LAMPIRAN I

Lampiran 1

KUESIONER
KepadaYth,
Konsumen Citra Mart KPRI Bina Citra Husada RSUP Dr.Kariadi Semarang
Di Tempat

DenganHormat

Dalam rangka penelitian tugas akhir/ skripsi pada program strata 1 (s1) Universitas Wahid Hasyim Semarang, Saya:

Nama : Fitri Analia
Nim : 151010158
Fakultas : Ekonomi
Jurusan : Manajemen

Bermaksudmengadakanpenelitian yang berjudul"Pengaruh Gaya Hidup dan Sikap Gender Terhadap Keputusan Pembelian Konsumen di Citra Mart KPRI Bina Citra Husada RSUP Dr.Kariadi Semarang "sehubungan dengan itu, saya mohon bantuan dari bapak/ibu/saudara/i meluangkan waktunya untuk mengisi kuesioner penelitian ini.

Saya sangat mengharapkan agar kuesioner penelitian ini diisi dengan lengkap sesuai dengan kondisi yang sebenarnya. Jawaban dari bapak/ibu/saudara/i hanya digunakan untuk penelitian, dan kerahasiaan akan saya jaga dengan hati - hati.

Atas kesediaan dan partisipasi Bapak/Ibu/Saudara/i untuk mengisi dan mengembalikan kuesioner ini tidak lupa sayau capkan terimakasih yang sebesar - besarnya.

HormatSaya,
Peneliti

FitriAnalia
NIM. 151010158

KUESIONER

PENGARUH GAYA HIDUP DAN SIKAP GENDER TERHADAP KEPUTUSAN PEMBELIAN DI CITRA MART KPRI BINA CITRA HUSADA RSUP Dr.KARIADI SEMARANG

A. IDENTITAS RESPONDEN
   1. Nama :
   2. JenisKelamin : ☐ Laki-laki ☐ Perempuan
   3. Usia :
   4. Pekerjaan :

B. PETUNJUK PENGISIAN

Berikan penilaian terhadap hal-hal dibawah ini dengan tanda (√) yang paling tepat menurut saudara. Alternatif jawaban terdiri dari:

(SS) : Sangat Setuju (N) : Netral (STS) : Sangat Tidak Setuju

(S) : Setuju (TS) :TidakSetuju

No	Pertanyaan	SS	S	N	TS	STS
Var iabel KeputusanPembelian						
Kemantapandalammemilih toko						
1	Sayamemilih Citra Mart karenacitra mart menyediakanproduk yang lengkap					
2	Sayamemilihtoko Citra Mart karenaproduk yang dijualkualitasnyaterjamin					
Kebiasaandalammemilihtoko						
3	Waktuistirahatsayaterbiasaberbelanja di toko Citra Mart					
4	Sayamenyempatkandiriapabilamembutuhkansesuatu					
Memberikanrekomendasikepada orang lain						
5	Saya akan mengatakan dengan baik pada orang lain mengenai Toko Citra Mart					

6	Sayamerekomendasikan produk danpelayanan yang baik di Citra Mart kepada orang lain					
Melakukanpembelianulang						
7	Sayaberbelanja di Citra Mart lebihdari 2x selamaseminggu					
8	Sayaberbelanja di Citra Mart sesuaidengankeinginansaya					
Variabel Gaya Hidup						
Kegiatan (*Activity)*						
9	Sayaakanmendatangi Citra Mart untukmengisiwaktuluang					
10	Sayamenemukanproduk-produk yang sayabutuhkan di Citra Mart					
Minat (*Interest)*						
11	Sayasukaberbelanja di Citra Mart sebelummasukketoko yang lain.					
12	Sayaakanmendatangi Citra Mart sebelummasukketoko yang lain					
Pendapat*(Opinion)*						
13	Sayamerasa Citra Mart mampumemenuhiharapansayadalamberbelanja					
14	Sayamenyukaiberbelanja di Citra Mart					
Variabel Sikap Gender						
Sikap Pembeli Laki-Laki						
15	Saya mudah terpengaruh oleh bujukan penjual					
16	Sayamempunyaiperasaantidakenakjikamemasukitokotanpamembelisesuatu					
17	Sayatidakbegituberminatdalamberbelanja					
18	Sayamudahterpengaruholehnasihat yang baik.					
Sikap Pembeli Perempuan						
19	Sayatidakmudahterpengaruholehbujukanpenjual					

20	Sayalebihtertarikpadawarnadanbentuksuatuproduk					
21	Sayalebihtertarikpada mode ataukemasan yang baru					
22	Sayalebihmementingkan status sosialdalamberbelanja.					
23	Sayalebihmenyukaihal-hal yang bersifatromantis					
24	Sayalebihsukamintapendapatpada orang lain.					
25	Sayalebihtertarikpadahal-halteknisdaribarang yang akandibeli					
26	Sayalebihcepatmerasakansuasanatoko					
27	SayalebihSenangdalamberbelanjasehinggacepatdalammenentukanbarang yang akandibelinya					

LAMPIRAN IV

UJI VALIDITAS

1. GAYA HIDUP (X_1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total_X1
X1.1	Pearson Correlation	1	.357**	.237*	.117	.289**	.284**	.583**
	Sig. (2-tailed)		.000	.018	.246	.004	.004	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.357**	1	.270**	.300**	.314**	.352**	.675**
	Sig. (2-tailed)	.000		.007	.002	.001	.000	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.237*	.270**	1	.324**	.224*	.178	.585**
	Sig. (2-tailed)	.018	.007		.001	.025	.077	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.117	.300**	.324**	1	.272**	.368**	.620**
	Sig. (2-tailed)	.246	.002	.001		.006	.000	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.289**	.314**	.224*	.272**	1	.396**	.663**
	Sig. (2-tailed)	.004	.001	.025	.006		.000	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.284**	.352**	.178	.368**	.396**	1	.689**
	Sig. (2-tailed)	.004	.000	.077	.000	.000		.000
	N	100	100	100	100	100	100	100
Total_X1	Pearson Correlation	.583**	.675**	.585**	.620**	.663**	.689**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	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).

2. SIKAP GENDER (X_2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	Total_X2
X2.1	Pearson Correlation	1	.262**	.107	.280**	.000	.014	.144	.004	.044	.258**	.020	.266**	.086	.320**
	Sig. (2-tailed)		.008	.291	.005	.997	.894	.154	.970	.662	.010	.847	.007	.393	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.262**	1	.588**	.317**	.031	.474**	.371**	.414**	.006	.405**	.502**	.397**	.520**	.681**
	Sig. (2-tailed)	.008		.000	.001	.759	.000	.000	.000	.951	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.107	.588**	1	.368**	.165	.584**	.321**	.458**	-.049	.340**	.591**	.440**	.438**	.693**
	Sig. (2-tailed)	.291	.000		.000	.100	.000	.001	.000	.627	.001	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.280**	.317**	.368**	1	.197*	.421**	.140	.345**	-.021	.382**	.417**	.357**	.390**	.598**
	Sig. (2-tailed)	.005	.001	.000		.049	.000	.165	.000	.836	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.000	.031	.165	.197*	1	.029	.025	.062	.006	.004	.040	.103	.185	.277**
	Sig. (2-tailed)	.997	.759	.100	.049		.775	.807	.539	.956	.966	.694	.310	.065	.005
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.014	.474**	.584**	.421**	.029	1	.536**	.648**	.073	.415**	.986**	.393**	.428**	.798**
	Sig. (2-tailed)	.894	.000	.000	.000	.775		.000	.000	.471	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.144	.371**	.321**	.140	.025	.536**	1	.467**	.021	.330**	.538**	.244*	.263**	.582**
	Sig. (2-tailed)	.154	.000	.001	.165	.807	.000		.000	.836	.001	.000	.014	.008	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	.004	.414**	.458**	.345**	.062	.648**	.467**	1	.085	.454**	.648**	.366**	.333**	.704**
	Sig. (2-tailed)	.970	.000	.000	.000	.539	.000	.000		.398	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.9	Pearson Correlation	.044	.006	-.049	-.021	.006	.073	.021	.085	1	-.009	.067	-.026	.045	.206*
	Sig. (2-tailed)	.662	.951	.627	.836	.956	.471	.836	.398		.925	.507	.798	.660	.039
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.10	Pearson Correlation	.258**	.405**	.340**	.382**	.004	.415**	.330**	.454**	-.009	1	.427**	.412**	.292**	.619**
	Sig. (2-tailed)	.010	.000	.001	.000	.966	.000	.001	.000	.925		.000	.000	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.11	Pearson Correlation	.020	.502**	.591**	.417**	.040	.986**	.538**	.648**	.067	.427**	1	.422**	.463**	.813**
	Sig. (2-tailed)	.847	.000	.000	.000	.694	.000	.000	.000	.507	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.12	Pearson Correlation	.266**	.397**	.440**	.357**	.103	.393**	.244*	.366**	-.026	.412**	.422**	1	.365**	.614**
	Sig. (2-tailed)	.007	.000	.000	.000	.310	.000	.014	.000	.798	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.13	Pearson Correlation	.086	.520**	.438**	.390**	.185	.428**	.263**	.333**	.045	.292**	.463**	.365**	1	.618**
	Sig. (2-tailed)	.393	.000	.000	.000	.065	.000	.008	.001	.660	.003	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total_X2	Pearson Correlation	.320**	.681**	.693**	.598**	.277**	.798**	.582**	.704**	.206*	.619**	.813**	.614**	.618**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.005	.000	.000	.000	.039	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	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).

3. KEPUTUSAN PEMBELIAN (Y)

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Total_Y
Y1.1	Pearson Correlation	1	.018	.046	.129	.007	.131	.159	-.026	.363**
	Sig. (2-tailed)		.857	.651	.200	.947	.193	.113	.798	.000
	N	100	100	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.018	1	.269**	.051	-.024	.218*	.148	.235*	.465**
	Sig. (2-tailed)	.857		.007	.611	.811	.029	.140	.019	.000
	N	100	100	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.046	.269**	1	.133	.092	.195	.204*	.369**	.566**
	Sig. (2-tailed)	.651	.007		.186	.363	.052	.042	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.129	.051	.133	1	.131	.181	.177	.215*	.465**
	Sig. (2-tailed)	.200	.611	.186		.193	.072	.078	.032	.000
	N	100	100	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	.007	-.024	.092	.131	1	.406**	.248*	.145	.459**
	Sig. (2-tailed)	.947	.811	.363	.193		.000	.013	.150	.000
	N	100	100	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	.131	.218*	.195	.181	.406**	1	.400**	.428**	.699**
	Sig. (2-tailed)	.193	.029	.052	.072	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y1.7	Pearson Correlation	.159	.148	.204*	.177	.248*	.400**	1	.202*	.600**
	Sig. (2-tailed)	.113	.140	.042	.078	.013	.000		.044	.000
	N	100	100	100	100	100	100	100	100	100
Y1.8	Pearson Correlation	-.026	.235*	.369**	.215*	.145	.428**	.202*	1	.595**
	Sig. (2-tailed)	.798	.019	.000	.032	.150	.000	.044		.000
	N	100	100	100	100	100	100	100	100	100
Total_Y	Pearson Correlation	.363**	.465**	.566**	.465**	.459**	.699**	.600**	.595**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	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).

LAMPIRAN V

UJI REALIBILTAS

1. GAYA HIDUP (X_1)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.706	.706	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	18.3500	10.634	.390	.196	.681
X1.2	18.2400	9.821	.493	.252	.649
X1.3	18.3000	10.374	.366	.166	.689
X1.4	18.3000	10.293	.427	.233	.670
X1.5	18.2700	9.734	.462	.227	.659
X1.6	18.3900	9.432	.488	.277	.650

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.9700	13.666	3.69672	6

2. SIKAP GENDER (X_2)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.818	.836	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	45.6800	47.109	.195	.260	.824
X2.2	45.2100	42.693	.605	.515	.795
X2.3	45.1700	43.052	.626	.515	.794
X2.4	45.2400	43.922	.512	.384	.802
X2.5	45.8300	47.153	.107	.105	.840
X2.6	45.5800	39.842	.735	.975	.781
X2.7	45.5600	43.764	.487	.374	.803
X2.8	45.5300	41.625	.624	.502	.792
X2.9	45.8800	48.389	.035	.044	.845
X2.10	45.6000	42.788	.522	.357	.800
X2.11	45.5900	39.517	.753	.976	.779
X2.12	45.2500	43.523	.527	.352	.800
X2.13	45.1200	44.309	.544	.402	.801

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
49.2700	50.482	7.10506	13

3. KEPUTUSAN PEMBELIAN (Y)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.625	.629	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	27.3100	13.650	.118	.059	.651
Y1.2	27.4500	12.896	.242	.127	.616
Y1.3	27.1900	11.953	.345	.189	.586
Y1.4	27.1100	13.048	.263	.085	.608
Y1.5	27.0900	13.113	.259	.197	.609
Y1.6	27.3600	11.122	.535	.389	.528
Y1.7	27.3600	11.990	.416	.205	.566
Y1.8	26.9700	12.252	.428	.298	.566

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
31.1200	15.501	3.93708	8

LAMPIRAN VI

HASIL ANALISIS DESCRIPTIV STATISTIK

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gaya Hidup	100	12.00	30.00	21.9700	3.69672
Valid N (listwise)	100				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Jenis Kelamin	100	28.00	61.00	49.2700	7.10506
Valid N (listwise)	100				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Keputusan Pembelian	100	21.00	40.00	31.1200	3.93708
Valid N (listwise)	100				

LAMPIRAN VII

ANALISIS REGRESI LINIER BERGANDA

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812[a]	.660	.653	2.32002

a. Predictors: (Constant), Jenis Kelamin, Gaya Hidup

b. Dependent Variable: Keputusan Pembelian

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1012.458	2	506.229	94.051	.000[a]
	Residual	522.102	97	5.382		
	Total	1534.560	99			

a. Predictors: (Constant), Jenis Kelamin, Gaya Hidup

b. Dependent Variable: Keputusan Pembelian

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.810	1.668		5.283	.000
	Gaya Hidup	.455	.090	.427	5.075	.000
	Jenis Kelamin	.250	.047	.451	5.358	.000

a. Dependent Variable: Keputusan Pembelian

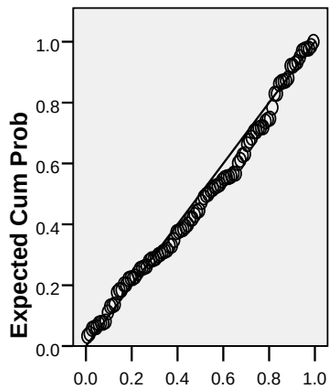
LAMPIRAN VIII

ASUMSI KLASIK

1. UJI NORMALITAS DATA

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian



2. UJI MULTIKOLINIERITAS

Coefficients[a]

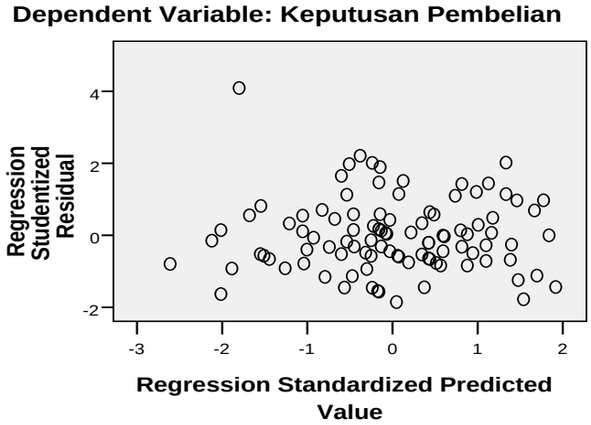
Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	Gaya Hidup	.748	.458	.301	.495	2.020
	Jenis Kelamin	.755	.478	.317	.495	2.020

a. Dependent Variable: Keputusan Pembelian

3. UJI HETEROSKEDESITAS

Scatterplot

Dependent Variable: Keputusan Pembelian




UNIVERSITAS WAHID HASYIM
SEMARANG