

## LAMPIRAN 4 : GAMBARAN UMUM RESPONDEN

### 1. Deskripsi Responden Berdasarkan Jenis Kelamin

Tabel 03  
Jumlah Responden Berdasarkan Jenis kelamin

Jenis Kelamin	Jumlah Responden	Persentase
- Perempuan	52	69,3%
- Laki-laki	23	30,7%

### 2. Deskripsi Responden Berdasarkan Usia

Tabel 04  
Jumlah Responden Berdasarkan Usia

Usia	Jumlah Responden	Persentase
- 18	6	8%
- 19	5	6,7%
- 20	4	5,3%
- 21	38	50,7%
- 22	12	16%
- 23	5	6,7%
- 24	2	2,7%
- 25	-	-
- 26	1	1,3%
- 27	2	2,7%

### 3. Deskripsi Responden Berdasarkan Alamat (Kabupaten Asal)

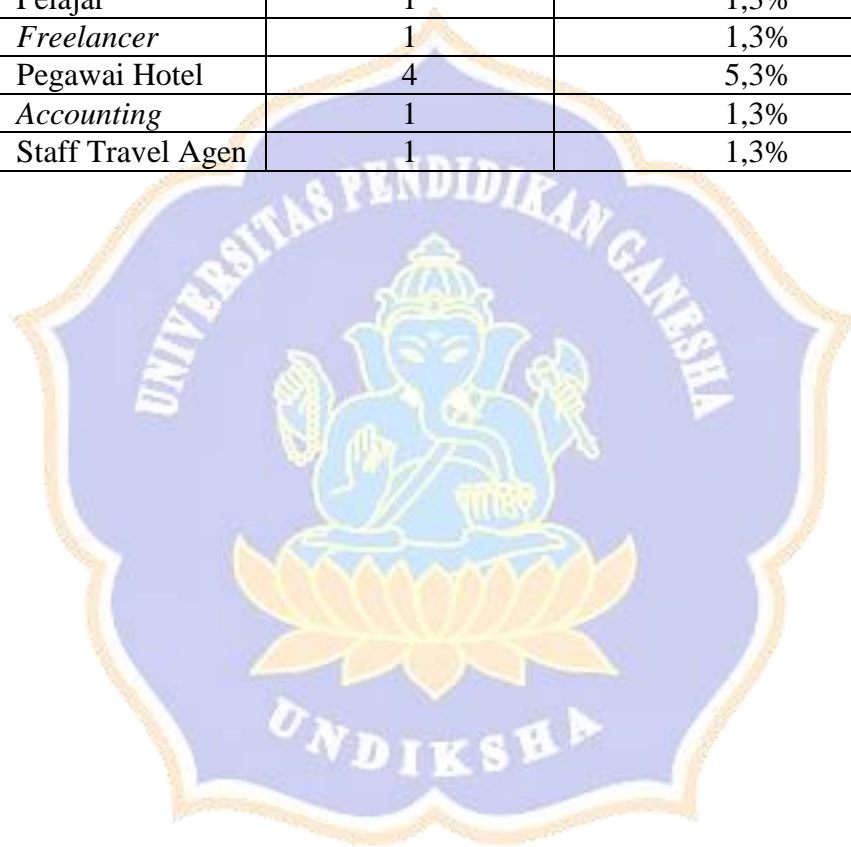
Tabel 05  
Jumlah Responden Alamat (Kabupaten Asal)

Alamat ( Kabupaten Asal)	Jumlah Responden	Persentase
- Denpasar	16	21,3%
- Buleleng	18	24 %
- Badung	7	9,3%
- Bangli	9	12%
- Gianyar	9	12%
- Klungkung	2	2,7%
- Karangasem	9	12%
- Jembrana	1	1,3%
- Tabanan	4	5,3%

#### 4. Deskripsi Responden Berdasarkan Pekerjaan

Tabel 06  
Jumlah Responden Berdasarkan Pekerjaan

Pekerjaan	Jumlah	Presentase
- Karyawan Swasta	4	5,3%
- Wiraswasta	2	2,6%
- PNS	1	1,3%
- Guru	2	2,6%
- Mahasiswa	59	78,6%
- Agen Asuransi	1	1,3%
- Pelajar	1	1,3%
- <i>Freelancer</i>	1	1,3%
- Pegawai Hotel	4	5,3%
- <i>Accounting</i>	1	1,3%
- Staff Travel Agen	1	1,3%



**LAMPIRAN 5 : HASIL DATA JAWABAN KUESIONER**

No	Gaya Hidup				Total
	Item 1	Item 2	Item 3	Item 4	
1	4	4	4	4	16
2	5	5	5	5	20
3	4	5	5	4	18
4	5	5	5	4	19
5	5	5	5	5	20
6	5	5	4	4	18
7	5	5	4	4	18
8	5	4	5	5	19
9	5	5	5	5	20
10	5	4	5	5	19
11	5	5	4	4	18
12	5	5	5	5	20
13	4	5	4	5	18
14	5	5	5	5	20
15	5	5	5	5	20
16	5	5	5	5	20
17	5	5	5	4	19
18	5	5	5	5	20
19	5	5	5	4	19
20	4	4	4	4	16
21	5	5	5	5	20
22	4	5	5	5	19
23	4	5	5	5	19
24	5	4	5	5	19
25	4	4	4	4	16
26	5	5	5	5	20
27	4	5	5	5	19
28	4	5	5	5	19
29	4	5	5	5	19
30	4	4	4	5	17
31	5	5	5	3	18
32	4	5	3	4	16
33	5	5	5	5	20
34	5	5	5	4	19
35	5	5	5	5	20
36	4	4	2	3	13
37	5	5	5	5	20
39	5	5	5	5	20
40	4	5	4	4	17

No	Gaya Hidup				Total
	Item 1	Item 2	Item 3	Item 4	
42	5	5	5	5	20
43	5	5	5	4	19
44	5	4	4	5	18
45	3	5	5	5	18
46	5	5	5	4	19
47	3	4	3	4	14
48	5	5	5	5	20
49	5	5	5	5	20
50	5	4	4	2	15
51	3	3	3	3	12
52	5	5	5	5	20
53	5	5	5	5	20
54	5	5	5	5	20
55	5	5	5	5	20
56	5	5	5	4	19
57	5	5	5	5	20
58	5	5	5	5	20
59	4	5	4	5	18
60	4	5	5	5	19
61	4	5	5	5	19
62	5	5	5	5	20
63	5	5	5	5	20
64	5	5	5	4	19
65	4	5	4	3	16
66	3	3	3	3	12
67	3	4	4	5	16
68	4	5	5	5	19
69	5	5	5	5	20
70	5	5	5	5	20
71	5	5	5	5	20
72	5	5	5	4	19
73	5	5	5	4	19
74	4	4	5	5	18
75	5	5	5	5	20

No	Promosi					Total
	Item 1	Item 2	Item 3	Item 4	Item 5	
1	4	4	4	4	3	19
2	4	4	4	5	3	20
3	4	4	3	3	3	17
4	4	4	4	5	4	21
5	5	5	5	5	5	25
6	3	4	4	4	5	20
7	3	4	4	4	5	20
8	4	3	5	5	5	22
9	4	3	5	5	4	21
10	3	4	5	5	5	22
11	4	4	4	4	4	20
12	5	4	4	4	4	21
13	4	5	5	4	4	22
14	5	5	5	5	5	25
15	1	5	5	5	5	21
16	4	4	5	5	3	21
17	4	3	4	4	4	19
18	3	3	5	5	5	21
19	4	3	4	4	4	19
20	4	3	3	4	3	17
21	4	4	4	4	4	20
22	3	3	3	3	4	16
23	3	3	4	5	4	19
24	4	4	4	5	4	21
25	4	4	4	4	3	19
26	4	4	4	4	4	20
27	5	4	4	4	5	22
28	3	3	5	5	3	19
29	4	2	2	2	4	14
30	4	3	2	3	3	15
31	5	4	3	5	3	20
32	2	1	3	2	3	11
33	4	4	3	3	1	15
34	4	4	3	5	5	21
35	3	4	4	4	4	19
36	2	3	3	3	3	14
37	3	4	5	5	3	20
38	1	3	5	5	5	19
39	4	5	5	5	5	24
40	3	3	4	5	4	19
41	3	5	5	5	5	23

No	Promosi					Total
	Item 1	Item 2	Item 3	Item 4	Item 5	
43	4	4	4	4	4	20
44	4	4	5	5	3	21
45	4	5	5	5	5	24
46	5	4	5	5	5	24
47	3	4	2	3	4	16
48	5	3	3	3	3	17
49	1	5	5	5	3	19
50	2	2	4	4	2	14
51	3	3	3	3	3	15
52	2	4	5	5	4	20
53	3	3	4	4	4	18
54	3	3	4	4	5	19
55	5	5	4	5	4	23
56	2	2	3	4	4	15
57	3	3	5	5	5	21
58	5	5	4	5	5	24
59	2	3	3	2	3	13
60	3	2	5	5	4	19
61	3	4	5	5	4	21
62	5	5	5	5	5	25
63	5	4	5	5	5	24
64	4	3	3	5	2	17
65	5	4	3	4	3	19
66	4	2	3	3	4	16
67	3	3	3	3	3	15
68	3	3	4	4	4	18
69	5	5	5	5	5	25
70	5	5	5	5	5	25
71	4	3	3	1	3	14
72	2	3	5	5	4	19
73	4	3	5	5	5	22
74	4	3	4	4	4	19
75	5	5	5	5	3	23

No	Keputusan Pembelian						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	4	3	4	4	4	4	23
2	4	4	5	4	4	3	24
3	4	4	5	5	3	4	25
4	4	4	5	5	4	4	26
5	5	5	4	4	4	4	26
6	5	4	5	5	4	3	26
7	5	4	5	5	4	3	26
8	5	5	5	5	4	5	29
9	5	5	5	5	4	4	28
10	5	4	5	5	5	5	29
11	4	4	4	4	4	4	24
12	5	4	4	5	5	4	27
13	5	4	4	5	5	4	27
14	5	5	5	5	5	5	30
15	5	5	5	5	5	5	30
16	4	3	4	4	4	4	23
17	4	4	4	4	4	4	24
18	5	5	5	5	5	4	29
19	5	4	4	4	4	4	25
20	4	4	4	4	4	3	23
21	5	5	5	5	5	4	29
22	3	3	4	3	3	3	19
23	5	5	4	5	4	4	27
24	4	5	5	5	4	5	28
25	4	3	4	4	4	3	22
26	4	4	4	4	5	4	25
27	5	4	5	4	3	5	26
28	5	5	5	5	5	5	30
29	5	5	5	5	3	5	28
30	3	2	4	4	3	4	20
31	5	5	5	5	4	5	29
32	5	4	5	5	3	5	27
33	5	5	5	5	3	5	28
34	5	5	5	5	5	5	30
35	5	5	5	5	2	3	25
36	4	4	3	3	3	3	20
37	3	3	4	4	4	4	22
38	5	5	5	5	5	5	30
39	5	5	5	5	5	5	30
40	4	4	5	4	4	3	24
41	5	5	5	5	3	5	28

No	Keputusan Pembelian						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
43	4	4	4	4	4	4	24
44	4	5	5	5	4	4	27
45	5	5	5	5	5	5	30
46	4	5	5	5	5	4	28
47	4	4	4	3	3	4	22
48	4	3	3	4	3	3	20
49	5	5	5	5	5	5	30
50	4	4	2	4	2	4	20
51	3	3	3	3	3	3	18
52	5	4	4	5	4	4	26
53	4	4	4	4	4	4	24
54	5	5	5	5	5	5	30
55	5	5	5	5	5	5	30
56	4	5	5	5	3	4	26
57	5	5	5	5	5	5	30
58	5	5	5	5	5	5	30
59	5	4	4	4	5	4	26
60	5	3	3	5	5	5	26
61	5	4	5	5	4	4	27
62	5	5	5	5	5	5	30
63	5	5	5	5	5	3	28
64	4	3	5	5	4	3	24
65	4	4	5	4	4	2	23
66	4	3	5	4	4	3	23
67	3	3	3	3	3	4	19
68	5	5	5	5	5	5	30
69	5	5	5	5	5	5	30
70	4	4	5	5	5	5	28
71	4	4	4	4	3	5	24
72	5	5	4	5	4	5	28
73	5	4	5	3	4	4	25
74	4	4	3	4	4	3	22
75	5	5	5	5	5	3	28



**LAMPIRAN 6 : HASIL OUTPUT PERHITUNGAN SPSS24 FOR WINDOWS , GAYA HIDUP (X<sub>1</sub>), PROMOSI (X<sub>2</sub>), DAN KEPUTUSAN PEMBELIAN (Y)**

**HASIL UJI VALIDITAS GAYA HIDUP (X<sub>1</sub>)**

		Correlations				
		GH1	GH2	GH3	GH4	TOTGH
GH1	Pearson Correlation	1	,499**	,567**	,204	,721**
	Sig. (2-tailed)		,000	,000	,079	,000
	N	75	75	75	75	75
GH2	Pearson Correlation	,499**	1	,625**	,392**	,772**
	Sig. (2-tailed)	,000		,000	,001	,000
	N	75	75	75	75	75
GH3	Pearson Correlation	,567**	,625**	1	,584**	,896**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	75	75	75	75	75
GH4	Pearson Correlation	,204	,392**	,584**	1	,727**
	Sig. (2-tailed)	,079	,001	,000		,000
	N	75	75	75	75	75
TOTGH	Pearson Correlation	,721**	,772**	,896**	,727**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	75	75	75	75	75

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

### HASIL UJI VALIDITAS PROMOSI (X<sub>2</sub>)

		Correlations					
		P1	P2	P3	P4	P5	TOTP
P1	Pearson Correlation	1	,438**	,029	,119	,096	,525**
	Sig. (2-tailed)		,000	,805	,309	,413	,000
	N	75	75	75	75	75	75
P2	Pearson Correlation	,438**	1	,459**	,457**	,283*	,768**
	Sig. (2-tailed)	,000		,000	,000	,014	,000
	N	75	75	75	75	75	75
P3	Pearson Correlation	,029	,459**	1	,762**	,475**	,762**
	Sig. (2-tailed)	,805	,000		,000	,000	,000
	N	75	75	75	75	75	75
P4	Pearson Correlation	,119	,457**	,762**	1	,421**	,779**
	Sig. (2-tailed)	,309	,000	,000		,000	,000
	N	75	75	75	75	75	75
P5	Pearson Correlation	,096	,283*	,475**	,421**	1	,638**
	Sig. (2-tailed)	,413	,014	,000	,000		,000
	N	75	75	75	75	75	75
TOTP	Pearson Correlation	,525**	,768**	,762**	,779**	,638**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	75	75	75	75	75	75

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

### HASIL UJI VALIDITAS KEPUTUSAN PEMBELIAN (Y)

		Correlations						
		KP1	KP2	KP3	KP4	KP5	KP6	TOTKP
KP1	Pearson	1	,692**	,484**	,665**	,451**	,472**	,815**
	Correlation							
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	75	75	75	75	75	75	75
KP2	Pearson	,692**	1	,562**	,627**	,364**	,485**	,819**
	Correlation							
	Sig. (2-tailed)	,000		,000	,000	,001	,000	,000
	N	75	75	75	75	75	75	75
KP3	Pearson	,484**	,562**	1	,618**	,375**	,298**	,727**
	Correlation							
	Sig. (2-tailed)	,000	,000		,000	,001	,009	,000
	N	75	75	75	75	75	75	75
KP4	Pearson	,665**	,627**	,618**	1	,457**	,476**	,833**
	Correlation							
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	75	75	75	75	75	75	75
KP5	Pearson	,451**	,364**	,375**	,457**	1	,307**	,666**
	Correlation							
	Sig. (2-tailed)	,000	,001	,001	,000		,007	,000
	N	75	75	75	75	75	75	75
KP6	Pearson	,472**	,485**	,298**	,476**	,307**	1	,682**
	Correlation							
	Sig. (2-tailed)	,000	,000	,009	,000	,007		,000
	N	75	75	75	75	75	75	75
TOT KP	Pearson	,815**	,819**	,727**	,833**	,666**	,682**	1
	Correlation							
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	75	75	75	75	75	75	75

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

### HASIL UJI RELIABILITAS GAYA HIDUP (X<sub>1</sub>)

Reliability Statistics	
Cronbach's Alpha	N of Items
,776	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GH1	14,0000	2,270	,494	,765
GH2	13,8133	2,397	,631	,711
GH3	13,9200	1,804	,781	,603
GH4	14,0267	2,161	,470	,787

### HASIL UJI RELIABILITAS PROMOSI (X<sub>2</sub>)

Reliability Statistics	
Cronbach's Alpha	N of Items
,721	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	15,8800	8,215	,224	,783
P2	15,8400	6,866	,597	,626
P3	15,4000	7,108	,603	,627
P4	15,2133	6,873	,620	,617
P5	15,5333	7,793	,426	,694

### HASIL UJI RELIABILITAS KEPUTUSAN PEMBELIAN (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,842	6

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	21,5733	7,761	,733	,799
KP2	21,8000	7,189	,714	,797
KP3	21,5733	7,843	,597	,821
KP4	21,5467	7,603	,755	,794
KP5	21,9733	7,810	,488	,846
KP6	21,9333	7,766	,513	,840



## HASIL UJI REGRESI LINIER BERGANDA

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	TOTP, TOTGH <sup>b</sup>		Enter

a. Dependent Variable: TOTKP  
b. All requested variables entered.

## KOEFISIEN DETERMINASI

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,651 <sup>a</sup>	,423	,407	2,51767

a. Predictors: (Constant), TOTP, TOTGH  
b. Dependent Variable: TOTKP

## UJI STATISTIK F

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	335,135	2	167,568	26,436	,000 <sup>b</sup>
	Residual	456,385	72	6,339		
	Total	791,520	74			

a. Dependent Variable: TOTKP  
b. Predictors: (Constant), TOTP, TOTGH

## UJI STATISTIK t

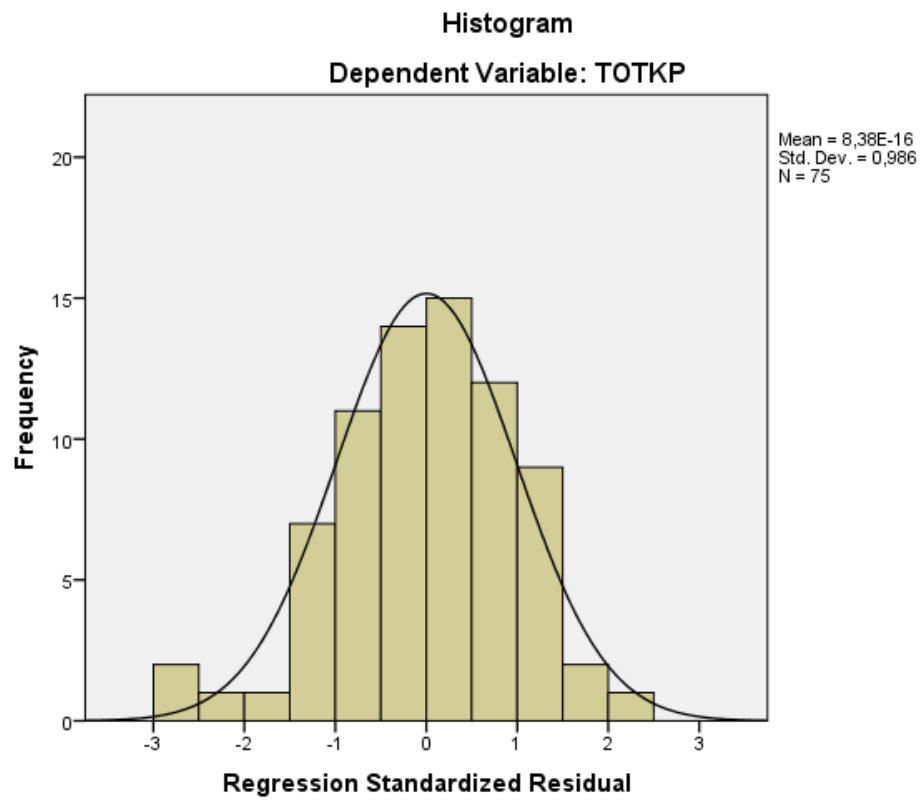
Coefficients <sup>a</sup>										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	5,941	2,915		2,038	,045					
TOTGH	,763	,179	,441	4,271	,000	,594	,450	,382	,752	1,330
TOTP	,306	,103	,307	2,977	,004	,527	,331	,266	,752	1,330

a. Dependent Variable: TOTKP

Coefficient Correlations <sup>a</sup>				
Model			TOTP	TOTGH
1	Correlations	TOTP	1,000	-,498
		TOTGH	-,498	1,000
	Covariances	TOTP	,011	-,009
		TOTGH	-,009	,032

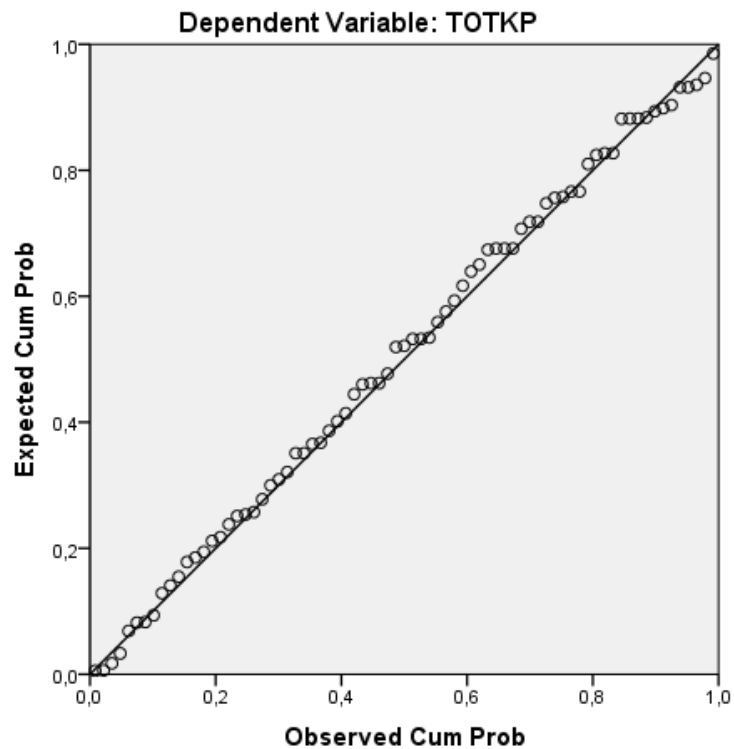
a. Dependent Variable: TOTKP



**UJI ASUMSI KLASIK****HASIL UJI NORMALITAS DENGAN HISTOGRAM**



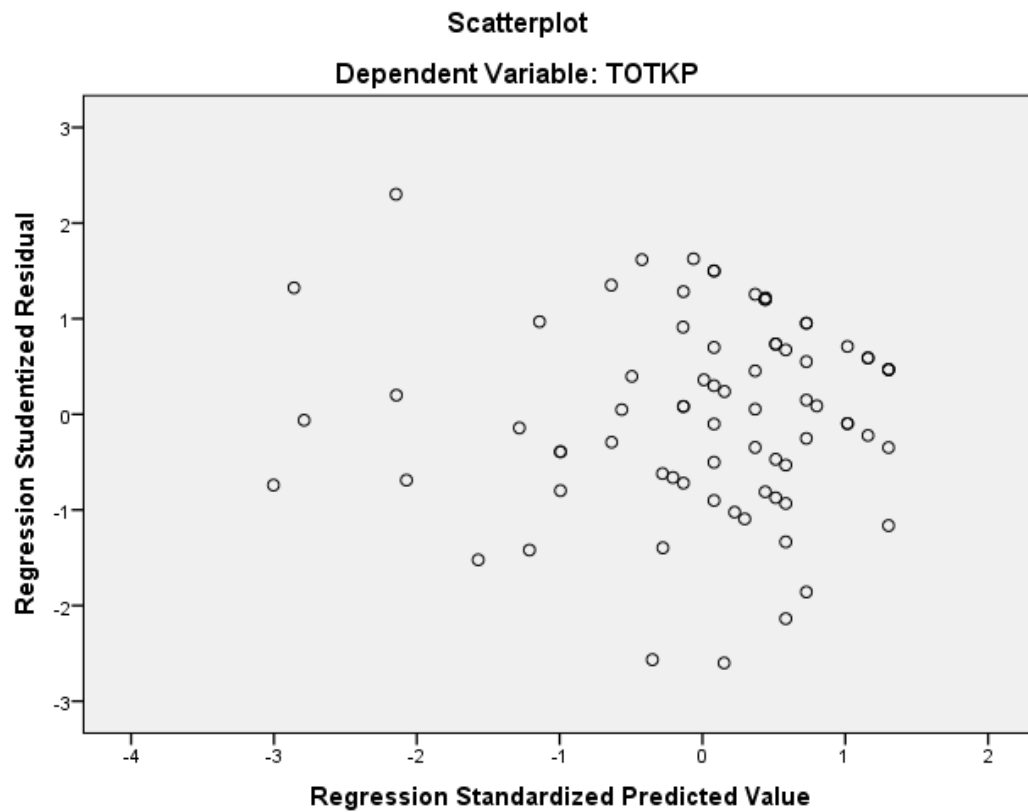
Normal P-P Plot of Regression Standardized Residual



### HASIL UJI NORMALITAS MELALU UJI STATISTIK NON-PARAMETRIK KOLMOGOROV-SMIRNOV (K-S)

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		75
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,48341784
Most Extreme Differences	Absolute	,050
	Positive	,038
	Negative	-,050
Test Statistic		,050
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.		

## HASIL UJI HETEROKEDASTISITAS MENGGUNAKAN GRAFIK



## HASIL UJI HETEROKEDASTISITAS MENGGUNAKAN UJI STATISTIK MELALUI UJI GLEJSER

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,537	1,557		,987	,327
	TOTGH	,258	,095	,331	2,709	,008
	TOTP	-,224	,055	-,497	-4,074	,000

a. Dependent Variable: ABS\_RES

## PERBAIKAN GEJALA HETEROKEDASTISITAS MELALUI METODE *WEIGHTED LEAST SQUARES*

### HASIL UJI STATISTIK

		Coefficients <sup>a</sup>				
		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,004	,005		-,733	,466
	TOTGH2	,173	,094	,515	1,839	,070
	TOTP2	,025	,185	,038	,137	,892

a. Dependent Variable: ABS\_RES2

### HASIL UJI DENGAN GRAFIK

