

**LAMPIRAN 1****Surat Permohonan Pengisian Kuesioner**

Responden Yth,

Saya mahasiswi Fakultas Ekonomi dan Bisnis di Universitas Esa Unggul yang sedang menyelesaikan skripsi yang berjudul **“PENGARUH MOTIVASI KONSUMEN, PERSEPSI KUALITAS DAN SIKAP KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN SEPATU CASUAL CONVERSE”**.

Penelitian ini dilakukan dengan tujuan untuk memperoleh informasi dari anda berkaitan dengan pengaruh motivasi, persepsi dan sikap terhadap keputusan pembelian. Saya berharap partisipasi dari Mahasiswa/i untuk mengisi kuesioner ini.

Atas kesediaan dan partisipasi anda dalam mengisi kuesioner ini, saya mengucapkan terima kasih.

Hormat saya,

Idha Andina

## 1. DATA RESPONDEN

### PETUNJUK

Isilah data responden dibawah ini berilah tanda silang (x).

1. Jenis kelamin :

- a. Laki-laki
- b. Perempuan

2. Usia :

- a. 17 – 20 tahun
- b. 21 – 25 tahun
- c. > 25 tahun

3. Jurusan :

- a. Manajemen
- b. Akuntansi

4. Lama pemakaian sepatu casual Converse:

- a. 1 – 6 Bulan
- b. 6 – 12 bulan
- c. >1 tahun

5. Sudah berapa kali membeli sepatu casual Converse dalam 1 tahun terakhir :

- a. 1 kali
- b. 2 kali
- c. >2 kali

6. Apakah pernah membeli dan menggunakan sepatu casual selain Converse?

- a. Pernah
- b. Tidak pernah

## 2. TANGGAPAN RESPONDEN

### PETUNJUK :

Isilah semua Pernyataan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (√) pada kotak pilihan yang telah tersedia.

### KETERANGAN :

|   |     |                     |
|---|-----|---------------------|
| 1 | STS | Sangat Tidak Setuju |
| 2 | TS  | Tidak Setuju        |
| 3 | S   | Setuju              |
| 4 | SS  | Sangat Setuju       |

| No | Pernyataan  | STS | TS | S | SS |
|----|---|-----|----|---|----|
|    |   | 1   | 2  | 3 | 4  |
| 1. | Sepatu casual Converse memiliki model yang simpel         |     |    |   |    |
| 2. | Sepatu casual Converse harganya terjangkau                |     |    |   |    |
| 3. | Sepatu casual Converse harganya sesuai dengan kualitasnya |     |    |   |    |
| 4. | Sepatu casual Converse memiliki kualitas yang baik        |     |    |   |    |
| 5. | Memakai sepatu casual Converse terlihat lebih bergaya     |     |    |   |    |
| 6. | Sepatu casual Converse menjadi trend kapan saja           |     |    |   |    |

| No | Pernyataan  | STS | TS | S | SS |
|----|---|-----|----|---|----|
|    |   | 1   | 2  | 3 | 4  |
| 7. | Sepatu casual Converse dapat digunakan dalam jangka waktu yang lama |     |    |   |    |
| 8. | Sepatu casual Converse tidak mudah luntur                           |     |    |   |    |

|     |   |  |  |  |  |
|-----|---|--|--|--|--|
| 9.  | Sepatu casual Converse memiliki bermacam warna              |  |  |  |  |
| 10. | Sepatu casual Converse memiliki desain yang menarik         |  |  |  |  |
| 11. | Sepatu casual Converse memiliki reputasi berkualitas tinggi |  |  |  |  |

| No  | Pernyataan  | STS | TS | S | SS |
|-----|---|-----|----|---|----|
|     |   | 1   | 2  | 3 | 4  |
| 12. | Sepatu casual Converse memiliki daya ketahanan yang cukup lama              |     |    |   |    |
| 13. | Percaya bahwa sepatu casual Converse adalah produk terbaik                  |     |    |   |    |
| 14. | Mengetahui bahwa sepatu casual Converse terbuat dari bahan kualitas terbaik |     |    |   |    |
| 15. | Menyukai model sepatu casual Converse                                       |     |    |   |    |
| 16. | Menyukai warna dari sepatu casual Converse                                  |     |    |   |    |
| 17. | Keinginan untuk membeli sepatu casual Converse                              |     |    |   |    |
| 18. | Merekomendasikan sepatu casual Converse kepada orang lain                   |     |    |   |    |

| No  | Pernyataan  | STS | TS | S | SS |
|-----|---|-----|----|---|----|
|     |   | 1   | 2  | 3 | 4  |
| 19. | Kesadaran akan kebutuhan sepatu casual Converse                 |     |    |   |    |
| 20. | Memperoleh informasi yang cukup mengenai sepatu casual Converse |     |    |   |    |
| 21. | Yakin bahwa sepatu casual Converse adalah sepatu casual terbaik |     |    |   |    |
| 22. | Sepatu casual Converse sesuai dengan pilihan akan kebutuhan     |     |    |   |    |
| 23. | Menetapkan sepatu casual Converse sebagai pilihan sepatu kuliah |     |    |   |    |
| 24. | Merasa puas dengan sepatu casual Converse                       |     |    |   |    |

**LAMPIRAN 2**  
**PENELITIAN PRA SURVEY**

| No                | Pernyataan   | Jawaban |    |
|-------------------|--|---------|----|
|                   |  | S       | TS |
| Motivasi Konsumen |  |         |    |
| 1                 | Saya membeli sepatu Converse karena berkualitas                        |         |    |
| 2                 | Saya membeli sepatu Converse karena mengikuti trend                    |         |    |
| Persepsi Kualitas |  |         |    |
| 3                 | Saya membeli sepatu casual Converse karena tahan lama                  |         |    |
| 4                 | Saya membeli sepatu casual Converse karena aman digunakan              |         |    |
| 5                 | Saya membeli sepatu casual Converse karena tertarik pada modelnya      |         |    |
| 6                 | Saya membeli sepatu casual Converse karena memiliki persepsi yang baik |         |    |
| Sikap Konsumen    |  |         |    |
| 7                 | Saya membeli karena percaya terhadap produk sepatu casual Converse     |         |    |
| 8                 | Saya membeli karena menyukai sepatu casual Converse                    |         |    |
| 9                 | Adanya keinginan yang kuat untuk membeli sepatu casual Converse        |         |    |

### LAMPIRAN 3

#### Data Tabulasi Karakteristik 30 dan 100 Responden

| Keterangan                                     |               | Jumlah Responden | Total |
|--|---------------|------------------|-------|
| Jenis Kelamin                                  | Laki-Laki     | 16               | 30    |
|  | Perempuan     | 14               |       |
| Usia   | 17 - 20 tahun | 11               | 30    |
|  | 21 - 25 tahun | 16               |       |
|  | > 25 tahun    | 3                |       |
| Jurusan  | Manajemen     | 18               | 30    |
|  | Akuntansi     | 12               |       |
| Lama Pemakaian                                 | 1 - 6 bulan   | 9                | 30    |
|  | 7 - 12 bulan  | 12               |       |
|  | > 1 tahun     | 9                |       |
| pembelian dalam 1 tahun terakhir               | 1 kali        | 20               | 30    |
|  | 2 kali        | 7                |       |
|  | > 2 kali      | 3                |       |
| membeli dan menggunakan selain sepatu Converse | Pernah        | 29               | 30    |
|  | Tidak Pernah  | 1                |       |

| Keterangan                                     |               | Jumlah Responden | Total |
|--|---------------|------------------|-------|
| Jenis Kelamin                                  | Laki-Laki     | 45               | 100   |
|  | Perempuan     | 55               |       |
| Usia   | 17 - 20 tahun | 36               | 100   |
|  | 21 - 25 tahun | 62               |       |
|  | > 25 tahun    | 2                |       |
| Jurusan  | Manajemen     | 53               | 100   |
|  | Akuntansi     | 47               |       |
| Lama Pemakaian                                 | 1 - 6 bulan   | 18               | 100   |
|  | 7 - 12 bulan  | 40               |       |
|  | > 1 tahun     | 42               |       |
| pembelian dalam 1 tahun terakhir               | 1 kali        | 87               | 100   |
|  | 2 kali        | 10               |       |
|  | > 2 kali      | 3                |       |
| membeli dan menggunakan selain sepatu Converse | Pernah        | 88               | 100   |
|  | Tidak Pernah  | 12               |       |

**LAMPIRAN 4**  
**DATA TABULASI 30 RESPONDEN**

|    | Motivasi Konsumen |    |    |    |    |    | Persepsi Kualitas |    |    |     |     | Sikap Konsumen |     |     |     |     |     |     |     | Keputusan Pembelian |     |     |     |     |    | Total |
|----|-------------------|----|----|----|----|----|-------------------|----|----|-----|-----|----------------|-----|-----|-----|-----|-----|-----|-----|---------------------|-----|-----|-----|-----|----|-------|
|    | p1                | p2 | p3 | p4 | p5 | p6 | p7                | p8 | p9 | p10 | p11 | p12            | p13 | p14 | p15 | p16 | p17 | p18 | p19 | p20                 | p21 | p22 | p23 | p24 |    |       |
| 1  | 4                 | 3  | 4  | 4  | 4  | 4  | 3                 | 4  | 4  | 4   | 4   | 3              | 3   | 4   | 4   | 4   | 4   | 3   | 4   | 4                   | 4   | 4   | 4   | 4   | 91 |       |
| 2  | 3                 | 4  | 3  | 3  | 3  | 3  | 4                 | 3  | 3  | 3   | 3   | 4              | 3   | 4   | 3   | 3   | 3   | 3   | 3   | 3                   | 3   | 3   | 3   | 3   | 76 |       |
| 3  | 4                 | 3  | 4  | 4  | 4  | 4  | 4                 | 4  | 3  | 4   | 4   | 3              | 4   | 4   | 4   | 4   | 3   | 4   | 4   | 4                   | 4   | 4   | 4   | 4   | 92 |       |
| 4  | 1                 | 4  | 4  | 3  | 3  | 3  | 4                 | 4  | 4  | 4   | 4   | 4              | 4   | 3   | 4   | 3   | 4   | 4   | 4   | 4                   | 4   | 4   | 4   | 4   | 88 |       |
| 5  | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 4  | 4  | 4   | 3   | 3              | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3                   | 3   | 3   | 3   | 3   | 76 |       |
| 6  | 4                 | 3  | 4  | 4  | 4  | 4  | 4                 | 3  | 4  | 4   | 4   | 3              | 3   | 3   | 4   | 4   | 4   | 4   | 3   | 3                   | 3   | 4   | 4   | 4   | 88 |       |
| 7  | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 4  | 3  | 3   | 3   | 3              | 3   | 4   | 3   | 3   | 3   | 4   | 4   | 4                   | 3   | 3   | 3   | 3   | 78 |       |
| 8  | 2                 | 3  | 4  | 4  | 4  | 4  | 4                 | 3  | 4  | 4   | 4   | 4              | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 4                   | 4   | 4   | 4   | 4   | 91 |       |
| 9  | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 3  | 3  | 3   | 3   | 3              | 4   | 3   | 4   | 3   | 3   | 4   | 4   | 4                   | 3   | 3   | 3   | 3   | 78 |       |
| 10 | 4                 | 3  | 4  | 4  | 4  | 4  | 3                 | 4  | 3  | 4   | 4   | 4              | 4   | 4   | 3   | 4   | 4   | 4   | 3   | 4                   | 4   | 4   | 4   | 4   | 91 |       |
| 11 | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 3  | 3  | 3   | 3   | 3              | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3                   | 3   | 3   | 3   | 3   | 73 |       |
| 12 | 4                 | 3  | 4  | 4  | 3  | 4  | 3                 | 4  | 4  | 4   | 4   | 4              | 4   | 3   | 4   | 4   | 3   | 3   | 4   | 4                   | 4   | 4   | 4   | 4   | 90 |       |
| 13 | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 3  | 3  | 3   | 3   | 3              | 3   | 3   | 3   | 4   | 4   | 4   | 4   | 3                   | 3   | 3   | 3   | 3   | 77 |       |
| 14 | 4                 | 3  | 4  | 4  | 4  | 4  | 2                 | 2  | 4  | 4   | 4   | 4              | 4   | 4   | 4   | 4   | 3   | 3   | 3   | 4                   | 4   | 4   | 4   | 4   | 88 |       |
| 15 | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 3  | 4  | 2   | 3   | 3              | 3   | 3   | 3   | 3   | 4   | 4   | 4   | 4                   | 3   | 3   | 3   | 3   | 77 |       |
| 16 | 4                 | 3  | 4  | 4  | 4  | 3  | 3                 | 4  | 3  | 4   | 4   | 3              | 3   | 3   | 4   | 4   | 4   | 3   | 4   | 4                   | 4   | 4   | 4   | 4   | 88 |       |
| 17 | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 4  | 4  | 3   | 3   | 3              | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3                   | 3   | 3   | 3   | 3   | 75 |       |
| 18 | 4                 | 3  | 4  | 4  | 1  | 2  | 4                 | 4  | 4  | 4   | 4   | 4              | 4   | 3   | 4   | 4   | 4   | 4   | 4   | 2                   | 2   | 2   | 4   | 4   | 83 |       |
| 19 | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 3  | 3  | 3   | 3   | 4              | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3                   | 3   | 3   | 3   | 3   | 74 |       |
| 20 | 4                 | 3  | 4  | 4  | 4  | 4  | 4                 | 4  | 4  | 4   | 4   | 4              | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4                   | 4   | 4   | 4   | 4   | 95 |       |
| 21 | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 3  | 3  | 3   | 3   | 3              | 3   | 3   | 4   | 3   | 3   | 3   | 4   | 3                   | 3   | 3   | 3   | 3   | 75 |       |
| 22 | 4                 | 3  | 4  | 4  | 4  | 4  | 4                 | 4  | 3  | 4   | 4   | 4              | 4   | 4   | 2   | 4   | 4   | 4   | 4   | 4                   | 4   | 4   | 2   | 2   | 88 |       |
| 23 | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 3  | 3  | 3   | 3   | 4              | 4   | 3   | 3   | 3   | 3   | 4   | 3   | 3                   | 3   | 3   | 3   | 3   | 76 |       |
| 24 | 4                 | 3  | 4  | 4  | 4  | 4  | 4                 | 4  | 4  | 4   | 4   | 4              | 3   | 4   | 4   | 4   | 3   | 4   | 4   | 4                   | 4   | 4   | 4   | 4   | 93 |       |
| 25 | 3                 | 4  | 3  | 3  | 3  | 3  | 3                 | 3  | 3  | 3   | 4   | 3              | 3   | 3   | 3   | 4   | 4   | 4   | 4   | 3                   | 3   | 3   | 3   | 3   | 77 |       |
| 26 | 4                 | 3  | 4  | 4  | 4  | 4  | 4                 | 4  | 4  | 4   | 4   | 4              | 4   | 3   | 3   | 4   | 4   | 4   | 4   | 4                   | 4   | 4   | 4   | 4   | 93 |       |
| 27 | 3                 | 2  | 3  | 3  | 3  | 3  | 3                 | 3  | 3  | 4   | 4   | 4              | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 3                   | 3   | 3   | 3   | 3   | 75 |       |
| 28 | 4                 | 3  | 1  | 2  | 4  | 4  | 4                 | 3  | 3  | 3   | 4   | 4              | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4                   | 4   | 4   | 4   | 4   | 87 |       |
| 29 | 1                 | 4  | 3  | 3  | 4  | 4  | 4                 | 4  | 4  | 3   | 3   | 3              | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 3                   | 3   | 3   | 3   | 3   | 77 |       |
| 30 | 4                 | 3  | 4  | 4  | 3  | 3  | 4                 | 4  | 4  | 4   | 4   | 4              | 4   | 4   | 4   | 4   | 3   | 4   | 4   | 4                   | 4   | 4   | 4   | 4   | 92 |       |

## LAMPIRAN 7

### HASIL UJI RELIABILITAS

#### Reliability

Scale : Motivasi Konsumen

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 30 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,460             | ,438   | 6          |

#### 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 |
|--------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| Pernyataan_1 | 17,07                      | 2,823                          | ,231                             | ,676                         | ,421                             |
| Pernyataan_2 | 16,93                      | 5,651                          | -,667                            | ,523                         | ,753                             |
| Pernyataan_3 | 16,93                      | 2,685                          | ,461                             | ,948                         | ,268                             |
| Pernyataan_4 | 16,93                      | 2,547                          | ,717                             | ,964                         | ,147                             |
| Pernyataan_5 | 17,00                      | 2,759                          | ,435                             | ,780                         | ,288                             |
| Pernyataan_6 | 16,97                      | 2,792                          | ,564                             | ,820                         | ,241                             |



## Reliability

### Scale : Persepsi Kualitas

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 30 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,742             | ,742   | 5          |

#### 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 |
|---------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| Pernyataan_7  | 14,13                      | 2,533                          | ,438                             | ,268                         | ,722                             |
| Pernyataan_8  | 14,03                      | 2,447                          | ,481                             | ,335                         | ,706                             |
| pernyataan_9  | 14,03                      | 2,723                          | ,390                             | ,162                         | ,736                             |
| Pernyataan_10 | 14,00                      | 2,207                          | ,650                             | ,677                         | ,638                             |
| Pernyataan_11 | 13,93                      | 2,478                          | ,580                             | ,642                         | ,672                             |

## Reliability

Scale : Sikap Konsumen

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 30 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,690             | ,694   | 7          |

### 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 |
|---------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| Pernyataan_12 | 20,97                      | 3,482                          | ,420                             | ,379                         | ,650                             |
| Pernyataan_13 | 21,00                      | 3,586                          | ,358                             | ,381                         | ,666                             |
| Pernyataan_14 | 21,10                      | 3,541                          | ,397                             | ,379                         | ,656                             |
| Pernyataan_15 | 21,03                      | 3,689                          | ,237                             | ,217                         | ,703                             |
| Pernyataan_16 | 20,97                      | 3,068                          | ,680                             | ,582                         | ,575                             |
| Pernyataan_17 | 21,03                      | 3,689                          | ,302                             | ,474                         | ,681                             |
| Pernyataan_18 | 20,90                      | 3,472                          | ,438                             | ,360                         | ,645                             |

## Reliability

### Scale : Keputusan Pembelian

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 30 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,881             | ,877   | 6          |

#### 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 |
|---------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| Pernyataan_19 | 17,37                      | 5,895                          | ,378                             | .                            | ,905                             |
| Pernyataan_20 | 17,47                      | 4,878                          | ,725                             | .                            | ,855                             |
| pernyataan_21 | 17,57                      | 4,668                          | ,832                             | .                            | ,836                             |
| Pernyataan_22 | 17,53                      | 4,671                          | ,825                             | .                            | ,837                             |
| Pernyataan_23 | 17,53                      | 4,947                          | ,693                             | .                            | ,860                             |
| Pernyataan_24 | 17,53                      | 4,947                          | ,693                             | .                            | ,860                             |

## LAMPIRAN 8

### HASIL UJI ASUMSI KLASIK

#### 1. Normalitas

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,602 <sup>a</sup> | ,362     | ,342              | ,26994                     |

a. Predictors: (Constant), sikap\_konsumen, motivasi\_konsumen, persepsi\_kualitas

b. Dependent Variable: keputusan\_pembelian

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 3,976          | 3  | 1,325       | 18,187 | ,000 <sup>b</sup> |
|       | Residual   | 6,995          | 96 | ,073        |        |                   |
|       | Total      | 10,971         | 99 |             |        |                   |

a. Dependent Variable: keputusan\_pembelian

b. Predictors: (Constant), sikap\_konsumen, motivasi\_konsumen, persepsi\_kualitas

**Residuals Statistics<sup>a</sup>**

|                                   | Minimum | Maximum | Mean   | Std. Deviation | N   |
|-----------------------------------|---------|---------|--------|----------------|-----|
| Predicted Value                   | 3,0293  | 3,8833  | 3,5450 | ,22617         | 100 |
| Std. Predicted Value              | -2,280  | 1,496   | ,000   | 1,000          | 100 |
| Standard Error of Predicted Value | ,029    | ,099    | ,055   | ,014           | 100 |
| Adjusted Predicted Value          | 2,9750  | 3,8976  | 3,5444 | ,22675         | 100 |
| Residual                          | -,66645 | ,80061  | ,00000 | ,27899         | 100 |
| Std. Residual                     | -2,352  | 2,826   | ,000   | ,985           | 100 |
| Stud. Residual                    | -2,386  | 2,926   | ,001   | 1,007          | 100 |
| Deleted Residual                  | -,68576 | ,85833  | ,00060 | ,29155         | 100 |
| Stud. Deleted Residual            | -2,447  | 3,050   | ,001   | 1,017          | 100 |
| Mahal. Distance                   | ,020    | 10,987  | 2,970  | 2,065          | 100 |
| Cook's Distance                   | ,000    | ,154    | ,011   | ,021           | 100 |
| Centered Leverage Value           | ,000    | ,111    | ,030   | ,021           | 100 |

a. Dependent Variable: keputusan\_pembelian

### One-Sample Kolmogorov-Smirnov Test

|                                  |                | n                 | persepsi_kualitas | sikap_konsumen    | pembelian         |
|----------------------------------|----------------|-------------------|-------------------|-------------------|-------------------|
| N                                |                | 100               | 100               | 100               | 100               |
| Normal Parameters <sup>a,b</sup> | Mean           | 3,4783            | 3,5680            | 3,5857            | 3,5450            |
|                                  | Std. Deviation | ,34789            | ,37682            | ,34429            | ,35915            |
| Most Extreme Differences         | Absolute       | ,166              | ,174              | ,175              | ,163              |
|                                  | Positive       | ,085              | ,126              | ,118              | ,103              |
|                                  | Negative       | -,166             | -,174             | -,175             | -,163             |
| Test Statistic                   |                | ,166              | ,174              | ,175              | ,163              |
| Asymp. Sig. (2-tailed)           |                | ,000 <sup>c</sup> | ,000 <sup>c</sup> | ,000 <sup>c</sup> | ,000 <sup>c</sup> |

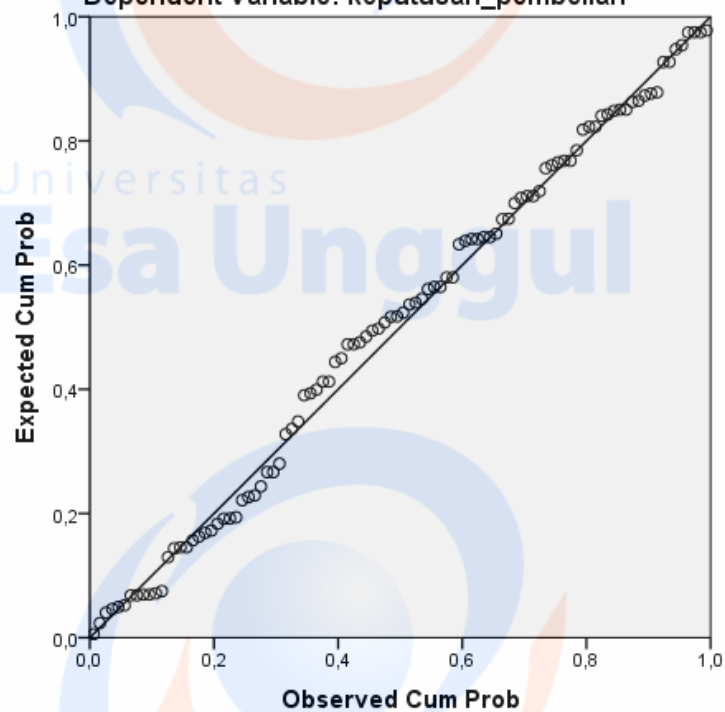
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: keputusan\_pembelian



## 2. Multikolinieritas

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,602 <sup>a</sup> | ,362     | ,342              | ,26994                     |

a. Predictors: (Constant), sikap\_konsumen, motivasi\_konsumen, persepsi\_kualitas

b. Dependent Variable: keputusan\_pembelian

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 3,976          | 3  | 1,325       | 18,187 | ,000 <sup>b</sup> |
|       | Residual   | 6,995          | 96 | ,073        |        |                   |
|       | Total      | 10,971         | 99 |             |        |                   |

a. Dependent Variable: keputusan\_pembelian

b. Predictors: (Constant), sikap\_konsumen, motivasi\_konsumen, persepsi\_kualitas

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

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients |       | Collinearity Statistics |           |       |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|-------------------------|-----------|-------|
|       |                   | B                           | Std. Error | Beta                      | t     | Sig.                    | Tolerance | VIF   |
| 1     | (Constant)        | ,916                        | ,340       |                           | 2,691 | ,008                    |           |       |
|       | motivasi_konsumen | ,301                        | ,114       | ,292                      | 2,641 | ,010                    | ,515      | 1,943 |
|       | persepsi_kualitas | -,075                       | ,114       | -,079                     | -,656 | ,514                    | ,437      | 2,287 |
|       | sikap_konsumen    | ,515                        | ,103       | ,494                      | 4,997 | ,000                    | ,643      | 1,555 |

a. Dependent Variable: keputusan\_pembelian

**Coefficient Correlations<sup>a</sup>**

| Model | sikap_konsumen | motivasi_konsumen | persepsi_kualitas |
|-------|----------------|-------------------|-------------------|
| 1     |                |                   |                   |

|   |              |                   |       |       |       |
|---|--------------|-------------------|-------|-------|-------|
| 1 | Correlations | sikap_konsumen    | 1,000 | -,126 | -,405 |
|   |              | motivasi_konsumen | -,126 | 1,000 | -,575 |
|   |              | persepsi_kualitas | -,405 | -,575 | 1,000 |
|   | Covariances  | sikap_konsumen    | ,011  | -,001 | -,005 |
|   |              | motivasi_konsumen | -,001 | ,013  | -,008 |
|   |              | persepsi_kualitas | -,005 | -,008 | ,013  |

a. Dependent Variable: keputusan\_pembelian

#### Collinearity Diagnostics<sup>a</sup>

| Mo | del | Dimension | Eigenvalue | Condition Index | (Constant) | Variance Proportions |                   |                 |
|----|-----|-----------|------------|-----------------|------------|----------------------|-------------------|-----------------|
|    |     |           |            |                 |            | motivasi_konsu men   | persepsi_kualitas | sikap_konsu men |
| 1  | 1   |           | 3,986      | 1,000           | ,00        | ,00                  | ,00               | ,00             |
|    | 2   |           | ,006       | 25,770          | ,57        | ,16                  | ,21               | ,05             |
|    | 3   |           | ,005       | 29,226          | ,29        | ,22                  | ,02               | ,73             |
|    | 4   |           | ,003       | 36,968          | ,14        | ,62                  | ,78               | ,21             |

a. Dependent Variable: keputusan\_pembelian

#### Residuals Statistics<sup>a</sup>

|                                   | Minimum | Maximum | Mean   | Std. Deviation | N   |
|-----------------------------------|---------|---------|--------|----------------|-----|
| Predicted Value                   | 3,0293  | 3,8833  | 3,5450 | ,22617         | 100 |
| Std. Predicted Value              | -2,280  | 1,496   | ,000   | 1,000          | 100 |
| Standard Error of Predicted Value | ,029    | ,099    | ,055   | ,014           | 100 |
| Adjusted Predicted Value          | 2,9750  | 3,8976  | 3,5444 | ,22675         | 100 |
| Residual                          | -,66645 | ,80061  | ,00000 | ,27899         | 100 |
| Std. Residual                     | -2,352  | 2,826   | ,000   | ,985           | 100 |
| Stud. Residual                    | -2,386  | 2,926   | ,001   | 1,007          | 100 |
| Deleted Residual                  | -,68576 | ,85833  | ,00060 | ,29155         | 100 |
| Stud. Deleted Residual            | -2,447  | 3,050   | ,001   | 1,017          | 100 |
| Mahal. Distance                   | ,020    | 10,987  | 2,970  | 2,065          | 100 |
| Cook's Distance                   | ,000    | ,154    | ,011   | ,021           | 100 |
| Centered Leverage Value           | ,000    | ,111    | ,030   | ,021           | 100 |

a. Dependent Variable: keputusan\_pembelian

## 3. Heterokedastisitas

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered   | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1     | sikap_konsumen,<br>motivasi_konsumen,<br>persepsi_kualitas <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: keputusan\_pembelian

b. All requested variables entered.

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,602 <sup>a</sup> | ,362     | ,342              | ,26994                     |

a. Predictors: (Constant), sikap\_konsumen, motivasi\_konsumen, persepsi\_kualitas

b. Dependent Variable: keputusan\_pembelian

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 3,976          | 3  | 1,325       | 18,187 | ,000 <sup>b</sup> |
|       | Residual   | 6,995          | 96 | ,073        |        |                   |
|       | Total      | 10,971         | 99 |             |        |                   |

a. Dependent Variable: keputusan\_pembelian

b. Predictors: (Constant), sikap\_konsumen, motivasi\_konsumen, persepsi\_kualitas



| Coefficients <sup>a</sup> |                   |                             |            |                           |       |      |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |                   | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)        | ,931                        | ,363       |                           | 2,562 | ,012 |
|                           | motivasi_konsumen | ,298                        | ,107       | ,284                      | 2,789 | ,006 |
|                           | persepsi_kualitas | -,011                       | ,107       | -,012                     | -,105 | ,917 |
|                           | sikap_konsumen    | ,455                        | ,108       | ,436                      | 4,195 | ,000 |

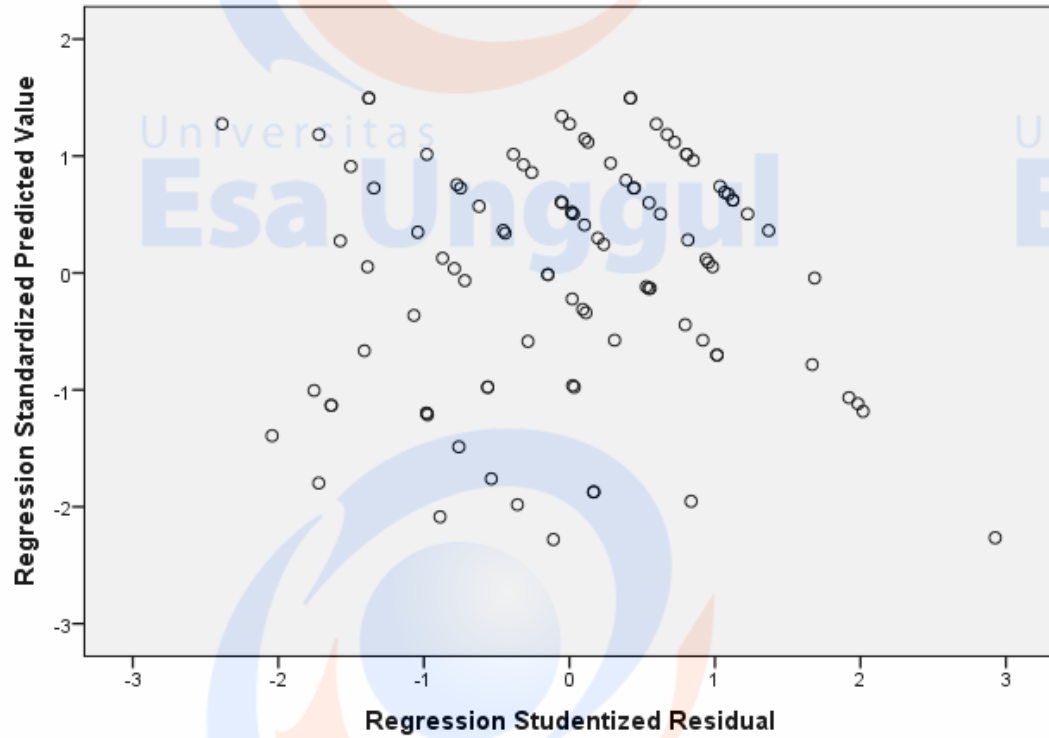
a. Dependent Variable: keputusan\_pembelian

| Residuals Statistics <sup>a</sup> |         |         |        |                |     |
|-----------------------------------|---------|---------|--------|----------------|-----|
|                                   | Minimum | Maximum | Mean   | Std. Deviation | N   |
| Predicted Value                   | 3,0293  | 3,8833  | 3,5450 | ,22617         | 100 |
| Std. Predicted Value              | -2,280  | 1,496   | ,000   | 1,000          | 100 |
| Standard Error of Predicted Value | ,029    | ,099    | ,055   | ,014           | 100 |
| Adjusted Predicted Value          | 2,9750  | 3,8976  | 3,5444 | ,22675         | 100 |
| Residual                          | -,66645 | ,80061  | ,00000 | ,27899         | 100 |
| Std. Residual                     | -2,352  | 2,826   | ,000   | ,985           | 100 |
| Stud. Residual                    | -2,386  | 2,926   | ,001   | 1,007          | 100 |
| Deleted Residual                  | -,68576 | ,85833  | ,00060 | ,29155         | 100 |
| Stud. Deleted Residual            | -2,447  | 3,050   | ,001   | 1,017          | 100 |
| Mahal. Distance                   | ,020    | 10,987  | 2,970  | 2,065          | 100 |
| Cook's Distance                   | ,000    | ,154    | ,011   | ,021           | 100 |
| Centered Leverage Value           | ,000    | ,111    | ,030   | ,021           | 100 |

a. Dependent Variable: keputusan\_pembelian

## Scatterplot

Dependent Variable: keputusan\_pembelian



## LAMPIRAN 9

### HASIL UJI ANALISIS REGRESI

#### Variables Entered/Removed<sup>a</sup>

| Model | Variables   |         | Method |
|-------|---|---------|--------|
|       | Entered   | Removed |        |
| 1     | sikap_konsumen,<br>motivasi_konsumen,<br>persepsi_kualitas <sup>b</sup> | .       | Enter  |

a. Dependent Variable: keputusan\_pembelian

b. All requested variables entered.

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

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,602 <sup>a</sup> | ,362     | ,342              | ,26994                     |

a. Predictors: (Constant), sikap\_konsumen, motivasi\_konsumen, persepsi\_kualitas

b. Dependent Variable: keputusan\_pembelian

#### ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 3,976          | 3  | 1,325       | 18,187 | ,000 <sup>b</sup> |
|       | Residual   | 6,995          | 96 | ,073        |        |                   |
|       | Total      | 10,971         | 99 |             |        |                   |

a. Dependent Variable: keputusan\_pembelian

b. Predictors: (Constant), sikap\_konsumen, motivasi\_konsumen, persepsi\_kualitas

| Coefficients <sup>a</sup> |                   |                             |            |                           |       |      |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |                   | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)        | ,931                        | ,363       |                           | 2,562 | ,012 |
|                           | motivasi_konsumen | ,298                        | ,107       | ,284                      | 2,789 | ,006 |
|                           | persepsi_kualitas | -,011                       | ,107       | -,012                     | -,105 | ,917 |
|                           | sikap_konsumen    | ,455                        | ,108       | ,436                      | 4,195 | ,000 |

a. Dependent Variable: keputusan\_pembelian

### Coefficient Correlations<sup>a</sup>

| Model |              |                   | sikap_konsumen | motivasi_konsumen | persepsi_kualitas |
|-------|--------------|-------------------|----------------|-------------------|-------------------|
|       |              |                   | Correlations   |                   |                   |
| 1     | Correlations | sikap_konsumen    | 1,000          | -,126             | -,405             |
|       |              | motivasi_konsumen | -,126          | 1,000             | -,575             |
|       |              | persepsi_kualitas | -,405          | -,575             | 1,000             |
| 1     | Covariances  | sikap_konsumen    | ,011           | -,001             | -,005             |
|       |              | motivasi_konsumen | -,001          | ,013              | -,008             |
|       |              | persepsi_kualitas | -,005          | -,008             | ,013              |

a. Dependent Variable: keputusan\_pembelian

### Collinearity Diagnostics<sup>a</sup>

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions (Constant) | motivasi_konsumen | persepsi_kualitas | sikap_konsumen |
|-------|-----------|------------|-----------------|---------------------------------|-------------------|-------------------|----------------|
|       |           |            |                 |                                 |                   |                   |                |
| 1     | 1         | 3,986      | 1,000           | ,00                             | ,00               | ,00               | ,00            |
|       | 2         | ,006       | 25,770          | ,57                             | ,16               | ,21               | ,05            |
|       | 3         | ,005       | 29,226          | ,29                             | ,22               | ,02               | ,73            |
|       | 4         | ,003       | 36,968          | ,14                             | ,62               | ,78               | ,21            |

a. Dependent Variable: keputusan\_pembelian

### Residuals Statistics<sup>a</sup>

|                      | Minimum | Maximum | Mean   | Std. Deviation | N   |
|----------------------|---------|---------|--------|----------------|-----|
| Predicted Value      | 3,0293  | 3,8833  | 3,5450 | ,22617         | 100 |
| Std. Predicted Value | -2,280  | 1,496   | ,000   | 1,000          | 100 |

|                                   |         |        |        |        |     |
|-----------------------------------|---------|--------|--------|--------|-----|
| Standard Error of Predicted Value | ,029    | ,099   | ,055   | ,014   | 100 |
| Adjusted Predicted Value          | 2,9750  | 3,8976 | 3,5444 | ,22675 | 100 |
| Residual                          | -,66645 | ,80061 | ,00000 | ,27899 | 100 |
| Std. Residual                     | -2,352  | 2,826  | ,000   | ,985   | 100 |
| Stud. Residual                    | -2,386  | 2,926  | ,001   | 1,007  | 100 |
| Deleted Residual                  | -,68576 | ,85833 | ,00060 | ,29155 | 100 |
| Stud. Deleted Residual            | -2,447  | 3,050  | ,001   | 1,017  | 100 |
| Mahal. Distance                   | ,020    | 10,987 | 2,970  | 2,065  | 100 |
| Cook's Distance                   | ,000    | ,154   | ,011   | ,021   | 100 |
| Centered Leverage Value           | ,000    | ,111   | ,030   | ,021   | 100 |

a. Dependent Variable: keputusan\_pembelian