

## KUESIONER PENELITIAN

### **PENGARUH *LIFE STYLE*, MEDIA SOSIAL DAN *DESAIN INTERIOR CAFE* TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA TERAS KOPI KOTAPINANG**

Petunjuk pengisian kuesioner :

- 1) Mohon diberi tanda checklist (√) pada kolom jawaban Bapak / Ibu anggap paling sesuai.
- 2) Setiap pertanyaan hanya membutuhkan satu jawaban saja.
- 3) Mohon memberikan jawaban yang sebenarnya karena tidak akan mempengaruhi pekerjaan anda.
- 4) Setelah mengisi kuesioner mohon Bapak/Ibu berikan kepada yang menyerahkan kuesioner.
- 5) Terimakasih atas partisipasi anda.

#### Identitas Responden

- 1) Nama : .....
- 2) Usia : .....Tahun
- 3) Jenis Kelamin :  Pria  Wanita
- 4) Pendidikan Terakhir : .....
- 5) Pendapat anda dinyatakan dalam skala 1 s/d yang memiliki makna  
Sangat Setuju (SS) = 5  
Setuju (S) = 4  
Kurang Setuju (KS) = 3  
Tidak Setuju (TS) = 2  
Sangat Tidak Setuju (STS) = 1

**Variabel Lifestyle (X<sub>1</sub>)**

No	Pernyataan	SS	S	KS	TS	STS
1	Konsumen pada teras kopi memiliki tingkat kepercayaan yang tinggi kepada produk yang ditawarkan di teras kopi					
2	Konsumen memiliki perasaan senang karena produk yang disediakan di teras kopi sesuai dengan harapannya					
3	Konsumen selalu memberikan penilaian positif pada teras kopi					

**Variabel Media social (X<sub>2</sub>)**

No	Pernyataan	SS	S	KS	TS	STS
1	Konsumen dapat mengakses berbagai informasi mengenai produk teras kopi melalui media social					
2	Konsumen selalu menyampaikan keluhan melalui media social pribadi teras kopi kota pinang					
3	Teras kopi kota pinang memiliki berbagai media social aktif yang dapat dijangkau konsumen					

**Variabel Desain Interior (X<sub>3</sub>)**

No	Pernyataan	SS	S	KS	TS	STS
1	Teras kopi kota pinang memiliki tata ruang yang nyaman					
2	Teras kopi kota pinang memiliki desain ruang yang menarik					
3	Teras kopi kota pinang memiliki pencahayaan yang menambah nilai estetik					
4	Konsumen merasa nyaman dengan berbagai hiasan ruangan di teras kopi					
5	Teras kopi kota pinang memperhatikan berbagai tata letak kursi dan meja dengan baik					

**Variabel keputusan pembelian (Y)**

No	Pernyataan	SS	S	KS	TS	STS
1	Konsumen merasa puas dengan produk yang di dapatkan					
2	Konsumen merupakan konsumen dengan tingkat pembelian lebih dari 3 kali					
3	Konsumen selalu merekomendasikan teras kopi kepada pelanggan lainnya					
4	Konsumen selalu datang lagi ke teras kopi untuk makan dan nongkrong					



Missing	0	0	0	0	0	0	0
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### Statistics

p15

N	Valid	100
	Missing	0

### Frequency Table

		p1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	9	9.0	9.0	12.0
	4	41	41.0	41.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

		p2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	8	8.0	8.0	15.0
	4	44	44.0	44.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

		p3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	6.0	6.0
	3	10	10.0	10.0	16.0
	4	37	37.0	37.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**p4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	10	10.0	10.0	14.0
	4	41	41.0	41.0	55.0
	5	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

**p5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	6	6.0	6.0	11.0
	4	42	42.0	42.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**p6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	11	11.0	11.0	15.0
	4	37	37.0	37.0	52.0
	5	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

**p7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	9	9.0	9.0	13.0
	4	42	42.0	42.0	55.0
	5	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

**p8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	6	6.0	6.0	10.0
	4	43	43.0	43.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**p9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	11	11.0	11.0	15.0
	4	32	32.0	32.0	47.0
	5	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

**p10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	15.0	15.0	15.0
	4	42	42.0	42.0	57.0
	5	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

**p11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	9	9.0	9.0	10.0
	4	37	37.0	37.0	47.0
	5	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

**p12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.0	8.0	8.0
	4	41	41.0	41.0	49.0
	5	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

**p13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.0	3.0	3.0
	4	43	43.0	43.0	46.0
	5	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

**p14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	9	9.0	9.0	10.0
	4	37	37.0	37.0	47.0
	5	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

**p15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	15.0	15.0	15.0
	4	44	44.0	44.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

```

REGRESSION
/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT y
/METHOD=ENTER x1 x2 x3
/SCATTERPLOT=(*SRESID ,*ZPRED)
/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID)
/SAVE PRED.

```

## Regression

### Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	<pre> REGRESSION   /DESCRIPTIVES MEAN STDDEV CORR SIG N   /MISSING LISTWISE   /STATISTICS COEFF OUTS R ANOVA COLLIN TOL   /CRITERIA=PIN(.05) POUT(.10)   /NOORIGIN   /DEPENDENT y   /METHOD=ENTER x1 x2 x3  /SCATTERPLOT=(*SRESI D ,*ZPRED)   /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID)   /SAVE PRED. </pre>	
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	Required for Residual Plots	
Variables Created or Modified	PRE_1	Unstandardized Predicted Value

[DataSet0]

### Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan pembelian	17.62	1.668	100
Lifestyle	12.76	1.902	100
Media sosial	12.87	1.910	100
Desain interior	21.65	2.630	100

		Correlations		
		Keputusan pembelian	Lifestyle	Media sosial
Pearson Correlation	Keputusan pembelian	1.000	.347	.647
	Lifestyle	.347	1.000	.586
	Media sosial	.647	.586	1.000
	Desain interior	.821	.460	.881
Sig. (1-tailed)	Keputusan pembelian	.	.000	.000
	Lifestyle	.000	.	.000
	Media sosial	.000	.000	.
	Desain interior	.000	.000	.000
N	Keputusan pembelian	100	100	100
	Lifestyle	100	100	100
	Media sosial	100	100	100
	Desain interior	100	100	100

		Correlations	
		Desain interior	
Pearson Correlation	Keputusan pembelian		.821
	Lifestyle		.460
	Media sosial		.881
	Desain interior		1.000
Sig. (1-tailed)	Keputusan pembelian		.000
	Lifestyle		.000
	Media sosial		.000
	Desain interior		.
N	Keputusan pembelian		100
	Lifestyle		100
	Media sosial		100
	Desain interior		100

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Desain interior, Lifestyle, Media sosial <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan pembelian

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 <sup>a</sup>	.703	.693	.924

a. Predictors: (Constant), Desain interior, Lifestyle, Media sosial

b. Dependent Variable: Keputusan pembelian

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	193.599	3	64.533	75.586	.000 <sup>b</sup>
	Residual	81.961	96	.854		
	Total	275.560	99			

a. Dependent Variable: Keputusan pembelian

b. Predictors: (Constant), Desain interior, Lifestyle, Media sosial

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.765	.868		6.640	.000
	Lifestyle	.243	.161	.150	2.714	.007
	Media sosial	.337	.114	.386	2.955	.004
	Desain interior	.522	.076	1.139	9.552	.000

		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Lifestyle	.642	1.558
	Media sosial	.181	5.512
	Desain interior	.218	4.587

a. Dependent Variable: Keputusan pembelian

Collinearity Diagnostics <sup>a</sup>						
		Eigenvalue	Condition Index	Variance Proportions		
Model	Dimension			(Constant)	Lifestyle	Media sosial
1	1	3.975	1.000	.00	.00	.00
	2	.012	18.339	.15	.42	.09
	3	.011	18.687	.55	.46	.02
	4	.002	47.380	.31	.12	.89

		Collinearity Diagnostics <sup>a</sup>	
		Dimension	Variance Proportions
			Desain interior
1	1		.00
	2		.05
	3		.00
	4		.94

a. Dependent Variable: Keputusan pembelian

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13.53	20.46	17.62	1.398	100
Std. Predicted Value	-2.925	2.030	.000	1.000	100
Standard Error of Predicted Value	.095	.567	.168	.077	100
Adjusted Predicted Value	13.47	20.74	17.61	1.409	100
Residual	-2.431	2.832	.000	.910	100
Std. Residual	-2.631	3.065	.000	.985	100
Stud. Residual	-2.698	3.159	.004	1.006	100
Deleted Residual	-2.557	3.009	.007	.951	100
Stud. Deleted Residual	-2.792	3.320	.006	1.024	100
Mahal. Distance	.046	36.311	2.970	4.654	100
Cook's Distance	.000	.188	.012	.028	100
Centered Leverage Value	.000	.367	.030	.047	100

a. Dependent Variable: Keputusan pembelian

## Charts



