Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

PENGARUH FAKTOR PRIBADI, PSIKOLOGIS DAN
SOSIAL TERHADAP KEPUTUSAN PEMBELIAN
SEPEDA MOTOR HONDA BEAT
(Studi Kasus pada Dealer Honda Bintang Motor - Jakarta)

Yth. Bapak/Ibu/Sdr responden

Dalam rangka penyusunan skripsi menyangkut persepsi kinerja, saya membutuhkan data dan informasi terkait. Untuk itu, saya sangat mengharapkan partisipasi Bapak/Ibu/Sdr sebagai responden.

Data Responden
Berikan tanda (X) sesuai dengan data diri Anda :

1. Jenis Kelamin : Laki-laki / Perempuan

2. Usia
   a. 17 - 25 tahun
   b. 26 – 35 tahun
   c. 36 – 45 tahun
   d. > 45 tahun

3. Pendidikan terakhir
   a. SLTA
   b. D III
   c. S1
   d. S2

4. Pekerjaan
   a. PNS
   b. Karyawan swasta
   c. Wiraswasta
   d. Pelajar/Mahasiswa

5. Pendapatan per bulan
   a. < Rp. 5.000.000

   b. Rp. 5.000.000 - Rp. 10.000.000

   d. > Rp. 10.000.000

Seluruh jawaban dan infromasi yang Anda berikan hanya digunakan untuk keperluan skripsi. Terimakasih atas partisipasi dan respon Anda.

Petunjuk pengisian kuesioner
Berilah tanda silang (X) pada kotak yang tersedia untuk masing-masing jawaban pernyataan kuesioner sesuai dengan yang saudara rasakan. Tiap pertanyaan hanya boleh ada satu jawaban.

1	**:**	**Sangat Tidak Setuju (STS)**
2	**:**	**Tidak Setuju (TS)**
3	**:**	**Setuju (S)**
4	**:**	**Sangat Setuju (SS)**

DAFTAR PERNYATAAN

Berilah tanda (√) pada pilihan pernyataan pada kolom jawaban yang sesuai dengan pendapat anda.

1. Faktor Pribadi (X_1)

No	Pernyataan Faktor Pribadi (X_1)	Jawaban			
		1	2	3	4
1.	Usia mendorong saya untuk membeli sepeda motor Honda Beat.				
2.	Saya membutuhkan alat transportasi kendaraan sepeda motor.				
3.	Sepeda motor merupakan alat transportasi menunjang pekerjaan saya.				
4.	Lingkungan ekonomi disekitar membuat saya ingin melakukan pembelian sepeda motor terutama sepeda motor Honda Beat.				
5.	Saya merasa nyaman menggunakan sepeda motor Honda Beat.				
6.	Saya merasa lebih aman menggunakan sepeda motor Honda Beat.				
7.	Saya sering menggunakan sepeda motor Honda Beat.				
8.	Saya percaya terhadap kualitas sepeda motor Honda Beat.				

2. Faktor Psikologis (X_2)

No	Pernyataan Faktor Psikologis (X_2)	Jawaban			
		1	2	3	4
1.	Motivasi dalam diri saya untuk memiliki sepeda motor Honda Beat.				
2.	Motivasi dari luar terutama teman memacu saya untuk membeli sepeda motor Honda Beat.				
3.	Berkendaraan dengan sepeda motor Honda Beat ke tujuan lebih cepat.				
4.	Berkendaraan dengan sepeda motor Honda Beat ke tujuan lebih hemat biaya.				
5.	Saya membeli sepeda motor Honda Beat berdasarkan pengalaman.				
6.	Sepeda motor Honda Beat yang dibeli lebih unggul dari sepeda motor matic sejenis lainnya.				
7.	Saya menerima informasi produk Sepeda motor Honda Beat hanya berasal dari sedikit sumber.				
8.	Saya menerima informasi produk Sepeda motor Honda Beat berasal dari sumber terpercaya dan luas.				

3. Faktor Sosial (X_3)

No	Pernyataan Faktor Sosial (X_3)	Jawaban			
		1	2	3	4
1.	Saya membeli sepeda motor Honda Beat karena saran dari keluarga.				
2.	Saya membeli sepeda motor Honda Beat karena saran dari tetangga.				
3.	Saya membeli sepeda motor Honda Beat karena saran dari orang tua atau saudara kandung.				
4.	Saya membeli sepeda motor Honda Beat karena saran dari pasangan atau teman.				
5.	Peran dan status dengan segala kepentingannya mendorong untuk membeli sepeda motor Honda Beat.				

4. Keputusan Pembelian (Y)

No	Pernyataan Keputusan Pembelian (Y)	Jawaban			
		1	2	3	4
1.	Saya telah menjatuhkan pilihan pada produk terbarik dengan membeli sepeda motor Honda Beat				
2.	Saya membeli sepeda motor Honda karena telah terbiasa mengendarainya (pernah memiliki).				
3.	Saya memutuskan untuk membeli, karena harga sepeda motor Honda lebih sesuai dengan kemampuan atau daya beli saya.				
4.	Saya memutuskan untuk membeli karena pelayanan purna jual sepeda motor Honda lebih baik daripada dealer lain				
5.	Saya memutuskan membeli sepeda motor Honda Beat karena kemudahan untuk mendapatkan				
6.	Adanya ketersediaan sepeda motor Honda Beat pada saat dijual				
7.	Saya memutuskan untuk membeli sepeda motor Honda Beat sesuai kebutuhan				
8.	Saya memutuskan melakukan pembelian, karena daya tahan mesin sepeda motor Honda lebih tangguh daripada sepeda motor merek lain				
9.	Saya memutuskan melakukan pembelian, karena sepeda motor Honda memiliki umur ekonomis yang lebih lama daripada sepeda motor merek lain.				
10.	Dealer Honda Bintang Motor Jaya Jakarta Timur memberikan kemudahan dalam hal pembayaran secara tunai				
11.	Dealer Honda Bintang Motor Jaya Jakarta Timur membantu konsumen yang ingin membeli dengan cara kredit				

Lampiran 2. Tabulasi Kuesioner Variabel Faktor pribadi

Responden	No Pernyataan								Total
	1	2	3	4	5	6	7	8	(X1)
1	3	4	4	3	4	4	3	4	29
2	3	4	4	3	4	4	3	3	28
3	3	4	4	4	4	4	4	4	31
4	4	4	2	4	4	2	4	4	28
5	4	4	3	4	4	3	4	3	29
6	4	3	4	4	3	4	4	4	30
7	4	4	4	4	3	4	3	3	29
8	4	4	4	4	4	4	4	4	32
9	1	4	4	4	4	4	4	3	28
10	4	4	4	4	4	4	4	3	31
11	4	4	3	4	4	3	3	4	29
12	2	2	4	3	2	4	3	4	24
13	4	4	4	4	4	4	4	4	32
14	4	4	4	4	4	4	4	4	32
15	4	4	3	4	4	3	4	2	28
16	4	4	3	4	4	3	4	4	30
17	4	4	3	3	4	3	3	4	28
18	4	3	4	4	3	4	4	3	29
19	4	4	4	3	4	4	3	4	30
20	2	4	3	4	4	3	4	3	27
21	4	4	4	4	4	4	4	3	31
22	2	4	4	4	4	4	4	3	29
23	4	4	4	3	4	4	3	4	30
24	4	4	3	4	4	3	4	3	29
25	4	3	4	4	3	4	4	4	30
26	4	4	4	4	4	4	4	4	32
27	4	4	4	3	4	4	3	3	29
28	3	4	4	4	4	4	4	4	31
29	4	4	4	4	4	4	4	4	32
30	4	4	3	4	4	3	4	4	30
31	4	2	4	2	2	4	2	4	24
32	4	4	4	4	4	4	4	2	30
33	4	2	4	4	2	4	4	4	28
34	4	4	4	3	4	4	3	4	30
35	4	4	4	4	4	4	4	4	32
36	4	4	4	4	4	4	4	4	32
37	4	4	4	4	4	4	4	4	32
38	4	4	3	3	4	3	3	3	27
39	4	4	4	3	4	4	3	3	29
40	3	4	3	4	4	3	4	4	29
41	4	4	4	4	4	4	4	3	31
42	4	4	4	4	4	4	4	4	32
43	4	4	3	4	4	3	4	3	29
44	4	4	3	4	4	3	4	4	30
45	4	4	4	4	4	4	4	4	32
46	2	4	4	4	4	4	4	4	30

Responden	No Pernyataan								Total
	1	2	3	4	5	6	7	8	(X1)
47	2	4	4	4	4	4	4	4	30
48	4	4	4	4	4	4	4	2	30
49	3	3	3	4	3	3	4	4	27
50	3	3	2	4	3	2	4	4	25
51	4	4	4	4	4	4	4	3	31
52	4	4	4	3	4	4	3	4	30
53	3	4	4	3	4	4	3	4	29
54	3	4	4	3	4	4	3	3	28
55	3	4	3	4	4	3	4	4	29
56	4	4	3	4	4	3	4	4	30
57	4	4	3	4	4	3	4	3	29
58	4	3	4	4	3	4	4	4	30
59	4	3	3	3	3	3	3	3	25
60	4	4	4	4	4	4	4	4	32
61	1	4	4	4	4	4	4	3	28
62	4	4	4	4	4	4	4	4	32
63	4	4	3	4	4	3	4	4	30
64	2	2	4	3	2	4	3	4	24
65	4	4	4	4	4	4	4	4	32
66	4	4	4	4	4	4	4	4	32
67	4	4	3	4	4	3	4	2	28
68	4	4	3	4	4	3	4	4	30
69	4	4	3	3	4	3	3	4	28
70	4	3	4	4	3	4	4	3	29
71	4	4	4	3	4	4	3	3	29
72	2	4	3	4	4	3	4	4	28
73	4	4	4	4	4	4	4	3	31
74	2	4	4	4	4	4	4	3	29
75	4	4	4	3	4	4	3	4	30
76	4	4	3	4	4	3	4	3	29
77	4	3	4	4	3	4	4	4	30
78	4	4	4	4	4	4	4	4	32
79	4	4	4	3	4	4	3	3	29
80	3	4	4	4	4	4	4	4	31
81	4	3	3	4	3	4	4	4	29
82	4	3	4	3	4	4	3	2	27
83	4	4	4	3	4	4	3	4	30
84	2	3	4	4	1	4	1	4	23
85	3	4	4	3	3	4	1	3	25
86	4	3	4	2	3	3	3	4	26
87	2	3	4	3	1	4	1	4	22
88	3	4	3	4	3	4	4	3	28
89	3	1	2	3	2	1	2	2	16
90	4	3	3	4	4	4	4	4	30
91	4	3	3	3	3	3	2	2	23
92	3	4	3	4	3	3	3	4	27
93	4	4	4	3	2	2	3	3	25
94	3	3	4	2	3	3	3	3	24

Responden	No Pernyataan								Total
	1	2	3	4	5	6	7	8	(X1)
95	3	4	3	4	3	4	4	3	28
96	3	4	3	4	3	3	3	4	27
97	3	1	2	3	2	1	2	2	16
Total	343	357	350	355	349	348	343	341	2786

Lampiran 3. Tabulasi Kuesioner Variabel Faktor psikologis

Responden	No Pernyataan								Total
	1	2	3	4	5	6	7	8	(X2)
1	4	4	3	3	3	4	4	3	28
2	4	4	4	3	3	4	3	4	29
3	4	4	3	4	4	4	4	4	31
4	3	3	3	4	4	3	4	4	28
5	4	4	4	4	4	4	4	4	32
6	2	3	2	4	4	3	4	2	24
7	4	3	4	2	4	3	3	4	27
8	4	4	4	4	4	4	4	4	32
9	3	4	4	4	1	4	4	3	27
10	4	4	3	4	4	4	3	4	30
11	4	4	4	4	4	4	4	4	32
12	2	2	4	4	2	2	2	4	22
13	4	4	4	4	4	4	4	4	32
14	4	4	4	4	4	4	3	4	31
15	4	4	4	4	4	4	4	4	32
16	4	4	4	4	4	4	4	3	31
17	3	4	3	4	4	4	3	3	28
18	4	3	4	4	4	3	4	4	30
19	4	4	4	4	4	4	4	4	32
20	4	4	3	4	2	4	4	4	29
21	2	4	3	1	4	4	3	3	24
22	4	4	3	4	2	4	3	3	27
23	4	4	4	4	4	4	4	4	32
24	4	4	4	3	4	4	4	4	31
25	3	3	3	4	4	3	4	4	28
26	4	4	3	4	4	4	4	4	31
27	3	4	3	4	4	4	3	3	28
28	4	4	4	2	3	4	3	4	28
29	4	4	2	4	4	4	4	4	30
30	4	4	4	4	4	4	4	4	32
31	4	2	4	4	4	2	3	4	27
32	3	4	4	4	4	4	4	3	30
33	4	2	2	2	4	2	4	4	24
34	3	4	4	4	4	4	4	4	31
35	4	4	4	4	4	4	4	4	32
36	4	4	3	4	4	4	3	4	30
37	2	4	2	4	4	4	4	4	28
38	4	4	3	4	4	4	4	3	30
39	4	4	4	4	4	4	4	4	32
40	3	4	4	3	3	4	4	4	29
41	4	4	3	4	4	4	4	4	31
42	4	4	4	4	4	4	2	3	29
43	4	4	4	4	4	4	3	3	30
44	2	4	4	4	4	4	3	3	28
45	4	4	4	4	4	4	2	4	30
46	4	4	4	2	2	4	4	4	28

Responden	No Pernyataan								Total
	1	2	3	4	5	6	7	8	(X2)
47	3	4	4	4	2	4	4	4	29
48	4	4	4	4	4	4	3	4	31
49	4	3	4	3	3	3	2	4	26
50	4	3	4	4	3	3	4	2	27
51	4	4	3	4	4	4	4	4	31
52	4	4	4	4	4	4	4	4	32
53	4	4	3	3	3	4	4	3	28
54	4	4	4	3	3	4	3	4	29
55	4	4	3	4	3	4	3	4	29
56	4	4	4	4	4	4	4	4	32
57	4	4	4	4	4	4	4	4	32
58	2	3	2	4	4	3	4	2	24
59	4	3	4	2	4	3	3	4	27
60	4	4	4	4	4	4	4	4	32
61	3	4	4	4	1	4	4	3	27
62	4	4	3	4	4	4	3	4	30
63	4	4	4	4	4	4	4	4	32
64	2	2	4	4	2	2	2	4	22
65	4	4	4	4	4	4	4	4	32
66	4	4	4	4	4	4	3	4	31
67	4	4	4	4	4	4	4	4	32
68	4	4	4	4	4	4	4	3	31
69	3	4	3	4	4	4	3	3	28
70	4	3	4	4	4	3	4	4	30
71	4	4	4	4	4	4	4	4	32
72	4	4	3	4	2	4	4	4	29
73	2	4	3	1	4	4	3	3	24
74	4	4	3	4	2	4	3	3	27
75	4	4	4	4	4	4	4	4	32
76	4	4	4	3	4	4	4	4	31
77	3	3	3	4	4	3	4	4	28
78	4	4	3	4	4	4	4	4	31
79	3	4	3	4	4	4	3	3	28
80	4	4	4	2	3	4	3	4	28
81	3	3	4	4	3	4	4	3	28
82	1	1	4	4	4	4	3	2	23
83	3	3	3	3	4	4	4	3	27
84	1	1	4	4	4	4	4	3	25
85	1	1	4	3	4	3	3	3	22
86	4	3	3	4	3	3	3	4	27
87	3	4	4	4	4	4	4	3	30
88	4	3	3	4	3	4	4	4	29
89	2	3	3	3	1	2	3	1	18
90	3	3	4	4	3	3	3	3	26
91	3	2	2	4	4	4	4	4	27
92	2	3	4	4	4	4	4	4	29
93	3	2	3	3	3	2	4	3	23
94	3	3	4	4	2	4	4	2	26

Responden	No Pernyataan								Total
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**(X2)**
95	4	3	3	4	3	4	4	4	29
96	2	3	4	4	4	4	4	4	29
97	2	3	3	3	1	2	3	1	18
Total	335	345	344	357	342	360	348	346	2777

Lampiran 4. Tabulasi Kuesioner Variabel Faktor sosial

Responden	No Pernyataan					Total
	1	2	3	4	5	(X3)
1	4	4	4	4	3	19
2	4	4	3	4	3	18
3	4	4	4	4	4	20
4	2	2	4	2	4	14
5	3	3	4	3	4	17
6	4	4	4	4	4	20
7	3	3	3	3	3	15
8	4	4	4	4	3	19
9	4	4	4	4	4	20
10	4	4	4	4	4	20
11	3	3	4	3	4	17
12	4	4	3	4	4	19
13	4	4	4	4	2	18
14	4	4	4	4	4	20
15	3	3	4	3	4	17
16	3	3	4	3	4	17
17	3	3	3	3	4	16
18	4	4	4	4	4	20
19	4	4	3	4	3	18
20	3	3	4	3	4	17
21	4	4	4	4	4	20
22	4	4	4	4	4	20
23	4	4	3	4	4	19
24	3	3	4	3	4	17
25	4	4	4	4	4	20
26	4	4	4	4	4	20
27	4	4	3	4	4	19
28	4	4	4	4	2	18
29	4	4	4	4	4	20
30	3	3	4	3	4	17
31	4	4	2	4	4	18
32	4	4	4	4	4	20
33	4	4	4	4	2	18
34	4	4	3	4	4	19
35	4	4	4	4	4	20
36	4	4	4	4	4	20
37	4	4	4	4	4	20
38	3	3	3	3	4	16
39	4	4	3	4	4	19
40	3	3	4	3	3	16
41	4	4	4	4	4	20
42	4	4	4	4	4	20
43	3	3	4	3	4	17
44	3	3	4	3	4	17
45	4	4	4	4	4	20
46	4	4	4	4	2	18

Responden	No Pernyataan					Total
	1	2	3	4	5	(X3)
47	4	4	4	4	4	20
48	4	4	4	4	4	20
49	3	3	4	3	3	16
50	2	2	4	2	4	14
51	4	4	4	4	4	20
52	4	4	3	4	4	19
53	4	4	3	4	3	18
54	4	4	3	4	3	18
55	3	3	4	3	4	17
56	3	3	4	3	4	17
57	3	3	4	3	4	17
58	4	4	4	4	4	20
59	3	3	3	3	2	14
60	4	4	4	4	4	20
61	4	4	4	4	4	20
62	4	4	4	4	4	20
63	3	3	4	3	4	17
64	4	4	3	4	4	19
65	4	4	4	4	4	20
66	4	4	4	4	4	20
67	3	3	4	3	4	17
68	3	3	4	3	4	17
69	3	3	3	3	4	16
70	4	4	4	4	4	20
71	4	4	3	4	4	19
72	3	3	4	3	4	17
73	4	4	4	4	1	17
74	4	4	4	4	4	20
75	4	4	3	4	4	19
76	3	3	4	3	3	16
77	4	4	4	4	4	20
78	4	4	4	4	4	20
79	4	4	3	4	4	19
80	4	4	4	4	2	18
81	4	4	4	4	4	20
82	2	4	4	4	4	18
83	4	4	4	4	4	20
84	3	4	4	3	4	18
85	3	4	4	3	3	17
86	1	3	3	3	3	13
87	3	4	3	3	4	17
88	3	4	4	4	3	18
89	2	3	1	2	1	9
90	4	3	4	3	4	18
91	3	4	4	4	4	19
92	4	4	4	4	3	19
93	3	4	4	3	2	16
94	1	2	4	4	4	15

Responden	No Pernyataan					Total
	1	**2**	**3**	**4**	**5**	**(X3)**
95	3	4	4	4	3	18
96	4	4	4	4	3	19
97	2	3	1	2	1	9
Total	341	354	359	350	349	1753

Lampiran 5. Tabulasi Kuesioner Variabel Keputusan Pembelian

Responden	No Pernyataan											Total
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**(Y)**
1	3	4	4	3	3	3	4	3	3	3	4	37
2	3	4	3	4	3	3	4	3	4	3	4	38
3	4	4	4	4	4	4	4	4	3	4	4	43
4	4	4	3	3	4	4	2	4	3	4	2	37
5	4	4	4	4	4	4	3	4	4	4	3	42
6	4	3	4	2	4	4	4	4	2	4	4	39
7	4	3	3	4	3	3	4	4	4	2	3	37
8	4	4	4	4	4	4	4	4	4	4	4	44
9	1	4	4	4	4	4	4	4	4	4	4	41
10	4	4	3	3	4	4	4	4	3	4	4	41
11	4	4	4	3	3	4	3	4	4	4	3	40
12	2	2	2	4	3	3	4	3	4	4	4	35
13	4	4	4	4	4	4	4	4	4	4	4	44
14	4	4	3	3	4	4	4	4	4	4	4	42
15	4	4	4	3	4	4	3	4	4	4	3	41
16	4	4	4	3	4	4	3	4	4	4	3	41
17	4	4	3	4	3	3	3	3	3	4	3	37
18	4	3	4	4	4	4	4	4	4	4	4	43
19	4	4	4	4	3	3	4	3	4	4	4	41
20	2	4	4	4	4	4	3	4	3	4	3	39
21	4	4	3	4	4	4	4	4	3	1	4	39
22	2	4	3	3	4	4	4	4	3	4	4	39
23	4	4	4	4	3	3	4	3	4	4	4	41
24	4	4	4	4	4	4	3	4	4	3	3	41
25	4	3	4	4	4	4	4	4	3	4	4	42
26	4	4	4	3	4	4	4	4	3	4	4	42
27	4	4	3	4	3	3	4	3	3	4	4	39
28	3	4	3	3	4	4	4	4	4	2	4	39
29	4	4	4	4	4	4	4	4	2	4	4	42
30	4	4	4	3	4	4	3	4	4	4	3	41
31	4	2	3	4	2	2	4	2	4	4	4	35
32	4	4	4	4	4	4	4	4	4	4	4	44
33	4	2	4	2	4	4	4	4	2	2	4	36
34	4	4	4	4	3	3	4	3	4	4	4	41
35	4	4	4	4	4	4	4	4	4	4	4	44
36	4	4	3	4	4	4	4	4	3	4	4	42
37	4	4	4	4	4	4	4	4	2	4	4	42
38	4	4	4	4	3	3	3	3	3	4	3	38
39	4	4	4	4	3	3	4	3	4	4	4	41
40	3	4	4	4	4	4	3	4	4	3	3	40
41	4	4	4	3	4	4	4	4	3	4	4	42
42	4	4	2	4	4	4	4	4	4	4	4	42
43	4	4	3	4	4	4	3	4	4	4	3	41
44	4	4	3	4	4	4	3	4	4	4	3	41
45	4	4	2	4	4	4	4	4	4	4	4	42
46	2	4	4	4	4	4	4	4	4	2	4	40

Responden	No Pernyataan											Total
	1	2	3	4	5	6	7	8	9	10	11	(Y)
47	2	4	4	2	4	4	4	4	4	4	4	40
48	4	4	3	4	4	4	4	4	4	4	4	43
49	3	3	2	3	4	4	3	4	4	3	3	36
50	3	3	4	4	4	4	2	4	4	4	2	38
51	4	4	4	4	4	4	4	4	3	4	4	43
52	4	4	4	4	3	3	4	3	4	4	4	41
53	3	4	4	3	3	3	4	3	3	3	4	37
54	3	4	3	4	3	3	4	3	4	3	4	38
55	3	4	3	4	4	4	3	4	3	4	3	39
56	4	4	4	4	4	4	3	4	4	4	3	42
57	4	4	4	4	4	4	3	4	4	4	3	42
58	4	3	4	2	4	4	4	4	2	4	4	39
59	4	3	3	4	3	3	3	3	4	2	3	35
60	4	4	4	4	4	4	4	4	4	4	4	44
61	1	4	4	4	4	4	4	4	4	4	4	41
62	4	4	3	3	4	4	4	4	3	4	4	41
63	4	4	4	3	4	4	3	4	4	4	3	41
64	2	2	2	4	3	3	4	3	4	4	4	35
65	4	4	4	4	4	4	4	4	4	4	4	44
66	4	4	3	3	4	4	4	4	4	4	4	42
67	4	4	4	3	4	4	3	4	4	4	3	41
68	4	4	4	3	4	4	3	4	4	4	3	41
69	4	4	3	4	3	3	3	3	3	4	3	37
70	4	3	4	4	4	4	4	4	4	4	4	43
71	4	4	4	4	3	3	4	3	4	4	4	41
72	2	4	4	4	4	4	3	4	3	4	3	39
73	4	4	3	4	4	4	4	4	3	1	4	39
74	2	4	3	3	4	4	4	4	3	4	4	39
75	4	4	4	4	3	3	4	3	4	4	4	41
76	4	4	4	4	4	4	3	4	4	3	3	41
77	4	3	4	4	4	4	4	4	3	4	4	42
78	4	4	4	3	4	4	4	4	3	4	4	42
79	4	4	3	4	3	3	4	3	3	4	4	39
80	3	4	3	3	4	4	4	4	4	2	4	39
81	4	3	3	4	4	4	3	4	4	4	4	41
82	4	3	4	4	3	4	4	3	4	4	4	41
83	4	4	4	4	3	4	4	3	3	3	4	40
84	4	4	1	4	1	4	4	4	4	4	4	38
85	3	3	3	4	1	3	4	3	4	3	4	35
86	3	1	3	3	3	3	4	2	3	4	3	32
87	4	4	1	4	1	4	4	3	4	4	4	37
88	4	2	3	4	4	4	3	4	3	4	4	39
89	2	2	2	1	2	2	2	3	3	3	3	25
90	3	4	4	4	4	3	3	4	4	4	3	40
91	4	3	3	3	2	3	3	3	2	4	4	34
92	4	3	3	3	3	3	3	4	4	4	4	38
93	2	3	2	2	3	2	4	3	3	3	4	31
94	4	4	3	3	3	3	4	2	4	4	2	36

Responden	No Pernyataan											Total
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**(Y)**
95	4	2	3	4	4	4	3	4	3	4	4	39
96	4	3	3	3	3	3	3	4	4	4	4	38
97	2	2	2	1	2	2	2	3	3	3	3	25
Total	347	352	332	345	343	353	350	355	344	357	354	3832

Lampiran 6. Hasil Uji Validitas Variabel Faktor pribadi

Correlations

Correlations

		px1_1	px1_2	px1_3	px1_4	px1_5	px1_6	px1_7	px1_8	Tot_x1
px1_1	Pearson Correlation	1	,138	-,015	-,008	,264**	-,012	,172	,004	,387**
	Sig. (2-tailed)		,178	,884	,939	,009	,911	,092	,968	,000
	N	97	97	97	97	97	97	97	97	97
px1_2	Pearson Correlation	,138	1	,192	,339**	,767**	,296**	,388**	,122	,725**
	Sig. (2-tailed)	,178		,060	,001	,000	,003	,000	,232	,000
	N	97	97	97	97	97	97	97	97	97
px1_3	Pearson Correlation	-,015	,192	1	-,134	,069	,844**	-,016	,158	,439**
	Sig. (2-tailed)	,884	,060		,192	,499	,000	,877	,122	,000
	N	97	97	97	97	97	97	97	97	97
px1_4	Pearson Correlation	-,008	,339**	-,134	1	,290**	,100	,715**	,120	,520**
	Sig. (2-tailed)	,939	,001	,192		,004	,330	,000	,242	,000
	N	97	97	97	97	97	97	97	97	97
px1_5	Pearson Correlation	,264**	,767**	,069	,290**	1	,197	,581**	,025	,734**
	Sig. (2-tailed)	,009	,000	,499	,004		,053	,000	,810	,000
	N	97	97	97	97	97	97	97	97	97
px1_6	Pearson Correlation	-,012	,296**	,844**	,100	,197	1	,141	,235*	,596**
	Sig. (2-tailed)	,911	,003	,000	,330	,053		,168	,020	,000
	N	97	97	97	97	97	97	97	97	97
px1_7	Pearson Correlation	,172	,388**	-,016	,715**	,581**	,141	1	,138	,700**
	Sig. (2-tailed)	,092	,000	,877	,000	,000	,168		,178	,000
	N	97	97	97	97	97	97	97	97	97
px1_8	Pearson Correlation	,004	,122	,158	,120	,025	,235*	,138	1	,389**
	Sig. (2-tailed)	,968	,232	,122	,242	,810	,020	,178		,000
	N	97	97	97	97	97	97	97	97	97
Tot_x1	Pearson Correlation	,387**	,725**	,439**	,520**	,734**	,596**	,700**	,389**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	97	97	97	97	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran 7. Hasil Uji Validitas Variabel Faktor psikologis

Correlations

Correlations

		px2_1	px2_2	px2_3	px2_4	px2_5	px2_6	px2_7	px2_8	Tot_x2
px2_1	Pearson Correlation	1	,578**	,143	,093	,134	,289**	,152	,528**	,699**
	Sig. (2-tailed)		,000	,163	,366	,190	,004	,138	,000	,000
	N	97	97	97	97	97	97	97	97	97
px2_2	Pearson Correlation	,578**	1	,079	,066	,077	,645**	,147	,249*	,660**
	Sig. (2-tailed)	,000		,440	,520	,453	,000	,150	,014	,000
	N	97	97	97	97	97	97	97	97	97
px2_3	Pearson Correlation	,143	,079	1	,048	,003	,152	-,090	,196	,324**
	Sig. (2-tailed)	,163	,440		,640	,979	,138	,378	,055	,001
	N	97	97	97	97	97	97	97	97	97
px2_4	Pearson Correlation	,093	,066	,048	1	,115	,180	,211*	,079	,398**
	Sig. (2-tailed)	,366	,520	,640		,261	,077	,038	,443	,000
	N	97	97	97	97	97	97	97	97	97
px2_5	Pearson Correlation	,134	,077	,003	,115	1	,269**	,171	,347**	,514**
	Sig. (2-tailed)	,190	,453	,979	,261		,008	,095	,001	,000
	N	97	97	97	97	97	97	97	97	97
px2_6	Pearson Correlation	,289**	,645**	,152	,180	,269**	1	,280**	,251*	,681**
	Sig. (2-tailed)	,004	,000	,138	,077	,008		,005	,013	,000
	N	97	97	97	97	97	97	97	97	97
px2_7	Pearson Correlation	,152	,147	-,090	,211*	,171	,280**	1	,119	,425**
	Sig. (2-tailed)	,138	,150	,378	,038	,095	,005		,244	,000
	N	97	97	97	97	97	97	97	97	97
px2_8	Pearson Correlation	,528**	,249*	,196	,079	,347**	,251*	,119	1	,649**
	Sig. (2-tailed)	,000	,014	,055	,443	,001	,013	,244		,000
	N	97	97	97	97	97	97	97	97	97
Tot_x2	Pearson Correlation	,699**	,660**	,324**	,398**	,514**	,681**	,425**	,649**	1
	Sig. (2-tailed)	,000	,000	,001	,000	,000	,000	,000	,000	
	N	97	97	97	97	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran 8. Hasil Uji Validitas Variabel Faktor sosial

Correlations

Correlations

		px3_1	px3_2	px3_3	px3_4	px3_5	Tot_x3
px3_1	Pearson Correlation	1	,792**	,174	,754**	,140	,817**
	Sig. (2-tailed)		,000	,088	,000	,170	,000
	N	97	97	97	97	97	97
px3_2	Pearson Correlation	,792**	1	,059	,835**	-,017	,736**
	Sig. (2-tailed)	,000		,565	,000	,869	,000
	N	97	97	97	97	97	97
px3_3	Pearson Correlation	,174	,059	1	,234*	,329**	,526**
	Sig. (2-tailed)	,088	,565		,021	,001	,000
	N	97	97	97	97	97	97
px3_4	Pearson Correlation	,754**	,835**	,234*	1	,162	,838**
	Sig. (2-tailed)	,000	,000	,021		,113	,000
	N	97	97	97	97	97	97
px3_5	Pearson Correlation	,140	-,017	,329**	,162	1	,527**
	Sig. (2-tailed)	,170	,869	,001	,113		,000
	N	97	97	97	97	97	97
Tot_x3	Pearson Correlation	,817**	,736**	,526**	,838**	,527**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	97	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran 9. Hasil Uji Validitas Variabel Keputusan Pembelian

Correlations

Correlations

		py_1	py_2	py_3	py_4	py_5	py_6	py_7	py_8	py_9	py_10	py_11	Tot_y
py_1	Pearson Correlation	1	,173	,171	,230*	,055	,196	,046	,076	-,013	,155	,016	,441**
	Sig. (2-tailed)		,090	,094	,024	,590	,054	,656	,458	,899	,130	,879	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97
py_2	Pearson Correlation	,173	1	,317**	,288**	,281**	,381**	,158	,305**	,191	,078	-,017	,612**
	Sig. (2-tailed)	,090		,002	,004	,005	,000	,122	,002	,061	,448	,865	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97
py_3	Pearson Correlation	,171	,317**	1	,147	,492**	,298**	,051	,236*	-,032	,147	-,043	,565**
	Sig. (2-tailed)	,094	,002		,150	,000	,003	,617	,020	,752	,150	,677	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97
py_4	Pearson Correlation	,230*	,288**	,147	1	,064	,200*	,216*	,010	,332**	,116	,109	,530**
	Sig. (2-tailed)	,024	,004	,150		,536	,049	,034	,920	,001	,260	,286	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97
py_5	Pearson Correlation	,055	,281**	,492**	,064	1	,686**	-,016	,715**	-,057	,055	-,074	,614**
	Sig. (2-tailed)	,590	,005	,000	,536		,000	,877	,000	,581	,592	,472	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97
py_6	Pearson Correlation	,196	,381**	,298**	,200*	,686**	1	,074	,795**	,004	,103	,025	,701**
	Sig. (2-tailed)	,054	,000	,003	,049	,000		,469	,000	,971	,315	,807	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97
py_7	Pearson Correlation	,046	,158	,051	,216*	-,016	,074	1	-,134	-,037	-,057	,767**	,356**
	Sig. (2-tailed)	,656	,122	,617	,034	,877	,469		,192	,719	,578	,000	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97
py_8	Pearson Correlation	,076	,305**	,236*	,010	,715**	,795**	-,134	1	,001	,013	,016	,556**
	Sig. (2-tailed)	,458	,002	,020	,920	,000	,000	,192		,992	,901	,880	,000
	N	97	97	97	97	97	97	97	97	97	97	97	97
py_9	Pearson Correlation	-,013	,191	-,032	,332**	-,057	,004	-,037	,001	1	,048	-,139	,346*
	Sig. (2-tailed)	,899	,061	,752	,001	,581	,971	,719	,992		,640	,174	,015
	N	97	97	97	97	97	97	97	97	97	97	97	97
py_10	Pearson Correlation	,155	,078	,147	,116	,055	,103	-,057	,013	,048	1	-,024	,334**
	Sig. (2-tailed)	,130	,448	,150	,260	,592	,315	,578	,901	,640		,813	,001
	N	97	97	97	97	97	97	97	97	97	97	97	97
py_11	Pearson Correlation	,016	-,017	-,043	,109	-,074	,025	,767**	,016	-,139	-,024	1	,362**
	Sig. (2-tailed)	,879	,865	,677	,286	,472	,807	,000	,880	,174	,813		,010
	N	97	97	97	97	97	97	97	97	97	97	97	97
Tot_y	Pearson Correlation	,441**	,612**	,565**	,530**	,614**	,701**	,356**	,556**	,346*	,334**	,362**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,015	,001	,010	
	N	97	97	97	97	97	97	97	97	97	97	97	97

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Lampiran 10. Tabulasi Genap Ganjil Variabel Faktor pribadi

Responden	Butir Genap					Butir Ganjil				
	2	4	6	8	Total	1	3	5	7	Total
1	4	3	4	4	15	3	4	4	3	14
2	4	3	4	3	14	3	4	4	3	14
3	4	4	4	4	16	3	4	4	4	15
4	4	4	2	4	14	4	2	4	4	14
5	4	4	3	3	14	4	3	4	4	15
6	3	4	4	4	15	4	4	3	4	15
7	4	4	4	3	15	4	4	3	3	14
8	4	4	4	4	16	4	4	4	4	16
9	4	4	4	3	15	1	4	4	4	13
10	4	4	4	3	15	4	4	4	4	16
11	4	4	3	4	15	4	3	4	3	14
12	2	3	4	4	13	2	4	2	3	11
13	4	4	4	4	16	4	4	4	4	16
14	4	4	4	4	16	4	4	4	4	16
15	4	4	3	2	13	4	3	4	4	15
16	4	4	3	4	15	4	3	4	4	15
17	4	3	3	4	14	4	3	4	3	14
18	3	4	4	3	14	4	4	3	4	15
19	4	3	4	4	15	4	4	4	3	15
20	4	4	3	3	14	2	3	4	4	13
21	4	4	4	3	15	4	4	4	4	16
22	4	4	4	3	15	2	4	4	4	14
23	4	3	4	4	15	4	4	4	3	15
24	4	4	3	3	14	4	3	4	4	15
25	3	4	4	4	15	4	4	3	4	15
26	4	4	4	4	16	4	4	4	4	16
27	4	3	4	3	14	4	4	4	3	15
28	4	4	4	4	16	3	4	4	4	15
29	4	4	4	4	16	4	4	4	4	16
30	4	4	3	4	15	4	3	4	4	15
31	2	2	4	4	12	4	4	2	2	12
32	4	4	4	2	14	4	4	4	4	16
33	2	4	4	4	14	4	4	2	4	14
34	4	3	4	4	15	4	4	4	3	15
35	4	4	4	4	16	4	4	4	4	16
36	4	4	4	4	16	4	4	4	4	16
37	4	4	4	4	16	4	4	4	4	16
38	4	3	3	3	13	4	3	4	3	14
39	4	3	4	3	14	4	4	4	3	15
40	4	4	3	4	15	3	3	4	4	14
41	4	4	4	3	15	4	4	4	4	16
42	4	4	4	4	16	4	4	4	4	16
43	4	4	3	3	14	4	3	4	4	15
44	4	4	3	4	15	4	3	4	4	15
45	4	4	4	4	16	4	4	4	4	16
46	4	4	4	4	16	2	4	4	4	14
47	4	4	4	4	16	2	4	4	4	14
48	4	4	4	2	14	4	4	4	4	16
49	3	4	3	4	14	3	3	3	4	13

Responden	Butir Genap				Total	Butir Ganjil				Total
	2	4	6	8		1	3	5	7	
50	3	4	2	4	13	3	2	3	4	12
51	4	4	4	3	15	4	4	4	4	16
52	4	3	4	4	15	4	4	4	3	15
53	4	3	4	4	15	3	4	4	3	14
54	4	3	4	3	14	3	4	4	3	14
55	4	4	3	4	15	3	3	4	4	14
56	4	4	3	4	15	4	3	4	4	15
57	4	4	3	3	14	4	3	4	4	15
58	3	4	4	4	15	4	4	3	4	15
59	3	3	3	3	12	4	3	3	3	13
60	4	4	4	4	16	4	4	4	4	16
61	4	4	4	3	15	1	4	4	4	13
62	4	4	4	4	16	4	4	4	4	16
63	4	4	3	4	15	4	3	4	4	15
64	2	3	4	4	13	2	4	2	3	11
65	4	4	4	4	16	4	4	4	4	16
66	4	4	4	4	16	4	4	4	4	16
67	4	4	3	2	13	4	3	4	4	15
68	4	4	3	4	15	4	3	4	4	15
69	4	3	3	4	14	4	3	4	3	14
70	3	4	4	3	14	4	4	3	4	15
71	4	3	4	3	14	4	4	4	3	15
72	4	4	3	4	15	2	3	4	4	13
73	4	4	4	3	15	4	4	4	4	16
74	4	4	4	3	15	2	4	4	4	14
75	4	3	4	4	15	4	4	4	3	15
76	4	4	3	3	14	4	3	4	4	15
77	3	4	4	4	15	4	4	3	4	15
78	4	4	4	4	16	4	4	4	4	16
79	4	3	4	3	14	4	4	4	3	15
80	4	4	4	4	16	3	4	4	4	15
81	3	4	4	4	15	4	3	3	4	14
82	3	3	4	2	12	4	4	4	3	15
83	4	3	4	4	15	4	4	4	3	15
84	3	4	4	4	15	2	4	1	1	8
85	4	3	4	3	14	3	4	3	1	11
86	3	2	3	4	12	4	4	3	3	14
87	3	3	4	4	14	2	4	1	1	8
88	4	4	4	3	15	3	3	3	4	13
89	1	3	1	2	7	3	2	2	2	9
90	3	4	4	4	15	4	3	4	4	15
91	3	3	3	2	11	4	3	3	2	12
92	4	4	3	4	15	3	3	3	3	12
93	4	3	2	3	12	4	4	2	3	13
94	3	2	3	3	11	3	4	3	3	13
95	4	4	4	3	15	3	3	3	4	13
96	4	4	3	4	15	3	3	3	3	12
97	1	3	1	2	7	3	2	2	2	9
Total	357	355	348	341	1401	343	350	349	343	1385

Lampiran 11. Hasil Uji Reliabilitas Variabel Faktor pribadi

Correlations

Correlations

		genap_x1	ganjil_x1
genap_x1	Pearson Correlation	1	,589**
	Sig. (2-tailed)		,000
	N	97	97
ganjil_x1	Pearson Correlation	,589**	1
	Sig. (2-tailed)	,000	
	N	97	97

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

Pada tabel di atas, diperoleh rb sebesar 0,589 maka nilai ri dapat dihitung sebagai berikut :

$$ri = \frac{2.rb}{1 + rb}$$

$$ri = \frac{2.0,589}{1 + 0,589}$$

$$ri = \frac{1,178}{1,589}$$

$$ri = 0,741$$

Lampiran 12. Tabulasi Genap Ganjil Variabel Faktor psikologis

Responden	Butir Genap				Total	Butir Ganjil				Total
	2	4	6	8		1	3	5	7	
1	4	3	4	3	14	4	3	3	4	14
2	4	3	4	4	15	4	4	3	3	14
3	4	4	4	4	16	4	3	4	4	15
4	3	4	3	4	14	3	3	4	4	14
5	4	4	4	4	16	4	4	4	4	16
6	3	4	3	2	12	2	2	4	4	12
7	3	2	3	4	12	4	4	4	3	15
8	4	4	4	4	16	4	4	4	4	16
9	4	4	4	3	15	3	4	1	4	12
10	4	4	4	4	16	4	3	4	3	14
11	4	4	4	4	16	4	4	4	4	16
12	2	4	2	4	12	2	4	2	2	10
13	4	4	4	4	16	4	4	4	4	16
14	4	4	4	4	16	4	4	4	3	15
15	4	4	4	4	16	4	4	4	4	16
16	4	4	4	3	15	4	4	4	4	16
17	4	4	4	3	15	3	3	4	3	13
18	3	4	3	4	14	4	4	4	4	16
19	4	4	4	4	16	4	4	4	4	16
20	4	4	4	4	16	4	3	2	4	13
21	4	1	4	3	12	2	3	4	3	12
22	4	4	4	3	15	4	3	2	3	12
23	4	4	4	4	16	4	4	4	4	16
24	4	3	4	4	15	4	4	4	4	16
25	3	4	3	4	14	3	3	4	4	14
26	4	4	4	4	16	4	3	4	4	15
27	4	4	4	3	15	3	3	4	3	13
28	4	2	4	4	14	4	4	3	3	14
29	4	4	4	4	16	4	2	4	4	14
30	4	4	4	4	16	4	4	4	4	16
31	2	4	2	4	12	4	4	4	3	15
32	4	4	4	3	15	3	4	4	4	15
33	2	2	2	4	10	4	2	4	4	14
34	4	4	4	4	16	3	4	4	4	15
35	4	4	4	4	16	4	4	4	4	16
36	4	4	4	4	16	4	3	4	3	14
37	4	4	4	4	16	2	2	4	4	12
38	4	4	4	3	15	4	3	4	4	15
39	4	4	4	4	16	4	4	4	4	16
40	4	3	4	4	15	3	4	3	4	14
41	4	4	4	4	16	4	3	4	4	15
42	4	4	4	3	15	4	4	4	2	14
43	4	4	4	3	15	4	4	4	3	15
44	4	4	4	3	15	2	4	4	3	13
45	4	4	4	4	16	4	4	4	2	14
46	4	2	4	4	14	4	4	2	4	14
47	4	4	4	4	16	3	4	2	4	13
48	4	4	4	4	16	4	4	4	3	15

Responden	Butir Genap				Total	Butir Ganjil				Total
	2	4	6	8		1	3	5	7	
49	3	3	3	4	13	4	4	3	2	13
50	3	4	3	2	12	4	4	3	4	15
51	4	4	4	4	16	4	3	4	4	15
52	4	4	4	4	16	4	4	4	4	16
53	4	3	4	3	14	4	3	3	4	14
54	4	3	4	4	15	4	4	3	3	14
55	4	4	4	4	16	4	3	3	3	13
56	4	4	4	4	16	4	4	4	4	16
57	4	4	4	4	16	4	4	4	4	16
58	3	4	3	2	12	2	2	4	4	12
59	3	2	3	4	12	4	4	4	3	15
60	4	4	4	4	16	4	4	4	4	16
61	4	4	4	3	15	3	4	1	4	12
62	4	4	4	4	16	4	3	4	3	14
63	4	4	4	4	16	4	4	4	4	16
64	2	4	2	4	12	2	4	2	2	10
65	4	4	4	4	16	4	4	4	4	16
66	4	4	4	4	16	4	4	4	3	15
67	4	4	4	4	16	4	4	4	4	16
68	4	4	4	3	15	4	4	4	4	16
69	4	4	4	3	15	3	3	4	3	13
70	3	4	3	4	14	4	4	4	4	16
71	4	4	4	4	16	4	4	4	4	16
72	4	4	4	4	16	4	3	2	4	13
73	4	1	4	3	12	2	3	4	3	12
74	4	4	4	3	15	4	3	2	3	12
75	4	4	4	4	16	4	4	4	4	16
76	4	3	4	4	15	4	4	4	4	16
77	3	4	3	4	14	3	3	4	4	14
78	4	4	4	4	16	4	3	4	4	15
79	4	4	4	3	15	3	3	4	3	13
80	4	2	4	4	14	4	4	3	3	14
81	3	4	4	3	14	3	4	3	4	14
82	1	4	4	2	11	1	4	4	3	12
83	3	3	4	3	13	3	3	4	4	14
84	1	4	4	3	12	1	4	4	4	13
85	1	3	3	3	10	1	4	4	3	12
86	3	4	3	4	14	4	3	3	3	13
87	4	4	4	3	15	3	4	4	4	15
88	3	4	4	4	15	4	3	3	4	14
89	3	3	2	1	9	2	3	1	3	9
90	3	4	3	3	13	3	4	3	3	13
91	2	4	4	4	14	3	2	4	4	13
92	3	4	4	4	15	2	4	4	4	14
93	2	3	2	3	10	3	3	3	4	13
94	3	4	4	2	13	3	4	2	4	13
95	3	4	4	4	15	4	3	3	4	14
96	3	4	4	4	15	2	4	4	4	14
97	3	3	2	1	9	2	3	1	3	9
Total	345	357	360	346	1408	335	344	342	348	1369

Lampiran 13. Hasil Uji Reliabilitas Variabel Faktor psikologis

Correlations

Correlations

		genap_x2	ganjil_x2
genap_x2	Pearson Correlation	1	,613**
	Sig. (2-tailed)		,000
	N	97	97
ganjil_x2	Pearson Correlation	,613**	1
	Sig. (2-tailed)	,000	
	N	97	97

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

Pada tabel di atas, diperoleh rb sebesar 0,613 maka nilai ri dapat dihitung sebagai berikut :

$$ri = \frac{2.rb}{1 + rb}$$

$$ri = \frac{2.0,613}{1 + 0,613}$$

$$ri = \frac{1,226}{1,613}$$

$$ri = 0,760$$

Lampiran 14. Tabulasi Genap Ganjil Variabel Faktor sosial

Responden	Butir Genap		Total	Butir Ganjil			Total
	2	4		1	3	5	
1	4	4	8	4	4	3	11
2	4	4	8	4	3	3	10
3	4	4	8	4	4	4	12
4	2	2	4	2	4	4	10
5	3	3	6	3	4	4	11
6	4	4	8	4	4	4	12
7	3	3	6	3	3	3	9
8	4	4	8	4	4	3	11
9	4	4	8	4	4	4	12
10	4	4	8	4	4	4	12
11	3	3	6	3	4	4	11
12	4	4	8	4	3	4	11
13	4	4	8	4	4	2	10
14	4	4	8	4	4	4	12
15	3	3	6	3	4	4	11
16	3	3	6	3	4	4	11
17	3	3	6	3	3	4	10
18	4	4	8	4	4	4	12
19	4	4	8	4	3	3	10
20	3	3	6	3	4	4	11
21	4	4	8	4	4	4	12
22	4	4	8	4	4	4	12
23	4	4	8	4	3	4	11
24	3	3	6	3	4	4	11
25	4	4	8	4	4	4	12
26	4	4	8	4	4	4	12
27	4	4	8	4	3	4	11
28	4	4	8	4	4	2	10
29	4	4	8	4	4	4	12
30	3	3	6	3	4	4	11
31	4	4	8	4	2	4	10
32	4	4	8	4	4	4	12
33	4	4	8	4	4	2	10
34	4	4	8	4	3	4	11
35	4	4	8	4	4	4	12
36	4	4	8	4	4	4	12
37	4	4	8	4	4	4	12
38	3	3	6	3	3	4	10
39	4	4	8	4	3	4	11
40	3	3	6	3	4	3	10
41	4	4	8	4	4	4	12
42	4	4	8	4	4	4	12
43	3	3	6	3	4	4	11
44	3	3	6	3	4	4	11
45	4	4	8	4	4	4	12
46	4	4	8	4	4	2	10
47	4	4	8	4	4	4	12
48	4	4	8	4	4	4	12

Responden	Butir Genap		Total	Butir Ganjil			Total
	2	4		1	3	5	
49	3	3	6	3	4	3	10
50	2	2	4	2	4	4	10
51	4	4	8	4	4	4	12
52	4	4	8	4	3	4	11
53	4	4	8	4	3	3	10
54	4	4	8	4	3	3	10
55	3	3	6	3	4	4	11
56	3	3	6	3	4	4	11
57	3	3	6	3	4	4	11
58	4	4	8	4	4	4	12
59	3	3	6	3	3	2	8
60	4	4	8	4	4	4	12
61	4	4	8	4	4	4	12
62	4	4	8	4	4	4	12
63	3	3	6	3	4	4	11
64	4	4	8	4	3	4	11
65	4	4	8	4	4	4	12
66	4	4	8	4	4	4	12
67	3	3	6	3	4	4	11
68	3	3	6	3	4	4	11
69	3	3	6	3	3	4	10
70	4	4	8	4	4	4	12
71	4	4	8	4	3	4	11
72	3	3	6	3	4	4	11
73	4	4	8	4	4	1	9
74	4	4	8	4	4	4	12
75	4	4	8	4	3	4	11
76	3	3	6	3	4	3	10
77	4	4	8	4	4	4	12
78	4	4	8	4	4	4	12
79	4	4	8	4	3	4	11
80	4	4	8	4	4	2	10
81	4	4	8	4	4	4	12
82	4	4	8	2	4	4	10
83	4	4	8	4	4	4	12
84	4	3	7	3	4	4	11
85	4	3	7	3	4	3	10
86	3	3	6	1	3	3	7
87	4	3	7	3	3	4	10
88	4	4	8	3	4	3	10
89	3	2	5	2	1	1	4
90	3	3	6	4	4	4	12
91	4	4	8	3	4	4	11
92	4	4	8	4	4	3	11
93	4	3	7	3	4	2	9
94	2	4	6	1	4	4	9
95	4	4	8	3	4	3	10
96	4	4	8	4	4	3	11
97	3	2	5	2	1	1	4
Total	354	350	704	341	359	349	1049

Lampiran 15. Hasil Uji Reliabilitas Variabel Faktor sosial

Correlations

Correlations

		genap_x3	ganjil_x3
genap_x3	Pearson Correlation	1	,502**
	Sig. (2-tailed)		,000
	N	97	97
ganjil_x3	Pearson Correlation	,502**	1
	Sig. (2-tailed)	,000	
	N	97	97

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

Pada tabel di atas, diperoleh rb sebesar 0,502 maka nilai ri dapat dihitung sebagai berikut :

$$ri = \frac{2.rb}{1 + rb}$$

$$ri = \frac{2.0{,}502}{1 + 0{,}502}$$

$$ri = \frac{1{,}004}{1{,}502}$$

$$ri = 0{,}668$$

Lampiran 16. Tabulasi Genap Ganjil Variabel Keputusan Pembelian

Responden	Butir Genap					Total	Butir Ganjil						Total
	2	4	6	8	10		1	3	5	7	9	11	
1	4	3	3	3	3	16	3	4	3	4	3	4	21
2	4	4	3	3	3	17	3	3	3	4	4	4	21
3	4	4	4	4	4	20	4	4	4	4	3	4	23
4	4	3	4	4	4	19	4	3	4	2	3	2	18
5	4	4	4	4	4	20	4	4	4	3	4	3	22
6	3	2	4	4	4	17	4	4	4	4	2	4	22
7	3	4	3	4	2	16	4	3	3	4	4	3	21
8	4	4	4	4	4	20	4	4	4	4	4	4	24
9	4	4	4	4	4	20	1	4	4	4	4	4	21
10	4	3	4	4	4	19	4	3	4	4	3	4	22
11	4	3	4	4	4	19	4	4	3	3	4	3	21
12	2	4	3	3	4	16	2	2	3	4	4	4	19
13	4	4	4	4	4	20	4	4	4	4	4	4	24
14	4	3	4	4	4	19	4	3	4	4	4	4	23
15	4	3	4	4	4	19	4	4	4	3	4	3	22
16	4	3	4	4	4	19	4	4	4	3	4	3	22
17	4	4	3	3	4	18	4	3	3	3	3	3	19
18	3	4	4	4	4	19	4	4	4	4	4	4	24
19	4	4	3	3	4	18	4	4	3	4	4	4	23
20	4	4	4	4	4	20	2	4	4	3	3	3	19
21	4	4	4	4	1	17	4	3	4	4	3	4	22
22	4	3	4	4	4	19	2	3	4	4	3	4	20
23	4	4	3	3	4	18	4	4	3	4	4	4	23
24	4	4	4	4	3	19	4	4	4	3	4	3	22
25	3	4	4	4	4	19	4	4	4	4	3	4	23
26	4	3	4	4	4	19	4	4	4	4	3	4	23
27	4	4	3	3	4	18	4	3	3	4	3	4	21
28	4	3	4	4	2	17	3	3	4	4	4	4	22
29	4	4	4	4	4	20	4	4	4	4	2	4	22
30	4	3	4	4	4	19	4	4	4	3	4	3	22
31	2	4	2	2	4	14	4	3	2	4	4	4	21
32	4	4	4	4	4	20	4	4	4	4	4	4	24
33	2	2	4	4	2	14	4	4	4	4	2	4	22
34	4	4	3	3	4	18	4	4	3	4	4	4	23
35	4	4	4	4	4	20	4	4	4	4	4	4	24
36	4	4	4	4	4	20	4	3	4	4	3	4	22
37	4	4	4	4	4	20	4	4	4	4	2	4	22
38	4	4	3	3	4	18	4	4	3	3	3	3	20
39	4	4	3	3	4	18	4	4	3	4	4	4	23
40	4	4	4	4	3	19	3	4	4	3	4	3	21
41	4	3	4	4	4	19	4	4	4	4	3	4	23
42	4	4	4	4	4	20	4	2	4	4	4	4	22
43	4	4	4	4	4	20	4	3	4	3	4	3	21
44	4	4	4	4	4	20	4	3	4	3	4	3	21
45	4	4	4	4	4	20	4	2	4	4	4	4	22
46	4	4	4	4	2	18	2	4	4	4	4	4	22
47	4	2	4	4	4	18	2	4	4	4	4	4	22
48	4	4	4	4	4	20	4	3	4	4	4	4	23
49	3	3	4	4	3	17	3	2	4	3	4	3	19
50	3	4	4	4	4	19	3	4	4	2	4	2	19
51	4	4	4	4	4	20	4	4	4	4	3	4	23
52	4	4	3	3	4	18	4	4	3	4	4	4	23
53	4	3	3	3	3	16	3	4	3	4	3	4	21
54	4	4	3	3	3	17	3	3	3	4	4	4	21

Responden	Butir Genap					Total	Butir Ganjil						Total
	2	4	6	8	10		1	3	5	7	9	11	
55	4	4	4	4	4	20	3	3	4	3	3	3	19
56	4	4	4	4	4	20	4	4	4	3	4	3	22
57	4	4	4	4	4	20	4	4	4	3	4	3	22
58	3	2	4	4	4	17	4	4	4	4	2	4	22
59	3	4	3	3	2	15	4	3	3	3	4	3	20
60	4	4	4	4	4	20	4	4	4	4	4	4	24
61	4	4	4	4	4	20	1	4	4	4	4	4	21
62	4	3	4	4	4	19	4	3	4	4	3	4	22
63	4	3	4	4	4	19	4	4	4	3	4	3	22
64	2	4	3	3	4	16	2	2	3	4	4	4	19
65	4	4	4	4	4	20	4	4	4	4	4	4	24
66	4	3	4	4	4	19	4	3	4	4	4	4	23
67	4	3	4	4	4	19	4	4	4	3	4	3	22
68	4	3	4	4	4	19	4	4	4	3	4	3	22
69	4	4	3	3	4	18	4	3	3	3	3	3	19
70	3	4	4	4	4	19	4	4	4	4	4	4	24
71	4	4	3	3	4	18	4	4	3	4	4	4	23
72	4	4	4	4	4	20	2	4	4	3	3	3	19
73	4	4	4	4	1	17	4	3	4	4	3	4	22
74	4	3	4	4	4	19	2	3	4	4	3	4	20
75	4	4	3	3	4	18	4	4	3	4	4	4	23
76	4	4	4	4	3	19	4	4	4	3	4	3	22
77	3	4	4	4	4	19	4	4	4	4	3	4	23
78	4	3	4	4	4	19	4	4	4	4	3	4	23
79	4	4	3	3	4	18	4	3	3	4	3	4	21
80	4	3	4	4	2	17	3	3	4	4	4	4	22
81	3	4	4	4	4	19	4	3	4	3	4	4	22
82	3	4	4	3	4	18	4	4	3	4	4	4	23
83	4	4	4	3	3	18	4	4	3	4	3	4	22
84	4	4	4	4	4	20	4	1	1	4	4	4	18
85	3	4	3	3	3	16	3	3	1	4	4	4	19
86	1	3	3	2	4	13	3	3	3	4	3	3	19
87	4	4	4	3	4	19	4	1	1	4	4	4	18
88	2	4	4	4	4	18	4	3	4	3	3	4	21
89	2	1	2	3	3	11	2	2	2	2	3	3	14
90	4	4	3	4	4	19	3	4	4	3	4	3	21
91	3	3	3	3	4	16	4	3	2	3	2	4	18
92	3	3	3	4	4	17	4	3	3	3	4	4	21
93	3	2	2	3	3	13	2	2	3	4	3	4	18
94	4	3	3	2	4	16	4	3	3	4	4	2	20
95	2	4	4	4	4	18	4	3	4	3	3	4	21
96	3	3	3	4	4	17	4	3	3	3	4	4	21
97	2	1	2	3	3	11	2	2	2	2	3	3	14
Total	352	345	353	355	357	1762	347	332	343	350	344	354	2070

Lampiran 17. Hasil Uji Reliabilitas Variabel Keputusan Pembelian

Correlations

Correlations

		genap_y	ganjil_y
genap_y	Pearson Correlation	1	,561**
	Sig. (2-tailed)		,000
	N	97	97
ganjil_y	Pearson Correlation	,561**	1
	Sig. (2-tailed)	,000	
	N	97	97

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

Pada tabel di atas, diperoleh rb sebesar 0,561 maka nilai ri dapat dihitung sebagai berikut :

$$ri = \frac{2.rb}{1 + rb}$$

$$ri = \frac{1.0,561}{1 + 0,561}$$

$$ri = \frac{1,122}{1,561}$$

$$ri = 0,719$$

Lampiran 18. Tabulasi Data Berpasangan

n	X1	X2	X3	Y
1	29	28	19	37
2	28	29	18	38
3	31	31	20	43
4	28	28	14	37
5	29	32	17	42
6	30	24	20	39
7	29	27	15	37
8	32	32	19	44
9	28	27	20	41
10	31	30	20	41
11	29	32	17	40
12	24	22	19	35
13	32	32	18	44
14	32	31	20	42
15	28	32	17	41
16	30	31	17	41
17	28	28	16	37
18	29	30	20	43
19	30	32	18	41
20	27	29	17	39
21	31	24	20	39
22	29	27	20	39
23	30	32	19	41
24	29	31	17	41
25	30	28	20	42
26	32	31	20	42
27	29	28	19	39
28	31	28	18	39
29	32	30	20	42
30	30	32	17	41
31	24	27	18	35
32	30	30	20	44
33	28	24	18	36
34	30	31	19	41
35	32	32	20	44
36	32	30	20	42
37	32	28	20	42
38	27	30	16	38
39	29	32	19	41
40	29	29	16	40
41	31	31	20	42
42	32	29	20	42
43	29	30	17	41
44	30	28	17	41
45	32	30	20	42
46	30	28	18	40

n	X1	X2	X3	Y
47	30	29	20	40
48	30	31	20	43
49	27	26	16	36
50	25	27	14	38
51	31	31	20	43
52	30	32	19	41
53	29	28	18	37
54	28	29	18	38
55	29	29	17	39
56	30	32	17	42
57	29	32	17	42
58	30	24	20	39
59	25	27	14	35
60	32	32	20	44
61	28	27	20	41
62	32	30	20	41
63	30	32	17	41
64	24	22	19	35
65	32	32	20	44
66	32	31	20	42
67	28	32	17	41
68	30	31	17	41
69	28	28	16	37
70	29	30	20	43
71	29	32	19	41
72	28	29	17	39
73	31	24	17	39
74	29	27	20	39
75	30	32	19	41
76	29	31	16	41
77	30	28	20	42
78	32	31	20	42
79	29	28	19	39
80	31	28	18	39
81	29	28	20	41
82	27	23	18	41
83	30	27	20	40
84	23	25	18	38
85	25	22	17	35
86	26	27	13	32
87	22	30	17	37
88	28	29	18	39
89	16	18	9	25
90	30	26	18	40
91	23	27	19	34
92	27	29	19	38
93	25	23	16	31
94	24	26	15	36
95	28	29	18	39

n	X1	X2	X3	Y
96	27	29	19	38
97	16	18	9	25
	2786	2777	1753	3832

Lampiran 19. Hasil SPSS Deskrtiptif Data

Descriptives

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation
px1_1	97	3,00	1,00	4,00	343,00	3,5361	,76461
px1_2	97	3,00	1,00	4,00	357,00	3,6804	,65426
px1_3	97	2,00	2,00	4,00	350,00	3,6082	,56930
px1_4	97	2,00	2,00	4,00	355,00	3,6598	,53787
px1_5	97	3,00	1,00	4,00	349,00	3,5979	,71676
px1_6	97	3,00	1,00	4,00	348,00	3,5876	,65753
px1_7	97	3,00	1,00	4,00	343,00	3,5361	,72258
px1_8	97	2,00	2,00	4,00	341,00	3,5155	,64732
px2_1	97	3,00	1,00	4,00	335,00	3,4536	,82942
px2_2	97	3,00	1,00	4,00	345,00	3,5567	,74957
px2_3	97	2,00	2,00	4,00	344,00	3,5464	,61272
px2_4	97	3,00	1,00	4,00	357,00	3,6804	,68536
px2_5	97	3,00	1,00	4,00	342,00	3,5258	,83032
px2_6	97	2,00	2,00	4,00	360,00	3,7113	,59440
px2_7	97	2,00	2,00	4,00	348,00	3,5876	,59077
px2_8	97	3,00	1,00	4,00	346,00	3,5670	,69082
px3_1	97	3,00	1,00	4,00	341,00	3,5155	,69392
px3_2	97	2,00	2,00	4,00	354,00	3,6495	,54086
px3_3	97	3,00	1,00	4,00	359,00	3,7010	,59800
px3_4	97	2,00	2,00	4,00	350,00	3,6082	,56930
px3_5	97	3,00	1,00	4,00	349,00	3,5979	,75911
py_1	97	3,00	1,00	4,00	347,00	3,5773	,77507
py_2	97	3,00	1,00	4,00	352,00	3,6289	,68190
py_3	97	3,00	1,00	4,00	332,00	3,4227	,73364
py_4	97	3,00	1,00	4,00	345,00	3,5567	,69175
py_5	97	3,00	1,00	4,00	343,00	3,5361	,72258
py_6	97	2,00	2,00	4,00	353,00	3,6392	,56246
py_7	97	2,00	2,00	4,00	350,00	3,6082	,56930
py_8	97	2,00	2,00	4,00	355,00	3,6598	,53787
py_9	97	2,00	2,00	4,00	344,00	3,5464	,61272
py_10	97	3,00	1,00	4,00	357,00	3,6804	,68536
py_11	97	2,00	2,00	4,00	354,00	3,6495	,54086
Valid N (listwise)	97						

Lampiran 20. Hasil SPSS Uji Asumsi Klasik

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1,29326957
Most Extreme Differences	Absolute	,084
	Positive	,058
	Negative	-,084
Kolmogorov-Smirnov Z		,824
Asymp. Sig. (2-tailed)		,506

a. Test distribution is Normal.
b. Calculated from data.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,925[a]	,855	,851	1,31396	2,041

a. Predictors: (Constant), Faktor Sosial, Faktor Psikologis, Faktor Pribadi
b. Dependent Variable: Keputusan Pembelian

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Faktor Pribadi	,348	2,876
	Faktor Psikologis	,565	1,770
	Faktor Sosial	,513	1,948

a. Dependent Variable: Keputusan Pembelian

Coefficient Correlations[a]

Model			Faktor Sosial	Faktor Psikologis	Faktor Pribadi
1	Correlations	Faktor Sosial	1,000	,108	-,626
		Faktor Psikologis	,108	1,000	-,575
		Faktor Pribadi	-,626	-,575	1,000
	Covariances	Faktor Sosial	,008	,001	-,004
		Faktor Psikologis	,001	,003	-,003
		Faktor Pribadi	-,004	-,003	,006

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Faktor Pribadi	Faktor Psikologis	Faktor Sosial
1	1	3,983	1,000	,00	,00	,00	,00
	2	,008	22,267	,15	,01	,21	,51
	3	,006	25,693	,84	,05	,32	,01
	4	,003	39,860	,00	,94	,47	,48

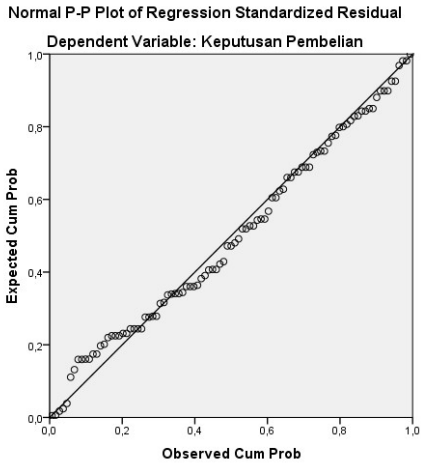
a. Dependent Variable: Keputusan Pembelian

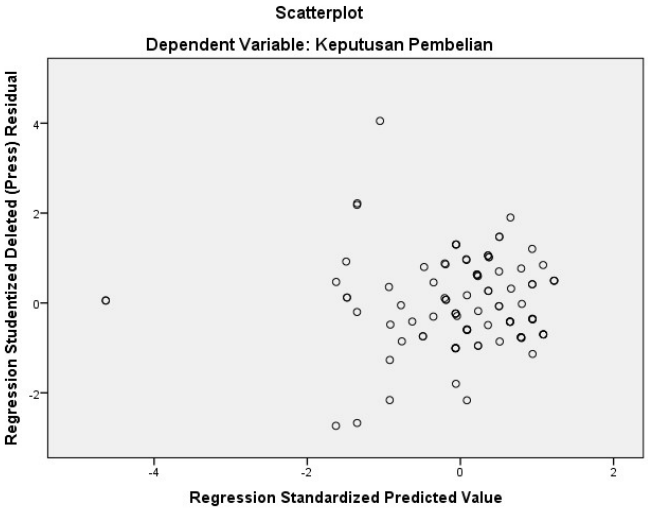
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	24,9375	43,3536	39,5052	3,14524	97
Std. Predicted Value	-4,632	1,224	,000	1,000	97
Standard Error of Predicted Value	,144	,648	,250	,094	97
Adjusted Predicted Value	24,9174	43,3363	39,5033	3,14666	97
Residual	-3,39277	4,79660	,00000	1,29327	97
Std. Residual	-2,582	3,650	,000	,984	97
Stud. Residual	-2,644	3,751	,001	1,007	97
Deleted Residual	-3,55645	5,06571	,00189	1,35496	97
Stud. Deleted Residual	-2,734	4,050	,003	1,029	97
Mahal. Distance	,163	22,381	2,969	3,783	97
Cook's Distance	,000	,197	,012	,032	97
Centered Leverage Value	,002	,233	,031	,039	97

a. Dependent Variable: Keputusan Pembelian

Charts





Lampiran 21. Hasil SPSS Koefisien Determinasi Parsial

Partial Corr

Correlations

Control Variables			Faktor Pribadi	Keputusan Pembelian
Faktor Psikologis	Faktor Pribadi	Correlation	1,000	,733
		Significance (2-tailed)	.	,000
		df	0	94
	Keputusan Pembelian	Correlation	,733	1,000
		Significance (2-tailed)	,000	.
		df	94	0

Partial Corr

Correlations

Control Variables			Faktor Psikologis	Keputusan Pembelian
Faktor Sosial	Faktor Psikologis	Correlation	1,000	,766
		Significance (2-tailed)	.	,000
		df	0	94
	Keputusan Pembelian	Correlation	,766	1,000
		Significance (2-tailed)	,000	.
		df	94	0

Partial Corr

Correlations

Control Variables			Faktor Sosial	Keputusan Pembelian
Faktor Pribadi	Faktor Sosial	Correlation	1,000	,337
		Significance (2-tailed)	.	,001
		df	0	94
	Keputusan Pembelian	Correlation	,337	1,000
		Significance (2-tailed)	,001	.
		df	94	0

Lampiran 22. Hasil SPSS Koefisien Determinasi Berganda

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Faktor Sosial, Faktor Psikologis, Faktor Pribadi[b]	.	Enter

a. Dependent Variable: Keputusan Pembelian
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,925[a]	,855	,851	1,31396

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

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	949,683	3	316,561	183,354	,000[b]
	Residual	160,564	93	1,726		
	Total	1110,247	96			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Faktor Sosial, Faktor Psikologis, Faktor Pribadi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,656	1,454		3,890	,000
	Faktor Pribadi	,455	,076	,398	5,948	,000
	Faktor Psikologis	,442	,058	,400	7,617	,000
	Faktor Sosial	,451	,087	,286	5,192	,000

a. Dependent Variable: Keputusan Pembelian

DAFTAR RIWAYAT HIDUP PENELITI

Data Pribadi

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Pendidikan Formal

SDN 10 Cipinang Melayu Jakarta Timur	: Lulus Tahun 2007
SMPN 135 Jakarta Timur	: Lulus Tahun 2010
SMAN 45 Jakarta Utara	: Lulus Tahun 2013
STEI Indonesia Jakarta Timur	: Tahun 2014 - sekarang

Pengalaman Organisasi

- UKMJ MANAJEMEN STEI : 2014 – 2015
- UKM RADIO TIARA STEI : 2014 - 2016