

Lampiran 01. Kuesioner Penelitian

Kuesioner Penelitian Pengaruh Kualitas Produk dan Gaya Hidup Terhadap Keputusan Pembelian Produk Kopi Nau di Singaraja

Kepada

Yth. Bapak/Ibu/Saudara/i

Dengan Hormat,

Sehubungan dengan penyelesaian tugas akhir skripsi yang sedang saya lakukan di Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha, saya bermaksud mengadakan penelitian dengan judul "**Pengaruh Kualitas Produk dan Gaya Hidup Terhadap Keputusan Pembelian Produk Kopi Nau di Singaraja**". Adapun salah satu cara mendapatkan data dalam penelitian ini yaitu dengan menyebarkan kuesioner kepada responden.

Bersama dengan ini, peneliti memohon kesediaan Bapak/Ibu/Saudara/i untuk meluangkan waktu dan berkenan memberikan jawaban pada kuesioner yang telah disediakan. Pengisian kuesioner dapat dilakukan dengan jujur dan disesuaikan dengan keadaan yang sebenarnya. Semua informasi yang diterima akan dijaga kerahasiaannya dan hanya akan digunakan untuk keperluan kelengkapan data penelitian skripsi. Atas kesediaan Bapak/Ibu/Saudara/i yang telah meluangkan waktu untuk menjawab pernyataan-pernyataan yang ada dalam kuesioner ini, peneliti ucapkan terima kasih.

Hormat Saya,

I Made Arda Waras Satwika

NIM. 1917041179

KUESIONER PENELITIAN
Pengaruh Kualitas Produk dan Gaya Hidup
Terhadap Keputusan Pembelian Produk
Kopi Nau di Singaraja

Identitas Responden

1. Nama Lengkap :
2. Jenis Kelamin :
 - a. Pria
 - b. Wanita
3. Usia :
 - a. 17 – 20
 - b. 21 – 30
 - c. 31 – 40
 - d. 41 – 50
4. Jenis Pekerjaan :
 - a. Siswa
 - b. Mahasiswa
 - c. Karyawan Swasta
 - d. Pegawai Negeri Sipil
 - e. Wirausaha
5. Apakah Anda berdomisili Singaraja ? :
 - a. Ya
 - b. Tidak
6. Apakah Anda pernah melakukan pembelian lebih dari 2 kali di Kedai Kopi Nau Singaraja ? :
 - a. Ya
 - b. Tidak



Petunjuk Pengisian Kuesioner :

Pilihlah jawaban yang tersedia sesuai dengan pendapat Bapak/Ibu/Saudara/i. Setiap pernyataan hanya memiliki satu pilihan jawaban. Setiap nilai/skor akan mewakili tingkat kesesuaian dengan pendapat Bapak/Ibu/Saudara/Saudara/i. Berikut merupakan uraian jawaban :

| Keterangan | Arti | Angka |
|-------------------|---------------------|--------------|
| STS | Sangat Tidak Setuju | 1 |
| TS | Tidak Setuju | 2 |
| N | Netral | 3 |
| S | Setuju | 4 |
| SS | Sangat Setuju | 5 |

Draf Pertanyaan

| No. | Pernyataan | Tanggapan | | | | |
|-----|---|-----------|----|---|---|----|
| | Kualitas Produk (X₁) | STS | TS | N | S | SS |
| 1 | Saya menyukai produk dari Kopi Nau Singaraja karena memiliki kualitas rasa yang konsisten. | | | | | |
| 2 | Produk pada Kopi Nau Singaraja disajikan menarik dan menggugah selera. | | | | | |
| 3 | Saya menyukai produk dari Kopi Nau Singaraja karena bisa dikonsumsi pada keesokan hari dengan mengikuti anjuran penyimpanan yang tepat. | | | | | |
| 4 | Kualitas Rasa, tampilan makanan dan minuman di kedai Kopi Nau Singaraja sangat sesuai dengan apa yang tertera di menu. | | | | | |
| | Gaya Hidup (X₂) | STS | TS | N | S | SS |
| 1 | Saya menyukai produk dari Kopi Nau Singaraja karena produk yang ditawarkan sesuai dengan selera. | | | | | |
| 2 | Dalam menemani rutinitas sehari - hari saya sering mengkonsumsi produk dari Kopi Nau Singaraja. | | | | | |
| 3 | Saya mengkonsumsi produk dari Kopi Nau Singaraja karena ingin terlihat kekinian dan mengikuti trend. | | | | | |

| | | | | | | |
|---|--|-----|----|---|---|----|
| 4 | Saya sangat suka dengan produk Kopi Nau karena memiliki ciri khas tersendiri. | | | | | |
| 5 | Saya sangat senang dengan produk Kopi Nau karena senantiasa mengeluarkan varian terbaru. | | | | | |
| | Keputusan Pembelian (Y) | STS | TS | N | S | SS |
| 1 | Saya yakin sudah mengambil keputusan yang tepat saat membeli produk dari Kopi Nau Singaraja. | | | | | |
| 2 | Saya sudah terbiasa membeli produk dari Kopi Nau Singaraja. | | | | | |
| 3 | Saya melakukan pembelian secara berulang - ulang terhadap produk dari Kopi Nau Singaraja. | | | | | |
| 4 | Saya memberikan rekomendasi pada orang lain untuk membeli produk dari Kopi Nau Singaraja. | | | | | |



Lampiran 02. Data Hasil Pernyataan Responden

| No | Kualitas Produk | | | | Total |
|----|-----------------|--------|--------|--------|-------|
| | Item 1 | Item 2 | Item 3 | Item 4 | |
| 1 | 5 | 5 | 5 | 5 | 20 |
| 2 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 5 | 3 | 4 | 16 |
| 5 | 4 | 4 | 3 | 4 | 15 |
| 6 | 4 | 4 | 3 | 4 | 15 |
| 7 | 5 | 5 | 5 | 5 | 20 |
| 8 | 4 | 5 | 4 | 4 | 17 |
| 9 | 4 | 4 | 3 | 4 | 15 |
| 10 | 5 | 5 | 5 | 5 | 20 |
| 11 | 4 | 4 | 4 | 5 | 17 |
| 12 | 5 | 5 | 5 | 5 | 20 |
| 13 | 5 | 5 | 5 | 4 | 19 |
| 14 | 5 | 4 | 4 | 5 | 18 |
| 15 | 3 | 3 | 3 | 3 | 12 |
| 16 | 5 | 5 | 5 | 3 | 18 |
| 17 | 5 | 5 | 4 | 5 | 19 |
| 18 | 5 | 5 | 5 | 5 | 20 |
| 19 | 4 | 4 | 4 | 4 | 16 |
| 20 | 4 | 4 | 4 | 4 | 16 |
| 21 | 5 | 5 | 5 | 5 | 20 |
| 22 | 5 | 5 | 5 | 5 | 20 |
| 23 | 4 | 4 | 3 | 3 | 20 |
| 24 | 5 | 5 | 5 | 5 | 20 |
| 25 | 2 | 4 | 5 | 3 | 14 |
| 26 | 4 | 4 | 4 | 4 | 16 |
| 27 | 4 | 4 | 4 | 5 | 17 |
| 28 | 3 | 5 | 4 | 4 | 16 |
| 29 | 4 | 4 | 4 | 4 | 16 |
| 30 | 5 | 4 | 4 | 5 | 18 |
| 31 | 4 | 4 | 3 | 3 | 14 |
| 32 | 4 | 4 | 4 | 4 | 16 |
| 33 | 5 | 5 | 4 | 5 | 19 |
| 34 | 5 | 5 | 5 | 5 | 20 |
| 35 | 4 | 4 | 4 | 4 | 16 |
| 36 | 3 | 3 | 3 | 4 | 13 |
| 37 | 4 | 4 | 4 | 5 | 17 |
| 38 | 5 | 5 | 5 | 5 | 20 |

| No | Kualitas Produk | | | | Total |
|----|-----------------|--------|--------|--------|-------|
| | Item 1 | Item 2 | Item 3 | Item 4 | |
| 39 | 5 | 5 | 5 | 5 | 20 |
| 40 | 4 | 4 | 3 | 4 | 15 |
| 41 | 4 | 5 | 4 | 4 | 17 |
| 42 | 4 | 4 | 4 | 3 | 15 |
| 43 | 4 | 5 | 5 | 5 | 19 |
| 44 | 5 | 5 | 5 | 5 | 20 |
| 45 | 4 | 4 | 4 | 4 | 16 |
| 46 | 4 | 4 | 4 | 4 | 16 |
| 47 | 5 | 5 | 4 | 3 | 17 |
| 48 | 5 | 5 | 5 | 5 | 20 |
| 49 | 4 | 4 | 3 | 5 | 16 |
| 50 | 4 | 4 | 3 | 5 | 16 |
| 51 | 5 | 5 | 5 | 5 | 20 |
| 52 | 3 | 3 | 3 | 3 | 14 |
| 53 | 4 | 4 | 4 | 4 | 16 |
| 54 | 4 | 5 | 3 | 5 | 17 |
| 55 | 5 | 5 | 5 | 5 | 20 |
| 56 | 4 | 3 | 3 | 4 | 14 |
| 57 | 4 | 4 | 3 | 4 | 15 |
| 58 | 4 | 4 | 5 | 4 | 17 |
| 59 | 4 | 3 | 4 | 4 | 15 |
| 60 | 5 | 4 | 5 | 4 | 18 |
| 61 | 5 | 4 | 5 | 4 | 18 |
| 62 | 5 | 4 | 4 | 4 | 17 |
| 63 | 4 | 4 | 3 | 3 | 14 |
| 64 | 4 | 3 | 3 | 4 | 14 |
| 65 | 5 | 5 | 5 | 5 | 20 |
| 66 | 4 | 4 | 4 | 4 | 16 |
| 67 | 5 | 5 | 5 | 3 | 18 |
| 68 | 4 | 4 | 4 | 4 | 16 |
| 69 | 5 | 5 | 5 | 5 | 25 |
| 70 | 4 | 5 | 4 | 4 | 17 |
| 71 | 3 | 3 | 4 | 3 | 13 |
| 72 | 5 | 5 | 5 | 5 | 20 |
| 73 | 5 | 5 | 4 | 5 | 19 |
| 74 | 5 | 5 | 4 | 5 | 18 |
| 75 | 5 | 5 | 5 | 5 | 20 |
| 76 | 5 | 5 | 5 | 4 | 20 |
| 77 | 3 | 4 | 4 | 4 | 15 |
| 78 | 4 | 4 | 4 | 4 | 16 |
| 79 | 4 | 4 | 4 | 4 | 16 |

| No | Kualitas Produk | | | | |
|-----|-----------------|--------|--------|--------|-------|
| | Item 1 | Item 2 | Item 3 | Item 4 | Total |
| 80 | 5 | 5 | 4 | 4 | 18 |
| 81 | 5 | 5 | 4 | 5 | 19 |
| 82 | 4 | 4 | 3 | 3 | 14 |
| 83 | 5 | 5 | 5 | 4 | 19 |
| 84 | 5 | 4 | 4 | 4 | 17 |
| 85 | 4 | 4 | 4 | 5 | 17 |
| 86 | 5 | 5 | 5 | 5 | 20 |
| 87 | 4 | 5 | 2 | 3 | 14 |
| 88 | 4 | 5 | 5 | 5 | 19 |
| 89 | 4 | 5 | 4 | 3 | 17 |
| 90 | 4 | 4 | 4 | 5 | 16 |
| 91 | 4 | 4 | 4 | 4 | 16 |
| 92 | 5 | 5 | 5 | 4 | 20 |
| 93 | 4 | 4 | 3 | 4 | 15 |
| 94 | 4 | 4 | 4 | 5 | 16 |
| 95 | 3 | 4 | 4 | 4 | 15 |
| 96 | 5 | 5 | 5 | 5 | 20 |
| 97 | 5 | 5 | 5 | 5 | 20 |
| 98 | 5 | 5 | 3 | 4 | 16 |
| 99 | 4 | 4 | 4 | 4 | 16 |
| 100 | 4 | 4 | 4 | 4 | 16 |

| No | Gaya Hidup | | | | | Total |
|----|------------|--------|--------|--------|--------|-------|
| | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | |
| 1 | 5 | 4 | 5 | 5 | 4 | 23 |
| 2 | 5 | 5 | 5 | 4 | 5 | 24 |
| 3 | 4 | 4 | 5 | 5 | 4 | 22 |
| 4 | 4 | 4 | 5 | 3 | 3 | 19 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| 6 | 4 | 4 | 4 | 5 | 4 | 21 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 4 | 4 | 4 | 4 | 4 | 20 |
| 9 | 4 | 4 | 5 | 4 | 4 | 21 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 4 | 5 | 4 | 5 | 4 | 22 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 5 | 4 | 5 | 4 | 5 | 23 |
| 14 | 4 | 5 | 5 | 5 | 4 | 18 |
| 15 | 3 | 4 | 4 | 3 | 4 | 14 |
| 16 | 2 | 3 | 3 | 3 | 3 | 23 |
| 17 | 4 | 5 | 5 | 4 | 5 | 25 |

| No | Gaya Hidup | | | | | Total |
|----|------------|--------|--------|--------|--------|-------|
| | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | |
| 18 | 5 | 5 | 5 | 5 | 5 | 20 |
| 19 | 4 | 4 | 4 | 4 | 4 | 18 |
| 20 | 4 | 3 | 4 | 4 | 3 | 25 |
| 21 | 5 | 5 | 5 | 5 | 5 | 18 |
| 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 23 | 4 | 4 | 4 | 5 | 5 | 22 |
| 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 25 | 5 | 4 | 5 | 3 | 5 | 22 |
| 26 | 4 | 4 | 4 | 4 | 4 | 20 |
| 27 | 4 | 5 | 5 | 5 | 5 | 24 |
| 28 | 2 | 2 | 4 | 4 | 4 | 16 |
| 29 | 4 | 4 | 5 | 5 | 4 | 22 |
| 30 | 5 | 4 | 4 | 5 | 4 | 22 |
| 31 | 4 | 5 | 3 | 4 | 3 | 19 |
| 32 | 4 | 4 | 4 | 4 | 4 | 20 |
| 33 | 4 | 5 | 5 | 4 | 4 | 22 |
| 34 | 5 | 5 | 5 | 5 | 5 | 25 |
| 35 | 4 | 4 | 4 | 4 | 4 | 20 |
| 36 | 3 | 2 | 4 | 4 | 4 | 16 |
| 37 | 5 | 4 | 4 | 4 | 4 | 21 |
| 38 | 5 | 5 | 5 | 5 | 5 | 25 |
| 39 | 5 | 5 | 5 | 5 | 5 | 19 |
| 40 | 3 | 5 | 4 | 3 | 3 | 23 |
| 41 | 5 | 5 | 5 | 4 | 4 | 20 |
| 42 | 4 | 4 | 4 | 4 | 4 | 25 |
| 43 | 5 | 5 | 5 | 5 | 5 | 20 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 4 | 4 | 4 | 4 | 4 | 20 |
| 46 | 4 | 4 | 4 | 5 | 4 | 21 |
| 47 | 4 | 4 | 3 | 4 | 4 | 19 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 5 | 5 | 5 | 4 | 4 | 23 |
| 50 | 4 | 4 | 4 | 4 | 4 | 20 |
| 51 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | 4 | 4 | 4 | 4 | 4 | 20 |
| 53 | 4 | 5 | 5 | 5 | 5 | 23 |
| 54 | 4 | 4 | 5 | 3 | 3 | 20 |
| 55 | 5 | 5 | 5 | 5 | 5 | 25 |
| 56 | 3 | 4 | 4 | 3 | 3 | 17 |
| 57 | 4 | 4 | 5 | 5 | 4 | 22 |
| 58 | 5 | 5 | 4 | 4 | 5 | 23 |

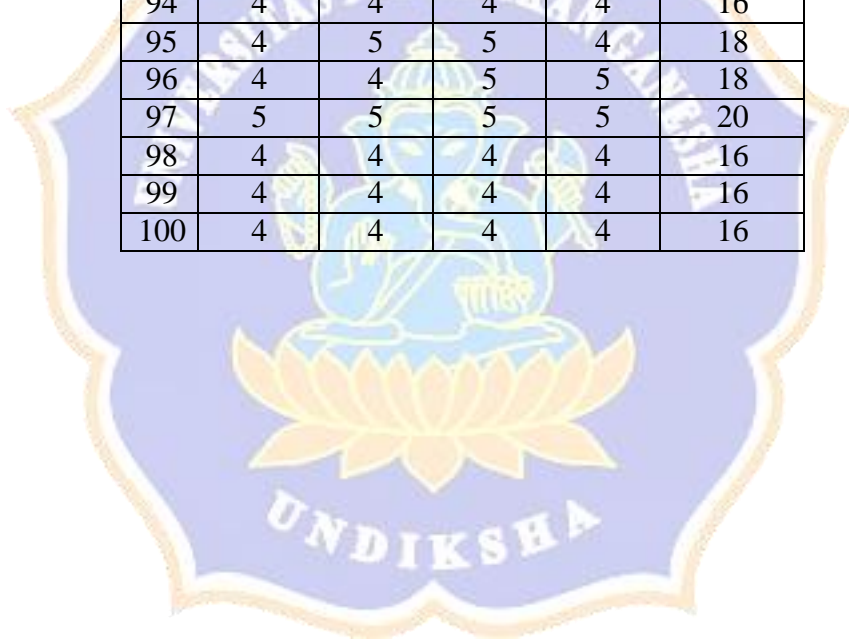
| No | Gaya Hidup | | | | | Total |
|----|------------|--------|--------|--------|--------|-------|
| | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | |
| 59 | 4 | 3 | 3 | 4 | 4 | 20 |
| 60 | 4 | 5 | 4 | 4 | 4 | 25 |
| 61 | 4 | 5 | 4 | 4 | 4 | 21 |
| 62 | 4 | 4 | 4 | 4 | 4 | 20 |
| 63 | 4 | 4 | 4 | 4 | 4 | 21 |
| 64 | 4 | 4 | 4 | 4 | 4 | 20 |
| 65 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 4 | 5 | 4 | 4 | 3 | 19 |
| 67 | 4 | 5 | 4 | 4 | 4 | 22 |
| 68 | 4 | 4 | 4 | 4 | 4 | 20 |
| 69 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | 4 | 4 | 5 | 5 | 5 | 19 |
| 71 | 4 | 4 | 4 | 4 | 4 | 22 |
| 72 | 5 | 5 | 5 | 5 | 5 | 20 |
| 73 | 4 | 4 | 5 | 5 | 4 | 25 |
| 74 | 4 | 5 | 4 | 4 | 4 | 23 |
| 75 | 5 | 5 | 5 | 5 | 5 | 20 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 |
| 77 | 4 | 4 | 4 | 4 | 4 | 20 |
| 78 | 4 | 4 | 4 | 4 | 4 | 20 |
| 79 | 4 | 4 | 4 | 4 | 4 | 20 |
| 80 | 4 | 5 | 4 | 4 | 4 | 21 |
| 81 | 5 | 5 | 5 | 5 | 5 | 25 |
| 82 | 4 | 4 | 3 | 3 | 3 | 17 |
| 83 | 5 | 5 | 5 | 4 | 4 | 23 |
| 84 | 4 | 5 | 4 | 4 | 4 | 20 |
| 85 | 5 | 4 | 4 | 5 | 5 | 23 |
| 86 | 5 | 5 | 5 | 5 | 5 | 25 |
| 87 | 4 | 4 | 3 | 5 | 2 | 17 |
| 88 | 4 | 5 | 4 | 5 | 5 | 23 |
| 89 | 4 | 4 | 5 | 4 | 4 | 21 |
| 90 | 4 | 4 | 4 | 4 | 4 | 20 |
| 91 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92 | 5 | 5 | 5 | 5 | 5 | 25 |
| 93 | 4 | 4 | 4 | 4 | 4 | 20 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 5 | 4 | 4 | 4 | 4 | 21 |
| 97 | 5 | 5 | 5 | 5 | 5 | 25 |
| 98 | 5 | 4 | 4 | 4 | 4 | 21 |
| 99 | 4 | 4 | 4 | 4 | 4 | 20 |

| No | Gaya Hidup | | | | | Total |
|-----|------------|--------|--------|--------|--------|-------|
| | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 |

| No | Keputusan Pembelian | | | | Total |
|----|---------------------|--------|--------|--------|-------|
| | Item 1 | Item 2 | Item 3 | Item 4 | |
| 1 | 5 | 4 | 4 | 5 | 18 |
| 2 | 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 4 | 4 | 4 | 16 |
| 6 | 4 | 4 | 3 | 4 | 16 |
| 7 | 5 | 5 | 5 | 5 | 20 |
| 8 | 4 | 4 | 5 | 4 | 17 |
| 9 | 5 | 5 | 5 | 4 | 19 |
| 10 | 5 | 5 | 5 | 5 | 20 |
| 11 | 5 | 5 | 4 | 4 | 18 |
| 12 | 5 | 5 | 5 | 5 | 20 |
| 13 | 4 | 5 | 4 | 5 | 18 |
| 14 | 4 | 5 | 5 | 4 | 18 |
| 15 | 3 | 4 | 4 | 3 | 14 |
| 16 | 4 | 4 | 3 | 1 | 12 |
| 17 | 4 | 5 | 5 | 5 | 19 |
| 18 | 5 | 5 | 5 | 5 | 20 |
| 19 | 5 | 4 | 4 | 4 | 17 |
| 20 | 4 | 4 | 4 | 4 | 16 |
| 21 | 5 | 5 | 5 | 5 | 20 |
| 22 | 5 | 5 | 5 | 5 | 20 |
| 23 | 5 | 5 | 4 | 4 | 18 |
| 24 | 5 | 5 | 5 | 5 | 20 |
| 25 | 5 | 4 | 5 | 5 | 19 |
| 26 | 4 | 4 | 4 | 4 | 16 |
| 27 | 4 | 5 | 4 | 5 | 18 |
| 28 | 4 | 4 | 3 | 5 | 16 |
| 29 | 4 | 4 | 5 | 4 | 17 |
| 30 | 5 | 4 | 5 | 5 | 19 |
| 31 | 4 | 4 | 4 | 4 | 16 |
| 32 | 4 | 4 | 4 | 4 | 16 |
| 33 | 4 | 5 | 4 | 4 | 17 |
| 34 | 5 | 5 | 5 | 5 | 20 |
| 35 | 5 | 5 | 5 | 4 | 19 |
| 36 | 4 | 4 | 4 | 4 | 16 |

| No | Keputusan Pembelian | | | | Total |
|----|---------------------|--------|--------|--------|-------|
| | Item 1 | Item 2 | Item 3 | Item 4 | |
| 37 | 5 | 5 | 5 | 5 | 20 |
| 38 | 5 | 5 | 5 | 5 | 20 |
| 39 | 5 | 5 | 5 | 5 | 20 |
| 40 | 4 | 5 | 4 | 4 | 17 |
| 41 | 5 | 4 | 4 | 4 | 17 |
| 42 | 4 | 4 | 5 | 3 | 16 |
| 43 | 5 | 5 | 5 | 5 | 20 |
| 44 | 4 | 4 | 4 | 4 | 16 |
| 45 | 4 | 4 | 4 | 4 | 16 |
| 46 | 4 | 4 | 4 | 4 | 16 |
| 47 | 4 | 4 | 5 | 4 | 17 |
| 48 | 5 | 5 | 5 | 5 | 20 |
| 49 | 5 | 5 | 5 | 5 | 19 |
| 50 | 4 | 4 | 4 | 4 | 15 |
| 51 | 5 | 5 | 5 | 5 | 20 |
| 52 | 3 | 3 | 4 | 3 | 13 |
| 53 | 5 | 5 | 4 | 4 | 18 |
| 54 | 4 | 4 | 4 | 4 | 16 |
| 55 | 5 | 5 | 5 | 5 | 20 |
| 56 | 4 | 4 | 3 | 3 | 14 |
| 57 | 5 | 4 | 5 | 4 | 18 |
| 58 | 4 | 4 | 5 | 4 | 17 |
| 59 | 3 | 3 | 3 | 3 | 12 |
| 60 | 5 | 4 | 5 | 4 | 18 |
| 61 | 5 | 4 | 5 | 4 | 18 |
| 62 | 4 | 4 | 4 | 4 | 16 |
| 63 | 5 | 5 | 4 | 4 | 18 |
| 64 | 4 | 4 | 4 | 4 | 16 |
| 65 | 5 | 4 | 5 | 4 | 18 |
| 66 | 5 | 4 | 5 | 4 | 18 |
| 67 | 3 | 3 | 3 | 3 | 12 |
| 68 | 4 | 4 | 4 | 4 | 16 |
| 69 | 5 | 5 | 5 | 5 | 20 |
| 70 | 5 | 5 | 5 | 5 | 20 |
| 71 | 4 | 4 | 4 | 4 | 16 |
| 72 | 5 | 5 | 5 | 5 | 20 |
| 73 | 5 | 4 | 5 | 4 | 18 |
| 74 | 5 | 4 | 4 | 5 | 18 |
| 75 | 5 | 5 | 5 | 5 | 20 |
| 76 | 5 | 5 | 5 | 5 | 20 |
| 77 | 4 | 4 | 4 | 4 | 16 |

| No | Keputusan Pembelian | | | | Total |
|-----|---------------------|--------|--------|--------|-------|
| | Item 1 | Item 2 | Item 3 | Item 4 | |
| 78 | 4 | 4 | 4 | 4 | 16 |
| 79 | 4 | 3 | 3 | 3 | 13 |
| 80 | 5 | 5 | 5 | 5 | 20 |
| 81 | 5 | 5 | 5 | 5 | 20 |
| 82 | 4 | 3 | 3 | 4 | 14 |
| 83 | 5 | 5 | 5 | 5 | 20 |
| 84 | 4 | 4 | 5 | 4 | 17 |
| 85 | 5 | 5 | 5 | 5 | 20 |
| 86 | 5 | 5 | 5 | 5 | 20 |
| 87 | 3 | 3 | 3 | 2 | 11 |
| 88 | 5 | 5 | 5 | 4 | 19 |
| 89 | 4 | 4 | 5 | 4 | 17 |
| 90 | 3 | 3 | 3 | 4 | 13 |
| 91 | 4 | 4 | 4 | 4 | 16 |
| 92 | 5 | 5 | 5 | 5 | 20 |
| 93 | 4 | 5 | 5 | 4 | 18 |
| 94 | 4 | 4 | 4 | 4 | 16 |
| 95 | 4 | 5 | 5 | 4 | 18 |
| 96 | 4 | 4 | 5 | 5 | 18 |
| 97 | 5 | 5 | 5 | 5 | 20 |
| 98 | 4 | 4 | 4 | 4 | 16 |
| 99 | 4 | 4 | 4 | 4 | 16 |
| 100 | 4 | 4 | 4 | 4 | 16 |



Lampiran 03. Deskripsi Data Responden

JENIS KELAMIN

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Pria | 52 | 52.0 | 52.0 | 52.0 |
| | Wanita | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

PEKERJAAN

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | Siswa | 12 | 12.0 | 12.0 | 12.0 |
| | Mahasiswa | 57 | 57.0 | 57.0 | 69.0 |
| | Karyawan Swasta | 18 | 18.0 | 18.0 | 87.0 |
| | PNS | 4 | 4.0 | 4.0 | 91.0 |
| | Wirausaha | 9 | 9.0 | 9.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

USIA

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 17-20 | 18 | 18.0 | 18.0 | 18.0 |
| | 21-30 | 66 | 66.0 | 66.0 | 84.0 |
| | 31-40 | 10 | 10.0 | 10.0 | 94.0 |
| | 41-50 | 6 | 6.0 | 6.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 04. Hasil Uji Instrumen *Output Spss 25 For Windows*, Kualitas Produk (X₁), Gaya Hidup (X₂) dan Keputusan Pembelian (Y)

Hasil Uji Validitas Variabel Kualitas Produk (X₁)

| | | Correlations | | | | |
|----------|---------------------|--------------|--------|--------|--------|----------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | Total_X1 |
| X1.1 | Pearson Correlation | 1 | .670** | .537** | .594** | .845** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .670** | 1 | .577** | .533** | .836** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .537** | .577** | 1 | .535** | .815** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .594** | .533** | .535** | 1 | .803** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Total_X1 | Pearson Correlation | .845** | .836** | .815** | .803** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

Hasil Uji Validitas Variabel Gaya Hidup (X₂)

| | | Correlations | | | | | |
|----------|---------------------|--------------|--------|--------|--------|--------|----------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total_X2 |
| X2.1 | Pearson Correlation | 1 | .608** | .550** | .555** | .625** | .836** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .608** | 1 | .517** | .455** | .520** | .781** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .550** | .517** | 1 | .459** | .638** | .790** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .555** | .455** | .459** | 1 | .560** | .752** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .625** | .520** | .638** | .560** | 1 | .838** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Total_X2 | Pearson Correlation | .836** | .781** | .790** | .752** | .838** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

Hasil Uji Validitas Variabel Keputusan Pembelian (Y)

| | | Correlations | | | | |
|---------|---------------------|--------------|--------|--------|--------|---------|
| | | Y1 | Y2 | Y3 | Y4 | Total_Y |
| Y1 | Pearson Correlation | 1 | .647** | .607** | .627** | .841** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .647** | 1 | .634** | .626** | .852** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .607** | .634** | 1 | .610** | .843** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .627** | .626** | .610** | 1 | .855** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Total_Y | Pearson Correlation | .841** | .852** | .843** | .855** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

Uji Realibilitas Variabel Kualitas Produk

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .842 | 4 |

Uji Realibilitas Variabel Gaya Hidup

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .859 | 5 |

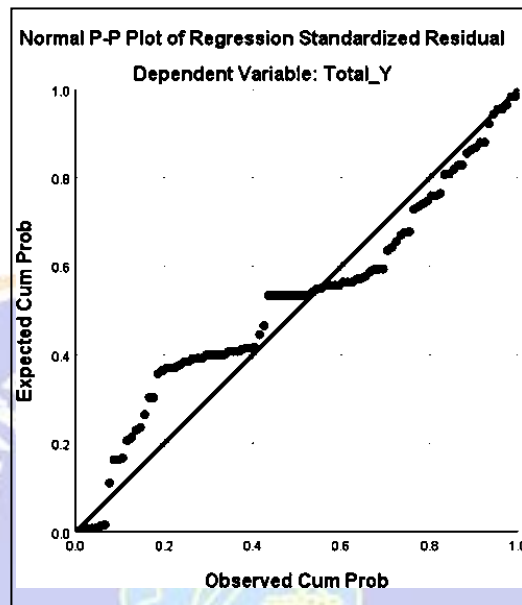
Uji Realibilitas Variabel Keputusan Pembelian

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .868 | 4 |

Lampiran 05. Hasil Uji Asumsi Klasik *Output Spss 25 For Windows*, Kualitas Produk (X₁), Gaya Hidup (X₂), Keputusan Pembelian (Y)

Hasil Uji Normalitas

**Normal P-plot of Regression Standardized Residual
Dependent Variable: Y**

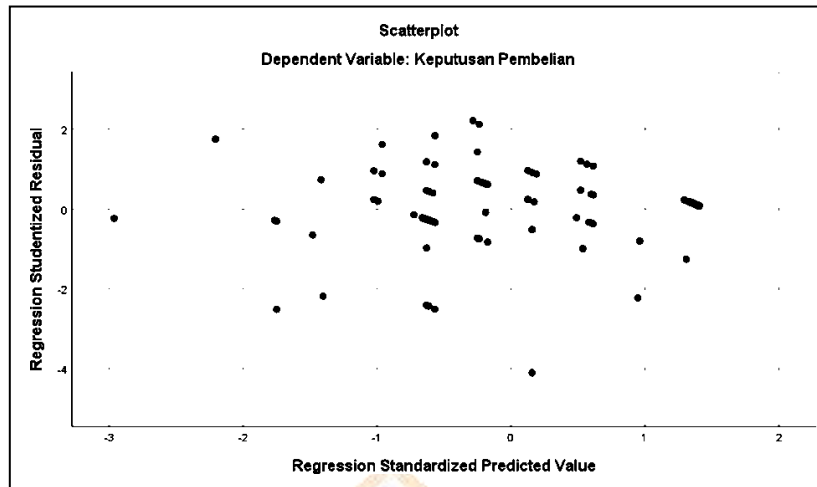


Hasil Uji Multikolinieritas

| Coefficients ^a | | | | | | | | | |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|--|--------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | | Tolerance | VIF |
| 1 | (Constant) | 2.257 | 1.528 | | | 1.477 | .143 | | |
| | Kualitas Produk | .027 | .062 | .028 | | .439 | .661 | .990 | 1.010 |
| | Gaya Hidup | .683 | .056 | .777 | | 12.191 | .000 | .990 | 1.010 |

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Heteroskedastisitas



Lampiran 06. Hasil Analisis Regresi Linier Berganda *Output Spss 25 For Windows*, Kualitas Produk (X₁), Gaya Hidup (X₂), Keputusan Pembelian (Y)

| Model Summary^b | | | | | |
|----------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .781 ^a | .609 | .601 | 1.403 | 2.122 |

a. Predictors: (Constant), Gaya Hidup, Kualitas Produk
b. Dependent Variable: Keputusan Pembelian

| ANOVA^a | | | | | | |
|--------------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 297.836 | 2 | 148.918 | 75.663 | .000 ^b |
| | Residual | 190.914 | 97 | 1.968 | | |
| | Total | 488.750 | 99 | | | |

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Gaya Hidup, Kualitas Produk

| Coefficients^a | | | | | | | | |
|---------------------------------|-----------------|-----------------------------|------------|---------------------------|--------|-------------------------|-----------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Collinearity Statistics | | |
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 2.257 | 1.528 | | 1.477 | .143 | | |
| | Kualitas Produk | .027 | .062 | .028 | .439 | .661 | .990 | 1.010 |
| | Gaya Hidup | .683 | .056 | .777 | 12.191 | .000 | .990 | 1.010 |

a. Dependent Variable: Keputusan Pembelian

| | | Correlations | | | |
|---------------------|---------------------|-------------------------|-----------------|------------|---------------------|
| Control Variables | | | Kualitas produk | Gaya hidup | Keputusan pembelian |
| -none- ^a | Kualitas produk | Correlation | 1.000 | .584 | .634 |
| | | Significance (2-tailed) | . | .000 | .000 |
| | | df | 0 | 98 | 98 |
| | Gaya hidup | Correlation | .584 | 1.000 | .503 |
| | | Significance (2-tailed) | .000 | . | .000 |
| | | df | 98 | 0 | 98 |
| | Keputusan pembelian | Correlation | .634 | .503 | 1.000 |
| | | Significance (2-tailed) | .000 | .000 | . |
| | | df | 98 | 98 | 0 |
| Keputusan pembelian | Kualitas produk | Correlation | 1.000 | .396 | |
| | | Significance (2-tailed) | . | .000 | |
| | | df | 0 | 97 | |
| | Gaya hidup | Correlation | .396 | 1.000 | |
| | | Significance (2-tailed) | .000 | . | |
| | | df | 97 | 0 | |

a. Cells contain zero-order (Pearson) correlations.



Riwayat Hidup



I Made Arda Waras Satwika lahir di Kabupaten Gianyar pada tanggal 26 April 2001. Penulis lahir dari pasangan suami istri Bapak I Wayan Suda dan Ibu Ni Nyoman Seri Artini. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini penulis beralamat di Perumahan Grya Anyar jl. Dharma Giri, Lingk. Roban, Bitera, Kab. Gianyar. Prov. Bali. Penulis memulai pendidikan dasar di SD Negeri 1 Medahan dan lulus pada tahun 2013. Lalu, penulis melanjutkan di SMP Negeri 2 Blahbatuh dan lulus pada tahun 2016. Pada tahun 2019, penulis lulus dari SMA Negeri 1 Blahbatuh dan melanjutkan ke Program Studi S1 Manajemen di Universitas Pendidikan Ganesha. Selanjutnya, mulai tahun 2019 sampai dengan penulisan skripsi ini, penulis masih terdaftar sebagai mahasiswa Program Studi S1 Manajemen di Universitas Pendidikan Ganesha.

