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LAMPIRAN

LAMPIRAN 1 Biodata**BIODATA****Identitas Diri**

Nama Lengkap : Randi
Tempat, Tanggal Lahir : Balang, 11 Januari 1999
Jenis Kelamin : Laki-laki
Alamat Rumah : Jl Sahabat 2, Tamalanrea Indah, Makassar
No. Hp : 081999951409
E-mail : inboxforandi@gmail.com

Riwayat Pendidikan

- SD Negeri No.179 Inpres Balang : 2005-2011
- SMP Negeri Satu Atap Balang : 2011-2014
- SMA Negeri 1 Takalar : 2014-2017
- Universitas Hasanuddin : 2017-Sekarang

Demikian biodata ini dibuat dengan sebenar-benarnya,

Makassar, 22 Maret 2021

Randi

| Pertanyaan yang berkaitan dengan: Budaya (X1) | | | | | | |
|--|--|-----------|----------|-----------|-----------|------------|
| No. | Pernyataan | SS | S | CS | TS | STS |
| 1. | Anda menggunakan produk pakaian merek Uniqlo karena sudah terbiasa dengan produk Uniqlo sebelumnya | | | | | |
| 2. | Anda menggunakan produk Uniqlo karena pengaruh kelompok pergaulan | | | | | |
| 3. | Anda menggunakan produk pakaian merek Uniqlo karena memiliki kualitas yang bagus | | | | | |
| 4. | Anda menggunakan produk pakaian merek Uniqlo karena pengaruh kelas sosial | | | | | |

| Pertanyaan yang berkaitan dengan: Sosial (X2) | | | | | | |
|--|--|-----------|----------|-----------|-----------|------------|
| No. | Pernyataan | SS | S | CS | TS | STS |
| 1. | Anda menggunakan produk pakaian merek Uniqlo karena banyak teman yang menggunakan produk tersebut | | | | | |
| 2. | Anda menggunakan produk pakaian merek Uniqlo karena adanya pengalaman dari anggota keluarga sebelumnya | | | | | |
| 3. | Anda menggunakan produk pakaian merek Uniqlo karena dapat mencerminkan status sosial | | | | | |
| 4. | Anda membeli produk Uniqlo karena mendapat referensi dari orang lain | | | | | |

| Pertanyaan yang berkaitan dengan: Pribadi (X3) | | | | | | |
|--|---|----|---|----|----|-----|
| No. | Pernyataan | SS | S | CS | TS | STS |
| 1. | Anda menggunakan produk pakaian merek Uniqlo karena dapat membantu profesi Anda | | | | | |
| 2. | Anda menggunakan produk pakaian merek Uniqlo karena sesuai dengan selera Anda | | | | | |
| 3. | Anda menggunakan produk pakaian merek Uniqlo karena menyesuaikan dengan situasi ekonomi | | | | | |
| 4. | Anda menggunakan produk pakaian merek Uniqlo karena sesuai dengan gaya hidup anda | | | | | |

| Pertanyaan yang berkaitan dengan: Psikologis (X4) | | | | | | |
|---|--|----|---|----|----|-----|
| No. | Pernyataan | SS | S | CS | TS | STS |
| 1. | Anda termotivasi menggunakan produk pakaian merek Uniqlo karena style pakaiannya sesuai dengan Anda | | | | | |
| 2. | Anda menggunakan produk pakaian merek Uniqlo karena adanya persepsi atas iklan produk pakaian tersebut | | | | | |
| 3. | Anda menggunakan produk pakaian merek Uniqlo karena telah percaya pada produk Uniqlo sebelumnya | | | | | |
| 4. | Anda tertarik dengan harga yang ditawarkan saat membeli | | | | | |

| Pertanyaan yang berkaitan dengan: Keputusan Pembelian (Y) | | | | | | |
|--|--|-----------|----------|-----------|-----------|------------|
| No. | Pernyataan | SS | S | CS | TS | STS |
| 1. | Untuk memenuhi kebutuhan pangan, Anda merasa perlu menggunakan produk pakaian | | | | | |
| 2. | Banyaknya iklan di media membuat Anda mencari informasi lebih mengenai produk pakaian yang ingin Anda beli | | | | | |
| 3. | Produk pakaian merek Uniqlo sangat diminati oleh masyarakat sehingga menjadi alternatif bagi Anda untuk membeli produk tersebut | | | | | |
| 4. | Pembelian produk pakaian merek Uniqlo merupakan keputusan yang tepat menurut Anda dan Anda berencana untuk melakukan pembelian Kembali produk tersebut | | | | | |

LAMPIRAN 3 Tabulasi Kuisisioner

TABULASI KUISIONER

| No. | Budaya (X1) | | | | Skor | Sosial (X2) | | | | Skor | Pribadi (X3) | | | | Skor | Psikologi (X4) | | | | Skor | Kep.pembelian (Y) | | | | Skor |
|-----|-------------|---|---|---|------|-------------|---|---|---|------|--------------|---|---|---|------|----------------|---|---|---|------|-------------------|---|---|---|------|
| | 1 | 2 | 3 | 4 | | 1 | 2 | 3 | 4 | | 1 | 2 | 3 | 4 | | 1 | 2 | 3 | 4 | | 1 | 2 | 3 | 4 | |
| 1 | 3 | 3 | 4 | 2 | 12 | 3 | 4 | 3 | 5 | 15 | 3 | 5 | 4 | 3 | 15 | 3 | 4 | 5 | 4 | 16 | 3 | 5 | 4 | 3 | 15 |
| 2 | 5 | 4 | 5 | 5 | 19 | 4 | 3 | 5 | 4 | 16 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 5 | 17 |
| 3 | 4 | 4 | 4 | 3 | 15 | 5 | 4 | 3 | 5 | 17 | 4 | 3 | 5 | 4 | 16 | 4 | 5 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 20 |
| 4 | 3 | 4 | 4 | 2 | 13 | 5 | 4 | 3 | 5 | 17 | 4 | 3 | 5 | 4 | 16 | 3 | 5 | 4 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 5 | 5 | 5 | 4 | 3 | 17 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 5 | 3 | 16 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 4 | 4 | 16 |
| 6 | 4 | 1 | 4 | 1 | 10 | 5 | 5 | 1 | 2 | 13 | 3 | 3 | 3 | 3 | 12 | 1 | 3 | 3 | 5 | 12 | 3 | 3 | 3 | 3 | 12 |
| 7 | 4 | 3 | 4 | 2 | 13 | 2 | 1 | 1 | 4 | 8 | 1 | 5 | 4 | 2 | 12 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 3 | 3 | 14 |
| 8 | 5 | 3 | 5 | 3 | 16 | 2 | 2 | 3 | 4 | 11 | 2 | 5 | 4 | 5 | 16 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 4 | 18 |
| 9 | 4 | 2 | 3 | 2 | 11 | 3 | 4 | 2 | 4 | 13 | 4 | 3 | 4 | 4 | 15 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 3 | 14 |
| 10 | 3 | 2 | 4 | 4 | 13 | 3 | 2 | 4 | 4 | 13 | 2 | 4 | 2 | 3 | 11 | 3 | 2 | 4 | 2 | 11 | 2 | 4 | 4 | 4 | 14 |
| 11 | 5 | 4 | 4 | 3 | 16 | 3 | 3 | 3 | 4 | 13 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 19 |
| 12 | 1 | 4 | 5 | 3 | 13 | 3 | 2 | 2 | 4 | 11 | 1 | 5 | 4 | 4 | 14 | 3 | 2 | 3 | 1 | 9 | 4 | 4 | 3 | 3 | 14 |
| 13 | 2 | 2 | 4 | 2 | 10 | 2 | 4 | 2 | 2 | 10 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 3 | 15 | 4 | 4 | 3 | 4 | 15 |
| 14 | 5 | 5 | 5 | 5 | 20 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 4 | 3 | 13 | 4 | 4 | 4 | 3 | 15 |
| 15 | 2 | 2 | 5 | 2 | 11 | 2 | 4 | 2 | 3 | 11 | 5 | 5 | 4 | 4 | 18 | 4 | 3 | 4 | 4 | 15 | 4 | 3 | 3 | 4 | 16 |
| 16 | 4 | 5 | 4 | 5 | 18 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 4 | 3 | 16 | 4 | 5 | 4 | 3 | 16 | 4 | 5 | 5 | 4 | 18 |
| 17 | 5 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 1 | 5 | 5 | 3 | 14 | 5 | 2 | 3 | 5 | 15 | 5 | 5 | 3 | 2 | 15 |
| 18 | 2 | 3 | 2 | 2 | 9 | 5 | 3 | 1 | 5 | 14 | 5 | 5 | 4 | 1 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 19 | 4 | 1 | 4 | 1 | 10 | 1 | 1 | 1 | 1 | 4 | 4 | 4 | 4 | 1 | 13 | 4 | 1 | 4 | 4 | 13 | 3 | 2 | 3 | 4 | 12 |
| 20 | 5 | 3 | 5 | 2 | 15 | 2 | 5 | 3 | 4 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 3 | 17 | 5 | 4 | 5 | 4 | 18 |
| 21 | 5 | 3 | 4 | 3 | 15 | 5 | 5 | 2 | 5 | 17 | 3 | 4 | 5 | 4 | 16 | 3 | 3 | 4 | 5 | 15 | 5 | 5 | 4 | 5 | 19 |
| 22 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 23 | 3 | 1 | 4 | 1 | 9 | 2 | 1 | 2 | 4 | 9 | 1 | 4 | 4 | 3 | 12 | 3 | 2 | 4 | 5 | 14 | 3 | 3 | 3 | 3 | 12 |
| 24 | 4 | 3 | 5 | 3 | 15 | 3 | 5 | 3 | 4 | 15 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 3 | 5 | 18 | 5 | 5 | 3 | 4 | 17 |
| 25 | 5 | 3 | 4 | 2 | 14 | 3 | 4 | 2 | 2 | 11 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 4 | 4 | 16 |
| 26 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 3 | 4 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 |
| 27 | 5 | 2 | 5 | 2 | 14 | 2 | 5 | 2 | 5 | 14 | 5 | 5 | 5 | 3 | 18 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 28 | 2 | 4 | 3 | 2 | 11 | 3 | 2 | 2 | 4 | 11 | 4 | 4 | 3 | 3 | 14 | 5 | 3 | 3 | 2 | 13 | 4 | 4 | 3 | 2 | 13 |
| 29 | 4 | 5 | 4 | 5 | 18 | 5 | 3 | 3 | 2 | 13 | 5 | 4 | 4 | 3 | 16 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 30 | 4 | 1 | 5 | 3 | 13 | 3 | 4 | 3 | 2 | 12 | 3 | 5 | 3 | 4 | 15 | 3 | 2 | 5 | 3 | 13 | 5 | 4 | 4 | 4 | 17 |

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| 31 | 2 | 2 | 4 | 2 | 10 | 2 | 4 | 3 | 3 | 12 | 4 | 4 | 3 | 3 | 14 | 3 | 3 | 3 | 2 | 11 | 4 | 4 | 3 | 4 | 15 |
| 32 | 2 | 3 | 3 | 2 | 10 | 4 | 4 | 2 | 2 | 12 | 2 | 3 | 3 | 3 | 11 | 2 | 3 | 4 | 3 | 12 | 2 | 3 | 2 | 3 | 10 |
| 33 | 5 | 4 | 5 | 4 | 18 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 18 | 4 | 3 | 5 | 5 | 17 | 5 | 4 | 5 | 5 | 19 |
| 34 | 4 | 4 | 4 | 3 | 15 | 5 | 3 | 3 | 2 | 13 | 5 | 4 | 3 | 3 | 15 | 2 | 3 | 3 | 3 | 11 | 4 | 4 | 3 | 3 | 14 |
| 35 | 4 | 2 | 4 | 3 | 13 | 2 | 3 | 2 | 4 | 11 | 5 | 4 | 3 | 3 | 15 | 3 | 3 | 4 | 4 | 14 | 5 | 3 | 3 | 3 | 14 |
| 36 | 5 | 4 | 5 | 3 | 17 | 3 | 4 | 3 | 4 | 14 | 5 | 4 | 5 | 4 | 18 | 4 | 2 | 4 | 5 | 15 | 5 | 4 | 5 | 4 | 18 |
| 37 | 5 | 4 | 5 | 3 | 17 | 2 | 5 | 2 | 5 | 14 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 3 | 4 | 16 | 4 | 4 | 3 | 3 | 14 |
| 38 | 4 | 5 | 5 | 5 | 19 | 3 | 5 | 4 | 5 | 17 | 3 | 3 | 3 | 3 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 4 | 18 |
| 39 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 4 | 18 |
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| 42 | 2 | 4 | 4 | 3 | 13 | 4 | 4 | 3 | 4 | 15 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 4 | 17 |
| 43 | 3 | 4 | 3 | 4 | 14 | 4 | 3 | 5 | 5 | 17 | 3 | 3 | 4 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 5 | 18 |
| 44 | 5 | 5 | 3 | 4 | 17 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 4 | 5 | 18 |
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| 47 | 5 | 4 | 5 | 5 | 19 | 3 | 4 | 5 | 3 | 15 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 4 | 16 |
| 48 | 5 | 4 | 5 | 3 | 17 | 3 | 3 | 3 | 2 | 11 | 4 | 4 | 3 | 3 | 14 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 4 | 5 | 19 |
| 49 | 3 | 4 | 5 | 4 | 16 | 4 | 4 | 4 | 5 | 17 | 3 | 4 | 3 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 18 |
| 50 | 4 | 5 | 5 | 5 | 19 | 4 | 3 | 4 | 4 | 15 | 4 | 5 | 5 | 5 | 19 | 4 | 5 | 5 | 4 | 18 | 4 | 5 | 5 | 5 | 19 |
| 51 | 5 | 2 | 5 | 1 | 13 | 1 | 5 | 5 | 1 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 52 | 3 | 3 | 4 | 3 | 13 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 4 | 17 |
| 53 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 19 |
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| 56 | 5 | 4 | 5 | 3 | 17 | 4 | 3 | 3 | 3 | 13 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 5 | 18 |
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| 58 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 4 | 4 | 15 | 3 | 4 | 4 | 4 | 15 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 4 | 16 |
| 59 | 3 | 4 | 4 | 3 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 3 | 17 | 4 | 5 | 3 | 5 | 17 | 4 | 4 | 4 | 4 | 16 |
| 60 | 2 | 4 | 3 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 3 | 5 | 5 | 4 | 17 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 4 | 18 |
| 61 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 3 | 4 | 16 |
| 62 | 2 | 4 | 4 | 3 | 13 | 4 | 5 | 3 | 4 | 16 | 5 | 3 | 5 | 4 | 17 | 5 | 4 | 5 | 4 | 18 | 3 | 4 | 3 | 4 | 14 |
| 63 | 3 | 4 | 4 | 4 | 15 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 5 | 5 | 18 | 3 | 4 | 4 | 4 | 15 | 5 | 4 | 4 | 4 | 17 |
| 64 | 5 | 5 | 5 | 3 | 18 | 4 | 4 | 3 | 5 | 16 | 5 | 4 | 4 | 5 | 18 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 4 | 5 | 18 |
| 65 | 5 | 3 | 4 | 5 | 17 | 5 | 4 | 3 | 5 | 17 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 66 | 3 | 4 | 4 | 4 | 15 | 5 | 5 | 3 | 5 | 18 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |

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| 68 | 4 | 5 | 5 | 3 | 17 | 3 | 4 | 5 | 4 | 16 | 4 | 3 | 4 | 3 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 4 | 18 |
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| 73 | 3 | 4 | 5 | 3 | 15 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 3 | 3 | 14 | 4 | 4 | 3 | 5 | 16 | 4 | 4 | 3 | 4 | 15 |
| 74 | 3 | 4 | 4 | 4 | 15 | 5 | 4 | 5 | 4 | 18 | 5 | 5 | 4 | 4 | 18 | 3 | 4 | 5 | 5 | 17 | 4 | 4 | 5 | 5 | 18 |
| 75 | 3 | 4 | 4 | 3 | 14 | 5 | 5 | 3 | 5 | 18 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 76 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 5 | 4 | 18 |
| 77 | 4 | 4 | 4 | 3 | 15 | 5 | 5 | 4 | 5 | 19 | 3 | 4 | 4 | 5 | 16 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 5 | 18 |
| 78 | 5 | 4 | 4 | 3 | 16 | 5 | 5 | 3 | 5 | 18 | 3 | 3 | 5 | 3 | 14 | 5 | 5 | 4 | 5 | 19 | 5 | 4 | 4 | 4 | 17 |
| 79 | 5 | 4 | 5 | 4 | 18 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 4 | 4 | 18 |
| 80 | 3 | 4 | 4 | 4 | 15 | 4 | 5 | 4 | 5 | 18 | 5 | 4 | 5 | 3 | 17 | 4 | 4 | 3 | 4 | 15 | 5 | 4 | 4 | 4 | 17 |
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| 83 | 1 | 3 | 3 | 4 | 11 | 5 | 4 | 5 | 4 | 18 | 3 | 4 | 5 | 4 | 16 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 4 | 5 | 18 |
| 84 | 4 | 4 | 5 | 4 | 17 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 5 | 5 | 19 |
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| 86 | 5 | 4 | 5 | 3 | 17 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 |
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| 88 | 3 | 4 | 4 | 3 | 14 | 5 | 5 | 3 | 5 | 18 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 18 |
| 89 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 |
| 90 | 4 | 4 | 4 | 4 | 16 | 4 | 3 | 5 | 4 | 16 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 3 | 3 | 5 | 16 |
| 91 | 3 | 4 | 5 | 5 | 17 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 |
| 92 | 3 | 4 | 4 | 3 | 14 | 5 | 4 | 3 | 5 | 17 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 |
| 93 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 | 5 | 4 | 5 | 5 | 19 |
| 94 | 2 | 4 | 4 | 3 | 13 | 3 | 2 | 4 | 4 | 13 | 1 | 3 | 4 | 3 | 11 | 4 | 5 | 2 | 5 | 16 | 5 | 4 | 3 | 3 | 15 |
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| 99 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 4 | 19 | 3 | 4 | 3 | 4 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 4 | 18 |
| 100 | 3 | 5 | 5 | 3 | 16 | 4 | 4 | 4 | 4 | 16 | 5 | 4 | 5 | 4 | 18 | 5 | 4 | 4 | 4 | 17 | 5 | 5 | 4 | 3 | 17 |

LAMPIRAN 4 Hasil Olah Data di Aplikasi SPSS

Regression

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | Psikologi, Budaya, Pribadi, Sosial ^b | | Enter |

a. Dependent Variable: Kep.Pembelian

b. All requested variables entered.

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .775 ^a | .601 | .584 | 1.380 | 2.270 |

a. Predictors: (Constant), Psikologi, Budaya, Pribadi, Sosial

b. Dependent Variable: Kep.Pembelian

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.090 | 1.120 | | 3.653 | .000 |
| | Budaya | .139 | .063 | .177 | 2.218 | .029 |
| | Sosial | .117 | .057 | .173 | 2.066 | .042 |
| | Pribadi | .222 | .073 | .244 | 3.041 | .003 |
| | Psikologi | .302 | .064 | .385 | 4.709 | .000 |

a. Dependent Variable: Kep.Pembelian

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 272.100 | 4 | 68.025 | 35.725 | .000 ^b |
| | Residual | 180.890 | 95 | 1.904 | | |
| | Total | 452.990 | 99 | | | |

a. Dependent Variable: Kep.Pembelian

b. Predictors: (Constant), Psikologi, Budaya, Pribadi, Sosial

Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|---------|---------|-------|----------------|-----|
| Predicted Value | 12.77 | 19.70 | 17.01 | 1.658 | 100 |
| Residual | -2.990 | 2.993 | .000 | 1.352 | 100 |
| Std. Predicted Value | -2.560 | 1.625 | .000 | 1.000 | 100 |
| Std. Residual | -2.167 | 2.169 | .000 | .980 | 100 |

a. Dependent Variable: Kep.Pembelian

Correlation

```

CORRELATIONS
/VARIABLES=Budaya_1 Budaya_2 Budaya_3 Budaya_4 Skor_total
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE

```

| | | Correlations | | | | |
|------------|---------------------|--------------|----------|----------|----------|------------|
| | | Budaya 1 | Budaya 2 | Budaya 3 | Budaya 4 | Skor total |
| Budaya_1 | Pearson Correlation | 1 | .145 | .498** | .106 | .643** |
| | Sig. (2-tailed) | | .151 | .000 | .294 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Budaya_2 | Pearson Correlation | .145 | 1 | .242* | .657** | .752** |
| | Sig. (2-tailed) | .151 | | .015 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Budaya_3 | Pearson Correlation | .498** | .242* | 1 | .200* | .629** |
| | Sig. (2-tailed) | .000 | .015 | | .046 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Budaya_4 | Pearson Correlation | .106 | .657** | .200* | 1 | .736** |
| | Sig. (2-tailed) | .294 | .000 | .046 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Skor_total | Pearson Correlation | .643** | .752** | .629** | .736** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

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

CORRELATIONS

```

/VARIABLES=Budaya_1 Budaya_2 Budaya_3 Budaya_4 Skor_total
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

| | | Budaya 1 | Budaya 2 | Budaya 3 | Budaya 4 | Skor total |
|------------|---------------------|----------|----------|----------|----------|------------|
| Budaya_1 | Pearson Correlation | 1 | .145 | .498** | .106 | .643** |
| | Sig. (2-tailed) | | .151 | .000 | .294 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Budaya_2 | Pearson Correlation | .145 | 1 | .242* | .657** | .752** |
| | Sig. (2-tailed) | .151 | | .015 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Budaya_3 | Pearson Correlation | .498** | .242* | 1 | .200* | .629** |
| | Sig. (2-tailed) | .000 | .015 | | .046 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Budaya_4 | Pearson Correlation | .106 | .657** | .200* | 1 | .736** |
| | Sig. (2-tailed) | .294 | .000 | .046 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Skor_total | Pearson Correlation | .643** | .752** | .629** | .736** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

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

CORRELATIONS

```

/VARIABLES=Pribadi_1 Pribadi_2 Pribadi_3 Pribadi_4 Skor_total
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

| | | Pribadi 1 | Pribadi 2 | Pribadi 3 | Pribadi 4 | Skor total |
|------------|---------------------|-----------|-----------|-----------|-----------|------------|
| Pribadi_1 | Pearson Correlation | 1 | .208* | .317** | .257** | .726** |
| | Sig. (2-tailed) | | .038 | .001 | .010 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Pribadi_2 | Pearson Correlation | .208* | 1 | .244* | .324** | .580** |
| | Sig. (2-tailed) | .038 | | .014 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Pribadi_3 | Pearson Correlation | .317** | .244* | 1 | .406** | .691** |
| | Sig. (2-tailed) | .001 | .014 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Pribadi_4 | Pearson Correlation | .257** | .324** | .406** | 1 | .723** |
| | Sig. (2-tailed) | .010 | .001 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Skor_total | Pearson Correlation | .726** | .580** | .691** | .723** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

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

```

CORRELATIONS
/VARIABLES=Psikologi_1 Psikologi_2 Psikologi_3 Psikologi_4
Skor_total
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

| | | Psikologi 1 | Psikologi 2 | Psikologi 3 | Psikologi 4 | Skor total |
|-------------|---------------------|-------------|-------------|-------------|-------------|------------|
| Psikologi_1 | Pearson Correlation | 1 | .538** | .444** | .449** | .781** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Psikologi_2 | Pearson Correlation | .538** | 1 | .447** | .579** | .838** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Psikologi_3 | Pearson Correlation | .444** | .447** | 1 | .425** | .715** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Psikologi_4 | Pearson Correlation | .449** | .579** | .425** | 1 | .788** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Skor_total | Pearson Correlation | .781** | .838** | .715** | .788** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

```

CORRELATIONS
/VARIABLES=Kep.Pembelian_1 Kep.Pembelain_2 Kep.Pembelian_2
Kep.Pembelian_4 Skor_Total
/PRINT=TWOTAIL NOSIG

```

Correlations

| | | Kep.Pembelian_1 | Kep.Pembelain_2 | Kep.Pembelian_2 | Kep.Pembelian_4 | Skor_Total |
|-----------------|---------------------|-----------------|-----------------|-----------------|-----------------|------------|
| | | 1 | 2 | 2 | 4 | |
| Kep.Pembelian_1 | Pearson Correlation | 1 | .378** | .396** | .359** | .699** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Kep.Pembelain_2 | Pearson Correlation | .378** | 1 | .430** | .316** | .671** |
| | Sig. (2-tailed) | .000 | | .000 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Kep.Pembelian_2 | Pearson Correlation | .396** | .430** | 1 | .627** | .825** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Kep.Pembelian_4 | Pearson Correlation | .359** | .316** | .627** | 1 | .791** |
| | Sig. (2-tailed) | .000 | .001 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Skor_Total | Pearson Correlation | .699** | .671** | .825** | .791** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

Reliability

```
RELIABILITY
/VARIABLES=Budaya_1 Budaya_2 Budaya_3 Budaya_4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
```

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .618 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Budaya_1 | 11.57 | 4.712 | .276 | .656 |
| Budaya_2 | 11.50 | 4.313 | .503 | .466 |
| Budaya_3 | 10.98 | 5.555 | .439 | .550 |
| Budaya_4 | 11.85 | 4.250 | .446 | .511 |

```

RELIABILITY
/VARIABLES=Sosial_1 Sosial_2 Sosial_3 Sosial_4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .731 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Sosial_1 | 11.85 | 5.725 | .597 | .625 |
| Sosial_2 | 11.82 | 6.452 | .499 | .683 |
| Sosial_3 | 12.19 | 5.873 | .488 | .694 |
| Sosial_4 | 11.69 | 6.438 | .509 | .678 |

RELIABILITY

/VARIABLES=Pribadi_1 Pribadi_2 Pribadi_3 Pribadi_4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .605 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Pribadi_1 | 12.49 | 2.980 | .351 | .591 |
| Pribadi_2 | 12.27 | 4.159 | .345 | .570 |
| Pribadi_3 | 12.26 | 3.649 | .458 | .491 |
| Pribadi_4 | 12.57 | 3.278 | .443 | .489 |

RELIABILITY

/VARIABLES=Psikologi_1 Psikologi_2 Psikologi_3 Psikologi_4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=TOTAL.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .787 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Psikologi_1 | 13.12 | 4.450 | .591 | .737 |
| Psikologi_2 | 13.15 | 3.927 | .662 | .699 |
| Psikologi_3 | 13.00 | 5.051 | .531 | .766 |
| Psikologi_4 | 12.96 | 4.443 | .606 | .729 |

RELIABILITY

```

/VARIABLES=Kep.Pembelian_1 Kep.Pembelian_2 Kep.Pembelian_3
Kep.Pembelian_4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .744 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Kep.Pembelian_1 | 12.55 | 3.058 | .470 | .721 |
| Kep.Pembelian_2 | 12.73 | 3.169 | .466 | .723 |
| Kep.Pembelian_2 | 12.91 | 2.507 | .651 | .615 |
| Kep.Pembelian_4 | 12.78 | 2.638 | .571 | .666 |