

## LAMPIRAN

**Lampiran 1. Hasil Korelasi Rank Spearman hubungan motivasi konsumen dengan jumlah pembelian**

Spearman's rho		Correlations										Jumlah Pembelian		
Variable 1	Variable 2	Correlation Coefficient	Sig. (2-tailed)	N	Harga	Kualitas	Pelayanan	Promosi	Kelompok Referensi	Penampilan	Cita Rasa	Kebiasaan	Rasa Bangga	Jumlah Pembelian
Harga	Correlation Coefficient	.1000												.248
	Sig. (2-tailed)													.057
	N	60		60										60
Kualitas	Correlation Coefficient	.657**												.280**
	Sig. (2-tailed)													.031
	N	60		60										60
Pelayanan	Correlation Coefficient	.296*												.155
	Sig. (2-tailed)													.236
	N	60		60										60
Promosi	Correlation Coefficient	.023												.198
	Sig. (2-tailed)													.130
	N	60		60										60
Kelompok Referensi	Correlation Coefficient	-.175												.103
	Sig. (2-tailed)													.433
	N	60		60										60
Penampilan	Correlation Coefficient	.375**												.202
	Sig. (2-tailed)													.121
	N	60		60										60
Cita Rasa	Correlation Coefficient	.116												.005
	Sig. (2-tailed)													.968
	N	60		60										60
Kebiasaan	Correlation Coefficient	.140												.427**
	Sig. (2-tailed)													.001
	N	60		60										60
Rasa Bangga	Correlation Coefficient	.105												.267*
	Sig. (2-tailed)													.039
	N	60		60										60
Jumlah Pembelian	Correlation Coefficient	.248												1.000
	Sig. (2-tailed)													.039
	N	60		60										60

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

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

Lampiran 2. Hasil Korelasi Rank Spearman hubungan motivasi konsumen dengan nilai pembelian

Correlations

Spearmen's rho	Harga	Kualitas	Pelayanan	Promosi	Kelompok Referensi	Penampilan	Cita Rasa	Kebiasaan	Rasa Bangga	Nilai Pembelian
Correlation Coefficient	1,000	.657**	.296*	.023	-.175	.375**	.116	.140	.105	.202
Sig. (2-tailed)		.000	.021	.864	.181	.003	.377	.285	.423	.121
N	60	60	60	60	60	60	60	60	60	60
Correlation Coefficient	.657**	1,000	.139	-.223	-.078	.288**	.225	.236	.096	.325*
Sig. (2-tailed)	.000		.290	.087	.553	.026	.083	.069	.465	.011
N	60	60	60	60	60	60	60	60	60	60
Correlation Coefficient	.296*	.139	1,000	.213	.250	.485**	.023	.053	.182	.168
Sig. (2-tailed)	.021	.290		.103	.054	.000	.859	.686	.165	.200
N	60	60	60	60	60	60	60	60	60	60
Correlation Coefficient	.023	-.223	.213	1,000	-.337**	.040	-.209	.004	-.051	-.121
Sig. (2-tailed)	.864	.087	.103		.008	.763	.109	.975	.698	.355
N	60	60	60	60	60	60	60	60	60	60
Correlation Coefficient	-.175	-.078	.250	-.337**	1,000	.098	.178	-.057	.284*	.059
Sig. (2-tailed)	.181	.553	.054	.008		.458	.175	.666	.028	.653
N	60	60	60	60	60	60	60	60	60	60
Correlation Coefficient	.375**	.288**	.485**	.040	.098	1,000	.276*	.176	.402**	.176
Sig. (2-tailed)	.003	.026	.000	.763	.458		.033	.179	.001	.178
N	60	60	60	60	60	60	60	60	60	60
Correlation Coefficient	.116	.225	.023	-.209	.178	.276*	1,000	.038	.093	.028
Sig. (2-tailed)	.377	.083	.859	.109	.175	.033		.772	.478	.833
N	60	60	60	60	60	60	60	60	60	60
Correlation Coefficient	.140	.236	.053	.004	-.057	.176	.038	1,000	.047	.435**
Sig. (2-tailed)	.285	.069	.686	.975	.666	.179	.772		.719	.001
N	60	60	60	60	60	60	60	60	60	60
Correlation Coefficient	.105	.096	.182	-.051	.284*	.402**	.093	.047	1,000	.261*
Sig. (2-tailed)	.423	.465	.165	.698	.028	.001	.478	.719		.044
N	60	60	60	60	60	60	60	60	60	60
Correlation Coefficient	.202	.325*	.168	-.121	.059	.176	.028	.435**	.261*	1,000
Sig. (2-tailed)	.121	.011	.200	.355	.653	.178	.833	.001	.044	
N	60	60	60	60	60	60	60	60	60	60

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

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