

LAMPIRAN 1**No.Responden:.....****KUESIONER PENELITIAN**

**PENGARUH HARGA, GAYA HIDUP, DAN FITUR PRODUK
TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE
OPPO PADA TOKO KITA-KITA PONSEL
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:

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

HARGA		Skala Pengukuran				
No	Pernyataan	SS	S	KS	TS	STS
1	Saya merasa harga produk Smartphone Oppo terjangkau					
2	Saya merasa harga produk Smartphone Oppo sesuai dengan yang diinginkan					
3	Saya merasa harga produk Smartphone Oppo					

	sesuai dengan produk yang ditawarkan				
4	Saya merasa harga produk Smartphone Oppo lebih murah dibanding dengan produk merek lain				
5	Saya merasa harga produk Smartphone Oppo sesuai dengan manfaat yang Saya rasakan				

GAYA HIDUP

1	Smartphone Oppo menunjang kegiatan sehari-hari saya				
2	Saya membeli Smartphone Oppo karena mengikuti tren masa kini				
3	Smartphone Oppo banyak digunakan dikalangan masyarakat				
4	Saya membeli Smartphone Oppo karena hasil kamera yang sangat bagus				
5	Smartphone Oppo merupakan produk yang telah mengalami perkembangan inovasi yang semakin meningkat				

FITUR PRODUK

1	Saya memilih Smartphone Oppo karena memiliki fitur-fitur yang lengkap				
2	Saya memilih Smartphone Oppo karena memiliki fitur yang beragam dan menarik				
3	Fitur dalam Smartphone Oppo yang saya gunakan memberikan manfaat yang cukup besar dalam aktivitas saya sehari - hari				
4	Saya memilih Smartphone Oppo karena fitur-fiturnya mudah digunakan				
5	Saya memilih OPPO Smartphone karena memiliki fitur yang canggih				
6	Saya memilih OPPO Smartphone karena fitur kameranya yang jernih				
7	Secara keseluruhan fitur yang ada dalam Smartphone Oppo yang saya gunakan memuaskan				

KEPUTUSAN PEMBELIAN

1	Saya melakukan pembelian produk Smartphone Oppo sesuai dengan barang yang saya perlukan				
2	Saya melakukan pembelian produk Smartphone Oppo sesuai dengan merek yang saya cari				
3	Saya melakukan pembelian Smartphone Oppo sesuai dengan toko yang saya kunjungi				
4	Toko Kita-kita Ponsel menyediakan produk Smartphone Oppo yang akan saya beli				

5	Saya dapat melakukan pembelian Smartphone Oppo di Toko Kita-kita Ponsel sesuai waktu yang ada karena dapat membeli secara online					
6	Toko Kita-kita ponsel menyediakan metode pembayaran secara online					

Terima kasih Atas Waktu dan Kerjasama

LAMPIRAN 2

DATA PENELITIAN

No	HARGA (X1)					TTL	GAYA HIDUP (X2)					TTL	FITUR PRODUK (X3)							TTL
	P1	P2	P3	P4	P5		P1	P2	P3	P4	P5		P1	P2	P3	P4	P5	P6	P7	
1	4	3	4	4	4	19	4	3	3	3	3	16	4	3	4	3	4	3	3	24
2	5	4	4	5	5	23	2	4	2	4	2	14	4	3	4	3	4	3	2	23
3	4	5	4	5	4	22	4	5	5	5	5	24	4	4	3	4	3	4	5	27
4	4	5	4	5	4	22	4	5	4	5	4	22	4	4	4	4	4	4	4	28
5	4	5	4	5	4	22	4	3	3	3	3	16	5	5	4	5	4	5	3	31
6	4	4	4	3	4	19	4	3	4	3	4	18	4	3	4	3	4	3	4	25
7	4	5	5	5	5	24	4	4	5	4	5	22	2	5	4	5	4	5	5	30
8	4	5	5	5	5	24	5	5	4	5	4	23	4	5	4	5	4	5	4	31
9	4	5	4	5	4	22	4	4	5	4	5	22	4	5	5	5	5	5	5	34
10	4	3	4	4	3	18	4	3	4	3	4	18	4	3	4	3	4	3	4	25
11	4	4	4	3	4	19	4	3	4	3	4	18	4	3	3	3	3	3	3	22
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25	4	4	2	4	2	16	5	5	5	5	5	25	5	5	5	5	5	5	5	35
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90	5	4	5	4	5	23	5	4	4	5	5	23	4	5	4	5	4	5	32	
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92	5	5	5	5	5	25	5	5	5	5	5	25	4	5	5	5	5	3	31	
93	4	4	4	5	4	21	4	4	4	4	5	21	5	4	4	4	5	5	32	

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95	4	4	3	3	3	17	4	4	5	4	4	21	4	4	4	3	3	4	5	27
96	4	2	4	2	4	16	5	5	5	5	5	25	3	4	2	4	2	3	4	22

No	KEPUTUSAN PEMBELIAN (Y)						TTL
	P1	P2	P3	P4	P5	P6	
1	4	4	4	3	3	4	22
2	4	4	2	4	2	5	21
3	5	4	4	5	5	5	28
4	4	5	4	5	4	5	27
5	4	4	4	3	3	4	22
6	4	4	4	3	4	5	24
7	4	4	4	4	5	5	26
8	2	4	5	5	4	5	25
9	4	5	4	4	5	5	27
10	4	4	4	3	4	5	24
11	3	3	4	4	3	3	20
12	4	2	4	2	4	2	18
13	4	4	4	4	3	3	22
14	5	5	4	2	4	2	22
15	5	5	4	4	5	5	28
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36	4	3	4	4	3	4	22
37	4	4	4	3	4	5	24
38	5	4	4	5	5	5	28
39	4	4	4	3	4	5	24

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41	4	4	4	3	4	3	22
42	4	5	4	5	4	5	27
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44	5	5	5	5	5	5	30
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46	4	4	4	3	4	5	24
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92	5	4	2	5	4	4	24
93	4	5	4	5	4	5	27
94	5	4	4	5	5	5	28
95	4	4	4	3	4	4	23
96	4	4	4	3	4	5	24

HASIL UJI VALIDITAS DAN REABILITAS

- Harga (X₁)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.TTL
X1.1	Pearson Correlation	1	.215*	.117	.420**	.462**	.573**
	Sig. (2-tailed)		.035	.255	.000	.000	.000
	N	96	96	96	96	96	96
X1.2	Pearson Correlation	.215*	1	.429**	.817**	.441**	.797**
	Sig. (2-tailed)	.035		.000	.000	.000	.000
	N	96	96	96	96	96	96
X1.3	Pearson Correlation	.117	.429**	1	.143	.670**	.686**
	Sig. (2-tailed)	.255	.000		.163	.000	.000
	N	96	96	96	96	96	96
X1.4	Pearson Correlation	.420**	.817**	.143	1	.432**	.753**
	Sig. (2-tailed)	.000	.000	.163		.000	.000
	N	96	96	96	96	96	96
X1.5	Pearson Correlation	.462**	.441**	.670**	.432**	1	.832**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96
X1.TTL	Pearson Correlation	.573**	.797**	.686**	.753**	.832**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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
.775	5

- Gaya Hidup (X₂)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.TTL
X2.1	Pearson Correlation	1	.168	.166	.313**	.425**	.571**
	Sig. (2-tailed)		.102	.106	.002	.000	.000
	N	96	96	96	96	96	96
X2.2	Pearson Correlation	.168	1	.177	.507**	.279**	.614**
	Sig. (2-tailed)	.102		.085	.000	.006	.000
	N	96	96	96	96	96	96
X2.3	Pearson Correlation	.166	.177	1	.245*	.786**	.698**
	Sig. (2-tailed)	.106	.085		.016	.000	.000
	N	96	96	96	96	96	96
X2.4	Pearson Correlation	.313**	.507**	.245*	1	.375**	.726**
	Sig. (2-tailed)	.002	.000	.016		.000	.000
	N	96	96	96	96	96	96
X2.5	Pearson Correlation	.425**	.279**	.786**	.375**	1	.834**
	Sig. (2-tailed)	.000	.006	.000	.000		.000
	N	96	96	96	96	96	96
X2.TTL	Pearson Correlation	.571**	.614**	.698**	.726**	.834**	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).

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

Reliability Statistics

Cronbach's	Alpha	N of Items
	.728	5

- Fitur Produk (X_3)

Correlations									
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.TTL	
X3.1	Pearson Correlation	1	.136	.263**	.043	.241*	.089	.261*	.418**
	Sig. (2-tailed)		.185	.010	.679	.018	.391	.010	.000
	N	96	96	96	96	96	96	96	96
X3.2	Pearson Correlation	.136	1	.327**	.773**	.426**	.487**	.220*	.760**
	Sig. (2-tailed)	.185		.001	.000	.000	.000	.031	.000
	N	96	96	96	96	96	96	96	96
X3.3	Pearson Correlation	.263**	.327**	1	.262**	.771**	.079	.367**	.668**
	Sig. (2-tailed)	.010	.001		.010	.000	.443	.000	.000
	N	96	96	96	96	96	96	96	96
X3.4	Pearson Correlation	.043	.773**	.262**	1	.385**	.472**	.219*	.721**
	Sig. (2-tailed)	.679	.000	.010		.000	.000	.032	.000
	N	96	96	96	96	96	96	96	96
X3.5	Pearson Correlation	.241*	.426**	.771**	.385**	1	.070	.362**	.713**
	Sig. (2-tailed)	.018	.000	.000	.000		.501	.000	.000
	N	96	96	96	96	96	96	96	96
X3.6	Pearson Correlation	.089	.487**	.079	.472**	.070	1	.404**	.600**
	Sig. (2-tailed)	.391	.000	.443	.000	.501		.000	.000
	N	96	96	96	96	96	96	96	96
X3.7	Pearson Correlation	.261*	.220*	.367**	.219*	.362**	.404**	1	.624**
	Sig. (2-tailed)	.010	.031	.000	.032	.000	.000		.000
	N	96	96	96	96	96	96	96	96
X3.TTL	Pearson Correlation	.418**	.760**	.668**	.721**	.713**	.600**	.624**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	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
	.767	7

- 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	N of Items
Alpha	6
.703	

Identitas Responden Berdasarkan Jenis Kelamin

No.	Jenis Kelamin	Jumlah (Orang)	Persentase (%)
1.	Laki-laki	45	47%
2.	Perempuan	51	53%
Jumlah		96	100%

Identitas Responden Berdasarkan Usia

No.	Usia	Jumlah (Orang)	Persentase (%)
1.	<20 Tahun	28	29%
2.	21-30 Tahun	47	49%
3.	31-40 Tahun	12	13%
4.	>40 Tahun	9	9%
Jumlah		96	100%

LAMPIRAN 3

UJI STATISTIK DESKRIPTIF PENELITIAN

- Harga (X_1)

Frequency Table

		P1		Cumulative Percent
		Frequency	Percent	Valid Percent
Valid	TIDAK SETUJU	4	4.2	4.2
	KURANG SETUJU	1	1.0	1.0
	SETUJU	59	61.5	61.5
	SANGAT SETUJU	32	33.3	33.3
Total		96	100.0	100.0

		P2		Cumulative Percent
		Frequency	Percent	Valid Percent
Valid	TIDAK SETUJU	1	1.0	1.0
	KURANG SETUJU	15	15.6	15.6
	SETUJU	43	44.8	44.8
	SANGAT SETUJU	37	38.5	38.5
Total		96	100.0	100.0

		P3		Cumulative Percent
		Frequency	Percent	Valid Percent
Valid	TIDAK SETUJU	11	11.5	11.5
	KURANG SETUJU	8	8.3	8.3
	SETUJU	47	49.0	49.0
	SANGAT SETUJU	30	31.3	31.3
Total		96	100.0	100.0

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	19	19.8	19.8	19.8
	SETUJU	26	27.1	27.1	46.9
	SANGAT SETUJU	51	53.1	53.1	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	11	11.5	11.5	13.5
	SETUJU	37	38.5	38.5	52.1
	SANGAT SETUJU	46	47.9	47.9	100.0
	Total	96	100.0	100.0	

- Gaya Hidup (X_2)

Frequency Table

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.1	3.1	3.1
	KURANG SETUJU	4	4.2	4.2	7.3
	SETUJU	64	66.7	66.7	74.0
	SANGAT SETUJU	25	26.0	26.0	100.0
	Total	96	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	5.2	5.2	5.2
	KURANG SETUJU	3	3.1	3.1	8.3
	SETUJU	63	65.6	65.6	74.0
	SANGAT SETUJU	25	26.0	26.0	100.0
	Total	96	100.0	100.0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.1	3.1	3.1
	KURANG SETUJU	14	14.6	14.6	17.7
	SETUJU	50	52.1	52.1	69.8
	SANGAT SETUJU	29	30.2	30.2	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	22	22.9	22.9	25.0
	SETUJU	33	34.4	34.4	59.4
	SANGAT SETUJU	39	40.6	40.6	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	20	20.8	20.8	21.9
	SETUJU	40	41.7	41.7	63.5
	SANGAT SETUJU	35	36.5	36.5	100.0
	Total	96	100.0	100.0	

- Fitur Produk (X_3)

Frequency Table

		P1		Cumulative Percent	
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	4	4.2	4.2	4.2
	KURANG SETUJU	1	1.0	1.0	5.2
	SETUJU	60	62.5	62.5	67.7
	SANGAT SETUJU	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

		P2		Cumulative Percent	
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	17	17.7	17.7	18.8
	SETUJU	40	41.7	41.7	60.4
	SANGAT SETUJU	38	39.6	39.6	100.0
	Total	96	100.0	100.0	

		P3		Cumulative Percent	
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	6	6.3	6.3	6.3
	KURANG SETUJU	6	6.3	6.3	12.5
	SETUJU	60	62.5	62.5	75.0
	SANGAT SETUJU	24	25.0	25.0	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	24	25.0	25.0	54.2
	SANGAT SETUJU	44	45.8	45.8	100.0
	Total	96	100.0	100.0	

P5

		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	

P6

		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	

P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.1	3.1	3.1
	KURANG SETUJU	13	13.5	13.5	16.7
	SETUJU	47	49.0	49.0	65.6
	SANGAT SETUJU	33	34.4	34.4	100.0
Total		96	100.0	100.0	

- Keputusan Pembelian (Y)

Frequency Table

		P1		Cumulative Percent	
		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		Cumulative Percent	
		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		Cumulative Percent	
		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	

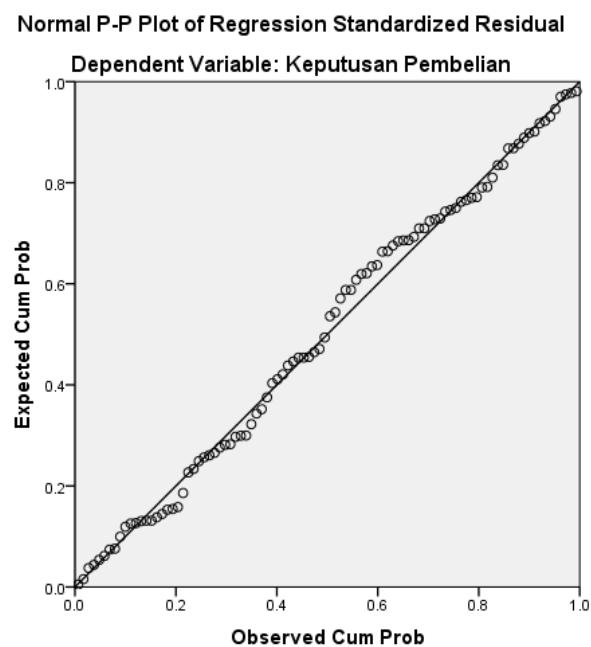
P6

		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

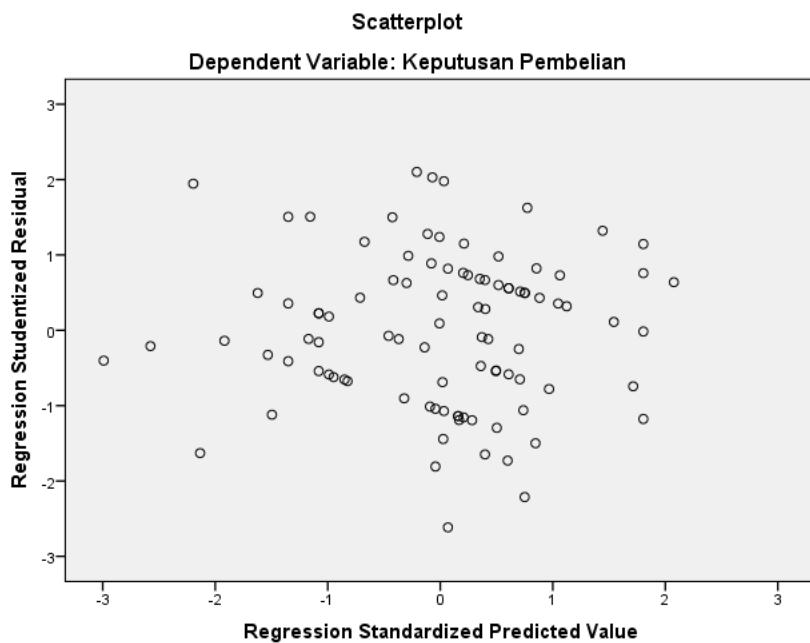


One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.60896065
Most Extreme Differences	Absolute	.062
	Positive	.054
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}

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

- Hasil Uji Heteroskedastisitas



Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1.172	1.791		.654	.515
	Harga	.092	.067	.179	1.379	.171
	Gaya Hidup	.024	.061	.042	.386	.701
	Fitur Produk	-.050	.054	-.121	-.925	.358

a. Dependent Variable: Abs_Res

- Hasil Uji Multikolinearitas

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics
	B	Std. Error	Beta				
1	(Constant)	16.366	3.229		5.069	.000	
	Harga	.269	.120	.264	2.237	.028	.632 1.582
	Gaya Hidup	-.114	.110	-.101	-1.032	.305	.916 1.092
	Fitur Produk	.174	.097	.213	1.790	.077	.623 1.605

a. Dependent Variable: Keputusan Pembelian

- Hasil Uji Parsial Dan Simultan

Model Summary				
Model	R	R Square	Adjusted R	Std. Error of the
			Square	Estimate
1	.518 ^a	.268	.244	2.57576

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

Model	Coefficients ^a						
	Unstandardized Coefficients			Standardized Coefficients		t	Sig.
	B	Std. Error	Beta				
1	(Constant)	18.656	3.024			6.168	.0
	Harga	-.290	.109	-.247	-2.665	.0	
	Gaya Hidup	.317	.105	.304	3.015	.0	
	Fitur Produk	.191	.077	.257	2.482	.0	

a. Dependent Variable: Keputusan Pembelian

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	223.778	3	74.593	11.243	.000 ^b
	Residual	610.379	92	6.635		
	Total	834.156	95			

a. Dependent Variable: Keputusan Pembelian

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

LAMPIRAN 5

Tabel Nilai t

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

23	1,319	1,714	2,069	2,500	2,807	23
24	1,318	1,711	2,064	2,492	2,797	24
25	1,316	1,708	2,060	2,485	2,787	25
26	1,315	1,706	2,056	2,479	2,779	26
27	1,314	1,703	2,052	2,473	2,771	27
28	1,313	1,701	2,048	2,467	2,763	28
29	1,311	1,699	2,045	2,462	2,756	29
30	1,310	1,697	2,042	2,457	2,750	30
31	1,309	1,696	2,040	2,453	2,744	31
32	1,309	1,694	2,037	2,449	2,738	32
33	1,308	1,692	2,035	2,445	2,733	33
34	1,307	1,691	2,032	2,441	2,728	34
35	1,306	1,690	2,030	2,438	2,724	35
36	1,306	1,688	2,028	2,434	2,719	36
37	1,305	1,687	2,026	2,431	2,715	37
38	1,304	1,686	2,024	2,429	2,712	38
39	1,303	1,685	2,023	2,426	2,708	39
40	1,303	1,684	2,021	2,423	2,704	40
41	1,303	1,683	2,020	2,421	2,701	41
42	1,302	1,682	2,018	2,418	2,698	42
43	1,302	1,681	2,017	2,416	2,695	43
44	1,301	1,680	2,015	2,414	2,692	44
45	1,301	1,679	2,014	2,412	2,690	4
46	1,300	1,679	2,013	2,410	2,687	46
47	1,300	1,678	2,012	2,408	2,685	47
48	1,299	1,677	2,011	2,407	2,682	48

49	1,299	1,677	2,010	2,405	2,680	49
50	1,299	1,676	2,009	2,403	2,678	50
51	1,298	1,675	2,008	2,402	2,676	51
52	1,298	1,675	2,007	2,400	2,674	52
53	1,298	1,674	2,006	2,399	2,672	53
54	1,297	1,674	2,005	2,397	2,670	54
55	1,297	1,673	2,004	2,396	2,668	55
56	1,297	1,673	2,003	2,395	2,667	56
57	1,297	1,672	2,002	2,394	2,665	57
58	1,296	1,672	2,002	2,392	2,663	58
59	1,296	1,671	2,001	2,391	2,662	59
60	1,296	1,671	2,000	2,390	2,660	60
61	1,296	1,670	2,000	2,389	2,659	61
62	1,295	1,670	1,999	2,388	2,657	62
63	1,295	1,669	1,998	2,387	2,656	63
64	1,295	1,669	1,998	2,386	2,655	64
65	1,295	1,669	1,997	2,385	2,654	65
66	1,295	1,668	1,997	2,384	2,652	66
67	1,294	1,668	1,996	2,383	2,651	67
68	1,294	1,668	1,995	2,382	2,650	68
69	1,294	1,667	1,995	2,382	2,649	69
70	1,294	1,667	1,994	2,381	2,648	
71	1,294	1,667	1,994	2,380	2,647	
72	1,293	1,666	1,993	2,379	2,646	72
73	1,293	1,666	1,993	2,379	2,645	73

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

Tabel Uji F

$\alpha = 0,05$	df _i =(k-1)							
df ₂ =(n-k-1)	1	2	3	4	5	6	7	8
1	161.448	199.500	215.707	224.583	230.162	233.986	236.768	238.883
2	18.513	19.000	19.164	19.247	19.296	19.330	19.353	19.371
3	10.128	9.552	9.277	9.117	9.013	8.941	8.887	8.845
4	7.709	6.944	6.591	6.388	6.256	6.163	6.094	6.041
5	6.608	5.786	5.409	5.192	5.050	4.950	4.876	4.818
6	5.987	5.143	4.757	4.534	4.387	4.284	4.207	4.147
7	5.591	4.737	4.347	4.120	3.972	3.866	3.787	3.726
8	5.318	4.459	4.066	3.838	3.687	3.581	3.500	3.438
9	5.117	4.256	3.863	3.633	3.482	3.374	3.293	3.230
10	4.965	4.103	3.708	3.478	3.326	3.217	3.135	3.072
11	4.844	3.982	3.587	3.357	3.204	3.095	3.012	2.948
12	4.747	3.885	3.490	3.259	3.106	2.996	2.913	2.849
13	4.667	3.806	3.411	3.179	3.025	2.915	2.832	2.767
14	4.600	3.739	3.344	3.112	2.958	2.848	2.764	2.699
15	4.543	3.682	3.287	3.056	2.901	2.790	2.707	2.641
16	4.494	3.634	3.239	3.007	2.852	2.741	2.657	2.591
17	4.451	3.592	3.197	2.965	2.810	2.699	2.614	2.548
18	4.414	3.555	3.160	2.928	2.773	2.661	2.577	2.510
19	4.381	3.522	3.127	2.895	2.740	2.628	2.544	2.477
20	4.351	3.493	3.098	2.866	2.711	2.599	2.514	2.447
21	4.325	3.467	3.072	2.840	2.685	2.573	2.488	2.420
22	4.301	3.443	3.049	2.817	2.661	2.549	2.464	2.397
23	4.279	3.422	3.028	2.796	2.640	2.528	2.442	2.375
24	4.260	3.403	3.009	2.776	2.621	2.508	2.423	2.355
25	4.242	3.385	2.991	2.759	2.603	2.490	2.405	2.337
26	4.225	3.369	2.975	2.743	2.587	2.474	2.388	2.321
27	4.210	3.354	2.960	2.728	2.572	2.459	2.373	2.305
28	4.196	3.340	2.947	2.714	2.558	2.445	2.359	2.291
29	4.183	3.328	2.934	2.701	2.545	2.432	2.346	2.278
30	4.171	3.316	2.922	2.690	2.534	2.421	2.334	2.266
31	4.160	3.305	2.911	2.679	2.523	2.409	2.323	2.255
32	4.149	3.295	2.901	2.668	2.512	2.399	2.313	2.244
33	4.139	3.285	2.892	2.659	2.503	2.389	2.303	2.235
34	4.130	3.276	2.883	2.650	2.494	2.380	2.294	2.225
35	4.121	3.267	2.874	2.641	2.485	2.372	2.285	2.217
36	4.113	3.259	2.866	2.634	2.477	2.364	2.277	2.209
37	4.105	3.252	2.859	2.626	2.470	2.356	2.270	2.201
38	4.098	3.245	2.852	2.619	2.463	2.349	2.262	2.194
39	4.091	3.238	2.845	2.612	2.456	2.342	2.255	2.187
40	4.085	3.232	2.839	2.606	2.449	2.336	2.249	2.180
41	4.079	3.226	2.833	2.600	2.443	2.330	2.243	2.174
42	4.073	3.220	2.827	2.594	2.438	2.324	2.237	2.168
43	4.067	3.214	2.822	2.589	2.432	2.318	2.232	2.163
44	4.062	3.209	2.816	2.584	2.427	2.313	2.226	2.157
45	4.057	3.204	2.812	2.579	2.422	2.308	2.221	2.152
46	4.052	3.200	2.807	2.574	2.417	2.304	2.216	2.147
47	4.047	3.195	2.802	2.570	2.413	2.299	2.212	2.143
48	4.043	3.191	2.798	2.565	2.409	2.295	2.207	2.138
49	4.038	3.187	2.794	2.561	2.404	2.290	2.203	2.134
50	4.034	3.183	2.790	2.557	2.400	2.286	2.199	2.130
51	4.030	3.179	2.786	2.553	2.397	2.283	2.195	2.126

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