

Lampiran III

Hasil Uji SPSS

Uji Reliabilitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Item1	40.56	58.686	.493	.868
Item2	39.55	61.267	.585	.861
item3	40.46	59.781	.657	.858
item4	40.00	62.554	.429	.869
item5	40.61	59.018	.669	.857
item6	40.34	60.670	.588	.861
item7	40.46	60.546	.579	.861
item8	39.96	63.886	.385	.871
item9	39.89	60.121	.592	.861
item10	39.99	59.498	.592	.861
item11	39.36	63.524	.474	.867
item12	39.82	63.336	.461	.867
item13	39.85	62.907	.442	.868
item14	39.84	61.329	.560	.863

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		270
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.50420809
Most Extreme Differences	Absolute	.097
	Positive	.097
	Negative	-.067
Kolmogorov-Smirnov Z		1.593
Asymp. Sig. (2-tailed)		.120
a. Test distribution is Normal.		

Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.475	.130		11.378	.000		
Psikologis	.226	.041	.313	5.568	.000	.734	1.363
Sosial	.137	.049	.162	2.789	.006	.691	1.448
Pribadi	.232	.041	.308	5.627	.000	.776	1.288

a. Dependent Variable: Kep_Konsumen

Uji Heterokedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.449	.078		5.752	.000
	Psikologi	-.055	.024	-.155	-2.235	.260
	Sosial	-.058	.030	-.139	-1.944	.530
	Pribadi	.081	.025	.221	3.280	.110

a. Dependent Variable: RES2

Uji Linieritas

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Kep_Pembelian * Psikologi	270	100.0%	0	.0%	270	100.0%
Kep_Pembelian * Sosial	270	100.0%	0	.0%	270	100.0%
Kep_Pembelian * Pribadi	270	100.0%	0	.0%	270	100.0%

Report

Kep_Pembelian

Psikologi	Mean	N	Std. Deviation
1	2.6667	21	.73030
2	2.7706	109	.61814
3	3.2396	96	.42907
4	3.5641	39	.55226
5	4.0000	5	.00000
Total	3.0667	270	.64179

Faktor Psikologi

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kep_Pembelian * Psikologi	Between Groups	(Combined)	29.788	4	7.447	24.360	.000
		Linearity	28.355	1	28.355	92.752	.000
		Deviation from Linearity	1.433	3	.478	1.562	.199
	Within Groups		81.012	265	.306		
	Total		110.800	269			

Measures of Association

	R	R Squared	Eta	Eta Squared
Kep_Pembelian * Psikologi	.506	.256	.519	.269

Faktor Sosial

Report

Kep_Pembelian

Sosial	Mean	N	Std. Deviation
1	2.3333	12	.65134
2	2.8767	146	.58593
3	3.3580	81	.55472
4	3.4839	31	.50800
Total	3.0667	270	.64179

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kep_Pembelian * Sosial	Between Groups	(Combined)	23.993	3	7.998	24.507	.000
		Linearity	22.126	1	22.126	67.800	.000
		Deviation from Linearity	1.867	2	.934	2.861	.059

Within Groups	86.807	266	.326	
Total	110.800	269		

Measures of Association

	R	R Squared	Eta	Eta Squared
Kep_Pembelian * Sosial	.447	.200	.465	.217

Faktor Pribadi

Report

Kep_Pembelian

Pribadi	Mean	N	Std. Deviation
1	2.5000	6	.54772
2	2.7921	101	.49632
3	3.0211	95	.61849
4	3.5692	65	.55816
5	4.0000	3	.00000
Total	3.0667	270	.64179

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kep_Pembelian * Pribadi	Between Groups	(Combined)	28.770	4	7.192	23.236	.00
		Linearity	27.114	1	27.114	87.592	.00
		Deviation from Linearity	1.656	3	.552	1.783	.15
	Within Groups		82.030	265	.310		
Total			110.800	269			

Measures of Association

	R	R Squared	Eta	Eta Squared
Kep_Pembelian * Pribadi	.495	.245	.510	.260

Analisis Regresi Linier Berganda

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.413	3	14.138	54.991	.000 ^a
	Residual	68.387	266	.257		
	Total	110.800	269			

a. Predictors: (Constant), Pribadi, Psikologi, Sosial

b. Dependent Variable: Kep_Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.475	.130		11.378	.000
	Psikologi	.226	.041	.313	5.568	.000
	Sosial	.137	.049	.162	2.789	.006
	Pribadi	.232	.041	.308	5.627	.000

a. Dependent Variable: Kep_Pembelian

Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619 ^a	.383	.376	.50704

a. Predictors: (Constant), Pribadi, Psikologi, Sosial