PROFIL RESPONDEN

Frequency Tabel

| **JenisKelamin** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 38 | 26.8 | 47.5 | 47.5 |
| Perempuan | 42 | 29.6 | 52.5 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Usia** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17-24 | 31 | 21.8 | 38.8 | 38.8 |
| 25-29 | 28 | 19.7 | 35.0 | 73.8 |
| 30-34 | 15 | 10.6 | 18.8 | 92.5 |
| 35-40 | 4 | 2.8 | 5.0 | 97.5 |
| >40 | 2 | 1.4 | 2.5 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Pekerjaan** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Pegawai Negeri Sipil | 8 | 5.6 | 10.0 | 10.0 |
| Pegawai Swasta | 11 | 7.7 | 13.8 | 23.8 |
| Wiraswasta | 19 | 13.4 | 23.8 | 47.5 |
| Staf Pengajar/ Dosen | 5 | 3.5 | 6.2 | 53.8 |
| Pelajar/Mahasiswa | 33 | 23.2 | 41.2 | 95.0 |
| Ibu Rumah Tangga | 4 | 2.8 | 5.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Pendapatan** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | <Rp.1.000.000 | 11 | 7.7 | 13.8 | 13.8 |
| Rp.1.000.001-Rp.2.000.000 | 34 | 23.9 | 42.5 | 56.2 |
| Rp.2.00.001-Rp.3.000.000 | 20 | 14.1 | 25.0 | 81.2 |
| >Rp.3.000.001 | 15 | 10.6 | 18.8 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

UJI VALIDITAS DAN RELIABILITAS

* Labelisasi Halal

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 80 | 56.3 |
| Excludeda | 62 | 43.7 |
| Total | 142 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .714 | 6 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| LabelisasiHalal1 | 18.26 | 5.538 | .416 | .685 |
| LabelisasiHalal2 | 18.40 | 4.927 | .511 | .654 |
| LabelisasiHalal3 | 18.36 | 5.956 | .320 | .712 |
| LabelisasiHalal4 | 18.41 | 5.537 | .465 | .669 |
| LabelisasiHalal5 | 18.40 | 5.408 | .513 | .654 |
| LabelisasiHalal6 | 18.29 | 5.980 | .485 | .671 |

* Kualitas Pelayanan

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 80 | 56.3 |
| Excludeda | 62 | 43.7 |
| Total | 142 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .825 | 10 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KualitasPelayanan1 | 35.31 | 30.015 | .344 | .825 |
| KualitasPelayanan2 | 35.76 | 28.487 | .420 | .819 |
| KualitasPelayanan3 | 35.38 | 30.288 | .324 | .826 |
| KualitasPelayanan4 | 35.22 | 30.885 | .309 | .826 |
| KualitasPelayanan5 | 35.40 | 29.433 | .446 | .815 |
| KualitasPelayanan6 | 35.36 | 26.209 | .624 | .796 |
| KualitasPelayanan7 | 35.62 | 25.351 | .673 | .790 |
| KualitasPelayanan8 | 35.48 | 26.328 | .629 | .796 |
| KualitasPelayanan9 | 35.36 | 26.259 | .720 | .787 |
| KualitasPelayanan10 | 35.59 | 27.182 | .575 | .802 |

* Gaya Hidup

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 80 | 56.3 |
| Excludeda | 62 | 43.7 |
| Total | 142 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .782 | 6 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| GayaHidup1 | 20.00 | 7.570 | .472 | .765 |
| GayaHidup2 | 19.86 | 7.411 | .611 | .730 |
| GayaHidup3 | 19.80 | 7.732 | .514 | .753 |
| GayaHidup4 | 20.08 | 7.184 | .623 | .726 |
| GayaHidup5 | 19.70 | 8.010 | .455 | .767 |
| GayaHidup6 | 19.88 | 7.528 | .516 | .753 |

* Keputusan Pembelian

| **Case Processing Summary** | | | |
| --- | --- | --- | --- |
|  |  | N | % |
| Cases | Valid | 80 | 56.3 |
| Excludeda | 62 | 43.7 |
| Total | 142 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .827 | 8 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KeputusanPembelian1 | 27.39 | 18.088 | .511 | .813 |
| KeputusanPembelian2 | 27.76 | 16.437 | .597 | .801 |
| KeputusanPembelian3 | 27.46 | 16.682 | .711 | .788 |
| KeputusanPembelian4 | 27.58 | 17.893 | .545 | .809 |
| KeputusanPembelian5 | 27.78 | 16.809 | .586 | .803 |
| KeputusanPembelian6 | 27.48 | 17.392 | .460 | .821 |
| KeputusanPembelian7 | 27.69 | 16.901 | .506 | .815 |
| KeputusanPembelian8 | 27.46 | 17.391 | .533 | .810 |

UJI ASUMSI KLASIK

* Uji Normalitas

| **One-Sample Kolmogorov-Smirnov Test** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | LabelisasiHalal | KualitasPelayanan | GayaHidup | KeputusanPembelian |
| N | | 80 | 80 | 80 | 80 |
| Normal Parametersa | Mean | 18.9104 | 35.9675 | 20.5396 | 27.9688 |
| Std. Deviation | 2.49062 | 5.27019 | 2.81525 | 4.22819 |
| Most Extreme Differences | Absolute | .135 | .112 | .094 | .069 |
| Positive | .068 | .070 | .060 | .069 |
| Negative | -.135 | -.112 | -.094 | -.065 |
| Kolmogorov-Smirnov Z | | 1.204 | 1.004 | .844 | .617 |
| Asymp. Sig. (2-tailed) | | .110 | .265 | .474 | .841 |
| a. Test distribution is Normal. | |  |  |  |  |
|  |  |  |  |  |  |

* Uji Multikolinearitas

| **Coefficientsa** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 9.656 | 4.555 |  | 2.120 | .037 |  |  |
| LabelisasiHalal | -.084 | .157 | -.049 | -.536 | .593 | .974 | 1.027 |
| KualitasPelayanan | .096 | .086 | .120 | 1.118 | .267 | .722 | 1.385 |
| GayaHidup | .801 | .159 | .533 | 5.030 | .000 | .739 | 1.354 |
| a. Dependent Variable: KeputusanPembelian | | | |  |  |  |  |  |

* Uji Heteroskedastisitas

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -.236 | 2.128 |  | -.111 | .912 |
| LabelisasiHalal | .031 | .073 | .048 | .417 | .678 |
| KualitasPelayanan | -.006 | .040 | -.019 | -.145 | .885 |
| GayaHidup | .084 | .074 | .148 | 1.124 | .265 |
| a. Dependent Variable: RES1 | | |  |  |  |  |

ANALISIS DESKRIPTIF

Frequency Labelisasi Halal (X1)

| **Statistics** | | |
| --- | --- | --- |
| LabelisasiHalal1 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.76 |

| **LabelisasiHalal1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 1.4 | 2.5 | 2.5 |
| Tidak Setuju | 1 | .7 | 1.2 | 3.8 |
| Netral | 19 | 13.4 | 23.8 | 27.5 |
| Setuju | 50 | 35.2 | 62.5 | 90.0 |
| Sangat Setuju | 8 | 5.6 | 10.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| LabelisasiHalal2 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.62 |

| **LabelisasiHalal2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 1.4 | 2.5 | 2.5 |
| Tidak Setuju | 3 | 2.1 | 3.8 | 6.2 |
| Netral | 28 | 19.7 | 35.0 | 41.2 |
| Setuju | 37 | 26.1 | 46.2 | 87.5 |
| Sangat Setuju | 10 | 7.0 | 12.5 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| LabelisasiHalal3 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.66 |

| **LabelisasiHalal3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 2 | 1.4 | 2.5 | 2.5 |
| Netral | 32 | 22.5 | 40.0 | 42.5 |
| Setuju | 37 | 26.1 | 46.2 | 88.8 |
| Sangat Setuju | 9 | 6.3 | 11.2 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| LabelisasiHalal4 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.61 |

| **LabelisasiHalal4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | .7 | 1.2 | 1.2 |
| Tidak Setuju | 2 | 1.4 | 2.5 | 3.8 |
| Netral | 29 | 20.4 | 36.2 | 40.0 |
| Setuju | 43 | 30.3 | 53.8 | 93.8 |
| Sangat Setuju | 5 | 3.5 | 6.2 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| LabelisasiHalal5 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.62 |

| **LabelisasiHalal5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | .7 | 1.2 | 1.2 |
| Tidak Setuju | 2 | 1.4 | 2.5 | 3.8 |
| Netral | 28 | 19.7 | 35.0 | 38.8 |
| Setuju | 44 | 31.0 | 55.0 | 93.8 |
| Sangat Setuju | 5 | 3.5 | 6.2 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| LabelisasiHalal6 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.74 |

| **LabelisasiHalal6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 1 | .7 | 1.2 | 1.2 |
| Netral | 22 | 15.5 | 27.5 | 28.8 |
| Setuju | 54 | 38.0 | 67.5 | 96.2 |
| Sangat Setuju | 3 | 2.1 | 3.8 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

Frequency Kualitas Pelayanan (X2)

| **Statistics** | | |
| --- | --- | --- |
| KualitasPelayanan1 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.08 |

| **KualitasPelayanan1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak setuju | 6 | 4.2 | 7.5 | 7.5 |
| Netral | 8 | 5.6 | 10.0 | 17.5 |
| Setuju | 40 | 28.2 | 50.0 | 67.5 |
| Sangat Setuju | 26 | 18.3 | 32.5 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KualitasPelayanan2 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.62 |

| **KualitasPelayanan2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 2.1 | 3.8 | 3.8 |
| Tidak Setuju | 7 | 4.9 | 8.8 | 12.5 |
| Netral | 21 | 14.8 | 26.2 | 38.8 |
| Setuju | 35 | 24.6 | 43.8 | 82.5 |
| Sangat Setuju | 14 | 9.9 | 17.5 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KualitasPelayanan3 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.01 |

| **KualitasPelayanan3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | .7 | 1.2 | 1.2 |
| Tidak Setuju | 5 | 3.5 | 6.2 | 7.5 |
| Netral | 6 | 4.2 | 7.5 | 15.0 |
| Setuju | 48 | 33.8 | 60.0 | 75.0 |
| Sangat Setuju | 20 | 14.1 | 25.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KualitasPelayanan4 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.16 |

| **KualitasPelayanan4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 3 | 2.1 | 3.8 | 3.8 |
| Netral | 7 | 4.9 | 8.8 | 12.5 |
| Setuju | 44 | 31.0 | 55.0 | 67.5 |
| Sangat Setuju | 26 | 18.3 | 32.5 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KualitasPelayanan5 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.99 |

| **KualitasPelayanan5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | .7 | 1.2 | 1.2 |
| Tidak Setuju | 2 | 1.4 | 2.5 | 3.8 |
| Netral | 14 | 9.9 | 17.5 | 21.2 |
| Setuju | 43 | 30.3 | 53.8 | 75.0 |
| Sangat Setuju | 20 | 14.1 | 25.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KualitasPelayanan6 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.02 |

| **KualitasPelayanan6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 1.4 | 2.5 | 2.5 |
| Tidak Setuju | 9 | 6.3 | 11.2 | 13.8 |
| Netral | 3 | 2.1 | 3.8 | 17.5 |
| Setuju | 37 | 26.1 | 46.2 | 63.8 |
| Sangat Setuju | 29 | 20.4 | 36.2 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KualitasPelayanan7 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.76 |

| **KualitasPelayanan7** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 2.1 | 3.8 | 3.8 |
| Tidak Setuju | 10 | 7.0 | 12.5 | 16.2 |
| Netral | 11 | 7.7 | 13.8 | 30.0 |
| Setuju | 35 | 24.6 | 43.8 | 73.8 |
| Sangat Setuju | 21 | 14.8 | 26.2 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KualitasPelayanan8 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.91 |

| **KualitasPelayanan8** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 1.4 | 2.5 | 2.5 |
| Tidak Setuju | 9 | 6.3 | 11.2 | 13.8 |
| Netral | 6 | 4.2 | 7.5 | 21.2 |
| Setuju | 40 | 28.2 | 50.0 | 71.2 |
| Sangat Setuju | 23 | 16.2 | 28.8 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KualitasPelayanan9 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.02 |

| **KualitasPelayanan9** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 1.4 | 2.5 | 2.5 |
| Tidak Setuju | 4 | 2.8 | 5.0 | 7.5 |
| Netral | 9 | 6.3 | 11.2 | 18.8 |
| Setuju | 40 | 28.2 | 50.0 | 68.8 |
| Sangat Setuju | 25 | 17.6 | 31.2 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KualitasPelayanan10 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.80 |

| **KualitasPelayanan10** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 1.4 | 2.5 | 2.5 |
| Tidak Setuju | 5 | 3.5 | 6.2 | 8.8 |
| Netral | 20 | 14.1 | 25.0 | 33.8 |
| Setuju | 33 | 23.2 | 41.2 | 75.0 |
| Sangat Setuju | 20 | 14.1 | 25.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

Frequency Gaya Hidup (X3)

| **Statistics** | | |
| --- | --- | --- |
| GayaHidup1 | |  |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.86 |

| **GayaHidup1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 6 | 4.2 | 7.5 | 7.5 |
| Netral | 16 | 11.3 | 20.0 | 27.5 |
| Setuju | 41 | 28.9 | 51.2 | 78.8 |
| Sangat Setuju | 17 | 12.0 | 21.2 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| GayaHidup2 | |  |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.00 |

| **GayaHidup2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 3 | 2.1 | 3.8 | 3.8 |
| Netral | 13 | 9.2 | 16.2 | 20.0 |
| Setuju | 45 | 31.7 | 56.2 | 76.2 |
| Sangat Setuju | 19 | 13.4 | 23.8 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| GayaHidup3 | |  |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.06 |

| **GayaHidup3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 5 | 3.5 | 6.2 | 6.2 |
| Netral | 5 | 3.5 | 6.2 | 12.5 |
| Setuju | 50 | 35.2 | 62.5 | 75.0 |
| Sangat Setuju | 20 | 14.1 | 25.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| GayaHidup4 | |  |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.79 |

| **GayaHidup4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | .7 | 1.2 | 1.2 |
| Tidak Setuju | 3 | 2.1 | 3.8 | 5.0 |
| Netral | 20 | 14.1 | 25.0 | 30.0 |
| Setuju | 44 | 31.0 | 55.0 | 85.0 |
| Sangat Setuju | 12 | 8.5 | 15.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| GayaHidup5 | |  |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.16 |

| **GayaHidup5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 3 | 2.1 | 3.8 | 3.8 |
| Netral | 7 | 4.9 | 8.8 | 12.5 |
| Setuju | 44 | 31.0 | 55.0 | 67.5 |
| Sangat Setuju | 26 | 18.3 | 32.5 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| GayaHidup6 | |  |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.99 |

| **GayaHidup6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | .7 | 1.2 | 1.2 |
| Tidak Setuju | 2 | 1.4 | 2.5 | 3.8 |
| Netral | 14 | 9.9 | 17.5 | 21.2 |
| Setuju | 43 | 30.3 | 53.8 | 75.0 |
| Sangat Setuju | 20 | 14.1 | 25.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

Frekuensi Keputusan Pembelian

| **Statistics** | | |
| --- | --- | --- |
| KeputusanPembelian1 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.12 |

| **KeputusanPembelian1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 2.8 | 5.0 | 5.0 |
| Netral | 6 | 4.2 | 7.5 | 12.5 |
| Setuju | 46 | 32.4 | 57.5 | 70.0 |
| Sangat Setuju | 24 | 16.9 | 30.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KeputusanPembelian2 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.75 |

| **KeputusanPembelian2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | .7 | 1.2 | 1.2 |
| Tidak setuju | 7 | 4.9 | 8.8 | 10.0 |
| Netral | 21 | 14.8 | 26.2 | 36.2 |
| Setuju | 33 | 23.2 | 41.2 | 77.5 |
| Sangat Setuju | 18 | 12.7 | 22.5 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| To tal | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KeputusanPembelian3 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.05 |

| **KeputusanPembelian3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 2.8 | 5.0 | 5.0 |
| Netral | 11 | 7.7 | 13.8 | 18.8 |
| Setuju | 42 | 29.6 | 52.5 | 71.2 |
| Sangat Setuju | 23 | 16.2 | 28.8 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KeputusanPembelian4 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.94 |

| **KeputusanPembelian4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 4 | 2.8 | 5.0 | 5.0 |
| Netral | 13 | 9.2 | 16.2 | 21.2 |
| Setuju | 47 | 33.1 | 58.8 | 80.0 |
| Sangat Setuju | 16 | 11.3 | 20.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KeputusanPembelian5 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.74 |

| **KeputusanPembelian5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | .7 | 1.2 | 1.2 |
| Tidak Setuju | 4 | 2.8 | 5.0 | 6.2 |
| Netral | 27 | 19.0 | 33.8 | 40.0 |
| Setuju | 31 | 21.8 | 38.8 | 78.8 |
| Sangat Setuju | 17 | 12.0 | 21.2 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KeputusanPembelian6 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.04 |

| **KeputusanPembelian6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | .7 | 1.2 | 1.2 |
| Tidak Setuju | 8 | 5.6 | 10.0 | 11.2 |
| Netral | 4 | 2.8 | 5.0 | 16.2 |
| Setuju | 41 | 28.9 | 51.2 | 67.5 |
| Sangat Setuju | 26 | 18.3 | 32.5 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KeputusanPembelian7 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 3.82 |

| **KeputusanPembelian7** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 1.4 | 2.5 | 2.5 |
| Tidak Setuju | 6 | 4.2 | 7.5 | 10.0 |
| Netral | 16 | 11.3 | 20.0 | 30.0 |
| Setuju | 36 | 25.4 | 45.0 | 75.0 |
| Sangat Setuju | 20 | 14.1 | 25.0 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

| **Statistics** | | |
| --- | --- | --- |
| KeputusanPembelian8 | | |
| N | Valid | 80 |
| Missing | 62 |
| Mean | | 4.05 |

| **KeputusanPembelian8** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Tidak Setuju | 5 | 3.5 | 6.2 | 6.2 |
| Netral | 12 | 8.5 | 15.0 | 21.2 |
| Setuju | 37 | 26.1 | 46.2 | 67.5 |
| Sangat Setuju | 26 | 18.3 | 32.5 | 100.0 |
| Total | 80 | 56.3 | 100.0 |  |
| Missing | System | 62 | 43.7 |  |  |
| Total | | 142 | 100.0 |  |  |

PENGUJIAN HIPOTESIS

| **Variables Entered/Removedb** | | | |
| --- | --- | --- | --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | GayaHidup, LabelisasiHalal, KualitasPelayanana | . | Enter |
| a. All requested variables entered. | | |  |
| b. Dependent Variable: KeputusanPembelian | | | |

| **Model Summaryb** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .608a | .370 | .345 | 3.42266 |
| a. Predictors: (Constant), GayaHidup, LabelisasiHalal, KualitasPelayanan | | | | |
| b. Dependent Variable: KeputusanPembelian | | | | |

| **ANOVAb** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 522.017 | 3 | 174.006 | 14.854 | .000a |
| Residual | 890.311 | 76 | 11.715 |  |  |
| Total | 1412.328 | 79 |  |  |  |
| a. Predictors: (Constant), GayaHidup, LabelisasiHalal, KualitasPelayanan | | | | | |  |
| b. Dependent Variable: KeputusanPembelian | | | | |  |  |

| **Coefficientsa** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 9.656 | 4.555 |  | 2.120 | .037 |  |  |
| LabelisasiHalal | -.084 | .157 | -.049 | -.536 | .593 | .974 | 1.027 |
| KualitasPelayanan | .096 | .086 | .120 | 1.118 | .267 | .722 | 1.385 |
| GayaHidup | .801 | .159 | .533 | 5.030 | .000 | .739 | 1.354 |
| a. Dependent Variable: KeputusanPembelian | | | |  |  |  |  |  |