

KOESIONER PENELITIAN

Pengaruh Daya Etnosentrisme, Citra Merek, dan Gaya Hidup terhadap Keputusan Pembelian Kain Kenun

(Studi khusus pada masyarakat Desa Tapenpah Kecamatan Insana
Kabupaten Timor Tengah Utara)

Masyarakat Desa Tapenpah Yth:

Bersama ini, saya mohon kesedian masyarakat untuk mengisi kuesionersaya di bawah ini, informasi yang masyarakat berikan merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan penelitian ini. Atas bantuan dan perhatiannya saya ucapkan terima kasih .

I. Identitas Responden

Nama :
Umur :
Jenis kelamin :
Alamat :

II. Petunjuk pengisian

Berilah tanda Check List (√) pada salah satu jawaban yang paling sesuai dengan pendapat anda : criteria penilaian :

SS : Sangat Setuju = 4
S : Setuju = 3
TS : Tidak Setuju = 2
STS : Sangat Tidak Setuju = 1

Tabel 3.1

1. Daftar pertanyaan Variabel Keputusan Pembelian (Y)

No	Pertanyaan	SS	S	TS	STS
1.	Saya memutuskan membeli kain tenun ikat karena sesuai dengan kebutuhan saya				
2.	Saya memutuskan membeli kain tenun ikat karna sesuai dengan keinginan saya				
3.	Saya membeli kain tenun ikat adalah keputusan yang tepat				
4.	Saya membeli kain tenun ikat karena di sukai banyak orang				
5.	Saya memutuskan membeli kain tenun ikat karena mendapatkan rekomendasi dari orang lain				

Tabel 3.2

2. Daftar pertanyaan Variabel Etnosentrisme (X1)

No	Pertanyaan	SS	S	TS	STS
1.	Saya mengutamakan kain tenun ikat, karena produk lokal				
2.	Saya membeli kain tenun ikat karena mencintai produk lokal				
3.	Membeli kain tenun ikat (lokal) merupakan tindakan terbaik				
4.	Produk lokal perlu untuk di kembangkan				

Tabel 3.3

3. Daftar pertanyaan Variabel Citra Merek (X2)

No	Pertanyaan	SS	S	TS	STS
1.	Saya membeli produk yang saya ingat atau saya kenal				
2.	Kain tenun ikat yang saya beli memiliki ciri khas atau berbeda dengan yang lain				
3.	Saya membeli Kain tenun ikat karena memiliki kualitas produk yang baik				
4.	Saya memakai kain tenun ikat karena menjadi pilihan banyak orang				
5.	Saya membeli kain tenun ikat karena tidak mengecewakan konsumen				

Tabel 3.4

4. Daftar pertanyaan variabel Gaya Hidup(X3)

No	Pertanyaan	SS	S	TS	STS
1.	Saya memakai kain tenun ikat sesuai dengan kegiatan yang saya lakukan				
2.	Saya membeli kain tenun ikat sesuai minat saya				
3.	Saya berpendapat bahwa kain tenun ikat adalah pilihan yang terbaik				

LAMPIRAN

4} +	Respon den	Etnosentrisme				Total	Citra Merek					Total	Gaya Hidup			Total	Keputusan Pembelian					Total
		X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5		X3.1	X3.2	X3.3		Y1	Y2	Y3	Y4	Y5	
45	1	2	2	2	2	8	3	4	4	2	4	17	4	4	4	12	3	3	3	3	3	15
30	2	3	3	4	4	14	3	2	3	1	3	12	3	3	3	9	4	4	4	4	4	20
30	3	3	3	4	3	13	3	3	3	3	3	15	2	2	4	8	2	4	3	3	3	15
27	4	4	4	3	4	15	4	3	4	4	4	19	4	4	3	11	4	4	4	4	4	20
31	5	4	3	3	4	14	3	3	3	3	3	15	2	2	3	7	3	4	4	2	4	17
30	6	3	3	4	4	14	2	2	2	2	2	10	3	3	3	9	4	4	4	4	4	20
29	7	4	4	3	3	14	3	3	3	3	3	15	3	3	3	9	3	3	3	3	3	15
43	8	4	2	2	2	10	4	4	4	4	4	20	3	3	3	9	2	3	1	1	1	8
29	9	4	4	4	3	15	3	3	3	3	3	15	4	4	3	11	2	2	2	2	2	10
25	10	3	3	4	4	14	4	2	3	3	3	15	2	2	2	6	4	3	3	3	3	16
30	11	4	3	4	3	14	3	3	3	3	1	13	4	4	4	12	3	3	3	3	3	15
36	12	4	4	3	3	14	4	4	4	4	4	20	3	3	4	10	4	4	4	4	4	20
25	13	3	4	3	4	14	3	3	3	3	3	15	3	3	3	9	3	3	3	3	3	15
41	14	4	3	3	3	13	4	4	4	4	4	20	4	4	3	11	2	4	4	4	4	18
30	15	4	3	3	3	13	4	2	4	4	4	18	3	3	3	9	4	4	3	3	4	18
28	16	4	3	4	3	14	4	4	4	4	4	20	3	3	3	9	4	4	4	4	4	20
29	17	3	3	2	3	11	3	3	3	3	3	15	3	3	4	10	4	3	3	3	4	17
33	18	4	4	4	4	16	1	1	1	2	3	8	3	3	4	10	4	4	4	4	4	20
34	19	3	3	3	3	12	2	2	2	2	2	10	3	3	4	10	4	3	4	4	4	19
26	20	2	2	2	2	8	3	3	3	3	3	15	3	3	4	10	3	3	3	3	3	15
32	21	3	3	3	3	12	3	3	3	3	3	15	3	3	3	9	2	4	4	4	4	18
43	22	3	3	3	3	12	4	4	4	4	4	20	3	3	3	9	4	3	4	4	4	19
28	23	4	4	4	4	16	3	3	3	3	3	15	3	3	4	10	1	3	3	3	4	14
27	24	4	4	3	4	15	4	4	4	4	s4	16	3	3	4	10	1	3	3	2	3	12
35	25	3	3	3	3	12	3	3	4	4	4	18	3	3	3	9	3	2	3	4	3	15
32	26	3	3	3	3	12	4	4	4	4	4	20	1	1	1	3	1	4	3	3	4	15
29	27	4	4	3	4	15	3	3	4	2	3	15	1	1	2	4	3	3	3	2	3	14
28	28	3	3	3	3	12	4	4	4	4	4	20	4	4	4	12	2	3	3	3	2	13
36	29	3	3	3	3	12	4	4	4	1	4	17	4	4	3	11	3	3	1	3	3	13
30	30	3	3	4	3	13	3	3	3	3	1	13	2	2	3	7	2	3	3	4	3	15
35	31	3	3	3	3	12	4	4	4	2	4	18	3	3	3	9	3	3	3	3	3	15
32	32	3	3	3	3	12	4	4	4	4	4	20	3	3	3	9	4	4	4	4	4	20
36	33	3	3	2	3	11	3	3	4	2	4	16	3	3	2	8	2	4	3	3	3	15
29	34	3	3	4	4	14	3	2	3	1	3	12	3	4	3	10	4	4	4	4	4	20

26	35	3	4	3	3	13	3	4	3	3	3	16	3	3	3	9	3	4	4	2	4	17
26	36	3	3	3	3	12	3	3	4	4	4	18	3	3	3	9	4	4	4	4	4	20
27	37	2	3	2	3	10	3	2	3	3	3	14	3	4	4	11	3	3	3	3	3	15
25	38	3	3	4	4	14	3	3	2	2	2	12	3	3	4	10	2	3	1	1	1	8
27	39	4	4	4	4	16	1	3	3	3	3	13	3	3	3	9	2	2	2	2	2	10
34	40	3	3	3	3	12	3	4	3	4	3	17	3	3	3	9	4	3	3	3	3	16
26	41	3	3	3	2	11	3	3	3	3	1	13	3	3	3	9	3	4	3	4	3	17
29	42	3	2	1	1	7	4	4	4	4	4	20	4	4	4	12	4	3	2	2	3	14
29	43	3	4	4	4	15	3	3	3	3	3	15	1	2	3	6	3	3	2	3	2	13
35	44	3	3	3	4	13	4	4	4	4	4	20	4	4	3	11	3	4	4	4	4	19
35	45	4	2	4	4	14	4	2	4	4	4	18	3	3	3	9	2	3	4	3	3	15
36	46	4	4	3	3	14	4	4	4	4	4	20	3	3	3	9	2	1	2	2	4	11
26	47	3	3	3	3	12	3	3	3	3	3	15	4	4	3	11	4	3	4	3	4	18
26	48	3	3	3	4	13	1	1	1	2	3	8	4	3	2	9	4	4	3	4	4	19
33	49	3	4	3	4	14	2	2	2	2	2	10	4	4	3	11	3	4	4	3	4	18
42	50	3	3	3	3	12	3	3	3	3	3	15	2	2	2	6	3	3	3	3	3	15
30	51	4	4	3	3	14	3	4	3	4	3	17	4	3	4	11	3	4	3	3	4	17
34	52	4	3	3	4	14	2	2	3	3	3	13	2	2	1	5	4	3	4	4	4	19
25	53	3	3	3	3	12	2	3	2	2	3	12	3	3	3	9	3	2	2	3	4	14
32	54	3	3	3	3	12	4	4	4	4	4	20	2	2	2	6	4	3	4	4	4	19
29	55	3	3	3	3	12	4	3	3	3	4	17	3	3	3	9	4	4	3	3	4	18
30	56	3	2	2	2	9	2	2	4	3	3	14	3	3	3	9	4	3	4	4	4	19
25	57	4	4	4	4	16	4	3	4	4	3	18	3	3	3	9	3	3	3	3	3	15
31	58	4	4	4	4	16	3	4	4	3	3	17	4	4	3	11	1	1	2	3	2	9
30	59	4	3	3	2	12	4	3	4	4	2	17	3	3	3	9	2	3	2	2	4	13
45	60	3	3	3	3	12	3	3	3	3	3	15	2	2	2	6	2	4	4	3	2	15
52	61	4	3	3	4	14	3	3	4	4	4	18	3	3	3	9	3	3	3	3	3	15
27	62	4	2	3	3	12	4	4	4	4	4	20	3	3	3	9	4	4	4	4	3	19
29	63	3	2	1	3	9	2	3	4	3	4	16	3	3	3	9	4	1	3	3	3	14
28	64	4	4	3	4	15	4	4	4	4	4	20	3	3	3	9	1	4	4	4	4	17
29	65	2	1	2	2	7	3	3	4	4	4	18	3	3	3	9	4	4	4	4	2	18
49	66	4	4	4	4	16	4	4	4	4	4	20	3	3	4	10	4	3	3	4	4	18
28	67	1	1	1	2	5	3	3	3	3	3	15	3	3	3	9	3	4	4	3	3	17
34	68	4	4	3	3	14	2	3	2	2	4	13	4	4	4	12	4	4	1	4	3	16
35	69	3	3	3	4	13	2	2	4	4	3	15	3	3	3	9	4	4	4	3	4	19
27	70	3	3	3	3	12	4	3	2	2	3	14	3	3	3	9	1	3	3	1	3	11
48	71	4	4	4	4	16	3	3	3	3	3	15	3	3	4	10	4	4	2	4	3	17
46	72	4	4	4	4	16	4	4	3	3	3	17	4	4	3	11	3	4	4	3	3	17

35	73	4	4	3	3	14	3	3	3	3	3	15	3	3	4	10	3	4	3	4	3	17
30	74	3	3	3	3	12	4	4	4	4	3	19	3	3	3	9	4	3	2	2	3	14
35	75	3	3	3	3	12	4	4	2	2	2	14	4	4	4	12	4	3	2	3	3	15
25	76	3	3	3	3	12	3	4	4	4	4	19	3	3	3	9	3	4	4	4	3	18
33	77	3	3	3	3	12	4	3	3	3	4	17	3	3	3	9	2	3	4	3	3	15
28	78	4	4	4	3	15	1	4	3	3	3	14	2	2	4	8	2	1	2	2	3	10
27	79	3	3	3	3	12	4	3	4	4	3	18	3	3	3	9	4	3	4	3	3	17
28	80	3	3	3	3	12	3	1	3	3	3	13	3	3	2	8	4	4	3	4	3	18
33	81	2	3	4	3	12	2	4	3	3	3	15	3	3	3	9	3	4	3	3	1	14
31	82	3	3	3	2	11	4	3	3	3	4	17	4	4	4	12	4	3	4	4	1	16
55	83	4	2	3	3	12	3	4	3	3	4	17	3	3	3	9	3	2	2	3	4	14
31	84	3	3	2	3	11	2	2	3	3	4	14	3	3	3	9	4	3	4	4	4	19
45	85	3	3	3	3	12	2	3	3	3	4	15	3	3	4	10	4	4	3	3	2	16

HASIL OLAHAN DATA PETRA

A. UJI INSTRUMEN

1. UJI VALIDITAS

X1

		Correlations					
		ETNOSENT RISME PERTAYAA N 1	ETNOSENT RISME PERTAYAA N 2	ETNOSENT RISME PERTAYAA N 3	ETNOSENT RISME PERTAYAA N 4	TOTAL	
ETNOSENTRISME PERTAYAAN 1	Pearson	1	.569**	.448**	.405**	.742**	
	Correlation						
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	
	N	85	85	85	85	85	
ETNOSENTRISME PERTAYAAN 2	Pearson	.569**	1	.564**	.573**	.842**	
	Correlation						
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	
	N	85	85	85	85	85	
ETNOSENTRISME PERTAYAAN 3	Pearson	.448**	.564**	1	.623**	.827**	
	Correlation						
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	
	N	85	85	85	85	85	
ETNOSENTRISME PERTAYAAN 4	Pearson	.405**	.573**	.623**	1	.809**	
	Correlation						
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	
	N	85	85	85	85	85	
TOTAL	Pearson	.742**	.842**	.827**	.809**	1	
	Correlation						
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	85	85	85	85	85	

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

X2

		Correlations				CITRA MEREK PERTAYAAAN 5
		CITRA MEREK PERTAYAAAN 1	CITRA MEREK PERTAYAAAN 2	CITRA MEREK PERTAYAAAN 3	CITRA MEREK PERTAYAAAN 4	
CITRA MEREK PERTAYAA N 1	Pearson Correlation	1	.509**	.571**	.429**	.327**
	Sig. (2-tailed)		<.001	<.001	<.001	.002
	N	85	85	85	85	84
CITRA MEREK PERTAYAA N 2	Pearson Correlation	.509**	1	.501**	.395**	.532**
	Sig. (2-tailed)	<.001		<.001	<.001	.002
	N	85	85	85	85	84
CITRA MEREK PERTAYAA N 3	Pearson Correlation	.571**	.501**	1	.631**	.361**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	85	85	85	85	84
CITRA MEREK PERTAYAA N 4	Pearson Correlation	.429**	.395**	.631**	1	.361**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	85	85	85	85	84
CITRA MEREK PERTAYAA N 5	Pearson Correlation	.328**	.327**	.532**	.361**	1
	Sig. (2-tailed)	.002	.002	<.001	<.001	
	N	84	84	84	84	84

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

		Correlations			
		GAYA HIDUP PERTAYAAN 1	GAYA HIDUP PERTAYAAN 2	GAYA HIDUP PERTAYAAN 3	Total
GAYA HIDUP PERTAYAAN 1	Pearson Correlation	1	.934**	.435**	.916**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	85	85	85	85
GAYA HIDUP PERTAYAAN 2	Pearson Correlation	.934**	1	.477**	.931**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	85	85	85	85
GAYA HIDUP PERTAYAAN 3	Pearson Correlation	.435**	.477**	1	.739**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	85	85	85	85
Total	Pearson Correlation	.916**	.931**	.739**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	85	85	85	85

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

Y

		Correlations					
		1	2	3	4	5	TOTAL
KEPUTUSAN PEMBELIAN PERTAYAAN 1	Pearson Correlation	1	.254 [*]	.262 [*]	.471**	.250 [*]	.662**
	Sig. (2-tailed)		.019	.015	<.001	.021	<.001
	N	85	85	85	85	85	85
KEPUTUSAN PEMBELIAN PERTAYAAN 2	Pearson Correlation	.254 [*]	1	.471**	.401**	.213 [*]	.652**
	Sig. (2-tailed)	.019		<.001	<.001	.050	<.001
	N	85	85	85	85	85	85
KEPUTUSAN PEMBELIAN PERTAYAAN 3	Pearson Correlation	.262 [*]	.471**	1	.543**	.429**	.766**
	Sig. (2-tailed)	.015	<.001		<.001	<.001	<.001
	N	85	85	85	85	85	85
KEPUTUSAN PEMBELIAN PERTAYAAN 4	Pearson Correlation	.471**	.401**	.543**	1	.380**	.791**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	85	85	85	85	85	85
KEPUTUSAN PEMBELIAN PERTAYAAN 5	Pearson Correlation	.250 [*]	.213 [*]	.429**	.380**	1	.641**
	Sig. (2-tailed)	.021	.050	<.001	<.001		<.001
	N	85	85	85	85	85	85

TOTAL	Pearson	.662**	.652**	.766**	.791**	.641**	1
	Correlation						
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	85	85	85	85	85	85

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

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

II. UJI RELIABILITAS

X1

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ETNOSENTRISME PERTAYAAN 1	9.40	3.076	.558	.809
ETNOSENTRISME PERTAYAAN 2	9.56	2.677	.697	.746
ETNOSENTRISME PERTAYAAN 3	9.61	2.669	.664	.763
ETNOSENTRISME PERTAYAAN 4	9.51	2.8`24	.650	.769

X2**Case Processing Summary**

		N	%
Cases	Valid	84	98.8
	Excluded ^a	1	1.2
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.805	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CITRA MEREK PERTAYAAN 1	12.80	5.657	.591	.767
CITRA MEREK PERTAYAAN 2	12.81	5.915	.552	.779
CITRA MEREK PERTAYAAN 3	12.64	5.534	.754	.718
CITRA MEREK PERTAYAAN 4	12.81	5.771	.580	.770
CITRA MEREK PERTAYAAN 5	12.65	6.301	.486	.797

X3**Case Processing Summary**

		N	%
Cases	Valid	85	85.0
	Excluded ^a	15	15.0
	Total	100	100.0

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

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
GAYA HIDUP PERTAYAAN 1	6.18	1.290	.793	.645
GAYA HIDUP PERTAYAAN 2	6.16	1.306	.835	.606
GAYA HIDUP PERTAYAAN 3	6.08	1.719	.463	.965

Y

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded ^a	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.740	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KEPUTUSAN PEMBELIAN PERTAYAAN 1	12.85	5.822	.413	.734
KEPUTUSAN PEMBELIAN PERTAYAAN 2	12.66	6.227	.453	.712
KEPUTUSAN PEMBELIAN PERTAYAAN 3	12.79	5.502	.594	.658
KEPUTUSAN PEMBELIAN PERTAYAAN 4	12.76	5.563	.649	.641
KEPUTUSAN PEMBELIAN PERTAYAAN 5	12.71	6.210	.429	.720

B. UJI ASUMSI KLASIK

1. UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

XY

N		85		
Normal Parameters ^{a,b}	Mean	124.45		
	Std. Deviation	20.476		
Most Extreme Differences	Absolute	.167		
	Positive	.120		
	Negative	-.167		
Test Statistic		.167		
Asymp. Sig. (2-tailed) ^c		.213		
Monte Carlo Sig. (2-tailed) ^d	Sig.			
		99% Confidence Interval	Lower Bound	.000
			Upper Bound	.000

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 1502173562.

2. UJI MULTIKOLONIARITAS

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Etnosentrisme ekonomi	.620	6.039
	Citra Merek	.982	5.019
	Gaya Hidup	.762	6.223

a. Dependent Variable: Keputusan Pembelian

3. UJI AUTOKORELASI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	1.000 ^a	1.000	1.000	.000	1.852

a. Predictors: (Constant), Gaya Hidup, Citra Merek, Etnosentrisme ekonomi

b. Dependent Variable: Keputusan Pembelian

4. UJI LINEARILITAS

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Keputusan Pembelian * Etnosentrisme Ekonomi	Between Groups	(Combined)	114.878	10	11.488	1.399	.198
		Linearity	2.672	1	2.672	.325	.570
		Deviation from Linearity	112.207	9	12.467	1.518	.158
Within Groups			607.827	74	8.214		
Total			722.706	84			

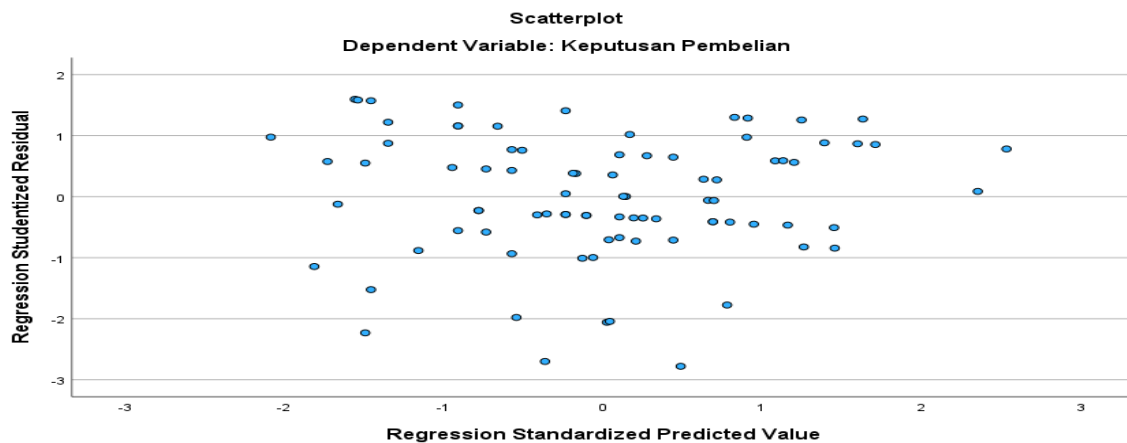
ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Keputusan Pembelian * Citra Merek	Between Groups	(Combined)	96.262	9	10.696	1.281	.262
		Linearity	6.636	1	6.636	.794	.376
		Deviation from Linearity	89.626	8	11.203	1.341	.237
Within Groups			626.444	75	8.353		
Total			722.706	84			

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Keputusan Pembelian * Gaya Hidup	Between Groups	(Combined)	44.560	9	4.951	.541	.840
		Linearity	.879	1	.879	.096	.758
		Deviation from Linearity	43.682	8	5.460	.597	.778
Within Groups			677.249	74	9.152		
Total			721.810	83			

5. UJI HETEROSKEDASTITAS



C. ANALISIS INFERENSIAL

1. PENGARUH X1 TERHADAP Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Varieabel Etnosentrisme ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.243 ^a	.059	.050	2.21438

a. Predictors: (Constant), Varieabel Etnosentrisme

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.208	1	30.208	6.161	.015 ^b
	Residual	480.542	98	4.903		
	Total	510.750	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Varieabel Etnosentrisme

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.370	1.300		9.513	.000
	Varieabel Etnosentrisme	.144	.058	.243	2.482	.015

a. Dependent Variable: Keputusan Pembelian

2. PENGARUH X2 TERHADAP Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra Merek ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911 ^a	.831	.829	.93925

a. Predictors: (Constant), Varieabel Citra Merek

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	424.296	1	424.296	480.961	.000 ^b
	Residual	86.454	98	.882		
	Total	510.750	99			

- a. Dependent Variable: Keputusan Pembelian
 b. Predictors: (Constant), Variabel Citra Merek

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	3.067	.577		5.315	.000
	Variabel Citra Merek	1.018	.046	.911	21.931	.000

- a. Dependent Variable: Keputusan Pembelian

3. PENGARUH X3 TERHADAP Y

Model	Variables Entered	Variables Removed	Method
1	Variabel Gaya Hidup ^b		Enter

- a. Dependent Variable: Keputusan Pembelian
 b. All requested variables entered.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.396 ^a	.157	.148	2.09619

- a. Predictors: (Constant), Variabel Gaya Hidup

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.136	1	80.136	18.237	.000 ^b
	Residual	430.614	98	4.394		
	Total	510.750	99			

- a. Dependent Variable: Keputusan Pembelian
 b. Predictors: (Constant), Variabel Gaya Hidup

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	10.044	1.306		7.690	.000
	Varieabel Gaya Hidup	.438	.102	.396	4.271	.000

a. Dependent Variable: Keputusan Pembelian

4. PENGARUH X1,X2 DAN X3 TERHADAP Y

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Varieabel Gaya Hidup, Varieabel Citra Merek, Varieabel Etnosentrisme ^b		Enter

a. Dependent Variable: Keputusan pembelian

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925 ^a	.856	.852	.87414

a. Predictors: (Constant), Varieabel Gaya Hidup, Varieabel Citra Merek, Varieabel Etnosentrisme

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	437.394	3	145.798	190.804	.000 ^b
	Residual	73.356	96	.764		
	Total	510.750	99			

a. Dependent Variable: Keputusan pembelian

b. Predictors: (Constant), Varieabel Gaya Hidup, Varieabel Citra Merek, Varieabel Etnosentrisme

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.073	.807		1.330	.187
	Varieabel Etnosentrisme	.095	.023	.162	4.136	.000
	Varieabel Citra Merek	.996	.049	.892	20.505	.000
	Varieabel Gaya Hidup	.012	.048	.011	.248	.804

a. Dependent Variable: Keputusan pembelian

KOEFISIEN KORELASI

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.073	.807		1.330	.187
	Etnosentrisme	.095	.023	.162	4.136	.000
	Citra Merek	.996	.049	.892	20.505	.000
	Gaya Hidup	.012	.048	.011	.248	.804

a. Dependent Variable: Keputusan Pembelian

TABEL NILAI T

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	d.f
79	1,292	1,664	1,990	2,374	2,640	79
80	1,292	1,664	1,990	2,374	2,639	80
81	1,292	1,664	1,990	2,373	2,638	81
82	1,292	1,664	1,989	2,373	2,637	82
83	1,292	1,663	1,989	2,372	2,636	83
84	1,292	1,663	1,989	2,372	2,636	84
85	1,292	1,663	1,988	2,371	2,635	85
86	1,291	1,663	1,988	2,370	2,634	86
87	1,291	1,663	1,988	2,370	2,634	87
88	1,291	1,662	1,987	2,369	2,633	88
89	1,291	1,662	1,987	2,369	2,632	89
90	1,291	1,662	1,987	2,368	2,632	90
91	1,291	1,662	1,986	2,368	2,631	91
92	1,291	1,662	1,986	2,368	2,630	92

93	1,291	1,661	1,986	2,367	2,630	93
94	1,291	1,661	1,986	2,367	2,629	94
95	1,291	1,661	1,985	2,366	2,629	95
96	1,290	1,661	1,985	2,366	2,628	96
97	1,290	1,661	1,985	2,365	2,627	97
98	1,290	1,661	1,984	2,365	2,627	98
99	1,290	1,660	1,984	2,365	2,626	99
Inf.	1,290	1,660	1,984	2,364	2,626	Inf.

NILAI TABEL F

	1	2	3	4	5	6	7	8	9	10	12	15	20	24	30	40	60	120	
1	161	200	216	225	230	234	237	239	241	242	244	246	248	249	250	251	252	253	254
2	18,5	19,0	19,2	19,2	19,3	19,3	19,4	19,4	19,4	19,4	19,4	19,4	19,4	19,5	19,5	19,5	19,5	19,5	19,5
3	10,1	9,55	9,28	9,12	9,01	8,94	8,89	8,85	8,81	8,79	8,74	8,70	8,66	8,64	8,62	8,59	8,57	8,55	8,53
4	7,71	6,94	6,59	6,39	6,26	6,16	6,09	6,04	6,00	5,96	5,91	5,86	5,80	5,77	5,75	5,72	5,69	5,66	5,63
5	6,61	5,79	5,41	5,19	5,05	4,95	4,88	4,82	4,77	4,74	4,68	4,62	4,56	4,53	4,50	4,46	4,43	4,40	4,37
6	5,99	5,14	4,76	4,53	4,39	4,28	4,21	4,15	4,10	4,06	4,00	3,94	3,87	3,84	3,81	3,77	3,74	3,70	3,67
7	5,59	4,74	4,35	4,12	3,97	3,87	3,79	3,73	3,68	3,64	3,57	3,51	3,44	3,41	3,38	3,34	3,30	3,27	3,23
8	5,32	4,46	4,07	3,84	3,69	3,58	3,50	3,44	3,39	3,35	3,28	3,22	3,15	3,12	3,08	3,04	3,01	2,97	2,93
9	5,12	4,26	3,86	3,63	3,48	3,37	3,29	3,23	3,18	3,14	3,07	3,01	2,94	2,90	2,86	2,83	2,79	2,75	2,71
10	4,96	4,10	3,71	3,48	3,33	3,22	3,14	3,07	3,02	2,98	2,91	2,85	2,77	2,74	2,70	2,66	2,62	2,58	2,54
11	4,84	3,98	3,59	3,36	3,20	3,09	3,01	2,95	2,90	2,85	2,79	2,72	2,65	2,61	2,57	2,53	2,49	2,45	2,40
12	4,75	3,89	3,49	3,26	3,11	3,00	2,91	2,85	2,80	2,75	2,69	2,62	2,54	2,51	2,47	2,43	2,38	2,34	2,30
13	4,67	3,81	3,41	3,13	3,03	2,92	2,83	2,77	2,71	2,67	2,60	2,53	2,46	2,42	2,38	2,34	2,30	2,25	2,21
14	4,60	3,74	3,34	3,11	2,96	2,85	2,76	2,70	2,65	2,60	2,53	2,46	2,39	2,35	2,31	2,27	2,22	2,18	2,13
15	4,54	3,68	3,29	3,06	2,90	2,79	2,71	2,64	2,59	2,54	2,48	2,40	2,33	2,29	2,25	2,20	2,16	2,11	2,07
16	4,49	3,63	3,24	3,01	2,85	2,74	2,66	2,59	2,54	2,49	2,42	2,35	2,28	2,24	2,19	2,15	2,11	2,06	2,01
17	4,45	3,59	3,20	2,96	2,81	2,70	2,61	2,55	2,49	2,45	2,38	2,31	2,23	2,19	2,15	2,10	2,06	2,01	1,96
18	4,41	3,55	3,16	2,93	2,77	2,66	2,58	2,51	2,46	2,41	2,34	2,27	2,19	2,15	2,11	2,06	2,02	1,97	1,92
19	4,38	3,52	3,13	2,90	2,74	2,63	2,54	2,48	2,42	2,38	2,31	2,23	2,16	2,11	2,07	2,03	1,98	1,93	1,88
20	4,35	3,49	3,10	2,87	2,71	2,60	2,51	2,45	2,39	2,35	2,28	2,20	2,12	2,08	2,04	1,99	1,95	1,90	1,84
21	4,32	3,47	3,07	2,84	2,68	2,57	2,49	2,42	2,37	2,32	2,25	2,18	2,10	2,05	2,01	1,96	1,92	1,87	1,81
22	4,30	3,44	3,05	2,82	2,66	2,55	2,46	2,40	2,34	2,30	2,23	2,15	2,07	2,03	1,98	1,94	1,89	1,84	1,78
23	4,28	3,42	3,03	2,80	2,64	2,53	2,44	2,37	2,32	2,27	2,20	2,13	2,05	2,01	1,96	1,91	1,86	1,81	1,76
24	4,26	3,40	3,01	2,78	2,62	2,51	2,42	2,36	2,30	2,25	2,18	2,11	2,03	1,98	1,94	1,89	1,84	1,79	1,73
25	4,24	3,39	2,99	2,76	2,60	2,49	2,40	2,34	2,28	2,24	2,16	2,09	2,01	1,96	1,92	1,87	1,82	1,77	1,71
30	4,17	3,32	2,92	2,69	2,53	2,42	2,33	2,27	2,21	2,16	2,09	2,01	1,93	1,89	1,84	1,79	1,74	1,68	1,62
40	4,08	3,23	2,84	2,61	2,45	2,34	2,25	2,18	2,12	2,08	2,00	1,92	1,84	1,79	1,74	1,69	1,64	1,58	1,51
60	4,00	3,15	2,76	2,53	2,37	2,25	2,17	2,10	2,04	1,99	1,92	1,84	1,75	1,70	1,65	1,59	1,53	1,47	1,39
120	3,92	3,07	2,68	2,45	2,29	2,18	2,09	2,02	1,96	1,91	1,83	1,75	1,66	1,61	1,55	1,50	1,43	1,35	1,22
	3,84	3,00	2,60	2,37	2,21	2,10	2,01	1,94	1,88	1,83	1,75	1,67	1,57	1,52	1,46	1,39	1,32	1,22	1,00

