

LAMPIRAN

Lampiran 1. Kuisisioner Responden

KUISISIONER

Kepada Yth.

Bapak/Ibu/Saudara/I

Konsumen Sayuran Organik

Di Super Indo Kabupaten Gresik

Penulis bernama Anisa Nur Latifah merupakan mahasiswa Program Studi Agribisnis Fakultas Pertanian semester VIII (Delapan) di Universitas Muhammadiyah Gresik, yang saat ini sedang dalam proses mengerjakan tugas akhir sebagai syarat kelulusan untuk mendapatkan gelar S-1.

Sehubungan dengan penelitian penulis dengan judul “**Analisis Faktor-Faktor yang Mempengaruhi Keputusan Konsumen dalam Pembelian Sayuran Organik di Pasar Modern Kabupaten Gresik**”, mengharap bapak/ibu/saudara/i untuk meluangkan sedikit waktunya guna mengisi angket yang telah penulis sediakan. Angket ini semata-mata untuk kepentingan penelitian ilmiah, oleh karena itu kami akan merahasiakan identitas bapak/ibu/saudara/i berikan. Atas kesediaannya disampaikan terima kasih.

Tertanda Peneliti

Anisa Nur Latifah
(NIM. 190104001)

IDENTITAS RESPONDEN

1. Nama :
2. No. HP (WA) :
3. Jenis Kelamin : Perempuan Laki-Laki
4. Usia :
5. Pendidikan Terakhir
 - SD DIPLOMA
 - SMP SARJANA (S1)
 - SMA
6. Pekerjaan
 - Karyawan Swasta Pensiunan
 - Pegawai Negeri Sipil Ibu Rumah Tangga
 - Wiraswasta Lainnya, sebutkan.....
 - Pelajar/Mahasiswa
7. Pendapatan Keluarga Perbulan
 - < Rp. 999.999,-
 - Rp. 1.000.000 – Rp. 2.999.999
 - Rp. 3.000.000 – Rp.4.999.000
 - ≥Rp.5.000.000
8. Apakah Anda pernah mengkonsumsi sayuran organik ?
 - Pernah
 - Tidak Pernah
9. Berapa sering Anda mengkonsumsi sayuran organik ?
 - Jarang (1-2 kali dalam sebulan)
 - Sering (3-4 kali dalam sebulan)
 - Sangat sering (lebih dari 10 kali dalam sebulan)
 - Setiap hari dalam sebulan
10. Jenis sayuran organik apa yang sering Anda konsumsi ?
 - Kangkung Brokoli
 - Sawi Timun
 - Pakcoy Buncis
 - Bayam Selada
 - Daun Bawang Caisim
 - Tomat Seledri
 - Wortel Lainnya, sebutkan.....

PETUNJUK PENGISIAN

1. Setiap responden hanya diperbolehkan memilih satu (1) jawaban setiap pernyataan dan setiap jawaban memiliki skor masing-masing.
2. Berilah tanda *cecklist* (√) pada pilihan anda.
3. Alternatif jawaban yang tersedia pada kuisioner, silahkan anda pilih yang dianggap sesuai.
4. Keterangan : (SS) = Sangat Setuju, S = Setuju, STS = Tidak Setuju, SSTS = Sangat Tidak Setuju.

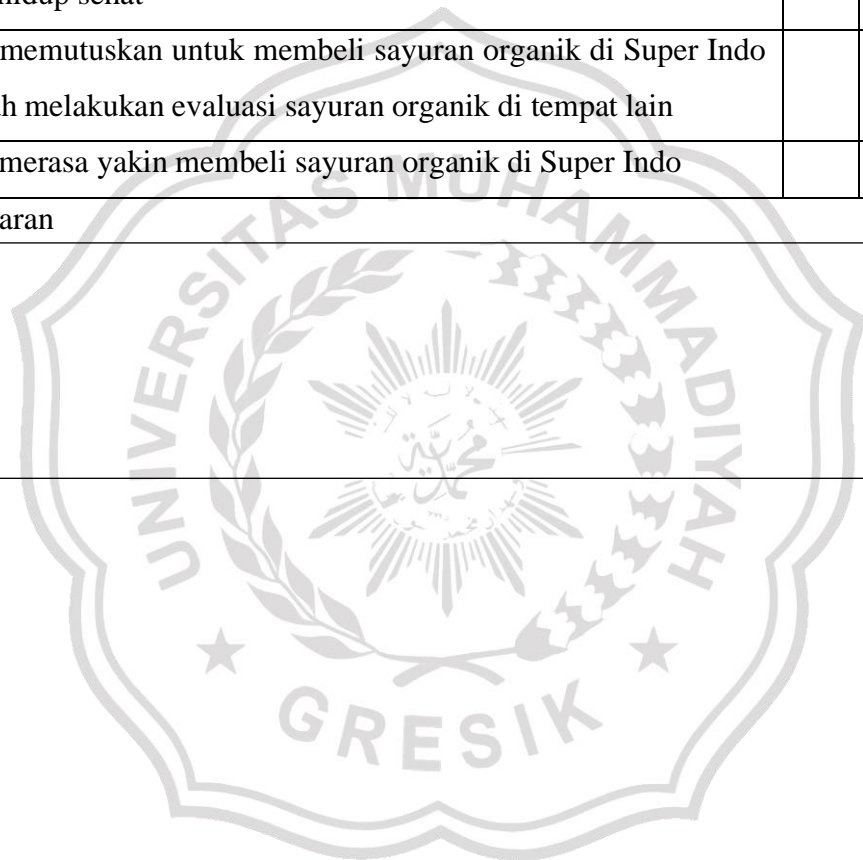
NO.	PERTANYAAN	RATING			
		SS	S	TS	STS
HARGA					
1.	Harga sayuran organik yang ditawarkan terjangkau.				
2.	Harga sayuran organik yang ditawarkan sesuai dengan kualitas produk.				
3.	Harga sayuran organik yang ditawarkan sesuai dengan manfaat yang diperoleh.				
NO.	PERTANYAAN	RATING			
KUALITAS PRODUK		SS	S	TS	STS
1.	Sistem pengemasan sayuran organik di Super Indo bagus				
2.	Sayuran organik yang disediakan di Super Indo telah memiliki label sertifikasi				
3.	Super Indo menyediakan sayuran organik dalam kondisi masih segar				
4.	Tingkat kerusakan produk sayuran organik pada Super Indo rendah				
NO.	PERTANYAAN	RATING			
LOKASI		SS	S	TS	STS
1.	Kemudahan akses ke Super Indo				
2.	Super Indo mempunyai tempat parkir yang cukup luas dan aman				
3.	Kondisi lingkungan Super Indo bersih dan nyaman				
4.	Jarak rumah dari Super Indo cukup dekat				

NO.	PERTANYAAN	RATING			
NO.	PERTANYAAN	RATING			
KUALITAS PELAYANAN		SS	S	TS	STS
1.	Karyawan Super Indo tanggap dalam memenuhi kemauan konsumen				
2.	Karyawan Super Indo cepat dalam melayani konsumen ketika melakukan pembelian				
3.	Karyawan Super Indo mengutamakan kepentingan konsumen dibandingkan pekerjaan atau kegiatan yang sedang dilakukan				
4.	Karyawan Super Indo sangat ramah dalam melayani konsumen				
5.	Karyawan Super Indo berpenampilan sopan dan rapi				
GAYA HIDUP		SS	S	TS	STS
1.	Membeli sayuran organik karena kesadaran akan gaya hidup sehat				
2.	Membeli sayuran organik untuk menaikkan prestise				
3.	Membeli sayuran organik karena adanya tuntutan lingkungan				
4.	Membeli sayuran organik karena mengikuti trend di masyarakat				
PENDAPATAN		SS	S	TS	STS
1.	Saya menjadi konsumen sayuran organik karena sesuai dengan tingkat pendapatan saya				
2.	Semakin tinggi pendapatan yang diterima, semakin sering saya mengkonsumsi sayuran organik				
3.	Saya bersedia mengalokasikan >5% pendapatan untuk membeli sayuran organik setiap bulan				
NO.	PERTANYAAN	RATING			
KEPUTUSAN PEMBELIAN		SS	S	TS	STS
1.	Saya membeli sayuran organik di Super Indo karena merupakan produk sayuran organik terbaik dengan harga terjangkau dan sesuai dengan manfaat yang diperoleh				
2.	Saya membeli sayuran organik di Super Indo karena produk yang ditawarkan berkualitas				

NO.	PERTANYAAN	RATING			
3.	Saya membeli sayuran organik di Super Indo karena adanya kebutuhan				
4.	Saya membeli sayuran organik di Super Indo karena kualitas pelayanan yang baik				
5.	Saya membeli sayuran organik di Super Indo karena keputusan secara rasional				
6.	Saya membeli sayuran organik di Super Indo untuk memenuhi gaya hidup sehat				
7.	Saya memutuskan untuk membeli sayuran organik di Super Indo setelah melakukan evaluasi sayuran organik di tempat lain				
8.	Saya merasa yakin membeli sayuran organik di Super Indo				

Kritik & saran

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Lampiran 2. Data Karakteristik Responden

a. Jenis Kelamin Responden

Jk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	24	24,0	24,0	24,0
	Perempuan	73	73,0	73,0	97,0
	3	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

b. Usia Responden

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 Tahun	31	31,0	31,0	31,0
	26-33 Tahun	33	33,0	33,0	64,0
	34 - 41 Tahun	17	17,0	17,0	81,0
	> 41 Tahun	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

c. Pendidikan Responden

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	2	2,0	2,0	2,0
	SMA	41	41,0	41,0	43,0
	DIPLOMA	10	10,0	10,0	53,0
	S1	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

d. Pekerjaan Responden

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karyawan Swasta	29	29,0	29,0	29,0
	PNS	1	1,0	1,0	30,0
	Wiraswasta	10	10,0	10,0	40,0
	Pelajar/Mahasiswa	9	9,0	9,0	49,0
	Pensiunan	1	1,0	1,0	50,0
	IRT	48	48,0	48,0	98,0
	7	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

e. Pendapatan Responden

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp. 999.999	14	14,0	14,0	14,0
	Rp.1.000.000 - Rp. 2.999.999	19	19,0	19,0	33,0
	Rp. 3.000.000 - 4.999.999	49	49,0	49,0	82,0
	≥ Rp. 5.000.000	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

f. Frekuensi Pembelian Responden

Frekuensi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jarang	43	43,0	43,0	43,0
	Sering	47	47,0	47,0	90,0
	Sangat Sering	9	9,0	9,0	99,0
	Setiap Hari	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

g. Jenis Sayuran yang Sering Dikonsumsi Responden

JS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kangkung	24	24,0	24,0	24,0
	Sawi	18	18,0	18,0	42,0
	Pakcoy	5	5,0	5,0	47,0
	Bayam	12	12,0	12,0	59,0
	Daun Bawang	2	2,0	2,0	61,0
	Tomat	8	8,0	8,0	69,0
	Wortel	15	15,0	15,0	84,0
	Brokoli	3	3,0	3,0	87,0
	Timun	2	2,0	2,0	89,0
	Buncis	2	2,0	2,0	91,0
	Selada	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

Lampiran 3. Data Deskripsi Hasil Responden Terhadap Variabel Penelitian

a. Deskripsi Hasil Responden Terhadap Variabel Harga

Harga sayuran organik yang ditawarkan terjangkau.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1,0	1,0	1,0
TS	10	10,0	10,0	11,0
S	72	72,0	72,0	83,0
SS	17	17,0	17,0	100,0
Total	100	100,0	100,0	

Harga sayuran organik yang ditawarkan sesuai dengan kualitas produk.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	5,0	5,0	5,0
S	60	60,0	60,0	65,0
SS	35	35,0	35,0	100,0
Total	100	100,0	100,0	

Harga sayuran organik yang ditawarkan sesuai dengan manfaat yang diperoleh.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid S	45	45,0	45,0	45,0
SS	55	55,0	55,0	100,0
Total	100	100,0	100,0	

b. Deskripsi Hasil Responden Terhadap Variabel Kualitas Produk

Sistem pengemasan sayuran organik di Super Indo bagus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4,0	4,0	4,0
S	60	60,0	60,0	64,0
SS	36	36,0	36,0	100,0
Total	100	100,0	100,0	

Sayuran organik yang disediakan di Super Indo telah memiliki label sertifikasi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4,0	4,0	4,0
S	64	64,0	64,0	68,0
SS	32	32,0	32,0	100,0
Total	100	100,0	100,0	

Super Indo menyediakan sayuran organik dalam kondisi masih segar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	3,0	3,0	3,0
S	46	46,0	46,0	49,0
SS	51	51,0	51,0	100,0
Total	100	100,0	100,0	

Tingkat kerusakan produk sayuran organik pada Super Indo rendah

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1,0	1,0	1,0
S	64	64,0	64,0	65,0
SS	35	35,0	35,0	100,0
Total	100	100,0	100,0	

c. Deskripsi Hasil Responden Terhadap Variabel Lokasi

Kemudahan akses ke Super Indo

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1,0	1,0	1,0
TS	7	7,0	7,0	8,0
S	72	72,0	72,0	80,0
SS	20	20,0	20,0	100,0
Total	100	100,0	100,0	

Super Indo mempunyai tempat parkir yang cukup luas dan aman

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5,0	5,0	5,0
	S	55	55,0	55,0	60,0
	SS	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

Kondisi lingkungan Super Indo bersih dan nyaman

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	S	54	54,0	54,0	56,0
	SS	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

Jarak rumah dari Super Indo cukup dekat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5,0	5,0	5,0
	TS	33	33,0	33,0	38,0
	S	32	32,0	32,0	70,0
	SS	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

d. Deskripsi Hasil Responden Terhadap Variabel Kualitas Pelayanan

Karyawan Super Indo tanggap dalam memenuhi kemauan konsumen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	12,0	12,0	12,0
	S	66	66,0	66,0	78,0
	SS	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

Karyawan Super Indo cepat dalam melayani konsumen ketika melakukan pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	S	70	70,0	70,0	71,0
	SS	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

Karyawan Super Indo mengutamakan kepentingan konsumen dibandingkan pekerjaan atau kegiatan yang sedang dilakukan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5,0	5,0	5,0
	S	67	67,0	67,0	72,0
	SS	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

Karyawan Super Indo sangat ramah dalam melayani konsumen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	S	55	55,0	55,0	57,0
	SS	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

Karyawan Super Indo berpenampilan sopan dan rapi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	57	57,0	57,0	57,0
	SS	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

e. Deskripsi Hasil Responden Terhadap Variabel Gaya Hidup

Membeli sayuran organik karena kesadaran akan gaya hidup sehat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	10,0	10,0	10,0
	S	57	57,0	57,0	67,0
	SS	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

Membeli sayuran organik untuk menaikkan prestise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	6,0	6,0	6,0
	TS	22	22,0	22,0	28,0
	S	58	58,0	58,0	86,0
	SS	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Membeli sayuran organik karena adanya tuntutan lingkungan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	8	8,0	8,0	8,0
	TS	42	42,0	42,0	50,0
	S	33	33,0	33,0	83,0
	SS	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

Membeli sayuran organik karena mengikuti trend di masyarakat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	9	9,0	9,0	9,0
	TS	35	35,0	35,0	44,0
	S	38	38,0	38,0	82,0
	SS	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

f. Deskripsi Hasil Responden Terhadap Variabel Pendapatan

Saya menjadi konsumen sayuran organik karena sesuai dengan tingkat pendapatan saya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	14,0	14,0	14,0
	S	49	49,0	49,0	63,0
	SS	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

Semakin tinggi pendapatan yang diterima, semakin sering saya mengonsumsi sayuran organik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	10,0	10,0	10,0
	S	65	65,0	65,0	75,0
	SS	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

Saya bersedia mengalokasikan >5% pendapatan untuk membeli sayuran organik setiap bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	16	16,0	16,0	16,0
	S	63	63,0	63,0	79,0
	SS	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

g. Deskripsi Hasil Responden Terhadap Keputusan Pembelian

Saya membeli sayuran organik di Super Indo karena merupakan produk sayuran organik terbaik dengan harga terjangkau dan sesuai dengan manfaat yang diperoleh

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2,0	2,0	2,0
	TS	7	7,0	7,0	9,0
	S	72	72,0	72,0	81,0
	SS	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

Saya membeli sayuran organik di Super Indo karena produk yang ditawarkan berkualitas

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	7	7,0	7,0	7,0
S	57	57,0	57,0	64,0
SS	36	36,0	36,0	100,0
Total	100	100,0	100,0	

Saya membeli sayuran organik di Super Indo karena adanya kebutuhan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	9	9,0	9,0	9,0
S	70	70,0	70,0	79,0
SS	21	21,0	21,0	100,0
Total	100	100,0	100,0	

Saya membeli sayuran organik di Super Indo karena kualitas pelayanan yang baik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4,0	4,0	4,0
S	66	66,0	66,0	70,0
SS	30	30,0	30,0	100,0
Total	100	100,0	100,0	

Saya membeli sayuran organik di Super Indo karena keputusan secara rasional

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	16	16,0	16,0	16,0
S	73	73,0	73,0	89,0
SS	11	11,0	11,0	100,0
Total	100	100,0	100,0	

Saya membeli sayuran organik di Super Indo untuk memenuhi gaya hidup sehat

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1,0	1,0	1,0
TS	16	16,0	16,0	17,0
S	45	45,0	45,0	62,0
SS	38	38,0	38,0	100,0
Total	100	100,0	100,0	

Saya memutuskan untuk membeli sayuran organik di Super Indo setelah melakukan evaluasi sayuran organik di tempat lain

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	14	14,0	14,0	14,0
S	62	62,0	62,0	76,0
SS	24	24,0	24,0	100,0
Total	100	100,0	100,0	

Saya merasa yakin membeli sayuran organik di Super Indo

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	5,0	5,0	5,0
S	52	52,0	52,0	57,0
SS	43	43,0	43,0	100,0
Total	100	100,0	100,0	

Lampiran 4. Uji Validitas

a. Variabel Harga

Correlations

		X1.1	X1.2	X1.3	Total.X1
X1.1	Pearson Correlation	1	,362*	-,031	,651**
	Sig. (2-tailed)		,049	,872	,000
	N	30	30	30	30
X1.2	Pearson Correlation	,362*	1	,050	,759**
	Sig. (2-tailed)	,049		,792	,000
	N	30	30	30	30
X1.3	Pearson Correlation	-,031	,050	1	,526**
	Sig. (2-tailed)	,872	,792		,003
	N	30	30	30	30
Total.X1	Pearson Correlation	,651**	,759**	,526**	1
	Sig. (2-tailed)	,000	,000	,003	
	N	30	30	30	30

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

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

b. Variabel Kualitas Produk

Correlations

		X2.1	X2.2	X2.3	X2.4	Total.X2
X2.1	Pearson Correlation	1	,207	,094	-,173	,538**
	Sig. (2-tailed)		,273	,620	,361	,002
	N	30	30	30	30	30
X2.2	Pearson Correlation	,207	1	,005	,155	,545**
	Sig. (2-tailed)	,273		,978	,414	,002
	N	30	30	30	30	30
X2.3	Pearson Correlation	,094	,005	1	,426*	,666**
	Sig. (2-tailed)	,620	,978		,019	,000
	N	30	30	30	30	30
X2.4	Pearson Correlation	-,173	,155	,426*	1	,573**
	Sig. (2-tailed)	,361	,414	,019		,001
	N	30	30	30	30	30
Total.X2	Pearson Correlation	,538**	,545**	,666**	,573**	1
	Sig. (2-tailed)	,002	,002	,000	,001	
	N	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).

c. Variabel Lokasi

Correlations

		X3.1	X3.2	X3.3	X3.4	Total.X3
X3.1	Pearson Correlation	1	,316	,327	,229	,574**
	Sig. (2-tailed)		,089	,078	,224	,001
	N	30	30	30	30	30
X3.2	Pearson Correlation	,316	1	,519**	,264	,726**
	Sig. (2-tailed)	,089		,003	,158	,000
	N	30	30	30	30	30
X3.3	Pearson Correlation	,327	,519**	1	,470**	,795**
	Sig. (2-tailed)	,078	,003		,009	,000
	N	30	30	30	30	30
X3.4	Pearson Correlation	,229	,264	,470**	1	,754**
	Sig. (2-tailed)	,224	,158	,009		,000
	N	30	30	30	30	30
Total.X3	Pearson Correlation	,574**	,726**	,795**	,754**	1
	Sig. (2-tailed)	,001	,000	,000	,000	
	N	30	30	30	30	30

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

d. Variabel Kualitas Pelayanan

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5	Total.X4
X4.1	Pearson Correlation	1	,447*	,630**	,079	,208	,630**
	Sig. (2-tailed)		,013	,000	,679	,271	,000
	N	30	30	30	30	30	30
X4.2	Pearson Correlation	,447*	1	,447*	,599**	,217	,798**
	Sig. (2-tailed)	,013		,013	,000	,250	,000
	N	30	30	30	30	30	30
X4.3	Pearson Correlation	,630**	,447*	1	,342	-,023	,630**
	Sig. (2-tailed)	,000	,013		,065	,904	,000
	N	30	30	30	30	30	30
X4.4	Pearson Correlation	,079	,599**	,342	1	,234	,708**
	Sig. (2-tailed)	,679	,000	,065		,212	,000
	N	30	30	30	30	30	30
X4.5	Pearson Correlation	,208	,217	-,023	,234	1	,573**
	Sig. (2-tailed)	,271	,250	,904	,212		,001
	N	30	30	30	30	30	30
Total.X4	Pearson Correlation	,630**	,798**	,630**	,708**	,573**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,001	
	N	30	30	30	30	30	30

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

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

e. Variabel Gaya Hidup

Correlations

		X5.1	X5.2	X5.3	X5.4	Total.X5
X5.1	Pearson Correlation	1	,032	,442*	,257	,608**
	Sig. (2-tailed)		,866	,014	,171	,000
	N	30	30	30	30	30
X5.2	Pearson Correlation	,032	1	,329	,080	,518**
	Sig. (2-tailed)	,866		,076	,673	,003
	N	30	30	30	30	30
X5.3	Pearson Correlation	,442*	,329	1	,144	,789**
	Sig. (2-tailed)	,014	,076		,446	,000
	N	30	30	30	30	30
X5.4	Pearson Correlation	,257	,080	,144	1	,622**
	Sig. (2-tailed)	,171	,673	,446		,000
	N	30	30	30	30	30
Total.X5	Pearson Correlation	,608**	,518**	,789**	,622**	1
	Sig. (2-tailed)	,000	,003	,000	,000	
	N	30	30	30	30	30

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

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

f. Variabel Pendapatan

Correlations

		X6.1	X6.2	X6.3	Total.X6
X6.1	Pearson Correlation	1	,608**	,363*	,880**
	Sig. (2-tailed)		,000	,048	,000
	N	30	30	30	30
X6.2	Pearson Correlation	,608**	1	,308	,807**
	Sig. (2-tailed)	,000		,098	,000
	N	30	30	30	30
X6.3	Pearson Correlation	,363*	,308	1	,662**
	Sig. (2-tailed)	,048	,098		,000
	N	30	30	30	30
Total.X6	Pearson Correlation	,880**	,807**	,662**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

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

g. Variabel Keputusan Pembelian

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y.TOTAL
Y1	Pearson Correlation	1	,703**	,571**	,405*	,457*	,645**	,496**	,643**	,817**
	Sig. (2-tailed)		,000	,001	,026	,011	,000	,005	,000	,000
	N	30	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	,703**	1	,316	,531**	,450*	,567**	,642**	,626**	,791**
	Sig. (2-tailed)	,000		,089	,003	,012	,001	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	,571**	,316	1	,349	,563**	,542**	,383*	,474**	,677**
	Sig. (2-tailed)	,001	,089		,059	,001	,002	,036	,008	,000
	N	30	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	,405*	,531**	,349	1	,347	,437*	,495**	,614**	,666**
	Sig. (2-tailed)	,026	,003	,059		,060	,016	,005	,000	,000
	N	30	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	,457*	,450*	,563**	,347	1	,712**	,633**	,539**	,750**
	Sig. (2-tailed)	,011	,012	,001	,060		,000	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	,645**	,567**	,542**	,437*	,712**	1	,571**	,695**	,845**
	Sig. (2-tailed)	,000	,001	,002	,016	,000		,001	,000	,000
	N	30	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	,496**	,642**	,383*	,495**	,633**	,571**	1	,569**	,773**
	Sig. (2-tailed)	,005	,000	,036	,005	,000	,001		,001	,000
	N	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	,643**	,626**	,474**	,614**	,539**	,695**	,569**	1	,838**
	Sig. (2-tailed)	,000	,000	,008	,000	,002	,000	,001		,000
	N	30	30	30	30	30	30	30	30	30
Y.TOTAL	Pearson Correlation	,817**	,791**	,677**	,666**	,750**	,845**	,773**	,838**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	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).

Lampiran 5. Uji Reliabilitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	94,13	37,775	,259	,754
X1.2	94,00	38,000	,162	,758
X1.3	93,60	39,834	-,107	,769
X2.1	93,83	38,489	,088	,762
X2.2	93,97	37,413	,344	,750
X2.3	93,63	38,378	,124	,759
X2.4	93,90	37,197	,351	,750
X3.1	94,13	36,740	,452	,746
X3.2	94,03	35,757	,417	,744
X3.3	93,87	36,189	,444	,744
X3.4	94,40	35,559	,333	,749
X4.1	94,10	38,714	,158	,757
X4.2	94,03	37,344	,414	,749
X4.3	94,10	37,334	,531	,747
X4.4	93,97	37,206	,384	,749
X4.5	93,83	39,661	-,080	,768
X5.1	94,07	38,478	,189	,756
X5.2	94,23	38,737	,097	,760
X5.3	94,47	39,223	-,034	,771
X5.4	94,60	38,455	,073	,763
X6.1	94,20	39,269	-,053	,777
X6.2	94,17	39,109	-,010	,768
X6.3	94,33	36,299	,404	,746
Y1	94,30	34,010	,475	,738
Y2	93,97	34,792	,519	,737
Y3	94,20	35,407	,468	,741
Y4	93,83	35,454	,488	,740
Y5	94,07	37,651	,204	,756
Y6	94,03	33,964	,522	,735
Y7	94,03	35,689	,387	,745
Y8	93,97	35,137	,473	,740

Lampiran 6. Uji Asumsi Klasik

a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,16611712
Most Extreme Differences	Absolute	,080
	Positive	,080
	Negative	-,077
Test Statistic		,080
Asymp. Sig. (2-tailed)		,115 ^c

- a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.

b. Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,817	1,519		7,778	,000		
	Harga	-1,000	,080	-,537	-12,470	,000	,938	1,066
	Kualitas Produk	1,380	,111	,691	12,466	,000	,567	1,764
	Lokasi	,488	,087	,296	5,579	,000	,618	1,619
	Kualitas Pelayanan	-,200	,096	-,132	-2,085	,040	,433	2,310
	Gaya Hidup	,146	,067	,103	2,172	,032	,770	1,298
	Pendapatan	,047	,093	,024	,502	,617	,780	1,282

a. Dependent Variable: Keputusan Pembelian

c. Uji Heterokedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,345	,900		-1,495	,138
	Harga	,036	,078	,075	,465	,643
	Kualitas Produk	-,110	,066	-,212	-1,677	,097
	Lokasi	,086	,052	,200	1,656	,101
	Kualitas Pelayanan	,092	,057	,235	1,628	,107
	Gaya Hidup	,014	,040	,039	,360	,720
	Pendapatan	-,002	,055	-,003	-,031	,975

a. Dependent Variable: Abs_RES

Lampiran 7. Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,817	1,519		7,778	,000
	Harga	-1,000	,080	-,537	-12,470	,000
	Kualitas Produk	1,380	,111	,691	12,466	,000
	Lokasi	,488	,087	,296	5,579	,000
	Kualitas Pelayanan	-,200	,096	-,132	-2,085	,040
	Gaya Hidup	,146	,067	,103	2,172	,032
	Pendapatan	,047	,093	,024	,502	,617

a. Dependent Variable: Keputusan Pembelian

Lampiran 8. Uji Hipotesis

a. Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	696,937	6	116,156	80,243	,000 ^b
	Residual	134,623	93	1,448		
	Total	831,560	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Pendapatan, Harga, Kualitas Produk, Gaya Hidup, Lokasi, Kualitas Pelayanan

b. Uji T (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,817	1,519		7,778	,000
	Harga	-1,000	,080	-,537	-12,470	,000
	Kualitas Produk	1,380	,111	,691	12,466	,000
	Lokasi	,488	,087	,296	5,579	,000
	Kualitas Pelayanan	-,200	,096	-,132	-2,085	,040
	Gaya Hidup	,146	,067	,103	2,172	,032
	Pendapatan	,047	,093	,024	,502	,617

a. Dependent Variable: Keputusan Pembelian

c. Koefisien Determinasi (*Adjusted R Square*)Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,915 ^a	,838	,828	1,203

a. Predictors: (Constant), Pendapatan, Harga, Kualitas Produk, Gaya Hidup, Lokasi, Kualitas Pelayanan

b. Dependent Variable: Keputusan Pembelian

Lampiran 9. Tabel Titik Presentase Distribusi t

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954