

## LAMPIRAN

No.	<b>TABEL PENELITIAN</b>																	
	<i>Lifestyle</i>				<b>Kualitas Produk</b>					<b>Keputusan Pembelian</b>				<b>Kepuasan Konsumen</b>				
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>X1</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	<b>Q7</b>	<b>X2</b>	<b>Q8</b>	<b>Q9</b>	<b>Q10</b>	<b>Y</b>	<b>Q11</b>	<b>Q12</b>	<b>Q13</b>	<b>Q14</b>	<b>Z</b>
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## LAMPIRAN

### UJI VALIDITAS

#### 1. Lifestyle

#### Correlations

##### Descriptive Statistics

	Mean	Std. Deviation	N
Q1	3.90	.718	100
Q2	3.96	.634	100
Q3	3.87	.485	100
LIFESTYLE	11.73	1.543	100

##### Correlations

		Q1	Q2	Q3	LIFESTYLE
Q1	Pearson Correlation	1	.546**	.542**	.860**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Q2	Pearson Correlation	.546**	1	.574**	.845**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Q3	Pearson Correlation	.542**	.574**	1	.803**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
LIFESTYLE	Pearson Correlation	.860**	.845**	.803**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## 2. Kualitas Produk

### Correlations

#### Descriptive Statistics

	Mean	Std. Deviation	N
Q4	3.97	.521	100
Q5	3.82	.593	100
Q6	3.50	.644	100
Q7	3.83	.620	100
KUALITASPROD UK	15.12	1.707	100

#### Correlations

		Q4	Q5	Q6	Q7	KUALITAS PRODUK
Q4	Pearson Correlation	1	.309**	.286**	.390**	.662**
	Sig. (2-tailed)		.002	.004	.000	.000
	N	100	100	100	100	100
Q5	Pearson Correlation	.309**	1	.397**	.301**	.701**
	Sig. (2-tailed)	.002		.000	.002	.000
	N	100	100	100	100	100
Q6	Pearson Correlation	.286**	.397**	1	.417**	.754**
	Sig. (2-tailed)	.004	.000		.000	.000
	N	100	100	100	100	100
Q7	Pearson Correlation	.390**	.301**	.417**	1	.744**
	Sig. (2-tailed)	.000	.002	.000		.000
	N	100	100	100	100	100
KUALITAS PRODUK	Pearson Correlation	.662**	.701**	.754**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

### 3. Keputusan Pembelian

#### Correlations

**Descriptive Statistics**

	Mean	Std. Deviation	N
Q8	3.99	.522	100
Q9	3.39	.931	100
Q10	3.91	.552	100
KEPUTUSANPEMBELIAN	11.29	1.559	100

**Correlations**

		Q8	Q9	Q10	KEPUTUSAN PEMBELIAN
Q8	Pearson Correlation	1	.299**	.347**	.636**
	Sig. (2-tailed)		.003	.000	.000
	N	100	100	100	100
Q9	Pearson Correlation	.299**	1	.482**	.868**
	Sig. (2-tailed)	.003		.000	.000
	N	100	100	100	100
Q10	Pearson Correlation	.347**	.482**	1	.758**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
KEPUTUSAN PEMBELIAN	Pearson Correlation	.636**	.868**	.758**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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



#### 4. Kepuasan Konsumen

##### Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Q11	3.61	.650	100
Q12	3.73	.584	100
Q13	3.84	.598	100
Q14	3.69	.631	100
KEPUASANKONSUMEN	14.87	1.768	100

Correlations

		Q11	Q12	Q13	Q14	KEPUASAN KONSUMEN
Q11	Pearson Correlation	1	.492**	.254*	.318**	.729**
	Sig. (2-tailed)		.000	.011	.001	.000
	N	100	100	100	100	100
Q12	Pearson Correlation	.492**	1	.367**	.319**	.749**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	100	100	100	100	100
Q13	Pearson Correlation	.254*	.367**	1	.376**	.687**
	Sig. (2-tailed)	.011	.000		.000	.000
	N	100	100	100	100	100
Q14	Pearson Correlation	.318**	.319**	.376**	1	.706**
	Sig. (2-tailed)	.001	.001	.000		.000
	N	100	100	100	100	100
KEPUASAN KONSUMEN	Pearson Correlation	.729**	.749**	.687**	.706**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

## UJI RELIABILITAS

### 1. *Lifestyle*

#### Reliability

##### Reliability Statistics

Cronbach's Alpha	N of Items
.774	3

### 2. **Kualitas Produk**

#### Reliability

##### Reliability Statistics

Cronbach's Alpha	N of Items
.683	4

### 3. **Keputusan Pembelian**

#### Reliability

##### Reliability Statistics

Cronbach's Alpha	N of Items
.609	3

### 4. **Kepuasan Konsumen**

#### Reliability

##### Reliability Statistics

Cronbach's Alpha	N of Items
.685	4

## Hasil Uji Reliabilitas

### Correlations

		totalgenap	totalganjil
totalgenap	Pearson Correlation	1	.800**
	Sig. (2-tailed)		.000
	N	100	100
totalganjil	Pearson Correlation	.800**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

## UJI ASUMSI KLASIK

### 1. Uji Autokorelasi

#### Persamaan 1

##### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.721 <sup>a</sup>	.520	.510	1.091	1.898

a. Predictors: (Constant), Kualitas Produk, Lifestyle

b. Dependent Variable: Keputusan Pembelian

#### Persamaan 2

##### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.604 <sup>a</sup>	.365	.351	1.424	2.007

a. Predictors: (Constant), Keputusan Pembelian, Kualitas Produk

b. Dependent Variable: Kepuasan Konsumen

### 2. Uji Multikolinearitas

#### Nilai *Tolerance* dan VIF Persamaan 1

##### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.080	1.113		.072	.943		
Lifestyle	.479	.076	.474	6.328	.000	.883	1.133
Kualitas Produk	.370	.068	.405	5.416	.000	.883	1.133

a. Dependent Variable: Keputusan Pembelian

### Nilai *Tolerance* dan VIF Persamaan 1

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.531	1.332		4.904	.000		
Kualitas Produk	.081	.102	.078	.793	.430	.678	1.475
Keputusan Pembelian	.631	.111	.556	5.657	.000	.678	1.475

a. Dependent Variable: Kepuasan Konsumen

### 3. Uji Heterokedastisitas

#### Persamaan 1

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.125	4.105		.274	.785		
LnX1	-.880	1.671	-.053	-.526	.600	1.000	1.000

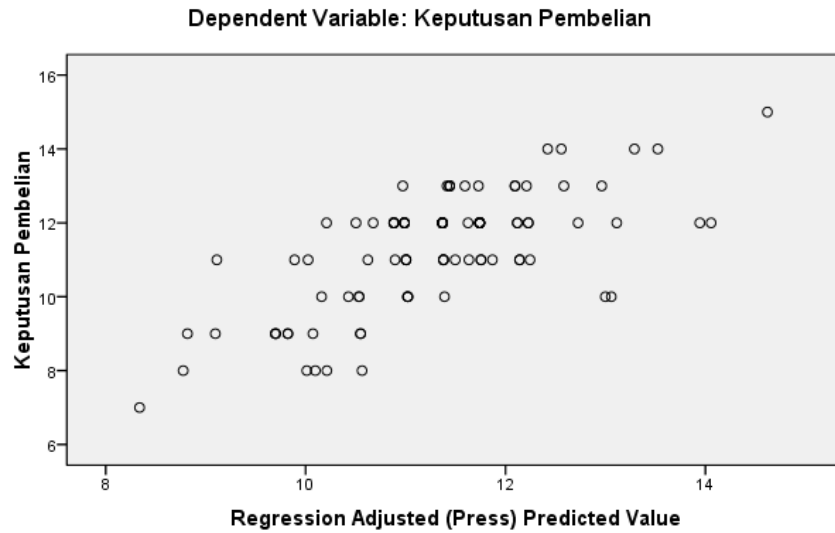
a. Dependent Variable: Lnei2

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.562	5.721		-.273	.785		
LnX2	.196	2.110	.009	.093	.926	1.000	1.000

a. Dependent Variable: Lnei2

Scatterplot



Persamaan 2

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.547	2.766		-.198	.844		
LnY	.132	1.144	.012	.116	.908	1.000	1.000

a. Dependent Variable: Lnei2

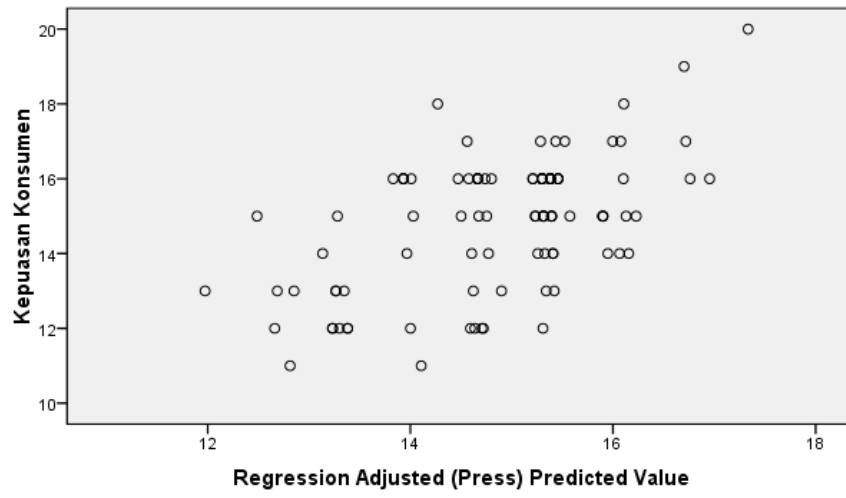
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.562	5.721		-.273	.785		
LnX2	.196	2.110	.009	.093	.926	1.000	1.000

a. Dependent Variable: Lnei2

### Scatterplot

Dependent Variable: Kepuasan Konsumen



## Regression

### Persamaan 1

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 <sup>a</sup>	.520	.510	1.091

a. Predictors: (Constant), Kualitas Produk, Lifestyle

b. Dependent Variable: Keputusan Pembelian

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.133	2	62.566	52.564	.000 <sup>a</sup>
	Residual	115.457	97	1.190		
	Total	240.590	99			

a. Predictors: (Constant), Kualitas Produk, Lifestyle

b. Dependent Variable: Keputusan Pembelian

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.080	1.113		.072	.943
	Lifestyle	.479	.076	.474	6.328	.000
	Kualitas Produk	.370	.068	.405	5.416	.000

a. Dependent Variable: Keputusan Pembelian



## Persamaan 2

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604 <sup>a</sup>	.365	.351	1.424

a. Predictors: (Constant), Keputusan Pembelian, Kualitas Produk

b. Dependent Variable: Kepuasan Konsumen

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.752	2	56.376	27.821	.000 <sup>a</sup>
	Residual	196.558	97	2.026		
	Total	309.310	99			

a. Predictors: (Constant), Keputusan Pembelian, Kualitas Produk

b. Dependent Variable: Kepuasan Konsumen

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.531	1.332		4.904	.000
	Kualitas Produk	.081	.102	.078	.793	.430
	Keputusan Pembelian	.631	.111	.556	5.657	.000

a. Dependent Variable: Kepuasan Konsumen