

NO.	KUALITAS PRODUK														PERSEPSI HARGA				GAYA HIDUP						KEPUTUSAN PEMBELIAN						TOTAL	
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123	4	4	4	3	4	3	4	4	4	4	4	4	4	3	4	3	3	4	4	4	4	4	4	3	4	4	3	3	3	4	4	111
124	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	3	4	4	3	4	3	4	3	112
125	3	3	3	4	3	3	3	3	3	3	2	3	3	4	3	3	4	3	4	3	3	3	3	3	3	3	3	4	3	4	3	95
126	2	3	3	3	2	3	2	3	3	3	3	3	3	3	2	3	3	2	2	2	3	4	3	2	2	3	3	2	2	4	81	
127	4	4	2	2	3	2	4	4	4	2	3	2	2	2	3	2	3	3	4	3	4	2	2	3	3	2	3	3	4	3	87	
128	2	4	3	4	2	4	2	4	4	3	3	3	3	4	2	4	3	3	3	2	3	3	4	2	2	4	3	3	3	3	92	
129	3	4	3	3	3	4	3	4	4	3	4	3	3	3	3	4	3	3	3	3	4	3	3	3	3	4	4	3	3	3	99	
130	4	3	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	93	
131	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	120	
132	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	3	3	4	4	4	4	4	4	3	4	4	3	113
133	3	4	3	4	4	4	3	4	4	3	2	3	3	4	4	4	3	4	3	4	4	3	4	4	3	3	4	3	4	3	105	
134	2	4	3	3	4	4	2	4	4	3	3	4	3	3	4	4	2	4	3	4	3	3	3	4	4	4	2	4	3	4	101	
135	3	3	4	4	3	3	3	3	3	4	3	4	4	4	3	3	3	3	4	3	3	4	3	3	4	3	3	3	3	4	3	99
136	2	3	3	2	2	3	2	3	3	3	3	4	4	2	2	3	2	2	2	2	3	3	2	2	2	3	2	2	3	2	76	
137	2	3	3	3	3	4	2	3	3	3	4	3	4	3	3	4	2	3	3	4	3	3	3	3	3	3	4	2	3	3	92	

138	4	3	3	4	4	4	4	3	3	3	3	3	3	3	4	4	4	4	4	4	3	3	4	3	4	4	4	4	4	4	4	4	109
139	3	3	4	4	4	4	3	3	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	111	
140	4	4	3	3	3	4	4	3	3	4	4	3	4	3	3	4	4	3	3	3	3	3	3	3	3	4	4	3	3	3	3	101	
141	2	4	3	2	2	3	2	3	3	3	3	4	3	2	2	3	2	2	2	2	3	3	2	2	3	4	4	3	4	3	83		
142	4	4	3	4	3	4	4	3	3	4	4	3	3	3	4	4	2	4	3	3	4	4	4	3	3	2	3	3	3	3	101		
143	3	4	4	4	3	4	3	2	3	3	3	2	3	4	3	3	3	3	4	3	3	3	4	2	3	3	3	4	3	3	95		
144	3	2	4	3	4	3	3	4	3	3	3	4	2	2	2	3	2	2	2	3	2	3	3	2	3	4	4	4	3	4	89		
145	2	3	3	3	3	4	2	3	3	3	4	3	4	3	3	4	2	3	3	4	4	4	3	4	4	3	4	3	3	4	98		
146	4	3	3	4	4	4	4	3	3	3	3	3	3	3	4	4	4	4	4	4	3	2	4	3	4	4	3	3	4	3	104		
147	3	3	4	4	4	4	3	3	4	3	3	3	4	4	4	4	3	4	4	3	3	4	4	3	3	4	3	3	3	4	105		
148	4	4	3	3	3	4	4	3	3	4	4	3	4	3	3	4	4	3	3	4	4	3	3	3	3	4	3	4	4	4	105		
149	2	4	3	2	2	3	2	3	3	3	3	4	3	2	2	3	3	2	2	3	4	4	4	3	3	3	3	3	3	3	87		
150	4	3	4	3	4	3	3	3	3	4	4	3	3	4	3	3	3	3	3	4	3	4	4	3	3	4	3	4	4	3	102		

	Sig. (2-tailed)	.000	.294	.354	.004	.077	.020	.000	.228	.261	.161	.402	.545	.821	.004	.077	.020		.136	.020	.166	.138	.354	.002	.579	.136	.057	.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
soal18	Pearson Correlation	.287	.224	.523**	.439*	.933**	.177	.287	.407*	.467**	.433*	.147	.261	.311	.439*	.933**	.177	.279	1	.701**	.863**	.440*	.343	.565**	.875**	.850**	.027	.072
	Sig. (2-tailed)	.124	.234	.003	.015	.000	.349	.124	.026	.009	.017	.438	.164	.095	.015	.000	.349	.136		.000	.000	.015	.064	.001	.000	.000	.886	.704
	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
soal19	Pearson Correlation	.538**	.122	.613**	.439*	.654**	-.047	.538**	.307	.366*	.523**	.147	.261	.399*	.439*	.654**	-.047	.424*	.701**	1	.584**	.440*	.433*	.403*	.658**	.626**	-.122	.222
	Sig. (2-tailed)	.002	.520	.000	.015	.000	.804	.002	.099	.047	.003	.438	.164	.029	.015	.000	.804	.020	.000		.001	.015	.017	.027	.000	.000	.520	.238
	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
soal20	Pearson Correlation	.267	.114	.404*	.262	.935**	.165	.267	.286	.341	.320	.213	.160	.290	.262	.935**	.165	.260	.863**	.584**	1	.410*	.235	.376*	.816**	.793**	.026	.067
	Sig. (2-tailed)	.153	.548	.027	.162	.000	.383	.153	.125	.065	.085	.257	.397	.120	.162	.000	.383	.166	.000	.001		.024	.210	.041	.000	.000	.893	.723
	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
soal21	Pearson Correlation	.556**	.577**	.340	.057	.410*	.138	.556**	.683**	.765**	.219	.308	.112	.179	.057	.410*	.138	.277	.440*	.440*	.410*	1	.219	.215	.497**	.339	.037	.299
	Sig. (2-tailed)	.001	.001	.066	.765	.024	.468	.001	.000	.000	.246	.097	.557	.343	.765	.024	.468	.138	.015	.015	.024		.246	.254	.005	.067	.846	.109
	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
soal22	Pearson Correlation	.045	-.025	.891**	.364*	.320	.072	.045	.072	.146	.783**	.217	.686**	.749**	.364*	.320	.072	.175	.343	.433*	.235	.219	1	.411*	.384*	.343	.072	.108
	Sig. (2-tailed)	.812	.897	.000	.048	.085	.705	.812	.704	.442	.000	.250	.000	.000	.048	.085	.705	.354	.064	.017	.210	.246		.024	.036	.064	.705	.569
	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
soal23	Pearson Correlation	.188	.088	.411*	.873**	.451*	.646**	.188	.246	.331	.313	.018	.071	.241	.873**	.451*	.646**	.538**	.565**	.403*	.376*	.215	.411*	1	.306	.322	.484**	.354
	Sig. (2-tailed)	.319	.642	.024	.000	.012	.000	.319	.190	.074	.092	.926	.710	.200	.000	.012	.000	.002	.001	.027	.041	.254	.024		.100	.083	.007	.055
	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
soal24	Pearson Correlation	.285	.256	.558**	.276	.884**	.007	.285	.406*	.477**	.471**	.190	.327	.386*	.276	.884**	.007	.105	.875**	.658**	.816**	.497**	.384*	.306	1	.803**	-.137	-.080
	Sig. (2-tailed)	.126	.172	.001	.139	.000	.970	.126	.026	.008	.009	.316	.078	.035	.139	.000	.970	.579	.000	.000	.000	.005	.036	.100		.000	.469	.676
	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
soal25	Pearson Correlation	.350	.224	.523**	.201	.863**	.102	.350	.207	.265	.523**	.311	.350	.399*	.201	.863**	.102	.279	.850**	.626**	.793**	.339	.343	.322	.803**	1	.102	.147
	Sig. (2-tailed)	.058	.234	.003	.286	.000	.591	.058	.273	.156	.003	.095	.058	.029	.286	.000	.591	.136	.000	.000	.000	.067	.064	.083	.000		.591	.438

soal28	soal29	soal30	Skor_total
.175	.410	.121	.565
.356	.025	.524	.001
30	30	30	30
.243	.121	.098	.436
.195	.524	.605	.016
30	30	30	30
.469	.535	.239	.686
.009	.002	.203	.000
30	30	30	30
.390	.188	.364	.561
.033	.319	.048	.001
30	30	30	30
.860	.372	.572	.804
.000	.043	.001	.000
30	30	30	30
.192	-.133	.162	.478
.309	.483	.391	.008
30	30	30	30
.175	.410	.121	.565
.356	.025	.524	.001
30	30	30	30
.333	.119	.193	.541
.072	.532	.307	.002
30	30	30	30

.397'	.179	.267	.602''
.030	.343	.153	.000
30	30	30	30
.372'	.428'	.130	.632''
.043	.018	.492	.000
30	30	30	30
.071	0.000	-.079	.392'
.710	1.000	.679	.032
30	30	30	30
.283	.422'	.043	.390'
.130	.020	.822	.033
30	30	30	30
.241	.368'	0.000	.488''
.200	.045	1.000	.006
30	30	30	30
.390'	.188	.364'	.561''
.033	.319	.048	.001
30	30	30	30
.860''	.372'	.572''	.804''
.000	.043	.001	.000
30	30	30	30
.192	-.133	.162	.478''
.309	.483	.391	.008
30	30	30	30
.223	.215	.263	.589'

.236	.253	.161	.001
30	30	30	30
,922"	,399"	,613"	,817"
.000	.029	.000	.000
30	30	30	30
,598"	,754"	.252	,732"
.000	.000	.178	.000
30	30	30	30
,784"	.290	,572"	,716"
.000	.120	.001	.000
30	30	30	30
,368"	.299	.340	,589"
.045	.109	.066	.001
30	30	30	30
.274	.321	.239	,525"
.143	.084	.203	.003
30	30	30	30
,525"	.144	,411"	,687"
.003	.447	.024	.000
30	30	30	30
,792"	,386"	,558"	,729"
.000	.035	.001	.000
30	30	30	30
,841"	,488"	,523"	,759"
.000	.006	.003	.000

30	30	30	30
.111	-.044	.072	.379'
.560	.816	.705	.039
30	30	30	30
.160	.311	.198	.432'
.400	.095	.293	.017
30	30	30	30
1	.433'	.567''	.751''
	.017	.001	.000
30	30	30	30
.433'	1	.107	.503''
.017		.574	.005
30	30	30	30
.567''	.107	1	.514''
.001	.574		.004
30	30	30	30
.751''	.503''	.514''	1
.000	.005	.004	
30	30	30	30

	Sig. (2-tailed)	.000	.257	1.000	.000	.000	.000	.000	.024	.128	.425	.182	.576	.903	.000	.005	.000		.006	.000	.012	.023	.290	.000	.100	.065	.001	.000	.129
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
soal18	Pearson Correlation	.185	.217	.241	.410	.663	.130	.228	.266	.311	.244	.130	.177	.234	.357	.706	.139	.224	1	.549	.623	.292	.236	.434	.624	.520	-.013	.035	.514
	Sig. (2-tailed)	.023	.008	.003	.000	.000	.112	.005	.001	.000	.003	.114	.030	.004	.000	.000	.091	.006		.000	.000	.000	.004	.000	.000	.000	.876	.670	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
soal19	Pearson Correlation	.407	.044	.295	.263	.434	-.031	.379	.168	.271	.233	.088	.103	.251	.350	.521	.011	.356	.549	1	.377	.241	.287	.275	.432	.430	-.045	.164	.194
	Sig. (2-tailed)	.000	.596	.000	.001	.000	.709	.000	.040	.001	.004	.282	.211	.002	.000	.000	.895	.000	.000		.000	.003	.000	.001	.000	.000	.588	.045	.017
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
soal20	Pearson Correlation	.090	.090	.215	.138	.607	.123	.142	.161	.109	.141	.154	.203	.177	.170	.657	.084	.205	.623	.377	1	.280	.209	.276	.540	.536	-.018	.015	.499
	Sig. (2-tailed)	.273	.274	.008	.091	.000	.133	.083	.049	.182	.085	.059	.013	.030	.037	.000	.307	.012	.000	.000		.001	.010	.001	.000	.000	.828	.853	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
soal21	Pearson Correlation	.194	.373	.154	.065	.197	.015	.268	.380	.368	.091	.169	.119	.084	-.028	.166	.084	.185	.292	.241	.280	1	.131	.146	.255	.199	.053	.205	.128
	Sig. (2-tailed)	.017	.000	.060	.428	.015	.852	.001	.000	.000	.268	.039	.148	.307	.732	.042	.307	.023	.000	.003	.001		.110	.074	.002	.015	.517	.012	.117
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
soal22	Pearson Correlation	.064	.111	.441	.300	.238	.109	.087	.012	.196	.502	.089	.409	.457	.289	.163	-.020	.087	.236	.287	.209	.131	1	.339	.158	.195	-.013	.101	.212
	Sig. (2-tailed)	.437	.175	.000	.000	.003	.183	.292	.881	.016	.000	.281	.000	.000	.046	.810	.290	.004	.000	.010	.110		.000	.054	.017	.876	.218	.009	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
soal23	Pearson Correlation	.161	.017	.136	.479	.221	.391	.087	.017	.146	.084	.016	-.033	.060	.599	.257	.394	.306	.434	.275	.276	.146	.339	1	.123	.176	.270	.251	.329
	Sig. (2-tailed)	.049	.840	.097	.000	.007	.000	.288	.836	.075	.306	.843	.687	.465	.000	.002	.000	.000	.000	.001	.001	.074	.000		.133	.031	.001	.002	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
soal24	Pearson Correlation	.121	.190	.242	.123	.495	.046	.141	.260	.237	.233	.118	.257	.286	.200	.655	.097	.135	.624	.432	.540	.255	.158	.123	1	.510	-.154	-.112	.464
	Sig. (2-tailed)	.140	.020	.003	.132	.000	.578	.085	.001	.004	.004	.149	.002	.000	.014	.000	.238	.100	.000	.000	.000	.002	.054	.133		.000	.060	.173	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
soal25	Pearson Correlation	.186	.095	.283	.087	.487	.052	.105	.040	.172	.267	.144	.225	.289	.149	.588	.101	.151	.520	.430	.536	.199	.195	.176	.510	1	.043	.288	.598
	Sig. (2-tailed)	.022	.247	.000	.292	.000	.526	.199	.629	.035	.001	.079	.006	.000	.069	.000	.217	.065	.000	.000	.000	.015	.017	.031	.000		.603	.000	.000

soal29	soal30	total
.211"	-.020	.462"
.010	.812	.000
150	150	150
.068	.029	.424"
.407	.724	.000
150	150	150
.233"	.182	.505"
.004	.026	.000
150	150	150
.013	.158	.496"
.878	.054	.000
150	150	150
.202	.315"	.649"
.013	.000	.000
150	150	150
.033	.136	.486"
.685	.098	.000
150	150	150
.201	-.016	.467"
.014	.848	.000
150	150	150
.007	.127	.406"
.937	.123	.000
150	150	150

.124	.127	.548"
.130	.122	.000
150	150	150
.222"	.098	.548"
.006	.231	.000
150	150	150
-.066	-.079	.330"
.422	.339	.000
150	150	150
.239"	.007	.350"
.003	.928	.000
150	150	150
.257"	.110	.456"
.001	.180	.000
150	150	150
.205"	.231"	.507"
.012	.004	.000
150	150	150
.261"	.421"	.687"
.001	.000	.000
150	150	150
-.063	.128	.420"
.440	.119	.000
150	150	150
.150	.141	.491"

.067	.085	.000
150	150	150
.238"	.323"	.703"
.003	.000	.000
150	150	150
.398"	.076	.591"
.000	.357	.000
150	150	150
.290"	.380"	.583"
.000	.000	.000
150	150	150
.039	.144	.401"
.638	.079	.000
150	150	150
.226"	.066	.448"
.005	.426	.000
150	150	150
.196"	.117	.500"
.016	.153	.000
150	150	150
.305"	.329"	.570"
.000	.000	.000
150	150	150
.295"	.279"	.585"
.000	.001	.000

150	150	150
.007	.162	.308
.934	.047	.000
150	150	150
.215	.058	.321
.008	.482	.000
150	150	150
.298	.406	.590
.000	.000	.000
150	150	150
1	.082	.406
	.316	.000
150	150	150
.082	1	.374
.316		.000
150	150	150
.406	.374	1
.000	.000	
150	150	150

LAMPIRAN 4
Tabulasi Data Pre-Test 30 (tiga puluh) Responden
dan Tabulasi Data 150 Responden

No.	KUALITAS PRODUK														PERSEPSI HARGA				GAYA HIDUP						KEPUTUSAN PEMBELIAN						TOTAL	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	1	2	3	4	1	2	3	4	5	6	1	2	3	4	5	6		
1	2	3	4	3	4	2	2	3	3	4	3	4	4	3	4	2	3	4	4	4	3	4	3	4	4	2	3	4	4	4	100	
2	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	116	
3	4	4	4	3	4	3	4	4	4	4	4	4	4	3	4	3	3	4	4	4	4	3	3	4	4	3	3	4	4	4	111	
4	3	4	4	3	4	3	3	4	4	4	4	4	4	3	4	3	3	4	4	4	4	4	3	4	4	3	3	4	3	3	108	
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	90	
6	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	4	4	4	4	4	117	
7	3	4	3	3	4	4	3	4	4	3	4	3	3	3	4	4	4	3	3	4	3	3	3	3	3	4	4	3	3	3	102	
8	3	4	3	3	4	3	3	4	4	3	4	3	3	3	4	3	3	4	3	4	4	3	3	4	4	3	3	4	3	4	103	
9	2	3	3	4	4	4	2	3	3	3	3	3	3	3	4	4	4	4	3	4	3	3	4	3	4	4	4	4	3	4	103	
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13	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	3	3	4	4	3	4	3	112	
14	3	3	3	4	3	3	3	3	3	3	2	3	3	4	3	3	4	3	4	3	3	3	3	3	3	3	3	4	3	4	3	95
15	2	3	3	3	2	3	2	3	3	3	3	3	3	3	2	3	3	2	2	2	3	4	3	2	2	3	3	2	2	4	81	
16	4	4	2	2	3	2	4	4	4	2	3	2	2	2	3	2	3	3	4	3	4	2	2	3	3	2	3	3	4	3	87	
17	2	4	3	4	2	4	2	4	4	3	3	3	3	4	2	4	3	3	3	2	3	3	4	2	2	4	3	3	3	3	92	
18	3	4	3	3	3	4	3	4	4	3	4	3	3	3	3	4	3	3	3	3	4	3	3	3	3	4	4	3	3	3	99	
19	4	3	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	93	
20	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	120	
21	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	3	3	4	4	4	4	4	4	3	4	4	113	
22	3	4	3	4	4	4	3	4	4	3	2	3	3	4	4	4	3	4	3	4	4	3	4	4	3	3	3	4	3	4	105	
23	2	4	3	3	4	4	2	4	4	3	3	4	3	3	4	4	2	4	3	4	3	3	3	4	4	4	2	4	3	4	101	
24	3	3	4	4	3	3	3	3	3	4	3	4	4	4	3	3	3	3	4	3	3	4	3	3	3	3	3	3	4	3	99	
25	2	3	3	2	2	3	2	3	3	3	3	4	4	2	2	3	2	2	2	2	3	3	2	2	2	3	2	2	3	2	76	
26	2	3	3	3	3	4	2	3	3	3	4	3	4	3	3	4	2	3	3	4	3	3	3	3	3	4	2	3	3	3	92	
27	4	3	3	4	4	4	4	3	3	3	3	3	3	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	109	
28	3	3	4	4	4	4	3	3	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	111	
29	4	4	3	3	3	4	4	3	3	4	4	3	4	3	3	4	4	3	3	3	3	3	3	3	3	4	4	3	3	3	101	
30	2	4	3	2	2	3	2	3	3	3	3	4	3	2	2	3	2	2	2	2	3	3	2	2	3	4	4	3	4	3	83	