

Lampiran

Lampiran 1 : Biodata

Biodata Penulis

Nama : Ego Dermawan
Jenis Kelamin : Laki-Laki
Tempat dan Tanggal Lahir : Ampah, 8 Mei 1998
Alamat Domisili : Jl. Karang Klumprik Barat
VII Blok XX no 18, Surabaya
Email : ego.dermawan98@gmail.com



Riwayat Pendidikan


1. SDN 7 Ampah
2. SMP Negeri 3 Bunyu
3. SMA Negeri 1 Bunyu




Lampiran 2 : Sertifikat Conference



Lampiran 3 : Berita Acara Bimbingan Skripsi



**UNIVERSITAS
Manjastera**



**FAKULTAS
EKONOMI DAN BISNIS**

BERITA ACARA BIMBINGAN SKRIPSI

No. Dokumen: FM-FEB/05.07
Tgl. Terbit: 01 Okt 2018
Revisi: 00

1 NAMA MAHASISWA : EGO DERMAWAN
 2 NIM : 01217019
 3 FAKULTAS : EKONOMI DAN BISNIS
 4 PROGRAM STUDI : MANAJEMEN
 5 TOPIK SKRIPSI : PEMASARAN
 6 TANGGAL PENGUJUAN : 06 Maret 2021
 7 NAMA PEMBIMBING I : Dr. Ec. R. AGUS BAKTIONO, SE., MM
 8 NAMA PEMBIMBING II :
 9 URAIAN KONSULTASI :


NO	TANGGAL	JADWAL KEGIATAN PENELITIAN	MONITORING	
			CATATAN	PARAF PEMBIMBING
1	26 Mar '21	Observasi obyek penelitian	Observasi dan pendekatan obyek serta topik penelitian	af
2	14 April '21	Observasi terhadap fenomena bisnis/manajemen	Survey lapangan dan obyek penelitian untuk melihat fenomena bisnis/manajemen	af
3	5 Mei '21	Menentukan masalah penelitian	Identifikasi permasalahan yang muncul dari masalah bisnis penelitian	af
4	12 Mei '21	Kajian teoritis & Empiris	Literature review (jndi literature empiris dari jurnal)	af
5	18 Mei '21	Sintesa dan Rasionalisasi teori	Sintesa dan rasionalisasi teori dgn kajian empiris	af
6	25 Mei '21	Pendekatan Metodologi penelitian	Penerapan cara penelitian sbelum sampai ke teknis operasional kerichel	af
7	27 Mei '21	Pembuatan instrument penelitian	Model dan kuesioner penelitian	af
8	08 Juni '21	Pengumpulan data	Penyebaran kuesioner	af
9	20 Juni '21	Tabulasi & Pengolahan Data	Tabulasi & pengolahan data hasil penelitian	af
10	19 Juli '21	Deskripsi Hasil Penelitian	Deskripsi hasil penelitian & analisis data hasil penelitian	af
11	20 Juli '21	Intepretasi Hasil Penelitian	Interpretasi & pembahasan hasil penelitian	af
12	08 Agustus '21	Kelengkapan Data	Acc semua bab skripsi skripsi siap diuji	af

Sidang Skripsi

10 TANGGAL SELESAI BIMBINGAN :

11 TELAH DIEVALUASI DAN SIAP UNTUK DIUJI :

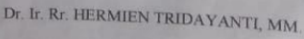
DOSEN PEMBIMBING



Dr. Ec. R. AGUS BAKTIONO, SE., MM


SURABAYA,

DEKAN



Dr. Ir. Rr. HERMIEN TRIDAYANTI, MM

Lampiran 4 : Hasil Plagiasi



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Lampiran 5 : Kuesioner

Kepada

Yth, Para Responden

Sehubungan dengan penelitian yang sedang saya lakukan sebagai syarat untuk mendapatkan Gelar Sarjana Ekonomi, saya Ego Dermawan, mahasiswa Manajemen Pemasaran Fakultas Ekonomi dan Bisnis Universitas Narotama Surabaya, memohon Saudara/Saudari dapat meluangkan waktu sejenak untuk mengisi kuesioner ini. Penelitian ini berjudul “Pengaruh Gaya Hidup, Citra Merek dan Atribut Product Terhadap Keputusan Pembelian Handphone Samsung di Kota Surabaya Timur”. Jawaban jujur yang Ibu/Saudari berikan akan sangat berguna bagi penelitian yang sedang saya lakukan. Atas bantuan dan perhatiannya saya ucapkan terima kasih.

Penyaringan Pertanyaan (*Screening Question*)

Apakah Anda pernah membeli handphone samsung?

- a. Ya (silahkan lanjutkan ke pertanyaan berikutnya)
- b. Tidak (pengisian kuesioner berakhir sampai disini)

Identitas Responden

1. Nama Responden :
2. Usia
 - a. < 20 tahun
 - b. 20 – 30 tahun
 - c. 31 – 40 tahun
 - d. > 40 tahun
3. Profesi
 - a. Pegawai negeri
 - b. Karyawan swasta
 - c. Mahasiswa
 - d. Lain-lain

Petunjuk Pengisian

Berikan tanda check (\surd) pada jawaban yang menurut anda sesuai dengan pertanyaan

- SS : Sangat Setuju
- S : Setuju
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

1. Gaya Hidup (X1)

No	Pertanyaan	STS	TS	S	SS
1	Saya menggunakan handphone Samsung dalam kegiatan sehari-hari saya.				
2	Saya menggunakan handphone Samsung dalam melakukan hobi saya				
3	Handphone Samsung adalah pilihan saya dalam melakukan kegiatan sosial				
4	Saya menggunakan handphone Samsung karena sesuai dengan minat saya				
5	Handphone Samsung adalah merek handphone yang cocok untuk beraktivitas				
6	Menurut saya handphone Samsung sangat cocok dengan diri saya.				

2. Citra Merek (X2)

No	Pertanyaan	STS	TS	S	SS
1	Handphone Samsung merupakan merek handphone yang memiliki packaging, warna, serta logo yang menarik dan berbeda dari product handphone lainnya.				
2	Handphone Samsung memiliki diferensiasi pada setiap productnya yang membuatnya berbeda dari handphone merek lain.				
3	Handphone Samsung merupakan merek yang mudah dikenal oleh consumer dipasaran.				
4	Handphone Samsung memiliki karakter yang khas dari product handphone lainnya salah satunya adalah pada spesifikasi				
5	Handphone Samsung merupakan market leader di industry smartphone Indonesia.				

3. Atribut Product (X3)

No	Pertanyaan	STS	TS	S	SS
1	Handphone Samsung memiliki kemampuan yang mumpuni dan tidak ada terjadinya lag/crash jika digunakan dalam waktu yang lama.				
2	Handphone Samsung memiliki fitur yang lengkap dan beraneka ragam.				
3	Design dan gaya product handphone Samsung sangat sesuai dengan keinginan saya				
4	Packaging yang dimiliki Samsung sangat elegan dan kuat sehingga aman dari ancaman kerusakan.				
5	Handphone Samsung memiliki label packaging yang sangat mudah dikenali oleh pelanggan..				

4. Keputusan Pembelian (Y)

No	Pertanyaan	STS	TS	S	SS
1	saya memutuskan untuk membeli handphone Samsung karena saya sudah mempertimbangkannya dengan sangat benar. Dan handphone Samsung memang sangat mendukung dan sesuai dengan keinginan dan kebutuhan saya.				
2	Saya memang sudah terbiasa menggunakan handphone Samsung sehingga memutuskan untuk membelinya.				
3	Saat ada orang lain yang menanyakan dan meminta saran akan sebuah handphone, saya akan menyarankan handphone Samsung kepadanya				
4	Saat ada model baru yang dikeluarkan oleh handphone Samsung, saya akan membelinya lagi.				

~~~~ SELESAI ~~~~

Terima kasih atas jawaban yang saudara/saudari berikan, semoga waktu yang saudara/saudari luangkan untuk mengisi kuesioner ini mendapatkan balasan yang berlipat-lipat dari Allah SWT, selaku tuhan semesta alam.

**Lampiran 6 : Tabulasi Data**

| X1<br>.Q<br>1 | X1<br>.Q<br>2 | X1<br>.Q<br>3 | X1<br>.Q<br>4 | X1<br>.Q<br>5 | X1<br>.Q<br>6 | Tot<br>al<br>X1 | X2<br>.Q<br>1 | X2<br>.Q<br>2 | X2<br>.Q<br>3 | X2<br>.Q<br>4 | X2<br>.Q<br>5 | Tot<br>al<br>X2 | X3<br>.Q<br>1 | X3<br>.Q<br>2 | X3<br>.Q<br>3 | X3<br>.Q<br>4 | X3<br>.Q<br>5 | Tot<br>al<br>X3 | Y.<br>Q<br>1 | Y.<br>Q<br>2 | Y.<br>Q<br>3 | Y.<br>Q<br>4 | Tot<br>al Y |
|---------------|---------------|---------------|---------------|---------------|---------------|-----------------|---------------|---------------|---------------|---------------|---------------|-----------------|---------------|---------------|---------------|---------------|---------------|-----------------|--------------|--------------|--------------|--------------|-------------|
| 3             | 2             | 2             | 3             | 2             | 3             | 15              | 3             | 3             | 3             | 1             | 3             | 13              | 2             | 2             | 2             | 2             | 2             | 10              | 2            | 2            | 3            | 3            | 10          |
| 3             | 2             | 2             | 3             | 2             | 3             | 15              | 4             | 4             | 2             | 2             | 4             | 16              | 2             | 2             | 3             | 2             | 2             | 11              | 2            | 2            | 3            | 3            | 10          |
| 3             | 3             | 2             | 3             | 3             | 3             | 17              | 3             | 3             | 3             | 3             | 3             | 15              | 2             | 3             | 1             | 2             | 3             | 11              | 3            | 2            | 3            | 3            | 11          |
| 4             | 2             | 3             | 3             | 3             | 4             | 19              | 3             | 3             | 1             | 1             | 3             | 11              | 3             | 2             | 2             | 3             | 2             | 12              | 2            | 3            | 3            | 4            | 12          |
| 4             | 3             | 2             | 3             | 3             | 2             | 17              | 4             | 4             | 2             | 2             | 4             | 16              | 2             | 3             | 1             | 2             | 3             | 11              | 3            | 2            | 3            | 2            | 10          |
| 3             | 3             | 2             | 3             | 3             | 3             | 17              | 4             | 4             | 1             | 1             | 4             | 14              | 2             | 3             | 2             | 2             | 3             | 12              | 3            | 2            | 3            | 3            | 11          |
| 3             | 2             | 2             | 3             | 2             | 3             | 15              | 4             | 4             | 2             | 2             | 4             | 16              | 2             | 2             | 1             | 2             | 2             | 9               | 2            | 2            | 3            | 3            | 10          |
| 3             | 2             | 2             | 3             | 2             | 3             | 15              | 3             | 3             | 1             | 1             | 3             | 11              | 2             | 2             | 2             | 2             | 2             | 10              | 2            | 2            | 3            | 3            | 10          |
| 3             | 3             | 2             | 3             | 3             | 3             | 17              | 3             | 3             | 2             | 2             | 3             | 13              | 2             | 3             | 4             | 2             | 3             | 14              | 3            | 2            | 3            | 3            | 11          |
| 4             | 2             | 3             | 3             | 3             | 4             | 19              | 3             | 3             | 4             | 4             | 3             | 17              | 3             | 2             | 4             | 3             | 2             | 14              | 2            | 3            | 3            | 4            | 12          |
| 4             | 3             | 4             | 3             | 2             | 3             | 19              | 4             | 4             | 4             | 1             | 4             | 17              | 4             | 3             | 3             | 4             | 3             | 17              | 3            | 4            | 3            | 3            | 13          |
| 3             | 2             | 3             | 4             | 4             | 3             | 19              | 3             | 3             | 1             | 1             | 3             | 11              | 3             | 2             | 4             | 3             | 2             | 14              | 2            | 3            | 4            | 3            | 12          |
| 2             | 3             | 3             | 3             | 3             | 3             | 17              | 3             | 3             | 2             | 2             | 3             | 13              | 3             | 3             | 4             | 3             | 3             | 16              | 3            | 3            | 3            | 3            | 12          |
| 4             | 4             | 4             | 4             | 4             | 4             | 24              | 4             | 4             | 4             | 1             | 4             | 17              | 4             | 4             | 4             | 3             | 4             | 19              | 4            | 4            | 4            | 4            | 16          |
| 4             | 4             | 4             | 4             | 4             | 4             | 24              | 4             | 4             | 2             | 2             | 4             | 16              | 4             | 4             | 3             | 4             | 4             | 19              | 4            | 4            | 4            | 4            | 16          |
| 4             | 3             | 4             | 3             | 2             | 3             | 19              | 4             | 4             | 3             | 3             | 4             | 18              | 4             | 3             | 3             | 4             | 3             | 17              | 3            | 4            | 3            | 3            | 13          |
| 4             | 4             | 3             | 4             | 4             | 4             | 23              | 3             | 3             | 1             | 1             | 3             | 11              | 3             | 4             | 3             | 4             | 4             | 18              | 4            | 3            | 4            | 4            | 15          |
| 4             | 3             | 3             | 3             | 3             | 3             | 19              | 3             | 3             | 2             | 2             | 3             | 13              | 3             | 3             | 4             | 3             | 3             | 16              | 3            | 3            | 3            | 3            | 12          |
| 2             | 3             | 3             | 3             | 3             | 3             | 17              | 3             | 3             | 3             | 3             | 3             | 15              | 3             | 3             | 3             | 3             | 3             | 15              | 3            | 3            | 3            | 3            | 12          |
| 4             | 4             | 4             | 4             | 4             | 4             | 24              | 4             | 4             | 2             | 2             | 4             | 16              | 4             | 4             | 3             | 3             | 4             | 18              | 4            | 4            | 4            | 4            | 16          |

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|---|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 4 | 3 | 2 | 3 | 19 | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 3 | 4 | 3 | 3 | 17 | 3 | 4 | 3 | 3 | 13 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 4 | 3 | 4 | 18 | 4 | 3 | 4 | 4 | 15 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 3 | 3 | 1 | 3 | 3 | 13 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 | 4 | 4 | 2 | 3 | 4 | 17 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 4 | 3 | 2 | 3 | 19 | 4 | 4 | 2 | 2 | 4 | 16 | 4 | 3 | 3 | 4 | 3 | 17 | 3 | 4 | 3 | 3 | 13 |
| 3 | 2 | 2 | 3 | 2 | 3 | 15 | 4 | 4 | 3 | 3 | 4 | 18 | 2 | 2 | 4 | 3 | 2 | 13 | 2 | 2 | 3 | 3 | 10 |
| 3 | 2 | 2 | 3 | 2 | 3 | 15 | 3 | 3 | 2 | 2 | 3 | 13 | 2 | 2 | 3 | 3 | 2 | 12 | 2 | 2 | 3 | 3 | 10 |
| 3 | 2 | 2 | 3 | 2 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 | 2 | 2 | 4 | 3 | 2 | 13 | 2 | 2 | 3 | 3 | 10 |
| 3 | 3 | 2 | 3 | 3 | 3 | 17 | 3 | 3 | 2 | 2 | 3 | 13 | 2 | 3 | 3 | 4 | 3 | 15 | 3 | 2 | 3 | 3 | 11 |
| 4 | 2 | 3 | 3 | 3 | 4 | 19 | 4 | 3 | 1 | 3 | 4 | 15 | 1 | 1 | 3 | 3 | 4 | 12 | 2 | 3 | 3 | 4 | 12 |
| 4 | 3 | 2 | 3 | 3 | 2 | 17 | 3 | 4 | 1 | 3 | 3 | 14 | 1 | 1 | 4 | 4 | 4 | 14 | 3 | 2 | 3 | 2 | 10 |
| 3 | 3 | 2 | 3 | 3 | 3 | 17 | 3 | 1 | 1 | 2 | 4 | 11 | 1 | 2 | 4 | 3 | 2 | 12 | 3 | 2 | 3 | 3 | 11 |
| 3 | 2 | 2 | 3 | 2 | 3 | 15 | 4 | 1 | 2 | 4 | 4 | 15 | 2 | 2 | 4 | 3 | 1 | 12 | 2 | 2 | 3 | 3 | 10 |
| 3 | 2 | 2 | 3 | 2 | 3 | 15 | 3 | 1 | 1 | 3 | 4 | 12 | 2 | 2 | 1 | 4 | 2 | 11 | 2 | 2 | 3 | 3 | 10 |
| 3 | 3 | 2 | 3 | 3 | 3 | 17 | 3 | 2 | 1 | 4 | 4 | 14 | 1 | 1 | 1 | 4 | 2 | 9  | 3 | 2 | 3 | 3 | 11 |
| 4 | 2 | 3 | 3 | 3 | 4 | 19 | 4 | 1 | 3 | 4 | 3 | 15 | 4 | 4 | 1 | 2 | 1 | 12 | 2 | 3 | 3 | 4 | 12 |
| 4 | 2 | 2 | 3 | 2 | 3 | 16 | 4 | 1 | 1 | 2 | 3 | 11 | 4 | 2 | 2 | 1 | 1 | 10 | 3 | 4 | 3 | 3 | 13 |
| 3 | 2 | 2 | 3 | 2 | 3 | 15 | 4 | 3 | 1 | 4 | 4 | 16 | 4 | 1 | 2 | 1 | 1 | 9  | 2 | 3 | 4 | 3 | 12 |
| 2 | 3 | 2 | 3 | 3 | 3 | 16 | 3 | 1 | 3 | 1 | 4 | 12 | 2 | 2 | 1 | 1 | 2 | 8  | 3 | 2 | 2 | 3 | 10 |
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| 4 | 3 | 3 | 3 | 3 | 4 | 20 | 3 | 1 | 4 | 1 | 4 | 13 | 4 | 2 | 1 | 4 | 4 | 15 | 3 | 4 | 2 | 4 | 13 |



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|---|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|----|
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| 4 | 3 | 4 | 3 | 2 | 4 | 20 | 3 | 1 | 3 | 1 | 4 | 12 | 4 | 2 | 4 | 4 | 1 | 15 | 4 | 4 | 2 | 4 | 14 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 | 4 | 1 | 3 | 1 | 4 | 13 | 4 | 1 | 4 | 4 | 1 | 14 | 4 | 4 | 3 | 4 | 15 |
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| 2 | 4 | 4 | 4 | 4 | 2 | 20 | 2 | 3 | 3 | 4 | 4 | 16 | 2 | 2 | 4 | 4 | 2 | 14 | 2 | 3 | 3 | 4 | 12 |
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| 3 | 4 | 3 | 4 | 4 | 4 | 22 | 3 | 3 | 4 | 3 | 4 | 17 | 4 | 1 | 2 | 4 | 1 | 12 | 4 | 2 | 4 | 4 | 14 |
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| 3 | 2 | 4 | 4 | 2 | 3 | 18 | 3 | 2 | 4 | 4 | 2 | 15 | 2 | 2 | 4 | 4 | 1 | 13 | 4 | 2 | 4 | 4 | 14 |
| 3 | 3 | 2 | 2 | 3 | 4 | 17 | 3 | 3 | 2 | 2 | 3 | 13 | 3 | 2 | 4 | 4 | 1 | 14 | 4 | 4 | 4 | 4 | 16 |
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| 3 | 3 | 2 | 3 | 3 | 3 | 17 | 4 | 3 | 3 | 3 | 3 | 16 | 3 | 2 | 4 | 4 | 2 | 15 | 2 | 3 | 3 | 4 | 12 |
| 3 | 2 | 3 | 3 | 3 | 4 | 18 | 3 | 4 | 4 | 3 | 1 | 15 | 3 | 2 | 4 | 4 | 2 | 15 | 2 | 3 | 3 | 4 | 12 |
| 3 | 3 | 4 | 3 | 2 | 4 | 19 | 4 | 4 | 4 | 4 | 1 | 17 | 3 | 1 | 1 | 1 | 2 | 8  | 3 | 1 | 2 | 4 | 10 |
| 3 | 2 | 3 | 4 | 4 | 2 | 18 | 3 | 4 | 3 | 1 | 1 | 12 | 3 | 2 | 4 | 1 | 1 | 11 | 4 | 2 | 4 | 4 | 14 |

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| 3 | 3 | 3 | 3 | 3 | 4 | 19 | 3 | 3 | 4 | 3 | 1 | 14 | 3 | 2 | 4 | 4 | 1 | 14 | 4 | 2 | 4 | 4 | 14 |
| 3 | 4 | 4 | 4 | 4 | 2 | 21 | 4 | 3 | 1 | 1 | 3 | 12 | 3 | 2 | 4 | 4 | 2 | 15 | 2 | 3 | 3 | 4 | 12 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 4 | 1 | 4 | 1 | 13 | 3 | 4 | 4 | 4 | 15 |
| 2 | 3 | 4 | 3 | 2 | 3 | 17 | 4 | 4 | 3 | 4 | 1 | 16 | 3 | 2 | 1 | 1 | 2 | 9  | 3 | 3 | 3 | 4 | 13 |
| 3 | 4 | 3 | 4 | 4 | 3 | 21 | 3 | 3 | 4 | 4 | 1 | 15 | 4 | 4 | 1 | 2 | 1 | 12 | 3 | 2 | 4 | 4 | 13 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 4 | 3 | 4 | 3 | 17 | 4 | 4 | 1 | 2 | 1 | 12 | 3 | 2 | 4 | 4 | 13 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 | 3 | 3 | 3 | 3 | 1 | 13 | 4 | 4 | 1 | 2 | 1 | 12 | 3 | 2 | 4 | 4 | 13 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 | 4 | 3 | 4 | 3 | 1 | 15 | 4 | 4 | 1 | 2 | 1 | 12 | 3 | 2 | 4 | 4 | 13 |
| 3 | 3 | 2 | 2 | 4 | 3 | 17 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 4 | 1 | 2 | 1 | 12 | 3 | 2 | 4 | 4 | 13 |
| 3 | 2 | 2 | 3 | 3 | 3 | 16 | 3 | 1 | 4 | 4 | 2 | 14 | 2 | 2 | 1 | 1 | 2 | 8  | 4 | 3 | 3 | 4 | 14 |
| 3 | 3 | 2 | 4 | 4 | 3 | 19 | 4 | 3 | 3 | 3 | 1 | 14 | 2 | 4 | 1 | 4 | 1 | 12 | 3 | 4 | 4 | 4 | 15 |
| 3 | 3 | 2 | 2 | 4 | 3 | 17 | 2 | 3 | 3 | 4 | 3 | 15 | 4 | 4 | 1 | 2 | 1 | 12 | 3 | 2 | 4 | 3 | 12 |



## Lampiran 7 : Data Interval

| <b>X1 ( Gaya Hidup )</b>         |    |         |         |        |                |
|----------------------------------|----|---------|---------|--------|----------------|
|                                  | N  | Minimum | Maximum | Mean   | Std. Deviation |
| X1.Q1                            | 97 | 2,00    | 4,00    | 3,2990 | ,61517         |
| X1.Q2                            | 97 | 2,00    | 4,00    | 2,8866 | ,73423         |
| X1.Q3                            | 97 | 2,00    | 4,00    | 2,9072 | ,83019         |
| X1.Q4                            | 97 | 2,00    | 4,00    | 3,2165 | ,58143         |
| X1.Q5                            | 97 | 2,00    | 4,00    | 2,9794 | ,80337         |
| X1.Q6                            | 97 | 2,00    | 4,00    | 3,1649 | ,70238         |
| Valid N (listwise)               | 97 |         |         |        |                |
| <b>X2 ( Citra Merek )</b>        |    |         |         |        |                |
|                                  | N  | Minimum | Maximum | Mean   | Std. Deviation |
| X2.Q1                            | 97 | 2,00    | 4,00    | 3,3196 | ,58713         |
| X2.Q2                            | 97 | 1,00    | 4,00    | 2,8557 | ,91275         |
| X2.Q3                            | 97 | 1,00    | 4,00    | 2,6082 | 1,02629        |
| X2.Q4                            | 97 | 1,00    | 4,00    | 2,5155 | 1,04197        |
| X2.Q5                            | 97 | 1,00    | 4,00    | 3,1340 | ,94239         |
| Valid N (listwise)               | 97 |         |         |        |                |
| <b>X3 ( Atribut Product )</b>    |    |         |         |        |                |
|                                  | N  | Minimum | Maximum | Mean   | Std. Deviation |
| X3.Q1                            | 97 | 1,00    | 4,00    | 2,8660 | 1,05701        |
| X3.Q2                            | 97 | 1,00    | 4,00    | 2,2887 | ,99957         |
| X3.Q3                            | 97 | 1,00    | 4,00    | 2,6907 | 1,30990        |
| X3.Q4                            | 97 | 1,00    | 4,00    | 2,8557 | 1,19015        |
| X3.Q5                            | 97 | 1,00    | 4,00    | 2,0928 | 1,07124        |
| Valid N (listwise)               | 97 |         |         |        |                |
| <b>Y ( Keputusan Pembelian )</b> |    |         |         |        |                |
|                                  | N  | Minimum | Maximum | Mean   | Std. Deviation |
| Y.Q1                             | 97 | 2,00    | 4,00    | 2,9897 | ,79706         |
| Y.Q2                             | 97 | 1,00    | 4,00    | 2,9278 | ,90424         |
| Y.Q3                             | 97 | 2,00    | 4,00    | 3,2165 | ,61622         |
| Y.Q4                             | 97 | 1,00    | 4,00    | 3,4948 | ,61447         |
| Valid N (listwise)               | 97 |         |         |        |                |

## Lampiran 8 : Hasil Output SPSS

### Uji Validitas

#### 1. Uji Validitas X1

|          |                     | Gaya Hidup |        |        |        |        |        |          |
|----------|---------------------|------------|--------|--------|--------|--------|--------|----------|
|          |                     | X1.Q1      | X1.Q2  | X1.Q3  | X1.Q4  | X1.Q5  | X1.Q6  | Total_X1 |
| X1.Q1    | Pearson Correlation | 1          | ,484** | ,627** | ,447*  | 0,327  | ,492** | ,690**   |
|          | Sig. (2-tailed)     |            | 0,007  | 0,000  | 0,013  | 0,078  | 0,006  | 0,000    |
|          | N                   | 30         | 30     | 30     | 30     | 30     | 30     | 30       |
| X1.Q2    | Pearson Correlation | ,484**     | 1      | ,651** | ,716** | ,736** | ,542** | ,867**   |
|          | Sig. (2-tailed)     | 0,007      |        | 0,000  | 0,000  | 0,000  | 0,002  | 0,000    |
|          | N                   | 30         | 30     | 30     | 30     | 30     | 30     | 30       |
| X1.Q3    | Pearson Correlation | ,627**     | ,651** | 1      | ,562** | ,425*  | ,564** | ,808**   |
|          | Sig. (2-tailed)     | 0,000      | 0,000  |        | 0,001  | 0,019  | 0,001  | 0,000    |
|          | N                   | 30         | 30     | 30     | 30     | 30     | 30     | 30       |
| X1.Q4    | Pearson Correlation | ,447*      | ,716** | ,562** | 1      | ,858** | ,733** | ,871**   |
|          | Sig. (2-tailed)     | 0,013      | 0,000  | 0,001  |        | 0,000  | 0,000  | 0,000    |
|          | N                   | 30         | 30     | 30     | 30     | 30     | 30     | 30       |
| X1.Q5    | Pearson Correlation | 0,327      | ,736** | ,425*  | ,858** | 1      | ,670** | ,823**   |
|          | Sig. (2-tailed)     | 0,078      | 0,000  | 0,019  | 0,000  |        | 0,000  | 0,000    |
|          | N                   | 30         | 30     | 30     | 30     | 30     | 30     | 30       |
| X1.Q6    | Pearson Correlation | ,492**     | ,542** | ,564** | ,733** | ,670** | 1      | ,798**   |
|          | Sig. (2-tailed)     | 0,006      | 0,002  | 0,001  | 0,000  | 0,000  |        | 0,000    |
|          | N                   | 30         | 30     | 30     | 30     | 30     | 30     | 30       |
| Total_X1 | Pearson Correlation | ,690**     | ,867** | ,808** | ,871** | ,823** | ,798** | 1        |
|          | Sig. (2-tailed)     | 0,000      | 0,000  | 0,000  | 0,000  | 0,000  | 0,000  |          |
|          | N                   | 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).

## 2. Uji Validitas X2

|                                                              |                     | Citra Merek |         |        |        |         |          |
|--------------------------------------------------------------|---------------------|-------------|---------|--------|--------|---------|----------|
|                                                              |                     | X2.Q1       | X2.Q2   | X2.Q3  | X2.Q4  | X2.Q5   | Total_X2 |
| X2.Q1                                                        | Pearson Correlation | 1           | 1,000** | 0,157  | -0,058 | 1,000** | ,731**   |
|                                                              | Sig. (2-tailed)     |             | 0,000   | 0,407  | 0,760  | 0,000   | 0,000    |
|                                                              | N                   | 30          | 30      | 30     | 30     | 30      | 30       |
| X2.Q2                                                        | Pearson Correlation | 1,000**     | 1       | 0,157  | -0,058 | 1,000** | ,731**   |
|                                                              | Sig. (2-tailed)     | 0,000       |         | 0,407  | 0,760  | 0,000   | 0,000    |
|                                                              | N                   | 30          | 30      | 30     | 30     | 30      | 30       |
| X2.Q3                                                        | Pearson Correlation | 0,157       | 0,157   | 1      | ,429*  | 0,157   | ,693**   |
|                                                              | Sig. (2-tailed)     | 0,407       | 0,407   |        | 0,018  | 0,407   | 0,000    |
|                                                              | N                   | 30          | 30      | 30     | 30     | 30      | 30       |
| X2.Q4                                                        | Pearson Correlation | -0,058      | -0,058  | ,429*  | 1      | -0,058  | ,530**   |
|                                                              | Sig. (2-tailed)     | 0,760       | 0,760   | 0,018  |        | 0,760   | 0,003    |
|                                                              | N                   | 30          | 30      | 30     | 30     | 30      | 30       |
| X2.Q5                                                        | Pearson Correlation | 1,000**     | 1,000** | 0,157  | -0,058 | 1       | ,731**   |
|                                                              | Sig. (2-tailed)     | 0,000       | 0,000   | 0,407  | 0,760  |         | 0,000    |
|                                                              | N                   | 30          | 30      | 30     | 30     | 30      | 30       |
| Total_X2                                                     | Pearson Correlation | ,731**      | ,731**  | ,693** | ,530** | ,731**  | 1        |
|                                                              | Sig. (2-tailed)     | 0,000       | 0,000   | 0,000  | 0,003  | 0,000   |          |
|                                                              | N                   | 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).  |                     |             |         |        |        |         |          |

## 3. Uji Validitas X3

|       |                     | Atribut Product |        |       |        |         |          |
|-------|---------------------|-----------------|--------|-------|--------|---------|----------|
|       |                     | X3.Q1           | X3.Q2  | X3.Q3 | X3.Q4  | X3.Q5   | Total_X3 |
| X3.Q1 | Pearson Correlation | 1               | ,651** | ,373* | ,730** | ,651**  | ,865**   |
|       | Sig. (2-tailed)     |                 | 0,000  | 0,042 | 0,000  | 0,000   | 0,000    |
|       | N                   | 30              | 30     | 30    | 30     | 30      | 30       |
| X3.Q2 | Pearson Correlation | ,651**          | 1      | 0,185 | ,521** | 1,000** | ,836**   |
|       | Sig. (2-tailed)     | 0,000           |        | 0,327 | 0,003  | 0,000   | 0,000    |
|       | N                   | 30              | 30     | 30    | 30     | 30      | 30       |
| X3.Q3 | Pearson Correlation | ,373*           | 0,185  | 1     | ,419*  | 0,185   | ,585**   |

|                                                              |                     |        |         |        |        |        |        |
|--------------------------------------------------------------|---------------------|--------|---------|--------|--------|--------|--------|
|                                                              | Sig. (2-tailed)     | 0,042  | 0,327   |        | 0,021  | 0,327  | 0,001  |
|                                                              | N                   | 30     | 30      | 30     | 30     | 30     | 30     |
| X3.Q4                                                        | Pearson Correlation | ,730** | ,521**  | ,419*  | 1      | ,521** | ,808** |
|                                                              | Sig. (2-tailed)     | 0,000  | 0,003   | 0,021  |        | 0,003  | 0,000  |
|                                                              | N                   | 30     | 30      | 30     | 30     | 30     | 30     |
| X3.Q5                                                        | Pearson Correlation | ,651** | 1,000** | 0,185  | ,521** | 1      | ,836** |
|                                                              | Sig. (2-tailed)     | 0,000  | 0,000   | 0,327  | 0,003  |        | 0,000  |
|                                                              | N                   | 30     | 30      | 30     | 30     | 30     | 30     |
| Total_X3                                                     | Pearson Correlation | ,865** | ,836**  | ,585** | ,808** | ,836** | 1      |
|                                                              | Sig. (2-tailed)     | 0,000  | 0,000   | 0,001  | 0,000  | 0,000  |        |
|                                                              | N                   | 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).  |                     |        |         |        |        |        |        |

#### 4. Uji Validitas Y

|                                                              |                     | Keputusan Pembelian |        |        |        |         |
|--------------------------------------------------------------|---------------------|---------------------|--------|--------|--------|---------|
|                                                              |                     | Y.Q1                | Y.Q2   | Y.Q3   | Y.Q4   | Total_Y |
| Y.Q1                                                         | Pearson Correlation | 1                   | ,651** | ,716** | ,542** | ,875**  |
|                                                              | Sig. (2-tailed)     |                     | 0,000  | 0,000  | 0,002  | 0,000   |
|                                                              | N                   | 30                  | 30     | 30     | 30     | 30      |
| Y.Q2                                                         | Pearson Correlation | ,651**              | 1      | ,562** | ,564** | ,862**  |
|                                                              | Sig. (2-tailed)     | 0,000               |        | 0,001  | 0,001  | 0,000   |
|                                                              | N                   | 30                  | 30     | 30     | 30     | 30      |
| Y.Q3                                                         | Pearson Correlation | ,716**              | ,562** | 1      | ,733** | ,846**  |
|                                                              | Sig. (2-tailed)     | 0,000               | 0,001  |        | 0,000  | 0,000   |
|                                                              | N                   | 30                  | 30     | 30     | 30     | 30      |
| Y.Q4                                                         | Pearson Correlation | ,542**              | ,564** | ,733** | 1      | ,795**  |
|                                                              | Sig. (2-tailed)     | 0,002               | 0,001  | 0,000  |        | 0,000   |
|                                                              | N                   | 30                  | 30     | 30     | 30     | 30      |
| Total_Y                                                      | Pearson Correlation | ,875**              | ,862** | ,846** | ,795** | 1       |
|                                                              | Sig. (2-tailed)     | 0,000               | 0,000  | 0,000  | 0,000  |         |
|                                                              | N                   | 30                  | 30     | 30     | 30     | 30      |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |                     |        |        |        |         |



## Uji Realibilitas

### Gaya Hidup (X1)

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 100,0 |
|                         | Excluded <sup>a</sup> | 0  | ,0    |
|                         | Total                 | 30 | 100,0 |

| Reliability Statistics |                                              |            |  |
|------------------------|----------------------------------------------|------------|--|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |  |
| ,880                   | ,896                                         | 6          |  |

| Item-Total Statistics |                            |                                |                                  |                              |                                  |
|-----------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
|                       | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| X2.Q1                 | 11,3000                    | 3,459                          | ,592                             | .                            | ,529                             |
| X2.Q2                 | 11,3000                    | 3,459                          | ,592                             | .                            | ,529                             |
| X2.Q3                 | 12,4333                    | 2,875                          | ,358                             | .                            | ,637                             |
| X2.Q4                 | 12,6000                    | 3,559                          | ,161                             | .                            | ,734                             |
| X2.Q5                 | 11,3000                    | 3,459                          | ,592                             | .                            | ,529                             |

## Citra Merek (X2)

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 100,0 |
|                         | Excluded <sup>a</sup> | 0  | ,0    |
|                         | Total                 | 30 | 100,0 |

| Reliability Statistics |                                              |            |
|------------------------|----------------------------------------------|------------|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |
| ,643                   | ,748                                         | 5          |

| PRO Item-Total Statistics |                            |                                |                                  |                              |                                  |
|---------------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
|                           | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| X2.Q1                     | 11,3000                    | 3,459                          | ,592                             | .                            | ,529                             |
| X2.Q2                     | 11,3000                    | 3,459                          | ,592                             | .                            | ,529                             |
| X2.Q3                     | 12,4333                    | 2,875                          | ,358                             | .                            | ,637                             |
| X2.Q4                     | 12,6000                    | 3,559                          | ,161                             | .                            | ,734                             |
| X2.Q5                     | 11,3000                    | 3,459                          | ,592                             | .                            | ,529                             |

### Atribut Product (X3)

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 100,0 |
|                         | Excluded <sup>a</sup> | 0  | ,0    |
|                         | Total                 | 30 | 100,0 |

| Reliability Statistics |                                              |            |
|------------------------|----------------------------------------------|------------|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |
| ,835                   | ,846                                         | 5          |

| PRO Item-Total Statistics |                            |                                |                                  |                              |                                  |
|---------------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
|                           | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| X3.Q1                     | 11,9333                    | 6,409                          | ,767                             | .                            | ,762                             |
| X3.Q2                     | 11,9333                    | 6,892                          | ,734                             | .                            | ,775                             |
| X3.Q3                     | 11,8333                    | 7,799                          | ,335                             | .                            | ,894                             |
| X3.Q4                     | 11,8333                    | 7,109                          | ,696                             | .                            | ,786                             |
| X3.Q5                     | 11,9333                    | 6,892                          | ,734                             | .                            | ,775                             |

## Keputusan Pembelian (Y)

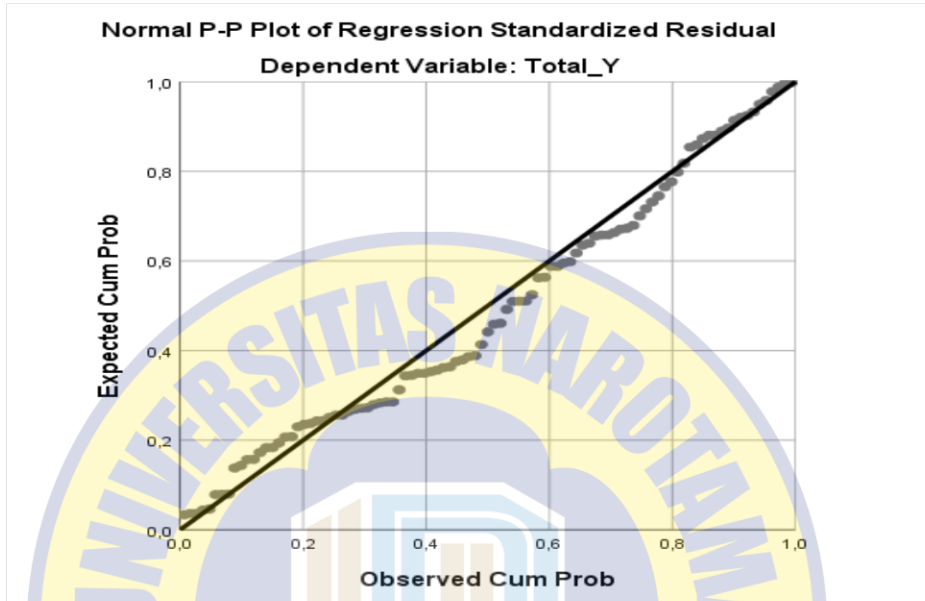
| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 100,0 |
|                         | Excluded <sup>a</sup> | 0  | ,0    |
|                         | Total                 | 30 | 100,0 |

| Reliability Statistics |                                              |            |  |
|------------------------|----------------------------------------------|------------|--|
| Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |  |
| ,842                   | ,871                                         | 4          |  |

| Item-Total Statistics |                            |                                |                                  |                              |                                  |
|-----------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
|                       | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Y.Q1                  | 9,5333                     | 2,602                          | ,737                             | ,607                         | ,775                             |
| Y.Q2                  | 9,5333                     | 2,464                          | ,685                             | ,487                         | ,819                             |
| Y.Q3                  | 9,1667                     | 3,523                          | ,769                             | ,681                         | ,795                             |
| Y.Q4                  | 9,1667                     | 3,454                          | ,676                             | ,575                         | ,811                             |

## Uji Asumsi Klasik

### Uji Normalitas



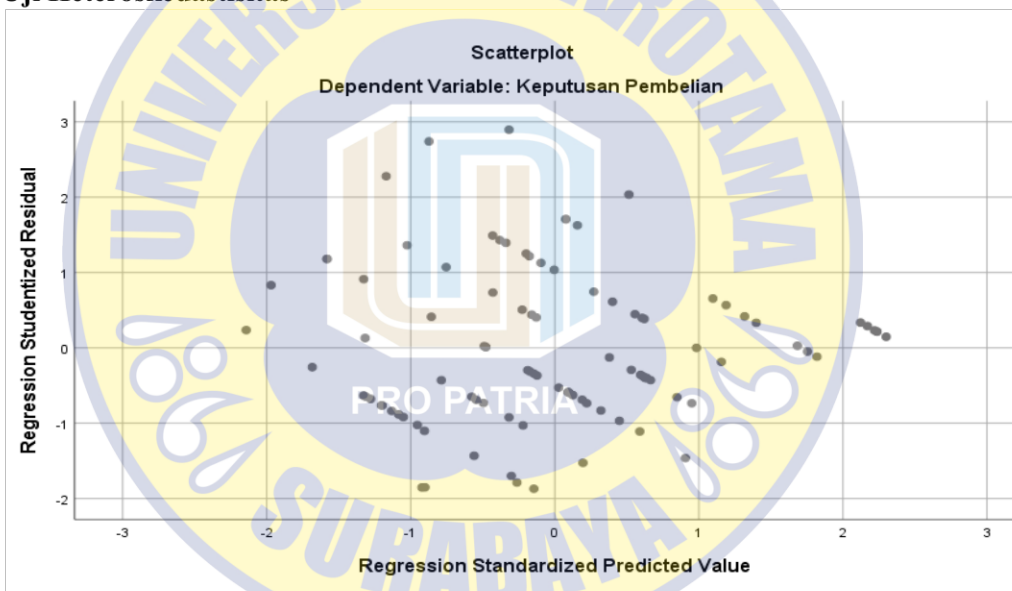
| One-Sample Kolmogorov-Smirnov Test |                |                         |
|------------------------------------|----------------|-------------------------|
|                                    |                | Unstandardized Residual |
| N                                  |                | 99                      |
| Normal Parameters <sup>a,b</sup>   | Mean           | 0,0000000               |
|                                    | Std. Deviation | 1,30487197              |
| Most Extreme Differences           | Absolute       | 0,088                   |
|                                    | Positive       | 0,088                   |
|                                    | Negative       | -0,051                  |
| Test Statistic                     |                | 0,088                   |
| Exact Sig. (2-tailed)              |                | 0,398                   |

## Uji Multikolenioritas

| Coefficients <sup>a</sup> |            |                             |            |                           |                         |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------------------------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | Collinearity Statistics |       |
|                           |            | B                           | Std. Error | Beta                      | Tolerance               | VIF   |
| 1                         | (Constant) | 3,314                       | 1,152      |                           |                         |       |
|                           | Total_X1   | ,389                        | ,057       | ,578                      | ,690                    | 1,449 |
|                           | Total_X2   | ,026                        | ,070       | ,027                      | ,907                    | 1,102 |
|                           | Total_X3   | ,137                        | ,051       | ,224                      | ,718                    | 1,392 |

a. Dependent Variable: Total\_Y

## Uji Heteroskedastisitas



| Variable             | Signifcansi | Keterangan                        |
|----------------------|-------------|-----------------------------------|
| Gaya Hidup (X1)      | 0,474       | Tidak Terjadi Heteroskedastisitas |
| Citra Merek (X2)     | 0,828       | Tidak Terjadi Heteroskedastisitas |
| Atribut Product (X3) | 0,993       | Tidak Terjadi Heteroskedastisitas |

## Uji Hipotesis

### Uji Signifcantsi Partial ( Uji t )

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |            | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant) | 3,314                       | 1,152      |                           | 2,875 | ,005 |
|                           | Total_X1   | ,389                        | ,057       | ,578                      | 6,781 | ,000 |
|                           | Total_X2   | ,026                        | ,070       | ,027                      | ,368  | ,713 |
|                           | Total_X3   | ,137                        | ,051       | ,224                      | 2,677 | ,009 |

a. Dependent Variable: Total\_Y

### Uji Simultan (Uji F)

| ANOVA <sup>a</sup> |            |                |    |             |        |                   |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                  | Regression | 184,899        | 3  | 61,633      | 35,439 | ,000 <sup>b</sup> |
|                    | Residual   | 161,740        | 93 | 1,739       |        |                   |
|                    | Total      | 346,639        | 96 |             |        |                   |

a. Dependent Variable: Total\_Y

b. Predictors: (Constant), Total\_X3, Total\_X2, Total\_X1

### Analisis Regresi Linier Berganda

| Coefficients <sup>a</sup> |            |                             |            |
|---------------------------|------------|-----------------------------|------------|
| Model                     |            | Unstandardized Coefficients |            |
|                           |            | B                           | Std. Error |
| 1                         | (Constant) | 3,314                       | 1,152      |
|                           | Total_X1   | ,389                        | ,057       |
|                           | Total_X2   | ,026                        | ,070       |
|                           | Total_X3   | ,137                        | ,051       |

a. Dependent Variable: Total\_Y



### Uji Koefisien Determinasi

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | ,730 <sup>a</sup> | ,533     | ,518              | 1,31876                    |

a. Predictors: (Constant), Total\_X3, Total\_X2, Total\_X1

b. Dependent Variable: Total\_Y

