

Lampiran 1 : Kuesioner

Kuesioner

No Responden : _____

Penelitian Tentang :
**PENGARUH MOTIVASI DAN PEMBELAJARAN PADA KONSUMEN
TERHADAP KEPUTUSAN PEMBELIAN SABUN MANDI CAIR LIFEBOUY**
(Studi Pada Warga di Kelurahan Kutabumi Tangerang)

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Bagian I

Pernyataan pada bagian I merupakan pernyataan yang berhubungan dengan identitas responden. Isilah atau berilah tanda cek pada kotak yang sesuai dengan pilihan Anda.

Nama : _____

Alamat : _____

Usia : _____ Tahun

Jenis Kelamin : _____ Laki-Laki _____ Perempuan

Pendidikan terakhir : _____ SD
_____ SMP
_____ SMU
_____ Sarjana
_____ Lainnya _____

Pekerjaan saat ini : _____ Pelajar / Mahasiswa
_____ Pegawai Swasta
_____ Pegawai Negeri
_____ Wiraswasta
_____ Lainnya _____

Pendapatan / Uang Saku Perbulan :

_____ < Rp. 150.000
_____ Rp. 150.000 – Rp. 500.000
_____ Rp. 500.000 – Rp. 1.000.000
_____ Rp. 1.000.000 – Rp. 1.500.000
_____ Rp. 1.500.000 – Rp. 2.000.000
_____ > Rp. 2.000.000

Bagian II

Pernyataan pada poin II (pernyataan yang berkaitan dengan Faktor Motivasi dan Pembelajaran dan merupakan tolok ukur pengaruh variabel tersebut terhadap keputusan pembelian sabun cair lifebuoy.

Bapak/Ibu, Saudara/Saudari dimohon untuk memberikan tanda cek (√) pada salah satu kolom jawaban yang sesuai dengan pilihan Anda).

Pernyataan Untuk Variabel Motivasi (X1)

Pernyataan	Sangat Setuju	Setuju	Cukup Setuju	Tidak Setuju	Sangat Tidak Setuju
Kebutuhan Eksistensi					
Saya membeli sabun mandi cair lifebuoy karena adanya dorongan kebutuhan untuk merawat kulit					
Saya membeli sabun mandi cair karena adanya dorongan untuk memiliki kulit bersih.					
Saya membeli sabun mandi cair Lifebuoy karena termasuk sabun kesehatan					
Kebutuhan Keterkaltan					
Saya membeli sabun mandi cair Lifebuoy karena wangi					
Saya membeli sabun mandi cair Lifebuoy karena anggota keluarga / temen juga memakai sabun mandi ini.					
Kebutuhan Pertumbuhan					
Saya membeli sabun mandi cair Lifebuoy karena harganya sesuai manfaat.					
Saya membeli sabun mandi cair Lifebuoy karena kemasannya menarik					
Saya membeli sabun mandi cair Lifebuoy karena variasi ukuran kemasan.					
Saya membeli sabun mandi cair Lifebuoy karena mudah untuk digunakan					
Saya membeli sabun mandi cair Lifebuoy karena tersedia dimana-mana. (mudah ditemukan)					

Pernyataan Untuk Variabel Pembelajaran (X2)

Pernyataan	Sangat Setuju	Setuju	Cukup Setuju	Tidak Setuju	Sangat Tidak Setuju
Pembelajaran Kognitif					
Saya membeli sabun mandi cair Lifebuoy karena sebelumnya saya mencari informasi tentang sabun ini dari berbagai sumber (koran/brosur/majalah)					
Saya membeli sabun mandi cair Lifebuoy karena sebelumnya saya mencari informasi secara detail (kandungan sabun)					
Saya tertarik membaca mengenai produk ini					
Saya telah membandingkan karakteristik produk diantara berbagai merk					
Pembelajaran Pasif					
Saya mengetahui produk sabun mandi cair Lifebuoy karena informasi dari Media Televisi / Radio					
Saya membeli sabun mandi cair Lifebuoy karena informasi dari keluarga					
Saya membeli sabun mandi cair Lifebuoy karena informasi dari teman					
Saya membeli sabun mandi cair Lifebuoy karena informasi dari penjual					
Pembelajaran "Instrumental Conditioning"					
Saya membeli sabun mandi cair Lifebuoy karena pengalaman pada masa lalu.					
Saya membeli sabun mandi cair lifebuoy karena sebelumnya telah coba-coba produk sejenis (merk lain)					
Pembelajaran "Classical Conditioning"					
Saya sangat sering melihat iklan sabun ini, sehingga saya ingat dan memakai produk ini.					
Karena adanya kemiripan kemasan dengan produk terkenal sejenis dipasaran sehingga saya membeli produk ini.					
Karena adanya perluasan lini produk dari sabun batangan lifebuoy menjadi sabun mandi cair lifebuoy, sehingga saya membeli produk ini.					

Pernyataan Untuk Variabel Keputusan Pembelian (Y)

Pernyataan	Sangat Setuju	Setuju	Cukup Setuju	Tidak Setuju	Sangat Tidak Setuju
Saya memutuskan untuk membeli sabun mandi cair lifebuoy karena faktor motivasi eksistensi					
Saya memutuskan untuk membeli sabun mandi cair lifebuoy karena faktor motivasi keterkaitan					
Saya memutuskan untuk membeli sabun mandi cair lifebuoy karena faktor motivasi pertumbuhan					
Saya memutuskan untuk membeli sabun mandi cair lifebuoy karena proses pembelajaran kognitif					
Saya memutuskan untuk membeli sabun mandi cair lifebuoy karena proses pembelajaran Pasif					
Saya memutuskan untuk membeli sabun mandi cair lifebuoy karena proses pembelajaran "instrumental conditioning"					
Saya memutuskan untuk membeli sabun mandi cair lifebuoy karena proses pembelajaran "classical conditioning"					

--- Terima kasih atas kesediaannya dalam mengisi kuesioner ini ---

Lampiran 2: Tabulasi Data Hasil Penyebaran Kuesioner

Respon	X1 Motivasi													Sum
	Eksistensi				Keterkaitan			Pertumbuhan						
	P1	P2	P3	Sum	P4	P5	Sum	P6	P7	P8	P9	P10		
1	4	4	5	13	5	5	10	5	4	4	5	5	23	
2	5	5	5	15	5	5	10	4	5	3	5	5	22	
3	5	5	5	15	5	5	10	5	5	5	5	4	24	
4	5	5	5	15	5	5	10	4	5	5	4	3	21	
5	4	4	4	12	3	4	7	3	4	4	3	3	17	
6	5	4	4	13	5	5	10	5	5	4	5	4	23	
7	2	4	2	8	5	3	8	3	2	2	3	3	13	
8	5	5	4	14	4	4	8	4	5	3	4	4	20	
9	4	4	3	11	4	4	8	4	4	3	3	4	18	
10	5	4	5	14	4	4	8	4	5	5	4	4	22	
11	3	4	4	11	5	4	9	3	3	4	5	1	16	
12	5	5	5	15	5	5	10	4	5	5	5	5	24	
13	5	5	5	15	5	5	10	5	5	5	5	3	23	
14	4	2	5	11	5	3	8	3	4	5	3	2	17	
15	4	4	4	12	5	4	9	4	4	4	4	4	20	
16	5	5	5	15	5	5	10	4	5	5	5	4	23	
17	4	3	5	12	5	4	9	3	4	5	5	4	21	
18	5	5	5	15	4	4	8	4	5	5	4	4	22	
19	5	5	5	15	5	5	10	2	5	5	5	4	21	
20	4	4	4	12	5	4	9	4	4	4	4	4	20	
21	5	5	4	14	4	3	7	3	5	4	3	3	18	
22	4	4	4	12	5	4	9	4	4	4	1	3	16	
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24	4	4	4	12	4	3	7	3	4	4	4	2	17	
25	4	4	5	13	5	4	9	3	4	5	3	4	19	
26	4	4	4	12	5	4	9	3	4	4	4	4	19	
27	1	2	1	4	1	1	2	2	1	1	2	4	10	
28	4	4	4	12	5	4	9	4	4	4	5	4	21	
29	5	4	5	14	4	4	8	4	5	5	5	4	23	
30	4	4	3	11	5	4	9	3	4	3	4	4	18	
31	4	5	4	13	4	4	8	3	4	4	4	4	19	
32	4	4	4	12	4	4	8	4	4	4	4	4	20	
33	4	4	4	12	5	4	9	4	4	4	5	4	21	
34	5	4	5	14	5	5	10	4	5	5	5	4	23	
35	5	5	5	15	5	5	10	3	5	5	4	3	20	
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38	4	5	5	14	4	4	8	4	4	5	4	4	21	
39	5	5	5	15	5	5	10	5	5	5	4	4	23	
40	4	4	5	13	5	4	9	4	4	5	4	5	22	
41	4	4	4	12	4	4	8	4	4	4	4	3	19	
42	5	4	5	14	4	4	8	3	5	5	3	4	20	
43	4	4	4	12	4	5	9	2	4	4	4	4	18	
44	4	4	5	13	5	4	9	4	4	5	5	5	23	

45	4	4	4	12	4	4	8	4	4	4	4	3	19	39
46	5	5	5	15	4	4	8	4	4	4	3	3	18	38
47	5	4	5	14	4	4	8	4	4	4	3	4	19	39
48	3	3	3	9	2	4	6	4	4	2	3	3	16	36
49	3	3	3	9	3	3	6	3	3	3	3	3	15	35
50	4	4	4	12	4	3	7	3	5	5	5	5	23	42
51	3	4	3	10	5	4	9	4	5	5	5	5	24	43
52	5	5	5	15	5	5	10	5	5	5	5	5	25	50
53	4	4	5	13	4	4	8	5	5	5	5	5	25	46
54	4	4	4	12	5	4	9	5	4	5	4	4	22	43
55	5	4	5	14	5	4	9	4	5	5	5	5	24	47
56	4	4	5	13	5	4	9	5	4	4	5	5	23	45
57	5	4	5	14	5	5	10	5	5	5	4	5	24	48
58	4	4	4	12	4	4	8	4	4	4	5	4	21	41
59	4	4	5	13	5	5	10	5	5	5	5	5	25	48
60	4	4	5	13	5	4	9	5	5	4	4	5	23	45
61	4	4	5	13	4	5	9	5	4	5	5	5	24	46
62	4	4	5	13	4	5	9	4	5	5	5	4	23	45
63	4	4	4	12	5	4	9	4	5	5	5	4	23	44
64	4	4	5	13	4	5	9	5	4	5	4	5	23	45
65	4	3	3	10	4	3	7	3	3	3	3	4	16	33
66	4	5	3	12	3	4	7	4	3	3	4	3	17	36
67	4	5	4	13	4	4	8	5	4	4	4	5	22	43
68	4	5	4	13	5	4	9	4	4	5	4	4	21	43
69	4	5	5	14	4	5	9	4	5	4	4	4	21	44
70	5	5	4	14	5	4	9	4	5	5	4	5	23	46
71	4	5	5	14	5	4	9	5	5	4	5	4	23	46
72	4	5	5	14	4	5	9	4	5	4	4	4	21	44
73	4	5	5	14	4	4	8	4	5	4	4	4	21	43
74	4	5	4	13	4	5	9	4	4	4	4	4	20	42
75	3	5	4	12	4	4	8	4	5	4	4	5	22	42
76	4	5	4	13	4	4	8	4	4	4	4	4	20	41
77	4	5	5	14	5	5	10	4	4	4	4	4	20	41
78	4	5	5	14	5	4	9	4	4	3	3	5	19	40
79	4	5	5	14	5	4	9	3	4	4	4	5	20	41
80	4	5	5	14	4	4	8	5	5	5	4	4	23	44
81	3	5	5	13	3	5	8	3	4	5	5	5	22	43
82	5	5	5	15	5	5	10	5	4	5	5	4	23	44
83	4	5	5	14	4	5	9	5	5	5	5	5	25	46
84	5	5	4	14	5	3	8	5	4	5	5	5	24	45
85	5	5	5	15	4	5	9	4	5	4	5	4	22	44
86	3	5	4	12	5	5	10	4	4	5	4	4	21	42
87	5	5	5	15	4	4	8	5	4	5	4	4	22	43
88	5	5	4	14	5	5	10	5	5	4	4	5	23	44
89	5	5	4	14	4	5	9	4	5	5	5	4	23	45
90	4	5	5	14	5	5	10	5	5	4	3	4	21	43
91	5	5	5	15	4	3	7	4	4	5	4	4	21	43
92	5	5	4	14	5	5	10	5	3	4	5	3	20	42
93	4	3	4	11	3	3	6	2	3	5	4	4	18	38
94	3	3	2	8	3	4	7	3	3	5	3	3	17	37

95	3	3	3	9	4	3	7	3	4	3	3	3	16	32
96	3	4	4	11	3	3	6	3	3	3	3	3	15	32
97	3	4	3	10	3	3	6	3	3	3	4	4	17	36
98	2	2	3	7	4	3	7	4	4	3	3	3	17	37
99	3	4	4	11	3	4	7	3	3	3	3	3	15	33
100	5	5	3	13	3	3	6	3	3	3	3	4	16	35
101	4	5	5	14	5	5	10	5	4	4	3	5	21	45
102	4	5	4	13	4	2	6	4	4	1	5	4	18	37
103	5	3	3	11	5	5	10	3	4	2	4	4	17	38
104	5	5	5	15	5	1	6	4	5	1	3	4	17	38
105	3	4	5	12	4	2	6	4	3	4	3	5	19	37
106	5	4	4	13	5	1	6	5	4	5	3	5	22	41
107	5	5	5	15	5	4	9	4	1	1	3	5	14	38
108	4	5	5	14	5	5	10	3	4	2	5	4	18	42
109	4	4	4	12	4	2	6	5	5	1	3	3	17	35
110	3	4	5	12	4	5	9	4	2	4	3	4	17	38
111	4	5	5	14	5	4	9	4	5	5	5	5	24	47
112	4	5	5	14	5	1	6	3	4	5	4	5	21	41
113	5	5	4	14	4	2	6	5	1	2	3	4	15	35
114	3	4	4	11	5	1	6	3	5	1	4	4	17	34
115	3	5	5	13	5	4	9	4	4	2	5	4	19	41
116	5	5	5	15	4	1	5	5	3	1	3	4	16	36
117	4	5	4	13	5	2	7	4	4	4	5	5	22	42
118	4	5	4	13	5	1	6	3	5	5	4	5	22	41
119	3	4	4	11	5	4	9	4	3	2	3	5	17	37
120	5	4	5	14	4	5	9	5	5	5	3	4	22	45

Lanjutan Lampiran 2 : Tabulasi Data Hasil Penyebaran Kuesioner

X2 Pembelajaran																		X2
Kognitif					Pasif					Instrumenta			Classical			Sum		
P11	P12	P13	P14	Sum	P15	P16	P17	P18	Sum	P19	P20	Sum	P21	P22	P23		Sum	
5	4	5	3	17	3	4	4	2	13	3	3	6	5	5	5	15	51	
5	4	5	2	16	3	4	4	5	16	3	3	6	5	5	5	15	53	
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3	3	2	2	10	2	3	3	4	12	4	3	7	3	3	3	9	38	
5	2	2	2	11	1	1	4	5	11	1	4	5	5	5	4	14	41	
3	3	3	3	12	3	3	3	2	11	3	4	7	4	3	3	10	40	
2	4	3	2	11	3	3	4	4	14	3	4	7	4	4	4	12	44	
2	3	4	3	12	3	4	4	4	15	4	4	8	3	2	4	9	44	
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2	3	4	3	12	3	3	2	2	10	3	2	5	1	1	1	3	30	
5	3	4	4	16	5	2	2	3	12	5	5	10	5	5	5	15	53	
4	3	4	3	14	3	3	4	4	14	4	4	8	5	5	3	13	49	
3	3	4	2	12	2	2	3	4	11	3	4	7	4	3	2	9	39	
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5	4	4	4	17	4	4	4	4	16	4	4	8	5	5	4	14	55	
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4	4	4	3	15	3	3	3	3	12	3	3	6	4	4	4	12	45	
4	4	4	2	14	4	2	2	2	10	4	4	8	4	4	4	12	44	
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4	4	4	2	14	2	2	4	4	12	4	4	8	4	4	4	12	46	
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4	4	4	4	16	4	4	4	4	16	4	4	8	5	5	5	15	55	

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5	5	3	3	16	4	3	3	3	13	4	1	5	3	4	4	11	45
4	4	4	5	17	4	5	5	2	16	4	2	6	5	5	4	14	53
1	1	2	5	9	5	1	1	4	11	5	1	6	4	5	5	14	40
2	2	2	3	9	4	4	4	2	14	4	4	8	3	2	5	10	41
1	1	1	4	7	3	5	5	2	15	3	1	4	4	1	5	10	36
4	4	5	4	17	4	2	2	4	12	4	2	6	4	2	4	10	45
5	5	4	5	19	4	1	1	4	10	5	1	6	5	1	3	9	44
2	2	2	3	9	5	2	2	4	13	5	4	9	4	4	4	12	43
1	1	2	5	9	4	1	1	5	11	3	5	8	3	1	5	9	37
4	4	1	4	13	3	4	4	4	15	5	2	7	4	2	5	11	46
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5	5	3	5	18	4	2	2	5	13	4	1	5	4	1	4	9	45
4	4	2	4	14	5	1	1	5	12	4	2	6	3	2	4	9	41
1	2	2	3	8	3	4	4	2	13	5	1	6	5	1	4	10	37
2	2	5	5	14	5	5	5	2	17	4	4	8	4	4	5	13	52
1	1	2	5	9	4	2	2	5	13	3	5	8	4	5	5	14	44
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5	5	2	4	16	4	4	4	2	14	4	2	6	5	5	4	14	50
2	2	3	4	11	4	1	1	5	11	4	1	5	3	4	4	11	38
5	4	2	5	16	5	2	2	3	12	3	4	7	4	1	4	9	44
4	5	2	3	14	4	1	1	4	10	5	5	10	5	2	5	12	46
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1	3	2	5	11	3	2	2	5	12	5	1	6	4	5	4	13	42
4	1	2	4	11	4	5	5	3	17	4	2	6	5	1	3	9	43
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2	3	2	5	12	5	3	3	3	14	4	4	8	5	1	5	11	45
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4	2	2	3	11	3	1	1	4	9	4	2	6	3	5	4	12	38
5	5	1	4	15	5	2	2	4	13	3	1	4	4	5	5	14	46
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5	5	2	5	17	4	4	4	3	15	4	5	9	5	1	4	10	51
4	4	3	3	14	5	5	5	2	17	5	2	7	4	2	4	10	48
1	1	2	5	9	3	2	2	4	11	4	5	9	3	1	5	9	38
2	2	2	4	10	5	5	5	3	18	3	4	7	4	4	5	13	48
1	1	2	3	7	4	1	1	4	10	4	1	5	4	1	5	10	32
4	3	3	5	15	3	2	2	4	11	5	2	7	5	2	4	11	44
5	2	2	5	14	4	1	1	4	10	5	1	6	4	1	4	9	44
2	2	2	3	9	4	4	4	2	14	3	4	7	3	4	4	11	44
1	3	5	4	13	3	5	5	3	16	5	5	10	5	1	5	11	50
5	2	2	4	13	4	2	2	4	12	4	1	5	4	2	5	11	41
2	3	3	5	13	4	5	5	2	16	3	2	5	4	1	5	10	44
5	4	2	3	14	5	4	4	2	15	4	1	5	3	4	4	11	45
4	1	2	5	12	4	3	3	3	13	5	4	9	5	5	3	13	47
1	1	5	4	11	3	5	5	3	16	3	5	8	3	2	4	9	44
2	1	2	5	10	5	1	1	4	11	5	5	10	4	5	5	14	45
1	2	2	4	9	4	2	2	4	12	4	2	6	5	4	5	14	41
4	5	3	3	15	4	1	1	3	9	3	1	4	4	1	4	9	37

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2	1	2	5	10	3	5	5	3	16	4	1	5	4	1	4	9	40
1	4	5	3	13	5	1	1	3	10	5	4	9	5	4	4	13	45
4	5	2	5	16	4	2	2	4	12	4	1	5	4	5	4	13	46
5	2	2	4	13	3	1	1	3	8	3	2	5	3	1	5	9	35
5	5	3	3	16	4	4	4	3	15	5	1	6	4	2	4	10	47
2	4	2	5	13	4	5	5	4	18	4	4	8	4	1	4	9	48
5	3	2	5	15	3	2	2	3	10	4	1	5	5	4	4	13	43
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1	1	2	4	8	4	1	1	4	10	5	1	6	3	5	4	12	36
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1	1	3	5	10	3	1	1	4	9	4	5	9	4	1	4	9	37
4	2	2	3	11	4	4	4	2	14	5	2	7	4	2	4	10	42
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2	5	5	4	16	5	2	2	3	12	3	4	7	5	4	5	14	49
1	2	2	5	10	4	5	5	4	18	4	1	5	3	1	5	9	42
4	5	2	4	15	3	4	4	3	14	5	2	7	4	2	5	11	47
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1	2	2	5	10	4	1	1	4	10	3	4	7	5	1	4	10	37
4	5	2	3	14	3	4	4	4	15	4	5	9	4	2	3	9	47
4	3	2	4	13	4	4	3	3	14	3	4	7	2	1	3	6	40

Lanjutan Lampiran 2 : Tabulasi Data Hasil Penyebaran Kuesioner

Y - Keputusan							Sum
Keputusan Pembelian							
P24	P25	P26	P27	P28	P29	P30	
5	5	5	4	4	5	5	33
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5	5	4	5	5	4	3	31
3	4	3	4	4	3	3	24
5	5	5	5	4	5	4	31
5	3	3	2	2	3	3	21
4	4	4	5	3	4	4	28
4	4	4	4	3	3	4	26
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4	2	2	4	5	2	5	24
3	1	1	3	2	1	4	15
5	4	4	5	1	5	5	29
5	5	4	5	4	4	4	31

Lampiran 3. Distribusi Frekuensi

FREQUENCIES VARIABLES=P1 P2 P3 P4 P5 P6 P7 P8 P9 P10
/ORDER=ANALYSIS.

Frequency Table Motivasi

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.8	.8	.8
	Tidak Setuju	2	1.7	1.7	2.5
	Cukup Setuju	17	14.2	14.2	16.7
	Setuju	58	48.3	48.3	65.0
	Sangat Setuju	42	35.0	35.0	100.0
	Total	120	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	2.5	2.5	2.5
	Cukup Setuju	8	6.7	6.7	9.2
	Setuju	51	42.5	42.5	51.7
	Sangat Setuju	58	48.3	48.3	100.0
	Total	120	100.0	100.0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.8	.8	.8
	Tidak Setuju	2	1.7	1.7	2.5
	Cukup Setuju	12	10.0	10.0	12.5
	Setuju	43	35.8	35.8	48.3
	Sangat Setuju	62	51.7	51.7	100.0
	Total	120	100.0	100.0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.8	.8	.8
	Tidak Setuju	1	.8	.8	1.7
	Cukup Setuju	10	8.3	8.3	10.0
	Setuju	46	38.3	38.3	48.3
	Sangat Setuju	62	51.7	51.7	100.0
	Total	120	100.0	100.0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	7	5.8	5.8	5.8
	Tidak Setuju	5	4.2	4.2	10.0
	Cukup Setuju	15	12.5	12.5	22.5
	Setuju	54	45.0	45.0	67.5
	Sangat Setuju	39	32.5	32.5	100.0
	Total	120	100.0	100.0	

P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	3.3	3.3	3.3
	Cukup Setuju	29	24.2	24.2	27.5
	Setuju	55	45.8	45.8	73.3
	Sangat Setuju	32	26.7	26.7	100.0
	Total	120	100.0	100.0	

P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	2.5	2.5	2.5
	Tidak Setuju	2	1.7	1.7	4.2
	Cukup Setuju	14	11.7	11.7	15.8
	Setuju	53	44.2	44.2	60.0
	Sangat Setuju	48	40.0	40.0	100.0
	Total	120	100.0	100.0	

P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	7	5.8	5.8	5.8
	Tidak Setuju	7	5.8	5.8	11.7
	Cukup Setuju	14	11.7	11.7	23.3
	Setuju	40	33.3	33.3	56.7
	Sangat Setuju	52	43.3	43.3	100.0
	Total	120	100.0	100.0	

P9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	2	1.7	1.7	1.7
Tidak Setuju	1	.8	.8	2.5
Cukup Setuju	31	25.8	25.8	28.3
Setuju	46	38.3	38.3	66.7
Sangat Setuju	40	33.3	33.3	100.0
Total	120	100.0	100.0	

P10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	.8	.8	.8
Tidak Setuju	2	1.7	1.7	2.5
Cukup Setuju	20	16.7	16.7	19.2
Setuju	62	51.7	51.7	70.8
Sangat Setuju	35	29.2	29.2	100.0
Total	120	100.0	100.0	

DESCRIPTIVES VARIABLES=P1 P2 P3 P4 P5 P6 P7 P8 P9 P10
/STATISTICS=MEAN STDDEV MIN MAX.

Descriptives Motivasi

[DataSet0]

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
P1	120	1	5	4.15	.785
P2	120	2	5	4.37	.721
P3	120	1	5	4.36	.797
P4	120	1	5	4.39	.748
P5	120	1	5	3.94	1.071
P6	120	2	5	3.96	.803
P7	120	1	5	4.17	.886
P8	120	1	5	4.03	1.148
P9	120	1	5	4.01	.884
P10	120	1	5	4.07	.775
Valid N (listwise)	120				

FREQUENCIES VARIABLES=P11 P12 P13 P14 P15 P16 P17 P18 P19 P20 P21
P22 P23 /ORDER=ANALYSIS.

Frequency Table Pembelajaran

P11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	19	15.8	15.8	15.8
	Tidak Setuju	22	18.3	18.3	34.2
	Cukup Setuju	6	5.0	5.0	39.2
	Setuju	45	37.5	37.5	76.7
	Sangat Setuju	28	23.3	23.3	100.0
	Total	120	100.0	100.0	

P12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	15	12.5	12.5	12.5
	Tidak Setuju	24	20.0	20.0	32.5
	Cukup Setuju	19	15.8	15.8	48.3
	Setuju	46	38.3	38.3	86.7
	Sangat Setuju	16	13.3	13.3	100.0
	Total	120	100.0	100.0	

P13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	2.5	2.5	2.5
	Tidak Setuju	49	40.8	40.8	43.3
	Cukup Setuju	14	11.7	11.7	55.0
	Setuju	39	32.5	32.5	87.5
	Sangat Setuju	15	12.5	12.5	100.0
	Total	120	100.0	100.0	

P14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.8	.8	.8
	Tidak Setuju	8	6.7	6.7	7.5
	Cukup Setuju	34	28.3	28.3	35.8
	Setuju	45	37.5	37.5	73.3
	Sangat Setuju	32	26.7	26.7	100.0
	Total	120	100.0	100.0	

P15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	2.5	2.5	2.5
	Tidak Setuju	3	2.5	2.5	5.0
	Cukup Setuju	37	30.8	30.8	35.8
	Setuju	54	45.0	45.0	80.8
	Sangat Setuju	23	19.2	19.2	100.0
	Total	120	100.0	100.0	

P16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	23	19.2	19.2	19.2
	Tidak Setuju	22	18.3	18.3	37.5
	Cukup Setuju	17	14.2	14.2	51.7
	Setuju	40	33.3	33.3	85.0
	Sangat Setuju	18	15.0	15.0	100.0
	Total	120	100.0	100.0	

P17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	21	17.5	17.5	17.5
	Tidak Setuju	22	18.3	18.3	35.8
	Cukup Setuju	15	12.5	12.5	48.3
	Setuju	43	35.8	35.8	84.2
	Sangat Setuju	19	15.8	15.8	100.0
	Total	120	100.0	100.0	

P18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.8	.8	.8
	Tidak Setuju	25	20.8	20.8	21.7
	Cukup Setuju	27	22.5	22.5	44.2
	Setuju	57	47.5	47.5	91.7
	Sangat Setuju	10	8.3	8.3	100.0
	Total	120	100.0	100.0	

P19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	1.7	1.7	1.7
	Tidak Setuju	1	.8	.8	2.5
	Cukup Setuju	34	28.3	28.3	30.8
	Setuju	59	49.2	49.2	80.0
	Sangat Setuju	24	20.0	20.0	100.0
	Total	120	100.0	100.0	

P20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	26	21.7	21.7	21.7
	Tidak Setuju	20	16.7	16.7	38.3
	Cukup Setuju	6	5.0	5.0	43.3
	Setuju	50	41.7	41.7	85.0
	Sangat Setuju	18	15.0	15.0	100.0
	Total	120	100.0	100.0	

P21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.8	.8	.8
	Tidak Setuju	2	1.7	1.7	2.5
	Cukup Setuju	23	19.2	19.2	21.7
	Setuju	60	50.0	50.0	71.7
	Sangat Setuju	34	28.3	28.3	100.0
	Total	120	100.0	100.0	

P22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	28	23.3	23.3	23.3
	Tidak Setuju	21	17.5	17.5	40.8
	Cukup Setuju	5	4.2	4.2	45.0
	Setuju	42	35.0	35.0	80.0
	Sangat Setuju	24	20.0	20.0	100.0
	Total	120	100.0	100.0	

P23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.8	.8	.8
	Tidak Setuju	2	1.7	1.7	2.5
	Cukup Setuju	14	11.7	11.7	14.2
	Setuju	67	55.8	55.8	70.0
	Sangat Setuju	36	30.0	30.0	100.0
	Total	120	100.0	100.0	

DESCRIPTIVES VARIABLES=P11 P12 P13 P14 P15 P16 P17 P18 P19 P20 P21
P22 P23 /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives Pembelajaran

[DataSet0]

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
P11	120	1	5	3.34	1.423
P12	120	1	5	3.20	1.261
P13	120	1	5	3.12	1.154
P14	120	1	5	3.82	.932
P15	120	1	5	3.76	.879
P16	120	1	5	3.07	1.376
P17	120	1	5	3.14	1.368
P18	120	1	5	3.42	.940
P19	120	1	5	3.85	.806
P20	120	1	5	3.12	1.433
P21	120	1	5	4.03	.788
P22	120	1	5	3.11	1.505
P23	120	1	5	4.13	.740
Valid N (listwise)	120				

FREQUENCIES VARIABLES=P24 P25 P26 P27 P28 P29 P30
 /ORDER=ANALYSIS.

Frequency Table Keputusan Pembelian

P24

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	.8	.8	.8
Tidak Setuju	1	.8	.8	1.7
Cukup Setuju	16	13.3	13.3	15.0
Setuju	48	38.3	38.3	53.3
Sangat Setuju	58	46.7	46.7	100.0
Total	120	100.0	100.0	

P25

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	9	7.5	7.5	7.5
Tidak Setuju	11	9.2	9.2	16.7
Cukup Setuju	7	5.8	5.8	22.5
Setuju	52	43.3	43.3	65.8
Sangat Setuju	41	34.2	34.2	100.0
Total	120	100.0	100.0	

P26

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	5	4.2	4.2	4.2
	Tidak Setuju	12	10.0	10.0	14.2
	Cukup Setuju	20	16.7	16.7	30.8
	Setuju	56	46.7	46.7	77.5
	Sangat Setuju	27	22.5	22.5	100.0
	Total	120	100.0	100.0	

P27

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.8	.8	.8
	Tidak Setuju	1	.8	.8	1.7
	Cukup Setuju	15	12.5	12.5	14.2
	Setuju	54	45.0	45.0	59.2
	Sangat Setuju	49	40.8	40.8	100.0
	Total	120	100.0	100.0	

P28

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	10	8.3	8.3	8.3
	Tidak Setuju	8	6.7	6.7	15.0
	Cukup Setuju	10	8.3	8.3	23.3
	Setuju	43	35.8	35.8	59.2
	Sangat Setuju	49	40.8	40.8	100.0
	Total	120	100.0	100.0	

P29

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	9	7.5	7.5	7.5
	Tidak Setuju	10	8.3	8.3	15.8
	Cukup Setuju	15	12.5	12.5	28.3
	Setuju	45	37.5	37.5	65.8
	Sangat Setuju	41	34.2	34.2	100.0
	Total	120	100.0	100.0	

P30

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Tidak Setuju	1	.8	.8	.8
Tidak Setuju	3	2.5	2.5	3.3
Cukup Setuju	14	11.7	11.7	15.0
Setuju	62	51.7	51.7	66.7
Sangat Setuju	40	33.3	33.3	100.0
Total	120	100.0	100.0	

DESCRIPTIVES VARIABLES=P24 P25 P26 P27 P28 P29 P30
/STATISTICS=MEAN STDDEV MIN MAX.

Descriptives Keputusan Pembelian

[DataSet0]

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
P24	120	1	5	4.29	.793
P25	120	1	5	3.88	1.199
P26	120	1	5	3.73	1.051
P27	120	1	5	4.24	.767
P28	120	1	5	3.94	1.232
P29	120	1	5	3.82	1.207
P30	120	1	5	4.14	.781
Valid N (listwise)	120				

Lampiran 4. Uji Validitas Dan Reliabilitas

```
RELIABILITY /VARIABLES=P1 P2 P3 TOT /SCALE('Eksistensi') ALL  
/MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
```

Reliability

Scale: Eksistensi

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.856	4

Item Statistics

	Mean	Std. Deviation	N
P1	4.27	.944	30
P2	4.20	.805	30
P3	4.27	.980	30
r-hit X1.1	12.73	2.406	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	21.20	15.338	.936	.777
P2	21.27	17.651	.718	.851
P3	21.20	15.821	.817	.805
r-hit X1.1	12.73	5.789	1.000	.852

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.47	23.154	4.812	4

```
RELIABILITY /VARIABLES=P4 P5 Jml2 /SCALE('Keterkaitan')
ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.
```

Reliability

Scale: Keterkaitan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.904	3

Item Statistics

	Mean	Std. Deviation	N
P4	4.57	.858	30
P5	4.10	.885	30
r-hit X1.2	8.67	1.805	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P4	12.77	5.978	.854	.877
P5	13.23	5.840	.860	.866
r-hit X1.2	8.67	2.575	1.000	.820

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.33	10.299	3.209	3

```

RELIABILITY /VARIABLES=P6 P7 P8 P9 P10 Tot2
/SCALE('Pertumbuhan') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE
SCALE /SUMMARY=TOTAL.

```

Reliability

Scale: Pertumbuhan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.784	6

Item Statistics

	Mean	Std. Deviation	N
P6	3.70	.837	30
P7	4.27	.944	30
P8	4.13	1.008	30
P9	4.07	1.048	30
P10	3.70	.915	30
r-hit X1.3	19.87	3.421	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P6	36.03	39.275	.653	.755
P7	35.47	36.671	.810	.726
P8	35.60	37.972	.631	.749
P9	35.67	36.989	.685	.738
P10	36.03	40.930	.432	.779
r-hit X1.3	19.87	11.706	1.000	.765

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
39.73	46.823	6.843	6

```
RELIABILITY /VARIABLES=P11 P12 P13 P14 Tot3 /SCALE('Kognitif')
ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.
```

Reliability

Scale: Kognitif

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.766	5

Item Statistics

	Mean	Std. Deviation	N
P11	3.80	.961	30
P12	3.60	.583	30
P13	3.77	.728	30
P14	3.20	.925	30
r-hit X2.1	14.37	2.189	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P11	24.93	15.099	.421	.760
P12	25.13	15.844	.671	.736
P13	24.97	14.930	.659	.718
P14	25.53	14.257	.581	.720
r-hit X2.1	14.37	4.792	1.000	.603

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.73	19.168	4.378	5

```

RELIABILITY /VARIABLES=P15 P16 P17 P18 Tot4 /SCALE('Pasif')
ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

Scale: Pasif

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.781	5

Item Statistics

	Mean	Std. Deviation	N
P15	3.60	.968	30
P16	3.40	.770	30
P17	3.57	.774	30
P18	3.53	.900	30
r-hit X2.2	14.10	2.426	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P15	24.60	19.490	.365	.794
P16	24.80	18.097	.741	.727
P17	24.63	18.585	.654	.743
P18	24.67	17.402	.711	.719
r-hit X2.2	14.10	5.886	1.000	.668

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.20	23.545	4.852	5

RELIABILITY /VARIABLES=P19 P20 Tot5 /SCALE('Instrumental') ALL
 /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.

Reliability

Scale: Instrumental

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.863	3

Item Statistics

	Mean	Std. Deviation	N
P19	3.40	.932	30
P20	3.77	.728	30
r-hit X2.3	7.17	1.416	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P19	10.93	4.202	.772	.793
P20	10.57	5.220	.684	.898
r-hit X2.3	7.17	2.006	1.000	.605

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.33	8.023	2.832	3


```

RELIABILITY /VARIABLES=P21 P22 P23 Tot6 /SCALE('Classical')
ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

Scale: Classical

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.870	4

Item Statistics

	Mean	Std. Deviation	N
P21	4.07	.944	30
P22	3.87	.973	30
P23	3.70	.915	30
r-hit X2.4	11.63	2.619	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P21	19.20	18.993	.918	.817
P22	19.40	18.662	.932	.809
P23	19.57	19.909	.820	.845
r-hit X2.4	11.63	6.861	1.000	.915

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.27	27.444	5.239	4

```
RELIABILITY /VARIABLES=P24 P25 P26 P27 P28 P29 P30 TotY
/SCALE('Keputusan') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE
SCALE /SUMMARY=TOTAL.
```

Reliability

Scale: Keputusan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.780	8

Item Statistics

	Mean	Std. Deviation	N
P24	4.57	.858	30
P25	4.10	.885	30
P26	3.70	.837	30
P27	4.27	.944	30
P28	4.13	1.008	30
P29	4.07	1.048	30
P30	3.70	.915	30
r-hit Y	28.53	4.740	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P24	52.50	79.431	.633	.758
P25	52.97	75.137	.909	.736
P26	53.37	79.275	.663	.757
P27	52.80	75.752	.804	.741
P28	52.93	77.099	.863	.750
P29	53.00	75.931	.702	.745
P30	53.37	82.585	.387	.775
r-hit Y	28.53	22.464	1.000	.852

Lampiran 5: Uji Asumsi Klasik

Normalitas Data

NPAR TESTS /K-S(NORMAL)=Y /MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Keputusan Pembelian
	N	120
Normal Parameters ^{a,b}	Mean	28.05
	Std. Deviation	4.260
	Most Extreme Differences	
	Absolute	.110
	Positive	.089
	Negative	-.110
	Kolmogorov-Smirnov Z	1.202
	Asymp. Sig. (2-tailed)	.111

a. Test distribution is Normal.

b. Calculated from data.

NPAR TESTS /K-S(NORMAL)=X2 /MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Pembelajaran
	N	120
Normal Parameters ^{a,b}	Mean	45.10
	Std. Deviation	5.572
	Most Extreme Differences	
	Absolute	.058
	Positive	.052
	Negative	-.058
	Kolmogorov-Smirnov Z	.635
	Asymp. Sig. (2-tailed)	.814

a. Test distribution is Normal.

b. Calculated from data.

NPAR TESTS /K-S(NORMAL)=X1 /MISSING ANALYSIS.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Motivasi
Normal Parameters ^{a,b}	N	120
	Mean	41.44
	Std. Deviation	5.364
Most Extreme Differences	Absolute	.142
	Positive	.077
	Negative	-.142
	Kolmogorov-Smirnov Z	1.158
Asymp. Sig. (2-tailed)		.106

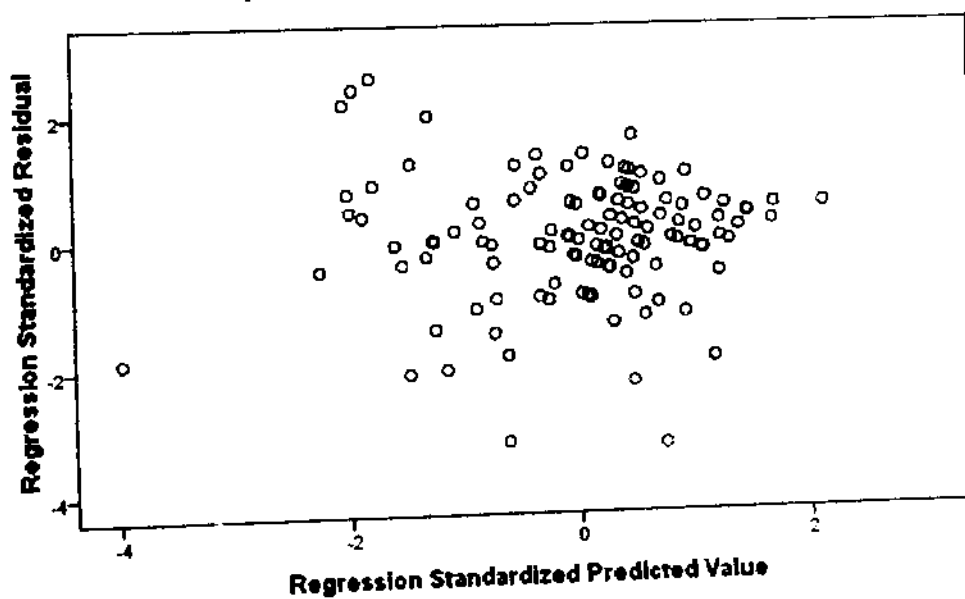
a. Test distribution is Normal.

b. Calculated from data.

Heteroskedastisitas

Scatterplot

Dependent Variable: Keputusan Pembelian



Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics			
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	5.681	3.253		1.746	.083		
Motivasi	.362	.064	.456	5.693	.000	.920	1.087
Pembelajaran	.163	.061	.213	2.661	.009	.920	1.087

a. Dependent Variable: Keputusan Pembelian

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Pembelajaran, Motivasi ^a		Enter

a. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.555 ^a	.309	.297	3.573

a. Predictors: (Constant), Pembelajaran, Motivasi

b. Dependent Variable: Keputusan Pembelian

Lampiran 6 : Penghitungan Regresi Linier Berganda

```
REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING
LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y
/METHOD=ENTER X1 X2 /SCATTERPLOT=(*ZRESID ,*ZPRED) /RESIDUALS
NORM(ZRESID) .
```

Regression

[DataSet0]

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	28.05	4.260	120
Motivasi	41.44	5.364	120
Pembelajaran	45.10	5.572	120

Correlations

	Keputusan Pembelian	Motivasi	Pembelajaran
Keputusan Pembelian			
Motivasi			
Pembelajaran			

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimensi on	Variance Proportions				
		Eigenvalue	Condition Index	(Constant)	Motivasi	Pembelajaran
1	1	2.982	1.000	.00	.00	.00
	2	.011	16.277	.00	.73	.54
	3	.007	21.127	.99	.26	.46

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	18.65	33.09	28.05	2.366	120
Residual	-11.812	9.203	.000	3.542	120
Std. Predicted Value	-3.971	2.130	.000	1.000	120
Std. Residual	-3.306	2.576	.000	.992	120

a. Dependent Variable: Keputusan Pembelian

Lampiran 7 : Tabel Harga r Product Moment

n_1	Interval Kepercayaan	n_1	Interval Kepercayaan	n_1	Interval Kepercayaan
	95% - α 5%		95% - α 5%		95% - α 5%
3	.997	27	.381	55	.266
4	.95	28	.374	60	.254
5	.873	29	.367	65	.244
6	.811	30	.361	70	.235
7	.754	31	.355	75	.227
8	.707	32	.349	80	.22
9	.666	33	.344	85	.213
10	.632	34	.339	90	.207
11	.602	35	.334	95	.202
12	.576	36	.329	100	.195
13	.563	37	.325	125	.176
14	.532	38	.32	150	.159
15	.514	39	.316	175	.148
16	.497	40	.312	200	.138
17	.482	41	.308	300	.113
18	.486	42	.304	400	.098
19	.456	43	.301	500	.088
20	.444	44	.297	600	.08
21	.433	45	.294	700	.074
22	.423	46	.291	800	.07
23	.413	47	.288	900	.065
24	.404	48	.284	1000	.062
25	.396	49	.281		
26	.388	50	0.28		

Lampiran 8 : Matrik Korelasi

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

Correlations

Correlations

		Eksistensi	Keterkaitan	Pertumbuhan	Keputusan Pembelian
Eksistensi	Pearson Correlation	1	.501**	.590**	.337**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
Keterkaitan	Pearson Correlation	.501**	1	.581**	.488**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
Pertumbuhan	Pearson Correlation	.590**	.581**	1	.481**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
Keputusan Pembelian	Pearson Correlation	.337**	.488**	.481**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

Correlations

Correlations

		Kognitif	Pasif	Instrumental	Classical	Keputusan Pembelian
Kognitif	Pearson Correlation	1	.273**	.143	.141	.275**
	Sig. (2-tailed)		.003	.118	.125	.002
	N	120	120	120	120	120
Pasif	Pearson Correlation	.273**	1	.158	.084	.269**
	Sig. (2-tailed)	.003		.085	.364	.003
	N	120	120	120	120	120
Instrumental	Pearson Correlation	.143	.158	1	.175	.047
	Sig. (2-tailed)	.118	.085		.055	.610
	N	120	120	120	120	120
Classical	Pearson Correlation	.141	.084	.175	1	.181*
	Sig. (2-tailed)	.125	.364	.055		.048
	N	120	120	120	120	120
Keputusan Pembelian	Pearson Correlation	.275**	.269**	.047	.181*	1
	Sig. (2-tailed)	.002	.003	.610	.048	
	N	120	120	120	120	120

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

Correlations

		Classical	Keputusan Pembelian
Kognitif	Pearson Correlation	.141	.275**
	Sig. (2-tailed)	.125	.002
	N	120	120
Pasif	Pearson Correlation	.084	.269**
	Sig. (2-tailed)	.364	.003
	N	120	120
Instrumental	Pearson Correlation	.175	.047
	Sig. (2-tailed)	.055	.610
	N	120	120
Classical	Pearson Correlation	1	.181*
	Sig. (2-tailed)		.048
	N	120	120
Keputusan Pembelian	Pearson Correlation	.181*	1
	Sig. (2-tailed)	.048	
	N	120	120

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

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