

LAMPIRAN 1
KUESIONER PENELITIAN

Kuisisioner Penelitian

Perkenalkan saya I Gusti Bagus Irvan Prasetya mahasiswa Program Studi S1 Akuntansi, Universitas Pendidikan Ganesha. Sehubungan dengan penelitian saya yang berjudul “Pengaruh Nilai Harga, Motivasi Hedonis, Kebiasaan Dan Daya Tarik Promo Terhadap Minat Menggunakan Financial Technology Aplikasi *Mobile payment OVO*”, dengan saya memohon kesediaan Teman-teman meluangkan sedikit waktu untuk mengisi kuesioner tersebut sesuai dengan pengalaman Teman-teman selama ini. Kerahasiaan identitas Teman-teman akan saya jaga sesuai dengan etika dalam penelitian ini.

*** Wajib**

1. Jenis Kelamin *

Laki-Laki

Perempuan

2. Nama *

3. Jurusan *

4. Apakah anda pernah menggunakan *Mobile payment OVO*? *

Pernah

Tidak Pernah

1. Nilai Harga						
No	Pernyataan	SS	S	R	TS	STS
1	Menurut saya aplikasi <i>Mobile payment</i> OVO merupakan nilai baik untuk uang					
2	Pada harga saat ini, <i>Mobile payment</i> OVO memberikan nilai yang baik					
3	Menurut saya harga <i>mobile payment</i> OVO cukup murah (<i>reasonably priced</i>)					
4	Saya merasa uang yang dikeluarkan untuk menggunakan <i>Mobile payment</i> OVO masih terjangkau.					
5	Saya merasa harga layanan pada <i>Mobile payment</i> OVO sudah sesuai dengan layanan-layanan yang ditawarkan dan diterima.					
6	Saya bersedia untuk membayar seharga yang telah ditetapkan untuk menggunakan <i>Mobile payment</i> OVO					

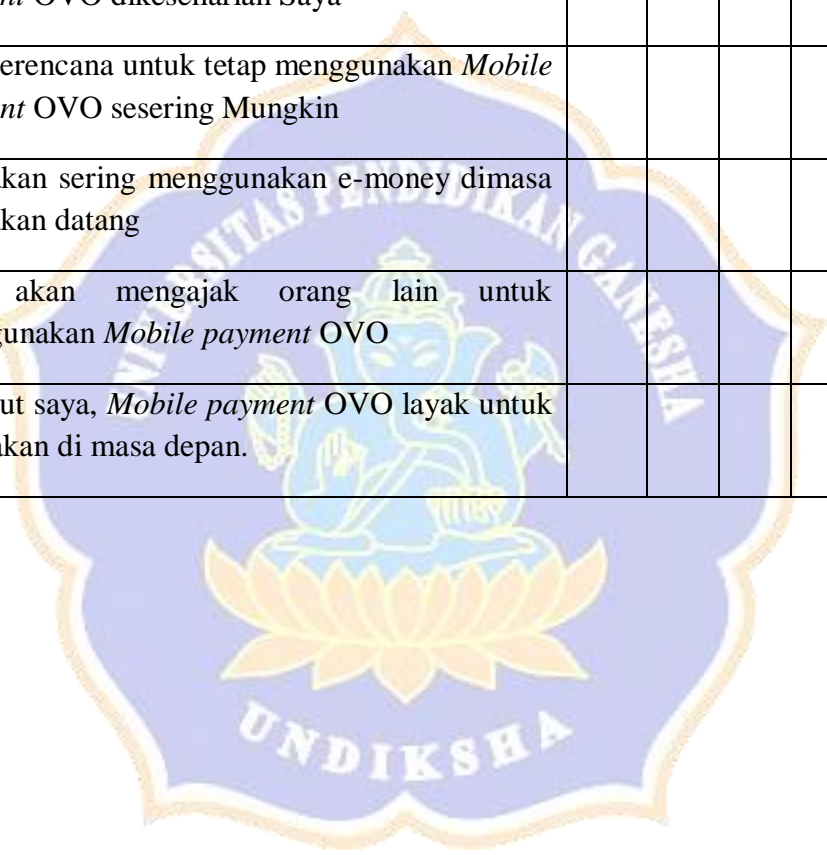
2. Motivasi Hedonis						
No	Pernyataan	SS	S	R	TS	STS
1	Saya merasa menggunakan <i>Mobile payment</i> OVO sangat menyenangkan (fun)					
2	Saya merasa menggunakan <i>Mobile payment</i> OVO memberikan kepuasan					
3	Saya merasa menggunakan <i>Mobile payment</i> OVO sangat menarik					

3. Kebiasaan						
No	Pernyataan	SS	S	R	TS	STS
1	Saya sudah terbiasa menggunakan <i>Mobile payment</i> OVO.					
2	Saya merasa ingin selalu menggunakan <i>Mobile payment</i> OVO dikeseharian Saya					
3	Saya harus menggunakan <i>Mobile payment</i> OVO sebagai alat pembayaran sesering Mungkin					

4	Menggunakan <i>Mobile payment</i> OVO sudah menjadi hal yang selalu saya lakukan dalam melakukan transaksi pembayaran.					
5	Menurut saya lebih baik menggunakan <i>Mobile payment</i> OVO dibandingkan pembayaran tunai.					
6	Menurut saya, <i>Mobile payment</i> OVO mudah dan praktis untuk digunakan					

4. Daya Tarik Promo						
No	Pernyataan	SS	S	R	TS	STS
1	Penerbit <i>Mobile payment</i> OVO menampilkan iklan <i>Mobile payment</i> OVO secara menarik					
2	Penerbit <i>Mobile payment</i> OVO menampilkan iklan <i>Mobile payment</i> OVO secara informatif					
3	Penerbit <i>Mobile payment</i> OVO banyak memberikan potongan harga atau cashback untuk penggunaan <i>Mobile payment</i> OVO					
4	Penerbit uang elektronik memberikan informasi yang lengkap mengenai uang Elektronik					
5	Penerbit <i>Mobile payment</i> OVO mampu membangun citra dengan baik					
6	Penerbit <i>Mobile payment</i> OVO melakukan promosi berupa kerjasama dengan merchant-merchant yang sering digunakan untuk bertransaksi					

5. Minat Menggunakan <i>Mobile payment</i> OVO						
No	Pernyataan	SS	S	R	TS	STS
1	Setelah mengetahui tentang <i>Mobile payment</i> OVO, Saya tertarik untuk menggunakan <i>Mobile payment</i> OVO karena terdapat banyak keuntungan yang akan saya dapatkan.					
2	Saya akan selalu berusaha menggunakan <i>Mobile payment</i> OVO dikeseharian Saya					
3	Saya berencana untuk tetap menggunakan <i>Mobile payment</i> OVO sesering Mungkin					
4	Saya akan sering menggunakan e-money dimasa yang akan datang					
5	Saya akan mengajak orang lain untuk menggunakan <i>Mobile payment</i> OVO					
6	Menurut saya, <i>Mobile payment</i> OVO layak untuk digunakan di masa depan.					



LAMPIRAN 2
TABULASI DATA KUISIONER UJI COBA

1. Variabel Nilai Harga (X₁)

RESPONDEN	Nilai Harga						NH
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
1	4	4	4	4	4	4	24
2	3	4	4	4	4	3	22
3	4	5	5	5	5	4	28
4	3	3	3	3	3	2	17
5	4	4	4	5	4	5	26
6	5	4	5	5	4	4	27
7	4	4	4	5	4	4	25
8	5	4	5	5	4	3	26
9	4	4	4	4	4	4	24
10	4	4	4	4	5	4	25
11	4	5	5	5	4	4	27
12	4	3	4	4	4	4	23
13	3	4	4	4	4	5	24
14	4	4	4	4	5	4	25
15	4	4	4	4	3	4	23
16	4	3	3	3	4	3	20
17	4	4	4	4	3	4	23
18	4	4	4	4	5	4	25
19	4	4	4	4	5	5	26
20	5	4	4	4	5	4	26
21	4	4	4	4	5	4	25
22	3	4	4	4	3	2	20
23	3	3	3	3	4	4	20
24	5	4	4	4	5	4	26
25	3	4	4	4	4	3	22
26	5	4	5	5	5	4	28
27	5	5	5	5	4	4	28
28	4	4	4	4	3	4	23
29	4	4	4	4	3	3	22
30	3	3	2	3	4	3	18

2. Variabel Motivasi Hedonis (X₂)

RESPONDEN	Motivasi Hedonis			MH
	X2.1	X2.2	X2.3	
1	5	5	4	14
2	4	5	4	13
3	4	4	4	12
4	3	4	3	10
5	4	4	4	12
6	4	3	4	11
7	4	5	5	14
8	4	5	4	13
9	5	4	4	13
10	4	5	5	14
11	5	4	4	13
12	5	4	4	13
13	4	4	4	12
14	4	4	5	13
15	3	4	4	11
16	2	3	3	8
17	3	4	3	10
18	5	4	4	13
19	4	5	5	14
20	4	3	3	10
21	5	4	4	13
22	3	4	3	10
23	3	3	3	9
24	4	5	5	14
25	3	4	4	11
26	5	5	4	14
27	4	4	5	13
28	4	4	3	11
29	4	4	4	12
30	4	3	3	10

3. Variabel Kebiasaan (X₃)

RESPONDEN	Kebiasaan						KB
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	
1	4	4	4	4	5	4	25
2	3	4	4	5	4	3	23
3	5	4	5	5	4	4	27
4	3	4	4	3	3	3	20
5	3	4	4	5	4	4	24
6	5	4	3	4	4	5	25
7	5	3	4	5	4	5	26
8	4	4	4	4	5	5	26
9	4	5	4	4	5	4	26
10	4	4	4	3	5	4	24
11	5	5	5	4	4	4	27
12	4	4	4	4	3	3	22
13	4	3	4	5	3	4	23
14	5	4	4	4	5	5	27
15	3	3	4	4	4	4	22
16	4	3	4	4	4	3	22
17	3	4	4	4	3	4	22
18	5	4	4	5	5	4	27
19	5	4	5	5	4	5	28
20	5	4	4	4	4	5	26
21	4	5	4	4	4	5	26
22	4	3	3	3	4	3	20
23	3	4	4	3	3	3	20
24	4	5	4	4	4	5	26
25	3	4	4	4	3	4	22
26	4	4	5	5	5	5	28
27	5	4	4	5	4	5	27
28	4	3	4	4	4	4	23
29	4	4	3	3	4	4	22
30	3	3	4	3	2	4	19

4. Variabel Daya Tarik Promo (X4)

RESPONDEN	Daya Tarik Promo						DTP
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	
1	4	4	3	5	5	5	26
2	4	4	3	3	4	3	21
3	4	5	4	5	4	4	26
4	2	4	3	4	2	3	18
5	4	3	4	4	4	5	24
6	4	4	4	3	4	4	23
7	4	4	4	4	5	4	25
8	5	4	5	4	5	4	27
9	4	5	4	4	4	5	26
10	4	4	5	4	3	4	24
11	4	5	4	5	4	4	26
12	4	3	3	4	4	3	21
13	4	4	4	4	5	3	24
14	4	5	4	4	4	5	26
15	4	4	3	3	4	4	22
16	3	3	4	3	3	4	20
17	3	4	4	4	3	4	22
18	5	5	4	4	4	5	27
19	4	5	5	4	5	5	28
20	3	4	4	4	4	4	23
21	4	4	4	5	4	4	25
22	3	4	4	3	2	4	20
23	5	4	3	3	4	3	22
24	5	4	4	5	4	4	26
25	3	4	3	4	3	4	21
26	4	5	5	4	5	5	28
27	4	5	5	3	5	4	26
28	3	3	4	4	5	4	23
29	4	4	4	3	4	3	22
30	3	4	3	3	2	3	18

5. Variabel Minat Menggunakan *Mobile payment* OVO (Y)

RESPONDEN	Minat						Minat
	Y1	Y2	Y3	Y4	Y5	Y6	
1	4	3	4	5	3	4	23
2	3	4	4	3	4	3	21
3	4	5	4	4	5	4	26
4	4	3	4	3	4	4	22
5	4	4	5	4	4	4	25
6	4	2	4	4	3	4	21
7	4	4	5	4	4	4	25
8	3	4	5	4	4	4	24
9	4	4	4	4	4	5	25
10	5	4	5	4	4	4	26
11	5	4	4	5	5	4	27
12	4	4	3	4	4	4	23
13	4	3	4	4	4	3	22
14	4	5	4	4	4	5	26
15	4	4	3	3	4	4	22
16	3	4	3	3	4	4	21
17	4	3	4	4	3	4	22
18	4	4	5	4	4	5	26
19	5	4	5	4	4	5	27
20	4	5	4	4	5	4	26
21	4	4	5	5	4	4	26
22	4	3	2	3	4	3	19
23	3	4	3	3	3	4	20
24	5	4	4	5	4	4	26
25	4	3	4	3	3	4	21
26	4	5	4	5	5	4	27
27	4	5	3	5	4	5	26
28	4	4	5	4	4	3	24
29	4	3	3	4	4	4	22
30	2	3	2	4	3	3	17

LAMPIRAN 3

HASIL UJI VALIDITAS BUTIR DAN RELIABELITAS KUESIONER

A. Uji Kualitas Data

1. Variabel Nilai Harga

Correlations								
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Nilai_Harga
X1.1	Pearson Correlation	1	,389*	,620**	,585**	,369*	,338	,752**
	Sig. (2-tailed)		,033	,000	,001	,045	,068	,000
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,389*	1	,799**	,765**	,205	,321	,757**
	Sig. (2-tailed)	,033		,000	,000	,278	,083	,000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,620**	,799**	1	,891**	,210	,300	,844**
	Sig. (2-tailed)	,000	,000		,000	,265	,107	,000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,585**	,765**	,891**	1	,200	,372*	,844**
	Sig. (2-tailed)	,001	,000	,000		,289	,043	,000
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,369*	,205	,210	,200	1	,446*	,576**
	Sig. (2-tailed)	,045	,278	,265	,289		,014	,001
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,338	,321	,300	,372*	,446*	1	,651**
	Sig. (2-tailed)	,068	,083	,107	,043	,014		,000
	N	30	30	30	30	30	30	30
Nilai_Harga	Pearson Correlation	,752**	,757**	,844**	,844**	,576**	,651**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,001	,000	
	N	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
,823	6



2. Variabel Motivasi Hedonis

Correlations

		X2.1	X2.2	X2.3	Motivasi_Hedonis
X2.1	Pearson Correlation	1	,347	,387*	,751**
	Sig. (2-tailed)		,060	,035	,000
	N	30	30	30	30
X2.2	Pearson Correlation	,347	1	,618**	,806**
	Sig. (2-tailed)	,060		,000	,000
	N	30	30	30	30
X2.3	Pearson Correlation	,387*	,618**	1	,830**
	Sig. (2-tailed)	,035	,000		,000
	N	30	30	30	30
Motivasi_Hedonis	Pearson Correlation	,751**	,806**	,830**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,704	3



3. Variabel Kebiasaan

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Kebiasaan
X3.1	Pearson Correlation	1	,156	,181	,374*	,473**	,547**	,748**
	Sig. (2-tailed)		,411	,339	,042	,008	,002	,000
	N	30	30	30	30	30	30	30
X3.2	Pearson Correlation	,156	1	,243	,024	,289	,264	,484**
	Sig. (2-tailed)	,411		,195	,900	,121	,158	,007
	N	30	30	30	30	30	30	30
X3.3	Pearson Correlation	,181	,243	1	,484**	,095	,180	,502**
	Sig. (2-tailed)	,339	,195		,007	,617	,342	,005
	N	30	30	30	30	30	30	30
X3.4	Pearson Correlation	,374*	,024	,484**	1	,260	,371*	,651**
	Sig. (2-tailed)	,042	,900	,007		,166	,043	,000
	N	30	30	30	30	30	30	30
X3.5	Pearson Correlation	,473**	,289	,095	,260	1	,379*	,686**
	Sig. (2-tailed)	,008	,121	,617	,166		,039	,000
	N	30	30	30	30	30	30	30
X3.6	Pearson Correlation	,547**	,264	,180	,371*	,379*	1	,739**
	Sig. (2-tailed)	,002	,158	,342	,043	,039		,000
	N	30	30	30	30	30	30	30

	Pearson Correlation	,748**	,484**	,502**	,651**	,686**	,739**	1
Kebiasaan	Sig. (2-tailed)	,000	,007	,005	,000	,000	,000	
	N	30	30	30	30	30	30	30

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,715	6



4. Variabel Daya Tarik Promo

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	Daya_Tarik_Promo
X4.1	Pearson Correlation	1	,288	,261	,169	,580**	,213	,659**
	Sig. (2-tailed)		,123	,164	,372	,001	,258	,000
	N	30	30	30	30	30	30	30
X4.2	Pearson Correlation	,288	1	,365*	,204	,197	,395*	,595**
	Sig. (2-tailed)	,123		,048	,280	,296	,031	,001
	N	30	30	30	30	30	30	30
X4.3	Pearson Correlation	,261	,365*	1	,122	,391*	,450*	,652**
	Sig. (2-tailed)	,164	,048		,520	,033	,013	,000
	N	30	30	30	30	30	30	30
X4.4	Pearson Correlation	,169	,204	,122	1	,264	,364*	,537**
	Sig. (2-tailed)	,372	,280	,520		,159	,048	,002
	N	30	30	30	30	30	30	30
X4.5	Pearson Correlation	,580**	,197	,391*	,264	1	,328	,752**
	Sig. (2-tailed)	,001	,296	,033	,159		,077	,000
	N	30	30	30	30	30	30	30
X4.6	Pearson Correlation	,213	,395*	,450*	,364*	,328	1	,692**
	Sig. (2-tailed)	,258	,031	,013	,048	,077		,000
	N	30	30	30	30	30	30	30

Daya_Tarik Promo	Pearson Correlation	,659**	,595**	,652**	,537**	,752**	,692**	1
	Sig. (2-tailed)	,000	,001	,000	,002	,000	,000	
	N	30	30	30	30	30	30	30

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,725	6



5. Variabel Minat Menggunakan *Mobile payment* OVO

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Minat
Y1	Pearson Correlation	1	,120	,426*	,398*	,357	,367*	,673**
	Sig. (2-tailed)		,526	,019	,030	,053	,046	,000
	N	30	30	30	30	30	30	30
Y2	Pearson Correlation	,120	1	,195	,265	,686**	,393*	,677**
	Sig. (2-tailed)	,526		,302	,157	,000	,032	,000
	N	30	30	30	30	30	30	30
Y3	Pearson Correlation	,426*	,195	1	,293	,195	,271	,660**
	Sig. (2-tailed)	,019	,302		,116	,301	,148	,000
	N	30	30	30	30	30	30	30
Y4	Pearson Correlation	,398*	,265	,293	1	,259	,263	,632**
	Sig. (2-tailed)	,030	,157	,116		,166	,160	,000
	N	30	30	30	30	30	30	30
Y5	Pearson Correlation	,357	,686**	,195	,259	1	,101	,649**
	Sig. (2-tailed)	,053	,000	,301	,166		,597	,000
	N	30	30	30	30	30	30	30
Y6	Pearson Correlation	,367*	,393*	,271	,263	,101	1	,596**
	Sig. (2-tailed)	,046	,032	,148	,160	,597		,001
	N	30	30	30	30	30	30	30
Minat	Pearson Correlation	,673**	,677**	,660**	,632**	,649**	,596**	1

Sig. (2-tailed)	,000	,000	,000	,000	,000	,001	
N	30	30	30	30	30	30	30

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,715	6



LAMPIRAN 4

TABULASI DATA ANALISIS REGRESI LINIER BERGANDA

1. Nilai Harga

RESPONDEN	Pertanyaan						Total
	1	2	3	4	5	6	
1	4	5	5	5	4	4	27
2	4	4	4	4	5	4	25
3	3	4	4	4	3	2	20
4	4	4	4	4	3	3	22
5	3	3	2	3	4	3	18
6	4	5	4	4	4	5	26
7	4	3	3	3	2	4	19
8	4	4	4	5	4	5	26
9	4	3	4	4	3	4	22
10	5	4	4	5	4	5	27
11	4	4	5	4	4	5	26
12	4	3	4	3	3	4	21
13	4	4	3	4	3	4	22
14	3	3	4	3	4	2	19
15	4	4	4	4	4	4	24
16	4	5	5	4	5	4	27
17	5	4	4	4	4	5	26
18	4	4	4	4	5	5	26
19	4	3	3	4	3	4	21
20	4	4	5	4	4	4	25
21	4	4	4	5	4	5	26
22	4	5	5	4	5	4	27
23	4	4	4	4	4	3	23
24	4	3	3	3	4	4	21
25	5	5	4	4	5	4	27
26	5	4	4	5	3	4	25
27	4	3	4	4	4	3	22
28	5	4	4	4	5	4	26
29	4	4	4	4	4	5	25
30	4	4	4	4	4	4	24
31	3	4	4	4	4	3	22
32	4	5	5	5	5	4	28
33	3	3	3	3	3	2	17

34	4	4	4	5	4	5	26
35	4	3	4	3	4	4	22
36	4	4	4	5	4	4	25
37	5	4	5	5	4	3	26
38	4	4	4	4	4	4	24
39	4	4	4	4	5	4	25
40	4	4	4	5	4	4	25
41	3	4	3	4	3	4	21
42	4	5	4	4	5	4	26
43	4	3	4	3	4	3	21
44	3	4	3	5	4	3	22
45	4	4	4	4	5	5	26
46	3	4	3	4	4	3	21
47	4	5	4	4	5	3	25
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50	4	4	4	4	5	4	25
51	4	3	4	3	3	4	21
52	4	3	4	4	4	5	24
53	5	4	5	5	4	3	26
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55	4	5	5	4	5	4	27
56	3	4	4	4	4	3	22
57	3	2	3	4	4	4	20
58	4	5	4	5	3	5	26
59	4	5	5	5	4	4	27
60	4	3	4	4	4	4	23
61	4	3	4	4	5	4	24
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64	4	4	4	4	5	4	25
65	4	4	4	4	3	4	23
66	4	3	3	3	4	3	20
67	4	4	4	4	3	4	23
68	4	4	4	4	5	4	25
69	4	4	4	4	5	5	26
70	5	4	4	4	5	4	26
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72	4	3	3	4	4	4	22
73	3	4	4	4	3	5	23
74	4	5	5	5	4	4	27
75	3	4	3	3	4	4	21
76	4	4	4	4	3	4	23

77	4	5	4	5	5	4	27
78	4	5	4	4	4	3	24
79	4	5	4	4	4	4	25
80	5	4	5	5	4	4	27
81	5	4	4	4	4	4	25
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83	3	4	4	4	4	5	24
84	4	4	4	2	4	4	22
85	3	3	3	3	4	4	20
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87	3	4	4	4	4	3	22
88	5	4	5	5	5	4	28
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92	4	4	3	3	3	4	21
93	4	3	4	4	4	3	22
94	5	4	5	5	4	5	28
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96	4	5	5	4	4	4	26
97	4	4	4	4	4	4	24
98	4	3	4	4	4	3	22
99	4	3	4	4	4	3	22
100	3	4	2	4	4	3	20
101	5	4	4	5	4	5	27
102	4	4	4	4	4	5	25
103	3	4	3	4	4	4	22
104	3	4	4	4	3	4	22
105	4	4	5	4	5	5	27
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107	4	4	4	5	4	4	25
108	3	3	2	3	4	4	19
109	5	4	4	5	4	4	26
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113	4	5	4	4	4	5	26
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115	3	4	4	3	4	5	23
116	3	3	4	4	3	4	21
117	5	4	5	5	4	4	27
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119	4	4	4	4	5	4	25

120	3	3	4	3	4	4	21
121	4	4	4	4	5	5	26
122	4	5	5	4	4	4	26
123	4	4	4	4	5	4	25
124	5	5	5	4	4	5	28
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130	4	4	4	3	2	4	21
131	4	5	5	5	4	5	28
132	4	3	2	3	3	4	19
133	5	5	4	4	5	5	28
134	5	4	5	5	5	4	28



2. Motivasi Hedonis

RESPONDEN	Pertanyaan			Total
	1	2	3	
1	5	4	4	13
2	5	4	4	13
3	3	4	3	10
4	4	4	4	12
5	3	2	3	8
6	4	3	4	11
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18	4	4	4	12
19	4	4	3	11
20	4	5	4	13
21	5	4	4	13
22	4	5	4	13
23	4	4	3	11
24	4	4	4	12
25	5	5	4	14
26	4	4	5	13
27	4	4	3	11
28	4	5	4	13
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33	3	4	3	10
34	4	4	4	12
35	4	3	4	11
36	4	5	5	14
37	4	5	4	13
38	5	4	4	13

39	4	5	5	14
40	5	5	4	14
41	4	3	4	11
42	5	5	4	14
43	4	3	4	11
44	4	3	4	11
45	5	5	4	14
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58	4	4	4	12
59	5	4	5	14
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61	4	4	4	12
62	5	4	4	13
63	4	4	4	12
64	4	4	5	13
65	3	4	4	11
66	2	3	3	8
67	3	4	3	10
68	5	4	4	13
69	4	5	5	14
70	4	3	3	10
71	5	5	4	14
72	3	5	4	12
73	3	3	4	10
74	4	5	5	14
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77	4	4	5	13
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79	4	5	4	13
80	5	4	4	13
81	4	5	4	13

82	4	5	5	14
83	4	4	5	13
84	3	4	3	10
85	3	3	3	9
86	4	5	5	14
87	3	4	4	11
88	5	5	4	14
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93	3	4	4	11
94	4	4	4	12
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101	4	5	4	13
102	4	4	4	12
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105	4	4	5	13
106	5	4	5	14
107	4	4	4	12
108	4	3	3	10
109	5	4	4	13
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111	4	4	4	12
112	5	5	4	14
113	5	4	5	14
114	5	5	4	14
115	4	4	3	11
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119	5	5	4	14
120	3	3	4	10
121	4	4	5	13
122	5	4	4	13
123	4	5	4	13
124	5	4	5	14

125	4	3	3	10
126	4	4	4	12
127	3	3	4	10
128	5	5	3	13
129	4	4	3	11
130	4	4	3	11
131	4	5	4	13
132	4	3	3	10
133	4	4	4	12
134	4	4	4	12



3. Kebiasaan

RESPONDEN	Pertanyaan						Total
	1	2	3	4	5	6	
1	5	5	5	4	4	4	27
2	4	5	4	4	4	5	26
3	4	3	3	3	4	3	20
4	4	4	3	3	4	4	22
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7	4	3	2	4	3	3	19
8	3	5	4	5	4	5	26
9	4	3	4	3	4	3	21
10	5	5	4	5	3	4	26
11	4	4	3	5	4	4	24
12	4	3	3	4	3	4	21
13	3	4	3	4	3	4	21
14	4	3	4	2	4	4	21
15	5	3	4	4	4	4	24
16	5	4	5	4	5	5	28
17	5	4	4	3	4	4	24
18	4	4	4	4	4	3	23
19	3	4	3	4	4	3	21
20	4	4	4	4	4	5	25
21	4	5	4	4	4	5	26
22	4	5	4	4	5	4	26
23	4	3	4	4	3	4	22
24	5	4	3	3	3	4	22
25	5	5	4	5	4	5	28
26	4	4	5	4	4	3	24
27	4	4	3	4	4	3	22
28	5	4	4	5	4	4	26
29	5	5	4	4	5	4	27
30	4	4	4	4	5	4	25
31	3	4	4	5	4	3	23
32	5	4	5	5	4	4	27
33	3	4	4	3	3	3	20
34	3	4	4	5	4	4	24
35	5	4	3	4	4	5	25
36	5	3	4	5	4	5	26
37	4	4	4	4	5	5	26
38	4	5	4	4	5	4	26

39	4	4	4	3	5	4	24
40	5	3	4	5	4	5	26
41	3	3	4	3	3	4	20
42	5	4	4	4	4	5	26
43	4	4	3	3	4	4	22
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46	4	3	4	4	3	4	22
47	5	3	4	4	4	5	25
48	3	4	3	4	4	3	21
49	4	5	4	5	3	4	25
50	4	5	4	4	4	4	25
51	4	3	4	4	3	3	21
52	4	4	3	4	4	5	24
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55	4	5	5	3	5	4	26
56	3	3	4	4	3	3	20
57	4	3	3	3	4	2	19
58	3	5	4	4	5	4	25
59	5	5	5	4	4	4	27
60	4	4	4	4	3	3	22
61	4	4	4	4	3	3	22
62	4	4	4	4	3	3	22
63	4	3	4	5	3	4	23
64	5	4	4	4	5	5	27
65	3	3	4	4	4	4	22
66	4	3	4	4	4	3	22
67	3	4	4	4	3	4	22
68	5	4	4	5	5	4	27
69	5	4	5	5	4	5	28
70	5	4	4	4	4	5	26
71	4	4	5	5	4	5	27
72	4	3	4	4	3	4	22
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77	4	4	5	4	4	5	26
78	4	4	5	4	4	3	24
79	4	5	5	4	4	4	26
80	4	4	4	5	4	4	25
81	5	4	4	4	4	5	26

82	4	5	4	4	5	4	26
83	4	4	3	4	4	4	23
84	3	4	3	3	4	4	21
85	3	4	4	3	3	3	20
86	4	5	4	4	4	5	26
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102	5	4	5	4	4	4	26
103	4	3	4	3	4	4	22
104	4	3	4	4	3	4	22
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106	4	5	5	4	4	4	26
107	5	4	4	4	5	4	26
108	4	3	4	3	4	2	20
109	4	4	4	5	5	4	26
110	4	3	5	5	4	4	25
111	3	3	4	3	4	3	20
112	4	4	5	4	4	4	25
113	4	5	4	4	5	4	26
114	4	4	5	4	4	5	26
115	4	3	4	5	3	4	23
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118	3	4	3	4	3	4	21
119	4	4	4	5	4	4	25
120	4	4	4	4	4	3	23
121	5	4	5	5	5	4	28
122	4	4	4	4	5	5	26
123	5	4	4	4	5	5	27
124	4	5	4	5	4	4	26

125	2	4	3	3	3	4	19
126	4	3	4	4	3	4	22
127	3	4	4	3	4	4	22
128	5	4	5	4	4	4	26
129	4	4	3	4	4	4	23
130	3	4	4	4	3	4	22
131	4	4	5	5	4	4	26
132	4	3	3	2	4	4	20
133	5	5	4	4	4	5	27
134	5	4	5	4	4	4	26



4. Daya Tarik Promo

RESPONDEN	Pertanyaan						Total
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1	4	5	4	5	4	4	26
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4	4	4	4	3	4	3	22
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17	5	4	4	4	3	4	24
18	5	4	4	4	5	5	27
19	3	3	3	4	4	3	20
20	4	4	4	4	5	4	25
21	4	5	4	4	4	5	26
22	4	4	5	4	5	4	26
23	4	4	3	3	4	4	22
24	3	4	4	3	4	3	21
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26	4	4	4	5	4	4	25
27	4	4	4	3	4	5	24
28	4	5	4	4	5	4	26
29	4	4	4	5	4	5	26
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34	4	3	4	4	4	5	24
35	4	4	4	3	4	4	23
36	4	4	4	4	5	4	25
37	5	4	5	4	5	4	27
38	4	5	4	4	4	5	26

39	4	4	5	4	3	4	24
40	4	4	4	4	5	4	25
41	4	4	4	3	4	4	23
42	5	5	4	5	4	4	27
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64	4	5	4	4	4	5	26
65	4	4	3	3	4	4	22
66	3	3	4	3	3	4	20
67	3	4	4	4	3	4	22
68	5	5	4	4	4	5	27
69	4	5	5	4	5	5	28
70	3	4	4	4	4	4	23
71	4	4	5	4	4	4	25
72	4	3	4	4	4	3	22
73	4	3	3	4	4	3	21
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78	4	4	4	5	4	4	25
79	4	5	4	5	4	4	26
80	5	4	4	4	4	5	26
81	4	4	5	4	4	4	25

82	4	4	4	5	4	5	26
83	5	4	4	4	3	4	24
84	3	4	4	2	4	4	21
85	5	4	3	3	4	3	22
86	5	4	4	5	4	4	26
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93	3	4	3	3	3	4	20
94	5	4	4	5	5	4	27
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97	4	4	4	5	4	4	25
98	4	3	4	4	3	4	22
99	4	3	4	4	3	4	22
100	4	3	4	4	4	2	21
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104	4	3	4	4	3	3	21
105	4	5	4	5	4	4	26
106	4	5	5	4	4	5	27
107	4	4	4	5	4	4	25
108	4	3	4	3	3	4	21
109	4	4	3	5	4	4	24
110	4	4	5	4	4	5	26
111	3	4	3	3	4	3	20
112	5	4	4	4	5	4	26
113	4	5	3	4	4	4	24
114	4	5	4	4	4	5	26
115	4	4	4	4	5	3	24
116	4	3	4	4	4	4	23
117	5	4	4	5	4	4	26
118	3	2	4	3	4	4	20
119	4	4	4	5	4	4	25
120	4	4	4	4	3	3	22
121	5	4	5	4	5	5	28
122	5	4	5	4	4	4	26
123	4	5	4	4	4	5	26
124	5	4	5	4	4	4	26

125	3	4	3	4	3	4	21
126	3	4	4	4	3	2	20
127	3	3	3	4	3	4	20
128	4	4	4	5	5	4	26
129	4	3	4	4	4	4	23
130	4	3	4	4	4	3	22
131	5	5	4	4	4	5	27
132	4	3	3	3	4	3	20
133	4	5	4	4	5	4	26
134	5	4	4	4	4	5	26



5. Minat

RESPONDEN	Pertanyaan						Total
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1	5	4	4	5	5	4	27
2	4	4	5	5	4	4	26
3	4	3	2	3	4	3	19
4	4	3	3	4	4	4	22
5	2	3	2	4	3	3	17
6	4	4	5	4	4	4	25
7	3	4	3	3	4	3	20
8	4	5	4	5	4	4	26
9	4	3	4	3	4	4	22
10	5	4	5	4	4	5	27
11	4	4	4	4	5	4	25
12	3	4	3	3	4	3	20
13	3	4	4	3	3	4	21
14	3	3	3	4	3	3	19
15	4	4	4	4	4	4	24
16	4	5	4	5	5	4	27
17	4	4	4	5	4	4	25
18	4	5	4	4	4	5	26
19	3	4	4	3	4	3	21
20	4	5	5	4	4	4	26
21	5	4	5	4	4	4	26
22	5	4	4	5	4	4	26
23	4	3	4	4	3	4	22
24	4	4	4	3	4	4	23
25	4	5	5	4	4	5	27
26	4	4	5	4	5	4	26
27	4	3	4	4	3	4	22
28	5	4	5	4	5	4	27
29	5	4	4	5	4	4	26
30	4	3	4	5	3	4	23
31	3	4	4	3	4	3	21
32	4	5	4	4	5	4	26
33	4	3	4	3	4	4	22
34	4	4	5	4	4	4	25
35	4	2	4	4	3	4	21
36	4	4	5	4	4	4	25
37	3	4	5	4	4	4	24
38	4	4	4	4	4	5	25

39	5	4	5	4	4	4	26
40	4	4	5	4	4	4	25
41	3	4	3	4	4	3	21
42	5	5	4	4	4	4	26
43	4	4	4	3	4	3	22
44	3	4	4	4	3	4	22
45	4	4	5	5	4	4	26
46	4	4	3	4	3	3	21
47	4	5	4	4	4	4	25
48	4	3	3	3	3	4	20
49	5	4	4	5	4	4	26
50	5	4	4	4	5	4	26
51	3	4	4	3	3	4	21
52	4	4	4	4	4	4	24
53	4	4	5	4	5	4	26
54	4	4	4	4	4	5	25
55	5	4	5	4	5	5	28
56	4	4	4	3	4	4	23
57	4	3	3	3	3	4	20
58	4	5	4	4	4	5	26
59	5	4	4	5	5	4	27
60	4	4	3	4	4	4	23
61	4	3	4	4	4	4	23
62	4	4	3	4	4	4	23
63	4	3	4	4	4	3	22
64	4	5	4	4	4	5	26
65	4	4	3	3	4	4	22
66	3	4	3	3	4	4	21
67	4	3	4	4	3	4	22
68	4	4	5	4	4	5	26
69	5	4	5	4	4	5	27
70	4	5	4	4	5	4	26
71	4	4	5	4	4	4	25
72	4	3	4	4	4	4	23
73	3	4	4	3	3	4	21
74	5	4	4	5	4	4	26
75	3	4	4	3	4	4	22
76	4	4	4	4	4	4	24
77	4	5	4	5	5	4	27
78	4	4	4	4	4	4	24
79	5	4	5	4	4	5	27
80	4	4	5	4	4	4	25
81	5	4	4	4	4	4	25

82	4	5	5	4	4	4	26
83	4	4	4	4	4	4	24
84	4	3	4	4	3	4	22
85	3	4	3	3	3	4	20
86	5	4	4	5	4	4	26
87	4	3	4	3	3	4	21
88	4	5	4	5	5	4	27
89	4	5	3	5	4	5	26
90	4	4	5	4	4	3	24
91	4	5	5	4	4	5	27
92	4	4	4	3	4	3	22
93	4	3	3	4	3	4	21
94	4	5	4	5	4	4	26
95	5	4	4	5	4	4	26
96	5	4	5	5	4	4	27
97	5	4	4	4	4	4	25
98	4	3	4	4	4	4	23
99	4	3	4	3	4	4	22
100	4	4	4	3	4	3	22
101	5	5	4	5	4	4	27
102	4	4	5	4	4	4	25
103	3	4	4	4	4	3	22
104	3	4	3	4	3	4	21
105	5	4	4	4	4	4	25
106	4	5	4	4	4	5	26
107	4	4	4	5	4	4	25
108	4	3	4	4	4	3	22
109	4	4	3	4	4	3	22
110	4	4	4	5	4	5	26
111	3	3	4	3	4	4	21
112	5	5	4	4	5	4	27
113	5	4	4	4	5	4	26
114	5	4	4	5	4	4	26
115	4	4	4	4	4	3	23
116	3	4	4	4	3	4	22
117	4	4	5	5	4	4	26
118	3	4	3	4	4	4	22
119	4	4	4	5	4	4	25
120	4	4	4	4	4	4	24
121	5	4	5	5	5	4	28
122	4	5	4	4	5	5	27
123	4	5	4	4	4	5	26
124	5	5	4	4	4	4	26

125	4	3	4	4	4	3	22
126	4	4	4	4	4	4	24
127	3	3	4	3	4	3	20
128	4	5	5	4	4	4	26
129	3	4	4	4	4	4	23
130	4	4	4	4	3	4	23
131	5	4	4	4	5	5	27
132	4	4	3	3	4	3	21
133	4	5	4	5	4	4	26
134	4	4	4	5	4	5	26



LAMPIRAN 5

HASIL ANALISIS DESKRIPTIF

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Nilai Harga	134	17	28	24,00	2,670
Motivasi Hedonis	134	8	14	12,13	1,453
Kebiasaan	134	16	28	23,97	2,507
Daya Tarik Promo	134	15	28	23,90	2,598
Minat	134	17	28	24,05	2,373
Valid N (listwise)	134				



LAMPIRAN 6

HASIL UJI ASUMSI KLASIK

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		134
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,90148398
	Absolute	,097
Most Extreme Differences	Positive	,046
	Negative	-,097
Kolmogorov-Smirnov Z		1,122
Asymp. Sig. (2-tailed)		,161

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,892	,775		3,732	,000		
	Nilai Harga	,167	,077	,188	2,169	,032	,149	6,720
	Motivasi Hedonis	,213	,095	,130	2,231	,027	,328	3,053
	Kebiasaan	,268	,084	,284	3,213	,002	,144	6,956
	Daya Tarik Promo	,340	,078	,373	4,339	,000	,152	6,593

a. Dependent Variable: Minat

3. Uji Heteroskedastisitas (*Uji Glesjer*)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,580	,497		3,181	,002
	Nilai Harga	-,089	,049	-,398	-1,802	,074
	Motivasi Hedonis	-,011	,061	-,027	-,184	,855
	Kebiasaan	,084	,054	,354	1,572	,118
	Daya Tarik Promo	-,027	,050	-,119	-,541	,589

a. Dependent Variable: ABS



LAMPIRAN 7
HASIL UJI HIPOTESIS

1. Analisis Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,892	,775		3,732	,000
	Nilai Harga	,167	,077	,188	2,169	,032
	Motivasi Hedonis	,213	,095	,130	2,231	,027
	Kebiasaan	,268	,084	,284	3,213	,002
	Daya Tarik Promo	,340	,078	,373	4,339	,000

a. Dependent Variable: Minat

2. Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,892	,775		3,732	,000
	Nilai Harga	,167	,077	,188	2,169	,032
	Motivasi Hedonis	,213	,095	,130	2,231	,027
	Kebiasaan	,268	,084	,284	3,213	,002
	Daya Tarik Promo	,340	,078	,373	4,339	,000

a. Dependent Variable: Minat

3. Koefisien Determinasi (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,925 ^a	,856	,851	,915

a. Predictors: (Constant), Daya Tarik Promo, Motivasi Hedonis, Nilai Harga, Kebiasaan

