



## Lampiran Kuesioner

Yth Saudara /i Responden

Di tempat

Dengan hormat,

Saya Rita Nurhidayah mahasiswi jurusan Manajemen Fakultas Ekonomi Universitas Muhammadiyah Ponorogo saat ini sedang melakukan penyusunan skripsi yang berjudul “ Pengaruh Gaya Hidup, Pengetahuan Produk, dan Persepsi Konsumen terhadap Keputusan Pembelian Minuman Kekinian Bubble Tea pada Mahasiswa Universitas Muhammadiyah Ponorogo”. Saya memohon kesediaan saudara responden, untuk menjawab pernyataan sebagaimana terlampir dibawah ini pada jawaban yang anda anggap paling tepat. Informasi dan jawaban yang anda berikan merupakan bantuan yang sangat melengkapi penelitian saya. Jawaban saudara/i akan saya jamin kerahasiaannya, karena semata mata hanya untuk kepentingan akademik. Atas perhatian dan partisipasi saudara/i saya ucapkan terimakasih.

Hormat saya,

Rita Nurhidayah



**BAGIAN II (Pernyataan Penelitian)**

NO	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
*	<b>Gaya Hidup</b>					
	<b>Activity (Aktivitas)</b>					
1	Saya membeli minuman kekinian bubble tea untuk memanfaatkan waktu luang					
	<b>Interest (Minat)</b>					
2	Ketika saya membeli minuman kekinian bubble tea saya merasa senang					
3	Saya membeli minuman kekinian bubble tea karena keunikan produk					
	<b>Opini (Pendapat)</b>					
4	Saya membeli minuman kekinian bubble tea karena mengikuti trend					
5	Gaya hidup praktis mempengaruhi saya dalam pembelian minuman kekinian bubble tea					
*	<b>Pengetahuan Produk</b>					
	<b>Pengetahuan tentang atribut produk</b>					
6	Saya membeli minuman kekinian bubble tea karena sesuai selera.					
7	Saya membeli minuman kekinian bubble tea karena varian rasa yang beragam					
	<b>Pengetahuan tentang manfaat produk</b>					
8	Saya mengetahui kandungan yang ada didalam produk minuman kekinian bubble tea					
9	Saya merasakan ada manfaat setelah megkonsumsi minuman kekinian bubble tea					
	<b>Pengetahuan tentang kepuasan yang diberikan produk</b>					

10	Saya merasa puas saat mengkonsumsi minuman kekinian bubble tea					
*	<b>Persepsi Konsumen</b>					
	<b>Seleksi</b>					
11	Pengalaman saya saat membeli produk minuman kekinian membuat saya yakin dengan citra rasanya					
12	Ketika merasa haus saya membeli minuman kekinian bubble tea					
	<b>Organisasi</b>					
13	Berbagai informasi tentang minuman kekinian bubble tea yang tersedia membuat saya memahami citra rasa produk tersebut					
14	Saya membeli minuman kekinian bubble tea karena memiliki rasa yang menarik					
	<b>Interpretasi</b>					
15	Setelah saya mengkonsumsi minuman kekinian bubble tea rasa haus saya hilang					
*	<b>Keputusan pembelian</b>					
	<b>Kebutuhan / keinginan suatu produk</b>					
16	Saya merasa mengkonsumsi minuman kekinian bubble tea karena kebutuhan					
17	Saya membeli minuman kekinian bubble tea karena ingin mencoba/ mengikuti trend saat ini					
18	Produk yang ditawarkan sesuai dengan keinginan saya					
	<b>Kemantapan akan kualitas produk</b>					
19	Saya mempertimbangkan berbagai alternatif sebelum membeli minuman kekinian bubble tea					
	<b>Keputusan pembelian ulang</b>					
20	Saya berencana membeli ulang minuman kekinian bubble tea					

## Lampiran Distribusi Jawaban Responden

### Gaya Hidup X1

**Statistics**

		X1P1	X1P2	X1P3	X1P4	X1P5	TOTALX1
N	Valid	98	98	98	98	98	98
	Missing	0	0	0	0	0	0
Mean		4.1020	4.2347	4.2449	4.0918	4.2143	20.8878
Median		4.0000	4.0000	4.0000	4.0000	4.0000	21.0000
Mode		4.00	4.00	4.00	4.00	4.00	22.00
Sum		402.00	415.00	416.00	401.00	413.00	2047.00

**X1P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	TIDAK SETUJU	4	4.1	4.1	5.1
	KURANG SETUJU	10	10.2	10.2	15.3
	SETUJU	52	53.1	53.1	68.4
	SANGAT SETUJU	31	31.6	31.6	100.0
Total		98	100.0	100.0	

**X1P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	8	8.2	8.2	9.2
	SETUJU	56	57.1	57.1	66.3
	SANGAT SETUJU	33	33.7	33.7	100.0
Total		98	100.0	100.0	

**X1P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	13	13.3	13.3	14.3
	SETUJU	45	45.9	45.9	60.2
	SANGAT SETUJU	39	39.8	39.8	100.0
	Total	98	100.0	100.0	

**X1P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	TIDAK SETUJU	4	4.1	4.1	5.1
	KURANG SETUJU	10	10.2	10.2	15.3
	SETUJU	53	54.1	54.1	69.4
	SANGAT SETUJU	30	30.6	30.6	100.0
	Total	98	100.0	100.0	

**X1P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.1	3.1	3.1
	KURANG SETUJU	10	10.2	10.2	13.3
	SETUJU	48	49.0	49.0	62.2
	SANGAT SETUJU	37	37.8	37.8	100.0
	Total	98	100.0	100.0	

**TOTALX1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	1	1.0	1.0	1.0
	12	1	1.0	1.0	2.0
	14	2	2.0	2.0	4.1
	15	2	2.0	2.0	6.1
	16	2	2.0	2.0	8.2
	17	3	3.1	3.1	11.2
	18	6	6.1	6.1	17.3
	19	5	5.1	5.1	22.4
	20	13	13.3	13.3	35.7
	21	16	16.3	16.3	52.0
	22	19	19.4	19.4	71.4
	23	9	9.2	9.2	80.6
	24	16	16.3	16.3	96.9
	25	3	3.1	3.1	100.0
Total		98	100.0	100.0	

**Pengetahuan Produk X2**

**Statistics**

		X2P1	X2P2	X2P3	X2P4	X2P5	TOTALX2
N	Valid	98	98	98	98	98	98
	Missing	0	0	0	0	0	0
Mean		4.2959	4.3776	4.0714	3.9796	4.1429	20.8673
Median		4.0000	4.0000	4.0000	4.0000	4.0000	21.0000
Mode		4.00	5.00	4.00	4.00	4.00	22.00
Sum		421.00	429.00	399.00	390.00	406.00	2045.00



**X2P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	11	11.2	11.2	11.2
	SETUJU	47	48.0	48.0	59.2
	SANGAT SETUJU	40	40.8	40.8	100.0
	Total	98	100.0	100.0	

**X2P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	9	9.2	9.2	9.2
	SETUJU	43	43.9	43.9	53.1
	SANGAT SETUJU	46	46.9	46.9	100.0
	Total	98	100.0	100.0	

**X2P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	TIDAK SETUJU	2	2.0	2.0	3.1
	KURANG SETUJU	20	20.4	20.4	23.5
	SETUJU	41	41.8	41.8	65.3
	SANGAT SETUJU	34	34.7	34.7	100.0
	Total	98	100.0	100.0	

**X2P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	5.1	5.1	5.1
	KURANG SETUJU	19	19.4	19.4	24.5
	SETUJU	47	48.0	48.0	72.4
	SANGAT SETUJU	27	27.6	27.6	100.0
	Total	98	100.0	100.0	

**X2P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	15	15.3	15.3	16.3
	SETUJU	51	52.0	52.0	68.4
	SANGAT SETUJU	31	31.6	31.6	100.0
	Total	98	100.0	100.0	



**TOTALX2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14	1	1.0	1.0	1.0
	15	2	2.0	2.0	3.1
	16	5	5.1	5.1	8.2
	17	7	7.1	7.1	15.3
	18	6	6.1	6.1	21.4
	19	4	4.1	4.1	25.5
	20	12	12.2	12.2	37.8
	21	15	15.3	15.3	53.1
	22	18	18.4	18.4	71.4
	23	10	10.2	10.2	81.6
	24	13	13.3	13.3	94.9
	25	5	5.1	5.1	100.0
Total		98	100.0	100.0	

**Persepsi Konsumen X3**

**Statistics**

		X3P1	X3P2	X3P3	X3P4	X3P5	TOTALX3
N	Valid	98	98	98	98	98	98
	Missing	0	0	0	0	0	0
Mean		4.1837	3.9898	4.1122	4.2857	4.2245	20.7959
Median		4.0000	4.0000	4.0000	4.0000	4.0000	21.5000
Mode		4.00	4.00	4.00	4.00	4.00	22.00
Sum		410.00	391.00	403.00	420.00	414.00	2038.00

**X3P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	15	15.3	15.3	16.3
	SETUJU	47	48.0	48.0	64.3
	SANGAT SETUJU	35	35.7	35.7	100.0
	Total	98	100.0	100.0	

**X3P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	TIDAK SETUJU	2	2.0	2.0	3.1
	KURANG SETUJU	25	25.5	25.5	28.6
	SETUJU	39	39.8	39.8	68.4
	SANGAT SETUJU	31	31.6	31.6	100.0
	Total	98	100.0	100.0	

**X3P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	16	16.3	16.3	17.3
	SETUJU	52	53.1	53.1	70.4
	SANGAT SETUJU	29	29.6	29.6	100.0
	Total	98	100.0	100.0	

**X3P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	7	7.1	7.1	8.2
	SETUJU	53	54.1	54.1	62.2
	SANGAT SETUJU	37	37.8	37.8	100.0
	Total	98	100.0	100.0	

**X3P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.0	2.0	2.0
	KURANG SETUJU	8	8.2	8.2	10.2
	SETUJU	54	55.1	55.1	65.3
	SANGAT SETUJU	34	34.7	34.7	100.0
	Total	98	100.0	100.0	



**TOTALX3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	1	1.0	1.0	1.0
	13	1	1.0	1.0	2.0
	14	1	1.0	1.0	3.1
	15	1	1.0	1.0	4.1
	16	4	4.1	4.1	8.2
	17	4	4.1	4.1	12.2
	18	7	7.1	7.1	19.4
	19	10	10.2	10.2	29.6
	20	11	11.2	11.2	40.8
	21	9	9.2	9.2	50.0
	22	22	22.4	22.4	72.4
	23	8	8.2	8.2	80.6
	24	14	14.3	14.3	94.9
	25	5	5.1	5.1	100.0
Total		98	100.0	100.0	

**Keputusan Pembelian Y**

**Statistics**

		YP1	YP2	YP3	YP4	YP5	TOTALY
N	Valid	98	98	98	98	98	98
	Missing	0	0	0	0	0	0
Mean		3.9898	4.1837	4.2551	4.2245	4.1939	20.8469
Median		4.0000	4.0000	4.0000	4.0000	4.0000	21.0000
Mode		4.00	4.00	4.00	4.00	4.00	22.00
Sum		391.00	410.00	417.00	414.00	411.00	2043.00

**YP1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	6	6.1	6.1	6.1
	KURANG SETUJU	20	20.4	20.4	26.5
	SETUJU	41	41.8	41.8	68.4
	SANGAT SETUJU	31	31.6	31.6	100.0
	Total	98	100.0	100.0	

**YP2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	2	2.0	2.0	2.0
	TIDAK SETUJU	1	1.0	1.0	3.1
	KURANG SETUJU	9	9.2	9.2	12.2
	SETUJU	51	52.0	52.0	64.3
	SANGAT SETUJU	35	35.7	35.7	100.0
	Total	98	100.0	100.0	

**YP3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.1	3.1	3.1
	KURANG SETUJU	8	8.2	8.2	11.2
	SETUJU	48	49.0	49.0	60.2
	SANGAT SETUJU	39	39.8	39.8	100.0
	Total	98	100.0	100.0	

**YP4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	11	11.2	11.2	12.2
	SETUJU	50	51.0	51.0	63.3
	SANGAT SETUJU	36	36.7	36.7	100.0
	Total	98	100.0	100.0	

**YP5**

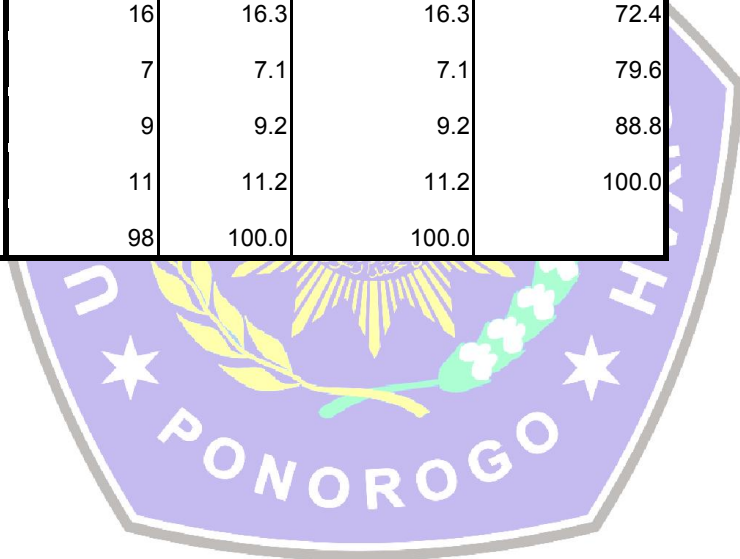
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.0	2.0	2.0
	KURANG SETUJU	12	12.2	12.2	14.3
	SETUJU	49	50.0	50.0	64.3
	SANGAT SETUJU	35	35.7	35.7	100.0
	Total	98	100.0	100.0	





**TOTALY**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	1	1.0	1.0	1.0
	13	1	1.0	1.0	2.0
	14	1	1.0	1.0	3.1
	16	4	4.1	4.1	7.1
	17	7	7.1	7.1	14.3
	18	4	4.1	4.1	18.4
	19	8	8.2	8.2	26.5
	20	15	15.3	15.3	41.8
	21	14	14.3	14.3	56.1
	22	16	16.3	16.3	72.4
	23	7	7.1	7.1	79.6
	24	9	9.2	9.2	88.8
	25	11	11.2	11.2	100.0
Total		98	100.0	100.0	



**Lampiran**  
**Uji Validitas**

**Correlations**

		X1P1	X1P2	X1P3	X1P4	X1P5	TOTALX1
X1P1	Pearson Correlation	1	.624**	.255*	.574**	.451**	.777**
	Sig. (2-tailed)		.000	.011	.000	.000	.000
	N	98	98	98	98	98	98
X1P2	Pearson Correlation	.624**	1	.233*	.533**	.475**	.742**
	Sig. (2-tailed)	.000		.021	.000	.000	.000
	N	98	98	98	98	98	98
X1P3	Pearson Correlation	.255*	.233*	1	.472**	.476**	.640**
	Sig. (2-tailed)	.011	.021		.000	.000	.000
	N	98	98	98	98	98	98
X1P4	Pearson Correlation	.574**	.533**	.472**	1	.559**	.839**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	98	98	98	98	98	98
X1P5	Pearson Correlation	.451**	.475**	.476**	.559**	1	.782**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	98	98	98	98	98	98
TOTALX1	Pearson Correlation	.777**	.742**	.640**	.839**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	98	98	98	98	98	98

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

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

**Correlations**

		X2P1	X2P2	X2P3	X2P4	X2P5	TOTALX2
X2P1	Pearson Correlation	1	.337**	.456**	.351**	.374**	.681**
	Sig. (2-tailed)		.001	.000	.000	.000	.000
	N	98	98	98	98	98	98
X2P2	Pearson Correlation	.337**	1	.304**	.207*	.309**	.569**
	Sig. (2-tailed)	.001		.002	.041	.002	.000
	N	98	98	98	98	98	98
X2P3	Pearson Correlation	.456**	.304**	1	.574**	.413**	.791**
	Sig. (2-tailed)	.000	.002		.000	.000	.000
	N	98	98	98	98	98	98
X2P4	Pearson Correlation	.351**	.207*	.574**	1	.609**	.789**
	Sig. (2-tailed)	.000	.041	.000		.000	.000
	N	98	98	98	98	98	98
X2P5	Pearson Correlation	.374**	.309**	.413**	.609**	1	.750**
	Sig. (2-tailed)	.000	.002	.000	.000		.000
	N	98	98	98	98	98	98
TOTALX2	Pearson Correlation	.681**	.569**	.791**	.789**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	98	98	98	98	98	98

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

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

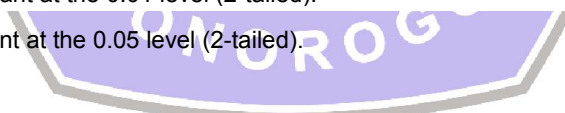


**Correlations**

		X3P1	X3P2	X3P3	X3P4	X3P5	TOTALX3
X3P1	Pearson Correlation	1	.611**	.609**	.485**	.522**	.816**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	98	98	98	98	98	98
X3P2	Pearson Correlation	.611**	1	.629**	.542**	.475**	.841**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	98	98	98	98	98	98
X3P3	Pearson Correlation	.609**	.629**	1	.569**	.529**	.838**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	98	98	98	98	98	98
X3P4	Pearson Correlation	.485**	.542**	.569**	1	.394**	.740**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	98	98	98	98	98	98
X3P5	Pearson Correlation	.522**	.475**	.529**	.394**	1	.728**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	98	98	98	98	98	98
TOTALX3	Pearson Correlation	.816**	.841**	.838**	.740**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	98	98	98	98	98	98

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

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



**Correlations**

		YP1	YP2	YP3	YP4	YP5	TOTALY
YP1	Pearson Correlation	1	.353**	.466**	.456**	.551**	.776**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	98	98	98	98	98	98
YP2	Pearson Correlation	.353**	1	.477**	.247*	.432**	.679**
	Sig. (2-tailed)	.000		.000	.014	.000	.000
	N	98	98	98	98	98	98
YP3	Pearson Correlation	.466**	.477**	1	.470**	.523**	.781**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	98	98	98	98	98	98
YP4	Pearson Correlation	.456**	.247*	.470**	1	.464**	.697**
	Sig. (2-tailed)	.000	.014	.000		.000	.000
	N	98	98	98	98	98	98
YP5	Pearson Correlation	.551**	.432**	.523**	.464**	1	.791**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	98	98	98	98	98	98
TOTALY	Pearson Correlation	.776**	.679**	.781**	.697**	.791**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	98	98	98	98	98	98

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

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



**Lampiran**  
**Uji Reliabilitas**

Gaya Hidup (X1)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.813	5

Pengetahuan Produk (X2)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.767	5

Persepsi Konsumen (X3)

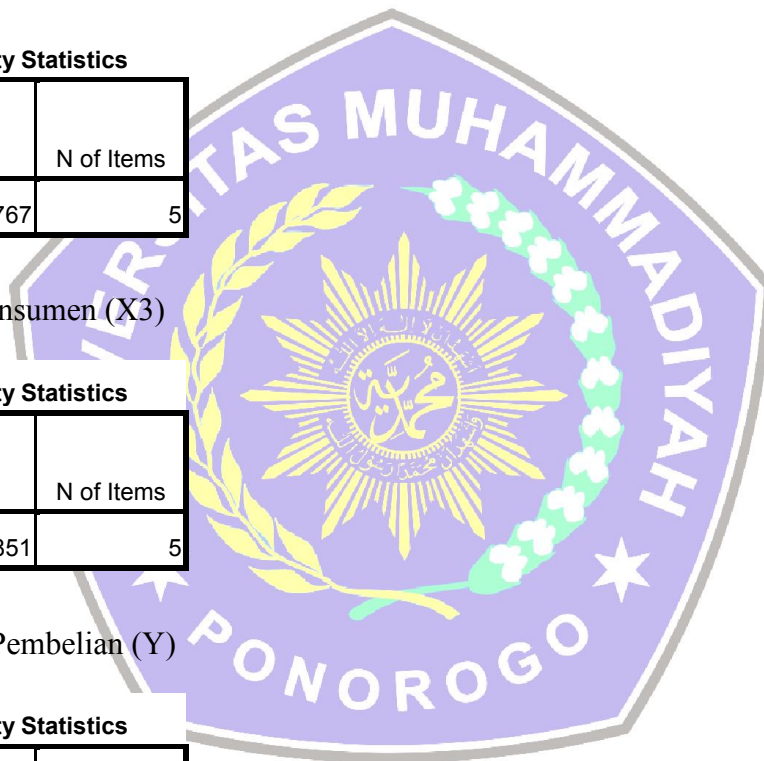
**Reliability Statistics**

Cronbach's Alpha	N of Items
.851	5

Keputusan Pembelian (Y)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.796	5



## Lampiran

### Uji Asumsi Klasik (Normalitas, Multikolinearitas, Heterokedastisitas)

#### Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		98
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.21161675
Most Extreme Differences	Absolute	.074
	Positive	.059
	Negative	-.074
Kolmogorov-Smirnov Z		.733
Asymp. Sig. (2-tailed)		.656
a. Test distribution is Normal.		

#### Uji Multikolinearitas

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.059	1.019		.058	.954		
	X1	.323	.076	.318	4.245	.000	.335	2.982
	X2	.238	.090	.221	2.643	.010	.269	3.723
	X3	.436	.083	.436	5.234	.000	.271	3.687

a. Dependent Variable: Y

## Uji Heterokedastisitas

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.846	.637		2.898	.005
	X1	-.017	.048	-.062	-.355	.724
	X2	.033	.056	.114	.581	.563
	X3	-.060	.052	-.224	-1.151	.253

a. Dependent Variable: Abs\_Res

## Lampiran

## Uji Regresi Linier Berganda

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.059	1.019		.058	.954
	GAYA HIDUP	.323	.076	.318	4.245	.000
	PENGETAHUAN PRODUK	.238	.090	.221	2.643	.010
	PERSEPSI KONSUMEN	.436	.083	.436	5.234	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

## Koefisien Determinasi

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907 <sup>a</sup>	.823	.818	1.23080

a. Predictors: (Constant), PERSEPSI KONSUMEN, GAYA HIDUP, PENGETAHUAN PRODUK



## Uji T

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.059	1.019		.058	.954
	GAYA HIDUP	.323	.076	.318	4.245	.000
	PENGETAHUAN PRODUK	.238	.090	.221	2.643	.010
	PERSEPSI KONSUMEN	.436	.083	.436	5.234	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

## Uji F

		ANOVA <sup>b</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	664.307	3	221.436	146.175	.000 <sup>a</sup>
	Residual	142.397	94	1.515		
	Total	806.704	97			

a. Predictors: (Constant), PERSEPSI KONSUMEN, GAYA HIDUP, PENGETAHUAN PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN

**TABULASI DATA RESPONDEN**

NO	X1 P1	X1 P2	X1 P3	X1 P4	X1 P5	Total	X2 P1	X2 P2	X2 P3	X2 P4	X2 P5	Total	X3 P1	X3 P2	X3 P3	X3 P4	X3 P5	Total	Y P1	Y P2	Y P3	Y P4	Y P5	Total
1	4	4	5	5	4	22	4	5	5	4	4	22	4	5	4	4	4	21	4	5	4	3	4	20
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