

## Lampiran IV

### HASIL UJI KARAKTERISTIK RESPONDEN

FREQUENCIES VARIABLES=A

/ORDER=ANALYSIS.

## Frequencies

[DataSet0]

### Statistics

Jenis Kelamin

N	Valid	90
	Missing	0

### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	35	38.9	38.9	38.9
	Perempuan	55	61.1	61.1	100.0
Total		90	100.0	100.0	

FREQUENCIES VARIABLES=B

/ORDER=ANALYSIS.

## Frequencies

[DataSet0]

### Statistics

Usia

N	Valid	90
	Missing	0

### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 tahun	3	3.3	3.3	3.3
19 tahun	18	20.0	20.0	23.3
20 tahun	21	23.3	23.3	46.7
21 tahun	27	30.0	30.0	76.7
22 tahun	11	12.2	12.2	88.9
>22 tahun	10	11.1	11.1	100.0
Total	90	100.0	100.0	

FREQUENCIES VARIABLES=C

/ORDER=ANALYSIS.

### Frequencies

[DataSet0]

### Statistics

Pekerjaan

N	Valid	90
	Missing	0

**Pekerjaan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployee	59	65.6	65.6	65.6
	Investor	4	4.4	4.4	70.0
	Bussiness Owner	11	12.2	12.2	82.2
	Self-employee	9	10.0	10.0	92.2
	Employee	7	7.8	7.8	100.0
	Total	90	100.0	100.0	

FREQUENCIES VARIABLES=D

/ORDER=ANALYSIS.

**Frequencies**

[DataSet0]

**Statistics**

Penerimaan

N	Valid	90
	Missing	0

**Penerimaan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp 250.000	19	21.1	21.1	21.1
	Rp 250.000 - Rp 500.000	32	35.6	35.6	56.7
	Rp 500.000 - Rp 750.000	20	22.2	22.2	78.9
	Rp 750.000 - Rp 1.000.000	12	13.3	13.3	92.2
	>Rp 1.000.000	7	7.8	7.8	100.0
	Total	90	100.0	100.0	

FREQUENCIES VARIABLES=E

/ORDER=ANALYSIS.

## Frequencies

[DataSet0]

### Statistics

Pengeluaran

N	Valid	90
	Missing	0

### Pengeluaran

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <Rp 250.000	28	31.1	31.1	31.1
Rp 250.000 - Rp 500.000	41	45.6	45.6	76.7
Rp 500.000 - Rp 750.000	14	15.6	15.6	92.2
Rp 750.000 - Rp 1.000.000	5	5.6	5.6	97.8
>Rp 1.000.000	2	2.2	2.2	100.0
Total	90	100.0	100.0	

FREQUENCIES VARIABLES=F

/ORDER=ANALYSIS.

## Frequencies

[DataSet0]

### Statistics

Operator yang Digunakan

N	Valid	90
	Missing	0

**Operator yang Digunakan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Telkomsel & Indosat	32	35.6	35.6	35.6
	Telkomsel & XL	17	18.9	18.9	54.4
	Telkomsel & Three	6	6.7	6.7	61.1
	Indosat & XL	16	17.8	17.8	78.9
	Indosat & Three	13	14.4	14.4	93.3
	XL & Three	6	6.7	6.7	100.0
	Total	90	100.0	100.0	

Lampiran V

**HASIL UJI VALIDITAS DAN UJI RELIABILITAS**

```

CORRELATIONS
/VARIABLES=X1.1 X1.2 X1.3 X1
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.
    
```

**Correlations**

[DataSet0]

		X1.1	X1.2	X1.3	Budaya
X1.1	Pearson Correlation	1	.503**	.624**	.888**
	Sig. (2-tailed)		.000	.000	.000
	N	90	90	90	90
X1.2	Pearson Correlation	.503**	1	.369**	.722**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
X1.3	Pearson Correlation	.624**	.369**	1	.833**
	Sig. (2-tailed)	.000	.000		.000
	N	90	90	90	90
Budaya	Pearson Correlation	.888**	.722**	.833**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

```

CORRELATIONS
/VARIABLES=X2.1 X2.2 X2.3 X2
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.
    
```

## Correlations

[DataSet0]

**Correlations**

		X2.1	X2.2	X2.3	Sosial
X2.1	Pearson Correlation	1	.388**	.370**	.670**
	Sig. (2-tailed)		.000	.000	.000
	N	90	90	90	90
X2.2	Pearson Correlation	.388**	1	.584**	.861**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
X2.3	Pearson Correlation	.370**	.584**	1	.842**
	Sig. (2-tailed)	.000	.000		.000
	N	90	90	90	90
Sosial	Pearson Correlation	.670**	.861**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

```

CORRELATIONS
/VARIABLES=X3.1 X3.2 X3.3 X3
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

## Correlations

[DataSet0]

**Correlations**

		X3.1	X3.2	X3.3	Pribadi
X3.1	Pearson Correlation	1	.545**	.482**	.782**
	Sig. (2-tailed)		.000	.000	.000
	N	90	90	90	90

X3.2	Pearson Correlation	.545**	1	.692**	.898**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
X3.3	Pearson Correlation	.482**	.692**	1	.857**
	Sig. (2-tailed)	.000	.000		.000
	N	90	90	90	90
Pribadi	Pearson Correlation	.782**	.898**	.857**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

```

CORRELATIONS
/VARIABLES=X4.1 X4.2 X4.3 X4
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

## Correlations

[DataSet0]

**Correlations**

		X4.1	X4.2	X4.3	Psikologi
X4.1	Pearson Correlation	1	.486**	.977**	.902**
	Sig. (2-tailed)		.000	.000	.000
	N	90	90	90	90
X4.2	Pearson Correlation	.486**	1	.491**	.811**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
X4.3	Pearson Correlation	.977**	.491**	1	.904**
	Sig. (2-tailed)	.000	.000		.000
	N	90	90	90	90



Psikologi	Pearson Correlation	.902**	.811**	.904**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

```

CORRELATIONS
/VARIABLES=Y1 Y2 Y3 Y
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

## Correlations

[DataSet0]

		Y1	Y2	Y3	Keputusan Pembelian
Y1	Pearson Correlation	1	.106	.118	.530**
	Sig. (2-tailed)		.322	.266	.000
	N	90	90	90	90
Y2	Pearson Correlation	.106	1	.752**	.847**
	Sig. (2-tailed)	.322		.000	.000
	N	90	90	90	90
Y3	Pearson Correlation	.118	.752**	1	.848**
	Sig. (2-tailed)	.266	.000		.000
	N	90	90	90	90
Keputusan Pembelian	Pearson Correlation	.530**	.847**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

```

RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.

```

## Reliability

[DataSet0]

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.750	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	6.89	2.325	.688	.528
X1.2	6.88	3.637	.486	.768
X1.3	6.14	2.732	.592	.650

```

RELIABILITY
/VARIABLES=X2.1 X2.2 X2.3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.

```

## Reliability

[DataSet0]

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.708	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	7.82	4.193	.426	.736
X2.2	6.61	2.532	.603	.519
X2.3	6.48	2.792	.593	.529

```

RELIABILITY
/VARIABLES=X3.1 X3.2 X3.3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.

```

## Reliability

[DataSet0]

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.801	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	6.41	2.852	.561	.813
X3.2	6.11	2.032	.721	.650
X3.3	5.50	2.478	.679	.697

```

RELIABILITY
/VARIABLES=X4.1 X4.2 X4.3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.

```

## Reliability

[DataSet0]

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.811	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	7.41	3.144	.794	.633
X4.2	7.32	2.805	.492	.988
X4.3	7.38	3.114	.798	.627

```

RELIABILITY
/VARIABLES=Y1 Y2 Y3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.

```

## Reliability

[DataSet0]

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	90	100.0
	Excluded <sup>a</sup>	0	.0
	Total	90	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.601	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	5.81	2.537	.120	.858
Y2	6.46	1.487	.583	.212
Y3	6.36	1.535	.603	.190

## Lampiran VI

### HASIL UJI REGRESI LINIER BERGANDA

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y

  /METHOD=ENTER X1 X2 X3 X4.
```

## Regression

[DataSet0]

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

Model	Variables Entered	Variables Removed	Method
1	Psikologi, Sosial, Pribadi, Budaya <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 <sup>a</sup>	.649	.633	1.130

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

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	200.734	4	50.184	39.295	.000 <sup>a</sup>
	Residual	108.555	85	1.277		
	Total	309.289	89			

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

b. Dependent Variable: Keputusan Pembelian

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.414	.667		2.120	.037
	Budaya	.212	.068	.273	3.121	.002
	Sosial	.266	.063	.355	4.192	.000
	Pribadi	.184	.067	.222	2.762	.007
	Psikologi	.122	.056	.164	2.191	.031

a. Dependent Variable: Keputusan Pembelian



Lampiran VII

**TABEL r PRODUCT MOMENT**

Tabel r untuk df = 71 - 100

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	<b>0.2072</b>	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

Lampiran VIII

**TABEL TITIK PERSENTASE DISTRIBUSI t**

Tabel t untuk df = 71 -120

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

Lampiran IX

**TABEL TITIK PERSENTASE DISTRIBUSI F**

Untuk Probabilitas = 0,05

df untuk penyebut N2	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.80
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.80
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.81	1.79
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.90	1.87	1.84	1.81	1.79
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.79
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.78
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.87	1.83	1.81	1.78
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.86	1.83	1.81	1.78
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77