### LAMPIRAN

**Lampiran 1 Output SPSS**

### Data Demografi Responden

**Jenis Kelamin**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequ ency | Percent | Valid Percent | Cumulative Percent |
| Valid | Perempuan | 65 | 65.0 | 65.0 | 65.0 |
| Laki-Laki | 35 | 35.0 | 35.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Umur** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 11-26 | 45 | 45.0 | 45.0 | 45.0 |
| 27-42 | 55 | 55.0 | 55.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

1. **Data Deskriptif Variabel *Korean Wave* (X1)**

### Statistics

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | X1.1 | X1.2 | X1.3 | X1.4 |
| N | Valid | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 |
| Mean | | 3.64 | 3.48 | 3.33 | 3.45 |
| Std. Deviation | | .482 | .502 | .620 | .609 |
| Minimum | | 3 | 3 | 2 | 2 |
| Maximum | | 4 | 4 | 4 | 4 |

1. **Data Deskriptif Variabel Gaya Hidup Hedonisme (X2)**

### Statistics

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | X2.1 | X2.2 | X2.3 | X2.4 |
| N | Valid | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 |
| Mean | | 3.35 | 3.44 | 3.67 | 3.46 |
| Std. Deviation | | .672 | .574 | .473 | .610 |
| Minimum | | 1 | 2 | 3 | 1 |
| Maximum | | 4 | 4 | 4 | 4 |

1. **Data Deskriptif Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Statistics** | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 |
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.47 | 3.14 | 3.50 | 3.40 | 3.62 |
| Std. Deviation | | .559 | .697 | .541 | .682 | .565 |
| Minimum | | 1 | 1 | 2 | 1 | 2 |
| Maximum | | 4 | 4 | 4 | 4 | 4 |

1. **Uji Validitas dan Reabilitas Variabel *Korean Wave* (X1)**

### Correlations

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | Tota  l\_X1 |
| X1.1 | Pearson  Correlation | 1 | .345\*\* | .131 | .213\* | .575  \*\* |
| Sig. (2-tailed) |  | <,001 | .194 | .033 | <,00  1 |
| N | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson  Correlation | .345\*\* | 1 | .329\*\* | .178 | .651  \*\* |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Sig. (2-tailed) | <,001 |  | <,001 | .076 | <,00  1 |
| N | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson  Correlation | .131 | .329\*\* | 1 | .458\*\* | .748  \*\* |
| Sig. (2-tailed) | .194 | <,001 |  | <,001 | <,00  1 |
| N | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson  Correlation | .213\* | .178 | .458\*\* | 1 | .720  \*\* |
| Sig. (2-tailed) | .033 | .076 | <,001 |  | <,00  1 |
| N | 100 | 100 | 100 | 100 | 100 |
| Total  \_X1 | Pearson  Correlation | .575\*\* | .651\*\* | .748\*\* | .720\*\* | 1 |
| Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. 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 |
| .605 | 4 |

### Uji Validitas dan Reabilitas Variabel Gaya Hidup Hedonisme (X2)

**Correlations**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | Total\_  X2 |
| X2.1 | Pearson | 1 | .330\*\* | .272\*\* | .392\*\* | .771\*\* |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Correlation |  |  |  |  |  |
| Sig. (2-tailed) |  | <,001 | .006 | <,001 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson  Correlation | .330\*  \* | 1 | .354\*\* | .108 | .646\*\* |
| Sig. (2-tailed) | <,00  1 |  | <,001 | .283 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson  Correlation | .272\*  \* | .354\*\* | 1 | .252\* | .635\*\* |
| Sig. (2-tailed) | .006 | <,001 |  | .012 | <,001 |
| N | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson  Correlation | .392\*  \* | .108 | .252\* | 1 | .662\*\* |
| Sig. (2-tailed) | <,00  1 | .283 | .012 |  | <,001 |
| N | 100 | 100 | 100 | 100 | 100 |
| Total  \_X2 | Pearson  Correlation | .771\*  \* | .646\*\* | .635\*\* | .662\*\* | 1 |
| Sig. (2-tailed) | <,00  1 | <,001 | <,001 | <,001 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. 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 |
| .610 | 4 |

1. **Uji Validitas dan Reabilitas Variabel Keputusan Pembelian (Y)**

### Correlations

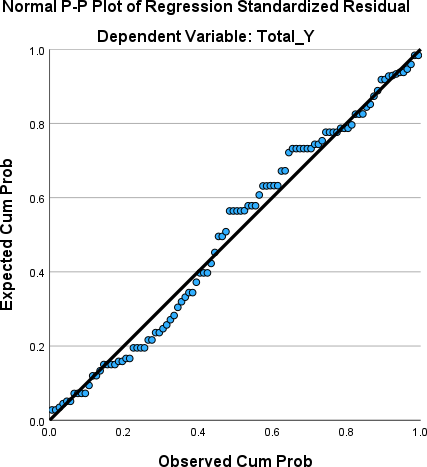
|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Total  \_Y |
| Y.1 | Pearson  Correlation | 1 | .400\*\* | .217\* | .297\*  \* | .220\* | .656\*  \* |
| Sig. (2-tailed) |  | <,001 | .030 | .003 | .028 | <,00  1 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.2 | Pearson  Correlation | .400\*  \* | 1 | .188 | .562\*  \* | .162 | .766\*  \* |
| Sig. (2-tailed) | <,00  1 |  | .062 | <,00  1 | .107 | <,00  1 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.3 | Pearson  Correlation | .217\* | .188 | 1 | .301\*  \* | .132 | .550\*  \* |
| Sig. (2-tailed) | .030 | .062 |  | .002 | .190 | <,00  1 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.4 | Pearson  Correlation | .297\*  \* | .562\*\* | .301\*  \* | 1 | .031 | .727\*  \* |
| Sig. (2-tailed) | .003 | <,001 | .002 |  | .756 | <,00  1 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y.5 | Pearson  Correlation | .220\* | .162 | .132 | .031 | 1 | .458\*  \* |
| Sig. (2-tailed) | .028 | .107 | .190 | .756 |  | <,00  1 |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Tot | Pearson | .656\* | .766\*\* | .550\* | .727\* | .458\* | 1 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| al\_ Y | Correlation | \* |  | \* | \* | \* |  |
| Sig. (2-tailed) | <,00  1 | <,001 | <,00  1 | <,00  1 | <,00  1 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. 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 |
| .635 | 5 |

### Hasil Uji Normalitas



**One-Sample Kolmogorov-Smirnov Test**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | | | Unstandardiz  ed Residual |
| N | | | | 100 |
| Normal Parametersa,b | | Mean | | .0000000 |
| Std. Deviation | | 1.65353700 |
| Most Extreme Differences | | Absolute | | .085 |
| Positive | | .067 |
| Negative | | -.085 |
| Test Statistic | | | | .085 |
| Asymp. Sig. (2-tailed)c | | | | .074 |
| Monte Carlo Sig. (2-tailed)d | Sig. | | | .075 |
| 99% Confidence  Interval | | Lower Bound | .068 |
| Upper Bound | .082 |
| a. Test distribution is Normal. | | | | |
| b. Calculated from data. | | | | |
| c. Lilliefors Significance Correction. | | | | |
| d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed  2000000. | | | | |

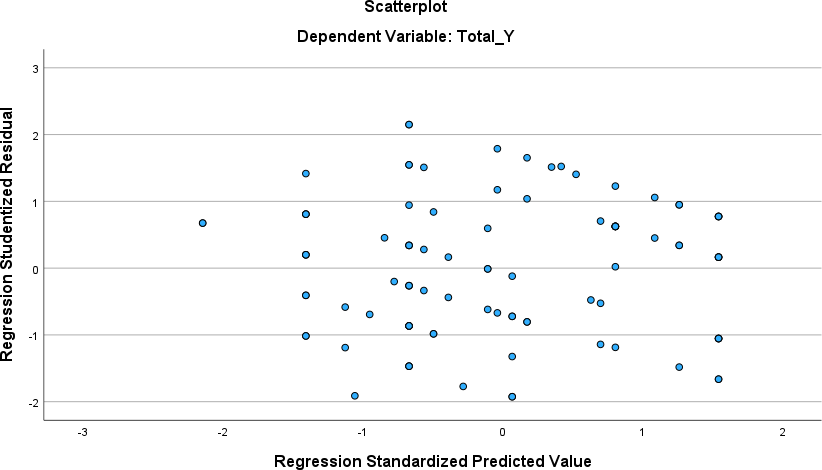
### Hasil Uji Multikolineritas

**Coefficientsa**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | Unstandardized Coefficients | | Stan dardi zed Coef ficie  nts | t | Sig. | Collinearity Statistics | |
| B | Std. | Beta | Tole | VIF |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | |  | Error |  |  |  | ranc  e |  |
| 1 | (Const  ant) | 6.491 | 1.733 |  | 3.745 | <,001 |  |  |
| Total\_  X1 | .473 | .131 | .365 | 3.602 | <,001 | .718 | 1.39  2 |
| Total\_  X2 | .292 | .124 | .238 | 2.346 | .021 | .718 | 1.39  2 |
| a. Dependent Variable: Total\_Y | | | | | | | | |

### Hasil Uji Heteroskedastisitas



**Coefficientsa**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized  Coefficients | | Standardized  Coefficients | t | Sig. |
| B | Std.  Error | Beta |
| 1 | (Constant  ) | 1.433 | .901 |  | 1.589 | .115 |
| Total\_X1 | .068 | .068 | .119 | 1.000 | .320 |
| Total\_X2 | -.070 | .065 | -.130 | -1.090 | .278 |
| a. Dependent Variable: ABS\_RES | | | | | | |

### Hasil Uji Koefisien Determinasi

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R  Square | Adjusted R  Square | Std. Error of  the Estimate |
| 1 | .532a | .283 | .268 | 1.670 |
| a. Predictors: (Constant), Total\_X2, Total\_X1 | | | | |

1. **Hasil Uji Analisis Regresi Linier Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized  Coefficients | | Standardized  Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant  ) | 6.491 | 1.733 |  | 3.74  5 | <,001 |
| Total\_X1 | .473 | .131 | .365 | 3.60  2 | <,001 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Total\_X2 | .292 | .124 | .238 | 2.34  6 | .021 |
| a. Dependent Variable: Total\_Y | | | | | | |

### Hasil Uji-T

**Coefficientsa**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized  Coefficients | | Standardized  Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant  ) | 6.491 | 1.733 |  | 3.74  5 | <,001 |
| Total\_X1 | .473 | .131 | .365 | 3.60  2 | <,001 |
| Total\_X2 | .292 | .124 | .238 | 2.34  6 | .021 |
| a. Dependent Variable: Total\_Y | | | | | | |

### Hasil Uji-F

**ANOVAa**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of  Squares | df | Mean  Square | F | Sig. |
| 1 | Regression | 106.626 | 2 | 53.313 | 19.105 | <,001b |
| Residual | 270.684 | 97 | 2.791 |  |  |
| Total | 377.310 | 99 |  |  |  |
| a. Dependent Variable: Total\_Y | | | | | | |
| b. Predictors: (Constant), Total\_X2, Total\_X1 | | | | | | |

### Lampiran 2 Kuesioner

**Kuesioner Pengaruh *Korean Wave* & Gaya Hidup Hedonisme Terhadap Keputusan Pembelian *Merchandise Offical/unoffical* AESPA**

Kuesioner dibagikan untuk mengetahui apakah ada pengaruh *korean wave* dan gaya hidup hedonisme terhadap keputusan pembelian *merchandise offical/unoffical* AESPA di Indonesia.

Terima kasih yang terbesar-besarnya atas kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner ini.

Nama\*

Umur\*

o **11 - 26**

o **27 - 42**

Jenis Kelamin\*

* **Perempuan**
* **Laki-laki**

***Korean Wave***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Pertanyaan | Skala Likert | | | |
| Sangat Setuju | Setuju | Tidak Setuju | Sangat  Tidak Setuju |
| Saya mengetahui *hallyu/korean wave* |  |  |  |  |
| Saya mendengarkan lagu korea atau  menonton drama korea |  |  |  |  |
| Saya menyukai K-pop, K-drama, K-  beauty, K-fashion, K-variety |  |  |  |  |
| Saya mengonsumsi/menggunakan produk impor asal korea  (elektronik,skincare,merchandise,dll) |  |  |  |  |

### Gaya Hidup Hedonisme

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Pertanyaan | Skala Likert | | | |
| Sangat Setuju | Setuju | Tidak Setuju | Sangat  Tidak Setuju |
| Saya lebih banyak menghabiskan waktu di  sebuah event *K-pop* untuk bersenang- senang |  |  |  |  |
| Saya membeli *merchandise offical/unoffical* aespa untuk memuaskan  keinginan saya |  |  |  |  |
| Saya mudah tertarik pada *k-pop* yang  sedang trend |  |  |  |  |
| Saya perlu mengikuti trend *k-pop* agar  tidak dianggap kurang pergaulan. |  |  |  |  |

**Keputusan Pembelian**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Pertanyaan | Skala Likert | | | |
| Sangat Setuju | Setuju | Tidak Setuju | Sangat  Tidak Setuju |
| Saya mengetahui produk *merchandise*  *offical/unoffical* aespa |  |  |  |  |
| Saya melakukan pencarian informasi mengenai *merchandise offical/unoffical*  aespa |  |  |  |  |
| Saya tertarik untuk membeli *merchandise*  *offical/unoffical* aespa |  |  |  |  |
| Saya membandingkan *merchandise*  *offical/unoffical* aespa dengan idol lainnya |  |  |  |  |
| Saya memutuskan untuk membeli  *mercahndise offical/unoffical* aespa |  |  |  |  |

TERIMA KASIH

### Lampiran 3 Tabulasi Data Jawaban Responden

1. **Variabel *Korean Wave* (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No | Umur | Jenis Kelamin | Korean Wave X1 | | | | Total  X1 |
| X1.1 | X1.2 | X1.3 | X1.4 |
| 1 | 2 | 2 | 4 | 3 | 3 | 4 | 14 |
| 2 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 3 | 1 | 2 | 4 | 4 | 3 | 4 | 15 |
| 4 | 1 | 2 | 3 | 3 | 3 | 3 | 12 |
| 5 | 1 | 2 | 3 | 3 | 3 | 3 | 12 |
| 6 | 1 | 2 | 4 | 4 | 4 | 4 | 16 |
| 7 | 2 | 2 | 4 | 3 | 3 | 3 | 13 |
| 8 | 2 | 2 | 4 | 4 | 4 | 4 | 16 |
| 9 | 1 | 2 | 3 | 4 | 4 | 4 | 15 |
| 10 | 1 | 2 | 3 | 3 | 3 | 3 | 12 |
| 11 | 2 | 2 | 4 | 3 | 4 | 4 | 15 |
| 12 | 1 | 2 | 4 | 4 | 4 | 4 | 16 |
| 13 | 1 | 2 | 4 | 4 | 4 | 4 | 16 |
| 14 | 2 | 2 | 4 | 4 | 4 | 4 | 16 |
| 15 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 16 | 1 | 1 | 3 | 3 | 3 | 3 | 12 |
| 17 | 2 | 1 | 4 | 3 | 4 | 4 | 15 |
| 18 | 2 | 1 | 4 | 3 | 4 | 4 | 15 |
| 19 | 1 | 1 | 3 | 3 | 3 | 4 | 13 |
| 20 | 2 | 1 | 3 | 3 | 3 | 4 | 13 |
| 21 | 1 | 1 | 3 | 3 | 3 | 4 | 13 |
| 22 | 2 | 1 | 3 | 3 | 3 | 4 | 13 |
| 23 | 1 | 1 | 4 | 4 | 3 | 4 | 15 |
| 24 | 1 | 1 | 4 | 3 | 3 | 3 | 13 |
| 25 | 1 | 1 | 4 | 4 | 3 | 4 | 15 |
| 26 | 2 | 1 | 4 | 3 | 3 | 3 | 13 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 27 | 2 | 1 | 4 | 3 | 3 | 3 | 13 |
| 28 | 2 | 1 | 4 | 3 | 4 | 4 | 15 |
| 29 | 2 | 1 | 4 | 3 | 3 | 3 | 13 |
| 30 | 2 | 1 | 3 | 3 | 3 | 4 | 13 |
| 31 | 2 | 1 | 4 | 3 | 4 | 4 | 15 |
| 32 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 33 | 1 | 1 | 3 | 3 | 3 | 4 | 13 |
| 34 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 35 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 36 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 37 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 38 | 1 | 1 | 4 | 3 | 3 | 3 | 13 |
| 39 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 40 | 1 | 1 | 3 | 3 | 4 | 3 | 13 |
| 41 | 1 | 1 | 4 | 3 | 3 | 3 | 13 |
| 42 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 43 | 1 | 1 | 3 | 3 | 4 | 3 | 13 |
| 44 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 45 | 1 | 2 | 4 | 4 | 4 | 4 | 16 |
| 46 | 2 | 1 | 4 | 4 | 4 | 3 | 15 |
| 47 | 1 | 1 | 3 | 3 | 3 | 3 | 12 |
| 48 | 2 | 1 | 4 | 4 | 4 | 3 | 15 |
| 49 | 2 | 2 | 4 | 3 | 3 | 4 | 14 |
| 50 | 2 | 1 | 4 | 4 | 4 | 3 | 15 |
| 51 | 1 | 1 | 4 | 4 | 3 | 3 | 14 |
| 52 | 2 | 1 | 3 | 3 | 3 | 3 | 12 |
| 53 | 1 | 1 | 3 | 3 | 4 | 3 | 13 |
| 54 | 2 | 2 | 4 | 4 | 3 | 4 | 15 |
| 55 | 1 | 1 | 3 | 4 | 3 | 3 | 13 |
| 56 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 57 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 58 | 2 | 2 | 4 | 4 | 4 | 4 | 16 |
| 59 | 1 | 1 | 3 | 3 | 3 | 3 | 12 |
| 60 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 61 | 2 | 2 | 4 | 3 | 3 | 3 | 13 |
| 62 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 63 | 2 | 1 | 4 | 4 | 3 | 3 | 14 |
| 64 | 1 | 2 | 3 | 4 | 4 | 4 | 15 |
| 65 | 1 | 1 | 3 | 3 | 3 | 3 | 12 |
| 66 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 67 | 2 | 2 | 4 | 3 | 3 | 4 | 14 |
| 68 | 2 | 2 | 4 | 3 | 4 | 4 | 15 |
| 69 | 2 | 2 | 3 | 3 | 4 | 4 | 14 |
| 70 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 71 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 72 | 2 | 1 | 4 | 4 | 2 | 4 | 14 |
| 73 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 74 | 2 | 2 | 4 | 4 | 2 | 4 | 14 |
| 75 | 2 | 1 | 3 | 4 | 3 | 3 | 13 |
| 76 | 1 | 1 | 4 | 3 | 3 | 3 | 13 |
| 77 | 2 | 2 | 4 | 4 | 2 | 2 | 12 |
| 78 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 79 | 2 | 2 | 4 | 4 | 3 | 2 | 13 |
| 80 | 2 | 2 | 3 | 3 | 2 | 3 | 11 |
| 81 | 1 | 1 | 4 | 4 | 3 | 3 | 14 |
| 82 | 2 | 1 | 4 | 4 | 3 | 2 | 13 |
| 83 | 1 | 1 | 3 | 3 | 4 | 4 | 14 |
| 84 | 1 | 1 | 3 | 4 | 3 | 3 | 13 |
| 85 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 86 | 1 | 1 | 4 | 4 | 2 | 2 | 12 |
| 87 | 2 | 2 | 4 | 3 | 2 | 4 | 13 |
| 88 | 2 | 1 | 4 | 3 | 2 | 2 | 11 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 89 | 1 | 2 | 3 | 4 | 3 | 3 | 13 |
| 90 | 2 | 2 | 4 | 3 | 3 | 4 | 14 |
| 91 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 92 | 2 | 1 | 3 | 3 | 3 | 3 | 12 |
| 93 | 1 | 1 | 3 | 4 | 4 | 3 | 14 |
| 94 | 2 | 1 | 3 | 4 | 4 | 3 | 14 |
| 95 | 1 | 1 | 4 | 3 | 2 | 4 | 13 |
| 96 | 2 | 1 | 4 | 3 | 3 | 3 | 13 |
| 97 | 1 | 1 | 4 | 3 | 3 | 3 | 13 |
| 98 | 1 | 1 | 4 | 3 | 3 | 2 | 12 |
| 99 | 1 | 1 | 3 | 4 | 3 | 3 | 13 |
| 100 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 101 | 1 | 1 | 3 | 3 | 4 | 4 | 14 |
| 102 | 1 | 1 | 3 | 3 | 4 | 4 | 14 |
| 103 | 1 | 1 | 3 | 3 | 4 | 4 | 14 |
| 104 | 1 | 1 | 4 | 4 | 3 | 4 | 15 |
| 105 | 1 | 1 | 4 | 4 | 4 | 3 | 15 |
| 106 | 2 | 1 | 3 | 4 | 4 | 4 | 15 |
| 107 | 2 | 1 | 4 | 3 | 4 | 4 | 15 |
| 108 | 1 | 1 | 4 | 4 | 3 | 4 | 15 |
| 109 | 1 | 1 | 3 | 3 | 4 | 3 | 13 |
| 110 | 2 | 1 | 4 | 3 | 3 | 4 | 14 |
| 111 | 1 | 2 | 3 | 3 | 3 | 3 | 12 |
| 112 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 113 | 1 | 1 | 3 | 4 | 4 | 3 | 14 |
| 114 | 1 | 1 | 4 | 3 | 3 | 4 | 14 |
| 115 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |

1. **Variabel Gaya Hidup Hedonisme (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No Responden | Umur | Jenis Kelamin | Gaya Hidup Hedonisme  X2 | | | | Total X2 |
| X2.1 | X2.2 | X2.3 | X2.4 |
| 1 | 2 | 2 | 4 | 4 | 4 | 4 | 16 |
| 2 | 2 | 2 | 3 | 4 | 4 | 4 | 15 |
| 3 | 1 | 2 | 3 | 3 | 3 | 3 | 12 |
| 4 | 1 | 2 | 4 | 3 | 4 | 4 | 15 |
| 5 | 1 | 2 | 3 | 4 | 3 | 4 | 14 |
| 6 | 1 | 2 | 4 | 4 | 4 | 3 | 15 |
| 7 | 2 | 2 | 4 | 4 | 4 | 3 | 15 |
| 8 | 2 | 2 | 3 | 4 | 4 | 4 | 15 |
| 9 | 1 | 2 | 4 | 3 | 4 | 4 | 15 |
| 10 | 1 | 2 | 4 | 4 | 4 | 3 | 15 |
| 11 | 2 | 2 | 4 | 4 | 4 | 4 | 16 |
| 12 | 1 | 2 | 4 | 3 | 4 | 4 | 15 |
| 13 | 1 | 2 | 4 | 3 | 3 | 3 | 13 |
| 14 | 2 | 2 | 4 | 3 | 3 | 3 | 13 |
| 15 | 1 | 1 | 4 | 3 | 4 | 4 | 15 |
| 16 | 1 | 1 | 3 | 3 | 3 | 4 | 13 |
| 17 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 18 | 2 | 1 | 4 | 4 | 4 | 3 | 15 |
| 19 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 20 | 2 | 1 | 3 | 4 | 3 | 3 | 13 |
| 21 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 22 | 2 | 1 | 3 | 4 | 3 | 3 | 13 |
| 23 | 1 | 1 | 4 | 3 | 4 | 3 | 14 |
| 24 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 25 | 1 | 1 | 3 | 4 | 4 | 4 | 15 |
| 26 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 27 | 2 | 1 | 3 | 3 | 4 | 3 | 13 |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| 28 | 2 | 1 | 4 | 4 | 4 | 3 | 15 |
| 29 | 2 | 1 | 3 | 3 | 4 | 3 | 13 |
| 30 | 2 | 1 | 3 | 4 | 4 | 4 | 15 |
| 31 | 2 | 1 | 4 | 4 | 4 | 3 | 15 |
| 32 | 2 | 1 | 3 | 3 | 3 | 4 | 13 |
| 33 | 1 | 1 | 3 | 4 | 3 | 3 | 13 |
| 34 | 2 | 1 | 4 | 3 | 4 | 4 | 15 |
| 35 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 36 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 37 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 38 | 1 | 1 | 4 | 3 | 4 | 4 | 15 |
| 39 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 40 | 1 | 1 | 4 | 3 | 3 | 4 | 14 |
| 41 | 1 | 1 | 3 | 3 | 4 | 3 | 13 |
| 42 | 2 | 1 | 3 | 3 | 3 | 3 | 12 |
| 43 | 1 | 1 | 4 | 3 | 3 | 3 | 13 |
| 44 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 45 | 1 | 2 | 4 | 4 | 4 | 4 | 16 |
| 46 | 2 | 1 | 4 | 3 | 4 | 4 | 15 |
| 47 | 1 | 1 | 3 | 3 | 3 | 3 | 12 |
| 48 | 2 | 1 | 3 | 3 | 3 | 3 | 12 |
| 49 | 2 | 2 | 3 | 4 | 4 | 3 | 14 |
| 50 | 2 | 1 | 3 | 3 | 3 | 3 | 12 |
| 51 | 1 | 1 | 3 | 3 | 4 | 4 | 14 |
| 52 | 2 | 1 | 3 | 3 | 3 | 3 | 12 |
| 53 | 1 | 1 | 4 | 3 | 3 | 3 | 13 |
| 54 | 2 | 2 | 3 | 4 | 4 | 4 | 15 |
| 55 | 1 | 1 | 3 | 3 | 3 | 4 | 13 |
| 56 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 57 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 58 | 2 | 2 | 4 | 4 | 4 | 4 | 16 |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| 59 | 1 | 1 | 3 | 3 | 3 | 3 | 12 |
| 60 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 61 | 2 | 2 | 3 | 3 | 4 | 3 | 13 |
| 62 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 63 | 2 | 1 | 3 | 3 | 3 | 3 | 12 |
| 64 | 1 | 2 | 4 | 4 | 3 | 4 | 15 |
| 65 | 1 | 1 | 3 | 3 | 3 | 3 | 12 |
| 66 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 67 | 2 | 2 | 3 | 4 | 4 | 3 | 14 |
| 68 | 2 | 2 | 4 | 4 | 4 | 3 | 15 |
| 69 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 70 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 71 | 1 | 1 | 4 | 4 | 4 | 4 | 16 |
| 72 | 2 | 1 | 2 | 4 | 4 | 1 | 11 |
| 73 | 2 | 1 | 4 | 4 | 4 | 4 | 16 |
| 74 | 2 | 2 | 2 | 4 | 4 | 4 | 14 |
| 75 | 2 | 1 | 3 | 3 | 3 | 4 | 13 |
| 76 | 1 | 1 | 3 | 3 | 4 | 3 | 13 |
| 77 | 2 | 2 | 2 | 2 | 4 | 4 | 12 |
| 78 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 79 | 2 | 2 | 3 | 4 | 4 | 3 | 14 |
| 80 | 2 | 2 | 2 | 3 | 3 | 3 | 11 |
| 81 | 1 | 1 | 3 | 3 | 4 | 4 | 14 |
| 82 | 2 | 1 | 3 | 2 | 4 | 4 | 13 |
| 83 | 1 | 1 | 3 | 3 | 3 | 3 | 12 |
| 84 | 1 | 1 | 3 | 4 | 4 | 1 | 12 |
| 85 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 86 | 1 | 1 | 2 | 3 | 4 | 4 | 13 |
| 87 | 2 | 2 | 2 | 4 | 4 | 3 | 13 |
| 88 | 2 | 1 | 2 | 2 | 4 | 3 | 11 |
| 89 | 1 | 2 | 4 | 3 | 4 | 4 | 15 |

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| 90 | 2 | 2 | 3 | 4 | 4 | 3 | 14 |
| 91 | 2 | 2 | 4 | 4 | 4 | 4 | 16 |
| 92 | 2 | 1 | 3 | 3 | 3 | 3 | 12 |
| 93 | 1 | 1 | 4 | 3 | 4 | 4 | 15 |
| 94 | 2 | 1 | 1 | 3 | 3 | 3 | 10 |
| 95 | 1 | 1 | 2 | 4 | 4 | 3 | 13 |
| 96 | 2 | 1 | 3 | 3 | 4 | 3 | 13 |
| 97 | 1 | 1 | 3 | 3 | 4 | 3 | 13 |
| 98 | 1 | 1 | 3 | 2 | 4 | 3 | 12 |
| 99 | 1 | 1 | 3 | 3 | 3 | 4 | 13 |
| 100 | 2 | 2 | 3 | 3 | 3 | 3 | 12 |
| 101 | 1 | 1 | 4 | 3 | 3 | 4 | 14 |
| 102 | 1 | 1 | 4 | 3 | 4 | 3 | 14 |
| 103 | 1 | 1 | 4 | 4 | 3 | 4 | 15 |
| 104 | 1 | 1 | 4 | 3 | 3 | 3 | 13 |
| 105 | 1 | 1 | 3 | 3 | 3 | 4 | 13 |
| 106 | 2 | 1 | 3 | 3 | 3 | 4 | 13 |
| 107 | 2 | 1 | 3 | 4 | 4 | 3 | 14 |
| 108 | 1 | 1 | 4 | 3 | 4 | 3 | 14 |
| 109 | 1 | 1 | 4 | 3 | 4 | 3 | 14 |
| 110 | 2 | 1 | 3 | 4 | 3 | 3 | 13 |
| 111 | 1 | 2 | 4 | 4 | 4 | 3 | 15 |
| 112 | 1 | 1 | 3 | 3 | 3 | 4 | 13 |
| 113 | 1 | 1 | 3 | 3 | 4 | 4 | 14 |
| 114 | 1 | 1 | 3 | 4 | 4 | 4 | 15 |
| 115 | 1 | 1 | 4 | 4 | 4 | 3 | 15 |

1. **Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No  Responden | Umur | Jenis  Kelamin | Keputusan Pembelian Y | | | | | Total  Y |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 |
| 1 | 2 | 2 | 3 | 3 | 4 | 4 | 3 | 17 |
| 2 | 2 | 2 | 3 | 3 | 4 | 4 | 3 | 17 |
| 3 | 1 | 2 | 4 | 3 | 4 | 4 | 4 | 19 |
| 4 | 1 | 2 | 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 1 | 2 | 3 | 3 | 4 | 3 | 4 | 17 |
| 6 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 2 | 2 | 4 | 3 | 3 | 4 | 4 | 18 |
| 8 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 16 |
| 9 | 1 | 2 | 4 | 4 | 3 | 4 | 4 | 19 |
| 10 | 1 | 2 | 3 | 3 | 3 | 3 | 4 | 16 |
| 11 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 1 | 2 | 4 | 3 | 3 | 3 | 3 | 16 |
| 14 | 2 | 2 | 4 | 4 | 4 | 4 | 3 | 19 |
| 15 | 1 | 1 | 3 | 4 | 4 | 4 | 4 | 19 |
| 16 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 15 |
| 17 | 2 | 1 | 4 | 3 | 4 | 4 | 4 | 19 |
| 18 | 2 | 1 | 4 | 3 | 4 | 4 | 4 | 19 |
| 19 | 1 | 1 | 3 | 3 | 3 | 3 | 4 | 16 |
| 20 | 2 | 1 | 4 | 4 | 4 | 4 | 3 | 19 |
| 21 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 22 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 1 | 1 | 4 | 4 | 4 | 4 | 3 | 19 |
| 25 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 26 | 2 | 1 | 3 | 3 | 3 | 3 | 4 | 16 |
| 27 | 2 | 1 | 4 | 4 | 4 | 4 | 3 | 19 |
| 28 | 2 | 1 | 4 | 3 | 4 | 4 | 4 | 19 |

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| 29 | 2 | 1 | 3 | 3 | 3 | 3 | 4 | 16 |
| 30 | 2 | 1 | 3 | 3 | 3 | 4 | 4 | 17 |
| 31 | 2 | 1 | 4 | 3 | 4 | 4 | 4 | 19 |
| 32 | 2 | 1 | 3 | 3 | 3 | 4 | 4 | 17 |
| 33 | 1 | 1 | 3 | 3 | 3 | 4 | 4 | 17 |
| 34 | 2 | 1 | 4 | 4 | 3 | 4 | 4 | 19 |
| 35 | 1 | 1 | 3 | 3 | 3 | 4 | 4 | 17 |
| 36 | 2 | 1 | 4 | 3 | 3 | 3 | 4 | 17 |
| 37 | 1 | 1 | 4 | 4 | 3 | 4 | 4 | 19 |
| 38 | 1 | 1 | 4 | 3 | 3 | 3 | 4 | 17 |
| 39 | 1 | 1 | 4 | 3 | 3 | 3 | 4 | 17 |
| 40 | 1 | 1 | 4 | 3 | 3 | 3 | 4 | 17 |
| 41 | 1 | 1 | 4 | 3 | 3 | 3 | 4 | 17 |
| 42 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 43 | 1 | 1 | 4 | 3 | 3 | 3 | 4 | 17 |
| 44 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 46 | 2 | 1 | 4 | 4 | 3 | 4 | 3 | 18 |
| 47 | 1 | 1 | 3 | 3 | 3 | 2 | 3 | 14 |
| 48 | 2 | 1 | 3 | 3 | 3 | 3 | 4 | 16 |
| 49 | 2 | 2 | 3 | 3 | 4 | 4 | 3 | 17 |
| 50 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 51 | 1 | 1 | 4 | 3 | 3 | 3 | 3 | 16 |
| 52 | 2 | 1 | 3 | 3 | 4 | 4 | 3 | 17 |
| 53 | 1 | 1 | 3 | 3 | 3 | 3 | 4 | 16 |
| 54 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 19 |
| 55 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 15 |
| 56 | 2 | 1 | 3 | 4 | 4 | 4 | 4 | 19 |
| 57 | 2 | 1 | 3 | 4 | 4 | 4 | 4 | 19 |
| 58 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 17 |
| 59 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 15 |

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| 60 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 61 | 2 | 2 | 4 | 3 | 3 | 4 | 4 | 18 |
| 62 | 2 | 1 | 3 | 3 | 3 | 3 | 4 | 16 |
| 63 | 2 | 1 | 3 | 1 | 4 | 3 | 4 | 15 |
| 64 | 1 | 2 | 4 | 4 | 3 | 4 | 4 | 19 |
| 65 | 1 | 1 | 3 | 2 | 3 | 3 | 3 | 14 |
| 66 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 16 |
| 67 | 2 | 2 | 3 | 2 | 4 | 4 | 3 | 16 |
| 68 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 16 |
| 69 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 18 |
| 70 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 71 | 1 | 1 | 4 | 3 | 3 | 3 | 3 | 16 |
| 72 | 2 | 1 | 3 | 3 | 3 | 3 | 4 | 16 |
| 73 | 2 | 1 | 4 | 4 | 4 | 4 | 3 | 19 |
| 74 | 2 | 2 | 3 | 3 | 2 | 4 | 2 | 14 |
| 75 | 2 | 1 | 3 | 2 | 4 | 3 | 4 | 16 |
| 76 | 1 | 1 | 4 | 3 | 3 | 2 | 3 | 15 |
| 77 | 2 | 2 | 4 | 2 | 4 | 3 | 4 | 17 |
| 78 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 17 |
| 79 | 2 | 2 | 4 | 2 | 4 | 3 | 3 | 16 |
| 80 | 2 | 2 | 3 | 3 | 4 | 3 | 3 | 16 |
| 81 | 1 | 1 | 3 | 2 | 4 | 3 | 3 | 15 |
| 82 | 2 | 1 | 3 | 2 | 3 | 2 | 4 | 14 |
| 83 | 1 | 1 | 3 | 3 | 4 | 1 | 4 | 15 |
| 84 | 1 | 1 | 3 | 2 | 4 | 4 | 2 | 15 |
| 85 | 2 | 2 | 4 | 2 | 3 | 3 | 4 | 16 |
| 86 | 1 | 1 | 3 | 2 | 4 | 3 | 2 | 14 |
| 87 | 2 | 2 | 3 | 2 | 4 | 2 | 4 | 15 |
| 88 | 2 | 1 | 3 | 3 | 3 | 3 | 4 | 16 |
| 89 | 1 | 2 | 4 | 2 | 4 | 2 | 4 | 16 |
| 90 | 2 | 2 | 3 | 3 | 2 | 4 | 2 | 14 |

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| 91 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 14 |
| 92 | 2 | 1 | 4 | 3 | 3 | 2 | 3 | 15 |
| 93 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 94 | 2 | 1 | 1 | 3 | 3 | 3 | 3 | 13 |
| 95 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 2 | 1 | 3 | 2 | 3 | 2 | 4 | 14 |
| 97 | 1 | 1 | 3 | 2 | 3 | 3 | 3 | 14 |
| 98 | 1 | 1 | 3 | 4 | 4 | 4 | 3 | 18 |
| 99 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 15 |
| 100 | 2 | 2 | 3 | 2 | 4 | 3 | 4 | 16 |
| 101 | 1 | 1 | 4 | 4 | 3 | 4 | 3 | 18 |
| 102 | 1 | 1 | 3 | 3 | 4 | 3 | 4 | 17 |
| 103 | 1 | 1 | 4 | 3 | 3 | 3 | 4 | 17 |
| 104 | 1 | 1 | 4 | 4 | 3 | 4 | 3 | 18 |
| 105 | 1 | 1 | 4 | 4 | 3 | 3 | 4 | 18 |
| 106 | 2 | 1 | 4 | 3 | 4 | 4 | 4 | 19 |
| 107 | 2 | 1 | 4 | 4 | 3 | 3 | 4 | 18 |
| 108 | 1 | 1 | 4 | 4 | 3 | 4 | 4 | 19 |
| 109 | 1 | 1 | 3 | 4 | 4 | 4 | 3 | 18 |
| 110 | 2 | 1 | 4 | 4 | 3 | 4 | 3 | 18 |
| 111 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 20 |
| 112 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 113 | 1 | 1 | 3 | 4 | 4 | 4 | 3 | 18 |
| 114 | 1 | 1 | 3 | 4 | 4 | 4 | 3 | 18 |
| 115 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 20 |