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# LAMPIRAN

**Lampiran 1 Lampiran Kuesioner**



**FAKULTAS EKONOMI DAN BISNIS**

**UNIVERSITAS PANCASAKTI TEGAL**

**KUESIONER PENELITIAN**

**PENGARUH SIKAP KONSUMEN, GAYA HIDUP DAN MOTIVASI KONSUMEN TERHDAP KEPUTUSAN PEMBELIAN PADA KAFE LUANG WAKTU KOTA TEGAL**

Hal : Permohonan menjadi Responden

Kepada Yth.

Bapak/Ibu pelanggan Kafe Luang Waktu

Kota Tegal

**Assalamualaikum Wr. Wb.**

Dengan hormat disampaikan, bahwa dalam rangka menyelesaikan tugas penelitian pada Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, dengan ini saya:

Nama : Syahrul Mubarok

NPM : 4120600123

Program Studi : Manajemen

Memohon bantuan dan kesediaan Bapak/Ibu Pelanggan Kafe Luang Waktu Kota Tegal untuk menjadi responden dan berkenan memberikan jawaban yang paling sesuai dengan persepsi Bapak/Ibu atas pernyataan kuesioner yang sudah saya siapkan. Jawaban Bapak/Ibu terhadap kuesioner ini tidak akan dipublikasikan dan dijamin kerahasiaannya, karena data ini hanya digunakan untuk kepentingan akademis dan dalam rangka pengembangan ilmu pengetahuan.

Demikian disampaikan atas bantuan dan kerjasamanya diucapkan terimakasih. Wassalamu’alaikum Wr. Wb.

Tegal,

Hormat Saya

Syahrul Mubarok

**KARAKTERISTIK RESPONDEN**

1. **Identitas Responden**

Nama : ………………………………….

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  Sarjana

Pekerjaan :

|  |  |
| --- | --- |
|  Pelajar-Mahasiswa |  Karyawan Swasta |
|  PNS |  Wiraswasta |
|  Lain-lain |  |

1. **Petunjuk Pengisian**

Jawablah pertanyaan ini dengan jujur dan benar. Bacalah terlebih dahulu pertanyaan dengan cermat sebelum anda memulai untuk menjawabnya. Pilihlah salah satu jawaban yang tersedia dengan memberikan tanda checlist ( √ ) pada salah satu jawaban yang anda anggap paling benar. Keterangan:

Sangat setuju (SS) = 5

Setuju (S) = 4

Netral (N) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (STS) = 1

**KUESIONER**

1. **Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Memilih produk** | | | | | | |
|  | Saya memutuskan membeli makanan dan minuman di kafe Luang Waktu Kota Tegal karena sudah memilih produk yang akan dibeli |  |  |  |  |  |
|  | Saya memutuskan membeli makanan minuman di kafe Luang Waktu karena mengetahui harga produk pilihan saya |  |  |  |  |  |
|  | Saya memutuskan membeli minuman dan makanan di Kafe Luang Waktu Kota Tegal karena mengetahui kualitas produk pilihan saya |  |  |  |  |  |
| **Membandingkan produk** | | | | | | |
|  | Saya memutuskan membeli minuman dan makanan di kafe Luang Waktu Kota Tegal karena sudah membandingkan dengan kafe lainya |  |  |  |  |  |
|  | Saya memutuskan membeli makanan dan minuman di kafe Luang Waktu Kota Tegal karena sudah mengetahui perbandingan antara kualitas dan merek dengan kafe lainya |  |  |  |  |  |
| **Melekatnya produk** | | | | | | |
|  | Saya memutuskan membeli makanan dan minuman di kafe Luang Waktu Kota Tegal karena saya produk sudah melekat pada benak saya |  |  |  |  |  |
|  | Saya memutuskan membeli makanan dan minuman di kafe Luang Waktu Kota Tegal karena saya sudah terbiasa membeli produk yang saya sukai |  |  |  |  |  |
| **Manfaat produk** | | | | | | |
|  | Saya memutuskan membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena produk bermanfaat |  |  |  |  |  |
|  | Saya merasa tidak nyaman ketika tidak membeli makanan dan minuman yang saya gemari di Kafe Luang Waktu Kota Tegal |  |  |  |  |  |
| **Rutin membali produk** | | | | | | |
|  | Saya rutin membeli makanan dan minuman di kafe Luang Waktu Kota Tegal |  |  |  |  |  |
|  | Saya rutin membeli makanan dan minuman di kafe Luang Waktu Kota Tegal dalam jumlah banyak |  |  |  |  |  |

1. **Variabel Sikap Konsumen (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Pikiran Konsumen** | | | | | | |
|  | Saya selalu memikirkan produk makanan dan minuman di kafe Luang Waktu Kota Tegal karena sering memikirkan produk tersebut |  |  |  |  |  |
|  | Saya telah mengetahui informasi makanan dan minuman di kafe Luang Waktu Kota Tegal |  |  |  |  |  |
|  | Saya memiliki pengetahuan yang cukup mengenai produk makanan dan minuman yang ditawarkan di kafe Luang Waktu Kota Tegal |  |  |  |  |  |
| **Perasaan konsumen** | | | | | | |
|  | Saya merasa senang ketika membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal |  |  |  |  |  |
|  | Saya merasa puas dengan makanan dan minuman yang di ada di menu di kafe Luang Waktu |  |  |  |  |  |
|  | Saya merasa produk makanan dan minuman di Kafe Luang Waktu dapat memenuhi kebutuhan saya Kota Tegal |  |  |  |  |  |
|  | Saya merasa memiliki perasaan positif terhadap produk makanan dan minuman di kafe Luang Waktu Kota Tegal karena dari pengalaman |  |  |  |  |  |
| **Tindakan konsumen** | | | | | | |
|  | Saya membeli produk makanan dan minuman di Kafe Luang Waktu Kota Tegal |  |  |  |  |  |
|  | Saya memiliki keteranpilan dalam menghabiskan produk makanan dan minuman Kota Tegal |  |  |  |  |  |
|  | Saya memiliki niat membeli kembali minuman dan makanan jika berkunjung kembali ke Kafe Luang Waktu Kota Tegal |  |  |  |  |  |

1. **Variabel Gaya Hidup (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Bekerja** | | | | | | |
|  | Saya sering menghabiskan waktu bekerja saya di kafe Luang Waktu Kota Tegal |  |  |  |  |  |
|  | Saya membeli makanan dan minuman di kafe Luang Waktu Kota Tegal karena untuk menemani saya ketika bekerja |  |  |  |  |  |
| **Hobi** | | | | | | |
|  | Saya membeli makanan dan minuman di kafe Luang Waktu Kota Tegal untuk mengisi waktu luang saya |  |  |  |  |  |
|  | Saya membeli makanan dan minuman di kafe Luang Waktu Kota Tegal karena sudah menjadi hobi saya |  |  |  |  |  |
| **Makanan dan Minuman** | | | | | | |
|  | Saya tertarik membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena banyak menu yang di jual |  |  |  |  |  |
|  | Saya tertarik membeli produk makanan dan minuman di kafe Luang Waktu Kota Tegal karena dapat memuaskan saya |  |  |  |  |  |
| **Diri Sendiri** | | | | | | |
|  | Saya cenderung memilih produk yang mencerminkan kepribadian dan gaya saya sendiri |  |  |  |  |  |
|  | Saya sering melakukan pembelian berdasarkan preferensi dan minat pribadi saya daripada rekomendasi orang lain |  |  |  |  |  |
| **Budaya** | | | | | | |
|  | Saya memutuskan nongkrong di Kafe Luang Waktu Kota Tegal karena sudah menjadi budaya masyarakat |  |  |  |  |  |
|  | Saya lebih suka membeli produk yang memiliki nilai budaya |  |  |  |  |  |

1. **Variabel Motivasi Konsumen (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Kemudahan melakukan pembelian** | | | | | | |
|  | Saya termotivasi membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena mudah dalam melakukan transaksi atau pembelian |  |  |  |  |  |
|  | Saya termotivasi membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena pelayanan yang cepat |  |  |  |  |  |
| **Hemat dalam pemakaian** | | | | | | |
|  | Saya termotivasi membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena menambah pendapatan |  |  |  |  |  |
|  | Saya termotivasi membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena hemat dalam pemakaian |  |  |  |  |  |
|  | Saya termotivasi membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena murah harganya |  |  |  |  |  |
| **Tampak berbeda dari yang lain** | | | | | | |
|  | Saya termotivasi membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena ingin terlihat berbeda dari yang lain |  |  |  |  |  |
|  | Saya termotivasi membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena saya suka membeli produk yang tidak diketahui banyak orang |  |  |  |  |  |
|  | Saya termotivasi membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena saya rela membayar lebih untuk produk yang berbeda dari kafe lain |  |  |  |  |  |
| **Pencapaian status sosial** | | | | | | |
|  | Saya termotivasi membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena merasa status sosial saya meningkat |  |  |  |  |  |
|  | Saya termotivasi membeli makanan dan minuman di Kafe Luang Waktu Kota Tegal karena merasa bangga dengan status sosial saya |  |  |  |  |  |

**Lampiran 2 Data Uji Validitas Dan Realibilitas Keputusan Pembelian**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Keputusan Pembelian** | | | | | | | | | | | |
| Responden | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | Total Y |
| 1 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 50 |
| 2 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 47 |
| 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 53 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 42 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 50 |
| 6 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 3 | 45 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 40 |
| 8 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 46 |
| 9 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 48 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 48 |
| 11 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 46 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 43 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 48 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 42 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 52 |
| 16 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 43 |
| 17 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 48 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 51 |
| 19 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 49 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 50 |
| 21 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 39 |
| 22 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 39 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 24 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 53 |
| 25 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 48 |
| 26 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 47 |
| 27 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 45 |
| 28 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 49 |
| 29 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 50 |
| 30 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 50 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Sikap Konsumen** | | | | | | | | | | |
| Responden | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Total X1 |
| 1 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 2 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 36 |
| 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 47 |
| 6 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 7 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 46 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 48 |
| 9 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 10 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| 11 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 32 |
| 12 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 13 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 35 |
| 14 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 48 |
| 16 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 17 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 37 |
| 18 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 46 |
| 19 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 20 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 21 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 22 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 33 |
| 23 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 44 |
| 24 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 25 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 26 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 27 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 28 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 45 |
| 29 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 40 |
| 30 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 45 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Gaya Hidup** | | | | | | | | | | |
| Responden | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Total X2 |
| 1 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 45 |
| 2 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 38 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 45 |
| 6 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 40 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 38 |
| 8 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 38 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 11 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 41 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 44 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 38 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 16 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 40 |
| 17 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 45 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 19 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 47 |
| 21 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 35 |
| 22 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 34 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 44 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 26 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 27 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 41 |
| 28 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 43 |
| 29 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 30 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 45 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Motivasi Konsumen** | | | | | | | | | | |
| Responden | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Total X3 |
| 1 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 45 |
| 2 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 38 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 45 |
| 6 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 42 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 37 |
| 8 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 39 |
| 9 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 11 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 41 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 44 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 38 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 16 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 40 |
| 17 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 45 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 19 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 47 |
| 21 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 35 |
| 22 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 35 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 26 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 27 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 41 |
| 28 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 43 |
| 29 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 30 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 47 |

**Lampiran 3 Output SPSS Uji Validitas**

**Output SPSS Uji Validitas Keputusan Pembelian**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | y1.1 | y1.2 | y1.3 | y1.4 | y1.5 | y1.6 | y1.7 | y1.8 | y1.9 | y1.10 | y1.11 | totaly |
| y1.1 | Pearson Correlation | 1 | .267 | .312 | .313 | .316 | .087 | .271 | .280 | .664\*\* | .432\* | .119 | .651\*\* |
| Sig. (2-tailed) |  | .154 | .094 | .092 | .089 | .646 | .147 | .134 | .000 | .017 | .531 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y1.2 | Pearson Correlation | .267 | 1 | .431\* | .373\* | .095 | .164 | .208 | .170 | .052 | .265 | .159 | .509\*\* |
| Sig. (2-tailed) | .154 |  | .017 | .042 | .616 | .387 | .271 | .368 | .785 | .156 | .401 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y1.3 | Pearson Correlation | .312 | .431\* | 1 | .453\* | .385\* | .000 | .094 | .058 | .227 | .268 | .270 | .555\*\* |
| Sig. (2-tailed) | .094 | .017 |  | .012 | .036 | 1.000 | .623 | .761 | .228 | .153 | .148 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y1.4 | Pearson Correlation | .313 | .373\* | .453\* | 1 | .325 | -.070 | .177 | .145 | .111 | .141 | .271 | .533\*\* |
| Sig. (2-tailed) | .092 | .042 | .012 |  | .079 | .714 | .349 | .444 | .559 | .456 | .147 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y1.5 | Pearson Correlation | .316 | .095 | .385\* | .325 | 1 | .083 | .063 | .177 | .469\*\* | .223 | .259 | .547\*\* |
| Sig. (2-tailed) | .089 | .616 | .036 | .079 |  | .662 | .739 | .350 | .009 | .237 | .167 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y1.6 | Pearson Correlation | .087 | .164 | .000 | -.070 | .083 | 1 | .408\* | .357 | .341 | .434\* | .139 | .495\*\* |
| Sig. (2-tailed) | .646 | .387 | 1.000 | .714 | .662 |  | .025 | .053 | .065 | .016 | .464 | .005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y1.7 | Pearson Correlation | .271 | .208 | .094 | .177 | .063 | .408\* | 1 | .583\*\* | .069 | .320 | .212 | .567\*\* |
| Sig. (2-tailed) | .147 | .271 | .623 | .349 | .739 | .025 |  | .001 | .716 | .085 | .262 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y1.8 | Pearson Correlation | .280 | .170 | .058 | .145 | .177 | .357 | .583\*\* | 1 | .236 | .376\* | -.104 | .523\*\* |
| Sig. (2-tailed) | .134 | .368 | .761 | .444 | .350 | .053 | .001 |  | .210 | .040 | .584 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y1.9 | Pearson Correlation | .664\*\* | .052 | .227 | .111 | .469\*\* | .341 | .069 | .236 | 1 | .437\* | .172 | .617\*\* |
| Sig. (2-tailed) | .000 | .785 | .228 | .559 | .009 | .065 | .716 | .210 |  | .016 | .362 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y1.10 | Pearson Correlation | .432\* | .265 | .268 | .141 | .223 | .434\* | .320 | .376\* | .437\* | 1 | .237 | .663\*\* |
| Sig. (2-tailed) | .017 | .156 | .153 | .456 | .237 | .016 | .085 | .040 | .016 |  | .208 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y1.11 | Pearson Correlation | .119 | .159 | .270 | .271 | .259 | .139 | .212 | -.104 | .172 | .237 | 1 | .469\*\* |
| Sig. (2-tailed) | .531 | .401 | .148 | .147 | .167 | .464 | .262 | .584 | .362 | .208 |  | .009 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| totaly | Pearson Correlation | .651\*\* | .509\*\* | .555\*\* | .533\*\* | .547\*\* | .495\*\* | .567\*\* | .523\*\* | .617\*\* | .663\*\* | .469\*\* | 1 |
| Sig. (2-tailed) | .000 | .004 | .001 | .002 | .002 | .005 | .001 | .003 | .000 | .000 | .009 |  |
| N | 30 | 30 | 30 | 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). | | | | | | | | | | | | | |

**Output SPSS Uji Validitas Sikap Konsumen**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | x1.1 | x1.2 | x1.3 | x1.4 | x1.5 | x1.6 | x1.7 | x1.8 | x1.9 | x1.10 | totalx1 |
| x1.1 | Pearson Correlation | 1 | .474\*\* | .468\*\* | .244 | .569\*\* | .500\*\* | .417\* | .651\*\* | .459\* | .416\* | .745\*\* |
| Sig. (2-tailed) |  | .008 | .009 | .194 | .001 | .005 | .022 | .000 | .011 | .022 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.2 | Pearson Correlation | .474\*\* | 1 | .507\*\* | .416\* | .404\* | .207 | .563\*\* | .503\*\* | .517\*\* | .650\*\* | .748\*\* |
| Sig. (2-tailed) | .008 |  | .004 | .022 | .027 | .271 | .001 | .005 | .003 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.3 | Pearson Correlation | .468\*\* | .507\*\* | 1 | .585\*\* | .414\* | .162 | .486\*\* | .427\* | .446\* | .639\*\* | .739\*\* |
| Sig. (2-tailed) | .009 | .004 |  | .001 | .023 | .393 | .006 | .019 | .014 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.4 | Pearson Correlation | .244 | .416\* | .585\*\* | 1 | .546\*\* | .183 | .366\* | .286 | .336 | .465\*\* | .633\*\* |
| Sig. (2-tailed) | .194 | .022 | .001 |  | .002 | .333 | .047 | .126 | .070 | .010 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.5 | Pearson Correlation | .569\*\* | .404\* | .414\* | .546\*\* | 1 | .453\* | .373\* | .390\* | .489\*\* | .459\* | .735\*\* |
| Sig. (2-tailed) | .001 | .027 | .023 | .002 |  | .012 | .042 | .033 | .006 | .011 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.6 | Pearson Correlation | .500\*\* | .207 | .162 | .183 | .453\* | 1 | .344 | .457\* | .315 | .113 | .526\*\* |
| Sig. (2-tailed) | .005 | .271 | .393 | .333 | .012 |  | .063 | .011 | .090 | .551 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.7 | Pearson Correlation | .417\* | .563\*\* | .486\*\* | .366\* | .373\* | .344 | 1 | .549\*\* | .315 | .624\*\* | .712\*\* |
| Sig. (2-tailed) | .022 | .001 | .006 | .047 | .042 | .063 |  | .002 | .090 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.8 | Pearson Correlation | .651\*\* | .503\*\* | .427\* | .286 | .390\* | .457\* | .549\*\* | 1 | .420\* | .299 | .706\*\* |
| Sig. (2-tailed) | .000 | .005 | .019 | .126 | .033 | .011 | .002 |  | .021 | .109 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.9 | Pearson Correlation | .459\* | .517\*\* | .446\* | .336 | .489\*\* | .315 | .315 | .420\* | 1 | .572\*\* | .699\*\* |
| Sig. (2-tailed) | .011 | .003 | .014 | .070 | .006 | .090 | .090 | .021 |  | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.10 | Pearson Correlation | .416\* | .650\*\* | .639\*\* | .465\*\* | .459\* | .113 | .624\*\* | .299 | .572\*\* | 1 | .752\*\* |
| Sig. (2-tailed) | .022 | .000 | .000 | .010 | .011 | .551 | .000 | .109 | .001 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| totalx1 | Pearson Correlation | .745\*\* | .748\*\* | .739\*\* | .633\*\* | .735\*\* | .526\*\* | .712\*\* | .706\*\* | .699\*\* | .752\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .003 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 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). | | | | | | | | | | | | |

**Output SPSS Uji Validitas Gaya Hidup**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | x2.6 | x2.7 | x2.8 | x2.9 | x2.10 | totalx2 |
| x2.1 | Pearson Correlation | 1 | .500\*\* | .244 | .238 | .352 | .357 | .555\*\* | .487\*\* | .463\* | .311 | .743\*\* |
| Sig. (2-tailed) |  | .005 | .194 | .204 | .056 | .053 | .001 | .006 | .010 | .094 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.2 | Pearson Correlation | .500\*\* | 1 | .612\*\* | .297 | .240 | .225 | .405\* | .313 | .191 | .396\* | .687\*\* |
| Sig. (2-tailed) | .005 |  | .000 | .111 | .201 | .231 | .026 | .092 | .312 | .030 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.3 | Pearson Correlation | .244 | .612\*\* | 1 | .441\* | .289 | .087 | .188 | .047 | .164 | .418\* | .569\*\* |
| Sig. (2-tailed) | .194 | .000 |  | .015 | .122 | .646 | .319 | .804 | .387 | .022 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.4 | Pearson Correlation | .238 | .297 | .441\* | 1 | .249 | .000 | .188 | .115 | .061 | .069 | .449\* |
| Sig. (2-tailed) | .204 | .111 | .015 |  | .185 | 1.000 | .319 | .546 | .750 | .718 | .013 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.5 | Pearson Correlation | .352 | .240 | .289 | .249 | 1 | .152 | .131 | .314 | .502\*\* | .259 | .581\*\* |
| Sig. (2-tailed) | .056 | .201 | .122 | .185 |  | .421 | .492 | .091 | .005 | .166 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.6 | Pearson Correlation | .357 | .225 | .087 | .000 | .152 | 1 | .612\*\* | .536\*\* | .341 | .087 | .580\*\* |
| Sig. (2-tailed) | .053 | .231 | .646 | 1.000 | .421 |  | .000 | .002 | .065 | .648 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.7 | Pearson Correlation | .555\*\* | .405\* | .188 | .188 | .131 | .612\*\* | 1 | .606\*\* | .069 | .011 | .636\*\* |
| Sig. (2-tailed) | .001 | .026 | .319 | .319 | .492 | .000 |  | .000 | .716 | .954 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.8 | Pearson Correlation | .487\*\* | .313 | .047 | .115 | .314 | .536\*\* | .606\*\* | 1 | .361 | .159 | .653\*\* |
| Sig. (2-tailed) | .006 | .092 | .804 | .546 | .091 | .002 | .000 |  | .050 | .401 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.9 | Pearson Correlation | .463\* | .191 | .164 | .061 | .502\*\* | .341 | .069 | .361 | 1 | .475\*\* | .606\*\* |
| Sig. (2-tailed) | .010 | .312 | .387 | .750 | .005 | .065 | .716 | .050 |  | .008 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.10 | Pearson Correlation | .311 | .396\* | .418\* | .069 | .259 | .087 | .011 | .159 | .475\*\* | 1 | .510\*\* |
| Sig. (2-tailed) | .094 | .030 | .022 | .718 | .166 | .648 | .954 | .401 | .008 |  | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| totalx2 | Pearson Correlation | .743\*\* | .687\*\* | .569\*\* | .449\* | .581\*\* | .580\*\* | .636\*\* | .653\*\* | .606\*\* | .510\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .001 | .013 | .001 | .001 | .000 | .000 | .000 | .004 |  |
| N | 30 | 30 | 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). | | | | | | | | | | | | |

**Output SPSS Uji Validitas Motivasi Konsumen**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | x3.1 | x3.2 | x3.3 | x3.4 | x3.5 | x3.6 | x3.7 | x3.8 | x3.9 | x3.10 | totalx3 |
| x3.1 | Pearson Correlation | 1 | .487\*\* | .261 | .155 | .431\* | .261 | .424\* | .384\* | .641\*\* | .479\*\* | .738\*\* |
| Sig. (2-tailed) |  | .006 | .164 | .414 | .017 | .164 | .019 | .036 | .000 | .007 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.2 | Pearson Correlation | .487\*\* | 1 | .578\*\* | .297 | .229 | .225 | .405\* | .250 | .191 | .426\* | .670\*\* |
| Sig. (2-tailed) | .006 |  | .001 | .111 | .223 | .231 | .026 | .182 | .312 | .019 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.3 | Pearson Correlation | .261 | .578\*\* | 1 | .413\* | .431\* | .000 | .094 | .058 | .227 | .268 | .536\*\* |
| Sig. (2-tailed) | .164 | .001 |  | .023 | .017 | 1.000 | .623 | .761 | .228 | .153 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.4 | Pearson Correlation | .155 | .297 | .413\* | 1 | .324 | .000 | .188 | .150 | .061 | .189 | .463\*\* |
| Sig. (2-tailed) | .414 | .111 | .023 |  | .081 | 1.000 | .319 | .428 | .750 | .317 | .010 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.5 | Pearson Correlation | .431\* | .229 | .431\* | .324 | 1 | .082 | .052 | .170 | .521\*\* | .166 | .553\*\* |
| Sig. (2-tailed) | .017 | .223 | .017 | .081 |  | .667 | .785 | .368 | .003 | .381 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.6 | Pearson Correlation | .261 | .225 | .000 | .000 | .082 | 1 | .612\*\* | .536\*\* | .341 | .434\* | .590\*\* |
| Sig. (2-tailed) | .164 | .231 | 1.000 | 1.000 | .667 |  | .000 | .002 | .065 | .016 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.7 | Pearson Correlation | .424\* | .405\* | .094 | .188 | .052 | .612\*\* | 1 | .583\*\* | .069 | .320 | .630\*\* |
| Sig. (2-tailed) | .019 | .026 | .623 | .319 | .785 | .000 |  | .001 | .716 | .085 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.8 | Pearson Correlation | .384\* | .250 | .058 | .150 | .170 | .536\*\* | .583\*\* | 1 | .236 | .376\* | .612\*\* |
| Sig. (2-tailed) | .036 | .182 | .761 | .428 | .368 | .002 | .001 |  | .210 | .040 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.9 | Pearson Correlation | .641\*\* | .191 | .227 | .061 | .521\*\* | .341 | .069 | .236 | 1 | .437\* | .614\*\* |
| Sig. (2-tailed) | .000 | .312 | .228 | .750 | .003 | .065 | .716 | .210 |  | .016 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.10 | Pearson Correlation | .479\*\* | .426\* | .268 | .189 | .166 | .434\* | .320 | .376\* | .437\* | 1 | .666\*\* |
| Sig. (2-tailed) | .007 | .019 | .153 | .317 | .381 | .016 | .085 | .040 | .016 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| totalx3 | Pearson Correlation | .738\*\* | .670\*\* | .536\*\* | .463\*\* | .553\*\* | .590\*\* | .630\*\* | .612\*\* | .614\*\* | .666\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .002 | .010 | .002 | .001 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 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 4 Output Uji Realibilitas**

**Output Uji Realibilitas Keputusan Pembelian (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .772 | 11 |

**Output Uji Realibilitas Sikap Konsumen (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .885 | 10 |

**Output Uji Realibilitas Gaya Hidup (X2)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .798 | 10 |

**Output Uji Realibilitas Motivasi Konsumen (X3)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .804 | 10 |

**Lampiran 5 Data Ordinal**

**Data Ordinal Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Keputusan Pembelian** | | | | | | | | | | | |
| Responden | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | Total Y |
| 1 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 49 |
| 2 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 47 |
| 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 53 |
| 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 43 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 50 |
| 6 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 3 | 45 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 40 |
| 8 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 46 |
| 9 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 48 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 48 |
| 11 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 46 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 43 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 48 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 42 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 52 |
| 16 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 43 |
| 17 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 48 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 51 |
| 19 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 49 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 50 |
| 21 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 39 |
| 22 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 39 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| 24 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 53 |
| 25 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 48 |
| 26 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 47 |
| 27 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 45 |
| 28 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 49 |
| 29 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 50 |
| 30 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 50 |
| 31 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 2 | 43 |
| 32 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 43 |
| 33 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 45 |
| 34 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 44 |
| 35 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 50 |
| 36 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 5 | 37 |
| 37 | 5 | 4 | 3 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 45 |
| 38 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 4 | 4 | 42 |
| 39 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 5 | 5 | 49 |
| 40 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 43 |
| 41 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 40 |
| 42 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 42 |
| 43 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 44 |
| 44 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 37 |
| 45 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 42 |
| 46 | 5 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 47 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 48 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 2 | 5 | 45 |
| 49 | 5 | 4 | 4 | 3 | 3 | 5 | 2 | 4 | 3 | 4 | 4 | 41 |
| 50 | 5 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 41 |
| 51 | 5 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 4 | 40 |
| 52 | 5 | 5 | 5 | 5 | 3 | 5 | 2 | 3 | 3 | 4 | 4 | 44 |
| 53 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 37 |
| 54 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 47 |
| 55 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 47 |
| 56 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 42 |
| 57 | 5 | 3 | 3 | 4 | 3 | 4 | 2 | 4 | 5 | 5 | 5 | 43 |
| 58 | 4 | 3 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 41 |
| 59 | 5 | 4 | 4 | 4 | 3 | 4 | 2 | 2 | 3 | 3 | 4 | 38 |
| 60 | 5 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 42 |
| 61 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 62 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 44 |
| 63 | 4 | 3 | 4 | 5 | 4 | 4 | 2 | 4 | 5 | 2 | 3 | 40 |
| 64 | 5 | 1 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 65 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 40 |
| 66 | 5 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 3 | 4 | 4 | 41 |
| 67 | 5 | 4 | 2 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 36 |
| 68 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 53 |
| 69 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 51 |
| 70 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 46 |
| 71 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 72 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 51 |
| 73 | 3 | 1 | 1 | 3 | 1 | 1 | 4 | 4 | 4 | 1 | 1 | 24 |
| 74 | 3 | 1 | 1 | 1 | 4 | 4 | 1 | 4 | 1 | 4 | 4 | 28 |
| 75 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 49 |
| 76 | 5 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 47 |
| 77 | 4 | 1 | 3 | 3 | 4 | 1 | 1 | 4 | 3 | 4 | 5 | 33 |
| 78 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 3 | 3 | 47 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 53 |
| 80 | 2 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 51 |
| 81 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 50 |
| 82 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 53 |
| 83 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 51 |
| 84 | 3 | 3 | 5 | 4 | 3 | 5 | 2 | 5 | 3 | 4 | 5 | 42 |
| 85 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 52 |
| 86 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 52 |
| 87 | 2 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 50 |
| 88 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 52 |
| 89 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 51 |
| 90 | 2 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 43 |
| 91 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 41 |
| 92 | 4 | 5 | 5 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | 4 | 47 |
| 93 | 4 | 2 | 2 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 38 |
| 94 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 28 |
| 95 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 96 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 40 |
| 97 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 37 |
| 98 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 99 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 40 |
| 100 | 5 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 36 |

**Data Ordinal Sikap Konsumen (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Sikap Konsumen** | | | | | | | | | | |
| Responden | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Total X1 |
| 1 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 2 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 36 |
| 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 46 |
| 6 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 7 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 46 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 48 |
| 9 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 10 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 46 |
| 11 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 32 |
| 12 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 13 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 35 |
| 14 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 48 |
| 16 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 17 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 37 |
| 18 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 46 |
| 19 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 20 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 21 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 42 |
| 22 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 33 |
| 23 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 44 |
| 24 | 2 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 25 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 26 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 27 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 43 |
| 28 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 43 |
| 29 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 40 |
| 30 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 44 |
| 31 | 5 | 4 | 3 | 4 | 2 | 2 | 4 | 3 | 3 | 4 | 34 |
| 32 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 39 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 34 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 35 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 35 |
| 36 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 33 |
| 37 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 38 | 5 | 3 | 5 | 2 | 2 | 2 | 5 | 5 | 5 | 5 | 39 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 40 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 41 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 42 | 2 | 2 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 40 |
| 43 | 2 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 40 |
| 44 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 45 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 35 |
| 46 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 3 | 3 | 31 |
| 47 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 39 |
| 48 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 45 |
| 49 | 2 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 50 | 2 | 2 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 37 |
| 51 | 2 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 41 |
| 52 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 35 |
| 53 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 42 |
| 54 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 45 |
| 55 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 56 | 2 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 39 |
| 57 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 59 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 60 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 41 |
| 61 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 62 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 34 |
| 63 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 38 |
| 64 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 41 |
| 65 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 66 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 67 | 2 | 2 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 42 |
| 68 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 48 |
| 69 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 70 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 46 |
| 71 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 72 | 3 | 3 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 40 |
| 73 | 1 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 41 |
| 74 | 4 | 1 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 37 |
| 75 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 3 | 41 |
| 76 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 41 |
| 77 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 78 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 1 | 42 |
| 79 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 80 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |
| 81 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 42 |
| 82 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 44 |
| 83 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 37 |
| 84 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 2 | 1 | 34 |
| 85 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 44 |
| 86 | 3 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 40 |
| 87 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 88 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 89 | 3 | 5 | 5 | 4 | 3 | 2 | 4 | 4 | 2 | 4 | 36 |
| 90 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 3 | 2 | 34 |
| 91 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 33 |
| 92 | 3 | 3 | 4 | 2 | 4 | 5 | 2 | 4 | 4 | 4 | 35 |
| 93 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 35 |
| 94 | 2 | 2 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 5 | 30 |
| 95 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 35 |
| 96 | 2 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 34 |
| 97 | 2 | 2 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 33 |
| 98 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 34 |
| 99 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 37 |
| 100 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 5 | 37 |

**Data Ordinal Gaya Hidup (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Gaya Hidup** | | | | | | | | | | |
| Responden | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Total X2 |
| 1 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 45 |
| 2 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 38 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 45 |
| 6 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 40 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 38 |
| 8 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 38 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 11 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 41 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 44 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 38 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 16 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 40 |
| 17 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 45 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 19 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 47 |
| 21 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 35 |
| 22 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 34 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 44 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 26 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 27 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 41 |
| 28 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 43 |
| 29 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 30 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 45 |
| 31 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 5 | 2 | 4 | 40 |
| 32 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 37 |
| 33 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 40 |
| 34 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 35 | 3 | 3 | 4 | 4 | 5 | 3 | 5 | 3 | 5 | 4 | 39 |
| 36 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 33 |
| 37 | 5 | 4 | 2 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 42 |
| 38 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 33 |
| 39 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 41 |
| 40 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 38 |
| 41 | 5 | 5 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | 4 | 43 |
| 42 | 2 | 2 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 34 |
| 43 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 26 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 45 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 36 |
| 46 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 34 |
| 47 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 36 |
| 48 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 35 |
| 49 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 31 |
| 50 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 4 | 2 | 2 | 24 |
| 51 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 34 |
| 52 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 34 |
| 53 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 54 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 56 | 2 | 3 | 3 | 4 | 2 | 3 | 3 | 4 | 3 | 4 | 31 |
| 57 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 34 |
| 58 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 37 |
| 59 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 30 |
| 60 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 34 |
| 61 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 34 |
| 62 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 63 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 64 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 42 |
| 65 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 36 |
| 66 | 4 | 4 | 1 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 36 |
| 67 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 21 |
| 68 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 69 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 42 |
| 70 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 72 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 35 |
| 73 | 1 | 4 | 4 | 4 | 4 | 1 | 4 | 1 | 1 | 4 | 28 |
| 74 | 4 | 1 | 4 | 3 | 1 | 3 | 3 | 1 | 1 | 1 | 22 |
| 75 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 43 |
| 76 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 41 |
| 77 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 42 |
| 78 | 5 | 4 | 5 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 41 |
| 79 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 46 |
| 80 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 3 | 5 | 4 | 38 |
| 81 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 42 |
| 82 | 5 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 3 | 5 | 43 |
| 83 | 3 | 3 | 4 | 3 | 3 | 3 | 5 | 4 | 5 | 5 | 38 |
| 84 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 43 |
| 85 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 47 |
| 86 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 4 | 38 |
| 87 | 4 | 3 | 5 | 5 | 3 | 4 | 4 | 5 | 3 | 3 | 39 |
| 88 | 3 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 38 |
| 89 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 43 |
| 90 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 36 |
| 91 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 34 |
| 92 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 36 |
| 93 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 35 |
| 94 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 31 |
| 95 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 4 | 2 | 2 | 24 |
| 96 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 34 |
| 97 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 34 |
| 98 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 99 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |

**Data Ordinal Motivasi Konsumen (X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Motivasi Konsumen** | | | | | | | | | | |
| Responden | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Total X3 |
| 1 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 45 |
| 2 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 46 |
| 6 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 42 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 37 |
| 8 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 39 |
| 9 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 10 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 11 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 41 |
| 12 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 44 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 38 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 16 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 40 |
| 17 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 45 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 19 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 47 |
| 21 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 35 |
| 22 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 35 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 26 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 27 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 41 |
| 28 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 43 |
| 29 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 30 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 47 |
| 31 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 2 | 41 |
| 32 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 46 |
| 33 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 34 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 44 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 36 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 37 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 38 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 42 |
| 39 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 42 |
| 40 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 44 |
| 41 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 41 |
| 42 | 4 | 3 | 5 | 5 | 4 | 3 | 3 | 5 | 3 | 4 | 39 |
| 43 | 3 | 3 | 3 | 4 | 1 | 3 | 5 | 4 | 4 | 4 | 34 |
| 44 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 44 |
| 45 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 46 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 47 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 48 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 41 |
| 49 | 4 | 2 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 40 |
| 50 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 3 | 5 | 4 | 38 |
| 51 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 39 |
| 52 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 53 | 4 | 5 | 3 | 1 | 5 | 4 | 3 | 4 | 5 | 4 | 38 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 56 | 4 | 5 | 3 | 3 | 2 | 4 | 4 | 5 | 5 | 4 | 39 |
| 57 | 2 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 38 |
| 58 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 41 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 60 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 61 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 41 |
| 64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 66 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 47 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 47 |
| 68 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 42 |
| 69 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 40 |
| 70 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 42 |
| 71 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 72 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 41 |
| 73 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 1 | 40 |
| 74 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 75 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 76 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 77 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 46 |
| 78 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 3 | 40 |
| 79 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 81 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 42 |
| 82 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 83 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 84 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 43 |
| 85 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 47 |
| 86 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 87 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 88 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 45 |
| 89 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 44 |
| 90 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 91 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 93 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 46 |
| 94 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 39 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 97 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 42 |
| 98 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 99 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 100 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 44 |

**Lampiran 6 Data MSI**

**Data MSI Keputusan Pembelian**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Y1.1** | **Y1.2** | **Y1.3** | **Y1.4** | **Y1.5** | **Y1.6** | **Y1.7** | **Y1.8** | **Y1.9** | **Y1.10** | **Y1.11** | **TOTAL** |
| 2.410 | 4.213 | 4.499 | 4.686 | 3.719 | 3.334 | 3.434 | 3.310 | 4.743 | 3.408 | 4.723 | 42.477 |
| 2.410 | 4.213 | 3.247 | 3.438 | 3.719 | 4.470 | 3.434 | 3.310 | 3.477 | 4.704 | 3.360 | 39.782 |
| 3.622 | 4.213 | 3.247 | 4.686 | 4.961 | 4.470 | 4.559 | 4.668 | 3.477 | 4.704 | 4.723 | 47.331 |
| 3.622 | 3.009 | 3.247 | 3.438 | 3.719 | 2.343 | 2.613 | 3.310 | 3.477 | 3.408 | 3.360 | 35.546 |
| 2.410 | 4.213 | 4.499 | 4.686 | 4.961 | 3.334 | 3.434 | 3.310 | 3.477 | 4.704 | 4.723 | 43.750 |
| 3.622 | 3.009 | 4.499 | 3.438 | 4.961 | 2.343 | 2.613 | 3.310 | 4.743 | 3.408 | 2.230 | 38.176 |
| 2.410 | 3.009 | 3.247 | 3.438 | 3.719 | 2.343 | 2.613 | 2.090 | 3.477 | 3.408 | 2.230 | 31.985 |
| 3.622 | 4.213 | 4.499 | 4.686 | 3.719 | 2.343 | 2.613 | 2.090 | 3.477 | 3.408 | 4.723 | 39.393 |
| 3.622 | 3.009 | 3.247 | 3.438 | 3.719 | 4.470 | 3.434 | 3.310 | 4.743 | 4.704 | 3.360 | 41.057 |
| 2.410 | 3.009 | 4.499 | 4.686 | 4.961 | 3.334 | 3.434 | 3.310 | 3.477 | 4.704 | 3.360 | 41.183 |
| 2.410 | 4.213 | 4.499 | 4.686 | 3.719 | 2.343 | 3.434 | 2.090 | 2.419 | 4.704 | 4.723 | 39.240 |
| 2.410 | 2.115 | 3.247 | 3.438 | 3.719 | 3.334 | 3.434 | 2.090 | 3.477 | 3.408 | 4.723 | 35.396 |
| 3.622 | 3.009 | 3.247 | 3.438 | 4.961 | 3.334 | 3.434 | 3.310 | 4.743 | 4.704 | 3.360 | 41.162 |
| 2.410 | 3.009 | 3.247 | 4.686 | 2.517 | 2.343 | 3.434 | 3.310 | 2.419 | 3.408 | 3.360 | 34.142 |
| 3.622 | 4.213 | 4.499 | 4.686 | 4.961 | 3.334 | 3.434 | 3.310 | 4.743 | 4.704 | 4.723 | 46.228 |
| 2.410 | 3.009 | 3.247 | 2.379 | 2.517 | 4.470 | 3.434 | 3.310 | 3.477 | 4.704 | 2.230 | 35.188 |
| 2.410 | 3.009 | 4.499 | 3.438 | 4.961 | 3.334 | 4.559 | 3.310 | 3.477 | 3.408 | 4.723 | 41.127 |
| 3.622 | 3.009 | 4.499 | 3.438 | 3.719 | 4.470 | 4.559 | 3.310 | 4.743 | 4.704 | 4.723 | 44.797 |
| 3.622 | 3.009 | 3.247 | 4.686 | 4.961 | 3.334 | 4.559 | 3.310 | 4.743 | 3.408 | 3.360 | 42.237 |
| 3.622 | 4.213 | 4.499 | 4.686 | 3.719 | 3.334 | 4.559 | 4.668 | 3.477 | 4.704 | 2.230 | 43.710 |
| 2.410 | 2.115 | 2.294 | 2.379 | 3.719 | 2.343 | 3.434 | 3.310 | 2.419 | 3.408 | 3.360 | 31.190 |
| 1.753 | 3.009 | 3.247 | 3.438 | 3.719 | 3.334 | 2.613 | 3.310 | 2.419 | 2.382 | 2.230 | 31.453 |
| 2.410 | 3.009 | 3.247 | 3.438 | 3.719 | 3.334 | 4.559 | 4.668 | 4.743 | 4.704 | 4.723 | 42.555 |
| 3.622 | 4.213 | 4.499 | 4.686 | 4.961 | 3.334 | 4.559 | 4.668 | 4.743 | 4.704 | 3.360 | 47.347 |
| 2.410 | 4.213 | 3.247 | 4.686 | 3.719 | 4.470 | 4.559 | 3.310 | 3.477 | 3.408 | 3.360 | 40.858 |
| 3.622 | 4.213 | 3.247 | 2.379 | 3.719 | 3.334 | 3.434 | 3.310 | 4.743 | 4.704 | 3.360 | 40.064 |
| 2.410 | 4.213 | 4.499 | 2.379 | 3.719 | 3.334 | 4.559 | 3.310 | 2.419 | 3.408 | 3.360 | 37.607 |
| 2.410 | 3.009 | 4.499 | 3.438 | 4.961 | 4.470 | 2.613 | 3.310 | 4.743 | 4.704 | 4.723 | 42.881 |
| 3.622 | 3.009 | 4.499 | 4.686 | 4.961 | 3.334 | 3.434 | 3.310 | 4.743 | 4.704 | 3.360 | 43.660 |
| 3.622 | 3.009 | 4.499 | 4.686 | 3.719 | 3.334 | 4.559 | 4.668 | 3.477 | 4.704 | 3.360 | 43.636 |
| 3.622 | 2.115 | 2.294 | 3.438 | 3.719 | 4.470 | 4.559 | 3.310 | 2.419 | 4.704 | 1.596 | 36.246 |
| 3.622 | 3.009 | 3.247 | 2.379 | 3.719 | 2.343 | 3.434 | 2.090 | 3.477 | 4.704 | 3.360 | 35.385 |
| 3.622 | 3.009 | 3.247 | 3.438 | 3.719 | 3.334 | 4.559 | 2.090 | 3.477 | 3.408 | 3.360 | 37.263 |
| 3.622 | 3.009 | 3.247 | 3.438 | 4.961 | 3.334 | 3.434 | 1.000 | 3.477 | 3.408 | 3.360 | 36.290 |
| 3.622 | 3.009 | 3.247 | 4.686 | 3.719 | 4.470 | 4.559 | 4.668 | 3.477 | 4.704 | 3.360 | 43.522 |
| 3.622 | 3.009 | 2.294 | 2.379 | 3.719 | 2.343 | 2.613 | 1.000 | 1.596 | 2.382 | 4.723 | 29.680 |
| 3.622 | 3.009 | 2.294 | 3.438 | 3.719 | 2.343 | 4.559 | 2.090 | 3.477 | 4.704 | 4.723 | 37.980 |
| 2.410 | 4.213 | 3.247 | 3.438 | 2.517 | 2.343 | 4.559 | 2.090 | 2.419 | 3.408 | 3.360 | 34.003 |
| 3.622 | 4.213 | 4.499 | 3.438 | 4.961 | 2.343 | 3.434 | 2.090 | 4.743 | 4.704 | 4.723 | 42.770 |
| 3.622 | 3.009 | 3.247 | 3.438 | 3.719 | 2.343 | 3.434 | 2.090 | 3.477 | 3.408 | 3.360 | 35.147 |
| 3.622 | 3.009 | 3.247 | 2.379 | 3.719 | 2.343 | 3.434 | 2.090 | 3.477 | 2.382 | 2.230 | 31.932 |
| 3.622 | 3.009 | 3.247 | 3.438 | 2.517 | 2.343 | 2.613 | 3.310 | 3.477 | 3.408 | 3.360 | 34.345 |
| 3.622 | 4.213 | 3.247 | 3.438 | 2.517 | 3.334 | 2.613 | 4.668 | 3.477 | 2.382 | 3.360 | 36.871 |
| 3.622 | 2.115 | 2.294 | 2.379 | 2.517 | 2.343 | 2.613 | 3.310 | 3.477 | 2.382 | 2.230 | 29.283 |
| 3.622 | 2.115 | 3.247 | 3.438 | 2.517 | 2.343 | 3.434 | 3.310 | 3.477 | 3.408 | 3.360 | 34.272 |
| 3.622 | 2.115 | 2.294 | 3.438 | 2.517 | 4.470 | 3.434 | 3.310 | 3.477 | 3.408 | 3.360 | 35.446 |
| 3.622 | 4.213 | 4.499 | 4.686 | 4.961 | 3.334 | 3.434 | 3.310 | 3.477 | 3.408 | 3.360 | 42.302 |
| 3.622 | 4.213 | 3.247 | 3.438 | 3.719 | 4.470 | 2.613 | 3.310 | 3.477 | 1.681 | 4.723 | 38.515 |
| 3.622 | 3.009 | 3.247 | 2.379 | 2.517 | 4.470 | 1.870 | 3.310 | 2.419 | 3.408 | 3.360 | 33.610 |
| 3.622 | 3.009 | 3.247 | 2.379 | 3.719 | 3.334 | 1.870 | 3.310 | 3.477 | 2.382 | 3.360 | 33.708 |
| 3.622 | 3.009 | 3.247 | 3.438 | 2.517 | 3.334 | 1.870 | 2.090 | 2.419 | 3.408 | 3.360 | 32.313 |
| 3.622 | 4.213 | 4.499 | 4.686 | 2.517 | 4.470 | 1.870 | 2.090 | 2.419 | 3.408 | 3.360 | 37.152 |
| 3.622 | 2.115 | 2.294 | 2.379 | 2.517 | 2.343 | 2.613 | 2.090 | 2.419 | 3.408 | 3.360 | 29.160 |
| 3.622 | 4.213 | 3.247 | 3.438 | 3.719 | 3.334 | 2.613 | 3.310 | 4.743 | 3.408 | 4.723 | 40.370 |
| 3.622 | 3.009 | 3.247 | 4.686 | 3.719 | 3.334 | 3.434 | 3.310 | 3.477 | 3.408 | 4.723 | 39.969 |
| 3.622 | 2.115 | 3.247 | 3.438 | 2.517 | 3.334 | 2.613 | 3.310 | 3.477 | 3.408 | 3.360 | 34.442 |
| 3.622 | 2.115 | 2.294 | 3.438 | 2.517 | 3.334 | 1.870 | 3.310 | 4.743 | 4.704 | 4.723 | 36.671 |
| 2.410 | 2.115 | 2.294 | 4.686 | 2.517 | 3.334 | 3.434 | 2.090 | 3.477 | 3.408 | 3.360 | 33.125 |
| 3.622 | 3.009 | 3.247 | 3.438 | 2.517 | 3.334 | 1.870 | 1.000 | 2.419 | 2.382 | 3.360 | 30.197 |
| 3.622 | 3.009 | 3.247 | 3.438 | 2.517 | 3.334 | 1.870 | 3.310 | 3.477 | 3.408 | 3.360 | 34.591 |
| 3.622 | 3.009 | 3.247 | 3.438 | 2.517 | 3.334 | 3.434 | 3.310 | 3.477 | 3.408 | 3.360 | 36.156 |
| 3.622 | 3.009 | 3.247 | 3.438 | 3.719 | 3.334 | 2.613 | 3.310 | 3.477 | 3.408 | 3.360 | 36.537 |
| 2.410 | 2.115 | 3.247 | 4.686 | 3.719 | 3.334 | 1.870 | 3.310 | 4.743 | 1.681 | 2.230 | 33.344 |
| 3.622 | 1.000 | 4.499 | 4.686 | 3.719 | 4.470 | 4.559 | 3.310 | 4.743 | 4.704 | 4.723 | 44.035 |
| 3.622 | 3.009 | 3.247 | 3.438 | 2.517 | 1.513 | 3.434 | 3.310 | 2.419 | 2.382 | 3.360 | 32.251 |
| 3.622 | 3.009 | 3.247 | 3.438 | 3.719 | 1.000 | 3.434 | 3.310 | 2.419 | 3.408 | 3.360 | 33.965 |
| 3.622 | 3.009 | 1.653 | 2.379 | 2.517 | 3.334 | 2.613 | 3.310 | 1.596 | 2.382 | 2.230 | 28.645 |
| 3.622 | 4.213 | 3.247 | 4.686 | 3.719 | 4.470 | 4.559 | 4.668 | 4.743 | 4.704 | 4.723 | 47.355 |
| 3.622 | 4.213 | 3.247 | 4.686 | 3.719 | 4.470 | 3.434 | 3.310 | 4.743 | 4.704 | 4.723 | 44.871 |
| 2.410 | 4.213 | 2.294 | 3.438 | 3.719 | 3.334 | 2.613 | 4.668 | 4.743 | 3.408 | 4.723 | 39.563 |
| 2.410 | 3.009 | 3.247 | 3.438 | 2.517 | 3.334 | 3.434 | 3.310 | 3.477 | 4.704 | 4.723 | 37.604 |
| 2.410 | 3.009 | 3.247 | 4.686 | 3.719 | 4.470 | 4.559 | 4.668 | 4.743 | 4.704 | 4.723 | 44.939 |
| 1.753 | 1.000 | 1.000 | 2.379 | 1.000 | 1.000 | 3.434 | 3.310 | 3.477 | 1.000 | 1.000 | 20.353 |
| 1.753 | 1.000 | 1.000 | 1.000 | 3.719 | 3.334 | 1.000 | 3.310 | 1.000 | 3.408 | 3.360 | 23.883 |
| 3.622 | 3.009 | 4.499 | 4.686 | 3.719 | 3.334 | 4.559 | 2.090 | 3.477 | 4.704 | 4.723 | 42.422 |
| 3.622 | 2.115 | 4.499 | 3.438 | 2.517 | 4.470 | 4.559 | 3.310 | 4.743 | 2.382 | 4.723 | 40.379 |
| 2.410 | 1.000 | 2.294 | 2.379 | 3.719 | 1.000 | 1.000 | 3.310 | 2.419 | 3.408 | 4.723 | 27.661 |
| 3.622 | 4.213 | 4.499 | 4.686 | 3.719 | 2.343 | 4.559 | 3.310 | 4.743 | 2.382 | 2.230 | 40.304 |
| 3.622 | 4.213 | 4.499 | 4.686 | 4.961 | 4.470 | 4.559 | 4.668 | 4.743 | 3.408 | 3.360 | 47.187 |
| 1.000 | 4.213 | 4.499 | 4.686 | 3.719 | 4.470 | 4.559 | 4.668 | 4.743 | 4.704 | 4.723 | 45.984 |
| 1.000 | 4.213 | 4.499 | 4.686 | 4.961 | 4.470 | 4.559 | 4.668 | 4.743 | 3.408 | 3.360 | 44.565 |
| 2.410 | 4.213 | 4.499 | 4.686 | 4.961 | 3.334 | 4.559 | 4.668 | 4.743 | 4.704 | 4.723 | 47.499 |
| 1.753 | 4.213 | 4.499 | 4.686 | 4.961 | 4.470 | 4.559 | 3.310 | 3.477 | 4.704 | 4.723 | 45.355 |
| 1.753 | 2.115 | 4.499 | 3.438 | 2.517 | 4.470 | 1.870 | 4.668 | 2.419 | 3.408 | 4.723 | 35.880 |
| 1.753 | 4.213 | 4.499 | 4.686 | 4.961 | 4.470 | 4.559 | 4.668 | 4.743 | 3.408 | 4.723 | 46.682 |
| 1.753 | 4.213 | 4.499 | 4.686 | 4.961 | 4.470 | 4.559 | 4.668 | 3.477 | 4.704 | 4.723 | 46.713 |
| 1.000 | 4.213 | 4.499 | 4.686 | 4.961 | 4.470 | 3.434 | 4.668 | 4.743 | 4.704 | 3.360 | 44.737 |
| 1.000 | 4.213 | 4.499 | 4.686 | 4.961 | 4.470 | 4.559 | 4.668 | 4.743 | 4.704 | 4.723 | 47.225 |
| 1.000 | 4.213 | 4.499 | 4.686 | 4.961 | 4.470 | 4.559 | 4.668 | 4.743 | 3.408 | 4.723 | 45.929 |
| 1.000 | 3.009 | 3.247 | 4.686 | 3.719 | 2.343 | 4.559 | 2.090 | 4.743 | 3.408 | 3.360 | 36.163 |
| 1.753 | 4.213 | 3.247 | 3.438 | 2.517 | 2.343 | 3.434 | 2.090 | 3.477 | 3.408 | 3.360 | 33.280 |
| 2.410 | 4.213 | 4.499 | 3.438 | 4.961 | 1.513 | 3.434 | 3.310 | 4.743 | 4.704 | 3.360 | 40.584 |
| 2.410 | 1.551 | 1.653 | 2.379 | 3.719 | 2.343 | 2.613 | 3.310 | 4.743 | 3.408 | 3.360 | 31.489 |
| 1.000 | 1.551 | 1.653 | 1.489 | 2.517 | 2.343 | 2.613 | 2.090 | 3.477 | 1.681 | 1.596 | 22.011 |
| 1.753 | 3.009 | 3.247 | 3.438 | 3.719 | 3.334 | 3.434 | 3.310 | 3.477 | 3.408 | 3.360 | 35.488 |
| 2.410 | 2.115 | 2.294 | 3.438 | 2.517 | 2.343 | 3.434 | 3.310 | 3.477 | 3.408 | 3.360 | 32.106 |
| 1.753 | 2.115 | 2.294 | 2.379 | 3.719 | 2.343 | 3.434 | 3.310 | 2.419 | 2.382 | 3.360 | 29.507 |
| 1.753 | 2.115 | 2.294 | 3.438 | 2.517 | 2.343 | 3.434 | 3.310 | 3.477 | 3.408 | 3.360 | 31.449 |
| 3.622 | 2.115 | 2.294 | 2.379 | 3.719 | 2.343 | 2.613 | 3.310 | 3.477 | 3.408 | 3.360 | 32.640 |
| 3.622 | 1.551 | 1.653 | 2.379 | 3.719 | 2.343 | 2.613 | 2.090 | 3.477 | 2.382 | 3.360 | 29.190 |

**Data MSI Sikap Konsumen (X1)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **TOTAL** |
| 4.936 | 3.986 | 2.252 | 4.352 | 4.406 | 2.991 | 3.147 | 3.118 | 3.131 | 3.176 | 35.496 |
| 3.938 | 3.986 | 1.000 | 2.000 | 1.920 | 1.863 | 3.147 | 3.118 | 3.131 | 3.176 | 27.279 |
| 4.936 | 3.986 | 3.618 | 3.054 | 4.406 | 4.346 | 3.147 | 3.118 | 4.479 | 4.479 | 39.569 |
| 4.936 | 3.986 | 2.252 | 3.054 | 3.061 | 4.346 | 4.427 | 4.460 | 3.131 | 3.176 | 36.830 |
| 3.938 | 5.123 | 3.618 | 4.352 | 3.061 | 2.991 | 4.427 | 4.460 | 3.131 | 4.479 | 39.581 |
| 4.936 | 3.986 | 2.252 | 3.054 | 3.061 | 4.346 | 3.147 | 4.460 | 3.131 | 3.176 | 35.550 |
| 4.936 | 3.986 | 3.618 | 4.352 | 4.406 | 2.991 | 4.427 | 3.118 | 3.131 | 4.479 | 39.445 |
| 4.936 | 5.123 | 3.618 | 4.352 | 4.406 | 4.346 | 3.147 | 4.460 | 4.479 | 3.176 | 42.043 |
| 4.936 | 5.123 | 2.252 | 3.054 | 4.406 | 4.346 | 4.427 | 4.460 | 3.131 | 3.176 | 39.312 |
| 4.936 | 5.123 | 3.618 | 3.054 | 3.061 | 2.991 | 4.427 | 3.118 | 4.479 | 4.479 | 39.287 |
| 3.120 | 3.029 | 1.000 | 3.054 | 1.920 | 2.991 | 2.045 | 1.970 | 1.970 | 2.099 | 23.198 |
| 3.938 | 3.986 | 2.252 | 3.054 | 4.406 | 4.346 | 3.147 | 3.118 | 3.131 | 3.176 | 34.554 |
| 3.120 | 3.029 | 2.252 | 3.054 | 1.920 | 2.991 | 3.147 | 3.118 | 1.970 | 2.099 | 26.700 |
| 4.936 | 3.986 | 2.252 | 3.054 | 3.061 | 4.346 | 4.427 | 3.118 | 3.131 | 4.479 | 36.791 |
| 4.936 | 5.123 | 3.618 | 4.352 | 4.406 | 2.991 | 4.427 | 4.460 | 3.131 | 4.479 | 41.924 |
| 4.936 | 5.123 | 2.252 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 3.131 | 3.176 | 40.609 |
| 3.120 | 3.986 | 1.000 | 3.054 | 3.061 | 2.991 | 3.147 | 1.970 | 3.131 | 3.176 | 28.638 |
| 4.936 | 5.123 | 3.618 | 4.352 | 3.061 | 2.991 | 3.147 | 3.118 | 4.479 | 4.479 | 39.305 |
| 3.938 | 3.986 | 3.618 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 4.479 | 4.479 | 42.492 |
| 4.936 | 5.123 | 3.618 | 3.054 | 3.061 | 4.346 | 4.427 | 4.460 | 4.479 | 4.479 | 41.984 |
| 3.120 | 3.986 | 2.252 | 4.352 | 4.406 | 2.991 | 3.147 | 3.118 | 3.131 | 4.479 | 34.982 |
| 3.938 | 3.029 | 2.252 | 2.000 | 1.920 | 1.863 | 2.045 | 3.118 | 1.970 | 2.099 | 24.234 |
| 3.938 | 5.123 | 3.618 | 4.352 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 4.479 | 36.958 |
| 2.158 | 5.123 | 3.618 | 4.352 | 3.061 | 2.991 | 4.427 | 4.460 | 4.479 | 4.479 | 39.149 |
| 4.936 | 3.986 | 3.618 | 4.352 | 4.406 | 2.991 | 4.427 | 4.460 | 4.479 | 4.479 | 42.135 |
| 4.936 | 5.123 | 2.252 | 3.054 | 4.406 | 2.991 | 3.147 | 4.460 | 4.479 | 4.479 | 39.328 |
| 3.120 | 3.986 | 2.252 | 3.054 | 4.406 | 4.346 | 3.147 | 4.460 | 4.479 | 3.176 | 36.427 |
| 3.120 | 3.986 | 3.618 | 4.352 | 4.406 | 2.991 | 3.147 | 3.118 | 4.479 | 3.176 | 36.394 |
| 3.938 | 3.986 | 1.000 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 4.479 | 3.176 | 31.952 |
| 3.938 | 3.986 | 2.252 | 4.352 | 3.061 | 4.346 | 3.147 | 4.460 | 4.479 | 3.176 | 37.198 |
| 4.936 | 3.986 | 1.000 | 3.054 | 1.000 | 1.000 | 3.147 | 1.970 | 1.970 | 3.176 | 25.239 |
| 3.938 | 5.123 | 2.252 | 4.352 | 1.920 | 1.863 | 2.045 | 3.118 | 3.131 | 3.176 | 30.918 |
| 3.938 | 3.986 | 2.252 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 2.099 | 30.778 |
| 3.938 | 3.986 | 1.000 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 1.970 | 3.176 | 29.442 |
| 3.120 | 3.029 | 2.252 | 3.054 | 1.920 | 1.863 | 2.045 | 3.118 | 3.131 | 3.176 | 26.708 |
| 3.120 | 3.029 | 2.252 | 2.000 | 1.920 | 1.863 | 2.045 | 3.118 | 3.131 | 2.099 | 24.577 |
| 4.936 | 3.986 | 3.618 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 4.479 | 3.176 | 35.568 |
| 4.936 | 3.029 | 3.618 | 1.000 | 1.000 | 1.000 | 4.427 | 4.460 | 4.479 | 4.479 | 32.429 |
| 3.938 | 3.986 | 2.252 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 3.176 | 31.855 |
| 4.936 | 3.986 | 3.618 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 4.479 | 3.176 | 42.187 |
| 4.936 | 5.123 | 2.252 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 3.176 | 33.990 |
| 2.158 | 2.089 | 3.618 | 3.054 | 3.061 | 2.991 | 3.147 | 4.460 | 4.479 | 4.479 | 33.537 |
| 2.158 | 2.089 | 2.252 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 3.131 | 2.099 | 33.720 |
| 3.938 | 3.986 | 3.618 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 4.479 | 3.176 | 41.189 |
| 3.120 | 3.029 | 2.252 | 2.000 | 1.920 | 1.863 | 3.147 | 3.118 | 3.131 | 3.176 | 26.756 |
| 3.120 | 3.029 | 1.000 | 3.054 | 3.061 | 2.991 | 1.000 | 1.000 | 1.970 | 2.099 | 22.325 |
| 3.120 | 3.029 | 2.252 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 4.479 | 31.383 |
| 3.120 | 3.029 | 3.618 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 4.479 | 3.176 | 39.414 |
| 2.158 | 2.089 | 3.618 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 4.479 | 4.479 | 38.814 |
| 2.158 | 2.089 | 1.000 | 4.352 | 4.406 | 4.346 | 3.147 | 3.118 | 1.970 | 3.176 | 29.761 |
| 2.158 | 2.089 | 2.252 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 3.131 | 3.176 | 34.797 |
| 2.158 | 2.089 | 2.252 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 2.099 | 27.101 |
| 3.120 | 3.029 | 2.252 | 4.352 | 4.406 | 4.346 | 3.147 | 3.118 | 3.131 | 4.479 | 35.379 |
| 3.938 | 3.986 | 3.618 | 4.352 | 3.061 | 4.346 | 4.427 | 3.118 | 4.479 | 3.176 | 38.502 |
| 3.938 | 3.986 | 3.618 | 3.054 | 3.061 | 2.991 | 3.147 | 4.460 | 4.479 | 4.479 | 37.215 |
| 2.158 | 3.029 | 3.618 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 4.479 | 3.176 | 31.832 |
| 3.120 | 3.029 | 3.618 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 4.479 | 4.479 | 40.716 |
| 3.938 | 3.986 | 2.252 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 2.099 | 30.778 |
| 3.120 | 3.029 | 3.618 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 4.479 | 4.479 | 40.716 |
| 3.120 | 3.029 | 3.618 | 4.352 | 3.061 | 2.991 | 3.147 | 4.460 | 4.479 | 2.099 | 34.357 |
| 3.938 | 3.029 | 2.252 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 3.176 | 30.898 |
| 3.120 | 3.029 | 2.252 | 3.054 | 3.061 | 2.991 | 1.000 | 1.970 | 1.970 | 3.176 | 25.624 |
| 3.938 | 3.986 | 2.252 | 3.054 | 1.920 | 2.991 | 2.045 | 3.118 | 3.131 | 3.176 | 29.612 |
| 3.120 | 3.029 | 2.252 | 3.054 | 4.406 | 2.991 | 4.427 | 3.118 | 4.479 | 3.176 | 34.053 |
| 3.120 | 3.986 | 3.618 | 4.352 | 3.061 | 2.991 | 4.427 | 3.118 | 3.131 | 4.479 | 36.284 |
| 3.938 | 3.986 | 3.618 | 4.352 | 3.061 | 2.991 | 3.147 | 3.118 | 4.479 | 3.176 | 35.867 |
| 2.158 | 2.089 | 3.618 | 4.352 | 3.061 | 4.346 | 4.427 | 4.460 | 3.131 | 4.479 | 36.121 |
| 4.936 | 5.123 | 3.618 | 4.352 | 4.406 | 4.346 | 3.147 | 3.118 | 4.479 | 4.479 | 42.004 |
| 3.120 | 3.986 | 2.252 | 4.352 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 3.176 | 32.335 |
| 3.938 | 5.123 | 3.618 | 4.352 | 4.406 | 4.346 | 2.045 | 4.460 | 3.131 | 4.479 | 39.898 |
| 3.938 | 3.986 | 2.252 | 4.352 | 3.061 | 2.991 | 4.427 | 3.118 | 3.131 | 3.176 | 34.433 |
| 3.120 | 3.029 | 3.618 | 3.054 | 1.920 | 2.991 | 4.427 | 3.118 | 3.131 | 4.479 | 32.888 |
| 1.000 | 3.986 | 3.618 | 3.054 | 3.061 | 4.346 | 3.147 | 4.460 | 3.131 | 4.479 | 34.283 |
| 3.938 | 1.000 | 2.252 | 3.054 | 4.406 | 2.991 | 3.147 | 3.118 | 3.131 | 2.099 | 29.136 |
| 3.120 | 3.986 | 3.618 | 4.352 | 4.406 | 2.991 | 3.147 | 1.970 | 4.479 | 2.099 | 34.169 |
| 3.938 | 5.123 | 3.618 | 3.054 | 1.920 | 1.863 | 3.147 | 3.118 | 4.479 | 3.176 | 33.436 |
| 3.120 | 5.123 | 2.252 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 3.176 | 32.174 |
| 4.936 | 3.986 | 3.618 | 4.352 | 3.061 | 4.346 | 3.147 | 4.460 | 3.131 | 1.000 | 36.037 |
| 4.936 | 3.986 | 3.618 | 4.352 | 3.061 | 2.991 | 3.147 | 4.460 | 4.479 | 3.176 | 38.208 |
| 3.938 | 3.029 | 3.618 | 4.352 | 3.061 | 2.991 | 3.147 | 1.970 | 3.131 | 3.176 | 32.413 |
| 3.938 | 3.029 | 2.252 | 4.352 | 3.061 | 4.346 | 3.147 | 4.460 | 3.131 | 3.176 | 34.892 |
| 4.936 | 3.986 | 3.618 | 4.352 | 3.061 | 2.991 | 3.147 | 1.970 | 4.479 | 4.479 | 37.020 |
| 3.120 | 3.029 | 3.618 | 3.054 | 3.061 | 2.991 | 3.147 | 1.000 | 3.131 | 3.176 | 29.328 |
| 3.938 | 3.986 | 3.618 | 3.054 | 3.061 | 2.991 | 2.045 | 1.970 | 1.000 | 1.000 | 26.664 |
| 4.936 | 3.986 | 3.618 | 3.054 | 3.061 | 4.346 | 2.045 | 4.460 | 3.131 | 4.479 | 37.117 |
| 3.120 | 3.029 | 3.618 | 3.054 | 1.920 | 4.346 | 4.427 | 3.118 | 3.131 | 3.176 | 32.939 |
| 3.938 | 3.029 | 3.618 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 4.479 | 4.479 | 41.534 |
| 3.120 | 3.029 | 3.618 | 4.352 | 4.406 | 4.346 | 4.427 | 4.460 | 4.479 | 4.479 | 40.716 |
| 3.120 | 5.123 | 3.618 | 3.054 | 1.920 | 1.000 | 3.147 | 3.118 | 1.000 | 3.176 | 28.276 |
| 3.120 | 3.029 | 2.252 | 2.000 | 3.061 | 2.991 | 2.045 | 4.460 | 1.970 | 1.459 | 26.387 |
| 3.120 | 3.029 | 1.000 | 2.000 | 3.061 | 1.863 | 2.045 | 3.118 | 1.970 | 3.176 | 24.383 |
| 3.120 | 3.029 | 2.252 | 1.000 | 3.061 | 4.346 | 1.000 | 3.118 | 3.131 | 3.176 | 27.234 |
| 3.120 | 3.029 | 2.252 | 2.000 | 3.061 | 2.991 | 2.045 | 1.970 | 3.131 | 3.176 | 26.776 |
| 2.158 | 2.089 | 2.252 | 2.000 | 1.000 | 1.863 | 2.045 | 1.970 | 1.970 | 4.479 | 21.825 |
| 2.158 | 2.089 | 2.252 | 3.054 | 3.061 | 2.991 | 3.147 | 3.118 | 3.131 | 2.099 | 27.101 |
| 2.158 | 2.089 | 2.252 | 2.000 | 3.061 | 1.863 | 2.045 | 3.118 | 3.131 | 4.479 | 26.196 |
| 2.158 | 2.089 | 2.252 | 2.000 | 3.061 | 2.991 | 2.045 | 3.118 | 3.131 | 2.099 | 24.945 |
| 3.120 | 3.029 | 1.000 | 2.000 | 3.061 | 1.863 | 2.045 | 3.118 | 3.131 | 3.176 | 25.544 |
| 3.938 | 3.986 | 2.252 | 2.000 | 3.061 | 2.991 | 2.045 | 1.970 | 3.131 | 3.176 | 28.551 |
| 3.938 | 3.986 | 2.252 | 2.000 | 3.061 | 2.991 | 2.045 | 1.970 | 1.970 | 4.479 | 28.692 |

**Lampiran 7 Data MSI Gaya Hidup (X2)**

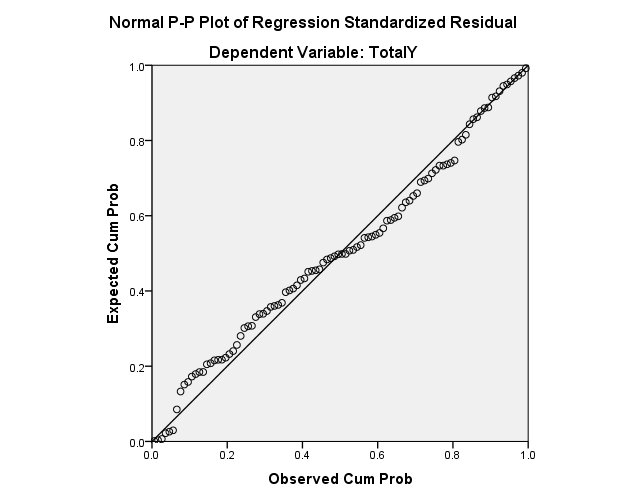
|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** | **TOTAL** |
| 3.931 | 5.065 | 4.961 | 3.570 | 5.065 | 3.936 | 3.406 | 3.392 | 4.716 | 4.867 | 42.909 |
| 3.931 | 5.065 | 3.719 | 3.570 | 3.983 | 5.154 | 3.406 | 3.392 | 3.448 | 3.453 | 39.121 |
| 5.065 | 3.957 | 3.719 | 4.867 | 5.065 | 5.154 | 4.726 | 4.849 | 3.448 | 3.453 | 44.303 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.983 | 2.782 | 2.194 | 3.392 | 3.448 | 3.453 | 34.430 |
| 3.931 | 5.065 | 4.961 | 4.867 | 5.065 | 3.936 | 3.406 | 3.392 | 3.448 | 4.867 | 42.938 |
| 3.931 | 3.957 | 3.719 | 3.570 | 5.065 | 2.782 | 2.194 | 3.392 | 4.716 | 3.453 | 36.780 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.983 | 2.782 | 2.194 | 2.099 | 3.448 | 4.867 | 34.551 |
| 3.931 | 3.957 | 4.961 | 4.867 | 3.002 | 2.782 | 2.194 | 2.099 | 3.448 | 3.453 | 34.695 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.983 | 3.936 | 3.406 | 3.392 | 4.716 | 4.867 | 39.478 |
| 3.931 | 3.957 | 4.961 | 4.867 | 5.065 | 3.936 | 3.406 | 3.392 | 3.448 | 4.867 | 41.830 |
| 3.931 | 5.065 | 4.961 | 4.867 | 3.983 | 2.782 | 3.406 | 2.099 | 2.395 | 4.867 | 38.357 |
| 3.931 | 3.029 | 3.719 | 3.570 | 3.983 | 3.936 | 3.406 | 2.099 | 3.448 | 3.453 | 34.574 |
| 5.065 | 3.957 | 3.719 | 3.570 | 5.065 | 3.936 | 3.406 | 3.392 | 4.716 | 4.867 | 41.694 |
| 3.931 | 3.957 | 3.719 | 4.867 | 3.002 | 2.782 | 3.406 | 3.392 | 2.395 | 3.453 | 34.905 |
| 5.065 | 5.065 | 4.961 | 4.867 | 5.065 | 3.936 | 3.406 | 3.392 | 4.716 | 4.867 | 45.340 |
| 3.931 | 3.957 | 3.719 | 2.357 | 3.002 | 5.154 | 3.406 | 3.392 | 3.448 | 4.867 | 37.234 |
| 5.065 | 5.065 | 4.961 | 3.570 | 5.065 | 3.936 | 4.726 | 3.392 | 3.448 | 3.453 | 42.681 |
| 5.065 | 3.957 | 4.961 | 3.570 | 3.983 | 5.154 | 4.726 | 3.392 | 4.716 | 4.867 | 44.392 |
| 5.065 | 3.957 | 3.719 | 4.867 | 5.065 | 3.936 | 4.726 | 3.392 | 4.716 | 3.453 | 42.897 |
| 5.065 | 5.065 | 4.961 | 4.867 | 3.983 | 3.936 | 4.726 | 4.849 | 3.448 | 4.867 | 45.767 |
| 3.931 | 3.029 | 2.677 | 2.357 | 3.983 | 2.782 | 3.406 | 3.392 | 2.395 | 3.453 | 31.405 |
| 3.018 | 3.029 | 3.719 | 3.570 | 3.983 | 3.936 | 2.194 | 2.099 | 2.395 | 2.310 | 30.253 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.983 | 5.154 | 4.726 | 4.849 | 4.716 | 3.453 | 42.059 |
| 5.065 | 5.065 | 4.961 | 4.867 | 5.065 | 5.154 | 4.726 | 4.849 | 4.716 | 4.867 | 49.335 |
| 3.931 | 5.065 | 3.719 | 4.867 | 3.983 | 5.154 | 4.726 | 3.392 | 3.448 | 3.453 | 41.739 |
| 3.931 | 5.065 | 3.719 | 2.357 | 3.983 | 3.936 | 3.406 | 3.392 | 4.716 | 4.867 | 39.373 |
| 3.931 | 5.065 | 4.961 | 2.357 | 3.983 | 3.936 | 4.726 | 3.392 | 2.395 | 3.453 | 38.199 |
| 3.931 | 3.957 | 4.961 | 3.570 | 5.065 | 3.936 | 2.194 | 3.392 | 4.716 | 4.867 | 40.590 |
| 5.065 | 5.065 | 4.961 | 4.867 | 5.065 | 3.936 | 3.406 | 3.392 | 4.716 | 4.867 | 45.340 |
| 5.065 | 5.065 | 4.961 | 4.867 | 3.983 | 3.936 | 4.726 | 3.392 | 3.448 | 3.453 | 42.896 |
| 5.065 | 3.957 | 3.719 | 4.867 | 5.065 | 2.782 | 2.194 | 4.849 | 1.653 | 3.453 | 37.605 |
| 3.931 | 5.065 | 3.719 | 2.357 | 3.002 | 3.936 | 2.194 | 2.099 | 3.448 | 3.453 | 33.205 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.002 | 3.936 | 3.406 | 3.392 | 3.448 | 4.867 | 37.229 |
| 3.931 | 3.957 | 4.961 | 4.867 | 3.983 | 5.154 | 3.406 | 3.392 | 3.448 | 4.867 | 41.966 |
| 3.018 | 3.029 | 3.719 | 3.570 | 5.065 | 2.782 | 4.726 | 2.099 | 4.716 | 3.453 | 36.178 |
| 3.018 | 3.029 | 2.677 | 2.357 | 3.002 | 3.936 | 2.194 | 3.392 | 2.395 | 3.453 | 29.453 |
| 5.065 | 3.957 | 1.816 | 4.867 | 3.983 | 5.154 | 2.194 | 3.392 | 4.716 | 4.867 | 40.012 |
| 5.065 | 3.029 | 2.677 | 2.357 | 3.983 | 2.782 | 2.194 | 2.099 | 2.395 | 2.310 | 28.891 |
| 3.931 | 3.957 | 4.961 | 3.570 | 3.002 | 5.154 | 2.194 | 4.849 | 3.448 | 3.453 | 38.519 |
| 5.065 | 3.957 | 3.719 | 2.357 | 3.002 | 3.936 | 2.194 | 3.392 | 3.448 | 3.453 | 34.524 |
| 5.065 | 5.065 | 3.719 | 4.867 | 1.968 | 3.936 | 3.406 | 4.849 | 4.716 | 3.453 | 41.045 |
| 2.124 | 2.089 | 2.677 | 3.570 | 3.002 | 2.782 | 3.406 | 4.849 | 3.448 | 3.453 | 31.400 |
| 2.124 | 2.089 | 1.816 | 2.357 | 3.002 | 2.782 | 2.194 | 3.392 | 1.653 | 1.753 | 23.164 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.983 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 36.795 |
| 3.018 | 3.029 | 3.719 | 2.357 | 3.002 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 32.760 |
| 3.018 | 3.029 | 2.677 | 3.570 | 3.002 | 3.936 | 3.406 | 2.099 | 2.395 | 3.453 | 30.585 |
| 3.018 | 3.029 | 3.719 | 2.357 | 3.002 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 32.760 |
| 3.018 | 3.029 | 2.677 | 3.570 | 3.002 | 2.782 | 3.406 | 3.392 | 3.448 | 3.453 | 31.777 |
| 2.124 | 2.089 | 2.677 | 3.570 | 3.002 | 2.782 | 2.194 | 3.392 | 2.395 | 3.453 | 27.679 |
| 2.124 | 2.089 | 1.816 | 3.570 | 1.968 | 1.681 | 1.000 | 3.392 | 1.653 | 1.753 | 21.048 |
| 2.124 | 2.089 | 2.677 | 3.570 | 3.983 | 2.782 | 3.406 | 3.392 | 3.448 | 3.453 | 30.925 |
| 2.124 | 2.089 | 2.677 | 3.570 | 3.983 | 2.782 | 3.406 | 3.392 | 3.448 | 3.453 | 30.925 |
| 3.018 | 3.029 | 3.719 | 3.570 | 3.002 | 2.782 | 2.194 | 2.099 | 2.395 | 2.310 | 28.118 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.002 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 35.815 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.983 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 36.795 |
| 2.124 | 3.029 | 2.677 | 3.570 | 1.968 | 2.782 | 2.194 | 3.392 | 2.395 | 3.453 | 27.585 |
| 3.018 | 3.029 | 2.677 | 3.570 | 3.002 | 3.936 | 3.406 | 3.392 | 2.395 | 2.310 | 30.734 |
| 3.931 | 3.957 | 3.719 | 2.357 | 1.968 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 33.568 |
| 3.018 | 3.029 | 2.677 | 2.357 | 1.968 | 2.782 | 2.194 | 3.392 | 2.395 | 2.310 | 26.122 |
| 3.018 | 3.029 | 2.677 | 2.357 | 3.002 | 2.782 | 3.406 | 3.392 | 3.448 | 3.453 | 30.564 |
| 3.931 | 3.029 | 2.677 | 2.357 | 1.968 | 2.782 | 3.406 | 3.392 | 3.448 | 3.453 | 30.444 |
| 3.018 | 3.029 | 3.719 | 3.570 | 3.983 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 34.954 |
| 3.931 | 3.957 | 4.961 | 3.570 | 3.983 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 38.037 |
| 3.018 | 3.029 | 3.719 | 4.867 | 3.983 | 3.936 | 3.406 | 4.849 | 4.716 | 4.867 | 40.391 |
| 3.018 | 3.957 | 3.719 | 3.570 | 3.002 | 2.782 | 3.406 | 3.392 | 3.448 | 2.310 | 32.604 |
| 3.931 | 3.957 | 1.000 | 3.570 | 3.002 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 33.096 |
| 2.124 | 2.089 | 1.816 | 1.000 | 1.968 | 1.681 | 1.000 | 1.459 | 2.395 | 1.753 | 17.285 |
| 5.065 | 5.065 | 3.719 | 4.867 | 3.983 | 5.154 | 4.726 | 4.849 | 4.716 | 4.867 | 47.012 |
| 3.018 | 3.957 | 3.719 | 4.867 | 3.002 | 3.936 | 4.726 | 4.849 | 3.448 | 4.867 | 40.390 |
| 3.931 | 5.065 | 3.719 | 4.867 | 3.983 | 5.154 | 3.406 | 4.849 | 3.448 | 4.867 | 43.289 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.983 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 36.795 |
| 3.018 | 3.029 | 2.677 | 3.570 | 3.002 | 2.782 | 3.406 | 3.392 | 3.448 | 3.453 | 31.777 |
| 1.000 | 3.957 | 3.719 | 3.570 | 3.983 | 1.000 | 3.406 | 1.000 | 1.000 | 3.453 | 26.088 |
| 3.931 | 1.000 | 3.719 | 2.357 | 1.000 | 2.782 | 2.194 | 1.000 | 1.000 | 1.000 | 19.983 |
| 3.018 | 3.957 | 4.961 | 4.867 | 3.983 | 5.154 | 3.406 | 2.099 | 4.716 | 4.867 | 41.028 |
| 3.931 | 5.065 | 3.719 | 4.867 | 3.002 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 38.220 |
| 3.018 | 5.065 | 3.719 | 3.570 | 5.065 | 5.154 | 2.194 | 3.392 | 4.716 | 3.453 | 39.346 |
| 5.065 | 3.957 | 4.961 | 3.570 | 3.002 | 2.782 | 4.726 | 3.392 | 3.448 | 3.453 | 38.357 |
| 5.065 | 3.957 | 4.961 | 4.867 | 5.065 | 3.936 | 4.726 | 4.849 | 3.448 | 3.453 | 44.327 |
| 3.931 | 3.029 | 3.719 | 4.867 | 3.983 | 2.782 | 2.194 | 2.099 | 4.716 | 3.453 | 34.774 |
| 3.931 | 3.029 | 4.961 | 3.570 | 3.002 | 5.154 | 3.406 | 4.849 | 3.448 | 4.867 | 40.217 |
| 5.065 | 3.957 | 4.961 | 2.357 | 5.065 | 5.154 | 2.194 | 4.849 | 2.395 | 4.867 | 40.864 |
| 3.018 | 3.029 | 3.719 | 2.357 | 3.002 | 2.782 | 4.726 | 3.392 | 4.716 | 4.867 | 35.609 |
| 3.931 | 3.957 | 3.719 | 3.570 | 5.065 | 3.936 | 3.406 | 4.849 | 4.716 | 3.453 | 40.602 |
| 5.065 | 3.957 | 4.961 | 4.867 | 3.983 | 5.154 | 4.726 | 4.849 | 3.448 | 4.867 | 45.877 |
| 3.018 | 3.029 | 3.719 | 3.570 | 3.983 | 2.782 | 4.726 | 4.849 | 2.395 | 3.453 | 35.524 |
| 3.931 | 3.029 | 4.961 | 4.867 | 3.002 | 3.936 | 3.406 | 4.849 | 2.395 | 2.310 | 36.686 |
| 3.018 | 3.029 | 2.677 | 3.570 | 5.065 | 3.936 | 2.194 | 3.392 | 4.716 | 3.453 | 35.050 |
| 3.018 | 5.065 | 2.677 | 4.867 | 5.065 | 3.936 | 3.406 | 3.392 | 4.716 | 4.867 | 41.009 |
| 3.018 | 3.029 | 3.719 | 2.357 | 3.002 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 32.760 |
| 3.018 | 3.029 | 2.677 | 3.570 | 3.002 | 3.936 | 3.406 | 2.099 | 2.395 | 3.453 | 30.585 |
| 3.018 | 3.029 | 3.719 | 2.357 | 3.002 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 32.760 |
| 3.018 | 3.029 | 2.677 | 3.570 | 3.002 | 2.782 | 3.406 | 3.392 | 3.448 | 3.453 | 31.777 |
| 2.124 | 2.089 | 2.677 | 3.570 | 3.002 | 2.782 | 2.194 | 3.392 | 2.395 | 3.453 | 27.679 |
| 2.124 | 2.089 | 1.816 | 3.570 | 1.968 | 1.681 | 1.000 | 3.392 | 1.653 | 1.753 | 21.048 |
| 2.124 | 2.089 | 2.677 | 3.570 | 3.983 | 2.782 | 3.406 | 3.392 | 3.448 | 3.453 | 30.925 |
| 2.124 | 2.089 | 2.677 | 3.570 | 3.983 | 2.782 | 3.406 | 3.392 | 3.448 | 3.453 | 30.925 |
| 3.018 | 3.029 | 3.719 | 3.570 | 3.002 | 2.782 | 2.194 | 2.099 | 2.395 | 2.310 | 28.118 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.002 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 35.815 |
| 3.931 | 3.957 | 3.719 | 3.570 | 3.983 | 3.936 | 3.406 | 3.392 | 3.448 | 3.453 | 36.795 |

**Data MSI Motivasi Konsumen (X3)**

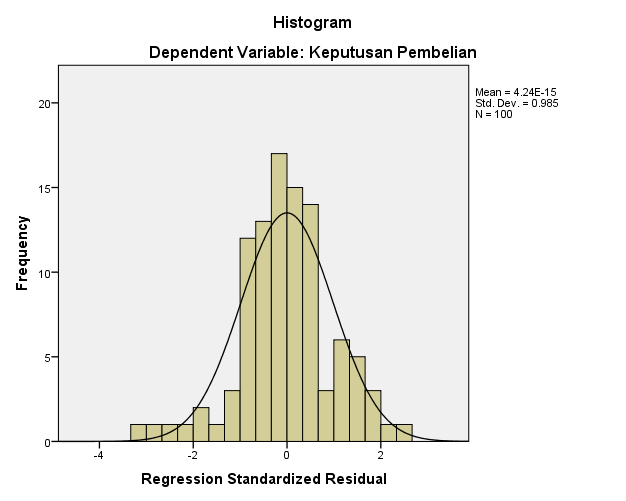
|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **X3.10** | **TOTAL** |
| 4.400 | 4.528 | 3.813 | 3.216 | 4.562 | 2.240 | 2.279 | 2.297 | 4.177 | 3.213 | 34.725 |
| 2.925 | 4.528 | 2.361 | 3.216 | 3.189 | 3.556 | 2.279 | 2.297 | 2.625 | 4.613 | 31.591 |
| 4.400 | 3.162 | 2.361 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 4.613 | 37.211 |
| 4.400 | 3.162 | 2.361 | 3.216 | 3.189 | 1.000 | 1.000 | 2.297 | 2.625 | 3.213 | 26.463 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 2.240 | 2.279 | 2.297 | 2.625 | 4.613 | 35.954 |
| 4.400 | 3.162 | 3.813 | 3.216 | 4.562 | 1.000 | 1.000 | 2.297 | 4.177 | 3.213 | 30.840 |
| 2.925 | 3.162 | 2.361 | 3.216 | 3.189 | 1.000 | 1.000 | 1.000 | 2.625 | 3.213 | 23.691 |
| 2.925 | 3.162 | 3.813 | 4.596 | 3.189 | 1.000 | 1.000 | 1.000 | 2.625 | 3.213 | 26.523 |
| 4.400 | 3.162 | 2.361 | 3.216 | 3.189 | 2.240 | 2.279 | 2.297 | 4.177 | 4.613 | 31.936 |
| 2.925 | 3.162 | 3.813 | 4.596 | 4.562 | 2.240 | 2.279 | 2.297 | 2.625 | 4.613 | 33.112 |
| 2.925 | 4.528 | 3.813 | 4.596 | 3.189 | 1.000 | 2.279 | 1.000 | 1.000 | 4.613 | 28.944 |
| 2.925 | 2.011 | 2.361 | 3.216 | 3.189 | 2.240 | 2.279 | 1.000 | 2.625 | 3.213 | 25.060 |
| 4.400 | 3.162 | 2.361 | 3.216 | 4.562 | 2.240 | 2.279 | 2.297 | 4.177 | 4.613 | 33.308 |
| 2.925 | 3.162 | 2.361 | 4.596 | 2.077 | 1.000 | 2.279 | 2.297 | 1.000 | 3.213 | 24.909 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 2.240 | 2.279 | 2.297 | 4.177 | 4.613 | 37.506 |
| 2.925 | 3.162 | 2.361 | 2.011 | 2.077 | 3.556 | 2.279 | 2.297 | 2.625 | 4.613 | 27.907 |
| 4.400 | 4.528 | 3.813 | 3.216 | 4.562 | 2.240 | 3.651 | 2.297 | 2.625 | 3.213 | 34.546 |
| 4.400 | 3.162 | 3.813 | 3.216 | 3.189 | 3.556 | 3.651 | 2.297 | 4.177 | 4.613 | 36.076 |
| 4.400 | 3.162 | 2.361 | 4.596 | 4.562 | 2.240 | 3.651 | 2.297 | 4.177 | 3.213 | 34.659 |
| 4.400 | 4.528 | 3.813 | 4.596 | 3.189 | 2.240 | 3.651 | 3.684 | 2.625 | 4.613 | 37.341 |
| 2.925 | 2.011 | 1.000 | 2.011 | 3.189 | 1.000 | 2.279 | 2.297 | 1.000 | 3.213 | 20.926 |
| 1.681 | 2.011 | 2.361 | 3.216 | 3.189 | 2.240 | 1.000 | 2.297 | 1.000 | 2.093 | 21.089 |
| 2.925 | 3.162 | 2.361 | 3.216 | 3.189 | 3.556 | 3.651 | 3.684 | 4.177 | 4.613 | 34.536 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 4.177 | 4.613 | 41.581 |
| 2.925 | 4.528 | 2.361 | 4.596 | 3.189 | 3.556 | 3.651 | 2.297 | 2.625 | 3.213 | 32.942 |
| 4.400 | 4.528 | 2.361 | 2.011 | 3.189 | 2.240 | 2.279 | 2.297 | 4.177 | 4.613 | 32.097 |
| 2.925 | 4.528 | 3.813 | 2.011 | 3.189 | 2.240 | 3.651 | 2.297 | 1.000 | 3.213 | 28.869 |
| 2.925 | 3.162 | 3.813 | 3.216 | 4.562 | 2.240 | 1.000 | 2.297 | 4.177 | 4.613 | 32.006 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 2.240 | 2.279 | 2.297 | 4.177 | 4.613 | 37.506 |
| 4.400 | 4.528 | 3.813 | 4.596 | 3.189 | 2.240 | 3.651 | 3.684 | 2.625 | 4.613 | 37.341 |
| 2.925 | 4.528 | 3.813 | 3.216 | 2.077 | 2.240 | 3.651 | 3.684 | 2.625 | 1.596 | 30.356 |
| 4.400 | 4.528 | 3.813 | 4.596 | 3.189 | 2.240 | 3.651 | 2.297 | 4.177 | 3.213 | 36.105 |
| 2.925 | 3.162 | 3.813 | 3.216 | 3.189 | 2.240 | 2.279 | 2.297 | 2.625 | 3.213 | 28.960 |
| 4.400 | 4.528 | 2.361 | 3.216 | 4.562 | 3.556 | 2.279 | 3.684 | 1.000 | 3.213 | 32.799 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 3.213 | 38.628 |
| 4.400 | 4.528 | 2.361 | 3.216 | 3.189 | 2.240 | 2.279 | 2.297 | 2.625 | 4.613 | 31.750 |
| 4.400 | 4.528 | 2.361 | 3.216 | 3.189 | 2.240 | 3.651 | 3.684 | 2.625 | 4.613 | 34.509 |
| 2.925 | 3.162 | 2.361 | 3.216 | 3.189 | 3.556 | 2.279 | 3.684 | 2.625 | 3.213 | 30.211 |
| 2.925 | 3.162 | 2.361 | 3.216 | 3.189 | 3.556 | 2.279 | 2.297 | 2.625 | 4.613 | 30.224 |
| 2.925 | 3.162 | 3.813 | 3.216 | 4.562 | 3.556 | 2.279 | 3.684 | 2.625 | 3.213 | 33.035 |
| 4.400 | 3.162 | 2.361 | 3.216 | 3.189 | 2.240 | 3.651 | 2.297 | 2.625 | 2.093 | 29.235 |
| 2.925 | 2.011 | 3.813 | 4.596 | 3.189 | 1.000 | 1.000 | 3.684 | 1.000 | 3.213 | 26.432 |
| 1.681 | 2.011 | 1.000 | 3.216 | 1.000 | 1.000 | 3.651 | 2.297 | 2.625 | 3.213 | 21.694 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 1.000 | 2.279 | 3.684 | 2.625 | 2.093 | 33.580 |
| 4.400 | 3.162 | 3.813 | 3.216 | 4.562 | 3.556 | 2.279 | 3.684 | 4.177 | 3.213 | 36.062 |
| 4.400 | 3.162 | 2.361 | 3.216 | 3.189 | 2.240 | 2.279 | 3.684 | 2.625 | 3.213 | 30.370 |
| 2.925 | 2.011 | 3.813 | 4.596 | 3.189 | 2.240 | 2.279 | 2.297 | 2.625 | 3.213 | 29.189 |
| 2.925 | 2.011 | 2.361 | 4.596 | 3.189 | 2.240 | 3.651 | 1.000 | 2.625 | 4.613 | 29.213 |
| 2.925 | 1.000 | 3.813 | 3.216 | 4.562 | 2.240 | 2.279 | 2.297 | 2.625 | 3.213 | 28.170 |
| 2.925 | 2.011 | 2.361 | 4.596 | 2.077 | 1.000 | 2.279 | 1.000 | 4.177 | 3.213 | 25.639 |
| 2.925 | 3.162 | 2.361 | 2.011 | 2.077 | 2.240 | 3.651 | 2.297 | 2.625 | 3.213 | 26.562 |
| 4.400 | 3.162 | 1.000 | 3.216 | 4.562 | 2.240 | 2.279 | 3.684 | 2.625 | 3.213 | 30.381 |
| 2.925 | 4.528 | 1.000 | 1.000 | 4.562 | 2.240 | 1.000 | 2.297 | 4.177 | 3.213 | 26.942 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 4.613 | 40.029 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 4.613 | 40.029 |
| 2.925 | 4.528 | 1.000 | 2.011 | 1.489 | 2.240 | 2.279 | 3.684 | 4.177 | 3.213 | 27.546 |
| 1.000 | 2.011 | 3.813 | 2.011 | 3.189 | 3.556 | 2.279 | 1.000 | 2.625 | 4.613 | 26.099 |
| 2.925 | 3.162 | 3.813 | 3.216 | 2.077 | 3.556 | 2.279 | 2.297 | 2.625 | 3.213 | 29.163 |
| 2.925 | 3.162 | 2.361 | 3.216 | 3.189 | 2.240 | 2.279 | 2.297 | 2.625 | 3.213 | 27.508 |
| 2.925 | 4.528 | 2.361 | 4.596 | 3.189 | 2.240 | 2.279 | 2.297 | 2.625 | 3.213 | 30.253 |
| 4.400 | 3.162 | 2.361 | 3.216 | 4.562 | 2.240 | 2.279 | 2.297 | 2.625 | 3.213 | 30.355 |
| 2.925 | 3.162 | 2.361 | 3.216 | 3.189 | 2.240 | 3.651 | 3.684 | 2.625 | 3.213 | 30.267 |
| 2.925 | 3.162 | 2.361 | 3.216 | 3.189 | 2.240 | 3.651 | 3.684 | 2.625 | 2.093 | 29.147 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 4.613 | 40.029 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 3.213 | 38.628 |
| 4.400 | 4.528 | 3.813 | 3.216 | 3.189 | 3.556 | 3.651 | 3.684 | 4.177 | 3.213 | 37.428 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 2.093 | 37.508 |
| 2.925 | 3.162 | 2.361 | 3.216 | 3.189 | 3.556 | 2.279 | 2.297 | 2.625 | 4.613 | 30.224 |
| 2.925 | 4.528 | 2.361 | 2.011 | 3.189 | 1.000 | 2.279 | 2.297 | 2.625 | 4.613 | 27.829 |
| 2.925 | 3.162 | 2.361 | 3.216 | 3.189 | 3.556 | 2.279 | 2.297 | 2.625 | 4.613 | 30.224 |
| 2.925 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 4.613 | 38.554 |
| 2.925 | 3.162 | 3.813 | 3.216 | 2.077 | 3.556 | 2.279 | 1.000 | 2.625 | 4.613 | 29.267 |
| 4.400 | 3.162 | 2.361 | 4.596 | 3.189 | 1.000 | 3.651 | 3.684 | 2.625 | 1.000 | 29.668 |
| 2.925 | 4.528 | 3.813 | 3.216 | 3.189 | 3.556 | 3.651 | 2.297 | 2.625 | 3.213 | 33.014 |
| 2.925 | 3.162 | 3.813 | 4.596 | 3.189 | 3.556 | 2.279 | 2.297 | 2.625 | 4.613 | 33.056 |
| 4.400 | 3.162 | 3.813 | 3.216 | 3.189 | 3.556 | 2.279 | 2.297 | 2.625 | 4.613 | 33.152 |
| 4.400 | 4.528 | 3.813 | 3.216 | 3.189 | 2.240 | 2.279 | 3.684 | 4.177 | 4.613 | 36.141 |
| 4.400 | 3.162 | 3.813 | 3.216 | 2.077 | 2.240 | 1.000 | 3.684 | 2.625 | 2.093 | 28.310 |
| 2.925 | 4.528 | 2.361 | 3.216 | 3.189 | 2.240 | 2.279 | 3.684 | 2.625 | 3.213 | 30.261 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 4.613 | 40.029 |
| 4.400 | 3.162 | 2.361 | 3.216 | 4.562 | 2.240 | 3.651 | 1.000 | 2.625 | 3.213 | 30.430 |
| 4.400 | 4.528 | 2.361 | 4.596 | 4.562 | 2.240 | 3.651 | 3.684 | 2.625 | 4.613 | 37.261 |
| 4.400 | 3.162 | 2.361 | 4.596 | 3.189 | 2.240 | 3.651 | 3.684 | 2.625 | 4.613 | 34.522 |
| 2.925 | 3.162 | 2.361 | 3.216 | 4.562 | 2.240 | 2.279 | 3.684 | 2.625 | 4.613 | 31.668 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 2.240 | 3.651 | 2.297 | 2.625 | 4.613 | 37.326 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 4.177 | 4.613 | 41.581 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 3.213 | 38.628 |
| 4.400 | 4.528 | 2.361 | 3.216 | 4.562 | 1.000 | 3.651 | 3.684 | 2.625 | 4.613 | 34.641 |
| 4.400 | 3.162 | 2.361 | 3.216 | 4.562 | 2.240 | 1.000 | 3.684 | 4.177 | 4.613 | 33.416 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 3.213 | 38.628 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 3.213 | 38.628 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 3.213 | 38.628 |
| 4.400 | 4.528 | 3.813 | 3.216 | 4.562 | 3.556 | 3.651 | 3.684 | 1.000 | 3.213 | 35.624 |
| 4.400 | 3.162 | 2.361 | 3.216 | 3.189 | 2.240 | 2.279 | 2.297 | 2.625 | 1.596 | 27.366 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 3.213 | 38.628 |
| 4.400 | 4.528 | 3.813 | 4.596 | 4.562 | 3.556 | 3.651 | 3.684 | 2.625 | 3.213 | 38.628 |
| 2.925 | 3.162 | 3.813 | 4.596 | 4.562 | 1.000 | 2.279 | 2.297 | 2.625 | 3.213 | 30.471 |
| 2.925 | 3.162 | 2.361 | 3.216 | 4.562 | 2.240 | 2.279 | 2.297 | 2.625 | 3.213 | 28.880 |
| 1.681 | 3.162 | 3.813 | 2.011 | 3.189 | 3.556 | 2.279 | 2.297 | 2.625 | 3.213 | 27.827 |
| 4.400 | 3.162 | 3.813 | 4.596 | 3.189 | 2.240 | 3.651 | 3.684 | 1.000 | 3.213 | 32.949 |

**Lampiran 8 Uji Asumsi Klasik Output SPSS Uji Normalitas**

**Uji Asumsi Klasik Output SPSS Uji Normalitas**



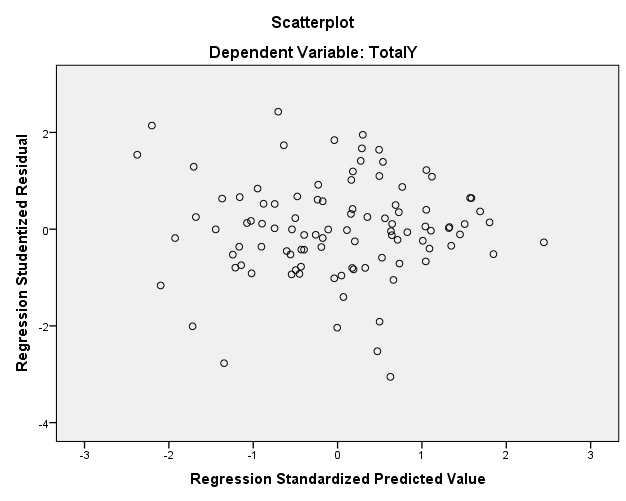
|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 4.18419814 |
| Most Extreme Differences | Absolute | .069 |
| Positive | .060 |
| Negative | -.069 |
| Test Statistic | | .069 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |



**Lampiran 9 Output Uji Multikoliniearitas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 4.701 | 3.886 |  | 1.210 | .229 |  |  |
| Sikap Konsumen | .154 | .083 | .141 | 1.861 | .066 | .872 | 1.147 |
| Gaya Hidup | .549 | .076 | .572 | 7.190 | .000 | .786 | 1.272 |
| Motivasi Konsumen | .257 | .095 | .202 | 2.712 | .008 | .896 | 1.116 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

**Lampiran 10 Output SPSS Uji Heterokedastisitas**



**Lampiran 11 Output SPSS Uji Autokorelasi**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .722a | .521 | .507 | 4.24907 | 1.946 |
| a. Predictors: (Constant), Motivasi Konsumen, Sikap Konsumen, Gaya Hidup | | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | | |

**Lampiran 12 Outpus SPSS Analisis Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4.701 | 3.886 |  | 1.210 | .229 |
| Sikap Konsumen | .154 | .083 | .141 | 1.861 | .066 |
| Gaya Hidup | .549 | .076 | .572 | 7.190 | .000 |
| Motivasi Konsumen | .257 | .095 | .202 | 2.712 | .008 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Lampiran 13 Output SPSS Uji t (Parsial)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4.701 | 3.886 |  | 1.210 | .229 |
| Sikap Konsumen | .154 | .083 | .141 | 1.861 | .066 |
| Gaya Hidup | .549 | .076 | .572 | 7.190 | .000 |
| Motivasi Konsumen | .257 | .095 | .202 | 2.712 | .008 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Lampiran 14 Output SPSS Uji F (Simultan)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1888.972 | 3 | 629.657 | 34.875 | .000b |
| Residual | 1733.244 | 96 | 18.055 |  |  |
| Total | 3622.216 | 99 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Motivasi Konsumen, Sikap Konsumen, Gaya Hidup | | | | | | |

**Lampiran 15 Output SPSS Koefisien Determinasi**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .722a | .521 | .507 | 4.24907 | 1.946 |
| a. Predictors: (Constant), Motivasi Konsumen, Sikap Konsumen, Gaya Hidup | | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | | |

**Lampiran 16 Dokumentasi Responden**

