

Lampiran 1: Data Kuisisioner

Lifestyle / Gaya hidup

No Resp	Q1	Q2	Q3	Q4	Lifestyle / Gaya hidup
1	5	8	8	7	28
2	8	9	9	10	36
3	7	9	9	9	34
4	9	10	8	8	35
5	10	10	10	10	40
6	8	9	9	10	36
7	7	8	8	9	32
8	10	10	8	10	38
9	2	3	2	2	9
10	8	7	7	8	30
11	9	9	9	9	27
12	9	8	7	8	32
13	7	7	8	6	28
14	8	8	8	8	32
15	9	9	9	10	36
16	5	5	5	7	22
17	5	5	7	5	22
18	6	6	7	8	27
19	8	8	9	8	33
20	7	9	9	8	33
21	8	8	8	8	32
22	5	5	7	7	24
23	9	8	9	9	35
24	8	9	8	8	33
25	9	10	8	8	35
26	9	7	8	8	32
27	8	8	9	6	31
28	5	5	5	5	20
29	9	8	8	8	33
30	8	8	8	9	33
31	5	8	5	9	27
32	7	8	8	9	32
33	10	10	10	10	40
34	7	5	6	7	25
35	8	8	8	8	32
36	10	10	10	9	39
37	6	7	8	9	30

38	7	5	6	4	22
39	5	6	6	7	24
40	6	7	5	8	26
41	9	8	9	8	34
42	9	10	10	10	39
43	6	6	6	6	24
44	10	8	7	6	31
45	5	5	5	5	20
46	8	8	8	9	33
47	9	9	9	9	36
48	10	10	10	10	40
49	8	9	9	9	35
50	10	9	8	7	34
51	9	10	9	10	38
52	9	10	9	10	38
53	7	7	8	8	30
54	6	7	7	10	30
55	9	10	9	8	36
56	9	10	10	10	39
57	7	9	10	8	34
58	9	10	8	10	37
59	9	10	10	9	38
60	7	7	6	6	26
61	10	8	9	10	37
62	8	6	9	9	32
63	8	7	8	7	30
64	9	9	8	7	33
65	8	8	9	8	33
66	8	8	8	8	32
67	7	8	7	9	31
68	8	8	9	8	33
69	8	8	8	8	32
70	8	7	8	8	31
71	9	9	9	9	36
72	9	9	9	10	37

No Resp	Q1	Q2	Q3	Q4	Lifestyle / Gaya hidup
73	8	9	7	10	34
74	8	9	8	8	33
75	9	9	8	8	34
76	8	9	8	10	35
77	7	6	8	8	29
78	6	8	9	8	31
79	9	10	9	8	36
80	8	8	7	9	32
81	10	10	10	10	40
82	7	8	8	8	31
83	9	6	8	7	30
84	8	9	8	10	35
85	9	9	8	9	35
86	9	9	9	8	35
87	7	7	6	7	27
88	8	7	9	9	33
89	10	9	10	10	39
90	7	8	8	8	31
91	8	9	8	9	34
92	7	8	8	8	31
93	8	9	8	9	34
94	7	8	6	9	30
95	7	8	9	8	32
96	7	8	9	10	34
97	8	8	9	10	35
98	8	9	7	10	34
99	8	9	8	8	33
100	9	9	8	8	34
101	8	9	8	10	35
102	7	6	8	8	29
103	6	8	9	8	31
104	9	10	9	8	36
105	8	8	7	9	32
106	10	10	10	10	40
107	7	8	8	8	31
108	9	6	8	7	30
108	5	8	8	7	28
109	8	9	9	10	36
110	7	9	9	9	34

112	9	10	8	8	35
113	10	10	10	10	40
114	8	9	9	10	36
115	7	8	8	9	32
116	10	10	8	10	38
117	2	3	2	2	9
118	8	7	7	8	30
119	8	9	7	10	34
120	8	9	8	8	33
121	9	9	8	8	34
122	8	9	8	10	35
123	7	6	8	8	29
124	6	8	9	8	31
125	9	10	9	8	36

Kualitas Produk

No Resp	Q1	Q2	Q3	Q4	Kualitas Produk
1	9	10	10	6	35
2	10	9	8	9	36
3	10	10	10	8	38
4	10	10	10	9	39
5	7	7	7	7	28
6	9	10	8	8	35
7	8	8	9	9	34
8	10	9	10	8	37
9	7	7	7	8	29
10	9	7	7	9	32
11	7	9	5	5	26
12	8	9	10	8	35
13	10	9	10	9	38
14	7	7	8	7	29
15	9	9	10	8	36
16	8	7	6	6	27
17	9	9	9	7	34
18	9	9	7	6	31
19	10	8	10	8	36
20	9	9	9	8	35
21	9	9	8	8	34
22	6	6	8	8	28

23	8	10	9	9	36
24	10	10	8	9	37
25	10	10	8	9	37
26	10	10	7	9	36
27	9	9	8	9	35
28	4	6	6	5	21
29	8	8	8	7	31
30	8	9	8	6	31
31	9	9	9	7	34
32	9	8	8	8	33
33	10	10	10	10	40
34	10	6	10	8	34
35	8	8	8	8	32
36	10	10	10	9	39
37	10	9	10	10	39
38	5	2	5	5	17
39	10	9	10	9	38
40	4	6	5	7	22
41	10	8	8	8	34
42	9	9	9	9	36
43	8	8	7	7	30
44	10	8	8	8	34
45	9	9	10	9	37
46	8	7	7	7	29
47	9	9	10	9	37
48	10	10	10	10	40
49	9	8	8	9	34
50	10	9	8	9	36
51	10	10	10	9	39
52	9	10	10	9	38
53	7	7	8	8	30
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58	8	9	10	7	34
59	10	10	10	9	39
60	8	8	9	8	33
61	8	9	7	10	34
62	6	8	10	9	33
63	8	9	7	10	34

64	9	8	9	7	33
65	10	9	10	9	38
66	10	9	8	9	36
67	10	10	10	9	39
68	9	8	7	7	31
69	10	10	10	10	40
70	8	8	8	8	32
71	10	10	10	8	38
72	10	10	10	10	40
73	9	8	10	8	35
74	9	8	9	10	36
75	9	9	8	8	34
76	8	10	9	10	37
77	9	9	8	7	33
78	10	9	10	9	38
79	9	9	8	8	34
80	10	10	7	8	35
81	6	6	6	6	24
82	6	8	8	7	29
83	8	10	8	6	32
84	8	9	8	10	35
85	8	9	9	8	34
86	10	9	8	8	35
87	8	7	7	7	29
88	9	7	10	9	35
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92	8	7	7	6	28
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98	8	9	7	10	34
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100	9	9	8	8	34
101	8	9	8	10	35
102	7	6	8	8	29
103	6	8	9	8	31

104	9	10	9	8	36
105	8	8	7	9	32
106	10	10	10	10	40
107	7	8	8	8	31
108	9	6	8	7	30
108	5	8	8	7	28
109	8	9	9	10	36
110	7	9	9	9	34
112	9	10	8	8	35
113	10	10	10	10	40
114	8	9	9	10	36
115	7	8	8	9	32
116	10	10	8	10	38
117	2	3	2	2	9
118	8	7	7	8	30
119	8	9	7	10	34
120	8	9	8	8	33
121	9	9	8	8	34
122	8	9	8	10	35
123	7	6	8	8	29
124	6	8	9	8	31
125	9	10	9	8	36

Persepsi Harga

No Resp	Q1	Q2	Q3	Q4	Persepsi Harga
1	7	8	8	8	31
2	10	9	10	9	32
3	8	8	8	9	33
4	8	9	9	9	35
5	8	8	8	8	32
6	9	9	9	9	36
7	8	9	9	8	34
8	6	6	7	6	25
9	4	4	3	3	14
10	8	9	6	8	31
11	8	6	3	4	21
12	6	8	6	7	27
13	7	7	4	7	25
14	7	7	8	7	29

15	9	9	9	9	36
16	5	5	5	5	20
17	8	9	7	9	33
18	8	9	6	8	31
19	8	8	7	9	32
20	9	8	8	8	33
21	10	8	8	8	34
22	6	6	5	6	23
23	9	8	9	9	35
24	9	8	7	8	32
25	10	8	9	8	35
26	7	8	6	8	29
27	9	8	6	7	30
28	7	7	4	7	25
29	9	8	7	8	32
30	8	8	9	8	33
31	9	8	2	5	24
32	8	8	8	9	33
33	10	10	10	10	40
34	7	7	10	8	32
35	8	8	8	8	32
36	10	10	10	10	40
37	7	9	6	10	32
38	6	4	3	4	17
39	7	8	7	8	30
40	6	5	6	7	24
41	8	8	9	10	35
42	9	9	9	9	36
43	7	7	6	7	30
44	7	9	8	6	30
45	5	5	5	5	20
46	8	8	9	9	34
47	9	9	9	8	35
48	10	10	10	10	40
49	9	8	9	8	34
50	7	9	8	9	33
51	10	9	10	9	38
52	10	9	10	10	39
53	7	8	7	7	29
54	8	8	8	8	32
55	8	9	10	8	35

56	8	8	8	9	33
57	10	8	9	10	37
58	7	8	7	10	32
59	9	10	10	10	39
60	8	8	7	7	30
61	8	9	8	10	35
62	8	9	7	4	28
63	10	9	8	10	37
64	8	9	9	9	35
65	9	9	8	7	33
66	9	9	9	9	36
67	10	9	10	10	39
68	9	9	9	9	36
69	9	9	9	9	36
70	8	8	8	7	31
71	10	9	9	9	37
72	10	10	10	8	38
73	6	8	8	10	32
74	9	10	9	8	36
75	8	9	8	8	33
76	9	10	9	10	38
77	8	8	9	8	33
78	7	9	10	8	34
79	8	8	8	9	33
80	4	4	4	4	16
81	4	4	3	3	14
82	9	9	8	26	35
83	6	8	7	8	29
84	10	8	10	9	37
85	10	8	8	9	35
86	9	8	8	8	33
87	8	7	6	6	27
88	4	4	4	5	17
89	8	9	9	10	36
90	7	7	8	7	29
91	7	8	8	7	30
92	8	7	8	8	31
93	9	8	9	10	36
94	10	8	8	9	35
95	9	9	10	9	37
96	10	9	10	9	38

97	10	9	8	9	36
98	8	9	7	10	34
99	8	9	8	8	33
100	9	9	8	8	34
101	8	9	8	10	35
102	7	6	8	8	29
103	6	8	9	8	31
104	9	10	9	8	36
105	8	8	7	9	32
106	10	10	10	10	40
107	7	8	8	8	31
108	9	6	8	7	30
108	5	8	8	7	28
109	8	9	9	10	36
110	7	9	9	9	34
112	9	10	8	8	35
113	10	10	10	10	40
114	8	9	9	10	36
115	7	8	8	9	32
116	10	10	8	10	38
117	2	3	2	2	9
118	8	7	7	8	30
119	8	9	7	10	34
120	8	9	8	8	33
121	9	9	8	8	34
122	8	9	8	10	35
123	7	6	8	8	29
124	6	8	9	8	31
125	9	10	9	8	36

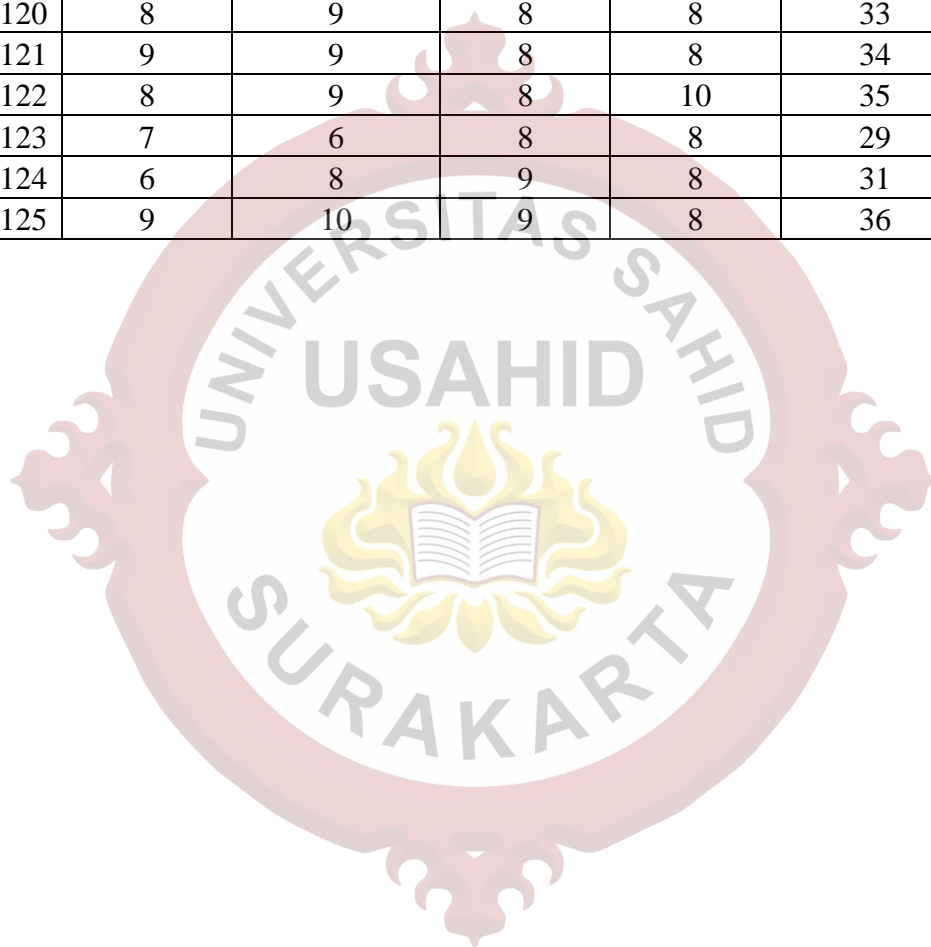
KEPUTUSAN PEMBELIAN

No Resp	Q1	Q2	Q3	Q4	Keputusan Pembelian
1	9	10	10	10	39
2	6	7	8	8	29
3	8	8	9	10	35
4	9	9	9	10	37
5	10	10	10	10	40
6	9	8	8	8	33
7	9	9	9	9	36
8	7	9	9	8	33
9	8	8	8	8	32
10	8	6	7	8	40
11	5	3	5	6	19
12	9	8	9	10	36
13	8	6	7	7	28
14	7	6	8	7	28
15	7	7	9	8	31
16	5	3	4	3	15
17	6	7	7	8	28
18	9	6	6	5	26
19	9	8	9	9	35
20	8	8	9	7	32
21	9	8	8	8	33
22	8	4	6	5	23
23	8	7	8	7	30
24	9	8	9	9	35
25	8	7	8	9	32
26	8	9	9	8	34
27	8	7	9	8	32
28	6	4	5	4	19
29	8	8	8	9	33
30	9	7	9	9	34
31	8	7	8	8	31
32	8	8	7	9	32
33	10	10	10	10	40
34	9	7	7	6	29
35	8	8	8	8	32
36	10	10	10	10	40

No Resp	Q1	Q2	Q3	Q4	Keputusan Pembelian
37	10	10	10	10	40
38	6	5	4	6	21
39	8	8	8	8	32
40	6	7	6	5	24
41	8	7	10	9	34
42	9	9	9	9	36
43	6	7	7	7	27
44	10	9	10	7	36
45	5	2	2	2	11
46	8	8	8	9	33
47	9	8	8	8	33
48	10	10	10	10	40
49	9	8	9	9	35
50	9	8	10	10	37
51	9	9	9	8	35
52	10	9	10	9	38
53	9	9	8	8	34
54	8	8	8	8	32
55	9	10	9	10	38
56	8	8	8	8	32
57	10	8	9	7	34
58	7	9	8	10	34
59	10	10	9	10	39
60	6	6	7	7	25
61	8	9	10	8	35
62	7	6	9	10	32
63	8	7	10	9	34
64	8	9	9	10	36
65	9	8	9	9	35
66	10	9	10	10	39
67	9	8	9	9	35
68	9	9	9	9	36
69	10	10	10	10	40
70	7	8	8	8	31
71	10	8	10	9	37
72	10	10	9	10	39

No Resp	Q1	Q2	Q3	Q4	Keputusan Pembelian
73	8	9	10	7	34
74	8	9	7	8	32
75	8	7	9	9	33
76	8	10	9	10	37
77	8	7	7	7	29
78	8	9	10	9	36
79	8	8	7	7	30
80	8	7	8	8	30
81	7	7	7	8	29
82	6	7	7	7	27
83	6	7	8	10	31
84	8	10	8	9	35
85	9	8	8	8	33
86	10	9	8	8	35
87	10	7	7	7	31
88	10	10	10	9	39
89	10	10	10	10	40
90	9	8	7	7	31
91	8	7	8	9	32
92	7	8	8	7	30
93	10	9	10	10	39
94	10	10	10	10	40
95	10	9	10	10	39
96	10	9	9	9	37
97	10	9	9	10	38
98	8	9	7	10	34
99	8	9	8	8	33
100	9	9	8	8	34
101	8	9	8	10	35
102	7	6	8	8	29
103	6	8	9	8	31
104	9	10	9	8	36
105	8	8	7	9	32
106	10	10	10	10	40
107	7	8	8	8	31
108	9	6	8	7	30
108	5	8	8	7	28
109	8	9	9	10	36
110	7	9	9	9	34

112	9	10	8	8	35
113	10	10	10	10	40
114	8	9	9	10	36
115	7	8	8	9	32
116	10	10	8	10	38
117	2	3	2	2	9
118	8	7	7	8	30
119	8	9	7	10	34
120	8	9	8	8	33
121	9	9	8	8	34
122	8	9	8	10	35
123	7	6	8	8	29
124	6	8	9	8	31
125	9	10	9	8	36



Lampiran 2 : Hasil Output SPSS

Statistik Deskriptif Responden

Statistik Deskriptif Responden

Statistics

		Jenis Kelamin	Usia	Pekerjaan	Uang Saku/ PendKPatn per Bulan
N	Valid	125	125	125	125
	Missing	0	0	0	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	73	75.3	75.3	75.3
	Perempuan	52	24.7	24.7	100.0
	Total	125	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20 th	35	23.7	23.7	23.7
	21-25 th	66	68.1	68.1	91.8
	26-30 th	14	7.2	7.2	99.0
	31-35 th	10	1.0	1.0	100.0
	Total	125	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS	10			
	Lainnya	25	10.3	10.3	30.9
	Pegawai Swasta	30	9.3	9.3	40.2
	Pelajar/ Mahasiswa	60	59.8	59.8	100.0
	Total	125	100.0	100.0	

Uang Saku/ PendKPatn per Bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <1.000.000	60	34.0	34.0	34.0
>3.000.000	30	7.2	7.2	41.2
1.000.000-2.000.000	10	44.4	44.4	85.6
2.000.000-3.000.000	25	14.4	14.4	100.0
Total	125	100.0	100.0	

Hasil Validitas dan Reliabilitas

Hasil Validitas dan reliabilitas Gaya Hidup

Correlations

		GH1	GH2	GH3	GH4	Gaya Hidup
GH1	Pearson Correlation	1	.797**	.637**	.588**	.862**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	125	125	125	125	125
GH2	Pearson Correlation	.797**	1	.735**	.720**	.930**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	125	125	125	125	125
GH3	Pearson Correlation	.637**	.735**	1	.615**	.845**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	125	125	125	125	125
GH4	Pearson Correlation	.588**	.720**	.615**	1	.852**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	125	125	125	125	125
Gaya Hidup	Pearson Correlation	.862**	.930**	.845**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	125	125	125	125	125

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	4

Hasil Validitas dan reliabilitas Kualitas produk

Correlations

		KP1	KP2	KP3	KP4	Kualitas produk
KP1	Pearson Correlation	1	.476**	.457**	.409**	.740**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	125	125	125	125	125
KP2	Pearson Correlation	.476**	1	.660**	.516**	.833**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	125	125	125	125	125
KP3	Pearson Correlation	.457**	.660**	1	.549**	.827**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	125	125	125	125	125
KP4	Pearson Correlation	.409**	.516**	.549**	1	.783**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	125	125	125	125	125
Kualitas produk	Pearson Correlation	.740**	.833**	.827**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	125	125	125	125	125

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

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Hasil Validitas dan reliabilitas Persepsi Harga

Correlations

		PH1	PH2	PH3	PH4	Persepsi Harga
PH1	Pearson Correlation	1	.567**	.565**	.657**	.794**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	125	125	125	125	125
PH2	Pearson Correlation	.567**	1	.757**	.667**	.873**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	125	125	125	125	125
PH3	Pearson Correlation	.565**	.757**	1	.717**	.889**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	125	125	125	125	125
PH4	Pearson Correlation	.657**	.667**	.717**	1	.886**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	125	125	125	125	125
Persepsi Harga	Pearson Correlation	.794**	.873**	.889**	.886**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	125	125	125	125	125

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

Reliability Statistics

Cronbach's Alpha	N of Items
.884	4

Hasil Validitas dan reliabilitas Keputusan Pembelian

Correlations

		KP1	KP2	KP3	KP4	Keputusan Pembelian
KP1	Pearson Correlation	1	.812**	.675**	.546**	.877**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	125	125	125	125	125
KP2	Pearson Correlation	.812**	1	.702**	.567**	.892**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	125	125	125	125	125
KP3	Pearson Correlation	.675**	.702**	1	.649**	.880**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	125	125	125	125	125
KP4	Pearson Correlation	.546**	.567**	.649**	1	.800**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	125	125	125	125	125
Keputusan Pembelian	Pearson Correlation	.877**	.892**	.880**	.800**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	125	125	125	125	125

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

Reliability Statistics

Cronbach's Alpha	N of Items
.885	4

Hasil Uji Asumsi Klasik

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		125
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.19795010
	Most Extreme Differences	
	Absolute	.079
	Positive	.046
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.146 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Hasil Uji Multikolienaritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.360	2.579		.915	.363		
Gaya Hidup	.197	.054	.258	3.668	.000	.769	1.301
Kualitas produk	.270	.096	.240	2.816	.006	.521	1.921
Persepsi Harga	.374	.082	.383	4.573	.000	.541	1.848

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Heteroskedastisitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.178	1.454		.810	.420
Gaya Hidup	.012	.030	.046	.394	.694
Kualitas produk	.082	.054	.216	1.527	.130
Persepsi Harga	-.025	.046	-.076	-.549	.585

a. Dependent Variable: ABS

Hasil Analisis Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Persepsi Harga, Gaya Hidup Kualitas produk ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.360	2.579		.915	.363
Norma Subjektif	.193	.079	.180	2.437	.017
Gaya Hidup	.197	.054	.258	3.668	.000
Kualitas produk	.270	.096	.240	2.816	.006
Persepsi Harga	.374	.082	.383	4.573	.000

a. Dependent Variable: Keputusan Pembelian

Koefisien Determinasi (Adjusted R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.651	.636	2.245

a. Predictors: (Constant), Persepsi Harga, Gaya Hidup Kualitas produk

Uji Signifikansi Simultan (Uji Statistik F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	866.906	3	216.726	42.993	.000 ^b
	Residual	463.775	122	5.041		
	Total	1330.680	125			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Harga, Gaya Hidup Kualitas produk

Uji Signifikansi Parameter Individual (Uji Statistik t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.360	2.579		.915	.363
	Gaya Hidup	.197	.054	.258	3.668	.000
	Kualitas produk	.270	.096	.240	2.816	.006
	Persepsi Harga	.374	.082	.383	4.573	.000

a. Dependent Variable: Keputusan Pembelian