

Lampiran 1 Kuesioner

Kuesioner

Responden Yth,

Saya adalah mahasiswi program Studi Manajemen Fakultas Ekonomi Universitas Islam Sultan Agung Semarang yang sedang melakukan penelitian mengenai **“PENGARUH GAYA HIDUP DAN CITRA DIRI TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK WARDAH MELALUI MINAT BELI”**. Penelitian ini merupakan bagian dari tugas akhir untuk memenuhi sebagian dari syarat-syarat guna mencapai gelar sarjana S-1. Demi tercapainya hasil yang diinginkan, mohon kesediaan anda untuk ikut berpartisipasi dengan mengisi kuesioner ini dengan lengkap dan benar. Semua informasi yang saya peroleh sebagai hasil kuesioner ini bersifat rahasia dan hanya dipergunakan untuk kepentingan akademis. Tidak ada jawaban yang benar ataupun salah dalam penelitian ini. Atas kesediaannya saya ucapkan terima kasih.

Petunjuk : Berilah tanda centang (√) pada nomor yang tersedia sesuai dengan jawaban yang anda pilih. Pilih salah satu jawaban saja untuk setiap pertanyaan, kecuali ada petunjuk khusus.

Profil Responden

Untuk mengetahui profil responden yang ada di dalam penelitian ini, saya membutuhkan informasi sebagai berikut :

Jenis Kelamin	<input type="checkbox"/>	Pria
	<input type="checkbox"/>	Wanita
Usia	<input type="checkbox"/>	17 s/d 23 tahun
	<input type="checkbox"/>	24 s/d 30 tahun
	<input type="checkbox"/>	Lebih dari 30 Tahun
Uang Saku perbulan	<input type="checkbox"/>	Rp. 500.000 – Rp. 1.000.000
	<input type="checkbox"/>	Rp. 1.000.000 – Rp. 3.000.000
	<input type="checkbox"/>	Lebih dari Rp. 3.000.000

Mohon semua pertanyaan di bawah ini diisi dengan lengkap, karena kelengkapan informasi akan membantu peneliti dalam menyelesaikan penelitian.

STS = Sangat Tidak Setuju

TS = Tidak Setuju

CS = Cukup Setuju

S = Setuju

SS = Sangat Setuju

GAYA HIDUP

No.	Pertanyaan	STS	TS	CS	S	SS
1.	Saya senang menghabiskan waktu untuk berbelanja					
2.	Saya minat terhadap produk yang menunjang penampilan					
3.	Saya selalu menggunakan kosmetik dalam aktivitas saya sehari-hari					

CITRA DIRI

No.	Pertanyaan	STS	TS	CS	S	SS
1.	Saya menggunakan produk wardah untuk membangun citra sebagai orang yang mempedulikan penampilan					
2.	Saya sering bercermin untuk memastikan bahwa penampilan saya sempurna					
3.	Saya selalu menggunakan kosmetik untuk menjaga penampilan saya					
4.	Saya merasa percaya diri setelah menggunakan kosmetik					
5.	Penggunaan kosmetik yang telah saya lakukan, sepadan dengan penampilan yang sempurna yang saya inginkan					

MINAT BELI

No.	Pertanyaan	STS	TS	CS	S	SS
1	Wardah akan menjadi pilihan utama saya saat membeli produk kosmetik.					
2	Saya akan mencari informasi mengenai produk kosmetik					
3	Saya akan tertarik untuk menggunakan produk kosmetik jika memiliki kualitas yang baik					
4	Saya akan mereferensikan produk kosmetik kepada orang lain					

KEPUTUSAN PEMBELIAN

No.	Pertanyaan	STS	TS	CS	S	SS
1	Saya mantap membeli kosmetik wardah					
2	Saya selalu membeli kosmetik wardah					
3	Saya akan merekomendasikan produk kosmetik wardah kepada orang lain					
4	Saya melakukan pembelian ulang kosmetik wardah					

TABULASI DATA

Gaya Hidup					Citra Diri					
No	X1.1	X1.2	X1.3	Rata-rata	X2.1	X2.2	X2.3	X2.4	X2.5	Rata-rata
1	4	4	4	4,00	4	4	5	4	4	4,20
2	5	5	5	5,00	4	4	4	4	5	4,20
3	4	4	4	4,00	4	4	4	5	4	4,20
4	4	4	4	4,00	4	3	3	4	3	3,40
5	4	4	4	4,00	5	4	4	5	4	4,40
6	2	3	3	2,67	2	2	1	2	2	1,80
7	4	4	4	4,00	4	4	4	5	4	4,20
8	4	4	4	4,00	3	3	4	3	4	3,40
9	3	4	4	3,67	4	4	4	3	3	3,60
10	4	4	4	4,00	4	3	3	4	3	3,40
11	4	5	5	4,67	4	4	5	4	4	4,20
12	4	5	3	4,00	5	4	5	4	5	4,60
13	4	4	5	4,33	4	4	4	5	4	4,20
14	3	4	4	3,67	3	3	2	2	3	2,60
15	5	5	5	5,00	5	5	5	5	5	5,00
16	4	5	5	4,67	4	4	4	4	5	4,20
17	3	4	3	3,33	4	4	4	4	3	3,80
18	3	3	2	2,67	2	2	2	3	3	2,40
19	5	5	4	4,67	5	5	4	5	4	4,60
20	4	3	3	3,33	4	4	3	4	4	3,80
21	4	4	3	3,67	3	3	3	4	3	3,20
22	3	4	5	4,00	4	4	4	5	4	4,20
23	5	5	5	5,00	4	5	4	4	5	4,40
24	4	5	4	4,33	4	4	4	5	4	4,20
25	3	2	2	2,33	2	2	2	2	2	2,00
26	3	2	2	2,33	2	3	2	2	3	2,40
27	4	3	4	3,67	4	4	4	5	4	4,20
28	4	4	4	4,00	4	4	4	4	4	4,00
29	4	4	4	4,00	4	4	3	3	4	3,60
30	5	5	4	4,67	4	5	5	4	4	4,40
31	4	5	4	4,33	4	5	4	4	5	4,40
32	4	4	4	4,00	4	5	4	4	5	4,40
33	4	5	5	4,67	5	4	4	5	4	4,40
34	5	4	3	4,00	4	5	3	4	5	4,20
35	4	4	4	4,00	4	4	5	4	5	4,40
36	2	3	3	2,67	2	1	2	2	1	1,60

37	4	4	4	4,00	4	5	4	4	5	4,40
38	4	4	5	4,33	3	4	4	3	4	3,60
39	4	4	4	4,00	2	1	2	2	1	1,60
40	3	3	3	3,00	3	3	3	2	2	2,60
41	3	2	2	2,33	3	3	3	3	2	2,80
42	5	5	4	4,67	5	5	4	4	5	4,60
43	4	4	4	4,00	4	4	5	4	4	4,20
44	4	4	3	3,67	4	5	4	4	4	4,20
45	2	2	3	2,33	3	2	2	2	2	2,20
46	3	4	4	3,67	5	4	3	4	4	4,00
47	3	4	3	3,33	4	3	3	3	3	3,20
48	4	4	4	4,00	4	5	4	3	5	4,20
49	4	3	3	3,33	2	2	3	3	3	2,60
50	5	4	5	4,67	4	4	4	4	5	4,20
51	4	3	4	3,67	2	3	2	2	1	2,00
52	4	4	4	4,00	4	4	4	3	4	3,80
53	4	5	5	4,67	5	4	4	5	4	4,40
54	4	5	4	4,33	2	1	1	2	2	1,60
55	5	5	5	5,00	4	5	4	4	5	4,40
56	4	4	5	4,33	4	5	3	4	3	3,80
57	4	4	4	4,00	4	5	4	4	4	4,20
58	4	3	4	3,67	5	4	5	5	5	4,80
59	4	3	4	3,67	4	5	4	5	5	4,60
60	4	4	3	3,67	5	4	4	5	4	4,40
61	5	5	5	5,00	4	4	4	4	5	4,20
62	4	3	4	3,67	4	3	3	3	4	3,40
63	4	4	4	4,00	4	3	4	4	3	3,60
64	4	4	4	4,00	4	5	4	4	5	4,40
65	3	3	4	3,33	4	3	2	3	3	3,00
66	4	4	4	4,00	4	4	3	3	4	3,60
67	4	5	3	4,00	4	3	3	3	4	3,40
68	4	4	4	4,00	3	2	2	2	3	2,40
69	3	3	2	2,67	3	3	2	2	3	2,60
70	3	2	2	2,33	2	2	2	2	3	2,20
71	4	4	3	3,67	3	4	3	4	3	3,40
72	3	4	4	3,67	4	5	4	4	5	4,40
73	4	4	4	4,00	5	4	4	5	4	4,40
74	4	4	3	3,67	3	3	3	4	3	3,20
75	5	4	4	4,33	4	4	4	4	4	4,00
76	4	3	4	3,67	4	3	4	3	4	3,60
77	5	3	4	4,00	4	5	4	4	4	4,20

78	3	4	3	3,33	4	3	4	3	2	3,20
79	4	4	4	4,00	4	5	4	4	4	4,20
80	2	2	2	2,00	2	2	3	2	2	2,20
81	4	4	4	4,00	4	4	5	4	5	4,40
82	4	4	5	4,33	4	4	4	4	4	4,00
83	5	4	4	4,33	2	3	2	2	3	2,40
84	3	5	5	4,33	5	4	4	4	4	4,20
85	5	4	5	4,67	4	3	4	4	5	4,00
86	2	2	4	2,67	2	3	2	2	3	2,40
87	5	4	3	4,00	4	3	4	4	4	3,80
88	4	4	4	4,00	4	4	5	4	3	4,00
89	5	3	3	3,67	5	4	4	4	3	4,00
90	5	5	5	5,00	5	5	5	5	5	5,00
91	3	4	4	3,67	4	4	3	4	4	3,80
92	3	3	3	3,00	3	3	2	2	3	2,60
93	2	3	3	2,67	3	3	2	2	2	2,40
94	3	4	4	3,67	4	4	5	4	3	4,00
95	3	2	2	2,33	3	2	2	2	3	2,40
96	3	3	2	2,67	3	3	2	2	3	2,60
97	4	4	3	3,67	4	4	4	4	4	4,00
98	4	4	4	4,00	4	5	4	4	4	4,20
99	4	2	4	3,33	3	3	3	2	2	2,60
100	2	3	2	2,33	3	2	2	2	3	2,40

No	Minat Beli					Keputusan Pembelian				
	Y1.1	Y1.2	Y1.3	Y1.4	Rata-rata	Y2.1	Y2.2	Y2.3	Y2.4	Rata-rata
1	5	4	4	4	4,25	4	4	5	4	4,25
2	4	4	3	3	3,50	4	4	5	3	4,00
3	4	5	4	4	4,25	4	4	4	4	4,00
4	4	3	3	3	3,25	4	3	4	4	3,75
5	3	4	3	4	3,50	4	5	4	4	4,25
6	3	2	2	2	2,25	3	2	2	1	2,00
7	4	3	3	4	3,50	4	5	4	4	4,25
8	3	4	3	3	3,25	4	4	3	4	3,75
9	3	3	3	4	3,25	4	4	4	3	3,75
10	3	3	4	4	3,50	4	3	4	3	3,50
11	3	4	4	4	3,75	4	4	5	4	4,25
12	4	3	4	4	3,75	4	3	4	4	3,75
13	3	3	4	4	3,50	5	4	4	5	4,50
14	3	3	2	3	2,75	3	3	3	2	2,75

15	5	5	5	5	5,00	5	5	5	5	5,00
16	5	5	4	5	4,75	3	5	5	4	4,25
17	4	4	3	4	3,75	4	4	5	4	4,25
18	3	2	2	2	2,25	3	2	3	3	2,75
19	5	5	4	4	4,50	4	5	5	5	4,75
20	3	4	4	4	3,75	4	4	3	3	3,50
21	4	3	2	3	3,00	3	4	4	3	3,50
22	5	5	4	4	4,50	5	4	5	4	4,50
23	4	3	2	3	3,00	3	4	4	3	3,50
24	5	4	4	5	4,50	4	4	3	4	3,75
25	2	3	3	4	3,00	3	2	2	2	2,25
26	2	3	3	2	2,50	2	2	2	3	2,25
27	5	4	4	4	4,25	4	5	4	4	4,25
28	4	4	4	4	4,00	5	4	3	4	4,00
29	4	3	3	4	3,50	4	3	4	3	3,50
30	5	5	4	5	4,75	4	5	4	5	4,50
31	4	4	4	4	4,00	4	4	5	4	4,25
32	5	5	4	5	4,75	5	4	4	5	4,50
33	4	4	3	4	3,75	5	4	5	4	4,50
34	4	4	3	5	4,00	4	4	5	4	4,25
35	3	2	3	2	2,50	4	5	4	5	4,50
36	3	4	4	4	3,75	3	2	1	2	2,00
37	4	4	4	4	4,00	4	4	5	4	4,25
38	2	3	4	5	3,50	4	3	5	4	4,00
39	5	5	5	4	4,75	4	3	4	3	3,50
40	3	3	3	3	3,00	3	2	2	1	2,00
41	4	4	3	4	3,75	1	2	3	2	2,00
42	5	5	4	5	4,75	4	5	4	5	4,50
43	5	4	5	4	4,50	4	4	5	4	4,25
44	4	4	3	3	3,50	5	5	5	4	4,75
45	2	2	3	2	2,25	2	2	3	2	2,25
46	4	4	4	5	4,25	5	4	3	4	4,00
47	3	3	4	3	3,25	4	3	3	3	3,25
48	4	4	4	4	4,00	4	5	4	3	4,00
49	3	1	2	3	2,25	3	2	2	3	2,50
50	5	4	5	5	4,75	4	4	4	5	4,25
51	5	5	5	4	4,75	4	5	4	4	4,25
52	5	5	4	5	4,75	5	4	4	3	4,00
53	4	4	4	3	3,75	3	3	4	5	3,75
54	4	5	4	5	4,50	1	2	3	2	2,00
55	4	4	4	4	4,00	4	4	5	4	4,25

56	4	3	4	4	3,75	4	3	4	5	4,00
57	5	4	5	4	4,50	4	3	4	4	3,75
58	3	4	3	4	3,50	3	3	3	4	3,25
59	4	5	5	4	4,50	5	4	5	4	4,50
60	4	5	5	5	4,75	5	5	4	4	4,50
61	5	5	4	4	4,50	5	4	4	4	4,25
62	2	3	3	2	2,50	2	3	2	2	2,25
63	2	3	3	2	2,50	3	3	4	4	3,50
64	5	4	4	4	4,25	5	4	4	4	4,25
65	3	4	3	4	3,50	3	3	3	3	3,00
66	4	4	5	4	4,25	4	4	5	4	4,25
67	4	3	4	3	3,50	4	4	3	4	3,75
68	3	2	2	3	2,50	3	2	2	3	2,50
69	3	2	3	3	2,75	3	3	2	3	2,75
70	3	2	2	2	2,25	2	2	2	3	2,25
71	3	3	2	3	2,75	3	2	2	3	2,50
72	5	4	5	5	4,75	5	4	5	4	4,50
73	4	4	5	5	4,50	4	5	5	4	4,50
74	3	4	3	4	3,50	3	3	3	4	3,25
75	4	4	4	4	4,00	4	4	4	4	4,00
76	3	4	4	3	3,50	4	4	3	3	3,50
77	4	4	4	5	4,25	4	5	4	4	4,25
78	4	4	4	4	4,00	4	3	4	3	3,50
79	3	4	4	4	3,75	3	4	4	5	4,00
80	2	2	2	3	2,25	2	3	2	2	2,25
81	4	4	4	5	4,25	4	4	5	4	4,25
82	4	4	4	4	4,00	4	5	4	4	4,25
83	4	5	5	4	4,50	3	5	5	4	4,25
84	3	4	5	5	4,25	4	5	4	4	4,25
85	3	3	3	2	2,75	4	4	4	4	4,00
86	3	4	4	5	4,00	2	3	2	2	2,25
87	4	4	3	3	3,50	4	3	4	4	3,75
88	5	3	4	3	3,75	4	4	4	5	4,25
89	4	4	4	4	4,00	4	5	4	4	4,25
90	5	5	5	5	5,00	5	5	5	5	5,00
91	4	4	4	4	4,00	4	5	4	4	4,25
92	2	3	2	2	2,25	3	2	3	2	2,50
93	2	2	3	3	2,50	3	2	2	2	2,25
94	4	4	4	3	3,75	4	4	4	3	3,75
95	3	2	3	4	3,00	3	2	2	2	2,25
96	3	3	2	2	2,50	2	2	2	2	2,00

97	4	4	4	4	4,00	4	4	3	4	3,75
98	3	4	4	4	3,75	4	4	5	4	4,25
99	2	2	3	3	2,50	3	2	2	2	2,25
100	3	2	3	2	2,50	2	2	3	3	2,50

FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 Rata_rata_X1
 /STATISTICS=MINIMUM MAXIMUM MEAN MEDIAN MODE
 /ORDER=ANALYSIS.

Frequencies

		Statistics			
		X1.1	X1.2	X1.3	Gaya Hidup
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3,81	3,81	3,76	3,79
Median		4,00	4,00	4,00	4,00
Mode		4	4	4	4
Minimum		2	2	2	2
Maximum		5	5	5	5

Frequency Table

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7,0	7,0	7,0
	3	22	22,0	22,0	29,0
	4	54	54,0	54,0	83,0
	5	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

		X1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9,0	9,0	9,0
	3	20	20,0	20,0	29,0
	4	52	52,0	52,0	81,0
	5	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

		X1.3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10,0	10,0	10,0
	3	22	22,0	22,0	32,0
	4	50	50,0	50,0	82,0
	5	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

Gaya Hidup

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	2	7	7,0	7,0	8,0
	3	7	7,0	7,0	15,0
	3	2	2,0	2,0	17,0
	3	7	7,0	7,0	24,0
	4	19	19,0	19,0	43,0
	4	32	32,0	32,0	75,0
	4	10	10,0	10,0	85,0
	5	9	9,0	9,0	94,0
	5	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

FREQUENCIES VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 Rata_rata_X2
 /STATISTICS=MINIMUM MAXIMUM MEAN MEDIAN MODE
 /ORDER=ANALYSIS.

Frequencies**Statistics**

		X2.1	X2.2	X2.3	X2.4	X2.5	Cltra Diri
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3,71	3,66	3,48	3,56	3,66	3,61
Median		4,00	4,00	4,00	4,00	4,00	4,00
Mode		4	4	4	4	4	4
Minimum		2	1	1	2	1	2
Maximum		5	5	5	5	5	5

Frequency Table**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	13,0	13,0	13,0
	3	17	17,0	17,0	30,0
	4	56	56,0	56,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	10	10,0	10,0	13,0
	3	26	26,0	26,0	39,0
	4	40	40,0	40,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,0	2,0	2,0
	2	19	19,0	19,0	21,0
	3	20	20,0	20,0	41,0
	4	47	47,0	47,0	88,0
	5	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	22	22,0	22,0	22,0
	3	16	16,0	16,0	38,0
	4	46	46,0	46,0	84,0
	5	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	10	10,0	10,0	13,0
	3	27	27,0	27,0	40,0
	4	38	38,0	38,0	78,0
	5	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

Cltra Diri

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3,0	3,0	3,0
	2	1	1,0	1,0	4,0
	2	2	2,0	2,0	6,0
	2	3	3,0	3,0	9,0
	2	8	8,0	8,0	17,0
	3	7	7,0	7,0	24,0
	3	1	1,0	1,0	25,0
	3	1	1,0	1,0	26,0
	3	4	4,0	4,0	30,0
	3	6	6,0	6,0	36,0
	4	6	6,0	6,0	42,0
	4	6	6,0	6,0	48,0
	4	9	9,0	9,0	57,0
	4	21	21,0	21,0	78,0
	4	15	15,0	15,0	93,0
	5	4	4,0	4,0	97,0
	5	1	1,0	1,0	98,0
	5	2	2,0	2,0	100,0
Total		100	100,0	100,0	

FREQUENCIES VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 Rata_rata_Y1
 /STATISTICS=MINIMUM MAXIMUM MEAN MEDIAN MODE
 /ORDER=ANALYSIS.

Frequencies

Statistics

		Y1.1	Y1.2	Y1.3	Y1.4	Minat Beli
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3,70	3,66	3,61	3,74	3,68
Median		4,00	4,00	4,00	4,00	3,75
Mode		4	4	4	4	4
Minimum		2	1	2	2	2
Maximum		5	5	5	5	5

Frequency Table

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10,0	10,0	10,0
	3	31	31,0	31,0	41,0
	4	38	38,0	38,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	12	12,0	12,0	13,0
	3	24	24,0	24,0	37,0
	4	46	46,0	46,0	83,0
	5	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12,0	12,0	12,0
	3	29	29,0	29,0	41,0
	4	45	45,0	45,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12,0	12,0	12,0
	3	22	22,0	22,0	34,0
	4	46	46,0	46,0	80,0
	5	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

Minat Beli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7,0	7,0	7,0
	3	9	9,0	9,0	16,0
	3	4	4,0	4,0	20,0
	3	5	5,0	5,0	25,0
	3	4	4,0	4,0	29,0
	4	14	14,0	14,0	43,0
	4	13	13,0	13,0	56,0
	4	13	13,0	13,0	69,0
	4	9	9,0	9,0	78,0
	5	10	10,0	10,0	88,0
	5	10	10,0	10,0	98,0
	5	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

FREQUENCIES VARIABLES=Y2.1 Y2.2 Y2.3 Y2.4 Rata_rata
 /STATISTICS=MINIMUM MAXIMUM MEAN MEDIAN MODE
 /ORDER=ANALYSIS.

Frequencies

Statistics

		Y2.1	Y2.2	Y2.3	Y2.4	Keputusan Pembelian
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3,69	3,62	3,70	3,56	3,64
Median		4,00	4,00	4,00	4,00	4,00
Mode		4	4	4	4	4
Minimum		1	2	1	1	2
Maximum		5	5	5	5	5

Frequency Table

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,0	2,0	2,0
	2	8	8,0	8,0	10,0
	3	24	24,0	24,0	34,0
	4	51	51,0	51,0	85,0
	5	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	19	19,0	19,0	19,0
	3	21	21,0	21,0	40,0
	4	39	39,0	39,0	79,0
	5	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	16	16,0	16,0	17,0
	3	19	19,0	19,0	36,0
	4	40	40,0	40,0	76,0
	5	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,0	2,0	2,0
	2	14	14,0	14,0	16,0
	3	23	23,0	23,0	39,0
	4	48	48,0	48,0	87,0
	5	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6,0	6,0	6,0
	2	10	10,0	10,0	16,0
	3	5	5,0	5,0	21,0
	3	3	3,0	3,0	24,0
	3	1	1,0	1,0	25,0
	3	3	3,0	3,0	28,0
	4	9	9,0	9,0	37,0
	4	11	11,0	11,0	48,0
	4	11	11,0	11,0	59,0
	4	26	26,0	26,0	85,0
	5	11	11,0	11,0	96,0
	5	2	2,0	2,0	98,0
	5	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

FACTOR

/VARIABLES X1.1 X1.2 X1.3
 /MISSING LISTWISE
 /ANALYSIS X1.1 X1.2 X1.3
 /PRINT INITIAL KMO EXTRACTION
 /CRITERIA FACTORS(1) ITERATE(25)
 /EXTRACTION PC
 /ROTATION NOROTATE
 /METHOD=CORRELATION.

Factor Analysis

Notes

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,699
Bartlett's Test of Sphericity	Approx. Chi-Square
	94,877
	df
	3
	Sig.
	,000

Communalities

	Initial	Extraction
X1.1	1,000	,664
X1.2	1,000	,765
X1.3	1,000	,723

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
X1.1	,815
X1.2	,875
X1.3	,850

Extraction Method: Principal Component Analysis.^a

a. 1 components extracted.

FACTOR
 /VARIABLES X2.1 X2.2 X2.3 X2.4 X2.5
 /MISSING LISTWISE
 /ANALYSIS X2.1 X2.2 X2.3 X2.4 X2.5
 /PRINT INITIAL KMO EXTRACTION
 /CRITERIA FACTORS(1) ITERATE(25)
 /EXTRACTION PC
 /ROTATION NOROTATE
 /METHOD=CORRELATION.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,887
Bartlett's Test of Sphericity	Approx. Chi-Square
	383,437
	df
	10
	Sig.
	,000

Communalities

	Initial	Extraction
X2.1	1,000	,800
X2.2	1,000	,782
X2.3	1,000	,787
X2.4	1,000	,803
X2.5	1,000	,734

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
X2.1	,894
X2.2	,884
X2.3	,887
X2.4	,896
X2.5	,856

Extraction Method:
Principal Component
Analysis.^a

a. 1 components
extracted.

FACTOR
 /VARIABLES Y1.1 Y1.2 Y1.3 Y1.4
 /MISSING LISTWISE
 /ANALYSIS Y1.1 Y1.2 Y1.3 Y1.4
 /PRINT INITIAL KMO EXTRACTION
 /CRITERIA FACTORS(1) ITERATE(25)
 /EXTRACTION PC
 /ROTATION NOROTATE
 /METHOD=CORRELATION.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,822
Bartlett's Test of Sphericity	Approx. Chi-Square	199,072
	df	6
	Sig.	,000

Communalities

	Initial	Extraction
Y1.1	1,000	,663
Y1.2	1,000	,796
Y1.3	1,000	,737
Y1.4	1,000	,720

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
Y1.1	,814
Y1.2	,892
Y1.3	,858
Y1.4	,848

Extraction Method:
Principal Component
Analysis.^a

a. 1 components
extracted.

FACTOR
 /VARIABLES Y2.1 Y2.2 Y2.3 Y2.4
 /MISSING LISTWISE
 /ANALYSIS Y2.1 Y2.2 Y2.3 Y2.4
 /PRINT INITIAL KMO EXTRACTION
 /CRITERIA FACTORS(1) ITERATE(25)
 /EXTRACTION PC
 /ROTATION NOROTATE
 /METHOD=CORRELATION.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,841
Bartlett's Test of Sphericity	Approx. Chi-Square
	211,627
	df
	6
	Sig.
	,000

Communalities

	Initial	Extraction
Y2.1	1,000	,697
Y2.2	1,000	,781
Y2.3	1,000	,751
Y2.4	1,000	,756

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
Y2.1	,835
Y2.2	,884
Y2.3	,867
Y2.4	,870

Extraction Method:
Principal Component
Analysis.^a

a. 1 components
extracted.

RELIABILITY
 /VARIABLES=X1.1 X1.2 X1.3
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE CORR
 /SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,803	,802	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	3,81	,800	100
X1.2	3,81	,849	100
X1.3	3,76	,866	100

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
X1.1	7,57	2,409	,600	,365	,779
X1.2	7,57	2,106	,695	,486	,680
X1.3	7,62	2,137	,653	,441	,726

RELIABILITY
 /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE CORR
 /SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,929	,930	5

Item Statistics

	Mean	Std. Deviation	N
X2.1	3,71	,868	100
X2.2	3,66	1,017	100
X2.3	3,48	1,000	100
X2.4	3,56	1,008	100
X2.5	3,66	1,027	100

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
X2.1	14,36	12,960	,829	,707	,911
X2.2	14,41	12,083	,817	,681	,911
X2.3	14,59	12,184	,818	,680	,911
X2.4	14,51	12,071	,829	,721	,909
X2.5	14,41	12,244	,778	,630	,919

RELIABILITY
 /VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE CORR
 /SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,875	,876	4

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3,70	,916	100
Y1.2	3,66	,934	100
Y1.3	3,61	,875	100
Y1.4	3,74	,917	100

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
Y1.1	11,01	5,828	,678	,481	,862
Y1.2	11,05	5,361	,792	,628	,816
Y1.3	11,10	5,788	,739	,558	,839
Y1.4	10,97	5,666	,723	,539	,844

RELIABILITY
 /VARIABLES=Y2.1 Y2.2 Y2.3 Y2.4
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE CORR
 /SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,886	,887	4

Item Statistics

	Mean	Std. Deviation	N
Y2.1	3,69	,895	100
Y2.2	3,62	1,023	100
Y2.3	3,70	1,040	100
Y2.4	3,56	,957	100

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
Y2.1	10,88	7,238	,710	,506	,869
Y2.2	10,95	6,371	,783	,613	,841
Y2.3	10,87	6,397	,757	,578	,852
Y2.4	11,01	6,757	,761	,580	,850

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters ^{a,b}	Mean	,0000000	,0000000
	Std. Deviation	,61361132	,37094882
Most Extreme Differences	Absolute	,056	,109
	Positive	,050	,082
	Negative	-,056	-,109
Test Statistic		,056	,109
Asymp. Sig. (2-tailed)		,200 ^{c,d}	,395 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,496	,180		2,755	,701
	Gaya Hidup	,227	,066	,452	3,433	,209
	Cltra Diri	-,238	,054	-,580	-4,404	,303

a. Dependent Variable: Minat Beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,341	,146		2,327	,022
	Gaya Hidup	,069	,054	,191	1,284	,292
	Cltra Diri	-,107	,043	-,363	-2,516	,114
	Minat Beli	,014	,041	,042	,339	,735

a. Dependent Variable: Keputusan Pembelian

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Cltra Diri, Gaya Hidup ^b	.	Enter

- a. Dependent Variable: Minat Beli
 b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square
1	,614 ^a	,377	,364

- a. Predictors: (Constant), Cltra Diri, Gaya Hidup
 b. Dependent Variable: Minat Beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,512	2	11,256	29,290	,000 ^b
	Residual	37,275	97	,384		
	Total	59,787	99			

- a. Dependent Variable: Minat Beli
 b. Predictors: (Constant), Cltra Diri, Gaya Hidup

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,178	,340		3,467	,001
	Gaya Hidup	,431	,125	,395	3,462	,001
	Cltra Diri	,239	,102	,267	2,342	,021

- a. Dependent Variable: Minat Beli

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Minat Beli, Cltra Diri, Gaya Hidup ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square
1	,899 ^a	,808	,802

a. Predictors: (Constant), Minat Beli, Cltra Diri, Gaya Hidup

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57,284	3	19,095	134,562	,000 ^b
	Residual	13,623	96	,142		
	Total	70,907	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Minat Beli, Cltra Diri, Gaya Hidup

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,347	,219		-1,584	,116		
	Gaya Hidup	,247	,080	,207	3,078	,003	,441	2,270
	Cltra Diri	,507	,064	,521	7,964	,000	,468	2,134
	Minat Beli	,332	,062	,305	5,380	,000	,623	1,604

a. Dependent Variable: Keputusan Pembelian