

LAMPIRAN 7
Hasil Olahan Kuesioner dengan SPSS

Normalitas

One-Sample Kolmogorov-Smirnov Test

	y1	y2	y4	y5	y9	y10	y11	xa1	xa2	xa3	xa4	xa5	xa6	xa7	xa8	xb6	xb7	xb8	xb9	xb10	xb11	xb12
N	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98
Normal Parameter:																						
Mean	2,31	1,95	2,50	3,24	2,31	3,12	2,50	3,19	2,60	2,49	1,99	1,95	2,80	3,42	3,10	2,68	2,23	2,44	2,19	2,31	2,48	2,98
Std. Deviation	,817	,751	,900	,774	,792	1,008	,900	,893	1,062	,900	,925	,723	,885	,962	,947	,892	,835	,942	,741	,830	,911	,963
Most Extreme Differences																						
Absolute	,279	,279	,282	,298	,283	,237	,282	,230	,245	,289	,281	,339	,295	,237	,212	,248	,315	,302	,317	,287	,303	,192
Positive	,279	,279	,282	,298	,283	,184	,282	,219	,245	,289	,281	,339	,225	,161	,196	,248	,315	,302	,317	,287	,303	,165
Negative	-,221	-,252	-,197	-,264	-,227	-,237	-,197	-,230	-,153	-,201	-,178	-,293	-,295	-,237	-,212	-,169	-,236	-,208	-,254	-,213	-,197	-,192
Kolmogorov-Smirnov Z	2,758	2,762	2,794	2,946	2,803	2,342	2,794	2,281	2,427	2,857	2,785	3,358	2,923	2,350	2,101	2,452	3,116	2,987	3,142	2,839	2,998	1,902
Asymp. Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,001

a. Test distribution is Normal.

b. Calculated from data.

One-Sample Kolmogorov-Smirnov Test

	xc1	xc2	xc8	xc9	xc10	xc11	xc12	xc13	xc15	xd1	xd2	xd3	xd4	xd5	xd6	xd7	xd8	xd10	xd11	xd12	xd13
N	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98
Normal Parameter:																					
Mean	2,29	3,63	3,05	3,40	3,28	3,32	3,05	2,56	2,79	3,46	2,45	2,23	2,08	3,61	1,69	2,00	3,03	2,48	2,99	3,08	3,04
Std. Deviation	1,005	,878	,967	,870	,757	,585	,878	1,026	,876	,852	,801	,835	,637	,845	,680	,786	,989	,840	,793	,970	,772
Most Extreme Differences																					
Absolute	,316	,336	,214	,248	,316	,369	,268	,249	,233	,258	,294	,305	,327	,299	,266	,296	,219	,338	,301	,191	,266
Positive	,316	,236	,164	,248	,316	,369	,268	,249	,233	,185	,294	,305	,327	,211	,254	,296	,219	,338	,301	,176	,266
Negative	-,204	-,336	-,214	-,212	-,256	-,254	-,242	-,170	-,178	-,258	-,206	-,226	-,296	-,299	-,266	-,245	-,194	-,243	-,260	-,191	-,265
Kolmogorov-Smirnov Z	3,128	3,323	2,115	2,452	3,124	3,652	2,654	2,461	2,310	2,551	2,911	3,015	3,232	2,963	2,629	2,929	2,164	3,350	2,980	1,891	2,633
Asymp. Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,002	,000

a. Test distribution is Normal.

b. Calculated from data.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Faktor Psikologis, Faktor Sosial, Faktor Budaya, Faktor Pribadi ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Perilaku pembelian konsumen

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Faktor Psikologis, Faktor Sosial, Faktor Budaya, Faktor Pribadi ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Perilaku pembelian konsumen

Correlations

		Perilaku pembelian konsumen	Faktor Budaya	Faktor Sosial	Faktor Pribadi	Faktor Psikologis
Pearson Correlation	Perilaku pembelian konsumen	1,000	,492	,161	,471	,425
	Faktor Budaya	,492	1,000	,244	,298	,449
	Faktor Sosial	,161	,244	1,000	,036	,254
	Faktor Pribadi	,471	,298	,036	1,000	,644
	Faktor Psikologis	,425	,449	,254	,644	1,000
Sig. (1-tailed)	Perilaku pembelian konsumen	.	,000	,057	,000	,000
	Faktor Budaya	,000	.	,008	,001	,000
	Faktor Sosial	,057	,008	.	,362	,006
	Faktor Pribadi	,000	,001	,362	.	,000
	Faktor Psikologis	,000	,000	,006	,000	.
N	Perilaku pembelian konsumen	98	98	98	98	98
	Faktor Budaya	98	98	98	98	98
	Faktor Sosial	98	98	98	98	98
	Faktor Pribadi	98	98	98	98	98
	Faktor Psikologis	98	98	98	98	98

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,601 ^a	,361	,333	2,679	,361	13,123	4	93	,000	2,157

a. Predictors: (Constant), Faktor Psikologis, Faktor Sosial, Faktor Budaya, Faktor Pribadi

b. Dependent Variable: Perilaku pembelian konsumen

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	376,846	4	94,211	13,123	,000 ^a
	Residual	667,654	93	7,179		
	Total	1044,500	97			

a. Predictors: (Constant), Faktor Psikologis, Faktor Sosial, Faktor Budaya, Faktor Pribadi

b. Dependent Variable: Perilaku pembelian konsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2,187	2,323		,941	,349	-2,426	6,799					
	Faktor Budaya	,314	,081	,365	3,886	,000	,154	,475	,492	,374	,322	,779	1,283
	Faktor Sosial	,041	,069	,053	,597	,552	-,096	,178	,161	,062	,049	,886	1,129
	Faktor Pribadi	,280	,090	,343	3,113	,002	,101	,458	,471	,307	,258	,567	1,763
	Faktor Psikologis	,019	,084	,027	,227	,821	-,147	,185	,425	,024	,019	,484	2,066

a. Dependent Variable: Perilaku pembelian konsumen

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	12,26	20,83	17,93	1,971	98
Residual	-8,342	7,859	,000	2,624	98
Std. Predicted Value	-2,875	1,473	,000	1,000	98
Std. Residual	-3,113	2,933	,000	,979	98

a. Dependent Variable: Perilaku pembelian konsumen

Coefficient Correlations^a

Model		Faktor Psikologis	Faktor Sosial	Faktor Budaya	Faktor Pribadi	
1	Correlations	Faktor Psikologis	1,000	-,238	-,301	-,613
		Faktor Sosial	-,238	1,000	-,155	,176
		Faktor Budaya	-,301	-,155	1,000	-,040
		Faktor Pribadi	-,613	,176	-,040	1,000
	Covariances	Faktor Psikologis	,007	-,001	-,002	-,005
		Faktor Sosial	-,001	,005	-,001	,001
		Faktor Budaya	-,002	-,001	,007	,000
		Faktor Pribadi	-,005	,001	,000	,008

a. Dependent Variable: Perilaku pembelian konsumen

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Faktor Budaya	Faktor Sosial	Faktor Pribadi	Faktor Psikologis
1	1	4,919	1,000	,00	,00	,00	,00	,00
	2	,044	10,576	,01	,01	,85	,04	,01
	3	,019	15,955	,02	,91	,02	,11	,02
	4	,011	21,317	,90	,01	,04	,06	,20
	5	,006	27,580	,07	,06	,08	,80	,77

a. Dependent Variable: Perilaku pembelian konsumen