4	5	4	4	22
93	3	4	4	4	3	18
94	4	4	4	5	4	21
95	5	4	5	4	4	22
96	4	4	4	4	4	20
97	4	4	4	4	4	20

No. Responden	Citra Merek (X1)			
	X1.1	X1.2	X1.3	TOTAL
1	4	3	3	10
2	3	4	3	10
3	4	4	4	12
4	3	4	3	10
5	4	4	3	11
6	4	4	4	12
7	4	3	4	11
8	3	2	4	9
9	4	2	5	11
10	4	4	3	11
11	2	4	5	11
12	2	2	4	8
13	2	4	3	9
14	3	4	3	10
15	4	4	4	12
16	3	3	4	10
17	5	2	3	10
18	4	4	4	12
19	4	4	5	13
20	4	4	4	12
21	4	2	4	10
22	3	4	3	10
23	4	4	4	12
24	2	4	4	10
25	4	4	3	11
26	4	3	4	11
27	3	4	4	11
28	3	4	4	11
29	3	3	3	9
30	3	4	4	11
31	5	4	2	11
32	3	5	3	11
33	4	3	3	10
34	4	2	4	10
35	4	4	5	13
36	3	3	3	9

37	5	4	3	12
38	5	4	4	13
39	4	4	2	10
40	5	4	4	13
41	4	3	4	11
42	2	3	2	7
43	4	4	2	10
44	4	3	4	11
45	4	2	4	10
46	4	2	4	10
47	5	3	4	12
48	4	3	4	11
49	4	2	5	11
50	4	4	4	12
51	4	4	4	12
52	4	3	4	11
53	4	4	3	11
54	5	4	3	12
55	4	2	4	10
56	5	3	3	11
57	3	4	3	10
58	4	2	4	10
59	4	4	3	11
60	4	4	3	11
61	4	4	2	10
62	4	4	5	13
63	4	3	3	10
64	4	3	3	10
65	4	3	3	10
66	4	4	3	11
67	4	2	4	10
68	4	5	2	11
69	4	4	4	12
70	4	4	4	12
71	5	4	4	13
72	3	4	4	11
73	4	2	4	10
74	4	4	3	11

75	2	4	3	9
76	4	3	5	12
77	5	4	3	12
78	4	4	4	12
79	4	2	4	10
80	4	2	3	9
81	4	2	4	10
82	3	4	5	12
83	5	4	2	11
84	3	4	5	12
85	3	4	2	9
86	4	4	3	11
87	4	5	3	12
88	2	4	3	9
89	5	3	4	12
90	3	4	5	12
91	3	4	5	12
92	3	3	5	11
93	3	3	4	10
94	4	4	4	12
95	4	4	5	13
96	4	4	3	11
97	4	4	4	12

No. Responden	Gaya Hidup (X2)			
	X2.1	X2.2	X2.3	TOTAL
1	4	5	3	12
2	5	4	5	14
3	5	5	5	15
4	4	5	4	13
5	4	4	5	13
6	4	5	4	13
7	4	5	5	14
8	3	3	3	9
9	4	5	5	14
10	4	4	3	11
11	4	4	5	13
12	4	3	4	11
13	5	4	4	13
14	4	5	5	14
15	4	5	4	13
16	4	4	4	12
17	5	5	4	14
18	4	4	4	12
19	5	5	5	15
20	5	4	4	13
21	4	5	4	13
22	4	5	4	13
23	5	4	5	14
24	5	4	5	14
25	4	5	5	14
26	5	5	5	15
27	5	4	5	14
28	4	4	4	12
29	4	4	3	11
30	4	3	4	11
31	5	4	5	14
32	5	5	5	15
33	4	5	5	14
34	5	4	4	13
35	4	4	5	13
36	4	4	4	12

37	5	4	4	13
38	5	4	5	14
39	5	4	5	14
40	5	4	5	14
41	4	4	5	13
42	4	3	4	11
43	5	4	4	13
44	4	5	5	14
45	4	5	4	13
46	4	4	4	12
47	5	5	4	14
48	4	4	4	12
49	5	5	5	15
50	5	4	4	13
51	4	5	4	13
52	4	5	4	13
53	5	4	5	14
54	5	4	5	14
55	4	5	5	14
56	5	5	5	15
57	5	4	5	14
58	4	4	4	12
59	4	4	3	11
60	4	3	4	11
61	4	4	3	11
62	4	4	5	13
63	4	3	4	11
64	5	4	4	13
65	4	5	5	14
66	4	5	4	13
67	4	4	4	12
68	5	5	4	14
69	4	4	4	12
70	5	5	5	15
71	5	4	4	13
72	4	5	4	13
73	4	5	4	13
74	5	4	5	14

75	5	4	5	14
76	4	5	5	14
77	5	5	5	15
78	5	4	5	14
79	4	4	4	12
80	4	4	3	11
81	4	3	4	11
82	5	4	5	14
83	5	5	5	15
84	4	5	5	14
85	5	4	4	13
86	4	4	5	13
87	4	4	4	12
88	5	4	4	13
89	5	4	5	14
90	5	4	5	14
91	5	4	5	14
92	4	4	5	13
93	4	3	4	11
94	5	4	4	13
95	4	5	5	14
96	4	5	4	13
97	4	4	4	12

No. Responden	Persepsi Kualitas Produk (X3)				
	X3.1	X3.2	X3.3	X3.4	TOTAL
1	4	5	4	4	17
2	5	4	4	5	18
3	5	5	4	5	19
4	4	5	4	4	17
5	5	5	4	4	18
6	4	5	4	5	18
7	5	5	5	4	19
8	4	4	3	3	14
9	4	4	5	5	18
10	4	3	4	4	15
11	4	5	4	5	18
12	4	4	3	4	15
13	4	4	4	3	15
14	4	5	5	4	18
15	4	4	4	3	15
16	4	4	4	4	16
17	5	4	5	4	18
18	4	5	4	5	18
19	4	5	5	4	18
20	4	4	5	5	18
21	4	5	5	5	19
22	4	4	5	5	18
23	4	5	4	5	18
24	5	5	5	4	19
25	4	4	5	4	17
26	5	4	4	4	17
27	5	5	4	5	19
28	4	5	4	4	17
29	3	4	4	4	15
30	3	4	4	4	15
31	5	5	4	4	18
32	5	4	4	4	17
33	5	4	4	5	18
34	5	4	4	4	17
35	4	4	4	5	17
36	5	4	4	5	18

37	4	5	5	4	18
38	4	5	5	5	19
39	4	5	5	5	19
40	5	4	4	5	18
41	4	5	4	4	17
42	4	4	3	4	15
43	4	4	4	3	15
44	4	5	5	4	18
45	4	4	4	4	16
46	4	4	4	4	16
47	5	4	5	4	18
48	4	5	4	5	18
49	4	5	5	5	19
50	4	4	4	5	17
51	4	4	5	5	18
52	4	4	5	5	18
53	4	5	4	5	18
54	5	5	5	4	19
55	4	5	5	5	19
56	5	4	4	4	17
57	4	5	5	5	19
58	4	5	4	4	17
59	4	4	4	4	16
60	3	4	4	4	15
61	4	3	4	4	15
62	4	5	4	4	17
63	4	4	3	4	15
64	4	4	4	3	15
65	4	5	5	4	18
66	4	4	4	4	16
67	4	4	4	4	16
68	5	4	5	4	18
69	4	5	4	5	18
70	4	5	5	5	19
71	4	4	4	5	17
72	4	4	5	5	18
73	4	4	5	5	18
74	4	5	4	5	18

75	5	5	5	4	19
76	5	5	5	5	20
77	5	4	4	4	17
78	5	5	5	5	20
79	4	5	4	4	17
80	3	4	4	4	15
81	3	4	4	4	15
82	5	5	4	4	18
83	5	4	4	4	17
84	4	5	4	5	18
85	5	4	4	4	17
86	4	5	4	5	18
87	5	4	4	5	18
88	4	5	5	4	18
89	4	5	5	5	19
90	4	5	5	5	19
91	5	5	5	4	19
92	4	5	4	4	17
93	4	4	3	4	15
94	4	4	4	3	15
95	4	5	5	4	18
96	4	4	4	3	15
97	4	4	4	4	16

No. Responden	Persepsi Lokasi (X4)								TOTAL
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7	X4.8	
1	5	4	5	4	5	4	5	4	36
2	4	4	4	5	4	4	5	5	35
3	5	5	5	4	5	5	4	5	38
4	5	4	4	5	5	4	4	5	36
5	5	5	5	4	5	5	4	5	38
6	5	4	5	4	5	4	4	5	36
7	5	5	5	4	5	5	5	5	39
8	3	4	3	4	3	4	4	3	28
9	5	4	4	4	5	4	4	5	35
10	4	4	3	3	4	4	4	3	29
11	5	4	5	4	5	4	4	5	36
12	4	3	3	3	4	3	4	4	28
13	4	4	4	4	4	4	4	4	32
14	5	5	5	4	5	5	4	5	38
15	4	4	3	4	4	4	4	4	31
16	4	4	4	3	4	4	4	4	31
17	5	5	4	4	5	5	5	5	38
18	5	5	4	4	5	5	5	5	38
19	5	5	5	5	5	5	4	5	39
20	4	4	5	4	4	4	5	4	34
21	5	5	5	4	5	5	5	5	39
22	4	5	5	5	4	5	5	4	37
23	5	4	4	4	5	4	5	5	36
24	4	4	5	5	4	4	5	5	36
25	5	4	5	4	5	4	4	5	36
26	5	5	5	5	5	5	4	4	38
27	5	5	4	5	5	5	5	5	39
28	4	4	4	5	4	4	5	4	34
29	4	4	4	4	4	4	4	3	31
30	4	4	4	4	4	4	4	4	32
31	4	5	5	5	4	5	4	5	37
32	5	5	4	4	5	5	5	5	38
33	4	5	4	5	4	5	4	5	36
34	4	4	4	4	4	4	4	4	32
35	5	5	4	4	5	5	5	5	38
36	4	5	4	4	4	5	4	5	35

37	5	5	4	4	5	5	4	4	36
38	5	5	5	5	5	5	4	5	39
39	5	4	4	5	5	4	5	5	37
40	4	5	5	5	4	5	5	4	37
41	5	4	5	4	5	4	4	5	36
42	4	4	3	3	4	4	4	4	30
43	4	4	4	4	4	4	4	4	32
44	5	5	5	4	5	5	4	5	38
45	4	4	4	4	4	4	5	4	33
46	4	4	4	4	4	4	4	4	32
47	5	5	5	4	5	5	5	5	39
48	5	5	4	4	5	5	5	5	38
49	5	5	4	5	5	5	5	5	39
50	5	4	5	4	5	4	5	4	36
51	5	5	5	4	5	5	5	5	39
52	5	4	4	5	5	4	5	4	36
53	5	4	4	4	5	4	5	5	36
54	4	4	5	5	4	4	5	5	36
55	5	4	5	4	5	4	4	5	36
56	4	5	5	5	4	5	5	4	37
57	5	5	5	5	5	5	4	5	39
58	4	4	4	5	4	4	5	4	34
59	4	4	4	4	4	4	4	4	32
60	4	4	4	4	4	4	4	4	32
61	4	4	3	3	4	4	4	3	29
62	5	4	5	4	5	4	4	5	36
63	4	3	3	3	4	3	4	4	28
64	4	4	4	4	4	4	4	4	32
65	4	5	5	5	4	5	4	5	37
66	4	4	4	4	4	4	4	4	32
67	4	4	4	3	4	4	4	4	31
68	5	5	4	4	5	5	5	5	38
69	5	5	4	4	5	5	5	5	38
70	5	4	5	5	5	4	5	5	38
71	4	4	5	4	4	4	5	4	34
72	5	5	5	4	5	5	5	5	39
73	5	5	4	5	5	5	5	4	38
74	5	4	4	4	5	4	5	5	36

75	4	4	5	5	4	4	5	5	36
76	5	4	5	4	5	4	4	5	36
77	4	5	5	5	4	5	4	4	36
78	4	5	5	5	4	5	5	5	38
79	4	4	4	5	4	4	5	4	34
80	4	4	4	4	4	4	4	4	32
81	4	4	4	4	4	4	4	4	32
82	4	5	5	5	4	5	4	5	37
83	5	5	4	4	5	5	5	5	38
84	4	5	5	5	4	5	4	5	37
85	4	4	4	4	4	4	4	5	33
86	5	5	4	5	5	5	4	5	38
87	4	4	4	5	4	4	5	5	35
88	5	5	4	4	5	5	4	4	36
89	5	5	5	5	5	5	4	5	39
90	5	4	4	4	5	4	5	5	36
91	4	5	5	5	4	5	5	4	37
92	5	4	5	4	5	4	4	5	36
93	4	3	3	4	4	3	4	4	29
94	4	4	4	4	4	4	4	4	32
95	5	5	4	5	5	5	4	5	38
96	4	4	4	4	4	4	4	4	32
97	4	4	4	3	4	4	4	4	31

Lampiran 5 Transformasi Data MSI

Successive Interval

Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL
2,507	4,412	3,867	2,772	3,838	17,40
2,507	2,856	3,867	4,333	3,838	17,40
2,507	4,412	3,867	4,333	3,838	18,96
2,507	4,412	3,867	2,772	3,838	17,40
3,972	2,856	3,867	2,772	3,838	17,30
2,507	4,412	3,867	2,772	3,838	17,40
3,972	4,412	3,867	4,333	2,418	19,00
1,000	2,856	1,000	1,000	2,418	8,27
2,507	4,412	3,867	2,772	3,838	17,40
2,507	1,000	2,395	2,772	1,000	9,67
3,972	2,856	3,867	2,772	2,418	15,88
1,000	2,856	2,395	2,772	1,000	10,02
2,507	2,856	2,395	4,333	2,418	14,51
2,507	2,856	3,867	4,333	2,418	15,98
1,000	2,856	2,395	4,333	2,418	13,00
2,507	2,856	2,395	2,772	2,418	12,95
2,507	4,412	3,867	4,333	3,838	18,96
2,507	4,412	3,867	4,333	2,418	17,54
2,507	4,412	3,867	4,333	3,838	18,96
3,972	4,412	2,395	4,333	2,418	17,53
3,972	4,412	3,867	4,333	2,418	19,00
2,507	4,412	3,867	4,333	2,418	17,54
2,507	4,412	3,867	4,333	2,418	17,54
3,972	4,412	2,395	4,333	3,838	18,95
2,507	4,412	3,867	2,772	3,838	17,40
3,972	2,856	3,867	4,333	3,838	18,87
3,972	4,412	3,867	4,333	3,838	20,42
2,507	4,412	2,395	2,772	2,418	14,50
2,507	2,856	2,395	2,772	1,000	11,53
2,507	2,856	2,395	2,772	2,418	12,95
3,972	2,856	3,867	4,333	2,418	17,45
3,972	2,856	2,395	4,333	3,838	17,39
2,507	2,856	3,867	2,772	2,418	14,42
2,507	2,856	2,395	4,333	1,000	13,09
3,972	4,412	3,867	2,772	2,418	17,44
2,507	4,412	3,867	2,772	2,418	15,98
2,507	4,412	3,867	4,333	2,418	17,54

3,972	4,412	3,867	4,333	3,838	20,42
2,507	4,412	3,867	4,333	2,418	17,54
3,972	4,412	2,395	4,333	3,838	18,95
3,972	2,856	2,395	2,772	2,418	14,41
2,507	2,856	1,000	2,772	1,000	10,13
2,507	2,856	2,395	4,333	2,418	14,51
2,507	4,412	3,867	2,772	2,418	15,98
2,507	2,856	2,395	2,772	2,418	12,95
2,507	2,856	2,395	2,772	2,418	12,95
2,507	4,412	3,867	4,333	3,838	18,96
3,972	4,412	2,395	4,333	2,418	17,53
2,507	4,412	3,867	4,333	3,838	18,96
2,507	4,412	3,867	4,333	2,418	17,54
3,972	4,412	3,867	4,333	2,418	19,00
2,507	4,412	3,867	4,333	2,418	17,54
3,972	2,856	3,867	4,333	2,418	17,45
3,972	4,412	3,867	4,333	3,838	20,42
2,507	4,412	3,867	2,772	3,838	17,40
3,972	2,856	3,867	4,333	3,838	18,87
2,507	4,412	3,867	4,333	3,838	18,96
3,972	2,856	2,395	2,772	2,418	14,41
2,507	2,856	2,395	2,772	1,000	11,53
2,507	2,856	1,000	2,772	2,418	11,55
2,507	2,856	1,000	2,772	1,000	10,13
3,972	2,856	3,867	2,772	2,418	15,88
1,000	2,856	2,395	2,772	1,000	10,02
2,507	2,856	2,395	4,333	2,418	14,51
2,507	4,412	3,867	2,772	2,418	15,98
2,507	2,856	2,395	2,772	2,418	12,95
2,507	2,856	2,395	2,772	2,418	12,95
3,972	2,856	3,867	4,333	3,838	18,87
3,972	4,412	2,395	4,333	2,418	17,53
3,972	4,412	2,395	4,333	3,838	18,95
3,972	4,412	2,395	4,333	2,418	17,53
3,972	2,856	3,867	4,333	2,418	17,45
2,507	4,412	3,867	4,333	2,418	17,54
2,507	4,412	3,867	4,333	2,418	17,54
3,972	4,412	2,395	4,333	3,838	18,95
2,507	4,412	3,867	4,333	3,838	18,96
3,972	2,856	3,867	4,333	3,838	18,87
3,972	4,412	3,867	4,333	3,838	20,42

2,507	4,412	2,395	2,772	2,418	14,50
2,507	4,412	2,395	2,772	1,000	13,09
2,507	2,856	2,395	2,772	2,418	12,95
3,972	4,412	3,867	4,333	2,418	19,00
3,972	4,412	2,395	4,333	3,838	18,95
3,972	2,856	3,867	2,772	2,418	15,88
1,000	2,856	2,395	4,333	2,418	13,00
2,507	4,412	3,867	4,333	2,418	17,54
2,507	2,856	3,867	4,333	2,418	15,98
2,507	4,412	2,395	4,333	3,838	17,49
3,972	4,412	2,395	4,333	3,838	18,95
3,972	4,412	3,867	4,333	2,418	19,00
3,972	4,412	2,395	4,333	3,838	18,95
3,972	2,856	3,867	2,772	2,418	15,88
1,000	2,856	2,395	2,772	1,000	10,02
2,507	2,856	2,395	4,333	2,418	14,51
3,972	2,856	3,867	2,772	2,418	15,88
2,507	2,856	2,395	2,772	2,418	12,95
2,507	2,856	2,395	2,772	2,418	12,95

Successive Interval

X1.1	X1.2	X1.3	TOTAL
3,138	1,890	2,141	7,17
1,962	3,035	2,141	7,14
3,138	3,035	3,240	9,41
1,962	3,035	2,141	7,14
3,138	3,035	2,141	8,31
3,138	3,035	3,240	9,41
3,138	1,890	3,240	8,27
1,962	1,000	3,240	6,20
3,138	1,000	4,456	8,59
3,138	3,035	2,141	8,31
1,000	3,035	4,456	8,49
1,000	1,000	3,240	5,24
1,000	3,035	2,141	6,18
1,962	3,035	2,141	7,14
3,138	3,035	3,240	9,41
1,962	1,890	3,240	7,09
4,557	1,000	2,141	7,70
3,138	3,035	3,240	9,41
3,138	3,035	4,456	10,63
3,138	3,035	3,240	9,41
3,138	1,000	3,240	7,38
1,962	3,035	2,141	7,14
3,138	3,035	3,240	9,41
1,000	3,035	3,240	7,27
3,138	3,035	2,141	8,31
3,138	1,890	3,240	8,27
1,962	3,035	3,240	8,24
1,962	3,035	3,240	8,24
1,962	1,890	2,141	5,99
1,962	3,035	3,240	8,24
4,557	3,035	1,000	8,59
1,962	4,761	2,141	8,86
3,138	1,890	2,141	7,17
3,138	1,000	3,240	7,38
3,138	3,035	4,456	10,63
1,962	1,890	2,141	5,99
4,557	3,035	2,141	9,73
4,557	3,035	3,240	10,83
3,138	3,035	1,000	7,17

4,557	3,035	3,240	10,83
3,138	1,890	3,240	8,27
1,000	1,890	1,000	3,89
3,138	3,035	1,000	7,17
3,138	1,890	3,240	8,27
3,138	1,000	3,240	7,38
3,138	1,000	3,240	7,38
4,557	1,890	3,240	9,69
3,138	1,890	3,240	8,27
3,138	1,000	4,456	8,59
3,138	3,035	3,240	9,41
3,138	3,035	3,240	9,41
3,138	1,890	3,240	8,27
3,138	3,035	2,141	8,31
4,557	3,035	2,141	9,73
3,138	1,000	3,240	7,38
4,557	1,890	2,141	8,59
1,962	3,035	2,141	7,14
3,138	1,000	3,240	7,38
3,138	3,035	2,141	8,31
3,138	3,035	2,141	8,31
3,138	3,035	1,000	7,17
3,138	3,035	4,456	10,63
3,138	1,890	2,141	7,17
3,138	1,890	2,141	7,17
3,138	1,890	2,141	7,17
3,138	3,035	2,141	8,31
3,138	1,000	3,240	7,38
3,138	4,761	1,000	8,90
3,138	3,035	3,240	9,41
3,138	3,035	3,240	9,41
4,557	3,035	3,240	10,83
1,962	3,035	3,240	8,24
3,138	1,000	3,240	7,38
3,138	3,035	2,141	8,31
1,000	3,035	2,141	6,18
3,138	1,890	4,456	9,48
4,557	3,035	2,141	9,73
3,138	3,035	3,240	9,41
3,138	1,000	3,240	7,38
3,138	1,000	2,141	6,28

3,138	1,000	3,240	7,38
1,962	3,035	4,456	9,45
4,557	3,035	1,000	8,59
1,962	3,035	4,456	9,45
1,962	3,035	1,000	6,00
3,138	3,035	2,141	8,31
3,138	4,761	2,141	10,04
1,000	3,035	2,141	6,18
4,557	1,890	3,240	9,69
1,962	3,035	4,456	9,45
1,962	3,035	4,456	9,45
1,962	1,890	4,456	8,31
1,962	1,890	3,240	7,09
3,138	3,035	3,240	9,41
3,138	3,035	4,456	10,63
3,138	3,035	2,141	8,31
3,138	3,035	3,240	9,41

Successive Interval

X2.1	X2.2	X2.3	TOTAL
3,013	3,863	1,000	7,88
4,581	2,431	3,761	10,77
4,581	3,863	3,761	12,20
3,013	3,863	2,344	9,22
3,013	2,431	3,761	9,21
3,013	3,863	2,344	9,22
3,013	3,863	3,761	10,64
1,000	1,000	1,000	3,00
3,013	3,863	3,761	10,64
3,013	2,431	1,000	6,44
3,013	2,431	3,761	9,21
3,013	1,000	2,344	6,36
4,581	2,431	2,344	9,36
3,013	3,863	3,761	10,64
3,013	3,863	2,344	9,22
3,013	2,431	2,344	7,79
4,581	3,863	2,344	10,79
3,013	2,431	2,344	7,79
4,581	3,863	3,761	12,20
4,581	2,431	2,344	9,36
3,013	3,863	2,344	9,22
3,013	3,863	2,344	9,22
4,581	2,431	3,761	10,77
4,581	2,431	3,761	10,77
3,013	3,863	3,761	10,64
4,581	3,863	3,761	12,20
4,581	2,431	3,761	10,77
3,013	2,431	2,344	7,79
3,013	2,431	1,000	6,44
3,013	1,000	2,344	6,36
4,581	2,431	3,761	10,77
4,581	3,863	3,761	12,20
3,013	3,863	3,761	10,64
4,581	2,431	2,344	9,36
3,013	2,431	3,761	9,21
3,013	2,431	2,344	7,79
4,581	2,431	2,344	9,36
4,581	2,431	3,761	10,77
4,581	2,431	3,761	10,77

4,581	2,431	3,761	10,77
3,013	2,431	3,761	9,21
3,013	1,000	2,344	6,36
4,581	2,431	2,344	9,36
3,013	3,863	3,761	10,64
3,013	3,863	2,344	9,22
3,013	2,431	2,344	7,79
4,581	3,863	2,344	10,79
3,013	2,431	2,344	7,79
4,581	3,863	3,761	12,20
4,581	2,431	2,344	9,36
3,013	3,863	2,344	9,22
3,013	3,863	2,344	9,22
4,581	2,431	3,761	10,77
4,581	2,431	3,761	10,77
3,013	3,863	3,761	10,64
4,581	3,863	3,761	12,20
4,581	2,431	3,761	10,77
3,013	2,431	2,344	7,79
3,013	2,431	1,000	6,44
3,013	1,000	2,344	6,36
3,013	2,431	1,000	6,44
3,013	2,431	3,761	9,21
3,013	1,000	2,344	6,36
4,581	2,431	2,344	9,36
3,013	3,863	3,761	10,64
3,013	3,863	2,344	9,22
3,013	2,431	2,344	7,79
4,581	3,863	2,344	10,79
3,013	2,431	2,344	7,79
4,581	3,863	3,761	12,20
4,581	2,431	2,344	9,36
3,013	3,863	2,344	9,22
3,013	3,863	2,344	9,22
4,581	2,431	3,761	10,77
4,581	2,431	3,761	10,77
3,013	3,863	3,761	10,64
4,581	3,863	3,761	12,20
4,581	2,431	3,761	10,77
3,013	2,431	2,344	7,79
3,013	2,431	1,000	6,44

3,013	1,000	2,344	6,36
4,581	2,431	3,761	10,77
4,581	3,863	3,761	12,20
3,013	3,863	3,761	10,64
4,581	2,431	2,344	9,36
3,013	2,431	3,761	9,21
3,013	2,431	2,344	7,79
4,581	2,431	2,344	9,36
4,581	2,431	3,761	10,77
4,581	2,431	3,761	10,77
4,581	2,431	3,761	10,77
3,013	2,431	3,761	9,21
3,013	1,000	2,344	6,36
4,581	2,431	2,344	9,36
3,013	3,863	3,761	10,64
3,013	3,863	2,344	9,22
3,013	2,431	2,344	7,79

Successive Interval

X3.1	X3.2	X3.3	X3.4	TOTAL
2,707	4,249	2,607	2,444	12,01
4,256	2,720	2,607	3,885	13,47
4,256	4,249	2,607	3,885	15,00
2,707	4,249	2,607	2,444	12,01
4,256	4,249	2,607	2,444	13,56
2,707	4,249	2,607	3,885	13,45
4,256	4,249	4,107	2,444	15,06
2,707	2,720	1,000	1,000	7,43
2,707	2,720	4,107	3,885	13,42
2,707	1,000	2,607	2,444	8,76
2,707	4,249	2,607	3,885	13,45
2,707	2,720	1,000	2,444	8,87
2,707	2,720	2,607	1,000	9,03
2,707	4,249	4,107	2,444	13,51
2,707	2,720	2,607	1,000	9,03
2,707	2,720	2,607	2,444	10,48
4,256	2,720	4,107	2,444	13,53
2,707	4,249	2,607	3,885	13,45
2,707	4,249	4,107	2,444	13,51
2,707	2,720	4,107	3,885	13,42
2,707	4,249	4,107	3,885	14,95
2,707	2,720	4,107	3,885	13,42
2,707	4,249	2,607	3,885	13,45
4,256	4,249	4,107	2,444	15,06
2,707	2,720	4,107	2,444	11,98
4,256	2,720	2,607	2,444	12,03
4,256	4,249	2,607	3,885	15,00
2,707	4,249	2,607	2,444	12,01
1,000	2,720	2,607	2,444	8,77
1,000	2,720	2,607	2,444	8,77
4,256	4,249	2,607	2,444	13,56
4,256	2,720	2,607	2,444	12,03
4,256	2,720	2,607	3,885	13,47
4,256	2,720	2,607	2,444	12,03
2,707	2,720	2,607	3,885	11,92
4,256	2,720	2,607	3,885	13,47
2,707	4,249	4,107	2,444	13,51
2,707	4,249	4,107	3,885	14,95
2,707	4,249	4,107	3,885	14,95

4,256	2,720	2,607	3,885	13,47
2,707	4,249	2,607	2,444	12,01
2,707	2,720	1,000	2,444	8,87
2,707	2,720	2,607	1,000	9,03
2,707	4,249	4,107	2,444	13,51
2,707	2,720	2,607	2,444	10,48
2,707	2,720	2,607	2,444	10,48
4,256	2,720	4,107	2,444	13,53
2,707	4,249	2,607	3,885	13,45
2,707	4,249	4,107	3,885	14,95
2,707	2,720	2,607	3,885	11,92
2,707	2,720	4,107	3,885	13,42
2,707	2,720	4,107	3,885	13,42
2,707	4,249	2,607	3,885	13,45
4,256	4,249	4,107	2,444	15,06
2,707	4,249	4,107	3,885	14,95
4,256	2,720	2,607	2,444	12,03
2,707	4,249	4,107	3,885	14,95
2,707	4,249	2,607	2,444	12,01
2,707	2,720	2,607	2,444	10,48
1,000	2,720	2,607	2,444	8,77
2,707	1,000	2,607	2,444	8,76
2,707	4,249	2,607	2,444	12,01
2,707	2,720	1,000	2,444	8,87
2,707	2,720	2,607	1,000	9,03
2,707	4,249	4,107	2,444	13,51
2,707	2,720	2,607	2,444	10,48
2,707	2,720	2,607	2,444	10,48
4,256	2,720	4,107	2,444	13,53
2,707	4,249	2,607	3,885	13,45
2,707	4,249	4,107	3,885	14,95
2,707	2,720	2,607	3,885	11,92
2,707	2,720	4,107	3,885	13,42
2,707	2,720	4,107	3,885	13,42
2,707	4,249	2,607	3,885	13,45
4,256	4,249	4,107	2,444	15,06
4,256	4,249	4,107	3,885	16,50
4,256	2,720	2,607	2,444	12,03
4,256	4,249	4,107	3,885	16,50
2,707	4,249	2,607	2,444	12,01
1,000	2,720	2,607	2,444	8,77

1,000	2,720	2,607	2,444	8,77
4,256	4,249	2,607	2,444	13,56
4,256	2,720	2,607	2,444	12,03
2,707	4,249	2,607	3,885	13,45
4,256	2,720	2,607	2,444	12,03
2,707	4,249	2,607	3,885	13,45
4,256	2,720	2,607	3,885	13,47
2,707	4,249	4,107	2,444	13,51
2,707	4,249	4,107	3,885	14,95
2,707	4,249	4,107	3,885	14,95
4,256	4,249	4,107	2,444	15,06
2,707	4,249	2,607	2,444	12,01
2,707	2,720	1,000	2,444	8,87
2,707	2,720	2,607	1,000	9,03
2,707	4,249	4,107	2,444	13,51
2,707	2,720	2,607	1,000	9,03
2,707	2,720	2,607	2,444	10,48

Successive Interval

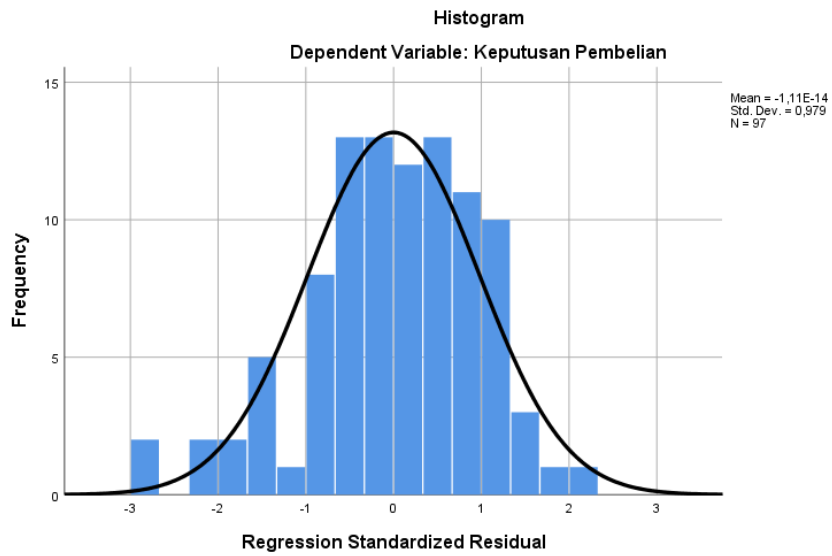
X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7	X4.8	TOTAL
4,461	2,668	3,788	2,473	4,461	2,668	2,604	2,380	25,50
2,904	2,668	2,375	3,922	2,904	2,668	2,604	3,851	23,90
4,461	4,182	3,788	2,473	4,461	4,182	1,000	3,851	28,40
4,461	2,668	2,375	3,922	4,461	2,668	1,000	3,851	25,41
4,461	4,182	3,788	2,473	4,461	4,182	1,000	3,851	28,40
4,461	2,668	3,788	2,473	4,461	2,668	1,000	3,851	25,37
4,461	4,182	3,788	2,473	4,461	4,182	2,604	3,851	30,00
1,000	2,668	1,000	2,473	1,000	2,668	1,000	1,000	12,81
4,461	2,668	2,375	2,473	4,461	2,668	1,000	3,851	23,96
2,904	2,668	1,000	1,000	2,904	2,668	1,000	1,000	15,14
4,461	2,668	3,788	2,473	4,461	2,668	1,000	3,851	25,37
2,904	1,000	1,000	1,000	2,904	1,000	1,000	2,380	13,19
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
4,461	4,182	3,788	2,473	4,461	4,182	1,000	3,851	28,40
2,904	2,668	1,000	2,473	2,904	2,668	1,000	2,380	18,00
2,904	2,668	2,375	1,000	2,904	2,668	1,000	2,380	17,90
4,461	4,182	2,375	2,473	4,461	4,182	2,604	3,851	28,59
4,461	4,182	2,375	2,473	4,461	4,182	2,604	3,851	28,59
4,461	4,182	3,788	3,922	4,461	4,182	1,000	3,851	29,85
2,904	2,668	3,788	2,473	2,904	2,668	2,604	2,380	22,39
4,461	4,182	3,788	2,473	4,461	4,182	2,604	3,851	30,00
2,904	4,182	3,788	3,922	2,904	4,182	2,604	2,380	26,87
4,461	2,668	2,375	2,473	4,461	2,668	2,604	3,851	25,56
2,904	2,668	3,788	3,922	2,904	2,668	2,604	3,851	25,31
4,461	2,668	3,788	2,473	4,461	2,668	1,000	3,851	25,37
4,461	4,182	3,788	3,922	4,461	4,182	1,000	2,380	28,38
4,461	4,182	2,375	3,922	4,461	4,182	2,604	3,851	30,04
2,904	2,668	2,375	3,922	2,904	2,668	2,604	2,380	22,42
2,904	2,668	2,375	2,473	2,904	2,668	1,000	1,000	17,99
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
2,904	4,182	3,788	3,922	2,904	4,182	1,000	3,851	26,73
4,461	4,182	2,375	2,473	4,461	4,182	2,604	3,851	28,59
2,904	4,182	2,375	3,922	2,904	4,182	1,000	3,851	25,32
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
4,461	4,182	2,375	2,473	4,461	4,182	2,604	3,851	28,59
2,904	4,182	2,375	2,473	2,904	4,182	1,000	3,851	23,87
4,461	4,182	2,375	2,473	4,461	4,182	1,000	2,380	25,51
4,461	4,182	3,788	3,922	4,461	4,182	1,000	3,851	29,85
4,461	2,668	2,375	3,922	4,461	2,668	2,604	3,851	27,01

2,904	4,182	3,788	3,922	2,904	4,182	2,604	2,380	26,87
4,461	2,668	3,788	2,473	4,461	2,668	1,000	3,851	25,37
2,904	2,668	1,000	1,000	2,904	2,668	1,000	2,380	16,52
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
4,461	4,182	3,788	2,473	4,461	4,182	1,000	3,851	28,40
2,904	2,668	2,375	2,473	2,904	2,668	2,604	2,380	20,98
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
4,461	4,182	3,788	2,473	4,461	4,182	2,604	3,851	30,00
4,461	4,182	2,375	2,473	4,461	4,182	2,604	3,851	28,59
4,461	4,182	2,375	3,922	4,461	4,182	2,604	3,851	30,04
4,461	2,668	3,788	2,473	4,461	2,668	2,604	2,380	25,50
4,461	4,182	3,788	2,473	4,461	4,182	2,604	3,851	30,00
4,461	2,668	2,375	3,922	4,461	2,668	2,604	2,380	25,54
4,461	2,668	2,375	2,473	4,461	2,668	2,604	3,851	25,56
2,904	2,668	3,788	3,922	2,904	2,668	2,604	3,851	25,31
4,461	2,668	3,788	2,473	4,461	2,668	1,000	3,851	25,37
2,904	4,182	3,788	3,922	2,904	4,182	2,604	2,380	26,87
4,461	4,182	3,788	3,922	4,461	4,182	1,000	3,851	29,85
2,904	2,668	2,375	3,922	2,904	2,668	2,604	2,380	22,42
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
2,904	2,668	1,000	1,000	2,904	2,668	1,000	1,000	15,14
4,461	2,668	3,788	2,473	4,461	2,668	1,000	3,851	25,37
2,904	1,000	1,000	1,000	2,904	1,000	1,000	2,380	13,19
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
2,904	4,182	3,788	3,922	2,904	4,182	1,000	3,851	26,73
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
2,904	2,668	2,375	1,000	2,904	2,668	1,000	2,380	17,90
4,461	4,182	2,375	2,473	4,461	4,182	2,604	3,851	28,59
4,461	4,182	2,375	2,473	4,461	4,182	2,604	3,851	28,59
4,461	2,668	3,788	3,922	4,461	2,668	2,604	3,851	28,42
2,904	2,668	3,788	2,473	2,904	2,668	2,604	2,380	22,39
4,461	4,182	3,788	2,473	4,461	4,182	2,604	3,851	30,00
4,461	4,182	2,375	3,922	4,461	4,182	2,604	2,380	28,57
4,461	2,668	2,375	2,473	4,461	2,668	2,604	3,851	25,56
2,904	2,668	3,788	3,922	2,904	2,668	2,604	3,851	25,31
4,461	2,668	3,788	2,473	4,461	2,668	1,000	3,851	25,37
2,904	4,182	3,788	3,922	2,904	4,182	1,000	2,380	25,26
2,904	4,182	3,788	3,922	2,904	4,182	2,604	3,851	28,34
2,904	2,668	2,375	3,922	2,904	2,668	2,604	2,380	22,42
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37

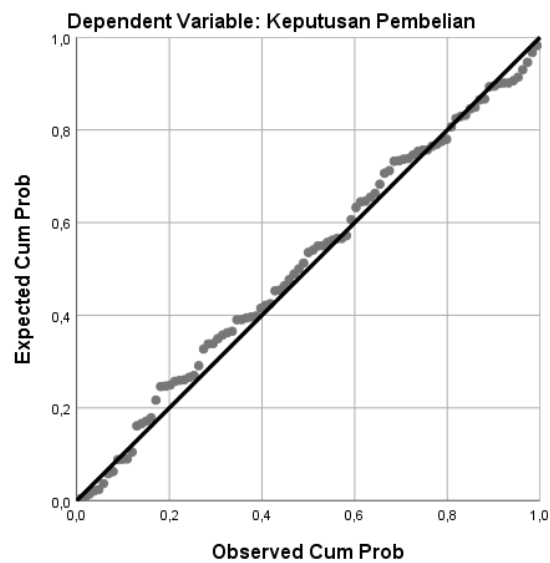
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
2,904	4,182	3,788	3,922	2,904	4,182	1,000	3,851	26,73
4,461	4,182	2,375	2,473	4,461	4,182	2,604	3,851	28,59
2,904	4,182	3,788	3,922	2,904	4,182	1,000	3,851	26,73
2,904	2,668	2,375	2,473	2,904	2,668	1,000	3,851	20,84
4,461	4,182	2,375	3,922	4,461	4,182	1,000	3,851	28,43
2,904	2,668	2,375	3,922	2,904	2,668	2,604	3,851	23,90
4,461	4,182	2,375	2,473	4,461	4,182	1,000	2,380	25,51
4,461	4,182	3,788	3,922	4,461	4,182	1,000	3,851	29,85
4,461	2,668	2,375	2,473	4,461	2,668	2,604	3,851	25,56
2,904	4,182	3,788	3,922	2,904	4,182	2,604	2,380	26,87
4,461	2,668	3,788	2,473	4,461	2,668	1,000	3,851	25,37
2,904	1,000	1,000	2,473	2,904	1,000	1,000	2,380	14,66
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
4,461	4,182	2,375	3,922	4,461	4,182	1,000	3,851	28,43
2,904	2,668	2,375	2,473	2,904	2,668	1,000	2,380	19,37
2,904	2,668	2,375	1,000	2,904	2,668	1,000	2,380	17,90

Lampiran 6 Uji Asumsi Klasik

Uji Normalitas



Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,99080198
Most Extreme Differences	Absolute	,066
	Positive	,041
	Negative	-,066
Test Statistic		,066
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

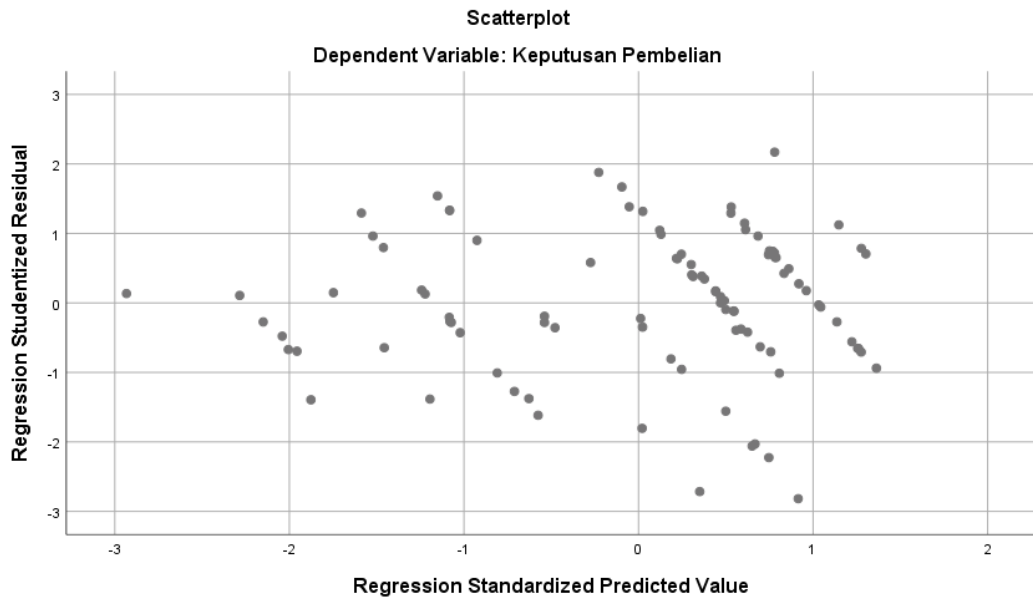
Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,718	,752		-,954	,343		
	Citra Merek	,191	,088	,089	2,181	,032	,764	1,309
	Gaya Hidup	,379	,088	,234	4,318	,000	,428	2,338
	Persepsi Kualitas Produk	,401	,092	,297	4,375	,000	,274	3,645
	Persepsi Lokasi Perusahaan	,278	,046	,438	5,982	,000	,235	4,247

- a. Dependent Variable: Keputusan Pembelian

Uji Heteroskedastisitas



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,210	,813		,258	,797		
Citra Merek	,272	,094	,134	2,907	,005	,767	1,303
Gaya Hidup	,256	,120	,173	2,142	,035	,250	3,995
Persepsi Kualitas Produk	,403	,106	,300	3,781	,000	,259	3,863
Persepsi Lokasi	,264	,059	,426	4,471	,000	,179	5,571

a. Dependent Variable: Keputusan Pembelian

Lampiran 7 Output SPSS 25

Analisis Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,718	,752		-,954	,343		
	Citra Merek	,191	,088	,089	2,181	,032	,764	1,309
	Gaya Hidup	,379	,088	,234	4,318	,000	,428	2,338
	Persepsi Kualitas Produk	,401	,092	,297	4,375	,000	,274	3,645
	Persepsi Lokasi Perusahaan	,278	,046	,438	5,982	,000	,235	4,247

a. Dependent Variable: Keputusan Pembelian

Uji Parsial (Uji t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,718	,752		-,954	,343		
	Citra Merek	,191	,088	,089	2,181	,032	,764	1,309
	Gaya Hidup	,379	,088	,234	4,318	,000	,428	2,338
	Persepsi Kualitas Produk	,401	,092	,297	4,375	,000	,274	3,645
	Persepsi Lokasi Perusahaan	,278	,046	,438	5,982	,000	,235	4,247

a. Dependent Variable: Keputusan Pembelian

Uji Simultan (Uji F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	717,930	4	179,483	175,213	,000 ^b
	Residual	94,242	92	1,024		
	Total	812,172	96			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Lokasi Perusahaan, Citra Merek, Gaya Hidup, Persepsi Kualitas Produk

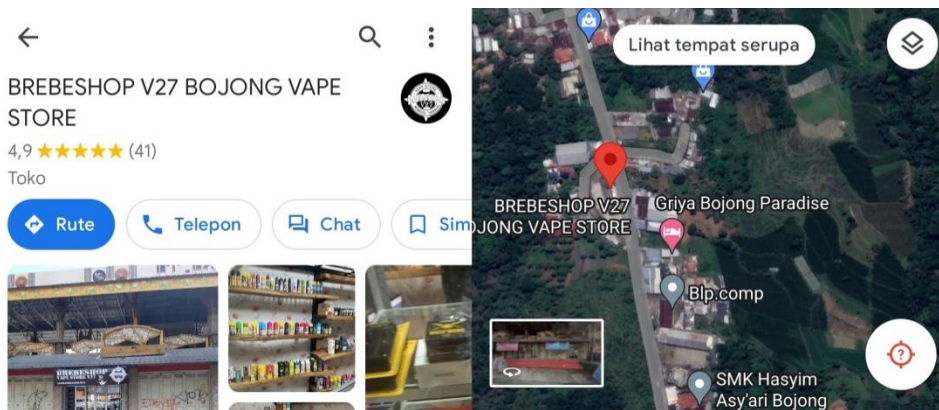
Analisis Koefisien Determinasi**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,940 ^a	,884	,879	1,01211

- a. Predictors: (Constant), Persepsi Lokasi Perusahaan, Citra Merek, Gaya Hidup, Persepsi Kualitas Produk
- b. Dependent Variable: Keputusan Pembelian

Lampiran 8 Wawancara Dengan Konsumen Vapestore Brebeshop Bojong**Lampiran 9 Gambar Produk Yang Berkualitas**

Lampiran 10 Lokasi Vapestore Brebeshop



Lampiran 11 R Tabel

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210

28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.080	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.430	800	0.070	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081

Lampiran 12 Titik Presentase Distribusi t ($df=79-99$)

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	d.f
79	1,292	1,664	1,990	2,374	2,640	79
80	1,292	1,664	1,990	2,374	2,639	80
81	1,292	1,664	1,990	2,373	2,638	81
82	1,292	1,664	1,989	2,373	2,637	82
83	1,292	1,663	1,989	2,372	2,636	83
84	1,292	1,663	1,989	2,372	2,636	84
85	1,292	1,663	1,988	2,371	2,635	85
86	1,291	1,663	1,988	2,370	2,634	86
87	1,291	1,663	1,988	2,370	2,634	87
88	1,291	1,662	1,987	2,369	2,633	88
89	1,291	1,662	1,987	2,369	2,632	89
90	1,291	1,662	1,987	2,368	2,632	90
91	1,291	1,662	1,986	2,368	2,631	91
92	1,291	1,662	1,986	2,368	2,630	92
93	1,291	1,661	1,986	2,367	2,630	93
94	1,291	1,661	1,986	2,367	2,629	94
95	1,291	1,661	1,985	2,366	2,629	95
96	1,290	1,661	1,985	2,366	2,628	96
97	1,290	1,661	1,985	2,365	2,627	97
98	1,290	1,661	1,984	2,365	2,627	98
99	1,290	1,660	1,984	2,365	2,626	99
Inf.	1,290	1,660	1,984	2,364	2,626	In f.

Sumber: *Aplikasi Analisis Multivariate Dengan Program SPSS* (Dr. Imam Ghozali)

Lampiran 13 Titik Presentase Distribusi F

Titik Presentase Distribusi F untuk Probabilita = 0,05

$\alpha =$ 0,05	$df_1=(k1)$							
$df_2=(n$ $-k- 1)$	1	2	3	4	5	6	7	8
1	161.448	199,500	215.707	224,583	230,162	233.986	236,768	238,883
2	18,513	19,000	19,164	19,247	19,296	19,330	19,353	19,371
3	10,128	9,552	9,277	9,117	9,013	8,941	8,887	8,845
4	7,709	6,944	6,591	6,388	6,256	6,163	6,094	6,041
5	6,608	5,786	5,409	5,192	5,050	4,950	4,876	4,818
6	5,987	5,143	4,757	4,534	4,387	4,284	4,207	4,147
7	5,591	4,737	4,347	4,120	3,972	3,866	3,787	3,726
8	5,318	4,459	4,066	3,838	3,687	3,581	3,500	3,438
9	5,117	4,256	3,863	3,633	3,482	3,374	3,293	3,230
10	4,965	4,103	3,708	3,478	3,326	3,217	3,135	3,072
11	4,844	3,982	3,587	3,357	3,204	3,095	3,012	2,948
12	4,747	3,885	3,490	3,259	3,106	2,996	2,913	2,849
13	4,667	3,806	3,411	3,179	3,025	2,915	2,832	2,767
14	4,600	3,739	3,344	3,112	2,958	2,848	2,764	2,699
15	4,543	3,682	3,287	3,056	2,901	2,790	2,707	2,641
16	4,494	3,634	3,239	3,007	2,852	2,741	2,657	2,591
17	4,451	3,592	3,197	2,965	2,810	2,699	2,614	2,548
18	4,414	3,555	3,160	2,928	2,773	2,661	2,577	2,510
19	4,381	3,522	3,127	2,895	2,740	2,628	2,544	2,477
20	4,351	3,493	3,098	2,866	2,711	2,599	2,514	2,447
21	4,325	3,467	3,072	2,840	2,685	2,573	2,488	2,420
22	4,301	3,443	3,049	2,817	2,661	2,549	2,464	2,397
23	4,279	3,422	3,028	2,796	2,640	2,528	2,442	2,375
24	4,260	3,403	3,009	2,776	2,621	2,508	2,423	2,355
25	4,242	3,385	2,991	2,759	2,603	2,490	2,405	2,337
26	4,225	3,369	2,975	2,743	2,587	2,474	2,388	2,321
27	4,210	3,354	2,960	2,728	2,572	2,459	2,373	2,305
28	4,196	3,340	2,947	2,714	2,558	2,445	2,359	2,291
29	4,183	3,328	2,934	2,701	2,545	2,432	2,346	2,278
30	4,171	3,316	2,922	2,690	2,534	2,421	2,334	2,266
31	4,160	3,305	2,911	2,679	2,523	2,409	2,323	2,255
32	4,149	3,295	2,901	2,668	2,512	2,399	2,313	2,244

33	4,139	3,285	2,892	2,659	2,503	2,389	2,303	2,235
34	4,130	3,276	2,883	2,650	2,494	2,380	2,294	2,225
35	4,121	3,267	2,874	2,641	2,485	2,372	2,285	2,217
36	4,113	3,259	2,866	2,634	2,477	2,364	2,277	2,209
37	4,105	3,252	2,859	2,626	2,470	2,356	2,270	2,201
38	4,098	3,245	2,852	2,619	2,463	2,349	2,262	2,194
39	4,091	3,238	2,845	2,612	2,456	2,342	2,255	2,187
40	4,085	3,232	2,839	2,606	2,449	2,336	2,249	2,180
41	4,079	3,226	2,833	2,600	2,443	2,330	2,243	2,174
42	4,073	3,220	2,827	2,594	2,438	2,324	2,237	2,168
43	4,067	3,214	2,822	2,589	2,432	2,318	2,232	2,163
44	4,062	3,209	2,816	2,584	2,427	2,313	2,226	2,157
45	4,057	3,204	2,812	2,579	2,422	2,308	2,221	2,152
46	4,052	3,200	2,807	2,574	2,417	2,304	2,216	2,147
47	4,047	3,195	2,802	2,570	2,413	2,299	2,212	2,143
48	4,043	3,191	2,798	2,565	2,409	2,295	2,207	2,138
49	4,038	3,187	2,794	2,561	2,404	2,290	2,203	2,134
50	4,034	3,183	2,790	2,557	2,400	2,286	2,199	2,130
51	4,030	3,179	2,786	2,553	2,397	2,283	2,195	2,126
52	4,027	3,175	2,783	2,550	2,393	2,279	2,192	2,122
53	4,023	3,172	2,779	2,546	2,389	2,275	2,188	2,119
54	4,020	3,168	2,776	2,543	2,386	2,272	2,185	2,115
55	4,016	3,165	2,773	2,540	2,383	2,269	2,181	2,112
56	4,013	3,162	2,769	2,537	2,380	2,266	2,178	2,109
57	4,010	3,159	2,766	2,534	2,377	2,263	2,175	2,106
58	4,007	3,156	2,764	2,531	2,374	2,260	2,172	2,103
59	4,004	3,153	2,761	2,528	2,371	2,257	2,169	2,100
60	4,001	3,150	2,758	2,525	2,368	2,254	2,167	2,097
61	3,998	3,148	2,755	2,523	2,366	2,251	2,164	2,094
62	3,996	3,145	2,753	2,520	2,363	2,249	2,161	2,092
63	3,993	3,143	2,751	2,518	2,361	2,246	2,159	2,089
64	3,991	3,140	2,748	2,515	2,358	2,244	2,156	2,087
65	3,989	3,138	2,746	2,513	2,356	2,242	2,154	2,084
66	3,986	3,136	2,744	2,511	2,354	2,239	2,152	2,082
67	3,984	3,134	2,742	2,509	2,352	2,237	2,150	2,080
68	3,982	3,132	2,740	2,507	2,350	2,235	2,148	2,078
69	3,980	3,130	2,737	2,505	2,348	2,233	2,145	2,076
70	3,978	3,128	2,736	2,503	2,346	2,231	2,143	2,074
71	3,976	3,126	2,734	2,501	2,344	2,229	2,142	2,072

72	3,974	3,124	2,732	2,499	2,342	2,227	2,140	2,070
73	3,972	3,122	2,730	2,497	2,340	2,226	2,138	2,068
74	3,970	3,120	2,728	2,495	2,338	2,224	2,136	2,066
75	3,968	3,119	2,727	2,494	2,337	2,222	2,134	2,064
76	3,967	3,117	2,725	2,492	2,335	2,220	2,133	2,063
77	3,965	3,115	2,723	2,490	2,333	2,219	2,131	2,061
78	3,963	3,114	2,722	2,489	2,332	2,217	2,129	2,059
79	3,962	3,112	2,720	2,487	2,330	2,216	2,128	2,058
80	3,960	3,111	2,719	2,486	2,329	2,214	2,126	2,056
81	3,959	3,109	2,717	2,484	2,327	2,213	2,125	2,055
82	3,957	3,108	2,716	2,483	2,326	2,211	2,123	2,053
83	3,956	3,107	2,715	2,482	2,324	2,210	2,122	2,052
84	3,955	3,105	2,713	2,480	2,323	2,209	2,121	2,051
85	3,953	3,104	2,712	2,479	2,322	2,207	2,119	2,049
86	3,952	3,103	2,711	2,478	2,321	2,206	2,118	2,048
87	3,951	3,101	2,709	2,476	2,319	2,205	2,117	2,047
88	3,949	3,100	2,708	2,475	2,318	2,203	2,115	2,045
89	3,948	3,099	2,707	2,474	2,317	2,202	2,114	2,044
90	3,947	3,098	2,706	2,473	2,316	2,201	2,113	2,043
91	3,946	3,097	2,705	2,472	2,315	2,200	2,112	2,042
92	3,945	3,095	2,704	2,471	2,313	2,199	2,111	2,041
93	3,943	3,094	2,703	2,470	2,312	2,198	2,110	2,040
94	3,942	3,093	2,701	2,469	2,311	2,197	2,109	2,038
95	3,941	3,092	2,700	2,467	2,310	2,196	2,108	2,037
96	3,940	3,091	2,699	2,466	2,309	2,195	2,106	2,036
97	3,939	3,090	2,698	2,465	2,308	2,194	2,105	2,035
98	3,938	3,089	2,697	2,465	2,307	2,193	2,104	2,034
99	3,937	3,088	2,696	2,464	2,306	2,192	2,103	2,033
100	3,936	3,087	2,696	2,463	2,305	2,191	2,103	2,032



YAYASAN PENDIDIKAN PANCASAKTI TEGAL
UNIVERSITAS PANCASAKTI TEGAL
FAKULTAS EKONOMI DAN BISNIS

Jalan Halmahera KM 1 Kota Tegal 52121
 Sekretariat : Telp (0283) 355720
 Web : <http://feb.upstegal.ac.id>, email : feb@upstegal.ac.id

Nomor : 65/K/E/FEB/UPS/XI/2023 Tegal, 28 November 2023
 Lampiran : -
 Perihal : Ijin Penelitian Dan Permintaan Data
 Kepada : Yth. Pemilik Vapestore Bojong
 Jl. Raya Bojong, Ruko Rumah Makan WJ (Watu Jajar), Bojong
 Di – Kab. Tegal

Dengan hormat, salah satu syarat untuk menyelesaikan program sarjana (S1) Fakultas Ekonomi dan Bisnis mahasiswa diwajibkan mengadakan penelitian sebagai bahan menyusun skripsi.

Berkenaan dengan hal itu, mohon berkenaan Bapak/Ibu membantu memberi data yang diperlukan dalam penelitian tersebut kepada mahasiswa:

N a m a : Andika Pangestu
 Npm : 4119500265
 Program Studi : Manajemen
 Judul Skripsi : Pengaruh Citra Merek, Gaya Hidup, Persepsi Kualitas Produk Dan Persepsi Lokasi Perusahaan Terhadap Keputusan Pembelian Konsumen Pada Vapestore Brebeshop Bojong.

Atas bantuan dan kerjasama yang baik kami ucapkan terimakasih,


 Dr. Dien Noviany R., S.E., M.M., Akt., QA
 NIDN 0628117502
 FAKULTAS EKONOMI DAN BISNIS

VAPESTORE BREBESHOP

Jalan Raya Bojong Ruko Rumah Makan Watu Jajar, Kec. Bojong, Kab. Tegal

Lampiran : -
Perihal : Surat Balasan Penelitian
Kepada : Yth. Dekan Fakultas Ekonomi dan Bisnis
Di Tempat

Dengan hormat,

Yang bertanda tangan di bawah ini:

Nama : Wido Igma Alfani
Jabatan : Owner Vapestore Brebeshop Bojong

Dengan ini menerangkan bahwa mahasiswa:

Nama : Andika Pangestu
NPM : 4119500265
Program Studi : Manajemen

Berdasarkan surat ini yang kami terima dari Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, mahasiswa bersangkutan telah disetujui untuk melakukan penelitian di Vapestore Brebeshop Bojong sebagai syarat penyusunan skripsi dengan judul: **"Pengaruh Citra Merek, Gaya Hidup, Persepsi Kualitas Produk dan Persepsi Lokasi Perusahaan Terhadap Keputusan Pembelian Konsumen Pada Vapestore Brebeshop Bojong"**.

Demikian surat ini kami sampaikan atas kerjasamanya kami ucapkan terimakasih.

Tegal, 29 November 2023
Pemilik Toko



Wido Igma Alfani