

Status konsumsi (X1)

Correlations

		SK1	SK2	SK3	SK4	SK5	Total
SK1	Pearson Correlation	1	.837**	.703**	.651**	.779**	.886**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50
SK2	Pearson Correlation	.837**	1	.772**	.734**	.758**	.915**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50
SK3	Pearson Correlation	.703**	.772**	1	.738**	.769**	.891**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50
SK4	Pearson Correlation	.651**	.734**	.738**	1	.789**	.873**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50
SK5	Pearson Correlation	.779**	.758**	.769**	.789**	1	.914**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	50	50	50	50	50	50
Total	Pearson Correlation	.886**	.915**	.891**	.873**	.914**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

Kesadaran nilai (X2)

Correlations

		KN1	KN2	KN3	KN4	KN5	Total
KN1	Pearson Correlation	1	.569**	.115	.512**	.097	.641**
	Sig. (2-tailed)		.000	.428	.000	.504	.000
	N	50	50	50	50	50	50
KN2	Pearson Correlation	.569**	1	.413**	.699**	.307*	.846**
	Sig. (2-tailed)	.000		.003	.000	.030	.000
	N	50	50	50	50	50	50
KN3	Pearson Correlation	.115	.413**	1	.473**	.187	.647**
	Sig. (2-tailed)	.428	.003		.001	.193	.000
	N	50	50	50	50	50	50
KN4	Pearson Correlation	.512**	.699**	.473**	1	.366**	.868**
	Sig. (2-tailed)	.000	.000	.001		.009	.000
	N	50	50	50	50	50	50
KN5	Pearson Correlation	.097	.307*	.187	.366**	1	.526**
	Sig. (2-tailed)	.504	.030	.193	.009		.000
	N	50	50	50	50	50	50
Total	Pearson Correlation	.641**	.846**	.647**	.868**	.526**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

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

Perbandingan kualitas-harga (X3)

Correlations

		PKH1	PKH2	PKH3	PKH4	PKH5	Total
PKH1	Pearson Correlation	1	.525**	.411**	.510**	.301*	.665**
	Sig. (2-tailed)		.000	.003	.000	.034	.000
	N	50	50	50	50	50	50
PKH2	Pearson Correlation	.525**	1	.677**	.543**	.453**	.840**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	50	50	50	50	50	50
PKH3	Pearson Correlation	.411**	.677**	1	.582**	.427**	.825**
	Sig. (2-tailed)	.003	.000		.000	.002	.000
	N	50	50	50	50	50	50
PKH4	Pearson Correlation	.510**	.543**	.582**	1	.630**	.830**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50
PKH5	Pearson Correlation	.301*	.453**	.427**	.630**	1	.719**
	Sig. (2-tailed)	.034	.001	.002	.000		.000
	N	50	50	50	50	50	50
Total	Pearson Correlation	.665**	.840**	.825**	.830**	.719**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

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

Pengaruh sosial (X4)

Correlations

		PS1	PS2	PS3	PS4	PS5	Total
PS1	Pearson Correlation	1	.363**	.180	.436**	.188	.670**
	Sig. (2-tailed)		.010	.211	.002	.191	.000
	N	50	50	50	50	50	50
PS2	Pearson Correlation	.363**	1	.638**	.486**	.365**	.820**
	Sig. (2-tailed)	.010		.000	.000	.009	.000
	N	50	50	50	50	50	50
PS3	Pearson Correlation	.180	.638**	1	.135	.453**	.639**
	Sig. (2-tailed)	.211	.000		.350	.001	.000
	N	50	50	50	50	50	50
PS4	Pearson Correlation	.436**	.486**	.135	1	.193	.713**
	Sig. (2-tailed)	.002	.000	.350		.179	.000
	N	50	50	50	50	50	50
PS5	Pearson Correlation	.188	.365**	.453**	.193	1	.586**
	Sig. (2-tailed)	.191	.009	.001	.179		.000
	N	50	50	50	50	50	50
Total	Pearson Correlation	.670**	.820**	.639**	.713**	.586**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

Sikap konsumen (Y1)

Correlations

		SK1	SK2	SK3	SK4	SK5	Total
SK1	Pearson Correlation	1	.701**	.505**	.553**	.722**	.852**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50
SK2	Pearson Correlation	.701**	1	.576**	.537**	.788**	.885**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50
SK3	Pearson Correlation	.505**	.576**	1	.601**	.501**	.755**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50
SK4	Pearson Correlation	.553**	.537**	.601**	1	.533**	.763**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50
SK5	Pearson Correlation	.722**	.788**	.501**	.533**	1	.870**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	50	50	50	50	50	50
Total	Pearson Correlation	.852**	.885**	.755**	.763**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

Minat pembelian (Y2)

Correlations

		MP1	MP2	MP3	MP4	MP5	Total
MP1	Pearson Correlation	1	.819**	.635**	.545**	.716**	.903**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50
MP2	Pearson Correlation	.819**	1	.653**	.563**	.643**	.888**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50
MP3	Pearson Correlation	.635**	.653**	1	.716**	.486**	.822**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50
MP4	Pearson Correlation	.545**	.563**	.716**	1	.418**	.755**
	Sig. (2-tailed)	.000	.000	.000		.002	.000
	N	50	50	50	50	50	50
MP5	Pearson Correlation	.716**	.643**	.486**	.418**	1	.799**
	Sig. (2-tailed)	.000	.000	.000	.002		.000
	N	50	50	50	50	50	50
Total	Pearson Correlation	.903**	.888**	.822**	.755**	.799**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

Status konsumsi

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.825	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SK1	32.60	78.082	.858	.791
SK2	32.76	77.329	.894	.786
SK3	32.68	77.161	.863	.787
SK4	32.86	78.449	.842	.793
SK5	32.72	77.430	.893	.787
Total	18.18	23.906	1.000	.938

Kesadaran nilai

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.780	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KN1	33.40	33.755	.550	.760
KN2	33.54	31.233	.798	.723
KN3	33.88	32.802	.541	.755
KN4	33.84	30.586	.824	.715
KN5	33.28	35.349	.428	.778
Total	18.66	9.984	1.000	.752

Perbandingan kualitas-harga

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.800	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PKH1	32.72	42.859	.607	.791
PKH2	32.90	37.684	.788	.748
PKH3	33.10	37.520	.766	.748
PKH4	32.94	39.445	.786	.760
PKH5	33.04	40.651	.650	.776
Total	18.30	12.133	1.000	.834

Pengaruh sosial

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.772	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PS1	31.80	29.592	.565	.739
PS2	32.00	28.571	.762	.713
PS3	31.62	31.506	.560	.753
PS4	32.16	28.504	.608	.728
PS5	31.18	31.865	.497	.760
Total	17.64	9.133	1.000	.715

Sikap konsumen**Case Processing Summary**

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.812	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SK1	31.92	47.381	.810	.770
SK2	32.10	46.255	.850	.762
SK3	31.46	50.131	.702	.791
SK4	31.52	50.255	.712	.791
SK5	32.12	47.006	.833	.767
Total	17.68	14.793	1.000	.884

Minat pembelian

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.814	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MP1	30.26	53.380	.873	.761
MP2	30.46	54.621	.857	.769
MP3	30.60	56.939	.781	.784
MP4	30.56	58.537	.705	.795
MP5	30.04	55.509	.744	.779
Total	16.88	17.128	1.000	.890

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.607	.596	2.33861

a. Predictors: (Constant), Pengaruh sosial, Kesadaran nilai, Status konsumsi, Perbandingan kualitas-harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1226.473	4	306.618	56.064	.000 ^a
	Residual	793.020	145	5.469		
	Total	2019.493	149			

a. Predictors: (Constant), Pengaruh sosial, Kesadaran nilai, Status konsumsi, Perbandingan kualitas-harga

b. Dependent Variable: Sikap konsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.069	1.200		-.058	.954
	Status konsumsi	.274	.072	.308	3.802	.000
	Kesadaran nilai	.206	.090	.203	2.306	.023
	Perbandingan kualitas-harga	.265	.093	.244	2.836	.005
	Pengaruh sosial	.215	.086	.157	2.504	.013

a. Dependent Variable: Sikap konsumen

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.655	.643	2.03003

a. Predictors: (Constant), Sikap konsumen, Pengaruh sosial, Kesadaran nilai, Perbandingan kualitas-harga, Status konsumsi

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1128.767	5	225.753	54.781	.000 ^a
	Residual	593.427	144	4.121		
	Total	1722.193	149			

a. Predictors: (Constant), Sikap konsumen, Pengaruh sosial, Kesadaran nilai, Perbandingan kualitas-harga, Status konsumsi

b. Dependent Variable: Minat pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.570	1.047		.544	.587
	Status konsumsi	.104	.071	.126	1.467	.144
	Kesadaran nilai	.417	.073	.445	5.739	.000
	Perbandingan kualitas-harga	.053	.079	.056	.664	.507
	Pengaruh sosial	.125	.078	.099	1.603	.111
	Sikap konsumen	.191	.071	.207	2.696	.008

a. Dependent Variable: Minat pembelian