

**LAMPIRAN 1**

**No.Responden:.....**

**KUESIONER PENELITIAN**

**PENGARUH GAYA HIDUP, CITRA MEREK, PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA PT. EIGERINDO MULTI PRODUK INDUSTRI RANTAUPRAPAT**

**Petunjuk pengisian kuesioner:**

- 1) Mohon diberi tanda *checklist* (✓) pada kolom jawaban Saudara/i anggap paling sesuai.
- 2) Setiap pertanyaan hanya membutuhkan satu jawaban saja.
- 3) Mohon memberikan jawaban yang sebenarnya karena data ini hanya untuk kepentingan penelitian dan akan dijaga kerahasiaannya oleh peneliti.
- 4) Setelah mengisi kuesioner mohon Saudara/i berikan kepada yang menyerahkan kuesioner.
- 5) Terima Kasih atas partisipasi Anda.

**Identitas Responden**

- 1) Nama Responden : .....
- 2) Usia : .....Tahun
- 3) Jenis Kelamin :  Pria  Wanita
- 4) Pendapat anda dinyatakan dalam skala 1 s/d 5 yang memiliki makna:

<b>Sangat Setuju</b>	<b>(SS)</b>	<b>= 5</b>
<b>Setuju</b>	<b>(S)</b>	<b>= 4</b>
<b>Kurang Setuju</b>	<b>(KS)</b>	<b>= 3</b>
<b>Tidak Setuju</b>	<b>(TS)</b>	<b>= 2</b>
<b>Sangat Tidak Setuju</b>	<b>(STS)</b>	<b>= 1</b>

<b>GAYA HIDUP</b>		<b>Skala Pengukuran</b>				
<b>No</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>KS</b>	<b>TS</b>	<b>STS</b>
1	Saya menggunakan Eiger saat menjalankan pekerjaan saya sehari-hari					
2	Saya menggunakan Eiger saat melakukan hobi saya					
3	Eiger merupakan alternatif pilihan pakaian yang saya dikenakan ketika liburan					

4	Eiger Rantauprapat menyediakan produk untuk saya gunakan saat saya berolahraga					
5	Eiger merupakan alternatif pilihan untuk saya bila pergi hang out					
6	Saya berminat dan tertarik memiliki fashion Eiger saat ini					
7	Media elektronik mempengaruhi saya dalam memilih Eiger					
8	Citra diri saya dapat saya tunjukan kepada lingkungan sekitar dengan membeli produk Eiger					
<b>CITRA MEREK</b>						
1	Merek Eiger yang sudah dikenal banyak orang					
2	Merek Eiger yang mudah diingat					
3	Produk Eiger memberikan kesan positif kepada konsumen					
4	Produk Eiger merupakan produk yang bermerek tinggi					
5	Merek Eiger mempunyai ciri khas di setiap produk					
<b>PRODUK</b>						
1	Beragam produk Eiger memiliki fungsi sesuai kebutuhan konsumen					
2	Produk Eiger menggunakan bahan yang berkualitas bagus					
3	Produk Eiger menawarkan beragam model yang bervariasi dan menarik					
4	Produk Eiger tidak mudah rusak					
5	Produk Eiger dapat digunakan kapan dan dimana saja					
6	Produk Eiger memiliki nilai ekonomis yang panjang					
7	Produk Eiger sangat kuat dan awet tahan lama					
8	Produk Eiger memiliki kenyamanan saat digunakan					
9	Meningkatkan kepercayaan diri saat menggunakan produk Eiger yang bermerek					
<b>HARGA</b>						
1	Saya merasa harga produk Eiger Rantauprapat terjangkau					
2	Saya merasa harga produk Eiger Rantauprapat sesuai dengan yang diinginkan					

3	Saya merasa harga produk Eiger Rantauprapat sesuai dengan produk yang ditawarkan					
4	Saya merasa harga produk Eiger Rantauprapat dapat bersaing dengan produk merek lain					
5	Saya merasa harga produk Eiger Rantauprapat sesuai dengan manfaat yang Saya rasakan					
<b>KEPUTUSAN PEMBELIAN</b>						
1	Saya melakukan pembelian produk Eiger Rantauprapat sesuai dengan barang yang saya perlukan					
2	Saya melakukan pembelian produk Eiger Rantauprapat sesuai dengan merek yang saya cari					
3	Eiger Rantauprapat menyediakan jumlah barang yang akan saya beli					
4	Saya melakukan pembelian Eiger Rantauprapat sesuai dengan toko yang saya kunjungi					
5	Saya dapat melakukan pembelian di Eiger Rantauprapat sesuai waktu yang ada karena dapat membeli secara online					
6	Eiger Rantauprapat menyediakan metode pembayaran secara online					

**Terima kasih Atas Waktu dan Kerjasama**

<C:\Users\PC-04\Downloads\LAMPIRAN RARA.docx>

## HASIL UJI VALIDITAS DAN REABILITAS

		Correlations								
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.TTL
X1.1	Pearson Correlation	1	.140	-.156	.245 <sup>*</sup>	.330 <sup>**</sup>	.296 <sup>**</sup>	.203 <sup>*</sup>	.007	.400 <sup>**</sup>
	Sig. (2-tailed)		.175	.128	.016	.001	.003	.048	.947	.000
	N	96	96	96	96	96	96	96	96	96
X1.2	Pearson Correlation	.140	1	.302 <sup>**</sup>	.493 <sup>**</sup>	.499 <sup>**</sup>	.305 <sup>**</sup>	.249 <sup>*</sup>	.576 <sup>**</sup>	.723 <sup>**</sup>
	Sig. (2-tailed)	.175		.003	.000	.000	.003	.014	.000	.000
	N	96	96	96	96	96	96	96	96	96
X1.3	Pearson Correlation	-.156	.302 <sup>**</sup>	1	.164	.468 <sup>**</sup>	.108	.355 <sup>**</sup>	.209 <sup>*</sup>	.495 <sup>**</sup>
	Sig. (2-tailed)	.128	.003		.111	.000	.293	.000	.041	.000
	N	96	96	96	96	96	96	96	96	96
X1.4	Pearson Correlation	.245 <sup>*</sup>	.493 <sup>**</sup>	.164	1	.378 <sup>**</sup>	.591 <sup>**</sup>	.197	.165	.690 <sup>**</sup>
	Sig. (2-tailed)	.016	.000	.111		.000	.000	.054	.108	.000
	N	96	96	96	96	96	96	96	96	96
X1.5	Pearson Correlation	.330 <sup>**</sup>	.499 <sup>**</sup>	.468 <sup>**</sup>	.378 <sup>**</sup>	1	.312 <sup>**</sup>	.619 <sup>**</sup>	.192	.769 <sup>**</sup>
	Sig. (2-tailed)	.001	.000	.000	.000		.002	.000	.061	.000
	N	96	96	96	96	96	96	96	96	96
X1.6	Pearson Correlation	.296 <sup>**</sup>	.305 <sup>**</sup>	.108	.591 <sup>**</sup>	.312 <sup>**</sup>	1	.302 <sup>**</sup>	.244 <sup>*</sup>	.657 <sup>**</sup>
	Sig. (2-tailed)	.003	.003	.293	.000	.002		.003	.017	.000
	N	96	96	96	96	96	96	96	96	96
X1.7	Pearson Correlation	.203 <sup>*</sup>	.249 <sup>*</sup>	.355 <sup>**</sup>	.197	.619 <sup>**</sup>	.302 <sup>**</sup>	1	.281 <sup>**</sup>	.644 <sup>**</sup>
	Sig. (2-tailed)	.048	.014	.000	.054	.000	.003		.006	.000
	N	96	96	96	96	96	96	96	96	96
X1.8	Pearson Correlation	.007	.576 <sup>**</sup>	.209 <sup>*</sup>	.165	.192	.244 <sup>*</sup>	.281 <sup>**</sup>	1	.530 <sup>**</sup>
	Sig. (2-tailed)	.947	.000	.041	.108	.061	.017	.006		.000
	N	96	96	96	96	96	96	96	96	96
X1.TTL	Pearson Correlation	.400 <sup>**</sup>	.723 <sup>**</sup>	.495 <sup>**</sup>	.690 <sup>**</sup>	.769 <sup>**</sup>	.657 <sup>**</sup>	.644 <sup>**</sup>	.530 <sup>**</sup>	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96	96	96

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

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

➤ Gaya Hidup ( $X_1$ )

Reliability Statistics	
Cronbach's Alpha	N of Items
.768	8

➤ Citra Merek ( $X_2$ )

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.TTL
X2.1	Pearson Correlation	1	.302**	.493**	.499**	.305**	.731**
	Sig. (2-tailed)		.003	.000	.000	.003	.000
	N	96	96	96	96	96	96
X2.2	Pearson Correlation	.302**	1	.164	.468**	.108	.556**
	Sig. (2-tailed)	.003		.111	.000	.293	.000
	N	96	96	96	96	96	96
X2.3	Pearson Correlation	.493**	.164	1	.378**	.591**	.782**
	Sig. (2-tailed)	.000	.111		.000	.000	.000
	N	96	96	96	96	96	96
X2.4	Pearson Correlation	.499**	.468**	.378**	1	.312**	.748**
	Sig. (2-tailed)	.000	.000	.000		.002	.000
	N	96	96	96	96	96	96
X2.5	Pearson Correlation	.305**	.108	.591**	.312**	1	.676**
	Sig. (2-tailed)	.003	.293	.000	.002		.000
	N	96	96	96	96	96	96
X2.TTL	Pearson Correlation	.731**	.556**	.782**	.748**	.676**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.740	5

➤ Produk ( $X_3$ )



X3.TT L	Pearson Correlation	.527**	.573**	.669**	.626**	.651**	.602**	.500**	.671**	.696**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96	96	96	96

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

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.791	9

#### ➤ Harga (X<sub>4</sub>)

		Correlations					
		X4.1	X4.2	X4.3	X4.4	X4.5	X4.TTL
X4.1	Pearson Correlation	1	.164	.468**	.108	.355**	.577**
	Sig. (2-tailed)		.111	.000	.293	.000	.000
	N	96	96	96	96	96	96
X4.2	Pearson Correlation	.164	1	.378**	.591**	.197	.712**
	Sig. (2-tailed)	.111		.000	.000	.054	.000
	N	96	96	96	96	96	96
X4.3	Pearson Correlation	.468**	.378**	1	.312**	.619**	.791**
	Sig. (2-tailed)	.000	.000		.002	.000	.000
	N	96	96	96	96	96	96
X4.4	Pearson Correlation	.108	.591**	.312**	1	.302**	.683**
	Sig. (2-tailed)	.293	.000	.002		.003	.000
	N	96	96	96	96	96	96
X4.5	Pearson Correlation	.355**	.197	.619**	.302**	1	.693**
	Sig. (2-tailed)	.000	.054	.000	.003		.000
	N	96	96	96	96	96	96
X4.TTL	Pearson Correlation	.577**	.712**	.791**	.683**	.693**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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



**Reliability Statistics**

Cronbach's Alpha	N of Items
.726	5

## ➤ Keputusan Pembelian (Y)

		Correlations						
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.TTL
Y.1	Pearson Correlation	1	.208*	.281**	.274**	.395**	.138	.556**
	Sig. (2-tailed)		.042	.005	.007	.000	.181	.000
	N	96	96	96	96	96	96	96
Y.2	Pearson Correlation	.208*	1	.285**	.403**	.224*	.589**	.742**
	Sig. (2-tailed)	.042		.005	.000	.028	.000	.000
	N	96	96	96	96	96	96	96
Y.3	Pearson Correlation	.281**	.285**	1	.173	.341**	.136	.552**
	Sig. (2-tailed)	.005	.005		.091	.001	.186	.000
	N	96	96	96	96	96	96	96
Y.4	Pearson Correlation	.274**	.403**	.173	1	.279**	.345**	.670**
	Sig. (2-tailed)	.007	.000	.091		.006	.001	.000
	N	96	96	96	96	96	96	96
Y.5	Pearson Correlation	.395**	.224*	.341**	.279**	1	.169	.604**
	Sig. (2-tailed)	.000	.028	.001	.006		.099	.000
	N	96	96	96	96	96	96	96
Y.6	Pearson Correlation	.138	.589**	.136	.345**	.169	1	.671**
	Sig. (2-tailed)	.181	.000	.186	.001	.099		.000
	N	96	96	96	96	96	96	96
Y.TTL	Pearson Correlation	.556**	.742**	.552**	.670**	.604**	.671**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96

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

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.754	7

**Identitas Responden Berdasarkan Jenis Kelamin**

No.	Jenis Kelamin	Jumlah (Orang)	Persentase (%)
1.	Laki-laki	41	43%
2.	Perempuan	55	57%
<b>Jumlah</b>		<b>96</b>	<b>100%</b>

**Identitas Responden Berdasarkan Usia**

No.	Usia	Jumlah (Orang)	Persentase (%)
1.	<20 Tahun	16	17%
2.	21-30 Tahun	60	63%
3.	31-40 Tahun	11	11%
4.	>40 Tahun	9	9%
<b>Jumlah</b>		<b>96</b>	<b>100%</b>

### LAMPIRAN 3

#### UJI STATISTIK DESKRIPTIF PENELITIAN

➤ Gaya Hidup ( $X_1$ )

#### Frequency Table

**P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.1	3.1	3.1
	KURANG SETUJU	2	2.1	2.1	5.2
	SETUJU	71	74.0	74.0	79.2
	SANGAT SETUJU	20	20.8	20.8	100.0
	Total	96	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	6	6.3	6.3	8.3
	SETUJU	55	57.3	57.3	65.6
	SANGAT SETUJU	33	34.4	34.4	100.0
	Total	96	100.0	100.0	

**P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	6	6.3	6.3	6.3
	SETUJU	72	75.0	75.0	81.3
	SANGAT SETUJU	18	18.8	18.8	100.0
	Total	96	100.0	100.0	

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	28	29.2	29.2	29.2
	SETUJU	22	22.9	22.9	52.1
	SANGAT SETUJU	46	47.9	47.9	100.0
	Total	96	100.0	100.0	

**P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	12	12.5	12.5	14.6
	SETUJU	51	53.1	53.1	67.7
	SANGAT SETUJU	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

**P6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	14	14.6	14.6	15.6
	SETUJU	47	49.0	49.0	64.6
	SANGAT SETUJU	34	35.4	35.4	100.0
	Total	96	100.0	100.0	

**P7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	7	7.3	7.3	9.4
	SETUJU	50	52.1	52.1	61.5
	SANGAT SETUJU	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

**P8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	6	6.3	6.3	8.3
	SETUJU	56	58.3	58.3	66.7
	SANGAT SETUJU	32	33.3	33.3	100.0
	Total	96	100.0	100.0	

➤ Citra Merek (X<sub>2</sub>)

**Frequency Table****P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	6	6.3	6.3	8.3
	SETUJU	55	57.3	57.3	65.6
	SANGAT SETUJU	33	34.4	34.4	100.0
	Total	96	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	6	6.3	6.3	6.3
	SETUJU	72	75.0	75.0	81.3
	SANGAT SETUJU	18	18.8	18.8	100.0
	Total	96	100.0	100.0	

**P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	28	29.2	29.2	29.2
	SETUJU	22	22.9	22.9	52.1
	SANGAT SETUJU	46	47.9	47.9	100.0
	Total	96	100.0	100.0	

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	12	12.5	12.5	14.6
	SETUJU	51	53.1	53.1	67.7
	SANGAT SETUJU	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

**P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	14	14.6	14.6	15.6
	SETUJU	47	49.0	49.0	64.6
	SANGAT SETUJU	34	35.4	35.4	100.0
	Total	96	100.0	100.0	

➤ Produk (X<sub>3</sub>)

**Frequency Table****P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	6	6.3	6.3	6.3
	SETUJU	72	75.0	75.0	81.3
	SANGAT SETUJU	18	18.8	18.8	100.0
	Total	96	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	28	29.2	29.2	29.2
	SETUJU	22	22.9	22.9	52.1
	SANGAT SETUJU	46	47.9	47.9	100.0
	Total	96	100.0	100.0	

**P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	12	12.5	12.5	14.6
	SETUJU	51	53.1	53.1	67.7
	SANGAT SETUJU	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	14	14.6	14.6	15.6
	SETUJU	47	49.0	49.0	64.6
	SANGAT SETUJU	34	35.4	35.4	100.0
	Total	96	100.0	100.0	

**P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	7	7.3	7.3	9.4
	SETUJU	50	52.1	52.1	61.5
	SANGAT SETUJU	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

**P6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	6	6.3	6.3	8.3
	SETUJU	56	58.3	58.3	66.7
	SANGAT SETUJU	32	33.3	33.3	100.0
	Total	96	100.0	100.0	

**P7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	8	8.3	8.3	8.3
	SETUJU	70	72.9	72.9	81.3
	SANGAT SETUJU	18	18.8	18.8	100.0
	Total	96	100.0	100.0	

**P8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	28	29.2	29.2	29.2
	SETUJU	24	25.0	25.0	54.2
	SANGAT SETUJU	44	45.8	45.8	100.0
	Total	96	100.0	100.0	

**P9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	4	4.2	4.2	4.2
	KURANG SETUJU	14	14.6	14.6	18.8
	SETUJU	48	50.0	50.0	68.8
	SANGAT SETUJU	30	31.3	31.3	100.0
	Total	96	100.0	100.0	

➤ Harga ( $X_4$ )

**Frequency Table****P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	6	6.3	6.3	6.3
	SETUJU	72	75.0	75.0	81.3
	SANGAT SETUJU	18	18.8	18.8	100.0
	Total	96	100.0	100.0	



**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	28	29.2	29.2	29.2
	SETUJU	22	22.9	22.9	52.1
	SANGAT SETUJU	46	47.9	47.9	100.0
	Total	96	100.0	100.0	

**P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	12	12.5	12.5	14.6
	SETUJU	51	53.1	53.1	67.7
	SANGAT SETUJU	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	14	14.6	14.6	15.6
	SETUJU	47	49.0	49.0	64.6
	SANGAT SETUJU	34	35.4	35.4	100.0
	Total	96	100.0	100.0	

**P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	7	7.3	7.3	9.4
	SETUJU	50	52.1	52.1	61.5
	SANGAT SETUJU	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

## ➤ Keputusan Pembelian (Y)

**Frequency Table**

**P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	7	7.3	7.3	9.4
	SETUJU	64	66.7	66.7	76.0
	SANGAT SETUJU	23	24.0	24.0	100.0
	Total	96	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.1	3.1	3.1
	KURANG SETUJU	16	16.7	16.7	19.8
	SETUJU	39	40.6	40.6	60.4
	SANGAT SETUJU	38	39.6	39.6	100.0
	Total	96	100.0	100.0	

**P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	5.2	5.2	5.2
	KURANG SETUJU	5	5.2	5.2	10.4
	SETUJU	66	68.8	68.8	79.2
	SANGAT SETUJU	20	20.8	20.8	100.0
	Total	96	100.0	100.0	

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.1	3.1	3.1
	KURANG SETUJU	17	17.7	17.7	20.8
	SETUJU	39	40.6	40.6	61.5
	SANGAT SETUJU	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

**P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	5.2	5.2	5.2
	KURANG SETUJU	7	7.3	7.3	12.5
	SETUJU	63	65.6	65.6	78.1
	SANGAT SETUJU	21	21.9	21.9	100.0
	Total	96	100.0	100.0	

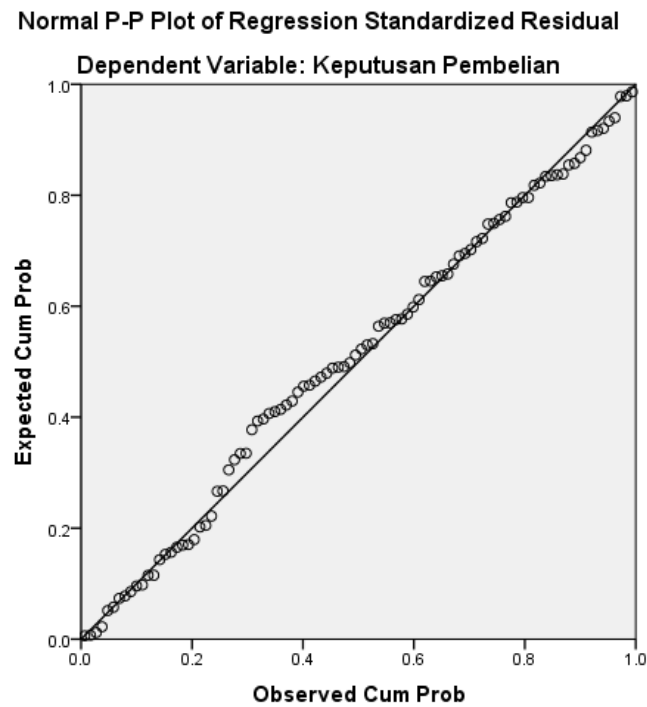
**P6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.1	2.1	2.1
	KURANG SETUJU	22	22.9	22.9	25.0
	SETUJU	23	24.0	24.0	49.0
	SANGAT SETUJU	49	51.0	51.0	100.0
	Total	96	100.0	100.0	

## LAMPIRAN 4

### UJI ASUMSI KLASIK DAN REGRESI LINIER BERGANDA

➤ Hasil Uji Normalitas



#### One-Sample Kolmogorov-Smirnov Test

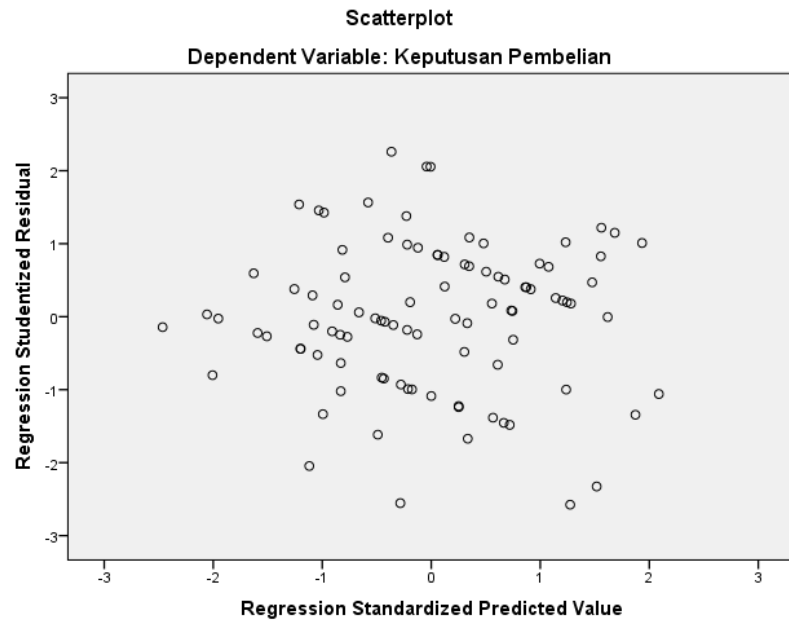
		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.54360511
	Most Extreme Differences	
	Absolute	.078
	Positive	.034
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.174 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

➤ Hasil Uji Heteroskedastisitas



**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.705	2.826		.249	.804
	Gaya Hidup	.059	.047	.128	1.243	.217
	Citra Merek	-.100	.064	-.160	-1.552	.124
	Produk	.040	.041	.103	.977	.331
	Harga	-.005	.065	-.008	-.077	.939

a. Dependent Variable: Abs\_Res

➤ **Hasil Uji Multikolinearitas**

		<b>Coefficients<sup>a</sup></b>					<b>Collinearity Statistics</b>	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	17.484	4.685		3.732	.000		
	Gaya Hidup	.377	.079	.448	4.795	.000	.970	1.031
	Citra Merek	.010	.106	.009	.095	.924	.972	1.029
	Produk	-.040	.067	-.057	-.593	.555	.931	1.075
	Harga	-.193	.108	-.169	-1.784	.078	.946	1.057

a. Dependent Variable: Keputusan Pembelian

➤ **HASIL UJI PARSIAL DAN SIMULTAN**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 <sup>a</sup>	.331	.301	2.42568

a. Predictors: (Constant), Harga, Gaya Hidup, Produk, Citra Merek

		<b>Coefficients<sup>a</sup></b>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.167	4.070		4.956	.000
	Gaya Hidup	.365	.073	.433	5.009	.000
	Citra Merek	.223	.092	.215	2.430	.017
	Produk	-.171	.057	-.266	-3.012	.003
	Harga	-.279	.099	-.249	-2.811	.006

a. Dependent Variable: Keputusan Pembelian

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	264.565	4	66.141	11.241	.000 <sup>b</sup>
	Residual	535.435	91	5.884		
	Total	800.000	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Harga, Gaya Hidup, Produk, Citra Merek

## LAMPIRAN 5

Tabel Nilai t

<b>d.f</b>	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	<b>d.f</b>
<b>1</b>	3,078	6,314	12,706	31,821	63, 657	<b>1</b>
<b>2</b>	1,886	2,920	4,303	6,965	9,925	<b>2</b>
<b>3</b>	1,638	2,353	3,182	4,541	5,841	<b>3</b>
<b>4</b>	1,533	2,132	2,776	3,747	4,604	<b>4</b>
<b>5</b>	1,476	2,015	2,571	3,365	4,032	<b>5</b>
<b>6</b>	1,440	1,943	2,447	3,143	3,707	<b>6</b>
<b>7</b>	1,415	1,895	2,365	2,998	3,499	<b>7</b>
<b>8</b>	1,397	1,860	2,306	2,896	3,355	<b>8</b>
<b>9</b>	1,383	1,833	2,262	2,821	3,250	<b>9</b>
<b>10</b>	1,372	1,812	2,228	2,764	3,169	<b>10</b>
<b>11</b>	1,363	1,796	2,201	2,718	3,106	<b>11</b>
<b>12</b>	1,356	1,782	2,179	2,681	3,055	<b>12</b>
<b>13</b>	1,350	1,771	2,160	2,650	3,012	<b>13</b>
<b>14</b>	1,345	1,761	2,145	2,624	2,977	<b>14</b>
<b>15</b>	1,341	1,753	2,131	2,602	2,947	<b>15</b>
<b>16</b>	1,337	1,746	2,120	2,583	2,921	<b>16</b>
<b>17</b>	1,333	1,740	2,110	2,567	2,898	<b>17</b>
<b>18</b>	1,330	1,734	2,101	2,552	2,878	<b>18</b>
<b>19</b>	1,328	1,729	2,093	2,539	2,861	<b>19</b>
<b>20</b>	1,325	1,725	2,086	2,528	2,845	<b>20</b>
<b>21</b>	1,323	1,721	2,080	2,518	2,831	<b>21</b>
<b>22</b>	1,321	1,717	2,074	2,508	2,819	<b>22</b>



<b>23</b>	1,319	1,714	2,069	2,500	2,807	<b>23</b>
<b>24</b>	1,318	1,711	2,064	2,492	2,797	<b>24</b>
<b>25</b>	1,316	1,708	2,060	2,485	2,787	<b>25</b>
<b>26</b>	1,315	1,706	2,056	2,479	2,779	<b>26</b>
<b>27</b>	1,314	1,703	2,052	2,473	2,771	<b>27</b>
<b>28</b>	1,313	1,701	2,048	2,467	2,763	<b>28</b>
<b>29</b>	1,311	1,699	2,045	2,462	2,756	<b>29</b>
<b>30</b>	1,310	1,697	2,042	2,457	2,750	<b>30</b>
<b>31</b>	1,309	1,696	2,040	2,453	2,744	<b>31</b>
<b>32</b>	1,309	1,694	2,037	2,449	2,738	<b>32</b>
<b>33</b>	1,308	1,692	2,035	2,445	2,733	<b>33</b>
<b>34</b>	1,307	1,691	2,032	2,441	2,728	<b>34</b>
<b>35</b>	1,306	1,690	2,030	2,438	2,724	<b>35</b>
<b>36</b>	1,306	1,688	2,028	2,434	2,719	<b>36</b>
<b>37</b>	1,305	1,687	2,026	2,431	2,715	<b>37</b>
<b>38</b>	1,304	1,686	2,024	2,429	2,712	<b>38</b>
<b>39</b>	1,303	1,685	2,023	2,426	2,708	<b>39</b>
<b>40</b>	1,303	1,684	2,021	2,423	2,704	<b>40</b>
<b>41</b>	1,303	1,683	2,020	2,421	2,701	<b>41</b>
<b>42</b>	1,302	1,682	2,018	2,418	2,698	<b>42</b>
<b>43</b>	1,302	1,681	2,017	2,416	2,695	<b>43</b>
<b>44</b>	1,301	1,680	2,015	2,414	2,692	<b>44</b>
<b>45</b>	1,301	1,679	2,014	2,412	2,690	<b>45</b>
<b>46</b>	1,300	1,679	2,013	2,410	2,687	<b>46</b>
<b>47</b>	1,300	1,678	2,012	2,408	2,685	<b>47</b>

<b>48</b>	1,299	1,677	2,011	2,407	2,682	<b>48</b>
<b>49</b>	1,299	1,677	2,010	2,405	2,680	<b>49</b>
<b>50</b>	1,299	1,676	2,009	2,403	2,678	<b>50</b>
<b>51</b>	1,298	1,675	2,008	2,402	2,676	<b>51</b>
<b>52</b>	1,298	1,675	2,007	2,400	2,674	<b>52</b>
<b>53</b>	1,298	1,674	2,006	2,399	2,672	<b>53</b>
<b>54</b>	1,297	1,674	2,005	2,397	2,670	<b>54</b>
<b>55</b>	1,297	1,673	2,004	2,396	2,668	<b>55</b>
<b>56</b>	1,297	1,673	2,003	2,395	2,667	<b>56</b>
<b>57</b>	1,297	1,672	2,002	2,394	2,665	<b>57</b>
<b>58</b>	1,296	1,672	2,002	2,392	2,663	<b>58</b>
<b>59</b>	1,296	1,671	2,001	2,391	2,662	<b>59</b>
<b>60</b>	1,296	1,671	2,000	2,390	2,660	<b>60</b>
<b>61</b>	1,296	1,670	2,000	2,389	2,659	<b>61</b>
<b>62</b>	1,295	1,670	1,999	2,388	2,657	<b>62</b>
<b>63</b>	1,295	1,669	1,998	2,387	2,656	<b>63</b>
<b>64</b>	1,295	1,669	1,998	2,386	2,655	<b>64</b>
<b>65</b>	1,295	1,669	1,997	2,385	2,654	<b>65</b>
<b>66</b>	1,295	1,668	1,997	2,384	2,652	<b>66</b>
<b>67</b>	1,294	1,668	1,996	2,383	2,651	<b>67</b>
<b>68</b>	1,294	1,668	1,995	2,382	2,650	<b>68</b>
<b>69</b>	1,294	1,667	1,995	2,382	2,649	<b>69</b>
<b>70</b>	1,294	1,667	1,994	2,381	2,648	<b>70</b>
<b>71</b>	1,294	1,667	1,994	2,380	2,647	<b>71</b>
<b>72</b>	1,293	1,666	1,993	2,379	2,646	<b>72</b>

<b>73</b>	1,293	1,666	1,993	2,379	2,645	<b>73</b>
<b>74</b>	1,293	1,666	1,993	2,378	2,644	<b>74</b>
<b>75</b>	1,293	1,665	1,992	2,377	2,643	<b>75</b>
<b>76</b>	1,293	1,665	1,992	2,376	2,642	<b>76</b>
<b>77</b>	1,293	1,665	1,991	2,376	2,641	<b>77</b>
<b>78</b>	1,292	1,665	1,991	2,375	2,640	<b>78</b>
<b>79</b>	1,292	1,664	1,990	2,374	2,640	<b>79</b>
<b>80</b>	1,292	1,664	1,990	2,374	2,639	<b>80</b>
<b>81</b>	1,292	1,664	1,990	2,373	2,638	<b>81</b>
<b>82</b>	1,292	1,664	1,989	2,373	2,637	<b>82</b>
<b>83</b>	1,292	1,663	1,989	2,372	2,636	<b>83</b>
<b>84</b>	1,292	1,663	1,989	2,372	2,636	<b>84</b>
<b>85</b>	1,292	1,663	1,988	2,371	2,635	<b>85</b>
<b>86</b>	1,291	1,663	1,988	2,370	2,634	<b>86</b>
<b>87</b>	1,291	1,663	1,988	2,370	2,634	<b>87</b>
<b>88</b>	1,291	1,662	1,987	2,369	2,633	<b>88</b>
<b>89</b>	1,291	1,662	1,987	2,369	2,632	<b>89</b>
<b>90</b>	1,291	1,662	1,987	2,368	2,632	<b>90</b>
<b>91</b>	1,291	1,662	1,986	2,368	2,631	<b>91</b>
<b>92</b>	1,291	1,662	1,986	2,368	2,630	<b>92</b>
<b>93</b>	1,291	1,661	1,986	2,367	2,630	<b>93</b>
<b>94</b>	1,291	1,661	1,986	2,367	2,629	<b>94</b>
<b>95</b>	1,291	1,661	1,985	2,366	2,629	<b>95</b>
<b>96</b>	1,290	1,661	1,985	2,366	2,628	<b>96</b>
<b>97</b>	1,290	1,661	1,985	2,365	2,627	<b>97</b>

Tabel Uji F

$\alpha = 0,05$	$df_1=(k-1)$							
$df_2=(n-k-1)$	1	2	3	4	5	6	7	8
1	161.44 <sub>8</sub>	199.500	215.70 <sub>7</sub>	224.583	230.162	233.98 <sub>6</sub>	236.768	238.883
2	18.513	19.000	19.164	19.247	19.296	19.330	19.353	19.371
3	10.128	9.552	9.277	9.117	9.013	8.941	8.887	8.845
4	7.709	6.944	6.591	6.388	6.256	6.163	6.094	6.041
5	6.608	5.786	5.409	5.192	5.050	4.950	4.876	4.818
6	5.987	5.143	4.757	4.534	4.387	4.284	4.207	4.147
7	5.591	4.737	4.347	4.120	3.972	3.866	3.787	3.726
8	5.318	4.459	4.066	3.838	3.687	3.581	3.500	3.438
9	5.117	4.256	3.863	3.633	3.482	3.374	3.293	3.230
10	4.965	4.103	3.708	3.478	3.326	3.217	3.135	3.072
11	4.844	3.982	3.587	3.357	3.204	3.095	3.012	2.948
12	4.747	3.885	3.490	3.259	3.106	2.996	2.913	2.849
13	4.667	3.806	3.411	3.179	3.025	2.915	2.832	2.767
14	4.600	3.739	3.344	3.112	2.958	2.848	2.764	2.699
15	4.543	3.682	3.287	3.056	2.901	2.790	2.707	2.641
16	4.494	3.634	3.239	3.007	2.852	2.741	2.657	2.591
17	4.451	3.592	3.197	2.965	2.810	2.699	2.614	2.548
18	4.414	3.555	3.160	2.928	2.773	2.661	2.577	2.510
19	4.381	3.522	3.127	2.895	2.740	2.628	2.544	2.477
20	4.351	3.493	3.098	2.866	2.711	2.599	2.514	2.447
21	4.325	3.467	3.072	2.840	2.685	2.573	2.488	2.420
22	4.301	3.443	3.049	2.817	2.661	2.549	2.464	2.397
23	4.279	3.422	3.028	2.796	2.640	2.528	2.442	2.375
24	4.260	3.403	3.009	2.776	2.621	2.508	2.423	2.355
25	4.242	3.385	2.991	2.759	2.603	2.490	2.405	2.337
26	4.225	3.369	2.975	2.743	2.587	2.474	2.388	2.321
27	4.210	3.354	2.960	2.728	2.572	2.459	2.373	2.305
28	4.196	3.340	2.947	2.714	2.558	2.445	2.359	2.291
29	4.183	3.328	2.934	2.701	2.545	2.432	2.346	2.278
30	4.171	3.316	2.922	2.690	2.534	2.421	2.334	2.266
31	4.160	3.305	2.911	2.679	2.523	2.409	2.323	2.255
32	4.149	3.295	2.901	2.668	2.512	2.399	2.313	2.244
33	4.139	3.285	2.892	2.659	2.503	2.389	2.303	2.235
34	4.130	3.276	2.883	2.650	2.494	2.380	2.294	2.225
35	4.121	3.267	2.874	2.641	2.485	2.372	2.285	2.217
36	4.113	3.259	2.866	2.634	2.477	2.364	2.277	2.209
37	4.105	3.252	2.859	2.626	2.470	2.356	2.270	2.201
38	4.098	3.245	2.852	2.619	2.463	2.349	2.262	2.194
39	4.091	3.238	2.845	2.612	2.456	2.342	2.255	2.187
40	4.085	3.232	2.839	2.606	2.449	2.336	2.249	2.180
41	4.079	3.226	2.833	2.600	2.443	2.330	2.243	2.174
42	4.073	3.220	2.827	2.594	2.438	2.324	2.237	2.168
43	4.067	3.214	2.822	2.589	2.432	2.318	2.232	2.163
44	4.062	3.209	2.816	2.584	2.427	2.313	2.226	2.157
45	4.057	3.204	2.812	2.579	2.422	2.308	2.221	2.152
46	4.052	3.200	2.807	2.574	2.417	2.304	2.216	2.147
47	4.047	3.195	2.802	2.570	2.413	2.299	2.212	2.143
48	4.043	3.191	2.798	2.565	2.409	2.295	2.207	2.138
49	4.038	3.187	2.794	2.561	2.404	2.290	2.203	2.134
50	4.034	3.183	2.790	2.557	2.400	2.286	2.199	2.130
51	4.030	3.179	2.786	2.553	2.397	2.283	2.195	2.126

52	4.027	3.175	2.783	2.550	2.393	2.279	2.192	2.122
53	4.023	3.172	2.779	2.546	2.389	2.275	2.188	2.119
54	4.020	3.168	2.776	2.543	2.386	2.272	2.185	2.115
55	4.016	3.165	2.773	2.540	2.383	2.269	2.181	2.112
56	4.013	3.162	2.769	2.537	2.380	2.266	2.178	2.109
57	4.010	3.159	2.766	2.534	2.377	2.263	2.175	2.106
58	4.007	3.156	2.764	2.531	2.374	2.260	2.172	2.103
59	4.004	3.153	2.761	2.528	2.371	2.257	2.169	2.100
60	4.001	3.150	2.758	2.525	2.368	2.254	2.167	2.097
61	3.998	3.148	2.755	2.523	2.366	2.251	2.164	2.094
62	3.996	3.145	2.753	2.520	2.363	2.249	2.161	2.092
63	3.993	3.143	2.751	2.518	2.361	2.246	2.159	2.089
64	3.991	3.140	2.748	2.515	2.358	2.244	2.156	2.087
65	3.989	3.138	2.746	2.513	2.356	2.242	2.154	2.084
66	3.986	3.136	2.744	2.511	2.354	2.239	2.152	2.082
67	3.984	3.134	2.742	2.509	2.352	2.237	2.150	2.080
68	3.982	3.132	2.740	2.507	2.350	2.235	2.148	2.078
69	3.980	3.130	2.737	2.505	2.348	2.233	2.145	2.076
70	3.978	3.128	2.736	2.503	2.346	2.231	2.143	2.074
71	3.976	3.126	2.734	2.501	2.344	2.229	2.142	2.072
72	3.974	3.124	2.732	2.499	2.342	2.227	2.140	2.070
73	3.972	3.122	2.730	2.497	2.340	2.226	2.138	2.068
74	3.970	3.120	2.728	2.495	2.338	2.224	2.136	2.066
75	3.968	3.119	2.727	2.494	2.337	2.222	2.134	2.064
76	3.967	3.117	2.725	2.492	2.335	2.220	2.133	2.063
77	3.965	3.115	2.723	2.490	2.333	2.219	2.131	2.061
78	3.963	3.114	2.722	2.489	2.332	2.217	2.129	2.059
79	3.962	3.112	2.720	2.487	2.330	2.216	2.128	2.058
80	3.960	3.111	2.719	2.486	2.329	2.214	2.126	2.056
81	3.959	3.109	2.717	2.484	2.327	2.213	2.125	2.055
82	3.957	3.108	2.716	2.483	2.326	2.211	2.123	2.053
83	3.956	3.107	2.715	2.482	2.324	2.210	2.122	2.052
84	3.955	3.105	2.713	2.480	2.323	2.209	2.121	2.051
85	3.953	3.104	2.712	2.479	2.322	2.207	2.119	2.049
86	3.952	3.103	2.711	2.478	2.321	2.206	2.118	2.048
87	3.951	3.101	2.709	2.476	2.319	2.205	2.117	2.047
88	3.949	3.100	2.708	2.475	2.318	2.203	2.115	2.045
89	3.948	3.099	2.707	2.474	2.317	2.202	2.114	2.044
90	3.947	3.098	2.706	2.473	2.316	2.201	2.113	2.043
91	3.946	3.097	2.705	2.472	2.315	2.200	2.112	2.042
92	3.945	3.095	2.704	2.471	2.313	2.199	2.111	2.041
93	3.943	3.094	2.703	2.470	2.312	2.198	2.110	2.040
94	3.942	3.093	2.701	2.469	2.311	2.197	2.109	2.038
95	3.941	3.092	2.700	2.467	2.310	2.196	2.108	2.037
96	3.940	3.091	2.699	2.466	2.309	2.195	2.106	2.036
97	3.939	3.090	2.698	2.465	2.308	2.194	2.105	2.035
98	3.938	3.089	2.697	2.465	2.307	2.193	2.104	2.034
99	3.937	3.088	2.696	2.464	2.306	2.192	2.103	2.033
100	3.936	3.087	2.696	2.463	2.305	2.191	2.103	2.032