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# LAMPIRAN

**Lampiran 1 Kuesioner Penelitian**

**KUESIONER PENELITIAN**

*Assalamualaikum Wr. Wb,*

Yth. Saudara/i responden,

Saya Utomo Dwi Saputro (2018020096), Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Islam Batik Surakarta saat ini sedang melakukan penelitian untuk skripsi saya yang berjudul “Keputusan Pembelian Di Pasar Tradisional Ditinjau Dari Faktor Budaya, Faktor Sosial Dan Keragaman Produk (Studi Kasus Di Pasar Gede Surakarta)”. Segala informasi yang diberikan dalam kuesioner ini hanya untuk kepentingan penelitian semata dan dijaga kerahasiaannya oleh karena itu, saya meminta kesediaan Saudara/I untuk dapat meluangkan waktu untuk mengisi seluruh pertanyaan dalam kuesioner ini dengan tepat dan teliti. Atas pengertian dan partisipasinya, saya ucapkan terima kasih.

*Wassalamualaikum Wr. Wb.*

Hormat Saya

(Utomo Dwi Saputro)

1. **PETUNJUK PENGISIAN**
	1. Mohon memberi tanda centang (√) pada jawaban yang menurut Bapak/Ibu/Sdr/I anggap paling sesuai.
	2. Mohon mengisi bagian yang membutuhkan jawaban tertulis.
	3. Isilah jawaban pernyataan berikut ini sesuai pendapat anda dengan memberikan tanda centang (√ ) pada kolom yang tersedia.

**Sangat Setuju (SS) = 5**

**Setuju (S) = 4**

**Netral (N) = 3**

**Tidak Setuju (TS) = 2**

**Sangat Tidak Setuju (STS) = 1**

1. **IDENTITAS RESPONDEN**

|  |  |
| --- | --- |
| Nama | : ....................................................... |
|  |  |
| Jenis Kelamin | : Laki-Laki |
|  |  Perempuan |
|  |  |
| Usia | : < 30 tahun |
|  |  30 - 40 tahun |
|  |  > 40 tahun |
|  |  |
| Pendidikan Terakhir | : Tidak Sekolah |
|  |  SD/SMP/SMA |
|  |  S1 |
|  |  |
| Pendapatan perbulan | : < Rp 1.000.000 |
|  |  Rp. 1.000.000 - Rp 2.000.000  |
|  |  Rp. 2.000.000 - Rp 3.000.000 |
|  |  > Rp 3.000.000 |

 **KEPUTUSAN PEMBELIAN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Item Pertanyaan | STS | TS | KS | S | SS |
| 1 | Saya berbelanja di pasar gede karena banyak produk yang dijual sesuai dengan kebutuhan  |  |  |  |  |  |
| 2 | Saya berbelanja di pasar gede karena buka 24jam |  |  |  |  |  |
| 3 | Saya berbelanja sembako di pasar gede karena dipasok dari distributor langsung |  |  |  |  |  |
| 4 | Saya berbelanja di pasar gede karena produknya terjamin kualitasnya |  |  |  |  |  |
| 5 | Saya berbelanja di pasar gede karena transaksinya yang sangat mudah |  |  |  |  |  |

 **FAKTOR BUDAYA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Item Pertanyaan | STS | TS | KS | S | SS |
| 1 | Saya berbelanja di pasar gede karena mayoritas tetangga saya juga berbelanja disana |  |  |  |  |  |
| 2 | Saya berbelanja di pasar gede karena dipengaruhi oleh keluarga |  |  |  |  |  |
| 3 | Saya berbelanja di pasar gede karena mudah dilakukan di wilayah saya tinggal |  |  |  |  |  |
| 4 | Berbelanja di pasar gede menunjukkan kelas sosial saya |  |  |  |  |  |
| 5 | Saya berbelanja di pasar gede karena harganya yang murah |  |  |  |  |  |

 **FAKTOR SOSIAL**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Item Pertanyaan | STS | TS | KS | S | SS |
| 1 | Saya belanja di pasar gede karena saya warga Surakarta |  |  |  |  |  |
| 2 | Tetangga saya memberikan pengaruh untuk berbelanja di pasar gede  |  |  |  |  |  |
| 3 | Adanya nggota keluarga saya yang berbelanja di pasar gede membuat saya ikut berbelanja di pasar gede |  |  |  |  |  |
| 4 | saya memilih berbelanja di pasar gede karena memiliki hubungan baik dengan sipenjual sehingga membeli disini |  |  |  |  |  |
| 5 | saya berbelanja di pasar gede karena melihat situasi yang sering ramai akan pembeli  |  |  |  |  |  |

 **KERAGAMAN PRODUK**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Item Pertanyaan | STS | TS | KS | S | SS |
| 1 | saya merasa ketika saya membutuhkan suatu produk tertentu di pasar tradisional menyediakanya |  |  |  |  |  |
| 2 | saya merasa berbelanja di pasar gede memiliki beraneka macam produk |  |  |  |  |  |
| 3 | saya merasa belanja di pasar gede barang-barang selalu tersedia |  |  |  |  |  |
| 4 | saya merasa kualitas produk d pasar tradisional sama dengan yang di jual di supermarket |  |  |  |  |  |
| 5 | saya merasa belanja di pasar gede memiliki kualitas tingkatan produk yang beragam |  |  |  |  |  |

**Lampiran 2 Skoring Data Responden**

|  |  |  |
| --- | --- | --- |
| **NO** | **KEPUTUSAN PEMBELIAN (Y)** | **SUM Y** |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** |
| 1 | 5 | 5 | 5 | 5 | 5 | 25 |
| 2 | 4 | 5 | 4 | 5 | 4 | 22 |
| 3 | 5 | 4 | 5 | 4 | 5 | 23 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 4 | 5 | 5 | 5 | 4 | 23 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 4 | 4 | 5 | 5 | 5 | 23 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 5 | 5 | 4 | 5 | 5 | 24 |
| 16 | 5 | 5 | 5 | 5 | 5 | 25 |
| 17 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 4 | 5 | 4 | 5 | 4 | 22 |
| 20 | 5 | 5 | 5 | 5 | 5 | 25 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 23 | 4 | 5 | 4 | 3 | 5 | 21 |
| 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 25 | 4 | 5 | 5 | 5 | 5 | 24 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 4 | 5 | 4 | 3 | 4 | 20 |
| 28 | 4 | 5 | 4 | 5 | 4 | 22 |
| 29 | 5 | 4 | 4 | 4 | 3 | 20 |
| 30 | 5 | 5 | 5 | 4 | 5 | 24 |
| 31 | 5 | 4 | 3 | 4 | 5 | 21 |
| 32 | 4 | 5 | 4 | 3 | 4 | 20 |
| 33 | 5 | 5 | 5 | 5 | 5 | 25 |
| 34 | 5 | 4 | 5 | 3 | 4 | 21 |
| 35 | 5 | 5 | 5 | 5 | 5 | 25 |
| 36 | 4 | 5 | 4 | 4 | 3 | 20 |
| 37 | 4 | 5 | 5 | 5 | 5 | 24 |
| 38 | 5 | 4 | 4 | 5 | 5 | 23 |
| 39 | 5 | 4 | 3 | 4 | 5 | 21 |
| 40 | 4 | 5 | 4 | 3 | 4 | 20 |
| 41 | 4 | 4 | 4 | 5 | 3 | 20 |
| 42 | 4 | 5 | 3 | 4 | 5 | 21 |
| 43 | 5 | 4 | 3 | 4 | 4 | 20 |
| 44 | 5 | 5 | 4 | 4 | 4 | 22 |
| 45 | 5 | 4 | 5 | 4 | 5 | 23 |
| 46 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 5 | 4 | 3 | 4 | 5 | 21 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 4 | 5 | 4 | 4 | 3 | 20 |
| 50 | 5 | 4 | 5 | 4 | 4 | 22 |
| 51 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | 4 | 5 | 4 | 4 | 5 | 22 |
| 53 | 5 | 5 | 5 | 5 | 5 | 25 |
| 54 | 5 | 4 | 3 | 4 | 5 | 21 |
| 55 | 5 | 3 | 4 | 5 | 4 | 21 |
| 56 | 4 | 4 | 4 | 5 | 5 | 22 |
| 57 | 4 | 5 | 4 | 5 | 5 | 23 |
| 58 | 5 | 4 | 4 | 3 | 5 | 21 |
| 59 | 4 | 4 | 5 | 3 | 4 | 20 |
| 60 | 4 | 4 | 5 | 3 | 5 | 21 |
| 61 | 4 | 5 | 4 | 5 | 4 | 22 |
| 62 | 5 | 5 | 5 | 5 | 5 | 25 |
| 63 | 4 | 4 | 4 | 3 | 4 | 19 |
| 64 | 5 | 4 | 4 | 4 | 4 | 21 |
| 65 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 5 | 4 | 4 | 5 | 5 | 23 |
| 67 | 5 | 4 | 5 | 4 | 4 | 22 |
| 68 | 5 | 5 | 5 | 5 | 5 | 25 |
| 69 | 5 | 4 | 5 | 5 | 5 | 24 |
| 70 | 5 | 4 | 5 | 4 | 5 | 23 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 3 | 4 | 4 | 5 | 4 | 20 |
| 73 | 5 | 5 | 5 | 5 | 5 | 25 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 |
| 77 | 5 | 4 | 5 | 5 | 5 | 24 |
| 78 | 5 | 5 | 2 | 2 | 5 | 19 |
| 79 | 5 | 2 | 5 | 5 | 5 | 22 |
| 80 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | 5 | 5 | 5 | 3 | 5 | 23 |
| 82 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84 | 5 | 5 | 5 | 5 | 4 | 24 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 5 | 5 | 5 | 5 | 5 | 25 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 |
| 88 | 4 | 5 | 5 | 5 | 5 | 24 |
| 89 | 4 | 4 | 4 | 4 | 4 | 20 |
| 90 | 5 | 5 | 5 | 5 | 5 | 25 |
| 91 | 5 | 5 | 5 | 5 | 5 | 25 |
| 92 | 5 | 5 | 5 | 5 | 5 | 25 |
| 93 | 4 | 4 | 4 | 4 | 4 | 20 |
| 94 | 4 | 5 | 4 | 4 | 5 | 22 |
| 95 | 5 | 4 | 5 | 5 | 5 | 24 |
| 96 | 5 | 5 | 5 | 5 | 5 | 25 |
| 97 | 5 | 5 | 5 | 5 | 5 | 25 |
| 98 | 3 | 2 | 4 | 5 | 5 | 19 |
| 99 | 4 | 4 | 4 | 4 | 4 | 20 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 |
| **NO** | **FAKTOR BUDAYA (X1)** | **SUM X** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** |
| 1 | 4 | 5 | 5 | 4 | 5 | 23 |
| 2 | 4 | 4 | 5 | 4 | 4 | 21 |
| 3 | 5 | 5 | 4 | 5 | 5 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 5 | 4 | 5 | 5 | 23 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 4 | 5 | 5 | 5 | 5 | 24 |
| 11 | 2 | 2 | 2 | 2 | 2 | 10 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 4 | 4 | 5 | 5 | 5 | 23 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 4 | 5 | 5 | 5 | 5 | 24 |
| 16 | 3 | 3 | 3 | 3 | 3 | 15 |
| 17 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 4 | 4 | 4 | 3 | 5 | 20 |
| 20 | 3 | 4 | 5 | 3 | 5 | 20 |
| 21 | 3 | 4 | 5 | 4 | 5 | 21 |
| 22 | 3 | 4 | 5 | 3 | 4 | 19 |
| 23 | 5 | 4 | 4 | 5 | 4 | 22 |
| 24 | 4 | 5 | 5 | 5 | 5 | 24 |
| 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 26 | 4 | 5 | 5 | 5 | 5 | 24 |
| 27 | 4 | 4 | 5 | 3 | 4 | 20 |
| 28 | 5 | 4 | 5 | 5 | 5 | 24 |
| 29 | 4 | 5 | 4 | 3 | 4 | 20 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 |
| 31 | 4 | 5 | 3 | 4 | 5 | 21 |
| 32 | 4 | 5 | 5 | 3 | 4 | 21 |
| 33 | 5 | 5 | 5 | 5 | 5 | 25 |
| 34 | 5 | 4 | 5 | 4 | 5 | 23 |
| 35 | 5 | 5 | 5 | 5 | 5 | 25 |
| 36 | 4 | 5 | 4 | 3 | 4 | 20 |
| 37 | 5 | 4 | 5 | 5 | 4 | 23 |
| 38 | 5 | 4 | 5 | 5 | 5 | 24 |
| 39 | 4 | 2 | 4 | 4 | 4 | 18 |
| 40 | 4 | 5 | 4 | 3 | 4 | 20 |
| 41 | 4 | 5 | 4 | 3 | 4 | 20 |
| 42 | 4 | 5 | 3 | 4 | 3 | 19 |
| 43 | 3 | 4 | 3 | 4 | 4 | 18 |
| 44 | 5 | 5 | 5 | 5 | 5 | 25 |
| 45 | 4 | 4 | 5 | 4 | 3 | 20 |
| 46 | 4 | 5 | 4 | 5 | 4 | 22 |
| 47 | 4 | 4 | 5 | 5 | 5 | 23 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 4 | 4 | 5 | 4 | 4 | 21 |
| 50 | 4 | 3 | 4 | 5 | 4 | 20 |
| 51 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | 4 | 3 | 4 | 4 | 5 | 20 |
| 53 | 5 | 5 | 5 | 5 | 5 | 25 |
| 54 | 4 | 3 | 5 | 3 | 4 | 19 |
| 55 | 5 | 4 | 5 | 3 | 5 | 22 |
| 56 | 5 | 5 | 5 | 4 | 5 | 24 |
| 57 | 5 | 5 | 5 | 5 | 4 | 24 |
| 58 | 3 | 4 | 4 | 4 | 5 | 20 |
| 59 | 4 | 5 | 4 | 4 | 3 | 20 |
| 60 | 4 | 5 | 4 | 4 | 5 | 22 |
| 61 | 5 | 5 | 4 | 4 | 5 | 23 |
| 62 | 5 | 5 | 5 | 5 | 5 | 25 |
| 63 | 5 | 5 | 5 | 4 | 4 | 23 |
| 64 | 3 | 4 | 5 | 4 | 5 | 21 |
| 65 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 5 | 5 | 5 | 5 | 5 | 25 |
| 67 | 5 | 5 | 4 | 4 | 3 | 21 |
| 68 | 5 | 5 | 5 | 5 | 5 | 25 |
| 69 | 5 | 4 | 4 | 5 | 5 | 23 |
| 70 | 5 | 5 | 4 | 5 | 4 | 23 |
| 71 | 5 | 3 | 5 | 4 | 5 | 22 |
| 72 | 5 | 4 | 5 | 4 | 5 | 23 |
| 73 | 5 | 5 | 5 | 4 | 5 | 24 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 |
| 77 | 5 | 5 | 5 | 5 | 5 | 25 |
| 78 | 2 | 4 | 4 | 4 | 5 | 19 |
| 79 | 5 | 5 | 5 | 5 | 2 | 22 |
| 80 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | 3 | 4 | 4 | 3 | 3 | 17 |
| 82 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | 4 | 5 | 4 | 5 | 5 | 23 |
| 84 | 5 | 5 | 4 | 5 | 4 | 23 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 5 | 5 | 5 | 5 | 5 | 25 |
| 87 | 5 | 4 | 4 | 5 | 4 | 22 |
| 88 | 5 | 5 | 5 | 5 | 5 | 25 |
| 89 | 5 | 5 | 5 | 5 | 5 | 25 |
| 90 | 5 | 5 | 5 | 5 | 5 | 25 |
| 91 | 5 | 5 | 4 | 4 | 4 | 22 |
| 92 | 5 | 5 | 5 | 5 | 5 | 25 |
| 93 | 5 | 3 | 3 | 4 | 4 | 19 |
| 94 | 5 | 5 | 5 | 4 | 4 | 23 |
| 95 | 5 | 5 | 5 | 5 | 5 | 25 |
| 96 | 5 | 5 | 5 | 5 | 5 | 25 |
| 97 | 5 | 5 | 5 | 5 | 5 | 25 |
| 98 | 3 | 3 | 4 | 5 | 4 | 19 |
| 99 | 3 | 3 | 3 | 3 | 4 | 16 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 |
| **NO** | **FAKTOR SOSIAL (X2)** | **SUM Y** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** |
| 1 | 5 | 4 | 5 | 5 | 5 | 24 |
| 2 | 5 | 4 | 4 | 4 | 4 | 21 |
| 3 | 5 | 4 | 5 | 5 | 4 | 23 |
| 4 | 5 | 5 | 5 | 4 | 5 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 6 | 5 | 5 | 5 | 4 | 5 | 24 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 5 | 5 | 5 | 5 | 5 | 25 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 3 | 3 | 3 | 3 | 3 | 15 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 5 | 5 | 5 | 5 | 5 | 25 |
| 20 | 5 | 4 | 5 | 4 | 3 | 21 |
| 21 | 5 | 3 | 4 | 5 | 5 | 22 |
| 22 | 5 | 4 | 4 | 5 | 3 | 21 |
| 23 | 4 | 5 | 4 | 4 | 5 | 22 |
| 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 25 | 3 | 4 | 5 | 4 | 5 | 21 |
| 26 | 5 | 4 | 5 | 4 | 5 | 23 |
| 27 | 4 | 3 | 4 | 4 | 4 | 19 |
| 28 | 5 | 5 | 5 | 5 | 4 | 24 |
| 29 | 4 | 3 | 4 | 4 | 5 | 20 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 |
| 31 | 4 | 4 | 5 | 4 | 5 | 22 |
| 32 | 4 | 3 | 4 | 4 | 5 | 20 |
| 33 | 5 | 5 | 5 | 4 | 5 | 24 |
| 34 | 4 | 5 | 3 | 4 | 5 | 21 |
| 35 | 3 | 3 | 3 | 3 | 3 | 15 |
| 36 | 4 | 4 | 5 | 5 | 4 | 22 |
| 37 | 5 | 5 | 5 | 5 | 5 | 25 |
| 38 | 5 | 5 | 5 | 4 | 4 | 23 |
| 39 | 4 | 3 | 4 | 4 | 4 | 19 |
| 40 | 5 | 4 | 3 | 4 | 5 | 21 |
| 41 | 4 | 3 | 4 | 4 | 3 | 18 |
| 42 | 4 | 4 | 5 | 3 | 4 | 20 |
| 43 | 4 | 4 | 3 | 4 | 4 | 19 |
| 44 | 5 | 5 | 5 | 4 | 5 | 24 |
| 45 | 4 | 5 | 4 | 5 | 4 | 22 |
| 46 | 5 | 4 | 5 | 4 | 3 | 21 |
| 47 | 4 | 5 | 5 | 4 | 5 | 23 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 4 | 5 | 5 | 4 | 5 | 23 |
| 50 | 5 | 4 | 5 | 3 | 4 | 21 |
| 51 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | 5 | 3 | 4 | 5 | 3 | 20 |
| 53 | 4 | 5 | 4 | 4 | 5 | 22 |
| 54 | 4 | 5 | 3 | 5 | 3 | 20 |
| 55 | 3 | 5 | 3 | 5 | 3 | 19 |
| 56 | 4 | 5 | 5 | 5 | 5 | 24 |
| 57 | 5 | 5 | 5 | 5 | 5 | 25 |
| 58 | 4 | 4 | 5 | 3 | 4 | 20 |
| 59 | 4 | 4 | 4 | 4 | 5 | 21 |
| 60 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 4 | 5 | 4 | 4 | 5 | 22 |
| 62 | 5 | 5 | 5 | 5 | 5 | 25 |
| 63 | 3 | 4 | 5 | 4 | 4 | 20 |
| 64 | 5 | 4 | 5 | 4 | 5 | 23 |
| 65 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 5 | 5 | 5 | 4 | 4 | 23 |
| 67 | 4 | 5 | 5 | 4 | 4 | 22 |
| 68 | 5 | 5 | 5 | 5 | 5 | 25 |
| 69 | 4 | 5 | 4 | 5 | 4 | 22 |
| 70 | 5 | 4 | 5 | 4 | 5 | 23 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 4 | 5 | 4 | 5 | 4 | 22 |
| 73 | 5 | 5 | 5 | 5 | 5 | 25 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 |
| 77 | 5 | 5 | 5 | 5 | 5 | 25 |
| 78 | 2 | 4 | 5 | 5 | 5 | 21 |
| 79 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | 4 | 2 | 3 | 3 | 4 | 16 |
| 82 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84 | 4 | 5 | 5 | 5 | 5 | 24 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 5 | 5 | 5 | 5 | 5 | 25 |
| 87 | 5 | 5 | 4 | 5 | 5 | 24 |
| 88 | 5 | 5 | 5 | 5 | 5 | 25 |
| 89 | 5 | 5 | 5 | 5 | 5 | 25 |
| 90 | 5 | 5 | 5 | 5 | 4 | 24 |
| 91 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92 | 3 | 3 | 3 | 3 | 3 | 15 |
| 93 | 5 | 5 | 5 | 5 | 5 | 25 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 5 | 5 | 5 | 5 | 5 | 25 |
| 96 | 5 | 5 | 5 | 5 | 5 | 25 |
| 97 | 5 | 5 | 5 | 5 | 5 | 25 |
| 98 | 2 | 4 | 4 | 5 | 5 | 20 |
| 99 | 3 | 3 | 4 | 4 | 4 | 18 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 |
| **NO** | **KERAGAMAN PRODUK (X3)** | **SUM X** |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** |
| 1 | 5 | 5 | 5 | 5 | 5 | 25 |
| 2 | 4 | 5 | 5 | 5 | 5 | 24 |
| 3 | 4 | 5 | 5 | 5 | 4 | 23 |
| 4 | 5 | 5 | 4 | 5 | 5 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 5 | 5 | 5 | 5 | 5 | 25 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 5 | 5 | 5 | 5 | 5 | 25 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 5 | 3 | 4 | 3 | 5 | 20 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 5 | 5 | 5 | 4 | 5 | 24 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 5 | 5 | 5 | 5 | 5 | 25 |
| 20 | 5 | 4 | 5 | 4 | 4 | 22 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 23 | 5 | 5 | 4 | 4 | 5 | 23 |
| 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 25 | 5 | 4 | 5 | 4 | 5 | 23 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 4 | 4 | 5 | 5 | 4 | 22 |
| 28 | 5 | 5 | 5 | 5 | 5 | 25 |
| 29 | 4 | 4 | 5 | 3 | 5 | 21 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 |
| 31 | 3 | 4 | 5 | 4 | 4 | 20 |
| 32 | 3 | 4 | 5 | 4 | 4 | 20 |
| 33 | 5 | 5 | 5 | 5 | 5 | 25 |
| 34 | 4 | 5 | 4 | 4 | 4 | 21 |
| 35 | 5 | 5 | 5 | 5 | 5 | 25 |
| 36 | 3 | 4 | 5 | 4 | 4 | 20 |
| 37 | 5 | 5 | 5 | 5 | 5 | 25 |
| 38 | 5 | 5 | 5 | 3 | 5 | 23 |
| 39 | 3 | 3 | 4 | 4 | 3 | 17 |
| 40 | 4 | 5 | 4 | 4 | 4 | 21 |
| 41 | 4 | 4 | 3 | 4 | 3 | 18 |
| 42 | 5 | 4 | 4 | 4 | 4 | 21 |
| 43 | 5 | 3 | 4 | 3 | 4 | 19 |
| 44 | 4 | 5 | 5 | 5 | 5 | 24 |
| 45 | 4 | 4 | 4 | 3 | 4 | 19 |
| 46 | 5 | 4 | 5 | 5 | 5 | 24 |
| 47 | 5 | 4 | 5 | 5 | 5 | 24 |
| 48 | 5 | 5 | 4 | 5 | 4 | 23 |
| 49 | 4 | 5 | 4 | 5 | 4 | 22 |
| 50 | 4 | 5 | 4 | 4 | 4 | 21 |
| 51 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | 4 | 5 | 3 | 5 | 4 | 21 |
| 53 | 4 | 5 | 5 | 5 | 5 | 24 |
| 54 | 5 | 4 | 3 | 4 | 4 | 20 |
| 55 | 5 | 4 | 4 | 5 | 4 | 22 |
| 56 | 5 | 5 | 4 | 5 | 4 | 23 |
| 57 | 5 | 5 | 5 | 4 | 5 | 24 |
| 58 | 5 | 5 | 3 | 4 | 4 | 21 |
| 59 | 3 | 4 | 4 | 5 | 5 | 21 |
| 60 | 4 | 4 | 4 | 5 | 4 | 21 |
| 61 | 5 | 4 | 4 | 5 | 4 | 22 |
| 62 | 4 | 4 | 4 | 4 | 4 | 20 |
| 63 | 5 | 4 | 4 | 3 | 4 | 20 |
| 64 | 3 | 4 | 5 | 4 | 5 | 21 |
| 65 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 4 | 5 | 4 | 3 | 4 | 20 |
| 67 | 5 | 5 | 4 | 5 | 5 | 24 |
| 68 | 5 | 5 | 5 | 5 | 5 | 25 |
| 69 | 5 | 4 | 5 | 4 | 5 | 23 |
| 70 | 4 | 5 | 4 | 5 | 4 | 22 |
| 71 | 1 | 2 | 4 | 5 | 5 | 17 |
| 72 | 5 | 4 | 5 | 4 | 5 | 23 |
| 73 | 5 | 5 | 5 | 2 | 5 | 22 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 |
| 77 | 5 | 5 | 5 | 5 | 5 | 25 |
| 78 | 5 | 5 | 5 | 5 | 5 | 25 |
| 79 | 5 | 5 | 5 | 5 | 4 | 24 |
| 80 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | 5 | 5 | 5 | 4 | 4 | 23 |
| 82 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84 | 5 | 5 | 5 | 5 | 5 | 25 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 5 | 5 | 5 | 5 | 5 | 25 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 |
| 88 | 2 | 2 | 2 | 2 | 2 | 10 |
| 89 | 5 | 5 | 5 | 5 | 5 | 25 |
| 90 | 5 | 5 | 5 | 5 | 5 | 25 |
| 91 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92 | 5 | 5 | 5 | 5 | 5 | 25 |
| 93 | 5 | 5 | 5 | 5 | 5 | 25 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 5 | 5 | 5 | 5 | 5 | 25 |
| 96 | 5 | 5 | 5 | 5 | 5 | 25 |
| 97 | 5 | 5 | 5 | 5 | 5 | 25 |
| 98 | 4 | 5 | 4 | 5 | 5 | 23 |
| 99 | 4 | 4 | 4 | 4 | 4 | 20 |
| 100 | 3 | 4 | 3 | 4 | 4 | 18 |

**Lampiran 3 Hasil Deskripsi Responden**

|  |
| --- |
| **JENIS\_KELAMIN** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 18 | 18,0 | 18,0 | 18,0 |
| Perempuan | 82 | 82,0 | 82,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |
| --- |
| **USIA** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | <30 tahun | 34 | 34,0 | 34,0 | 34,0 |
| 30-40 tahun | 15 | 15,0 | 15,0 | 49,0 |
| >40 tahun | 51 | 51,0 | 51,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |
| --- |
| **PENDIDIKAN** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Sekolah | 11 | 11,0 | 11,0 | 11,0 |
| SD/SMP/SMA | 63 | 63,0 | 63,0 | 74,0 |
| S1 | 26 | 26,0 | 26,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |
| **PENDAPATAN** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | <Rp 1.000.000 | 13 | 13,0 | 13,0 | 13,0 |
| Rp 1.000.000 - Rp 2.000.000 | 40 | 40,0 | 40,0 | 53,0 |
| Rp 2.000.000 - Rp 3.000.000 | 22 | 22,0 | 22,0 | 75,0 |
| >Rp 3.000.000 | 25 | 25,0 | 25,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

**Lampiran 4 Hasil Uji Validitas dan Reliabilitas**

**VALIDITAS**

1. **Keputusan Pembelian (Y)**

|  |
| --- |
| **Correlations** |
|  | Y1 | Y2 | Y3 | Y4 | Y5 | Y = KEPUTUSAN PEMBELIAN |
| Y1 | Pearson Correlation | 1 | ,467\* | ,577\*\* | ,404 | ,866\*\* | ,850\*\* |
| Sig. (2-tailed) |  | ,038 | ,008 | ,077 | ,000 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y2 | Pearson Correlation | ,467\* | 1 | ,289 | ,728\*\* | ,289 | ,705\*\* |
| Sig. (2-tailed) | ,038 |  | ,217 | ,000 | ,217 | ,001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y3 | Pearson Correlation | ,577\*\* | ,289 | 1 | ,490\* | ,687\*\* | ,768\*\* |
| Sig. (2-tailed) | ,008 | ,217 |  | ,028 | ,001 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y4 | Pearson Correlation | ,404 | ,728\*\* | ,490\* | 1 | ,490\* | ,776\*\* |
| Sig. (2-tailed) | ,077 | ,000 | ,028 |  | ,028 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y5 | Pearson Correlation | ,866\*\* | ,289 | ,687\*\* | ,490\* | 1 | ,846\*\* |
| Sig. (2-tailed) | ,000 | ,217 | ,001 | ,028 |  | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| Y = KEPUTUSAN PEMBELIAN | Pearson Correlation | ,850\*\* | ,705\*\* | ,768\*\* | ,776\*\* | ,846\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,001 | ,000 | ,000 | ,000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| 1. **Faktor Budaya (X1)**

|  |
| --- |
| **Correlations** |
|  | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 = FAKTOR BUDAYA |
| X1.1 | Pearson Correlation | 1 | ,875\*\* | ,797\*\* | ,875\*\* | ,852\*\* | ,925\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X1.2 | Pearson Correlation | ,875\*\* | 1 | ,844\*\* | ,922\*\* | ,963\*\* | ,968\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,000 | ,000 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X1.3 | Pearson Correlation | ,797\*\* | ,844\*\* | 1 | ,844\*\* | ,884\*\* | ,918\*\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,000 | ,000 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X1.4 | Pearson Correlation | ,875\*\* | ,922\*\* | ,844\*\* | 1 | ,963\*\* | ,968\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 |  | ,000 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X1.5 | Pearson Correlation | ,852\*\* | ,963\*\* | ,884\*\* | ,963\*\* | 1 | ,980\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 |  | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X1 = FAKTOR BUDAYA | Pearson Correlation | ,925\*\* | ,968\*\* | ,918\*\* | ,968\*\* | ,980\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |

 |
|  |

1. **Faktor Sosial (X2)**

|  |
| --- |
| **Correlations** |
|  | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2 = FAKTOR SOSIAL |
| X2.1 | Pearson Correlation | 1 | ,772\*\* | ,905\*\* | ,772\*\* | ,831\*\* | ,919\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.2 | Pearson Correlation | ,772\*\* | 1 | ,845\*\* | ,677\*\* | ,921\*\* | ,912\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,001 | ,000 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.3 | Pearson Correlation | ,905\*\* | ,845\*\* | 1 | ,845\*\* | ,914\*\* | ,972\*\* |
| Sig. (2-tailed) | ,000 | ,000 |  | ,000 | ,000 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.4 | Pearson Correlation | ,772\*\* | ,677\*\* | ,845\*\* | 1 | ,754\*\* | ,875\*\* |
| Sig. (2-tailed) | ,000 | ,001 | ,000 |  | ,000 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2.5 | Pearson Correlation | ,831\*\* | ,921\*\* | ,914\*\* | ,754\*\* | 1 | ,955\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 |  | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2 = FAKTOR SOSIAL | Pearson Correlation | ,919\*\* | ,912\*\* | ,972\*\* | ,875\*\* | ,955\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
|  |

1. **Keragaman Produk (X3)**

|  |
| --- |
| **Correlations** |
|  | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3 = KERAGAMAN PRODUK |
| X3.1 | Pearson Correlation | 1 | ,294 | ,375 | ,233 | ,840\*\* | ,639\*\* |
| Sig. (2-tailed) |  | ,208 | ,103 | ,323 | ,000 | ,002 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3.2 | Pearson Correlation | ,294 | 1 | ,784\*\* | ,914\*\* | ,384 | ,891\*\* |
| Sig. (2-tailed) | ,208 |  | ,000 | ,000 | ,094 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3.3 | Pearson Correlation | ,375 | ,784\*\* | 1 | ,699\*\* | ,490\* | ,852\*\* |
| Sig. (2-tailed) | ,103 | ,000 |  | ,001 | ,028 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3.4 | Pearson Correlation | ,233 | ,914\*\* | ,699\*\* | 1 | ,326 | ,847\*\* |
| Sig. (2-tailed) | ,323 | ,000 | ,001 |  | ,160 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3.5 | Pearson Correlation | ,840\*\* | ,384 | ,490\* | ,326 | 1 | ,716\*\* |
| Sig. (2-tailed) | ,000 | ,094 | ,028 | ,160 |  | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3 = KERAGAMAN PRODUK | Pearson Correlation | ,639\*\* | ,891\*\* | ,852\*\* | ,847\*\* | ,716\*\* | 1 |
| Sig. (2-tailed) | ,002 | ,000 | ,000 | ,000 | ,000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
|  |
|  |

**RELIABILITAS**

1. **Keputusan Pembelian (Y)**

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,846 | 5 |

|  |
| --- |
| **Item-Total Statistics** |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y1 | 19,20 | 1,642 | ,740 | ,791 |
| Y2 | 19,20 | 1,853 | ,522 | ,852 |
| Y3 | 19,15 | 1,818 | ,628 | ,822 |
| Y4 | 19,10 | 1,884 | ,659 | ,816 |
| Y5 | 19,15 | 1,713 | ,745 | ,791 |

1. **Faktor Budaya (X1)**

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,974 | 5 |

|  |
| --- |
| **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 | 18,45 | 9,945 | ,882 | ,974 |
| X1.2 | 18,25 | 9,671 | ,949 | ,964 |
| X1.3 | 18,25 | 9,987 | ,873 | ,975 |
| X1.4 | 18,25 | 9,671 | ,949 | ,964 |
| X1.5 | 18,20 | 9,642 | ,968 | ,961 |

1. **Faktor Sosial (X2)**

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,957 | 5 |

|  |
| --- |
| **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 | 18,95 | 4,261 | ,878 | ,949 |
| X2.2 | 19,10 | 3,989 | ,858 | ,952 |
| X2.3 | 19,00 | 4,000 | ,956 | ,935 |
| X2.4 | 19,10 | 4,095 | ,801 | ,961 |
| X2.5 | 19,05 | 3,945 | ,927 | ,939 |

1. **Keragaman Produk (X3)**

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,849 | 5 |

|  |
| --- |
| **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 | 19,20 | 2,484 | ,472 | ,862 |
| X3.2 | 19,20 | 1,853 | ,798 | ,777 |
| X3.3 | 19,20 | 2,168 | ,766 | ,793 |
| X3.4 | 19,25 | 1,882 | ,715 | ,806 |
| X3.5 | 19,15 | 2,450 | ,592 | ,836 |

**Lampiran 5 Hasil Uji Normalitas**

|  |
| --- |
| **One-Sample Kolmogorov-Smirnov Test** |
|  | Unstandardized Residual |
| N | 100 |
| Normal Parametersa,b | Mean | 0E-7 |
| Std. Deviation | 1,70024003 |
| Most Extreme Differences | Absolute | ,132 |
| Positive | ,041 |
| Negative | -,132 |
| Kolmogorov-Smirnov Z | 1,325 |
| Asymp. Sig. (2-tailed) | ,060 |

**Lampiran 6 Hasil Uji Multikolinearitas**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | T | Sig. | Correlations | Collinearity Statistics |
| B | Std. Error | Beta | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 9,998 | 1,926 |  | 5,190 | ,000 |  |  |  |  |  |
| X1 = FAKTOR BUDAYA | ,221 | ,073 | ,294 | 3,028 | ,003 | ,472 | ,295 | ,254 | ,744 | 1,343 |
| X2 = FAKTOR SOSIAL | ,166 | ,079 | ,209 | 2,103 | ,038 | ,439 | ,210 | ,176 | ,713 | 1,403 |
| X3 = KERAGAMAN PRODUK | ,184 | ,074 | ,232 | 2,501 | ,014 | ,412 | ,247 | ,210 | ,819 | 1,221 |

**Lampiran 7 Hasil Uji Heterokedastisitas**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Correlations | Collinearity Statistics |
| B | Std. Error | Beta | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 3,755 | 1,083 |  | 3,468 | ,001 |  |  |  |  |  |
| X1 = FAKTOR BUDAYA | -,081 | ,041 | -,225 | -1,967 | ,052 | -,254 | -,197 | -,194 | ,744 | 1,343 |
| X2 = FAKTOR SOSIAL | -,018 | ,044 | -,047 | -,401 | ,690 | -,162 | -,041 | -,040 | ,713 | 1,403 |
| X3 = KERAGAMAN PRODUK | -,007 | ,041 | -,019 | -,172 | ,864 | -,113 | -,018 | -,017 | ,819 | 1,221 |
|  |

**Lampiran 8 Hasil Uji Regresi Linear Berganda**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 9,998 | 1,926 |  | 5,190 | ,000 |
| X1 = FAKTOR BUDAYA | ,221 | ,073 | ,294 | 3,028 | ,003 |
| X2 = FAKTOR SOSIAL | ,166 | ,079 | ,209 | 2,103 | ,038 |
| X3 = KERAGAMAN PRODUK | ,184 | ,074 | ,232 | 2,501 | ,014 |

1. Dependent Variable: Y = KEPUTUSAN PEMBELIAN

**Lampiran 9 Hasil Uji R2**

|  |
| --- |
| **Model Summaryb** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,571a | ,326 | ,305 | 1,727 | 2,104 |
| a. Predictors: (Constant), X3 = KERAGAMAN PRODUK, X1 = FAKTOR BUDAYA, X2 = FAKTOR SOSIAL |
| 1. Dependent Variable: Y = KEPUTUSAN PEMBELIAN
 |

**Lampiran 10 Hasil Uji F**

|  |
| --- |
| **ANOVAa** |
| Model | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 138,319 | 3 | 46,106 | 15,466 | ,000b |
| Residual | 286,191 | 96 | 2,981 |  |  |
| Total | 424,510 | 99 |  |  |  |
| a. Dependent Variable: Y = KEPUTUSAN PEMBELIAN |
| b. Predictors: (Constant), X3 = KERAGAMAN PRODUK, X1 = FAKTOR BUDAYA, X2 = FAKTOR SOSIAL |

**Lampiran 11 Hasil Uji t**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| (Constant) | 9,998 | 1,926 |  | 5,190 | ,000 |
| X1 = FAKTOR BUDAYA | ,221 | ,073 | ,294 | 3,028 | ,003 |
| X2 = FAKTOR SOSIAL | ,166 | ,079 | ,209 | 2,103 | ,038 |
| X3 = KERAGAMAN PRODUK | ,184 | ,074 | ,232 | 2,501 | ,014 |

1. Dependent Variable: Y = KEPUTUSAN PEMBELIAN