

Lampiran 1

Gaya Hidup

No	Pertanyaan	1 STS	2 TS	3 N	4 S	5 SS
	X₁ = Activities					
1	Saya selalu melakukan pekerjaan diluar rumah yang menuntut saya untuk bergerak cepat sehingga saya membutuhkan alat transportasi yang dapat mengantar saya ketempat yang jauh.					
2	Saya menyukai hobi traveling keluar rumah sehingga saya membutuhkan kendaraan untuk melakukan hobi saya.					
3	Saya senang berpergian dengan keluarga keluar kota menggunakan mobil untuk seluruh keluarga untuk mencari tempat yang tenang.					
4	Saya suka menghabiskan malam yang tenang di rumah daripada pergi keluar rumah.					
5	Saya sering melakukan olah raga di luar rumah sehingga membutuhkan alat transportasi untuk mengantar saya.					
6	Saya menyukai olahraga perorangan daripada tim					
	X₂ = Interests					
7	Waktu senggang saya habiskan dirumah bersama dengan keluarga saya.					
8	Saya bersosialisasi dalam kelompok dan masyarakat secara formal.					
9	Saya selalu berpakaian sesuai dengan mode terbaru agar tidak di bilang ketinggalan jaman.					
10	Saya bertanggung jawab terhadap tugas yang saya lakukan.					
11	Saya senang bila saya dapat membuat prestasi sendiri tanpa bantuan orang lain.					
12	Saya menonton televisi lebih banyak dari pada membaca media yang lainnya.					
	X₃ = Opinion					
13	Saya selalu memperhatikan kesehatan saya dan berusaha untuk senantiasa menjaga kesehatan diri saya.					

Lampiran 1

14	Saya selalu mengikuti segala kejadian yang terjadi di negara ini dan saya selalu mengikuti berita terbaru.						
15	Saya perduli terhadap masalah sosial yang terjadi di masyarakat sekitar saya dan berusaha untuk mengatasinya.						
16	Saya perduli terhadap pendidikan dan peningkatan kesejahteraan sosial.						
17	Saya menyukai produk-produk yang berkualitas meskipun harganya relatif mahal.						
18	Saya mencintai budaya yang telah diwariskan kepada saya dan berusaha untuk mempertahankan budaya tersebut agar tidak punah oleh kemajuan jaman.						

Keputusan pembelian mobil Toyota Kijang

No	Pertanyaan	1 STS	2 TS	3 N	4 S	5 SS
1	Pemakaian mobil Toyota Kijang dapat memudahkan saya dalam melakukan kegiatan sehari-hari.					
2	Saya mengetahui mobil Toyota Kijang setelah memperoleh informasi dari pesan-pesan promosi/orang lain.					
3	Saya mendapatkan informasi bahwa akan memperoleh manfaat dan fasilitas yang memuaskan					
4	Saya mengerti bahwa mobil Toyota Kijang lebih baik daripada mobil lain.					
5	Saya membeli mobil Kijang karena memiliki kualitas yang terbaik					
6	Saya merasa bahwa antara manfaat dan fungsi mobil Toyota Kijang sudah sesuai					
7	Setelah membeli mobil Kijang tersebut saya dapat merasakan manfaat yang dimiliki oleh mobil tersebut (layanan service, ketersediaan suku cadang)					

Correlations

Correlations

		X11	Total
	Pearson Correlation	1	,741**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	,741**	1
	Sig. (2-tailed)		,000
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

		X12	Total
	Pearson Correlation	1	,901**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	,901**	1
	Sig. (2-tailed)		,000
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

		X13	Total
	Pearson Correlation	1	,881**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	,881**	1
	Sig. (2-tailed)		,000
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

Correlations

Correlations

		X14	Total
	Pearson Correlation	1	,888***
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	,888***	1
	Sig. (2-tailed)		,000
N		30	30

***. Correlation is significant at the 0.01 level

Correlations

		X21	Total
	Pearson Correlation	1	,735**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	,735**	1
	Sig. (2-tailed)		,000
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

		X22	Total
	Pearson Correlation	1	,876**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	,876**	1
	Sig. (2-tailed)		,000
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

		X15	Total
	Pearson Correlation	1	,923**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	,923**	1
	Sig. (2-tailed)		,000
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

		X23	Total
	Pearson Correlation	1	,912**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	,912**	1
	Sig. (2-tailed)		,000
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

		X16	Total
	Pearson Correlation	1	,787**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	,787**	1
	Sig. (2-tailed)		,000
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

Correlations		X24	Total	.825**
		X24		
Total	Pearson Correlation	1		
	Sig. (2-tailed)	.	,	,000
	N	30	30	30
X24	Pearson Correlation			
	Sig. (2-tailed)			
	N			

**. Correlation is significant at the 0.01 level

Correlations

		Correlations		Total
		X31		
X31	Pearson Correlation		1	,795**
	Sig. (2-tailed)		,	,000
	N		30	30
Total	Pearson Correlation		,795**	1
	Sig. (2-tailed)		,000	
	N		30	30

**. Correlation is significant at the 0.01 level

Correlations

Correlations		X34	Total
		X34	
Pearson Correlation		1	.864**
	Sig. (2-tailed)		,000
N		30	30
Pearson Correlation		.864**	1
	Sig. (2-tailed)	,000	
N		30	30

** Correlation is significant at the 0.01 level

Correlations

X25		X25	Total
Pearson Correlation		1	,832**
Sig. (2-tailed)			,000
N		30	30
Total	Pearson Correlation	,832**	1
	Sig. (2-tailed)	,000	
N		30	30

Correlation is significant at the 0.01 level

Correlations

	X32	Total
X32	Pearson Correlation	X32
Sig. (2-tailed)		,895**
N	30	,000
Total		30
Total	Pearson Correlation	,895**
Sig. (2-tailed)		1
N	30	,000
		30

**. Correlation is significant at the 0.01 level

Correlations

	X35	Pearson Correlation	X35	Total
		Sig. (2-tailed)		
	N		N	
Total		Pearson Correlation	,860**	1
		Sig. (2-tailed)	,000	
		N	30	30

**. Correlation is significant at the 0.01 level

Correlations

	X26	Pearson Correlation	X26	Total
		Sig. (2-tailed)		
	N		30	30
Total		Pearson Correlation	,843***	1
		Sig. (2-tailed)	,000	
	N		30	30

Correlation is significant at the 0.01 level.

Correlations

	X33	X33	Total
X33	Pearson Correlation	1	,889**
	Sig. (2-tailed)		,
	N	30	30
Total	Pearson Correlation	,889**	1
	Sig. (2-tailed)	,000	,
	N	30	30

**. Correlation is significant at the 0.01 level

Correlations

		X36	Total
		Pearson Correlation	>.36
		Sig. (2-tailed)	
	N		
		Total	
		Pearson Correlation	>.36
		Sig. (2-tailed)	
	N		

. Correlation is significant at the 0.01 level.

Correlations

Correlations

		Y11	Total
Y11	Pearson Correlation	1	,879**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	1	
	Sig. (2-tailed)		,879**
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

Correlations

		Y12	Total
Y12	Pearson Correlation	1	,921**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	1	
	Sig. (2-tailed)		,921**
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

Correlations

		Y13	Total
Y13	Pearson Correlation	1	,844**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	1	
	Sig. (2-tailed)		,844**
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

Correlations

		Y14	Total
Y14	Pearson Correlation	1	,773**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	1	
	Sig. (2-tailed)		,773**
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

Correlations

		Y15	Total
Y15	Pearson Correlation	1	,700**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	1	
	Sig. (2-tailed)		,700**
N		30	30

**. Correlation is significant at the 0.01 level

Correlations

Correlations

		Y16	Total
Y16	Pearson Correlation	1	,846**
	Sig. (2-tailed)		,000
N		30	30
Total	Pearson Correlation	1	
	Sig. (2-tailed)		,846**
N		30	30

**. Correlation is significant at the 0.01 level

Reliability Activities

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	X21	3,4333	1,0726	30,0
2.	X22	3,7000	1,2360	30,0
3.	X23	3,8333	1,0854	30,0
4.	X24	3,7000	1,1492	30,0
5.	X25	3,6000	1,1626	30,0
6.	X26	3,4667	1,3060	30,0

Statistics for					N of Variables
	Mean	Variance	Std Dev		
SCALE	21,7333	34,5471	5,8777		6

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X21	18,3000	26,4241	,6323	,9149
X22	18,0333	23,3437	,8102	,8909
X23	17,9000	24,0931	,8705	,8839
X24	18,0333	24,7230	,7441	,9004
X25	18,1333	24,5333	,7521	,8993
X26	18,2667	23,3057	,7562	,8998

Reliability Coefficients

N of Cases = 30,0

N of Items = 6

Alpha = ,9140

Reliability Interests

***** Method 1 (space saver) will be used for this analysis *****

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	X11	3,5333	,9732	30,0
2.	X12	3,6000	1,1626	30,0
3.	X13	3,3667	1,2994	30,0
4.	X14	3,4333	1,2507	30,0
5.	X15	3,7667	1,1351	30,0
6.	X16	3,3000	1,2077	30,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	21,0000	36,2759	6,0229	6

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X11	17,4667	28,5333	,6536	,9279
X12	17,4000	25,0069	,8529	,9027
X13	17,6333	24,1713	,8152	,9082
X14	17,5667	24,4609	,8285	,9059
X15	17,2333	24,9437	,8858	,8987
X16	17,7000	26,2862	,6889	,9247

Reliability Coefficients

N of Cases = 30,0

N of Items = 6

Alpha = ,9255

Reliability Opinions

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	X31	3,9000	,9595	30,0
2.	X32	3,9667	1,0981	30,0
3.	X33	3,8667	1,1366	30,0
4.	X34	3,8333	1,0532	30,0
5.	X35	3,9333	1,0483	30,0
6.	X36	3,6333	1,0334	30,0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	23,1333	29,6368	5,4440	6

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
X31	19,2333	22,2540	,7138	,9257
X32	19,1667	20,1437	,8408	,9094
X33	19,2667	19,9264	,8296	,9111
X34	19,3000	20,8379	,7997	,9150
X35	19,2000	20,9241	,7939	,9157
X36	19,5000	21,1552	,7799	,9175

Reliability Coefficients

N of Cases = 30,0 N of Items = 6

Alpha = ,9289

Reliability Keputusan Pembelian

***** Method 1 (space saver) will be used for this analysis *****

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	Y11	3,7333	1,1725	30,0
2.	Y12	3,8333	1,1472	30,0
3.	Y13	3,6333	,9643	30,0
4.	Y14	3,4667	1,1666	30,0
5.	Y15	3,9333	1,0148	30,0
6.	Y16	3,3333	1,1547	30,0
7.	Y17	3,5000	1,0748	30,0

Statistics for	Mean	Variance	Std Dev	N of Variables
				7
SCALE	25,4333	39,7713	6,3064	

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
Y11	21,7000	28,1483	,8237	,8962
Y12	21,6000	27,7655	,8842	,8895
Y13	21,8000	30,4414	,7894	,9016
Y14	21,9667	29,7575	,6799	,9121
Y15	21,5000	31,8448	,6021	,9185
Y16	22,1000	28,7828	,7793	,9012
Y17	21,9333	30,6161	,6726	,9121

Reliability Coefficients

N of Cases = 30,0

N of Items = 7

Alpha = ,9173

Lampiran 4

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Opinions, Activities ^a , Interests		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,715 ^a	,511	,504	,18055

a. Predictors: (Constant), Opinions, Activities, Interests

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,688	3	2,229	68,387	,000 ^a
	Residual	6,390	196	,033		
	Total	13,078	199			

a. Predictors: (Constant), Opinions, Activities, Interests

b. Dependent Variable: Keputusan

Coefficients^a

Model	Unstandardized Coefficients		Beta	t	Sig.	Correlations
	B	Std. Error				Partial
1	(Constant)	,537	,255	2,105	,037	
	Activities	,202	,063	,249	3,185	,002
	Interests	,378	,118	,342	3,217	,002
	Opinions	,225	,064	,308	3,490	,001

a. Dependent Variable: Keputusan

GAYA HIDUP PEMILIK MOBIL TOYOTA KIJANG DI SURABAYA

No Resp	Pertanyaan																				
	X11	X12	X13	X14	X15	X16	Total	X21	X22	X23	X24	X25	X26	Total	X31	X32	X33	X34	X35	X36	Total
1	3	3	2	3	3	2	16	3	5	4	4	4	5	25	4	5	5	4	5	4	27
2	2	2	3	2	2	3	14	5	4	5	5	5	4	28	5	4	4	4	4	3	24
3	3	3	2	1	3	2	14	3	5	4	5	4	5	26	4	4	5	5	5	4	27
4	2	3	1	3	3	3	15	4	5	5	4	5	4	27	5	5	3	4	4	4	25
5	3	2	3	2	3	2	15	3	5	4	5	4	5	26	4	4	4	4	5	5	26
6	2	1	2	2	2	3	12	4	4	5	5	3	5	26	5	5	5	4	5	4	28
7	3	3	1	1	3	1	12	3	5	4	4	4	4	24	4	4	4	5	4	5	26
8	2	2	3	3	2	3	15	5	4	5	5	3	3	25	3	5	5	4	5	4	26
9	3	3	2	2	3	2	15	3	5	4	4	3	4	23	4	4	4	4	4	5	25
10	3	2	1	2	2	2	12	3	2	3	3	2	2	15	5	5	5	5	4	4	28
11	4	5	4	5	5	3	26	2	2	2	2	3	1	12	3	3	2	3	3	3	17
12	5	4	4	4	4	3	24	3	3	3	3	2	3	17	3	2	2	2	2	2	13
13	4	5	5	5	4	28	3	2	2	2	3	2	14	2	1	3	3	3	1	13	
14	5	4	4	4	4	5	26	2	2	3	1	2	1	11	3	3	2	2	3	3	16
15	4	5	5	3	5	5	27	1	1	2	3	3	3	13	2	2	1	2	2	2	11
16	3	4	4	4	5	4	24	3	2	3	2	2	2	14	3	3	3	1	1	2	13
17	4	5	5	5	4	28	2	3	2	3	1	2	13	2	2	2	3	3	3	15	
18	5	4	4	4	4	3	24	2	3	3	2	3	3	16	4	4	4	4	4	4	24
19	4	4	5	5	4	27	3	2	2	3	2	1	13	5	5	5	5	5	5	30	
20	4	3	3	3	3	5	21	4	5	4	4	5	5	27	4	5	4	4	4	4	25
21	5	4	4	4	4	4	25	5	4	5	4	4	4	26	5	4	5	4	5	5	28
22	4	5	5	4	5	4	27	4	4	4	3	5	5	25	5	4	4	5	4	4	26
23	5	5	5	5	5	5	30	5	5	4	5	4	3	26	4	4	5	3	5	3	24
24	3	5	4	4	4	3	23	3	5	5	5	5	4	27	5	5	4	4	4	4	26
25	3	4	5	4	5	4	25	4	4	4	5	4	3	24	4	5	5	5	5	5	29
26	3	4	4	5	4	5	25	5	3	5	4	5	4	26	5	4	4	4	4	3	24
27	4	5	3	4	5	5	26	5	4	5	3	4	5	26	4	5	5	3	4	26	
28	5	4	3	5	5	3	25	4	5	5	4	5	4	27	4	4	4	4	4	3	23
29	3	3	2	2	3	2	15	3	4	4	5	4	5	25	3	5	4	4	5	4	25
30	3	2	3	3	2	1	14	4	4	5	4	5	3	25	4	4	4	5	4	3	24
Total/var	106	108	101	103	113	99	630	103	111	115	111	108	104	652	117	119	116	115	118	109	694
Mean/var	3,53	3,6	3,37	3,43	3,77	3,3	21	3,43	3,7	3,83	3,7	3,6	3,47	21,7	3,9	3,97	3,87	3,83	3,93	3,63	23,1

X1 = Activities

X2 = Interests

X3 = Opinions

Y = Keputusan Pembelian

Tabel
Keputusan Pembelian Mobil di Surabaya

No Resp	Pertanyaan							Total
	1	2	3	4	5	6	7	
1	4	5	4	4	5	4	4	30
2	5	5	5	4	5	4	5	33
3	4	4	4	5	4	5	5	31
4	5	5	5	3	5	4	4	31
5	4	4	4	4	5	4	5	30
6	5	5	5	3	4	4	4	30
7	4	4	4	4	5	3	3	27
8	4	5	4	5	3	4	4	29
9	5	4	4	3	4	4	3	27
10	4	5	4	4	5	5	4	31
11	4	4	4	5	4	4	3	28
12	5	5	5	4	3	4	4	30
13	4	4	4	5	4	4	3	28
14	5	5	4	4	5	3	5	31
15	4	4	4	5	4	4	3	28
16	5	5	4	4	5	4	3	30
17	4	4	4	3	3	4	4	26
18	5	5	4	4	4	3	5	30
19	4	4	3	5	5	4	4	29
20	5	4	4	4	4	4	4	29
21	3	4	4	3	5	4	5	28
22	2	3	3	1	3	3	3	18
23	2	2	3	3	4	2	2	18
24	3	3	2	2	5	3	1	19
25	2	2	1	1	3	2	2	13
26	3	1	3	2	2	3	2	16
27	2	3	2	3	3	1	3	17
28	1	2	3	2	2	1	3	14
29	2	3	2	3	3	1	3	17
30	3	2	3	2	2	1	2	15
Total/var	112	115	109	104	118	100	105	763
Mean/var	3,73	3,83	3,63	3,47	3,93	3,33	3,5	25,4

GAYA HIDUP PEMILIK MOBIL TOYOTA KIJANG DI SURABAYA

No Resp	PERTANYAAN																				
	1	2	3	4	5	6	X1	7	8	9	10	11	12	X2	13	14	15	16	17	18	X3
1	4	5	5	5	5	5	4,83	5	4	4	5	5	5	4,67	5	5	5	5	4	3	4,5
2	5	5	5	5	5	5	5	5	5	5	4	4	4	4,5	4	4	3	4	4	5	4
3	5	5	5	5	5	5	5	5	5	4	5	5	5	4,83	5	5	5	5	3	5	4,67
4	4	3	5	5	5	5	4,5	5	4	4	4	4	4	5,433	5	5	3	3	5	5	4,33
5	5	4	4	5	5	5	5,467	5	5	5	5	4	3	4,5	4	3	5	5	5	5	4,5
6	5	5	5	5	5	5	5	5	5	5	3	5	5	4,67	3	3	4	5	5	5	4,17
7	5	5	4	4	5	5	4,67	4	3	4	5	5	5	4,33	5	5	3	3	5	5	4,33
8	3	3	5	5	5	5	5,433	3	3	4	5	5	5	4,17	3	3	5	4	5	5	4,17
9	4	5	5	5	4	5	4,67	5	5	5	4	3	5	4,5	5	5	3	4	5	5	4,5
10	5	4	5	5	5	5	5,483	5	5	5	5	4	4	4,67	5	5	5	5	3	5	4,67
11	4	4	4	4	4	4	4	5	5	4	3	3	3	5,417	5	5	5	3	4	5	4,5
12	4	5	5	4	4	4	4,33	3	4	5	5	5	5	4,5	5	5	5	5	4	5	4,83
13	5	5	4	4	4	4	4,33	5	3	4	5	5	5	4,5	5	5	5	4	5	5	4,83
14	4	4	5	5	4	4	4,33	5	5	5	4	3	5	4,5	5	5	5	5	4	5	4,83
15	4	4	4	4	5	5	4,33	5	5	5	5	4	3	4,5	4	5	5	5	5	5	4,83
16	4	4	5	5	5	5	5,467	5	5	5	5	3	4	4,5	4	3	5	5	5	5	4,5
17	5	5	4	4	4	4	4,33	5	5	3	4	5	5	4,5	5	5	4	5	5	5	4,83
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33	4	3	4	4	4	4	3,83	2	4	3	5	5	5	4	5	5	4	4	3	4	4,17
34	5	3	4	3	4	5	4	5	3	4	4	4	5	4,17	5	5	5	3	4	4	4,33
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44	4	4	5	4	4	4	5,433	5	5	4	4	4	4	4,33	3	5	5	5	4	4	4,83
45	5	4	4	4	3	4	4	4	4	4	4	4	4	5,417	5	4	4	4	4	4	3,417
46	5	3	4	3	5	5	4,17	4	3	4	5	5	5	4,33	5	5	5	3	4	4	4,33
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50	5	4	4	4	4	4	4,17	5	4	4	5	5	5	4,67	5	5	5	4	4	4	4,17
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53	5	4	5	5	5	5	4,83	5	4	4	5	5	5	4,67	5	5	5	5	5	5	5
54	5	5	4	4	4	5	4,5	5	4	4	4	5	5	4,5	5	5	5	5	5	5	4,83
55	5	5	4	4	4	4	4,33	4	4	4	3	5	5	4,17	5	5	3	5	4	5	4,5
56	4	4	5	5	5	5	4,67	3	4	5	5	5	5	4,5	5	5	5	4	5	5	4,83
57	4	4	4	5	5	5	4,5	5	4	3	4	5	5	4,33	5	5	5	5	4	4	4,67
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59	5	5	4	4	4	4	4,33	5	4	3	4	5	5	4,33	5	5	4	4	4	5	4,5
60	5	4	5	5	5	5	4,83	5	5	5	4	3	5	4,67	5	5	5	5	4	3	4,5
61	4	4	4	5	5	5	4,5	5	5	3	4	4	4	4,17	4	4	3	3	3	4	3,5
62	5	5	3	4	4	4	4,17	5	5	4	5	5	5	4,83	5	5	5	5	5	5	5
63	5	4	2	3	5	5	4	5	4	3	5	5	5	4,5	5	5	5	5	5	5	5
64	5	4	4	4	4	5	4,33	5	5	5	4	3	5	4,5	4	5	5	5	5	5	4,83
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66	5	4	4	4	5	5	4,5	5	5	3	4	5	5	4,5	5	5	3	3	4	5	4
67	5	5	5	3	5	5	4,67	5	4	3	5	5	5	4,5	3	3	5	4	4	5	4,17
68	5	5	3	3	3	5	4	5	4	5	4	3	3	4	4	4	4	3	4	4,33	

Lampiran 6

142	5	4	4	4	5	5	4,5	5	5	4	5	5	5	4,83	5	5	5	4	5	5	4,83	
143	5	3	5	5	5	5	4,67	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
144	5	5	4	5	5	5	4,83	5	5	5	4	5	5	4,83	5	5	5	4	3	5	4,5	
145	5	5	5	3	5	5	4,67	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
146	5	5	5	3	4	5	4,5	5	5	3	4	5	5	4,5	5	5	5	3	3	4	4,17	
147	5	5	3	3	5	5	4,33	5	3	3	5	5	5	4,33	5	4	4	3	3	5	4	
148	5	5	4	3	3	5	4,17	3	3	3	5	5	5	4	5	5	3	4	3	3	3,83	
149	5	5	3	3	3	5	4	5	3	3	4	5	5	4,17	3	4	5	4	5	5	4,33	
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151	5	4	4	5	5	5	4,67	5	4	4	5	5	5	4,67	5	5	4	5	5	5	4,83	
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154	4	4	5	5	5	5	4,67	5	5	4	3	5	5	4,5	5	4	4	3	5	5	4,33	
155	5	4	5	4	5	5	4,67	5	3	3	5	5	5	4,33	5	3	4	4	4	5	4,17	
156	5	5	5	5	4	5	4,83	3	4	5	5	5	5	4,5	4	3	5	5	4	5	4,33	
157	5	5	5	5	5	5	5	5	3	5	5	5	5	4,67	5	5	4	4	5	4	4,5	
158	5	5	5	5	5	5	5	5	4	3	5	5	5	4,5	4	4	4	4	4	5	4,17	
159	5	5	5	5	5	5	5	5	4	4	5	5	5	4,67	4	5	4	4	5	5	4,5	
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161	5	5	5	5	5	5	5	4	4	3	5	5	5	-5,433	4	4	4	4	3	5	4	
162	5	5	5	4	5	4	4,67	5	3	3	4	4	5	4	3	5	4	3	3	3	3,5	
163	5	5	5	5	5	5	5	4	5	5	4	3	5	4,33	5	4	3	3	4	5	4	
164	5	5	5	5	5	5	5	5	3	3	5	5	5	4,33	5	5	4	3	3	5	4,17	
165	5	5	5	5	5	5	5	3	4	5	5	5	5	4,5	3	4	4	4	5	4	4	
166	5	5	4	4	5	5	4,67	4	3	3	4	5	5	4	4	3	5	3	3	3	3,5	
167	5	5	5	5	5	5	5	5	5	4	5	5	5	4,83	5	5	5	5	5	5	5	
168	4	4	4	5	5	5	4,5	5	5	5	4	4	5	4,67	5	5	5	4	5	5	4,83	
169	5	5	5	5	5	5	5	5	4	5	5	5	5	4,83	5	5	5	5	5	5	5	
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176	5	5	5	5	4	5	4,83	5	5	5	5	5	3	5	4,67	5	5	5	5	5	4	4,83
177	5	5	5	5	5	5	5	5	5	5	4	5	5	4,83	5	5	4	4	4	5	4,5	
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181	4	3	5	5	5	4	4,33	5	5	5	3	3	5	4,33	5	5	3	5	5	5	4,67	
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184	5	5	3	4	4	5	4,33	5	4	4	3	3	4	3,83	5	5	3	3	3	2	3,5	
185	5	5	5	3	4	5	4,5	5	4	5	4	3	4	3,83	5	5	3	3	3	2	3,5	
186	5	5	4	5	5	5	4,83	5	5	3	5	5	5	4,67	5	5	5	3	4	5	4,33	
187	5	5	3	5	5	4	4,5	5	3	4	5	5	5	4,5	5	5	4	4	3	4	4,5	
188	5	4	4	4	4	4	4,33	4	4	3	5	5	5	4,33	5	5	5	3	3	4	4,17	
189	4	5	5	5	5	4	4,67	5	4	4	4	5	5	4,5	5	5	5	4	4	4	4,5	
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192	4	4	5	4	4	4	4,17	4	5	3	2	4	5	3,83	4	3	5	3	3	3	3,5	
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195	5	5	5	4	3	5	4,5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
196	5	5	4	5	4	5	4,67	5	5	4	5	5	5	4,83	3	5	5	5	5	5	4,5	
197	4	4	5	5	4	4	4,33	5	3	4	5	5	5	4,5	5	3	4	4	5	3	4	
198	5	4	4	4	4	5	4,33	5	5	4	3	5	5	4,5	5	4	4	4	3	4	4,17	
199	4	5	4	5	3	5	4,33	4	3	4	3	5	5	4	3	4	3	4	5	4	3,83	
200	5	5	5	5	4	5	4,83	5	5	3	5	5	5	4,67	4	5	5	5	3	5	4,5	
Total/var	958	912	868	861	891	953	907	946	856	811	858	913	967	892	913	907	890	832	846	921	885	
Mean/var	4,79	4,56	4,34	4,305	4,46	4,77	4,54	4,73	4,28	4,06	4,29	4,57	4,84	4,46	4,57	4,54	4,45	4,16	4,23	4,61	4,42	

X1 = Activities

X2 = Interests

X3 = Opinions

Y = Keputusan Pembelian

**TABEL
KEPUTUSAN PEMBELIAN MOBIL DI SURABAYA**

No	PERTANYAAN								Y
	1	2	3	4	5	6	7		
Resp									
1	3	3	3	5	5	5	5	4,14	
2	4	3	4	4	4	3	5	3,86	
3	5	4	4	4	5	4	4	4,29	
4	5	5	5	4	4	4	3	4,29	
5	4	5	3	4	4	4	5	4,14	
6	5	3	4	4	4	4	4	4	
7	4	5	4	4	4	5	4	4,29	
8	5	4	3	4	5	4	4	4,14	
9	4	4	5	4	4	4	4	4,14	
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27	3	3	4	5	4	4	4	3,86	
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31	5	5	4	4	4	4	4	4,29	
32	4	4	4	5	5	5	4	4,43	
33	4	5	4	3	4	3	3	3,71	
34	4	4	4	3	4	4	4	3,86	
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38	4	5	4	5	4	4	4	4,29	
39	5	5	5	4	4	4	4	4,43	
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42	4	5	5	4	4	4	4	4,29	
43	5	5	4	3	4	5	5	4,43	
44	4	4	4	4	4	4	4	4	
45	3	3	4	5	4	5	3	3,86	
46	4	5	4	4	4	4	4	4,14	
47	5	3	3	3	4	3	5	3,71	
48	3	5	4	5	3	5	4	4,14	
49	4	4	3	3	4	4	4	3,71	
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54	4	4	4	5	5	4	4	4,29	
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57	4	4	4	4	5	4	4	4,14	
58	4	3	3	4	4	5	5	4	
59	4	5	3	4	3	4	5	4	
60	4	4	4	4	5	4	4	4,14	
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66	4	5	4	4	4	4	4	4,14	
67	3	3	5	5	4	3	3	3,71	
68	4	4	3	3	4	4	4	3,71	

69	5	5	4	4	3	4	5	4,29
70	3	3	5	4	4	5	4	4
71	4	5	4	4	4	4	4	4,14
72	3	5	5	5	4	4	3	4,14
73	5	4	4	4	4	5	5	4,43
74	4	5	4	4	4	4	4	4,14
75	5	4	4	4	4	4	4	4,14
76	4	4	4	4	4	4	4	4
77	3	3	3	5	4	4	4	3,71
78	4	4	4	4	3	3	3	3,57
79	5	4	3	4	3	4	5	4
80	3	4	5	4	3	3	3	3,57
81	3	3	4	3	3	4	4	3,43
82	5	3	4	3	4	3	4	3,71
83	4	4	4	4	4	3	3	3,71
84	4	5	4	5	4	3	3	4
85	5	4	3	4	3	5	5	4,14
86	4	4	4	4	4	4	4	4
87	4	4	3	4	3	4	4	3,71
88	5	3	4	4	5	3	4	4
89	5	3	3	4	3	4	4	3,71
90	5	4	3	3	4	3	4	3,71
91	5	4	3	4	4	3	3	3,71
92	4	4	4	4	4	4	4	4
93	4	4	4	4	4	5	5	4,29
94	4	4	4	4	5	5	5	4,43
95	4	4	4	4	4	5	5	4,29
96	5	4	4	4	5	4	4	4,29
97	5	4	3	3	4	3	4	3,71
98	4	4	4	4	5	4	4	4,14
99	5	5	5	4	5	3	3	4,29
100	4	5	5	4	4	4	4	4,29
101	4	4	3	4	4	5	5	4,14
102	3	5	5	4	3	4	5	4,14
103	4	5	4	4	4	5	4	4,29
104	3	5	5	4	5	4	3	4,14
105	5	5	4	3	4	4	5	4,29
106	4	4	4	5	5	4	4	4,29
107	4	4	5	4	5	4	4	4,29
108	4	4	5	4	4	4	4	4,14
109	5	4	3	4	5	4	5	4,29
110	4	4	4	5	4	4	4	4,14
111	5	5	5	4	4	3	4	4,29
112	5	4	4	4	4	4	5	4,29
113	4	5	4	5	4	4	5	4,43
114	4	4	3	3	5	4	5	4
115	4	5	4	5	4	5	4	4,43
116	5	4	4	4	5	4	4	4,29
117	4	5	4	5	4	3	4	4,14
118	4	4	4	4	5	4	4	4,14
119	4	5	4	4	5	3	4	4,14
120	4	4	3	3	4	5	5	4
121	4	5	4	4	4	4	4	4,14
122	5	5	4	4	4	4	4	4,29
123	5	4	5	5	3	4	4	4,29
124	4	4	4	4	4	5	5	4,29
125	4	4	4	3	4	5	4	4
126	4	4	4	5	5	4	4	4,29
127	5	4	4	4	4	3	3	3,86
128	5	5	4	5	4	5	5	4,71
129	5	4	5	4	5	4	5	4,57
130	4	5	4	4	4	5	4	4,29
131	4	5	4	5	3	5	4	4,29
132	4	5	4	4	4	5	4	4,29
133	4	4	5	4	5	4	4	4,29
134	4	4	4	5	4	4	4	4,14
135	4	4	4	4	4	4	4	4
136	3	4	5	4	5	5	3	4,14
137	4	5	5	4	5	3	4	4,29
138	5	4	4	5	4	4	5	4,43
139	5	5	4	3	3	3	5	4
140	3	3	3	4	4	4	4	3,57
141	3	3	4	5	5	5	5	4,29

142	4	4	4	4	5	5	5	4,43
143	5	4	4	4	5	5	5	4,57
144	5	5	3	4	4	5	5	4,43
145	5	4	5	5	4	4	5	4,57
146	4	3	5	4	5	4	4	4,14
147	4	4	4	5	4	4	4	4,14
148	4	5	3	4	3	5	3	3,86
149	5	4	3	4	3	5	4	4
150	4	4	4	4	4	4	4	4
151	5	4	5	4	4	4	5	4,43
152	5	3	5	5	5	3	4	4,29
153	5	4	4	5	4	4	5	4,43
154	3	5	4	5	4	5	4	4,29
155	5	4	5	4	3	4	5	4,29
156	4	4	4	4	5	4	4	4,14
157	4	4	5	3	5	5	4	4,29
158	5	4	4	4	4	4	4	4,14
159	4	5	5	4	5	5	3	4,43
160	5	4	4	5	4	4	5	4,43
161	3	5	3	4	3	5	5	4
162	3	4	4	3	4	4	3	3,57
163	4	3	5	4	3	4	5	4
164	4	5	4	4	4	4	4	4,14
165	5	5	2	4	3	4	5	4
166	3	3	5	4	5	3	3	3,71
167	4	4	5	4	5	5	4	4,43
168	5	4	5	3	5	5	4	4,43
169	4	5	5	4	5	5	4	4,57
170	5	4	4	5	4	4	5	4,43
171	4	4	5	4	5	4	4	4,29
172	5	4	4	5	4	4	5	4,43
173	4	5	4	5	3	4	4	4,14
174	4	5	4	4	4	5	4	4,29
175	5	4	3	4	3	5	5	4,14
176	3	4	5	4	5	5	5	4,43
177	5	4	4	4	5	4	5	4,43
178	3	3	3	4	4	5	5	3,86
179	5	5	5	4	5	4	4	4,57
180	5	5	4	5	5	4	3	4,43
181	3	3	3	4	4	3	4	3,43
182	4	4	4	4	4	4	4	4
183	5	4	5	4	3	3	4	4
184	3	3	4	4	4	3	3	3,43
185	4	3	4	4	4	4	4	3,86
186	4	5	5	4	5	4	5	4,57
187	4	4	3	4	5	4	3	3,86
188	4	4	4	5	4	4	4	4,14
189	5	5	5	5	5	5	5	5
190	4	4	4	4	4	5	3	4
191	4	4	4	5	4	4	4	4,14
192	5	5	5	5	5	5	5	5
193	4	4	4	4	4	5	4	4,14
194	5	3	3	5	3	4	5	4
195	4	4	3	4	5	5	5	4,29
196	5	5	5	3	3	4	4	4,14
197	4	5	4	4	4	4	4	4,14
198	5	4	3	4	4	4	4	4
199	5	4	3	5	3	3	3	3,71
200	5	4	4	4	4	4	5	4,29
Total/var	841	833	814	822	827	827	833	828
Mean/var	4,21	4,17	4,07	4,11	4,14	4,14	4,17	4,14

TABEL F ($\alpha = 5\%$)

df 2	df 1				
	1	2	3	4	5
1	161.446	199.499	215.707	224.583	230.160
2	18.513	19.000	19.164	19.247	19.296
3	10.128	9.552	9.277	9.117	9.013
4	7.709	6.944	6.591	6.388	6.256
5	6.608	5.786	5.409	5.192	5.050
6	5.987	5.143	4.757	4.534	4.387
7	5.591	4.737	4.347	4.120	3.972
8	5.318	4.459	4.066	3.838	3.688
9	5.117	4.256	3.863	3.633	3.482
10	4.965	4.103	3.708	3.478	3.326

11 s/d 190

191	3.891	3.043	2.652	2.419	2.261
192	3.890	3.043	2.652	2.419	2.261
193	3.890	3.043	2.651	2.418	2.261
194	3.890	3.042	2.651	2.418	2.261
195	3.890	3.042	2.651	2.418	2.260
196	3.889	3.042	2.651	2.418	2.260
197	3.889	3.042	2.650	2.417	2.260
198	3.889	3.042	2.650	2.417	2.260
199	3.889	3.041	2.650	2.417	2.259
200	3.888	3.041	2.650	2.417	2.259

Sumber: pengolahan dengan program Microsoft Excel

TABEL F ($\alpha = 5\%$)

df 2	df 1				
	6	7	8	9	10
1	233.988	236.767	238.884	240.543	241.882
2	19.329	19.353	19.371	19.385	19.396
3	8.941	8.887	8.845	8.812	8.785
4	6.163	6.094	6.041	5.999	5.964
5	4.950	4.876	4.818	4.772	4.735
6	4.284	4.207	4.147	4.099	4.060
7	3.866	3.787	3.726	3.677	3.637
8	3.581	3.500	3.438	3.388	3.347
9	3.374	3.293	3.230	3.179	3.137
10	3.217	3.135	3.072	3.020	2.978

11 s/d 190

191	2.146	2.058	1.987	1.929	1.881
192	2.146	2.058	1.987	1.929	1.880
193	2.146	2.057	1.987	1.929	1.880
194	2.146	2.057	1.986	1.928	1.880
195	2.145	2.057	1.986	1.928	1.880
196	2.145	2.057	1.986	1.928	1.879
197	2.145	2.056	1.986	1.928	1.879
198	2.145	2.056	1.985	1.927	1.879
199	2.144	2.056	1.985	1.927	1.879
200	2.144	2.056	1.985	1.927	1.878

Sumber: pengolahan dengan program Microsoft Excel