

LAMPIRAN

Lampiran 1

Kuesioner

Saya Mahasiswa Universitas Esa Unggul Fakultas Ekonomi dan Bisnis Jurusan Manajemen yang berfokus pada Bidang Pemasaran, sedang melakukan penelitian untuk tugas akhir skripsi S-1 sebagai salah satu syarat kelulusan. Demi tercapainya tujuan penelitian ini saya mengharapkan ketersediaan Bapak / Ibu / Saudara/i untuk meluangkan sedikit waktu guna mengisi kuesioner ini.

Atas kerjasama dan ketersediaan dalam berpartisipasi mengisi kuesioner penelitian ini saya ucapkan terima kasih.

1. DATA RESPONDEN

Silahkan jawaban dengan cara memberikan tanda (X) pada pilihan yang tepat dan benar

1. Jenis Kelamin : Wanita / Pria
2. Usia : a. 18 – 22 Tahun c. 28 – 32 Tahun
b. 23 – 27 Tahun d. > 33 Tahun
3. Pekerjaan : Mahasiswa / Pegawai Negeri / Pegawai Swasta
4. Pendapatan : a. Rp 2.000.000 – 3.000.000 c. Rp 4.000.001 – 5.000.000
b. Rp 3.000.001 – 4.000.000 d. > Rp 7.500.000

2. TANGGAPAN RESPONDEN

PETUNJUK : Isilah semua pernyataan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (X) pada kotak pilihan yang telah tersedia.

KETERANGAN : SS = Sangat Setuju, S = Setuju, TS = Tidak Setuju, STS = Sangat Tidak Setuju.

No	Pernyataan	Alternatif Jawaban			
Kualitas Produk (X1)		SS	S	TS	STS
1	Manfaat yang diberikan produk smartphone Xiaomi sesuai dengan keinginan saya				
2	Produk smartphone Xiaomi sangat mudah dioperasikan				
3	Produk smartphone Xiaomi memiliki inovoasi tersendiri dibandingkan dengan smartphone merek lain.				
4	Smartphone Xiaomi memiliki fungsi produk yang sesuai dengan keinginan saya				
5	Spesifikasi yang diberikan smartphone Xiaomi sesuai dengan kualitas produk nya				
6	Fungsi yang diberikan smartphone Xiaomi sesuai dengan keinginan saya				
7	Keandalan smartphone Xiaomi dapat memudahkan saya untuk berkomunikasi				

8	Smartphone Xiaomi merupakan produk yang aman untuk digunakan				
9	Produk smartphone Xiaomi memiliki jangka waktu pemakaian yang lama ketika digunakan				
10	Smartphone Xiaomi memiliki daya tahan yang kuat				
11	Keunikan desain produk smartphone Xiaomi yang menarik				
12	Warna produk smartphone Xiaomi yang menarik				
13	Produk smartphone Xiaomi memiliki reputasi berkualitas tinggi				
14	Saya mempersepsikan proses pembuatan smartphone Xiaomi menggunakan teknologi canggih				
Harga(X2)		SS	S	TS	STS
15	Harga produk smartphone Xiaomi yang terjangkau				
16	Harga yang ditawarkan sesuai dengan kualitas yang diberikan oleh smartphone Xiaomi				
17	Harga smartphone Xiaomi bersaing dengan harga smartphone lain				
18	Harga yang ditawarkan smartphone Xiaomi sesuai dengan manfaat yang diperoleh				
Gaya Hidup(X3)		SS	S	TS	STS
19	Saya menggunakan smartphone Xiaomi dalam menyelesaikan tugas sekolah / kuliah / kantor				
20	Saya melihat informasi lokasi-lokasi yang menarik untuk berekreasi dengan keluarga / teman melalui smartphone Xiaomi				
21	Saya melihat banyaknya isu-isu global yang terjadi melalui smartphone Xiaomi				
Keputusan Pembelian (Y)		SS	S	TS	STS
22	Saya membeli smartphone Xiaomi karena sesuai dengan kebutuhan.				
23	Smartphone merupakan alat komunikasi yang penting dan wajib dimiliki.				
24	Saya mengetahui informasi mengenai smartphone Xiaomi dari media sosial, dan teman.				
25	Mencari informasi mengenai kualitas dan harga yang diberikan smartphone Xiaomi dengan smartphone lainnya sebelum memutuskan membeli.				
26	Saya membandingkan terlebih dahulu smartphone Xiaomi dengan Smartphone merek lain.				
27	Saya memilih smartphone Xiaomi Karena sesuai dengan harga yang diharapkan				
28	Dari beberapa pilihan merek smartphone saya memutuskan untuk membeli smartphone merek Xiaomi.				
29	Saya akan merekomendasikan membeli smartphone Xiaomi kepada orang lain.				
30	Saya puas dengan kualitas dan harga smartphone Xiaomi.				

Lampiran 2

Nilai-Nilai r Product Moment

n	Taraf Signifikan		n	Taraf Signifikan		n	Taraf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	12	0,176	0,230
14	0,532	0,661	38	0,320	0,413	15	0,159	0,210
15	0,514	0,641	39	0,316	0,408	17	0,148	0,194
16	0,497	0,623	40	0,312	0,403	20	0,138	0,181
17	0,482	0,606	41	0,308	0,398	30	0,113	0,148
18	0,468	0,590	42	0,304	0,393	40	0,098	0,128
19	0,456	0,575	43	0,301	0,389	50	0,088	0,115
20	0,444	0,561	44	0,297	0,384	60	0,080	0,105
21	0,433	0,549	45	0,294	0,380	70	0,074	0,097
22	0,423	0,537	46	0,291	0,376	80	0,070	0,091
23	0,413	0,526	47	0,288	0,372	90	0,065	0,086
24	0,404	0,515	48	0,284	0,368	100	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

Lampiran 3

Data Karakteristik Responden

1. Data Tabulasi Karakteristik 30 Responden

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Pria	24	30
	Wanita	6	
Usia	18 – 22 Tahun	15	30
	23 – 27 Tahun	8	
	28 – 32 Tahun	5	
	>33 Tahun	2	
Pekerjaan	Mahasiswa	13	30
	Pegawai Negeri	6	
	Pegawai Swasta	11	
Pendapatan	Rp. 2.000.000 – 3.000.000	15	30
	Rp. 3.000.001 – 4.000.000	10	
	Rp. 4.000.001 – 5.000.000	3	
	>Rp. 7.500.000	2	

2. Data Tabulasi Karakteristik 150 Responden

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Laki-laki	112	150
	Perempuan	38	
Usia	18 – 22 Tahun	71	150
	23 – 27 Tahun	38	
	28 – 32 Tahun	22	
	>33 Tahun	19	
Pekerjaan	Mahasiswa	63	150
	Pegawai Negeri	36	
	Pegawai Swasta	51	
Pendapatan	Rp. 2.000.000 – 3.000.000	80	150
	Rp. 3.000.001 – 4.000.000	39	
	Rp. 4.000.001 – 5.000.000	23	
	>Rp. 7.500.000	8	

No Responden	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Total
1	3	4	4	3	3	3	3	4	4	3	4	3	4	4	4	4	3	4	3	3	3	3	3	4	3	4	3	3	3	3	102
2	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	117
3	4	3	3	4	4	4	3	3	3	3	3	4	3	3	3	3	3	4	3	3	4	3	4	3	4	3	4	3	3	4	101
4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	119
5	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	92
6	3	3	3	3	4	3	4	4	2	3	2	2	4	2	3	3	2	2	3	3	3	3	2	4	3	2	4	3	4	4	90
7	3	4	3	3	3	3	3	3	3	4	3	3	3	3	4	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	95
8	2	2	2	2	3	2	2	2	3	3	2	3	3	2	2	2	2	3	2	2	2	3	3	3	2	2	3	3	2	3	72
9	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	91
10	3	4	3	3	4	3	4	4	3	3	3	4	3	3	4	4	3	3	4	4	3	3	4	4	3	3	4	3	4	4	104
11	2	3	3	2	3	4	2	3	3	4	4	2	3	4	3	3	3	3	3	3	2	4	3	4	3	3	4	4	2	3	92
12	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	89
13	3	3	3	3	2	4	4	3	2	3	3	3	2	3	3	3	4	3	3	3	3	3	3	3	4	4	3	4	4	4	95
14	3	3	3	3	3	3	3	4	4	4	4	3	4	4	3	3	3	4	4	4	3	3	3	4	3	4	3	3	3	3	101
15	4	4	4	4	4	4	4	4	3	3	4	3	3	4	4	4	3	3	4	4	4	3	3	3	4	4	3	3	4	3	108
16	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	4	3	3	4	3	3	4	4	4	4	3	3	3	98
17	3	2	3	3	3	3	2	3	3	2	3	3	3	3	2	2	4	3	3	3	3	2	3	3	2	3	3	4	2	4	85
18	2	4	4	2	4	4	3	3	4	4	4	4	4	4	4	4	4	4	3	3	2	3	4	3	3	3	3	3	4	3	103
19	4	4	4	4	4	3	3	4	4	3	4	4	4	4	4	4	4	3	4	4	4	3	3	4	3	3	4	4	3	4	111
20	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	3	4	3	94
21	3	4	3	3	3	2	3	3	4	3	3	3	4	3	4	4	3	2	3	3	3	3	3	4	3	3	3	2	4	2	93
22	3	3	3	3	3	3	3	4	4	3	3	3	4	3	3	3	3	3	4	4	3	3	3	3	4	4	3	3	4	3	98
23	4	3	4	4	3	3	3	3	4	4	4	3	4	4	3	3	4	3	3	3	3	4	3	3	4	3	4	4	3	4	105
24	3	4	3	3	4	3	4	4	3	4	3	3	3	3	4	4	3	3	3	3	4	3	3	4	3	3	3	3	4	4	101
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	117
26	4	3	3	4	3	4	4	3	3	4	3	4	4	3	3	3	3	3	3	3	4	4	3	3	3	3	3	4	4	3	101
27	2	3	2	2	3	2	2	4	3	3	4	3	3	4	3	3	2	3	4	3	2	3	3	3	2	2	3	3	2	3	84
28	3	4	3	3	4	3	3	3	3	3	4	4	4	4	4	4	3	4	3	3	3	3	4	4	4	4	4	3	4	3	105
29	4	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	3	3	4	4	4	4	4	3	3	4	3	4	4	4	113
30	4	4	3	4	4	4	3	3	4	4	3	4	4	3	4	4	4	4	3	3	4	4	4	4	4	3	4	3	3	4	110

Data 30 Responden

Lampiran 4

Kualitas Produk															Harga					Gaya Hidup				Keputusan Pembelian									
P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	Total	P15	P16	P17	P18	Total	P19	P20	P21	Total	P22	P23	P24	P25	P26	P27	P28	P29	P30	Total
3	4	3	2	4	3	4	4	3	2	2	3	3	2	42	4	3	4	4	15	3	2	3	8	2	3	2	2	3	3	4	4	3	26
4	2	2	4	2	3	3	4	3	3	3	3	3	3	42	3	4	4	4	15	3	4	2	9	4	3	3	2	4	4	4	4	4	32
3	3	2	2	4	3	2	4	2	4	3	4	3	2	41	4	3	3	3	13	3	3	2	8	3	3	2	3	1	4	4	4	4	28
4	3	3	3	3	2	3	3	3	3	3	3	3	3	42	4	4	4	4	16	3	3	3	9	3	3	4	2	4	4	4	4	4	32
3	4	3	2	3	3	2	3	2	4	4	4	3	3	43	3	3	3	3	12	3	3	3	9	4	3	2	3	2	3	3	3	3	26
3	4	3	4	2	3	1	1	2	2	3	4	4	4	40	4	4	4	2	14	3	2	3	8	3	3	2	3	2	3	3	3	3	25
1	2	3	4	3	4	3	2	3	3	3	3	3	4	41	3	3	3	3	12	4	3	3	10	3	4	2	4	1	4	3	4	3	28
3	3	2	3	3	3	3	3	3	3	4	2	2	2	39	2	4	2	4	12	3	4	3	10	4	2	2	1	2	3	4	4	3	25
3	2	2	2	3	4	3	3	4	3	3	3	3	3	41	4	3	4	3	14	2	2	2	6	4	3	1	2	3	3	3	3	3	25
3	4	3	2	3	3	3	4	4	3	2	3	4	2	43	3	4	4	3	14	3	4	2	9	3	4	2	4	3	4	3	4	3	30
3	3	1	4	2	2	3	3	3	4	3	3	3	3	40	4	2	4	3	13	3	3	2	8	3	2	2	4	2	4	4	4	2	27
3	3	3	2	2	3	4	4	3	3	3	3	3	2	41	3	4	3	4	14	2	2	2	6	3	3	3	3	2	3	3	2	3	25
4	3	4	2	4	2	3	3	3	2	3	3	3	4	43	4	4	4	2	14	2	3	3	8	3	3	2	3	2	4	4	4	4	29
3	2	3	3	3	3	3	3	3	3	3	3	3	3	41	3	4	4	4	15	2	3	4	9	4	2	4	3	4	2	2	3	3	27
3	3	4	2	3	2	2	4	3	4	2	4	3	3	42	4	4	4	3	15	3	3	3	9	3	2	3	2	3	4	4	4	3	28
2	1	4	3	2	4	4	2	4	3	4	2	4	2	41	3	4	4	3	14	3	2	3	8	4	3	3	3	2	3	3	3	3	27
3	3	2	3	3	2	3	3	3	2	4	4	4	3	42	3	2	4	3	12	2	2	2	6	3	3	2	4	1	3	3	3	3	25
3	3	2	2	2	3	1	2	3	1	1	3	3	3	32	4	3	3	4	14	3	3	4	10	3	3	2	3	3	3	3	3	3	26
3	2	2	2	3	3	3	3	3	3	3	4	2	4	40	3	3	4	4	14	3	2	2	7	4	3	2	2	3	3	4	3	4	28
3	3	1	3	3	1	3	2	3	4	3	4	2	4	39	4	3	3	4	14	3	2	4	9	3	3	2	3	3	3	3	4	3	27
4	4	4	2	3	2	3	4	2	3	3	3	2	4	43	2	3	3	4	12	3	3	3	9	3	3	2	2	3	3	3	3	3	25
3	2	2	3	3	3	2	2	3	2	2	3	3	1	34	3	4	4	4	15	3	2	2	7	3	3	2	3	3	3	4	3	3	27
3	4	3	3	3	1	3	4	4	4	1	3	4	3	43	3	3	3	4	13	3	3	3	9	4	3	1	2	3	3	4	4	4	28
4	4	3	2	2	4	4	3	4	4	4	4	4	3	49	3	4	4	3	14	1	2	3	6	3	3	2	3	3	3	3	3	4	27
3	4	3	3	3	4	3	3	3	3	3	3	3	3	44	4	4	4	4	16	3	3	3	9	3	2	4	4	4	4	4	4	3	32
4	3	4	2	4	4	3	3	4	4	3	3	4	4	49	4	4	3	3	14	3	3	2	8	3	2	2	2	3	3	4	4	4	27
3	4	2	3	4	4	4	4	3	4	3	4	4	2	48	2	2	4	3	11	3	3	2	8	4	3	2	3	3	2	3	2	2	25

Data 150 Responden

Lampiran 5

Kualitas Produk														Harga					Gaya Hidup				Keputusan Pembelian										
P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	Total	P15	P16	P17	P18	Total	P19	P20	P21	Total	P22	P23	P24	P25	P26	P27	P28	P29	P30	Total
3	3	3	3	2	3	3	3	3	3	3	3	3	3	41	3	4	3	4	14	3	3	3	9	3	4	2	3	3	4	3	4	4	30
4	4	4	4	3	4	3	4	2	4	2	4	4	3	49	3	4	4	4	15	3	4	3	10	4	4	2	3	3	4	4	4	2	30
3	2	2	3	1	2	2	3	4	3	2	3	3	3	36	4	3	3	4	14	3	3	3	9	3	4	3	2	3	4	4	3	4	30
3	2	2	2	2	2	3	1	3	3	2	3	2	1	31	3	3	4	4	14	3	2	2	7	3	3	2	2	3	3	3	4	3	26
2	3	4	4	4	3	4	4	4	3	3	4	3	4	49	3	4	4	4	15	2	3	3	8	3	4	3	3	4	3	4	4	4	32
3	3	3	3	3	3	3	3	3	3	3	3	3	2	41	3	4	4	4	15	2	1	2	5	3	3	3	2	3	4	3	2	3	26
4	3	4	4	3	3	4	4	3	3	4	3	2	4	48	4	3	4	3	14	3	3	3	9	3	3	4	4	3	4	4	4	4	33
3	1	1	4	2	3	3	4	4	3	4	4	3	4	43	4	4	4	4	16	4	4	3	11	3	3	2	2	4	3	3	4	4	28
3	2	4	4	2	4	3	4	4	3	4	4	4	3	48	3	4	3	3	13	3	2	3	8	3	4	4	2	3	4	4	4	3	31
4	3	2	3	2	3	2	4	2	3	3	3	3	4	41	3	4	4	2	13	3	2	2	7	3	3	2	2	3	3	3	4	3	26
2	2	3	3	2	3	3	2	3	3	2	3	4	4	39	4	4	3	3	14	3	3	4	10	4	3	2	2	3	3	4	4	3	28
3	4	3	3	2	2	3	3	4	3	3	3	3	3	42	4	4	2	3	13	2	3	2	7	3	2	2	1	3	3	4	3	4	25
4	3	3	3	3	3	3	3	3	3	3	3	3	3	43	4	3	3	4	14	3	3	3	9	3	3	2	3	2	3	3	3	3	25
2	4	3	4	3	2	2	3	3	3	4	3	2	3	41	3	4	4	3	14	3	3	2	8	3	3	2	2	3	4	3	3	3	26
3	3	2	3	3	4	3	3	4	3	3	4	4	3	45	4	4	3	4	15	1	2	3	6	3	4	4	2	2	4	4	3	4	30
4	3	2	3	3	3	3	3	3	3	2	3	3	4	42	3	4	4	3	14	3	3	3	9	3	3	2	3	4	4	4	4	3	30
3	2	2	4	3	3	4	4	3	4	3	3	3	3	44	4	4	3	2	13	3	3	2	8	3	3	2	2	3	3	3	3	3	25
2	3	2	3	4	3	3	3	3	3	2	3	3	4	41	3	4	4	4	15	3	3	3	9	4	2	3	3	3	4	4	4	4	31
3	2	4	4	4	4	2	3	2	3	3	4	4	4	46	4	4	4	3	15	3	3	3	9	4	3	4	3	1	4	2	4	2	27
2	3	3	2	3	3	3	4	3	4	4	3	3	3	43	3	3	3	3	12	2	2	3	7	3	3	3	3	3	3	3	4	3	28
3	3	2	3	4	2	2	4	3	4	4	4	4	3	45	3	2	3	3	11	3	4	4	11	4	3	2	2	3	4	3	4	3	28
4	3	3	3	4	4	4	3	4	4	4	4	3	3	50	4	3	3	4	14	2	2	3	7	2	3	2	2	4	3	3	3	3	25
3	3	3	3	3	3	3	3	4	2	3	3	3	4	43	3	3	4	4	14	3	3	3	9	3	3	3	3	2	3	2	4	3	26
3	3	2	4	4	4	4	4	3	4	2	4	4	3	48	4	3	3	3	13	3	3	3	9	4	3	2	3	3	3	3	3	3	27
3	2	2	3	3	3	4	3	3	4	4	4	4	3	45	2	3	3	4	12	3	3	3	9	2	2	3	3	3	3	3	4	3	26
3	3	3	3	4	3	2	2	4	3	4	3	3	4	44	3	3	4	4	14	3	2	2	7	3	2	3	3	4	3	2	2	3	25
3	3	3	2	4	3	4	3	3	3	3	4	3	4	45	3	3	3	4	13	3	3	3	9	3	3	3	2	3	4	3	2	4	27
4	2	2	4	4	2	2	4	4	3	4	4	4	3	46	3	4	4	3	14	3	3	4	10	3	3	2	3	4	4	4	3	2	28
3	3	3	2	3	3	4	3	3	4	4	3	3	4	45	4	4	4	4	16	3	3	3	9	2	2	3	3	4	2	3	3	4	26
2	4	3	3	3	3	3	3	3	3	3	3	3	3	42	4	4	3	3	14	3	3	3	9	4	4	4	3	4	4	3	4	3	33
3	3	3	2	3	3	2	3	3	2	3	3	3	3	39	2	2	4	3	11	3	2	3	8	3	2	2	3	3	3	4	3	3	26

Kualitas Produk															Harga					Gaya Hidup				Keputusan Pembelian										
P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	Total	P15	P16	P17	P18	Total	P19	P20	P21	Total	P22	P23	P24	P25	P26	P27	P28	P29	P30	Total	
3	3	2	2	2	3	4	3	3	3	3	3	2	4	40	3	3	3	3	12	3	3	2	8	4	3	3	3	3	3	1	2	3	25	
4	4	4	2	2	4	3	2	3	2	3	4	4	3	44	3	4	4	4	15	2	2	2	6	4	4	3	2	2	3	4	4	4	30	
3	3	3	4	3	3	4	3	3	3	3	4	4	3	46	4	3	3	4	14	3	2	3	8	4	4	2	3	3	3	4	4	3	30	
4	3	3	3	4	4	3	4	3	3	4	4	3	3	48	3	3	3	3	12	4	4	3	11	3	4	4	4	2	3	3	4	3	30	
3	3	3	4	3	4	3	3	3	3	3	4	3	3	45	3	3	4	4	14	3	2	2	7	4	4	2	2	4	4	2	2	2	26	
4	2	2	4	4	4	3	3	4	3	4	4	4	3	48	3	4	4	4	15	1	1	2	4	3	2	3	1	3	3	3	4	3	25	
3	3	3	3	4	4	4	4	3	3	3	3	3	3	46	4	3	3	3	13	2	2	3	7	3	3	2	2	2	3	4	3	3	25	
2	3	3	4	3	3	3	2	2	4	2	3	4	4	42	4	4	4	4	16	3	2	3	8	3	4	4	3	4	3	4	4	3	32	
3	3	3	3	3	3	4	3	3	3	3	4	4	4	46	3	3	3	3	12	3	3	3	9	4	4	3	2	3	3	3	2	3	27	
3	4	3	2	2	3	3	2	3	3	2	4	4	4	42	3	4	4	2	13	2	2	4	8	3	4	4	3	4	2	4	4	4	32	
4	2	3	3	4	3	3	3	3	3	4	4	4	3	46	4	3	3	4	14	2	3	2	7	3	3	3	2	3	2	3	3	3	25	
3	4	2	2	4	4	3	3	4	3	4	4	4	4	48	2	4	2	4	12	2	2	2	6	3	2	3	3	2	2	3	4	3	25	
3	3	2	2	3	3	4	4	4	3	3	3	4	4	45	4	3	3	3	13	3	3	2	8	3	3	3	3	3	2	3	3	3	26	
4	3	4	4	2	3	2	4	4	3	3	4	3	4	47	3	4	4	3	14	3	3	3	9	4	2	2	4	2	4	2	4	1	25	
4	3	3	4	3	4	3	3	4	3	3	4	4	4	49	4	2	3	4	13	3	3	1	7	3	2	3	2	1	4	3	3	3	24	
3	4	4	2	3	4	3	4	4	4	3	4	4	4	50	3	4	3	3	13	3	3	2	8	4	4	1	2	3	3	4	4	3	28	
3	3	3	4	3	3	3	4	3	4	4	4	4	4	49	4	4	4	2	14	1	2	3	6	3	4	4	2	4	4	4	4	2	31	
4	4	3	3	3	3	3	4	4	4	3	4	3	3	48	3	3	4	4	14	3	3	3	9	2	4	2	3	3	3	3	3	3	26	
2	4	2	4	4	3	4	3	4	4	4	4	4	4	50	4	4	4	3	15	4	4	4	12	3	3	3	4	3	4	4	2	2	28	
3	3	3	4	3	4	3	4	4	3	4	4	4	3	49	3	4	3	3	13	3	3	3	9	3	3	3	3	2	2	3	3	3	25	
3	4	4	4	4	3	3	3	2	4	4	4	4	4	50	3	2	4	3	12	3	3	4	10	2	2	2	4	3	3	4	3	3	26	
3	3	4	4	3	2	4	3	3	3	3	3	4	4	46	4	3	3	4	14	3	3	3	9	4	2	2	3	3	3	4	3	3	27	
4	4	4	3	2	2	4	3	4	4	3	4	3	4	48	3	3	4	4	14	3	3	2	8	2	3	2	2	3	3	3	3	4	25	
3	4	4	3	4	4	2	4	2	3	3	4	4	3	47	4	3	4	3	14	3	3	1	7	3	4	3	3	2	2	3	3	3	26	
4	4	4	3	3	3	3	3	4	4	4	3	4	4	50	2	4	3	4	13	4	4	4	12	3	3	3	3	3	3	3	4	3	28	
3	4	4	4	2	1	4	4	4	3	4	4	4	4	49	3	3	4	4	14	2	2	3	7	3	2	4	3	3	3	3	3	3	27	
4	3	4	4	4	4	4	3	3	4	4	3	3	3	50	4	3	3	4	14	2	2	3	7	3	2	3	3	2	2	4	4	2	25	
4	4	3	4	1	2	2	4	3	4	4	4	4	4	47	3	4	4	3	14	3	3	3	9	3	3	3	3	2	3	3	3	3	26	
4	2	4	2	4	3	2	4	3	1	3	4	4	3	43	4	4	4	4	16	4	4	4	12	3	3	2	2	3	3	4	3	4	27	
3	3	4	3	3	3	3	4	4	4	3	4	4	4	49	4	4	3	3	14	3	3	3	9	3	3	3	2	3	2	2	4	4	26	

Kualitas Produk															Harga					Gaya Hidup				Keputusan Pembelian										
P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	Total	P15	P16	P17	P18	Total	P19	P20	P21	Total	P22	P23	P24	P25	P26	P27	P28	P29	P30	Total	
4	3	4	4	4	2	2	4	4	4	4	2	4	4	49	2	4	4	3	13	3	3	4	10	4	4	3	4	4	3	3	4	4	33	
3	3	2	4	3	4	4	3	4	3	2	2	2	4	43	3	4	3	3	13	3	3	2	8	4	3	3	4	3	2	2	2	3	26	
3	2	2	2	3	4	3	4	4	3	4	3	4	4	45	3	4	4	4	15	2	2	2	6	3	3	3	2	2	3	3	3	3	25	
3	4	3	3	4	4	2	4	4	4	3	4	4	4	50	4	3	3	4	14	3	2	2	7	3	3	4	3	4	4	3	4	4	32	
4	3	4	4	4	4	3	3	3	3	3	4	3	3	48	2	3	3	3	11	2	2	2	6	4	2	4	4	2	3	4	4	3	30	
3	4	2	3	3	4	4	4	4	4	3	4	4	4	50	3	4	4	4	15	3	3	4	10	4	3	2	4	3	4	4	4	3	31	
3	3	2	3	3	4	3	4	4	4	3	4	3	3	46	3	4	4	4	15	3	2	2	7	2	3	4	3	2	2	3	3	3	25	
2	4	3	3	3	4	3	2	2	4	4	4	3	2	43	4	3	3	3	13	2	3	2	7	3	3	4	2	2	3	3	3	3	26	
3	3	3	4	2	2	4	4	3	4	4	4	4	3	47	4	4	4	4	16	3	4	2	9	4	4	4	4	4	3	3	4	3	33	
4	4	4	3	4	4	2	2	3	4	2	3	4	2	45	3	3	3	3	12	4	4	2	10	3	4	3	3	3	3	2	3	4	28	
4	4	2	2	4	4	3	4	3	3	4	2	2	3	44	3	4	4	2	13	3	3	3	9	3	4	4	4	4	4	4	4	2	33	
3	3	2	3	3	3	4	3	3	4	4	4	4	3	46	4	3	4	3	14	3	2	3	8	4	4	2	3	2	2	2	4	3	26	
4	3	3	3	4	3	2	4	3	3	4	3	4	4	47	2	4	2	3	11	3	2	2	7	3	3	3	2	2	3	3	3	4	26	
3	4	3	3	3	2	3	4	3	2	4	3	4	4	45	4	3	3	3	13	3	3	3	9	4	3	3	2	2	2	3	3	3	25	
3	4	2	1	4	3	4	3	3	3	3	3	2	4	42	3	4	4	3	14	4	4	3	11	3	1	2	1	3	2	4	4	4	24	
3	2	2	3	4	4	4	4	3	3	4	3	4	4	47	4	2	3	4	13	4	2	2	8	3	3	3	2	2	2	3	3	4	25	
3	3	4	3	3	3	4	3	3	4	3	3	3	3	45	3	3	3	3	12	4	3	3	10	3	4	2	2	2	4	3	4	4	28	
4	4	2	2	4	4	3	4	3	2	3	4	3	4	46	4	4	3	2	13	3	2	2	7	3	3	3	3	4	4	4	3	3	30	
3	2	2	3	3	4	2	3	3	2	4	3	3	3	40	3	3	4	4	14	4	4	3	11	3	3	3	3	3	2	2	3	3	25	
4	3	3	3	4	3	3	4	2	3	3	2	4	3	44	4	4	4	3	15	3	3	3	9	4	3	3	4	2	4	4	4	2	30	
3	2	3	3	4	3	3	4	4	4	4	4	2	2	45	3	3	3	3	12	3	3	3	9	3	4	3	2	2	2	2	3	4	25	
3	3	3	3	3	3	3	3	3	3	3	3	3	4	43	3	2	3	3	11	3	4	3	10	3	2	2	3	3	4	3	3	3	26	
3	3	4	4	3	1	3	4	3	4	4	4	2	4	46	4	3	3	4	14	3	3	3	9	4	3	1	3	3	2	4	4	4	28	
4	4	2	3	3	3	3	4	4	3	3	4	4	4	48	3	3	4	4	14	3	2	3	8	3	3	2	2	4	4	3	4	3	28	
3	4	3	4	3	4	3	4	4	4	4	2	2	2	46	4	4	3	3	14	2	2	3	7	3	2	3	2	3	2	4	4	4	27	
3	3	2	3	1	3	1	4	3	3	4	3	3	3	39	2	4	3	4	13	3	2	3	8	3	3	3	3	3	3	4	3	3	28	
4	2	2	3	3	3	3	4	2	3	2	3	3	3	40	3	4	4	4	15	3	2	3	8	3	2	2	2	3	3	3	4	4	26	
3	2	3	3	4	3	3	3	2	4	3	2	3	3	41	3	3	3	4	13	3	2	3	8	3	3	3	2	2	3	3	4	2	25	
3	3	4	3	3	3	2	4	3	2	4	2	4	3	43	3	4	4	3	14	3	3	3	9	3	3	3	2	3	2	3	4	3	26	
2	3	2	4	3	3	3	3	1	3	4	3	4	4	42	4	4	4	4	16	3	3	3	9	3	3	3	3	3	3	3	3	4	28	

Kualitas Produk															Harga					Gaya Hidup				Keputusan Pembelian										
P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	Total	P15	P16	P17	P18	Total	P19	P20	P21	Total	P22	P23	P24	P25	P26	P27	P28	P29	P30	Total	
4	3	3	3	4	3	3	2	2	2	3	3	3	3	41	4	4	3	3	14	2	3	3	8	3	2	2	2	4	2	3	4	4	26	
4	4	4	3	4	3	4	2	2	2	1	4	3	3	43	2	2	4	4	12	2	3	3	8	4	4	4	4	3	4	3	3	3	32	
3	2	2	2	2	3	3	4	4	3	3	3	4	4	42	3	3	3	3	12	3	3	3	9	4	3	2	2	3	2	4	3	3	26	
3	2	3	1	1	3	3	4	4	4	3	3	3	4	41	3	4	4	4	15	2	2	4	8	3	3	3	2	2	3	3	2	4	25	
3	2	2	2	4	4	2	2	2	3	3	4	4	3	40	4	3	4	4	15	3	3	4	10	4	2	2	2	4	4	4	4	4	30	
4	2	4	2	3	2	3	2	4	4	4	4	4	4	46	4	3	3	4	14	4	3	4	11	3	4	3	3	4	3	4	3	3	30	
3	3	3	4	3	3	4	3	4	4	3	4	4	3	48	3	4	4	4	15	3	3	3	9	2	4	4	2	3	4	4	4	4	3	30
3	3	4	3	4	4	4	4	4	3	4	4	4	2	50	3	4	4	4	15	3	4	4	11	4	2	3	3	3	2	2	3	3	25	
3	3	3	3	2	3	3	3	3	4	3	3	3	3	42	4	3	3	3	13	2	3	3	8	3	2	2	2	4	3	3	3	4	26	
4	2	4	2	3	4	4	4	3	4	4	4	4	4	50	4	4	4	4	16	3	2	3	8	4	4	4	4	3	2	4	4	4	33	
3	3	3	3	3	2	3	3	3	3	3	3	3	3	41	3	4	4	3	14	2	3	3	8	3	3	3	3	3	3	4	3	3	28	
3	2	3	2	3	3	4	3	3	4	3	3	3	3	42	3	4	4	2	13	3	3	2	8	4	2	4	4	4	3	4	3	4	32	
2	3	3	2	3	4	2	3	3	4	4	4	3	4	44	3	4	3	3	13	3	3	2	8	3	3	3	2	3	2	3	3	3	25	
3	2	2	3	3	2	3	2	3	4	3	4	4	3	41	2	4	2	4	12	3	3	3	9	3	2	4	2	3	3	3	3	3	26	
3	3	3	3	2	3	3	3	2	4	3	3	2	3	40	4	3	3	3	13	3	3	2	8	4	2	3	3	3	2	3	2	2	24	
3	3	2	3	2	3	2	3	2	3	3	3	3	4	39	3	4	4	3	14	2	3	3	8	3	2	2	2	3	4	3	3	3	25	
3	2	2	2	3	2	2	3	3	3	4	3	4	3	39	4	2	3	3	12	3	3	3	9	3	3	3	2	3	2	3	2	3	24	
1	3	3	1	4	3	2	3	3	3	4	3	4	3	40	3	3	3	3	12	4	3	3	10	3	4	2	2	3	4	3	3	4	28	
3	2	3	3	3	3	2	4	3	2	3	2	2	4	39	4	4	3	2	13	3	2	2	7	3	1	2	2	4	4	3	4	3	26	
2	3	2	2	2	2	3	3	3	4	2	4	4	3	39	3	3	4	4	14	3	2	2	7	3	3	3	2	4	2	2	2	3	24	
2	3	3	2	4	3	2	2	3	3	3	3	3	4	40	4	4	4	3	15	3	3	3	9	3	3	3	3	3	3	4	3	3	28	
3	3	2	2	3	4	3	2	2	3	3	3	3	3	39	3	3	3	3	12	3	2	3	8	3	3	4	2	3	2	3	4	3	27	
3	3	3	3	3	2	3	3	4	3	3	3	3	2	41	3	2	4	3	12	3	2	3	8	3	3	2	4	3	1	3	4	3	26	
3	3	2	2	3	3	3	4	3	2	3	2	4	3	40	4	3	4	4	15	3	4	3	10	3	3	3	3	3	3	3	4	3	28	
4	3	2	2	3	2	2	3	3	3	3	3	4	3	40	3	3	4	4	14	2	3	2	7	2	3	3	2	3	3	2	4	25		
3	3	3	3	3	3	4	2	2	3	3	3	3	3	41	4	3	3	4	14	3	4	2	9	3	3	3	2	3	2	2	4	3	25	
1	1	2	3	3	3	4	2	2	3	3	4	4	4	39	2	3	3	4	12	3	2	3	8	3	2	2	2	3	4	4	3	4	27	
3	3	3	3	3	3	3	2	1	1	3	4	4	4	40	3	4	4	4	15	3	2	3	8	3	2	2	4	3	4	4	2	3	27	
2	3	2	2	3	2	2	4	3	3	3	3	3	4	39	3	3	3	4	13	4	3	2	9	3	2	2	3	3	4	2	4	2	25	
3	2	2	2	3	3	3	3	2	4	3	3	4	4	41	3	4	4	3	14	3	3	2	8	3	3	2	2	4	3	4	3	3	27	
2	3	4	3	2	3	4	3	2	3	4	4	4	4	45	4	4	4	4	16	3	2	3	8	2	2	3	3	4	4	3	3	4	28	
3	3	2	4	2	3	3	2	1	4	4	4	4	3	42	4	4	3	3	14	3	2	3	8	3	2	2	4	3	3	3	4	4	28	

Hasil Uji Validitas 30 Responden

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30	Total
P1	Pearson Correlation	1	.373*	.603**	1.000**	.402*	.357	.609**	.332	.342	.168	.236	.453*	.311	.236	.373*	.301	.438*	.146	.339	.504**	.963**	.339	.310	.204	.547**	.494**	.350	.407*	.419*	.516**	.747**
	Sig. (2-tailed)		.043	.000	0.000	.028	.053	.000	.073	.064	.375	.209	.012	.095	.209	.043	.106	.015	.441	.067	.004	.000	.067	.095	.279	.002	.006	.058	.025	.021	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.373*	1	.584**	.373*	.566**	.167	.528**	.513**	.453*	.368*	.500**	.407*	.384*	.500**	1.000**	.797**	.276	.221	.403*	.549**	.337	.403*	.549**	.355	.448*	.372*	.229	-.029	.572**	.146	.759**
	Sig. (2-tailed)	.043		.001	.043	.001	.379	.003	.004	.012	.045	.005	.026	.036	.005	0.000	.000	.140	.241	.027	.002	.069	.027	.002	.054	.013	.043	.225	.879	.001	.440	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.603**	.584**	1	.603**	.423*	.392*	.511**	.452*	.567**	.266	.635**	.295	.423*	.635**	.584**	.508**	.598**	.253	.365*	.556**	.569**	.249	.329	.298	.423*	.643**	.237	.442*	.459*	.345	.808**
	Sig. (2-tailed)	.000	.001		.000	.020	.032	.004	.012	.001	.156	.000	.113	.020	.000	.001	.004	.000	.178	.047	.001	.001	.185	.076	.109	.020	.000	.208	.014	.011	.062	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	1.000**	.373*	.603**	1	.402*	.357	.609**	.332	.342	.168	.236	.453*	.311	.236	.373*	.301	.438*	.146	.339	.504**	.963**	.339	.310	.204	.547**	.494**	.350	.407*	.419*	.516**	.747**
	Sig. (2-tailed)	0.000	.043	.000		.028	.053	.000	.073	.064	.375	.209	.012	.095	.209	.043	.106	.015	.441	.067	.004	.000	.067	.095	.279	.002	.006	.058	.025	.021	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.402*	.566**	.423*	.402*	1	.145	.402*	.409*	.267	.135	.220	.519**	.359	.220	.566**	.469**	.085	.317	.295	.465**	.444*	.179	.578**	.298	.384*	.102	.526**	.011	.358	.409*	.614**
	Sig. (2-tailed)	.028	.001	.020	.028		.443	.028	.025	.154	.478	.242	.003	.051	.242	.001	.009	.654	.088	.113	.010	.014	.345	.001	.109	.036	.590	.003	.953	.052	.025	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.357	.167	.392*	.357	.145	1	.357	-.019	-.059	.200	.181	.235	-.044	.181	.167	.156	.425*	.297	-.014	.161	.328	.297	.262	0.000	.528**	.298	.271	.363*	.305	.268	.433*
	Sig. (2-tailed)	.053	.379	.032	.053	.443		.053	.920	.756	.288	.338	.211	.816	.338	.379	.410	.019	.111	.942	.395	.077	.111	.162	1.000	.003	.110	.148	.049	.101	.152	.017
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.609**	.528**	.511**	.609**	.402*	.357	1	.516**	.000	.261	.068	.279	.128	.068	.528**	.468**	.175	-.037	.339	.602**	.581**	.339	.310	.102	.547**	.414*	.144	.213	.853**	.424*	.655**
	Sig. (2-tailed)	.000	.003	.004	.000	.028	.053		.004	1.000	.163	.723	.136	.501	.723	.003	.009	.354	.848	.067	.000	.001	.067	.095	.591	.002	.023	.447	.257	.000	.020	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.332	.513**	.452*	.332	.409*	-.019	.516**	1	.303	.066	.458*	.041	.302	.458*	.513**	.414*	.000	.022	.799**	.847**	.289	.094	.160	.241	.215	.320	.097	.160	.392*	.348	.565**
	Sig. (2-tailed)	.073	.004	.012	.073	.025	.920	.004		.104	.729	.011	.829	.105	.011	.004	.023	1.000	.910	.000	.000	.122	.621	.398	.200	.254	.085	.609	.398	.032	.060	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.342	.453*	.567**	.342	.267	-.059	.000	.303	1	.341	.586**	.382*	.667**	.586**	.453*	.366*	.416*	.367*	.364*	.425*	.307	.255	.425*	.335	.151	.437*	.075	.106	.106	.000	.579**
	Sig. (2-tailed)	.064	.012	.001	.064	.154	.756	1.000	.104		.065	.001	.037	.000	.001	.012	.047	.022	.046	.048	.019	.099	.174	.019	.070	.425	.016	.693	.576	.579	1.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.168	.368*	.266	.168	.135	.200	.261	.066	.341	1	.299	.073	.244	.299	.368*	.259	.122	.156	.008	.197	.131	.722**	.313	.061	.142	.162	.029	.197	.170	.066	.390*
	Sig. (2-tailed)	.375	.045	.156	.375	.478	.288	.163	.729	.065		.108	.702	.194	.108	.045	.166	.520	.409	.967	.297	.490	.000	.092	.749	.454	.393	.880	.297	.370	.729	.033
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

P11	Pearson Correlation	.236	.500**	.635**	.236	.220	.181	.068	.458*	.586**	.299	1	.254	.319	1.000**	.500**	.415*	.395*	.437*	.545**	.493**	.201	.223	.388*	.276	.218	.577**	.137	.388*	.075	.060	.631**
	Sig. (2-tailed)	.209	.005	.000	.209	.242	.338	.723	.011	.001	.108		.176	.086	0.000	.005	.023	.031	.016	.002	.006	.287	.237	.034	.140	.247	.001	.470	.034	.692	.754	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.453*	.407*	.295	.453*	.519**	.235	.279	.041	.382*	.073	.254	1	.214	.254	.407*	.410*	.342	.499**	.178	.249	.503**	.178	.681**	.057	.360	.293	.241	.141	.298	.247	.565**
	Sig. (2-tailed)	.012	.026	.113	.012	.003	.211	.136	.829	.037	.702	.176		.257	.176	.026	.025	.064	.005	.347	.185	.005	.347	.000	.765	.050	.116	.199	.459	.110	.189	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	.311	.384*	.423*	.311	.359	-.044	.128	.302	.667**	.244	.319	.214	1	.319	.384*	.273	.188	.210	.179	.238	.265	.179	.125	.537**	.191	.196	.285	.011	.273	-.022	.472**
	Sig. (2-tailed)	.095	.036	.020	.095	.051	.816	.501	.105	.000	.194	.086	.257		.086	.036	.144	.320	.265	.345	.205	.157	.345	.511	.002	.313	.300	.127	.953	.144	.910	.008
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	.236	.500**	.635**	.236	.220	.181	.068	.458*	.586**	.299	1.000**	.254	.319	1	.500**	.415*	.395*	.437*	.545**	.493**	.201	.223	.388*	.276	.218	.577**	.137	.388*	.075	.060	.631**
	Sig. (2-tailed)	.209	.005	.000	.209	.242	.338	.723	.011	.001	.108	0.000	.176	.086		.005	.023	.031	.016	.002	.006	.287	.237	.034	.140	.247	.001	.470	.034	.692	.754	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	.373*	1.000**	.584**	.373*	.566**	.167	.528**	.513**	.453*	.368*	.500**	.407*	.384*	.500**	1	.797**	.276	.221	.403*	.549**	.337	.403*	.549**	.355	.448*	.372*	.229	-.029	.572**	.146	.759**
	Sig. (2-tailed)	.043	0.000	.001	.043	.001	.379	.003	.004	.012	.045	.005	.026	.036	.005		.000	.140	.241	.027	.002	.069	.027	.002	.054	.013	.043	.225	.879	.001	.440	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.301	.797**	.508**	.301	.469**	.156	.468**	.414*	.366*	.259	.415*	.410*	.273	.415*	.797**	1	.187	.117	.298	.456*	.262	.298	.456*	.218	.372*	.290	.088	-.166	.510**	.020	.616**
	Sig. (2-tailed)	.106	.000	.004	.106	.009	.410	.009	.023	.047	.166	.023	.025	.144	.023	.000		.321	.538	.109	.011	.163	.109	.011	.247	.043	.120	.644	.381	.004	.918	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	.438*	.276	.598**	.438*	.085	.425*	.175	.000	.416*	.122	.395*	.342	.188	.395*	.276	.187	1	.393*	.186	.272	.415*	.075	.381*	.172	.357	.492**	.212	.490**	.176	.414*	.553**
	Sig. (2-tailed)	.015	.140	.000	.015	.654	.019	.354	1.000	.022	.520	.031	.064	.320	.031	.140	.321		.032	.324	.146	.023	.695	.038	.364	.053	.006	.261	.006	.353	.023	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P18	Pearson Correlation	.146	.221	.253	.146	.317	.297	-.037	.022	.367*	.156	.437*	.499**	.210	.437*	.221	.117	.393*	1	.132	.102	.212	.132	.556**	.179	.423*	.457*	.237	.102	-.048	.129	.433*
	Sig. (2-tailed)	.441	.241	.178	.441	.088	.111	.848	.910	.046	.409	.016	.005	.265	.016	.241	.538	.032		.487	.591	.262	.487	.001	.344	.020	.011	.208	.591	.802	.496	.017
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P19	Pearson Correlation	.339	.403*	.365*	.339	.295	-.014	.339	.799**	.364*	.008	.545**	.178	.179	.545**	.403*	.298	.186	.132	1	.817**	.306	.110	.198	.130	.226	.366*	.070	.198	.283	.212	.538**
	Sig. (2-tailed)	.067	.027	.047	.067	.113	.942	.067	.000	.048	.967	.002	.347	.345	.002	.027	.109	.324	.487		.000	.101	.562	.294	.493	.231	.047	.713	.294	.130	.262	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P20	Pearson Correlation	.504**	.549**	.556**	.504**	.465**	.161	.602**	.847**	.425*	.197	.493**	.249	.238	.493**	.549**	.456*	.272	.102	.817**	1	.465**	.198	.398*	.190	.402*	.525**	.141	.277	.511**	.389*	.732**
	Sig. (2-tailed)	.004	.002	.001	.004	.010	.395	.000	.000	.019	.297	.006	.185	.205	.006	.002	.011	.146	.591	.000		.010	.294	.030	.314	.028	.003	.458	.138	.004	.034	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

P21	Pearson Correlat ion Sig. (2- tailed) N	.963** .000 30	.337 .069 30	.569** .001 30	.963** .000 30	.444* .014 30	.328 .077 30	.581** .001 30	.289 .122 30	.307 .099 30	.131 .490 30	.201 .287 30	.503** .005 30	.265 .157 30	.201 .287 30	.337 .069 30	.262 .163 30	.415* .023 30	.212 .262 30	.306 .101 30	.465** .010 30	1 30	.306 .101 30	.275 .141 30	.250 .183 30	.598** .000 30	.538** .002 30	.400* .029 30	.370* .044 30	.384* .036 30	.469** .009 30	.724** .000 30
P22	Pearson Correlat ion Sig. (2- tailed) N	.339 .067 30	.403* .027 30	.249 .185 30	.339 .067 30	.179 .345 30	.297 .111 30	.339 .067 30	.094 .621 30	.255 .174 30	.722** .000 30	.223 .237 30	.178 .347 30	.179 .345 30	.223 .237 30	.403* .027 30	.298 .109 30	.075 .695 30	.132 .487 30	.110 .562 30	.198 .294 30	.306 .101 30	1 30	.322 .083 30	.130 .493 30	.331 .074 30	.163 .390 30	.201 .286 30	.322 .083 30	.190 .313 30	.094 .621 30	.463** .010 30
P23	Pearson Correlat ion Sig. (2- tailed) N	.310 .095 30	.549** .002 30	.329 .076 30	.310 .095 30	.578** .001 30	.262 .162 30	.310 .095 30	.160 .398 30	.425* .019 30	.313 .092 30	.388* .034 30	.681** .000 30	.125 .511 30	.388* .034 30	.549** .002 30	.456* .011 30	.381* .038 30	.556** .001 30	.198 .294 30	.398* .030 30	.275 .141 30	.322 .083 30	1 30	.063 .739 30	.402* .028 30	.327 .078 30	.269 .151 30	.157 .408 30	.332 .073 30	.389* .034 30	.629** .000 30
P24	Pearson Correlat ion Sig. (2- tailed) N	.204 .279 30	.355 .054 30	.298 .109 30	.204 .279 30	.298 .109 30	0.000 1.000 30	.102 .591 30	.241 .200 30	.335 .070 30	.061 .749 30	.276 .140 30	.057 .765 30	.537** .002 30	.276 .140 30	.355 .054 30	.218 .364 30	.172 .344 30	.179 .493 30	.130 .314 30	.190 .183 30	.250 .493 30	.130 .493 30	.063 .739 30	1 30	.271 .148 30	.260 .165 30	.740** .000 30	.063 .739 30	.142 .455 30	.120 .526 30	.413* .023 30
P25	Pearson Correlat ion Sig. (2- tailed) N	.547** .002 30	.448* .013 30	.423* .020 30	.547** .002 30	.384* .036 30	.528** .003 30	.547** .002 30	.215 .254 30	.151 .425 30	.142 .454 30	.218 .247 30	.360 .050 30	.191 .313 30	.218 .247 30	.448* .013 30	.372* .043 30	.357 .053 30	.423* .020 30	.226 .231 30	.402* .028 30	.598** .000 30	.331 .074 30	.402* .028 30	.271 .148 30	1 30	.668** .000 30	.433* .017 30	.093 .626 30	.570** .001 30	.215 .254 30	.672** .000 30
P26	Pearson Correlat ion Sig. (2- tailed) N	.494** .006 30	.372* .043 30	.643** .000 30	.494** .006 30	.102 .590 30	.298 .110 30	.414* .023 30	.320 .085 30	.437* .016 30	.162 .393 30	.577** .001 30	.293 .116 30	.196 .300 30	.577** .001 30	.372* .043 30	.290 .120 30	.492** .006 30	.457* .011 30	.366* .047 30	.525** .003 30	.538** .002 30	.163 .390 30	.327 .078 30	.260 .165 30	.668** .000 30	1 30	.116 .543 30	.327 .078 30	.420* .021 30	.132 .488 30	.675** .000 30
P27	Pearson Correlat ion Sig. (2- tailed) N	.350 .058 30	.229 .225 30	.237 .208 30	.350 .058 30	.526** .003 30	.271 .148 30	.144 .447 30	.097 .609 30	.075 .693 30	.029 .880 30	.137 .470 30	.241 .199 30	.285 .127 30	.137 .470 30	.229 .225 30	.088 .644 30	.212 .261 30	.237 .208 30	.070 .713 30	.141 .458 30	.400* .029 30	.201 .286 30	.269 .151 30	.740** .000 30	.433* .017 30	.116 .543 30	1 30	.269 .151 30	.117 .536 30	.462* .010 30	.442* .014 30
P28	Pearson Correlat ion Sig. (2- tailed) N	.407* .025 30	-.029 .879 30	.442* .014 30	.407* .025 30	.011 .953 30	.363* .049 30	.213 .257 30	.160 .398 30	.106 .576 30	.197 .297 30	.388* .034 30	.141 .459 30	.011 .953 30	.388* .034 30	-.029 .879 30	-.166 .381 30	.490** .006 30	.102 .591 30	.198 .294 30	.277 .138 30	.370* .044 30	.322 .083 30	.157 .408 30	.063 .739 30	.093 .626 30	.327 .078 30	.269 .151 30	1 30	-.027 .888 30	.618** .000 30	.400* .029 30
P29	Pearson Correlat ion Sig. (2- tailed) N	.419* .021 30	.572** .001 30	.459* .011 30	.419* .021 30	.358 .052 30	.305 .101 30	.853** .000 30	.392* .032 30	.106 .579 30	.170 .370 30	.075 .692 30	.298 .110 30	.273 .144 30	.075 .692 30	.572** .001 30	.510** .004 30	.176 .353 30	-.048 .802 30	.283 .130 30	.511** .004 30	.384* .036 30	.190 .313 30	.332 .073 30	.142 .455 30	.570** .001 30	.420* .021 30	.117 .536 30	-.027 .888 30	1 30	.136 .472 30	.585** .001 30
P30	Pearson Correlat ion Sig. (2- tailed) N	.516** .004 30	.146 .440 30	.345 .062 30	.516** .004 30	.409* .025 30	.268 .152 30	.424* .020 30	.348 .060 30	.000 1.000 30	.066 .729 30	.060 .754 30	.247 .189 30	-.022 .910 30	.060 .754 30	.146 .440 30	.020 .918 30	.414* .023 30	.129 .496 30	.212 .262 30	.389* .034 30	.469** .009 30	.094 .621 30	.389* .034 30	.120 .526 30	.215 .254 30	.132 .488 30	.462* .010 30	.618** .000 30	.136 .472 30	1 30	.462* .010 30
Total	Pearson Correlat ion Sig. (2- tailed) N	.747** .000 30	.759** .000 30	.808** .000 30	.747** .000 30	.614** .000 30	.433* .017 30	.655** .000 30	.565** .001 30	.579** .001 30	.390* .033 30	.631** .000 30	.565** .001 30	.472** .008 30	.631** .000 30	.759** .000 30	.616** .000 30	.553** .002 30	.433* .017 30	.538** .002 30	.732** .000 30	.724** .000 30	.463** .010 30	.629** .000 30	.413* .023 30	.672** .000 30	.675** .000 30	.442* .014 30	.400* .029 30	.585** .001 30	.462* .010 30	1 30

Lampiran 7

Hasil Uji Reliabilitas All Variables

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Cronbach's Alpha	N of Items
,937	30

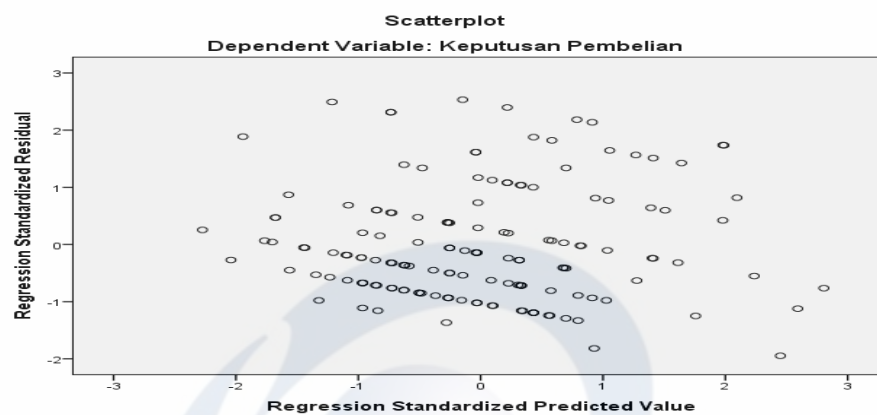
Lampiran 8

Hasil Uji Asumsi Klasik

1. Uji Multikolinearitas

Model	Collinearity Statistics	
	Tolerance	VIF
(constant)		
Kualitas Produk	.999	1.001
Harga	1.000	1.000
Gaya Hidup	1.000	1.000

2. Uji Heteroskedastisitas



3. Uji Autokorelasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.353 ^a	.125	0.107	2.27910	1.994

Lampiran 9

Hasil Uji Hipotesis

1. Analisis Regresi Linear Berganda

Model	B	Beta
(Constant)	13.578	
Kualitas Produk	.098	.155
Harga	.507	.260
Gaya Hidup	.302	.173

2. Uji t

Model	Unstandardized Coefficient		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta		
(Constant)	13.578	3.153		4.307	.000
Kualitas Produk	.098	.049	.155	2.004	.047
Harga	.507	.151	.260	3.354	.001
Gaya Hidup	.302	.135	.173	2.233	.027

3. Uji F

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	107.906	3	35.969	6.925	.000 ^b
Residual	758.368	146	5.194		
Total	866.273	149			

4. Uji Koefisien Determinasi (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353 ^a	.125	.107	2.27910

Lampiran 10

Tabel Durbin Watson

TABLA D.5A

ESTADÍSTICO d DE DURBIN-WATSON: PUNTOS DE SIGNIFICANCIA DE d_L Y d_U AL NIVEL DE SIGNIFICANCIA DEL 0.05

n	$k' = 1$		$k' = 2$		$k' = 3$		$k' = 4$		$k' = 5$		$k' = 6$		$k' = 7$		$k' = 8$		$k' = 9$		$k' = 10$	
	d_L	d_U	d_L	d_U	d_L	d_U	d_L	d_U	d_L	d_U	d_L	d_U	d_L	d_U	d_L	d_U	d_L	d_U	d_L	d_U
6	0.610	1.400	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
7	0.700	1.356	0.467	1.096	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
8	0.763	1.332	0.559	1.777	0.368	2.287	—	—	—	—	—	—	—	—	—	—	—	—	—	—
9	0.824	1.320	0.629	1.699	0.456	2.128	0.296	2.588	—	—	—	—	—	—	—	—	—	—	—	—
10	0.879	1.320	0.697	1.641	0.525	2.016	0.376	2.414	0.243	2.822	—	—	—	—	—	—	—	—	—	—
11	0.927	1.324	0.656	1.604	0.595	1.928	0.444	2.283	0.316	2.645	0.203	3.005	—	—	—	—	—	—	—	—
12	0.971	1.331	0.812	1.579	0.658	1.864	0.512	2.177	0.379	2.506	0.268	2.832	0.171	3.149	—	—	—	—	—	—
13	1.010	1.340	0.861	1.562	0.715	1.816	0.574	2.094	0.445	2.390	0.328	2.652	0.230	2.985	0.147	3.266	—	—	—	—
14	1.045	1.350	0.905	1.551	0.767	1.779	0.632	2.030	0.505	2.296	0.389	2.572	0.286	2.848	0.200	3.111	0.127	3.360	—	—
15	1.077	1.361	0.946	1.543	0.814	1.750	0.685	1.977	0.562	2.220	0.447	2.472	0.343	2.727	0.251	2.979	0.175	3.216	0.111	3.438
16	1.106	1.371	0.982	1.539	0.857	1.728	0.734	1.935	0.615	2.157	0.502	2.388	0.398	2.624	0.304	2.860	0.222	3.060	0.155	3.304
17	1.133	1.381	1.015	1.536	0.897	1.710	0.779	1.900	0.664	2.104	0.554	2.318	0.451	2.537	0.356	2.757	0.272	2.975	0.198	3.184
18	1.158	1.391	1.046	1.535	0.933	1.696	0.820	1.872	0.710	2.060	0.603	2.257	0.502	2.461	0.407	2.667	0.321	2.873	0.244	3.073
19	1.180	1.401	1.074	1.536	0.967	1.685	0.859	1.848	0.752	2.023	0.649	2.206	0.549	2.396	0.456	2.589	0.369	2.783	0.290	2.974
20	1.201	1.411	1.100	1.537	0.996	1.676	0.894	1.828	0.792	1.991	0.692	2.162	0.595	2.339	0.502	2.521	0.416	2.704	0.336	2.985
21	1.221	1.420	1.125	1.538	1.026	1.669	0.927	1.812	0.829	1.964	0.732	2.124	0.637	2.290	0.547	2.460	0.461	2.633	0.380	2.906
22	1.239	1.428	1.147	1.541	1.053	1.664	0.958	1.797	0.863	1.940	0.769	2.090	0.677	2.246	0.588	2.407	0.504	2.571	0.424	2.734
23	1.257	1.437	1.168	1.543	1.078	1.660	0.986	1.785	0.895	1.920	0.804	2.061	0.715	2.208	0.628	2.360	0.545	2.514	0.465	2.670
24	1.273	1.446	1.188	1.546	1.101	1.656	1.013	1.775	0.925	1.902	0.837	2.035	0.751	2.174	0.666	2.318	0.584	2.464	0.506	2.613
25	1.288	1.454	1.206	1.550	1.123	1.654	1.038	1.767	0.953	1.886	0.868	2.012	0.784	2.144	0.702	2.280	0.621	2.419	0.544	2.560
26	1.302	1.461	1.224	1.553	1.143	1.652	1.062	1.759	0.979	1.873	0.897	1.992	0.816	2.117	0.735	2.246	0.657	2.379	0.581	2.513
27	1.316	1.469	1.240	1.556	1.162	1.651	1.084	1.753	1.004	1.861	0.925	1.974	0.845	2.093	0.767	2.216	0.691	2.342	0.618	2.470
28	1.328	1.476	1.255	1.560	1.181	1.650	1.104	1.747	1.028	1.850	0.951	1.958	0.874	2.071	0.798	2.188	0.723	2.309	0.650	2.431
29	1.341	1.483	1.270	1.563	1.198	1.650	1.124	1.743	1.050	1.841	0.976	1.944	0.900	2.052	0.826	2.164	0.753	2.278	0.682	2.398
30	1.352	1.489	1.284	1.567	1.214	1.650	1.143	1.739	1.071	1.833	0.998	1.931	0.926	2.034	0.854	2.141	0.782	2.251	0.712	2.363
31	1.363	1.496	1.297	1.570	1.229	1.650	1.160	1.735	1.090	1.825	1.020	1.920	0.950	2.018	0.879	2.120	0.810	2.226	0.741	2.333
32	1.373	1.502	1.309	1.574	1.244	1.650	1.177	1.732	1.109	1.819	1.041	1.909	0.972	2.004	0.904	2.102	0.836	2.203	0.769	2.306
33	1.383	1.508	1.321	1.577	1.258	1.651	1.193	1.730	1.127	1.813	1.061	1.900	0.994	1.991	0.927	2.085	0.861	2.181	0.795	2.281
34	1.393	1.514	1.333	1.580	1.271	1.652	1.208	1.728	1.144	1.808	1.080	1.891	1.015	1.979	0.950	2.069	0.885	2.162	0.821	2.257
35	1.402	1.519	1.343	1.584	1.283	1.653	1.222	1.726	1.160	1.803	1.097	1.884	1.034	1.967	0.971	2.054	0.908	2.144	0.845	2.236
36	1.411	1.525	1.354	1.587	1.295	1.654	1.236	1.724	1.175	1.799	1.114	1.877	1.053	1.957	0.991	2.041	0.930	2.127	0.868	2.216
37	1.419	1.530	1.364	1.590	1.307	1.655	1.249	1.723	1.190	1.795	1.131	1.870	1.071	1.948	1.011	2.029	0.951	2.112	0.891	2.198
38	1.427	1.535	1.373	1.594	1.318	1.656	1.261	1.722	1.204	1.792	1.146	1.864	1.088	1.939	1.029	2.017	0.970	2.098	0.912	2.180
39	1.435	1.540	1.382	1.597	1.328	1.656	1.273	1.722	1.218	1.789	1.161	1.859	1.104	1.932	1.047	2.007	0.990	2.085	0.932	2.164
40	1.442	1.544	1.391	1.600	1.338	1.659	1.285	1.721	1.230	1.786	1.175	1.854	1.120	1.924	1.064	1.997	1.008	2.072	0.952	2.149
45	1.475	1.566	1.430	1.615	1.383	1.686	1.336	1.720	1.287	1.776	1.238	1.835	1.189	1.895	1.139	1.958	1.089	2.022	1.038	2.088
50	1.503	1.585	1.462	1.628	1.421	1.674	1.378	1.721	1.335	1.771	1.291	1.822	1.246	1.875	1.201	1.930	1.156	1.986	1.110	2.044
55	1.526	1.601	1.490	1.641	1.452	1.681	1.414	1.724	1.374	1.768	1.334	1.814	1.294	1.861	1.253	1.909	1.212	1.959	1.170	2.010
60	1.549	1.616	1.514	1.652	1.480	1.689	1.444	1.727	1.408	1.767	1.372	1.808	1.335	1.850	1.290	1.894	1.260	1.939	1.222	1.984
65	1.567	1.629	1.536	1.662	1.503	1.696	1.471	1.731	1.438	1.767	1.404	1.805	1.370	1.843	1.306	1.882	1.301	1.923	1.266	1.964
70	1.583	1.641	1.554	1.672	1.525	1.703	1.494	1.735	1.464	1.768	1.433	1.802	1.401	1.837	1.369	1.873	1.337	1.910	1.305	1.948
75	1.598	1.652	1.571	1.680	1.543	1.709	1.515	1.739	1.487	1.770	1.458	1.801	1.428	1.834	1.399	1.867	1.369	1.901	1.339	1.935
80	1.611	1.662	1.586	1.688	1.560	1.715	1.534	1.743	1.507	1.772	1.480	1.801	1.453	1.831	1.425	1.861	1.397	1.893	1.369	1.925
85	1.624	1.671	1.600	1.696	1.575	1.721	1.550	1.747	1.525	1.774	1.500	1.801	1.474	1.829	1.448	1.857	1.422	1.886	1.396	1.916
90	1.635	1.679	1.612	1.703	1.589	1.726	1.566	1.751	1.542	1.776	1.518	1.801	1.494	1.827	1.469	1.854	1.445	1.881	1.420	1.909
95	1.645	1.687	1.623	1.709	1.602	1.732	1.579	1.755	1.557	1.778	1.535	1.802	1.512	1.827	1.489	1.852	1.465	1.877	1.442	1.903
100	1.654	1.694	1.634	1.715	1.613	1.736	1.592	1.758	1.571	1.780	1.550	1.803	1.528	1.826	1.506	1.850	1.484	1.874	1.462	1.896
150	1.720	1.746	1.706	1.760	1.693	1.774	1.679	1.788	1.665	1.802	1.651	1.817	1.637	1.832	1.622	1.847	1.608	1.862	1.594	1.877
200	1.758	1.778	1.748	1.789	1.738	1.799	1.728	1.810	1.718	1.820	1.707	1.831	1.697	1.841	1.686	1.852	1.675	1.867	1.665	1.874