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| No. | Nama/Inisial | Skala Minat Membeli | | | | | | | | | | | | | | | | | | | | | | | | Total | | |
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| No. | Nama/Inisial | Skala Harga Diri | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 42 | SP | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 95 |

| NO | PERNYATAAN | Pilihan Jawaban | | | |
|-----|--|-----------------|---|----|-----|
| | | SS | S | TS | STS |
| 1. | Saya menyukai pakaian bermerek karena model pakaianya sesuai dengan selera berpakaian saya | | | | |
| 2. | Saya tertarik dengan pakaian bermerek, karena cantik dan pas dipakai | | | | |
| 3. | Dengan membeli dan memakai pakaian bermerek berarti saya mengikuti trend masa kini | | | | |
| 4. | Saya menyukai pakaian bermerek karena kualitasnya lebih baik | | | | |
| 5. | Saya merasa lebih gaya dengan memakai pakaian bermerek | | | | |
| 6. | Memakai pakaian bermerek, membuat saya lebih percaya diri | | | | |
| 7. | Saya senang membeli pakaian bermerek, karena lebih modis dipakai seumuran saya | | | | |
| 8. | Menurut saya, pakaian bermerek sangat mengikuti trend masa kini | | | | |
| 9. | Saya harus mengikuti stile gaya masa kini agar tidak ketinggalan model | | | | |
| 10. | Saya kurang menyukai pakaian bermerek terkenal walaupun banyak orang memakainya. | | | | |
| 11. | Model pakaian yang tidak bisa bertahan lama membuat saya tidak tertarik membeli pakaian bermerek terkenal. | | | | |
| 12. | Saya tidak terlalu mengikuti trend masa kini | | | | |
| 13. | Saya merasa pakaian yang biasa juga ada yang berkualitas. | | | | |
| 14. | Saya bisa bergaya dengan memakai pakaian biasa | | | | |
| 15. | Saya bisa percaya diri dengan pakaian biasa yang saya pakai | | | | |
| 16. | Model pakaian tidak menjadi pilihan utama saya untuk membeli pakaian. | | | | |
| 17. | Saya bisa bergaya dengan memakai pakaian biasa . | | | | |
| 18. | Saya merasa pakaian yang biasa saya pakai tidak ketinggal zaman . | | | | |
| 19. | Saya lebih suka membeli pakaian bermerek, karena banyak pilihan yang bagus-bagus . | | | | |
| 20. | Jenis pakaian bermerek membuat saya tidak berkeinginan untuk membelinya . | | | | |

| | | | | | |
|-----|--|--|--|--|--|
| 21. | Tampilannya yang keren membuat saya tertarik membeli pakaian bermerek | | | | |
| 22. | Saya lebih mengutamakan model dari pada merek terkenal. | | | | |
| 23. | Kualitas pakaian bermerek menjadi pilihan utama saya untuk membeli pakaian | | | | |
| 24. | Kualitas pakaian tidak menjadi pilihan utama saya untuk membeli pakaian. | | | | |
| 25. | Pakaian bermerek memiliki banyak pilihan warna dan model yang menarik | | | | |
| 26. | Menurut saya, warna dan model pakaian bermerek tidak menarik perhatian saya. | | | | |
| 27. | Membeli pakaian bermerek menjadi kepuasan tersendiri bagi saya untuk memilikinya | | | | |
| 28. | Saya harus membeli pakaian bermerek untuk menunjang penampilan saya | | | | |
| 29. | Membeli pakaian biasa yang cantik juga bisa menjadi kepuasan tersendiri bagi diri saya | | | | |
| 30. | Pakaian merek biasa juga dapat menunjang penampilan saya | | | | |

| NO | PERNYATAAN | Pilihan Jawaban | | | |
|-----|---|-----------------|---|----|-----|
| | | SS | S | TS | STS |
| 1. | Memakai pakaian bermerek membuat saya lebih mudah bergaul dengan teman-teman. | | | | |
| 2. | Saya yakin dapat membeli pakaian bermerek walaupun harganya lebih mahal. | | | | |
| 3. | Saya merasa lebih cantik dengan memakai pakaian bermerek dibandingkan dengan yang lain. | | | | |
| 4. | Dengan mengikuti mode, saya lebih nyaman pergi dengan teman-teman. | | | | |
| 5. | Menurut saya wajar-wajar saja bila saya selalu membeli pakaian bermerek | | | | |
| 6. | Saya membeli pakaian bermerek terkenal agar mendapatkan pujian dari teman-teman. | | | | |
| 7. | Memakai pakaian bermerek dan keluaran terbaru dapat meningkatkan gengsi. | | | | |
| 8. | Setiap bulannya saya harus dapat membeli pakaian yang bermerek | | | | |
| 9. | Untuk mendukung penampilan, setiap bulan saya harus membeli pakaian baru. | | | | |
| 10. | Memakai pakaian biasa tidak menjadi halangan untuk bergaul dengan teman yang lain. | | | | |
| 11. | Saya tidak mampu membeli Pakaian bermerek, karena harganya mahal. | | | | |
| 12. | Saya tetap cantik walaupun memakai pakaian yang biasa. | | | | |
| 13. | Saya tidak suka terlalu mengikuti mode pakaian terbaru. | | | | |
| 14. | Saya lebih senang memakai pakaian biasa sehari-hari. | | | | |
| 15. | Saya tidak suka menerima pujian dari orang lain. | | | | |
| 16. | Saya lebih mengutamakan prestasi dari pada gengsi. | | | | |
| 17. | Saya yakin tidak mampu membeli pakaian bermerek setiap bulannya | | | | |
| 18. | Selama ini penampilan saya sehari-hari cukup menarik tanpa memakai pakaian bermerek. | | | | |
| 19. | Membeli pakaian bermerek terkenal membuat saya dikenal banyak orang. | | | | |
| 20. | Saya yakin dengan membeli pakaian bermerek, saya bisa tampil beda | | | | |
| 21. | Untuk datang keacara pesta saya harus membeli | | | | |

| | | | | | |
|-----|--|--|--|--|--|
| | pakaian yang sedang ngetren saat ini. | | | | |
| 22. | Memakai pakaian bermerek membuat saya lebih percaya diri dibandingkan dengan teman yang lain | | | | |
| 23. | Saya tetap harus membeli pakaian bermerek dan mahal karena memiliki kualitas bahan yang mampu membuatnya bertahan lama | | | | |
| 24. | Supaya tidak dianggap ketinggalan jaman, maka harus memakai pakaian-pakaian yang sedang ngetren. | | | | |
| 25. | Kerapian memakai pakaian membuat saya mudah bergaul. | | | | |
| 26. | Walaupun tanpa pakaian bermerek saya tetap bisa tampil menarik. | | | | |
| 27. | Saya suka memakai pakaian yang biasa untuk datang ke acara pesta | | | | |
| 28. | Memakai pakaian yang rapi dan wangi membuat saya lebih percaya diri. | | | | |
| 29. | Saya tidak suka membeli pakaian bermerek, karena susah merawatnya. | | | | |
| 30. | Saya lebih senang dengan kebiasaan sehari-hari saya dalam berpakaian. | | | | |

UJI VALIDITAS DAN RELIABILITAS

Scale: Harga Diri

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 42 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 42 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .910 | 30 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00001 | 94.07 | 56.800 | .329 | .909 |
| VAR00002 | 93.86 | 55.345 | .479 | .907 |
| VAR00003 | 93.88 | 55.717 | .430 | .908 |
| VAR00004 | 94.40 | 54.491 | .534 | .906 |
| VAR00005 | 93.88 | 54.156 | .646 | .904 |
| VAR00006 | 94.12 | 56.205 | .454 | .907 |
| VAR00007 | 93.93 | 55.287 | .497 | .907 |
| VAR00008 | 93.83 | 54.825 | .550 | .906 |
| VAR00009 | 93.93 | 55.287 | .497 | .907 |
| VAR00010 | 94.36 | 55.357 | .422 | .908 |
| VAR00011 | 94.12 | 55.327 | .600 | .905 |
| VAR00012 | 93.81 | 54.012 | .664 | .904 |
| VAR00013 | 94.12 | 56.205 | .454 | .907 |
| VAR00014 | 93.79 | 56.172 | .368 | .909 |
| VAR00015 | 94.12 | 55.620 | .551 | .906 |
| VAR00016 | 93.74 | 53.808 | .706 | .903 |
| VAR00017 | 93.95 | 54.534 | .610 | .905 |
| VAR00018 | 94.07 | 55.678 | .442 | .908 |

| | | | | |
|-----------------|--------------|---------------|-------------|-------------|
| VAR00019 | 94.19 | 56.548 | .475 | .907 |
| VAR00020 | 93.74 | 54.686 | .581 | .905 |
| VAR00021 | 94.29 | 57.526 | .266 | .910 |
| VAR00022 | 93.76 | 54.381 | .619 | .905 |
| VAR00023 | 93.95 | 54.534 | .610 | .905 |
| VAR00024 | 94.19 | 56.548 | .475 | .907 |
| VAR00025 | 94.17 | 52.923 | .609 | .905 |
| VAR00026 | 94.21 | 56.709 | .483 | .907 |
| VAR00027 | 95.05 | 57.364 | .149 | .914 |
| VAR00028 | 94.19 | 56.841 | .419 | .908 |
| VAR00029 | 95.05 | 56.876 | .201 | .913 |
| VAR00030 | 93.90 | 55.064 | .523 | .906 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 97.33 | 59.203 | 7.694 | 30 |

Scale: Minat Membeli

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 42 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 42 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .916 | 30 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00001 | 93.21 | 36.807 | .661 | .911 |
| VAR00002 | 93.29 | 36.209 | .645 | .911 |
| VAR00003 | 92.74 | 35.027 | .689 | .909 |
| VAR00004 | 92.90 | 36.918 | .434 | .914 |
| VAR00005 | 93.31 | 36.268 | .596 | .911 |
| VAR00006 | 93.69 | 36.073 | .491 | .913 |
| VAR00007 | 92.93 | 36.751 | .492 | .913 |
| VAR00008 | 93.21 | 36.807 | .661 | .911 |
| VAR00009 | 93.17 | 38.386 | .208 | .916 |
| VAR00010 | 92.24 | 37.064 | .528 | .913 |
| VAR00011 | 92.36 | 36.430 | .512 | .913 |
| VAR00012 | 92.90 | 37.649 | .286 | .916 |
| VAR00013 | 93.69 | 36.073 | .491 | .913 |
| VAR00014 | 92.21 | 37.636 | .426 | .914 |
| VAR00015 | 92.21 | 37.636 | .426 | .914 |
| VAR00016 | 93.02 | 37.390 | .387 | .914 |
| VAR00017 | 93.14 | 39.199 | .029 | .917 |
| VAR00018 | 93.21 | 36.807 | .661 | .911 |
| VAR00019 | 92.21 | 37.636 | .426 | .914 |
| VAR00020 | 92.74 | 35.515 | .601 | .911 |
| VAR00021 | 93.02 | 37.780 | .299 | .916 |
| VAR00022 | 92.24 | 37.064 | .528 | .913 |
| VAR00023 | 93.29 | 36.209 | .645 | .911 |

| | | | | |
|----------|-------|--------|------|------|
| VAR00024 | 92.74 | 35.027 | .689 | .909 |
| VAR00025 | 92.86 | 36.906 | .402 | .915 |
| VAR00026 | 92.48 | 36.256 | .477 | .913 |
| VAR00027 | 93.31 | 36.268 | .596 | .911 |
| VAR00028 | 93.69 | 36.073 | .491 | .913 |
| VAR00029 | 93.21 | 36.807 | .661 | .911 |
| VAR00030 | 92.21 | 37.636 | .426 | .914 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 96.12 | 39.278 | 6.267 | 30 |

UJI NORMALITAS SEBARAN

Descriptive Statistics

| | N | Mean | Std. Deviation | Minimum | Maximum |
|---------------|----|-------|----------------|---------|---------|
| Harga Diri | 42 | 89.71 | 7.316 | 80 | 106 |
| Minat Membeli | 42 | 83.00 | 5.877 | 67 | 92 |

One-Sample Kolmogorov-Smirnov Test

| | | Harga Diri | Minat Membeli |
|-----------------------------------|------------------------|------------|---------------|
| Normal Parameters ^{a, b} | N | 42 | 42 |
| | Mean | 89.71 | 83.00 |
| | Std. Deviation | 7.316 | 5.877 |
| Most Extreme Differences | Absolute | .145 | .095 |
| | Positive | .145 | .063 |
| | Negative | -.098 | -.095 |
| | Kolmogorov-Smirnov Z | .940 | .617 |
| | Asymp. Sig. (2-tailed) | .340 | .841 |

a. Test distribution is Normal.

b. Calculated from data.

UJI LINIERITAS

Model Description

| | | |
|-----------------------------|-------------|---------------|
| Model Name | MOD_8 | |
| Dependent Variable | 1 | Minat Membeli |
| Equation | 1 | Linear |
| Independent Variable | Harga Diri | |
| Constant | Included | |
| Variable Whose Values Label | Unspecified | |
| Observations in Plots | | |

Case Processing Summary

| | N |
|-----------------------------|----|
| Total Cases | 42 |
| Excluded Cases ^a | 0 |
| Forecasted Cases | 0 |
| Newly Created Cases | 0 |

a. Cases with a missing value in any variable are excluded from the analysis.

Variable Processing Summary

| | | Variables | |
|--------------------------|---------------------------|---------------|-------------|
| | | Dependent | Independent |
| | | Minat Membeli | Harga Diri |
| Number of Missing Values | Number of Positive Values | 42 | 42 |
| | Number of Zeros | 0 | 0 |
| | Number of Negative Values | 0 | 0 |
| | User-Missing | 0 | 0 |
| | System-Missing | 0 | 0 |

Minat Membeli Linear

Model Summary

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|------|----------|-------------------|----------------------------|
| .520 | .271 | .252 | 5.081 |

The independent variable is Harga Diri.

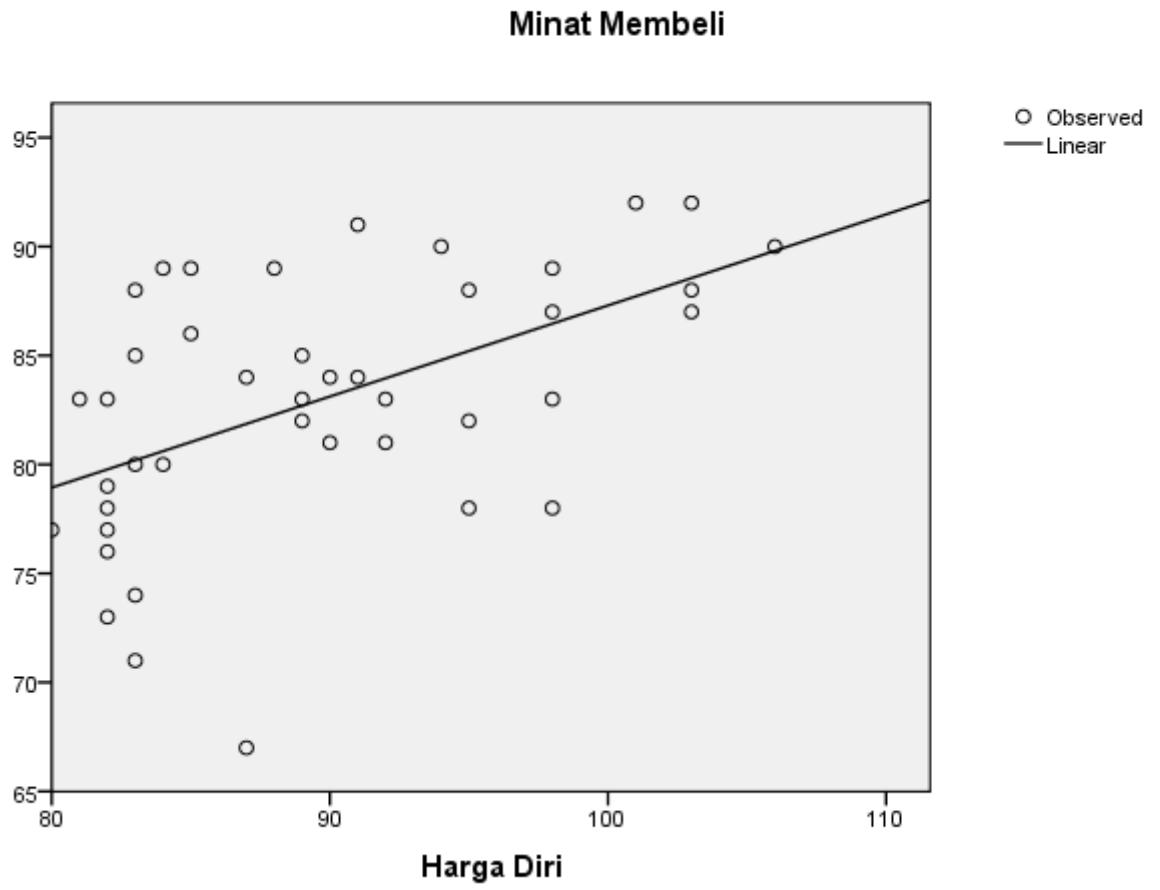
ANOVA

| | Sum of Squares | Df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|--------|------|
| Regression | 383.168 | 1 | 383.168 | 14.839 | .000 |
| Residual | 1032.832 | 40 | 25.821 | | |
| Total | 1416.000 | 41 | | | |

The independent variable is Harga Diri.

Coefficients

| | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| Harga Diri | .418 | .108 | .520 | 3.852 | .000 |
| (Constant) | 45.513 | 9.763 | | 4.662 | .000 |



UJI KORELASI

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---------------|-------|----------------|----|
| Harga Diri | 89.71 | 7.316 | 42 |
| Minat Membeli | 83.00 | 5.877 | 42 |

Correlations

| | | Harga Diri | Minat Membeli |
|---------------|---------------------|------------|---------------|
| Harga Diri | Pearson Correlation | 1 | .520** |
| | Sig. (2-tailed) | | .000 |
| | N | 42 | 42 |
| Minat Membeli | Pearson Correlation | .520** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 42 | 42 |

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