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**Lampiran I**  
**KUESIONER**  
**FAKTOR-FAKTOR YANG MEMPENGARUHI PERILAKU**  
**KONSUMEN TERHADAP PEMBELIAN PERUMAHAN**  
**MINIMALIS PADA PT. BANUA SAKTI MULIA**  
**MEDAN**

Kepada Yang terhormat  
Bapak/Ibu/Sdr(i)  
Di - Tempat

Yang Terhormat Pembeli Perumahan Minimalis  
Di PT. Banua Sakti Mulia Medan,

Saya adalah Eka Permata Sari Lubis mahasiswa pada Fakultas Ekonomi jurusan manajemen Universitas Medan Area, yang sedang melakukan penelitian mengenai :  
“Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen Terhadap Pembelian Perumahan Minimalis Pada Pt. Banua Sakti Mulia Medan”

Untuk itu, saya mengharapkan kesediaan dari Bapak/Ibu/Sdr (i) untuk menjawab kuesioner ini sesuai dengan petunjuk yang tersedia. Semua informasi yang Bapak/Ibu/Sdr (i) berikan akan dijamin kerahasiaannya dan hanya digunakan untuk tujuan penelitian ini.

Atas kesediaan Bapak/Ibu/Sdr (i) dalam menjawab kuesioner ini saya ucapkan terima kasih.

Medan, februari 2016

(Eka Permata Sari Lubis)

## BAGIAN A

1. Nama \_\_\_\_\_
2. Umur \_\_\_\_\_
3. Pendidikan terakhir : ☐ SMP ☐ SMA ☐ SARJANA
4. Jenis Kelamin : ☐ Laki-laki ☐ Wanita

## BAGIAN B

Mohon anda memberi tanda conteng (✓) nomor yang disediakan sesuai dengan penilaian anda dan prioritas anda dalam menilai setiap item pertanyaan. Kriteria penilaiannya adalah sebagai berikut :

- a. SS : Sangat setuju : skor 5
- b. S : setuju : skor 4
- c. KS : kurang setuju : skor 3
- d. TS : Tidak setuju : skor 2
- e. STS : sangat tidak setuju : skor 1

### Kebudayaan (X1)

| No | Pernyataan                                                                                                                                 | Opsi |   |    |    |     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|------|---|----|----|-----|
|    |                                                                                                                                            | SS   | S | KS | TS | STS |
| 1. | PT. Banua Sakti Mulia Medan menawarkan perumahan minimalis yang nyaman dan bersih sesuai dengan budaya lingkungan hidup yang saya harapkan |      |   |    |    |     |
| 2. | Arsitektur bangunan rumah yang ideal pada Perumahan minimalis PT. Banua Sakti Mulia Medan sesuai dengan selera konsumen                    |      |   |    |    |     |
| 3. | Memilih Perumahan Minimalis Pada PT. Banua Sakti Mulia Medan karena lingkungan yang aman dan nyaman                                        |      |   |    |    |     |

### Sosial (X2)

| No | Pernyataan                                                                                                                | Opsi |   |    |    |     |
|----|---------------------------------------------------------------------------------------------------------------------------|------|---|----|----|-----|
|    |                                                                                                                           | SS   | S | KS | TS | STS |
| 1. | Saya membeli perumahan minimalis Pada PT. Banua Sakti Mulia Medan karena rekomendasi dari teman.                          |      |   |    |    |     |
| 2. | Saya membeli perumahan minimalis Pada PT. Banua Sakti Mulia Medan karena ada keluarga yang memberikan informasi           |      |   |    |    |     |
| 3. | Perumahan Minimalis yang di tawarkan PT. Banua Sakti Mulia Medan memiliki lingkungan yang ramah dan peduli satu sama lain |      |   |    |    |     |

**Pribadi (X3)**

| No | Pernyataan                                                                                                                                    | Opsi |   |    |    |     |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------|------|---|----|----|-----|
|    |                                                                                                                                               | SS   | S | KS | TS | STS |
| 1. | Saya memilih membeli perumahan minimalis di Perumahan Minimalis Pada PT. Banua Sakti Mulia Medan karena dekat dengan tempat saya bekerja      |      |   |    |    |     |
| 2. | Harga yang ditawarkan membeli perumahan minimalis di Perumahan Minimalis Pada PT. Banua Sakti Mulia Medan Sesuai dengan situasi ekonomi saya. |      |   |    |    |     |
| 3. | Desain perumahan membeli perumahan minimalis di Perumahan Minimalis Pada PT. Banua Sakti Mulia Medan Sesuai dengan yang saya inginkan         |      |   |    |    |     |

**Psikologi (X4)**

| No | Pernyataan                                                                                                                                      | Opsi |   |    |    |     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|------|---|----|----|-----|
|    |                                                                                                                                                 | SS   | S | KS | TS | STS |
| 1. | Saya termotivasi membeli perumahan minimalis di Perumahan Minimalis Pada PT. Banua Sakti Mulia Medan setelah melihat iklan dan brosur perumahan |      |   |    |    |     |
| 2. | Saya berpersepsi positif terhadap Perumahan Minimalis Pada PT. Banua Sakti Mulia Medan karena setelah mendengar penjelasan pengembang perumahan |      |   |    |    |     |
| 3. | Saya membeli Perumahan Minimalis Pada PT. Banua Sakti Mulia Medan setelah mencari informasi dan membandingkan dengan perumahan sejenis          |      |   |    |    |     |

**Prilaku konsumen (Y)**

| No | Pernyataan                                                                                                        | Opsi |   |    |    |     |
|----|-------------------------------------------------------------------------------------------------------------------|------|---|----|----|-----|
|    |                                                                                                                   | SS   | S | KS | TS | STS |
| 1. | PT. Banua Sakti Mulia medan menawarkan perumahan minimalis Sesuai dengan kebudayaan yang ada pada tren masa kini. |      |   |    |    |     |
| 2. | Memilih perumahan minimalis karena lingkungan sosialnya yang ramah dan bersahabat                                 |      |   |    |    |     |
| 3. | Letak tata ruang perumahan minimalis sesuai dengan kebutuhan pribadi saya                                         |      |   |    |    |     |
| 4. | Saya merasa bangga dan bahagia dengan perumahan minimalis yang saya beli pada PT. Banua Sakti Mulia Medan         |      |   |    |    |     |

## Lampiran 2

### Hasil jawaban responden

| Kebudayaan<br>(X1) |    |    | Sosial<br>(X2) |    |    | Pribadi<br>(X3) |    |    | Psikologi<br>(X4) |     |     | Prilaku<br>konsumen (Y) |     |     |
|--------------------|----|----|----------------|----|----|-----------------|----|----|-------------------|-----|-----|-------------------------|-----|-----|
| q1                 | q2 | q3 | q4             | q5 | q6 | q7              | q8 | q9 | q10               | q11 | q12 | q13                     | q14 | q15 |
| 4                  | 4  | 4  | 4              | 4  | 4  | 4               | 4  | 4  | 3                 | 5   | 2   | 4                       | 4   | 4   |
| 4                  | 4  | 4  | 5              | 4  | 4  | 4               | 5  | 3  | 5                 | 5   | 4   | 4                       | 4   | 4   |
| 4                  | 4  | 4  | 4              | 4  | 4  | 4               | 4  | 4  | 5                 | 5   | 5   | 4                       | 4   | 4   |
| 4                  | 4  | 5  | 4              | 4  | 4  | 4               | 3  | 4  | 3                 | 4   | 4   | 4                       | 3   | 4   |
| 4                  | 4  | 4  | 5              | 4  | 4  | 4               | 5  | 4  | 3                 | 4   | 3   | 4                       | 4   | 4   |
| 5                  | 5  | 4  | 5              | 4  | 4  | 5               | 4  | 5  | 4                 | 4   | 4   | 5                       | 5   | 5   |
| 4                  | 4  | 5  | 4              | 5  | 5  | 4               | 4  | 4  | 4                 | 4   | 4   | 4                       | 4   | 4   |
| 4                  | 4  | 4  | 4              | 4  | 4  | 4               | 3  | 4  | 5                 | 5   | 4   | 4                       | 4   | 4   |
| 3                  | 4  | 4  | 5              | 4  | 4  | 4               | 4  | 3  | 5                 | 4   | 4   | 4                       | 3   | 4   |
| 4                  | 4  | 5  | 4              | 4  | 4  | 4               | 5  | 5  | 4                 | 4   | 5   | 4                       | 4   | 4   |
| 4                  | 3  | 4  | 4              | 4  | 4  | 3               | 3  | 3  | 3                 | 4   | 4   | 3                       | 4   | 3   |
| 4                  | 5  | 4  | 4              | 4  | 4  | 5               | 5  | 4  | 4                 | 4   | 4   | 5                       | 4   | 5   |
| 4                  | 4  | 3  | 5              | 4  | 4  | 4               | 5  | 4  | 4                 | 4   | 4   | 4                       | 4   | 4   |
| 4                  | 4  | 4  | 5              | 4  | 3  | 3               | 4  | 3  | 4                 | 4   | 3   | 3                       | 3   | 3   |
| 4                  | 4  | 5  | 4              | 5  | 5  | 4               | 5  | 4  | 4                 | 4   | 4   | 4                       | 4   | 4   |
| 4                  | 4  | 4  | 3              | 5  | 5  | 4               | 5  | 3  | 4                 | 4   | 4   | 4                       | 4   | 4   |
| 4                  | 4  | 4  | 4              | 4  | 4  | 3               | 5  | 5  | 3                 | 4   | 4   | 3                       | 4   | 3   |
| 5                  | 5  | 4  | 5              | 5  | 5  | 5               | 5  | 4  | 3                 | 4   | 4   | 5                       | 5   | 5   |
| 5                  | 5  | 5  | 5              | 5  | 5  | 5               | 4  | 5  | 4                 | 4   | 4   | 5                       | 5   | 5   |
| 5                  | 5  | 4  | 5              | 5  | 5  | 5               | 5  | 4  | 3                 | 4   | 5   | 5                       | 5   | 5   |
| 4                  | 5  | 4  | 4              | 5  | 5  | 5               | 5  | 3  | 5                 | 5   | 5   | 5                       | 4   | 5   |
| 3                  | 4  | 3  | 4              | 4  | 4  | 4               | 3  | 3  | 5                 | 5   | 4   | 4                       | 3   | 4   |

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 5 | 4 | 5 | 3 | 3 | 3 |
| 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 4 | 5 | 5 | 3 | 3 | 3 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 5 |
| 4 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 4 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 5 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 2 |
| 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 5 |
| 5 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 5 | 4 | 3 |
| 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 2 | 5 | 5 | 4 | 4 | 4 |

### Lampiran 3 Hasil pengolahan data SPSS

#### 1. Frekuensi Jawaban Responden

Budaya (X1)

**q1**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 5         | 7,2     | 7,2           | 7,2                |
| 4,00       | 41        | 59,4    | 59,4          | 66,7               |
| 5,00       | 23        | 33,3    | 33,3          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

**q2**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 5         | 7,2     | 7,2           | 7,2                |
| 4,00       | 41        | 59,4    | 59,4          | 66,7               |
| 5,00       | 23        | 33,3    | 33,3          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

**q3**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 8         | 11,6    | 11,6          | 11,6               |
| 4,00       | 41        | 59,4    | 59,4          | 71,0               |
| 5,00       | 20        | 29,0    | 29,0          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

Sosial (X2)

q4

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 4         | 5,8     | 5,8           | 5,8                |
| 4,00       | 35        | 50,7    | 50,7          | 56,5               |
| 5,00       | 30        | 43,5    | 43,5          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

q5

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 6         | 8,7     | 8,7           | 8,7                |
| 4,00       | 46        | 66,7    | 66,7          | 75,4               |
| 5,00       | 17        | 24,6    | 24,6          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

q6

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 6         | 8,7     | 8,7           | 8,7                |
| 4,00       | 45        | 65,2    | 65,2          | 73,9               |
| 5,00       | 18        | 26,1    | 26,1          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

Pribadi (X3)

q7

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 13        | 18,8    | 18,8          | 18,8               |
| 4,00       | 37        | 53,6    | 53,6          | 72,5               |
| 5,00       | 19        | 27,5    | 27,5          | 100,0              |

|       |    |       |       |
|-------|----|-------|-------|
| Total | 69 | 100,0 | 100,0 |
|-------|----|-------|-------|

**q8**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 10        | 14,5    | 14,5          | 14,5               |
| 4,00       | 35        | 50,7    | 50,7          | 65,2               |
| 5,00       | 24        | 34,8    | 34,8          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

**q9**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 2,00 | 1         | 1,4     | 1,4           | 1,4                |
| 3,00       | 14        | 20,3    | 20,3          | 21,7               |
| 4,00       | 40        | 58,0    | 58,0          | 79,7               |
| 5,00       | 14        | 20,3    | 20,3          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

Psikologi (X2)

**q10**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 2,00 | 1         | 1,4     | 1,4           | 1,4                |
| 3,00       | 13        | 18,8    | 18,8          | 20,3               |
| 4,00       | 27        | 39,1    | 39,1          | 59,4               |
| 5,00       | 28        | 40,6    | 40,6          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

**q11**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 10        | 14,5    | 14,5          | 14,5               |
| 4,00       | 36        | 52,2    | 52,2          | 66,7               |
| 5,00       | 23        | 33,3    | 33,3          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

**q12**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 2,00 | 2         | 2,9     | 2,9           | 2,9                |
| 3,00       | 7         | 10,1    | 10,1          | 13,0               |
| 4,00       | 38        | 55,1    | 55,1          | 68,1               |
| 5,00       | 22        | 31,9    | 31,9          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

Prilaku Konsumen (Y)

**q13**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 13        | 18,8    | 18,8          | 18,8               |
| 4,00       | 37        | 53,6    | 53,6          | 72,5               |
| 5,00       | 19        | 27,5    | 27,5          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

**q14**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3,00 | 14        | 20,3    | 20,3          | 20,3               |
| 4,00       | 37        | 53,6    | 53,6          | 73,9               |
| 5,00       | 18        | 26,1    | 26,1          | 100,0              |

|       |    |       |       |
|-------|----|-------|-------|
| Total | 69 | 100,0 | 100,0 |
|-------|----|-------|-------|

**q15**

|            | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| 2,00       | 1         | 1,4     | 1,4           | 1,4                |
| 3,00       | 8         | 11,6    | 11,6          | 13,0               |
| Valid 4,00 | 38        | 55,1    | 55,1          | 68,1               |
| 5,00       | 22        | 31,9    | 31,9          | 100,0              |
| Total      | 69        | 100,0   | 100,0         |                    |

### Validitas Dan Reliabelitas Budaya (X1)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,765             | 3          |

**Item-Total Statistics**

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| q1 | 8,2000                     | 1,029                          | ,645                             | ,630                             |
| q2 | 7,9333                     | 1,067                          | ,730                             | ,536                             |
| q3 | 8,2667                     | 1,352                          | ,641                             | ,845                             |

Sosial (X2)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,860             | 3          |

**Item-Total Statistics**

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| q4 | 8,8667                     | 1,410                          | ,691                             | ,851                             |
| q5 | 8,8667                     | 1,124                          | ,730                             | ,814                             |
| q6 | 8,9333                     | 1,067                          | ,809                             | ,732                             |

Pribadi (X3)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,740             | 3          |

**Item-Total Statistics**

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| q7 | 8,0000                     | 1,857                          | ,602                             | ,810                             |
| q8 | 8,5333                     | 1,410                          | ,572                             | ,649                             |
| q9 | 8,2667                     | 1,210                          | ,740                             | ,425                             |

Psikologi (X4)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,824             | 3          |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| q10 | 8,4667                     | 1,124                          | ,837                             | ,593                             |
| q11 | 8,6667                     | 1,381                          | ,538                             | ,897                             |
| q12 | 8,4667                     | 1,267                          | ,686                             | ,752                             |

Prilaku konsumen

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,827             | 3          |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| q13 | 8,1333                     | 1,267                          | ,564                             | ,902                             |
| q14 | 8,0000                     | 1,000                          | ,802                             | ,648                             |
| q15 | 7,8667                     | ,838                           | ,764                             | ,682                             |

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1     | ,829 <sup>a</sup> | ,688     | ,669              | 1,03314                    | ,688              | 35,291   | 4   | 64  | ,000          | 2,036         |

a. Predictors: (Constant), psikologi, sosial, budaya, pribadi

b. Dependent Variable: prilaku konsumen

**ANOVA<sup>a</sup>**

| Model        | Sum of Squares | df | Mean Square | F      | Sig.              |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 150,674        | 4  | 37,668      | 35,291 | ,000 <sup>b</sup> |
| Residual     | 68,312         | 64 | 1,067       |        |                   |
| Total        | 218,986        | 68 |             |        |                   |

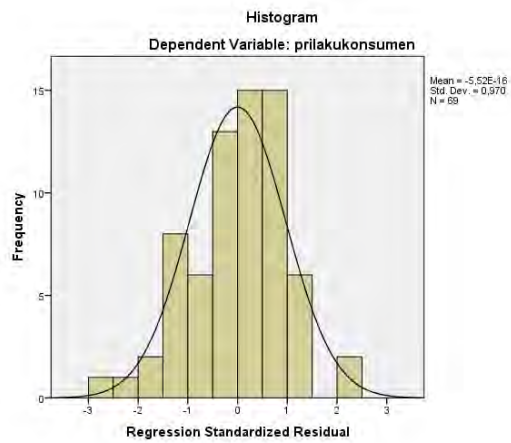
a. Dependent Variable: prilaku konsumen

b. Predictors: (Constant), psikologi, sosial, budaya, pribadi

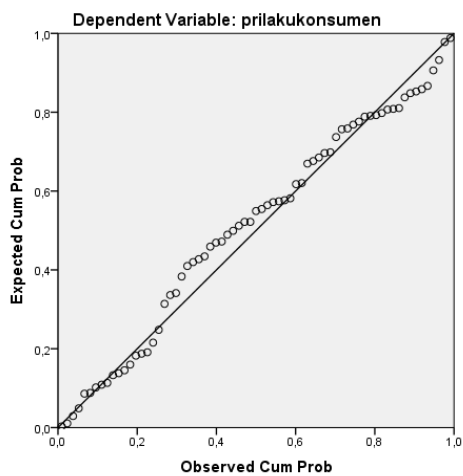
**Coefficients<sup>a</sup>**

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. | Correlations |         |      | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|-------------------------|-------|
|            | B                           | Std. Error | Beta                      |       |      | Zero order   | Partial | Part | Tolerance               | VIF   |
| (Constant) | 7,094                       | 1,928      |                           | 3,679 | ,000 |              |         |      |                         |       |
| Budaya     | ,344                        | ,112       | ,247                      | 3,081 | ,003 | ,533         | ,359    | ,215 | ,759                    | 1,318 |
| 1 Sosial   | ,416                        | ,129       | ,264                      | 3,215 | ,002 | ,600         | ,373    | ,224 | ,724                    | 1,382 |
| Pribadi    | ,610                        | ,107       | ,490                      | 5,715 | ,000 | ,746         | ,581    | ,399 | ,663                    | 1,508 |
| Psikologi  | ,241                        | ,102       | ,187                      | 2,265 | ,004 | ,200         | ,272    | ,158 | ,946                    | 1,057 |

a. Dependent Variable: prilaku konsumen



**Normal P-P Plot of Regression Standardized Residual**



**Scatterplot**

