

Lampiran 1:

KUESIONER

Nama Mahasiswa :

Jurusan :

Beri tanda (X) pada huruf yang mewakili jawaban saudara/i

1. Apakah jenis kelamin saudara:
a.Laki-laki b.Perempuan
2. Anda membeli dengan Uang sendiri *Smartphone* Samsung yang anda gunakan:
a.Ya b.Tidak
3. Rata-rata uang saku saudara/I perbulan :
a.<Rp.500.000
b.Rp.600.000-Rp.1.000.000
c.<Rp.1.100.000
4. Rata-rata pendapatan orang tua saudara/I :
a.<Rp.1.000.000
b.Rp.1.100.000-Rp.2.000.000
c.>R.2.000.000
5. Pembelian *Smartphone* yang Saudara/I gunakan :
a.Dengan uang sendiri
b.Minta Orang tua

PETUNJUK

Berikan tanda (X) dibawah ini pada salah satu alternative jawaban yang paling tepat :

- SSS : Sangat Setuju Sekali
SS : Sangat Setuju
S : Setuju
TS : Tidak Setuju
STS : Sangat Tidak Setuju

Gaya Hidup (X₁)

NO.	PERTANYAAN	SSS	SS	S	TS	STS
1.	Setujukah anda, Adanya <i>Smartphone</i> Samsung mendukung dalam menyelesaikan kegiatan perkuliahan anda					
2.	Setujukah anda, <i>Smartphone</i> Samsung memberikan ketertarikan tersendiri dari produk <i>Smartphone</i> lain					
3.	Setujukah anda, Produk <i>Smartphone</i> Samsung bagus sehingga anda membelinya					
4.	Setujukah anda, dengan menggunakan <i>Smartphone</i> Samsung anda memperoleh informasi –informasi positif yang dibutuhkan dalam perkuliahan					

Brand Awareness (X₂)

NO.	PERTANYAAN	SSS	SS	S	TS	STS
1.	Setujukah anda bahwa merek Samsung mudah diingat					
2.	Setujukah anda bahwa <i>Smartphone</i> Samsung berkualitas					
3.	Setujukah anda bahwa anda mengenal Samsung karena populer					

Harga (X₃)

NO.	PERTANYAAN	SSS	SS	S	TS	STS
1.	Setujukah anda bahwa Harga <i>Smartphone</i> Samsung terjangkau					
2.	Setujukah anda bahwa diberi diskon pada akhir tahun untuk pembelian <i>Smartphone</i> Samsung					

3.	Setujukah anda bahwa harga <i>Smartphone</i> Samsung lebih murah ketika jangkauan transportasi didaerah tersebut mudah					
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Keputusan Pembelian (Y)

NO.	PERTANYAAN	SSS	SS	S	TS	STS
1.	<i>Smartphone</i> sudah menjadi kebutuhan utama saya					
2.	Kebutuhan akan <i>Smartphone</i> membuat saya mencari informasi					
3.	Setelah mendapat informasi, saya memilih <i>Smartphone</i> Samsung karena paling bagus					
4.	Setelah melakukan evaluasi saya memutuskan membeli <i>Smartphone</i> Samsung					
5.	Saya merasa puas setelah menggunakan <i>Smartphone</i> Samsung					

Lampiran 2

NO	Data Responden					Gaya Hidup (X1)				Jml	Brand Awareness (X2)			Jml	Harga (X3)			Jml	K. Pembelian					Jml
	JK	S/T	Saku	PDPT	HS	A1	A2	A3	A4		B1	B2	B3		C1	C2	C3		D1	D2	D3	D4	D5	
1	2	2	1	1	1	4	4	3	5	16	3	3	4	10	5	5	5	15	3	4	3	5	3	18
2	2	1	2	2	2	5	4	4	5	18	4	3	3	10	4	5	3	12	3	3	4	5	4	19
3	2	2	1	2	2	5	5	4	5	19	1	1	1	3	5	5	3	13	3	5	4	5	1	18
4	2	1	2	3	2	1	1	1	1	4	4	4	3	11	2	3	4	9	4	5	1	1	4	15
5	1	2	1	3	1	3	5	4	3	15	3	5	5	13	5	4	4	13	3	3	4	3	3	16
6	1	1	2	2	2	4	4	4	4	16	5	4	4	13	4	4	4	12	4	4	4	4	5	21
7	2	1	1	3	2	5	5	5	5	20	4	5	5	14	5	4	4	13	5	4	5	5	4	23
8	1	2	2	3	2	4	3	3	2	12	5	4	3	12	3	2	2	7	2	2	3	2	5	14
9	1	1	1	2	1	4	4	4	4	16	4	4	4	12	4	4	4	12	5	5	4	4	4	22
10	1	1	2	2	2	5	4	5	5	19	4	5	5	14	4	5	5	14	5	5	5	5	4	24
11	1	1	2	2	2	5	5	5	5	20	4	4	4	12	1	1	2	4	4	4	5	5	4	22
12	1	1	1	2	1	5	3	4	5	17	3	3	3	9	3	4	4	11	3	4	4	5	3	19
13	2	1	2	3	1	5	4	4	5	18	1	1	1	3	3	3	3	9	1	1	4	5	1	12
14	2	2	2	3	2	4	4	4	4	16	4	4	3	11	4	4	4	12	4	4	4	4	4	20
15	2	2	1	2	2	5	2	2	2	11	4	4	4	12	4	3	4	11	3	4	2	2	4	15
16	2	2	2	2	2	4	4	4	4	16	2	2	4	8	4	4	4	12	2	2	4	4	2	14
17	2	2	2	2	1	2	2	2	2	8	4	4	5	13	2	2	2	6	4	5	2	2	4	17
18	2	2	1	1	1	4	4	4	4	16	4	5	4	13	4	4	4	12	4	5	4	4	4	21
19	2	2	1	2	1	5	4	4	5	18	3	3	4	10	3	3	3	9	1	1	4	5	3	14
20	2	2	2	2	2	1	1	2	1	5	4	4	5	13	4	3	3	10	3	5	2	1	4	15
21	1	1	2	2	2	4	4	4	3	15	2	2	2	6	3	3	3	9	3	5	4	3	2	17
22	2	1	1	1	1	5	4	4	5	18	5	5	5	15	4	4	4	12	3	4	4	5	5	21
23	2	2	2	3	2	4	4	4	4	16	2	2	1	5	4	4	4	12	3	5	4	4	2	18

24	2	1	2	3	2	1	1	1	1	4	3	3	3	9	3	5	5	13	1	1	1	1	3	7
25	2	2	2	2	2	4	4	4	4	16	2	4	2	8	4	4	4	12	2	2	4	4	2	14
26	2	1	2	3	2	3	3	4	4	14	4	3	4	11	3	3	3	9	4	3	4	4	4	19
27	1	2	2	3	1	4	4	3	3	14	4	4	3	11	4	3	3	10	2	1	3	3	4	13
28	1	2	1	2	2	2	2	2	2	8	4	4	4	12	1	2	2	5	4	5	2	2	4	17
29	2	1	2	2	1	4	3	3	4	14	3	3	4	10	4	4	4	12	3	3	3	4	3	16
30	2	1	2	1	1	4	4	5	4	17	4	4	5	13	5	5	5	15	4	5	5	4	4	22
31	1	2	2	2	2	5	5	2	2	14	2	2	2	6	4	3	3	10	1	1	2	2	2	8
32	2	2	2	2	1	2	3	2	2	9	1	1	1	3	5	2	2	9	3	4	2	2	1	12
33	2	2	1	2	2	4	5	5	4	18	5	5	5	15	5	5	5	15	3	3	5	4	5	20
34	1	2	2	2	2	1	1	1	1	4	2	1	2	5	3	4	4	11	4	5	1	1	2	13
35	2	2	2	3	2	4	4	5	5	18	3	3	5	11	1	5	5	11	3	4	5	5	3	20
36	2	1	1	2	1	3	3	3	3	12	4	3	4	11	5	3	3	11	4	4	3	3	4	18
37	2	2	2	2	2	5	4	4	5	18	2	2	3	7	4	4	4	12	5	5	4	5	2	21
38	2	2	2	1	1	2	2	1	1	6	3	3	3	9	1	2	2	5	2	2	1	1	3	9
39	2	1	2	1	1	3	4	3	3	13	3	3	4	10	4	3	3	10	1	1	3	3	3	11
40	2	2	1	1	1	4	5	5	4	18	4	3	4	11	1	2	2	5	2	2	5	4	4	17
41	2	2	2	1	1	3	3	3	3	12	4	4	4	12	3	3	3	9	2	3	3	3	4	15
42	2	1	1	2	2	2	3	4	2	11	4	3	3	10	3	4	4	11	3	3	4	2	4	16
43	2	2	2	2	2	4	4	4	4	16	4	4	3	11	4	4	4	12	2	4	4	4	4	18
44	1	2	2	3	2	4	5	4	4	17	4	3	4	11	5	4	4	13	5	4	4	4	4	21
45	1	2	1	3	2	5	4	5	5	19	4	4	3	11	4	5	5	14	2	3	5	5	4	19
46	1	1	2	2	2	3	2	2	3	10	4	4	2	10	4	4	4	12	5	5	2	3	4	19
47	1	2	2	2	1	4	4	5	4	17	3	3	4	10	4	4	4	12	5	5	5	4	3	22
48	1	1	1	1	1	3	5	5	3	16	5	4	5	14	4	4	4	12	3	5	5	3	5	21
49	2	1	2	1	1	4	4	4	4	16	5	4	5	14	4	4	4	12	4	5	4	4	5	22

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52	1	1	2	2	1	5	5	5	5	20	4	3	5	12	5	5	5	15	3	4	5	5	4	21
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54	2	2	2	2	2	4	5	4	3	16	4	4	5	13	5	4	4	13	4	5	4	3	4	20
55	1	1	1	3	2	2	4	3	2	11	4	3	4	11	4	3	3	10	5	4	3	2	4	18
56	1	1	1	1	1	3	4	3	3	13	3	3	2	8	4	3	3	10	4	4	3	3	3	17
57	1	1	1	1	1	3	5	4	3	15	5	4	5	14	5	4	4	13	3	4	4	3	5	19
58	1	2	2	1	1	1	1	1	1	4	4	4	3	11	3	3	3	9	3	4	1	1	4	13
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60	1	2	2	2	2	3	5	4	3	15	5	4	5	14	5	4	4	13	3	4	4	3	5	19
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65	2	2	2	1	1	5	3	4	5	17	5	5	5	15	2	4	4	10	2	1	4	5	5	17
66	2	1	2	1	2	4	4	5	4	17	3	1	1	5	3	5	5	13	4	4	5	4	3	20
67	2	2	2	1	2	2	4	3	2	11	4	4	3	11	4	3	3	10	5	5	3	2	4	19
68	2	1	2	2	1	2	2	2	2	8	5	4	4	13	4	3	3	10	3	4	2	2	5	16
69	2	1	2	1	1	3	3	3	3	12	4	4	4	12	3	3	3	9	2	3	3	3	4	15
70	2	1	2	2	2	4	1	4	4	13	5	4	3	12	1	4	4	9	2	2	4	4	5	17
71	2	2	1	2	1	4	5	5	5	19	4	5	5	14	5	4	4	13	4	4	5	5	4	22
72	2	2	1	2	1	3	4	3	4	14	4	5	4	13	3	2	2	7	3	4	3	4	4	18
73	2	2	2	3	2	4	3	3	4	14	4	4	3	11	3	3	3	9	3	4	3	4	4	18
74	2	2	1	1	1	5	5	5	5	20	5	3	5	13	5	4	4	13	4	4	5	5	5	23
75	2	2	2	3	2	3	3	4	3	13	4	4	5	13	3	3	3	9	3	4	4	3	4	18

76	2	2	1	2	2	4	3	3	4	14	4	4	3	11	4	4	3	11	4	3	3	4	4	18
77	2	1	2	2	1	3	2	2	3	10	2	2	1	5	2	2	2	6	5	4	2	3	2	16
78	2	1	2	1	1	3	3	1	3	10	3	2	3	8	1	1	1	3	4	5	1	3	3	16
79	2	2	2	2	2	1	1	2	2	6	2	3	2	7	3	1	2	6	5	5	2	2	2	16
80	2	2	1	2	1	5	4	5	4	18	4	4	3	11	2	2	1	5	5	5	5	4	4	23
81	2	1	2	2	2	4	4	4	5	17	4	4	5	13	4	4	2	10	3	5	4	5	4	21
82	2	2	1	1	1	4	3	4	4	15	2	2	4	8	4	5	4	13	4	5	4	4	2	19
83	2	2	2	2	2	5	4	4	5	18	4	4	5	13	4	4	4	12	4	5	4	5	4	22
84	1	2	2	1	2	5	3	4	4	16	4	4	4	12	3	4	3	10	2	5	4	4	4	19
85	2	1	1	2	2	4	4	4	4	16	2	3	4	9	5	4	4	13	2	5	4	4	2	17
86	2	2	2	2	1	4	5	5	5	19	4	4	5	13	2	2	2	6	1	1	5	5	4	16
87	2	2	2	2	1	5	3	4	4	16	2	2	2	6	3	4	4	11	3	5	4	4	2	18
88	2	2	2	2	2	3	3	3	3	12	2	2	2	6	5	4	3	12	3	5	3	3	2	16
89	2	2	2	2	1	4	4	4	5	17	1	2	3	6	4	4	5	13	4	5	4	5	1	19
90	1	1	2	2	2	4	3	3	5	15	2	3	2	7	1	1	1	3	2	3	3	5	2	15
91	1	2	2	3	3	5	5	5	5	20	3	3	5	11	5	5	5	15	4	5	5	5	3	22
92	1	2	1	1	1	5	4	4	4	17	4	3	4	11	4	4	4	12	4	5	4	4	4	21
93	1	2	1	1	1	5	5	5	3	18	4	4	3	11	5	5	5	15	3	4	5	3	4	19
94	1	1	1	2	2	1	3	3	3	10	1	1	1	3	3	2	3	8	3	2	3	3	1	12
95	1	2	1	1	1	4	4	4	4	16	3	3	4	10	4	3	4	11	3	5	4	4	3	19
96	1	2	1	1	1	5	4	4	5	18	4	3	4	11	4	4	4	12	4	5	4	5	4	22
97	1	1	1	1	1	3	2	2	1	8	1	2	3	6	2	4	4	10	4	5	2	1	1	13
98	2	2	1	2	2	3	3	2	4	12	4	4	4	12	3	2	2	7	2	3	2	4	4	15
99	1	2	2	2	1	5	4	4	5	18	5	4	3	12	4	5	4	13	1	3	4	5	5	18
100	1	2	1	2	2	5	4	3	3	15	4	3	3	10	4	3	3	10	2	3	3	3	4	15

Lampiran 1

Uji Validitas dan Reabilitas Gaya Hidup

Correlations

		A1	A2	A3	A4	GAYA HIDUP
A1	Pearson Correlation	1	.599**	.657**	.792**	.877**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
A2	Pearson Correlation	.599**	1	.710**	.589**	.828**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
A3	Pearson Correlation	.657**	.710**	1	.725**	.886**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
A4	Pearson Correlation	.792**	.589**	.725**	1	.894**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
GAYA HIDUP	Pearson Correlation	.877**	.828**	.886**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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.

Uji Reabilitas Gaya Hidup

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.939	5

Item Statistics

	Mean	Std. Deviation	N
A1	3.6800	1.15365	100
A2	3.6100	1.11821	100
A3	3.5600	1.13101	100
A4	3.5900	1.18146	100
GAYA HIDUP	14.4400	3.99576	100

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
A1	25.2000	49.030	.836	.	.792
A2	25.2700	50.320	.775	.	.804
A3	25.3200	49.129	.849	.	.792
A4	25.2900	48.370	.858	.	.787
GAYA HIDUP	14.4400	15.966	1.000	.	.894

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.8800	63.864	7.99151	5

Uji Validitas Brand Awareness

Correlations

		B1	B2	B3	BRAND AWARENESS
B1	Pearson Correlation	1	.763**	.624**	.895**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
B2	Pearson Correlation	.763**	1	.646**	.897**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
B3	Pearson Correlation	.624**	.646**	1	.865**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
BRAND AWARENESS	Pearson Correlation	.895**	.897**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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.

Uji Reabilitas Brand Awareness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.858	.935	4

Uji Validitas Keputusan Pembelian

Correlations

		D1	D2	D3	D4	D5	KEPUTUSAN PEMBELIAN
D1	Pearson Correlation	1	.680**	.219*	.201*	.250*	.725**
	Sig. (2-tailed)		.000	.028	.045	.012	.000
	N	100	100	100	100	100	100
D2	Pearson Correlation	.680**	1	.191	.090	.137	.663**
	Sig. (2-tailed)	.000		.026	.002	.003	.000
	N	100	100	100	100	100	100
D3	Pearson Correlation	.219*	.191	1	.749**	.235*	.730**
	Sig. (2-tailed)	.028	.056		.000	.018	.000
	N	100	100	100	100	100	100
D4	Pearson Correlation	.201*	.090	.749**	1	.106	.661**
	Sig. (2-tailed)	.045	.12	.000		.003	.000
	N	100	100	100	100	100	100
D5	Pearson Correlation	.250*	.137	.235*	.106	1	.491**
	Sig. (2-tailed)	.012	.003	.018	.003		.000
	N	100	100	100	100	100	100
KEPUTUSAN PEMBELIAN	Pearson Correlation	.725**	.663**	.730**	.661**	.491**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

N	100	100	100	100	100	100
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** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

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.

Uji Reabilitas Keputusan pembelian

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.761	.806	6

Item Statistics

	Mean	Std. Deviation	N
D1	3.2000	1.15470	100
D2	3.7100	1.29720	100
D3	3.5600	1.14874	100
D4	3.4900	1.22676	100
D5	3.6900	1.02193	100
KEPUTUSAN PEMBELIAN	17.6500	3.84911	100

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
D1	32.1000	47.707	.641	.	.716
D2	31.5900	47.699	.551	.	.725

D3	31.7400	47.669	.648	.	.716
D4	31.8100	48.277	.556	.	.727
D5	31.6100	52.584	.480	.	.759
KEPU TUSA N PEMB ELIAN	17.6500	14.816	1.000	.	.669

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
35.3000	59.263	7.69822	6

Uji Validitas Harga

Correlations					
		C1	C2	C3	HARGA
C1	Pearson Correlation	1	.510**	.452**	.780**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
C2	Pearson Correlation	.510**	1	.879**	.915**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
C3	Pearson Correlation	.452**	.879**	1	.888**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
HARGA	Pearson Correlation	.780**	.915**	.888**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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.

Uji Reabilitas Harga

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.918	4

Item Statistics

	Mean	Std. Deviation	N
C1	3.5500	1.14922	100
C2	3.5800	1.03651	100

C3	3.5300	.98939	100
HARGA	10.6600	2.72371	100

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
C1	17.7700	21.229	.673	.	.831
C2	17.7400	20.417	.874	.	.786
C3	17.7900	21.077	.839	.	.802
HARGA	10.6600	7.419	1.000	.	.818

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.3200	29.674	5.44742	4

Lampiran 2:

Analisis Regresi Linier berganda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	HARGA, BRAND AWARENESS, GAYA HIDUP ^a		Enter

a. All requested variables entered.

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.561 ^a	.314	.293	3.23693

a. Predictors: (Constant), HARGA, BRAND AWARENESS, GAYA HIDUP

b. Dependent Variable: KEPUTUSAN PEMBELIAN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	460.888	3	153.629	14.662	.000 ^a
	Residual	1005.862	96	10.478		
	Total	1466.750	99			

a. Predictors: (Constant), HARGA, BRAND AWARENESS, GAYA HIDUP

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.896	1.731		3.983	.000		
	GAYA HIDUP	.352	.091	.365	3.886	.000	.808	1.237

BRAND AWARENES S	.242	.116	.182	2.094	.039	.944	1.059
HARGA	.295	.131	.209	2.245	.027	.828	1.208

a. Dependent Variable: KEPUTUSAN
PEMBELIAN

Lampiran 3:

Uji multikorelasi dan Heteroskedastisitas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	HARGA, BRAND AWARENESS, GAYA HIDUP ^a		Enter

a. All requested variables entered.

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.896	1.731		3.983	.000		
	GAYA HIDUP	.352	.091	.365	3.886	.000	.808	1.237
	BRAND AWARENESS	.242	.116	.182	2.094	.039	.944	1.059
	HARGA	.295	.131	.209	2.245	.027	.828	1.208

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	GAYA HIDUP	BRAND AWARENESS	HARGA
1	1	3.874	1.000	.00	.00	.00	.00
	2	.060	8.013	.00	.17	.70	.15
	3	.040	9.889	.03	.80	.01	.50
	4	.026	12.293	.96	.02	.28	.35

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Uji Heteroskedastisitas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	HARGA, BRAND AWARENESS, GAYA HIDUP ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: KEPUTUSAN PEMBELIAN

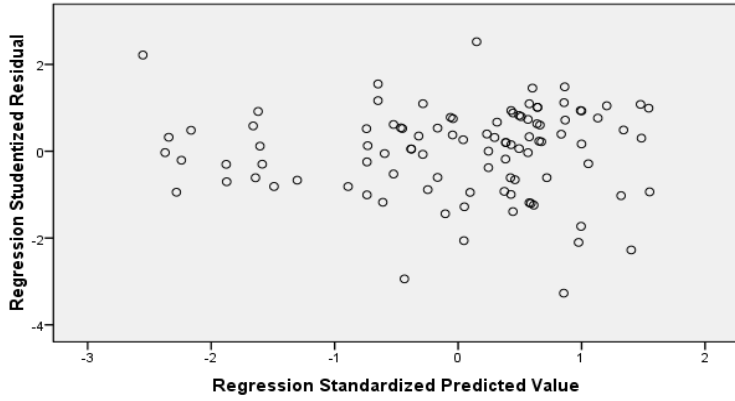
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	12.4711	21.2841	17.6500	2.15765	100
Std. Predicted Value	-2.400	1.684	.000	1.000	100
Standard Error of Predicted Value	.338	1.221	.609	.222	100
Adjusted Predicted Value	12.7241	21.3567	17.6542	2.16813	100
Residual	-1.34988E1	9.88857	.00000	3.18751	100
Std. Residual	-4.170	3.055	.000	.985	100
Stud. Residual	-4.366	3.141	.000	1.015	100
Deleted Residual	-1.47972E1	10.45477	-.00422	3.38807	100
Stud. Deleted Residual	-4.852	3.299	-.005	1.048	100
Mahal. Distance	.089	13.087	2.970	3.012	100
Cook's Distance	.000	.458	.016	.054	100
Centered Leverage Value	.001	.132	.030	.030	100

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Scatterplot

Dependent Variable: KEPUTUSAN PEMBELIAN



Lampiran 4:
Pengujian Hipotesis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.896	1.731		3.983	.000		
GAYA HIDUP	.352	.091	.365	3.886	.000	.808	1.237
BRAND AWARENESS	.242	.116	.182	2.094	.039	.944	1.059
HARGA	.295	.131	.209	2.245	.027	.828	1.208

a. Dependent Variable: KEPUTUSAN PEMBELIAN

1) Hasil Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	460.888	3	153.629	14.662	.000 ^a
	Residual	1005.862	96	10.478		
	Total	1466.750	99			

a. Predictors: (Constant), HARGA, BRAND AWARENESS, GAYA HIDUP

b. Dependent Variable: KEPUTUSAN PEMBELIAN

2) Hasil Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.896	1.731		3.983	.000		
GAYA HIDUP	.352	.091	.365	3.886	.000	.808	1.237
BRAND AWARENESS	.242	.116	.182	2.094	.039	.944	1.059
HARGA	.295	.131	.209	2.245	.027	.828	1.208

a. Dependent Variable: KEPUTUSAN PEMBELIAN

3) Hasil Uji Determinasi (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.561 ^a	.314	.293	3.23693

a. Predictors: (Constant), HARGA, BRAND AWARENESS, GAYA HIDUP

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Lampiran 5

Data Pendapatan Ortu dan Harga Smartphone (Latar belakang)

Mahasiswa PBS				Mahasiswa Ekonomi Islam			
No	Tipe Hp (Samsung)	Pendapatan ortu	Harga Hp	No	Tipe HP (Samsung)	Pendapatn Ortu	Harga HP
1	Galaxy Grand Prime	Rp 1,000,000	Rp 2,500,000	1	Galaxy young	Rp 1,000,000	Rp 780,000
2	Galaxy Young 2	Rp 1,000,000	Rp 925,000	2	Grand neo	Rp 1,500,000	Rp 1,800,000
3	Galaxy Grand Prime	Rp 500,000	Rp 2,500,000	3	Young 2	Rp 1,000,000	Rp 760,000
4	Galaxy pocket	Rp 700,000	Rp 600,000	4	galaxy V	Rp 2,000,000	Rp 1,200,000
5	Galaxy V	Rp 1,500,000	Rp 1,200,000	5	Tab 4	Rp 3,000,000	Rp 4,000,000
6	Galaxy star	Rp 500,000	Rp 740,000	6	Core 1	Rp 1,000,000	Rp 2,000,000
7	Galaxy V	Rp 700,000	Rp 1,200,000	7	Galaxy v+	Rp 1,000,000	Rp 1,100,000
8	Galaxy V	Rp 1,200,000	Rp 1,200,000	8	Star +	Rp 2,000,000	Rp 860,000
9	Galaxy J1	Rp 1,000,000	Rp 1,599,000	9	Galaxy v	Rp 2,000,000	Rp 1,200,000
10	Ace 3	Rp 1,000,000	Rp 2,000,000	10	samsung duos	Rp 2,000,000	Rp 1,099,000
11	Galaxy young	Rp 1,000,000	Rp 780,000	11	Galaxy v	Rp 1,000,000	Rp 1,200,000
12	Ace 3	Rp 2,000,000	Rp 2,000,000	12	samsung duos	Rp 500,000	Rp 1,200,000
13	Ace 3	Rp 2,500,000	Rp 2,750,000	13	Galaxy v	Rp 1,000,000	Rp 1,200,000
14	Ace 3	Rp 2,500,000	Rp 2,000,000	14	Galaxy ace 3	Rp 3,000,000	Rp 3,089,000
15	Galstar	Rp 700,000	Rp 740,000	15	Galaxy gio	Rp 1,000,000	Rp 1,800,000
16	GT s5360	Rp 600,000	Rp 880,000	16	Galaxy advance	Rp 1,000,000	Rp 1,650,000
17	Duos GT-s5312	Rp 500,000	Rp 725,000	17	Galaxy mini	Rp 2,000,000	Rp 750,000
18	Galaxy v	Rp 2,000,000	Rp 1,200,000	18	samsung J1	Rp 1,000,000	Rp 1,549,000
19	Young 2	Rp 500,000	Rp 925,000	19	samsung cham	Rp 1,000,000	Rp 450,000
20	Ace2	Rp 2,000,000	Rp 1,725,000	20	Note 1	Rp 1,000,000	Rp 4,000,000
21	Young 1	Rp 500,000	Rp 850,000	21	Tab 3	Rp 1,000,000	Rp 1,675,000
22	Champ	Rp 2,000,000	Rp 450,000	22	Galaxy young	Rp 1,000,000	Rp 780,000
23	Young Duos	Rp 3,500,000	Rp 1,280,000	23	GT6310	Rp 1,000,000	Rp 1,299,000

24	Duos	Rp 1,000,000	Rp 1,280,000	24	Xiaomi redmi 2	Rp 1,000,000	Rp 1,799,000
25	s5	Rp 2,000,000	Rp 5,736,000	25	Ace 3	Rp 3,000,000	Rp 1,800,000
26	Young 1	Rp 2,800,000	Rp 850,000	26	Young	Rp 1,000,000	Rp 780,000
27	Galaxy duos	Rp 2,500,000	Rp 1,280,000	27	samsung v	Rp 1,000,000	Rp 1,200,000
28	Galaxy young duos	Rp 1,500,000	Rp 1,280,000	28	Galaxy young 2	Rp 1,500,000	Rp 870,000
29	Galaxy young duos	Rp 1,500,000	Rp 1,280,000	29	samsung v	Rp 2,000,000	Rp 1,200,000
30	Galaxy v	Rp 1,500,000	Rp 1,200,000	30	GTs6102	Rp 1,000,000	Rp 880,000

Kerangka Pertanyaan Berkaitan Tempat Penelitian

Lampiran 6: Kerangka Pertanyaan

1. Bagaimana sejarah Fakultas Ekonomi dan Bisnis Islam UIN Walisongo Semarang?
2. Bagaimana Visi dan Misi Fakultas Ekonomi dan Bisnis Islam UIN Walisongo Semarang?
3. Bagaimana Struktur Organisasi Fakultas Ekonomi dan Bisnis Islam UIN Walisongo Semarang?
4. Berapa jumlah Program studi di Fakultas Ekonomi dan Bisnis Islam UIN Walisongo Semarang?
5. Berapa jumlah dosen dan pegawai di Fakultas Ekonomi dan Bisnis Islam UIN Walisongo Semarang?
6. Berapa jumlah Mahasiswa di Fakultas Ekonomi dan Bisnis Islam UIN Walisongo Semarang?



KEMENTERIAN AGAMA
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FAKULTAS EKONOMI DAN BISNIS ISLAM
Jl. Prof. Dr. Hamka Kampus III Ngaliyan Telp. (024) 7608454 Semarang 50185
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Nomor : Un.10.5/D1/TL.00/356/2016 Semarang, 4 Februari 2016
Lampiran : --
Hal : Surat Pengantar Izin Riset
A.n. Hanik Saadah

Kepada Yth.
Dekan Fakultas Ekonomi dan Bisnis Islam
Jl. Prof. Dr.Hamka Km.2 Ngaliyan
Kota Semarang
di Tempat.

Assalamu'alaikum Wr. Wb.

Dengan hormat, kami sampaikan bahwa dalam rangka penyusunan Skripsi untuk mencapai gelar kesarjanaan pada Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri (UIN) Walisongo Semarang, dengan ini kami mohon kesediaan Bapak/Ibu untuk memberikan izin riset kepada :

Nama : Hanik Saadah ✓
NIM/Program/Smt : 122411098/S.1/VII ✓
Jurusan : Ekonomi Islam
Alamat : Domo Rt.02 Rw.01 Klakah Kasihan Gembong-Pati
Tujuan Penelitian : Mencari data untuk penyusunan skripsi dalam Ilmu Ekonomi Islam Program S.1 ✓
Judul Skripsi : Pengaruh Gaya Hidup Brand Awareness dan Harga terhadap Keputusan Pembelian Smartphone Samsung (Studi Kasus Mahasiswa Fakultas Ekonomi dan Bisnis Islam Tahun 2013-2014) ✓
Waktu Riset : 4 Februari 2016 sampai selesai
Lokasi : Semarang.

Bersama ini kami lampirkan proposal penelitian dan instrumen pengumpulan data yang bersangkutan.

Demikian atas perhatian dan terkabulnya permohonan ini kami ucapkan banyak terima kasih.

Wassalamu'alaikum Wr. Wb.

A.n. Dekan,
Wakil Dekan Bidang Akademik



Ali Murtadho, M. Ag.
NIP. 19710830 199803 1 003

Tembusan:
- Dekan Fakultas Ekonomi dan Bisnis Islam.

BIODATA MAHASISWA

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Pekerjaan : Petani
Ibu : Siti Aminah
Pekerjaan : Petani
Alamat Orang tua : Dk. Domo RT 02 RW 01 Ds. Klakah
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- 1 SD Klakah Kasihan 01 Gembong Pati lulus tahun 2006
- 2 MTs Tarbiyatul Islamiyyah Gembong Pati lulus tahun 2009
- 3 MA Salafiyah Kajen Margoyoso Pati lulus tahun 2012
- 4 S1 Ekonomi Islam UIN Walisongo Semarang angkatan 2012

Semarang, 20 Mei 2016
Penulis,

HANIK SAADAH
NIM.122411098