**Lampiran 1 : Angket**

**Kuesioner**

1. **Identitas Peneliti**

**Nama : Tria Malinda**

**NPM : 153114090**

**Program Studi : Manajemen**

**Fakultas : Ekonomi**

**Asal Perguruan Tinggi : Universitas Muslim Nusantara Al Washliyah (UMN AW) Medan**

**Judul Skripsi : “Analisis Perbandingan Keputusan Konsumen Dalam Melakukan Pembelian Terhadap Produk Fashion Pakaian Lokal dan Impor (Studi Mahasiswa Universitas Muslim Nusantara Fakultas Ekonomi)”**

Saya adalah mahasiswa Universitas Muslim Nusantara Al-Washliyah Fakultas Ekonomi Jurusan Manajemen yang sedang melakukan penelitian tentang “*Analisis Perbandingan Keputusan Konsumen Dalam Melakukan Pembelian Terhadap Produk Fashion Pakaian Lokal dan Impor (Studi Mahasiswa Universitas Muslim Nusantara Fakultas Ekonomi)*”.

Data dan informasi yang Bapak/Ibu berikan merupakan hal yang sangat berharga. Oleh karena itu, partisipasi dan kesediaan Bapak/Ibu dalam menjawab kuesioner ini sangat saya hargai.

Akhir kata, saya ucapkan kepada responden yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

Medan, September, 2019

Peneliti

Tria Malinda

154114090

1. **Identitas Responden**
2. Nama Responden :
3. Jenis Kelamin :
4. Umur :
5. Pendidikan : SMA Diploma/D3

Sarjana/S1 Pasca Sarjana/S2

1. Apakah anda sering membeli produk fashion pakaian lokal dan import ?
2. Tidak pernah
3. Jarang
4. Sering
5. Sangat sering

Kriteria untuk seluruh pertanyaan adalah sebagai berikut :

|  |  |
| --- | --- |
| **Keterangan** | **Nilai** |
| SangatSetuju (SS) | 5 |
| Setuju (S) | 4 |
| Kurang Setuju (KS) | 3 |
| TidakSetuju (ST) | 2 |
| SangatTidakSetuju (STS) | 1 |

1. **Cara Pengisian Kuesioner**
2. Berikantanda checklist (√) padatempat yang tersediapadajawaban yang Bapak/Ibuanggap paling sesuai.
3. Setiappertanyaanhanyamembutuhkansatujawabansaja.
4. MohonBapak/Ibumemberikanjawaban yang sebenar-benarnya.
5. **Daftar Pernyataan/Kuesioner**
6. **Keputusan Pembelian Produk Fashion Pakaian Lokal**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **PERNYATAAN KEPUTUSAN PEMBELIAN** | **Penilaian** | | | | |
| **Cepat dalam memutuskan** | **SS** | **S** | **KS** | **TS** | **STS** |
| 1. | Merasa yakin dengan keputusanpembelian produk pakaian lokal. |  |  |  |  |  |
| 2. | Memutuskan untuk membeli pakaian lokal setelahmengevaluasi beberapa alternatif |  |  |  |  |  |
| 3. | Tidak berfikir panjang untuk membeli fashion lokal. |  |  |  |  |  |
|  | **Pembelian sendiri** |  |  |  |  |  |
| 4. | Penjual pakaian lokal menyediakan kebutuhan yang sesuai dengan keinginan konsumen |  |  |  |  |  |
| 5. | Merasa yakin merekomendasikan produk pakaian lokalkepada teman atau orang lain |  |  |  |  |  |
| 6. | Lebih cenderung membeli produk fashion lokal. |  |  |  |  |  |
|  | **Bertindak karena keunggulan Produk** |  |  |  |  |  |
| 7. | Merasa puas dengan produk pakaian lokal. |  |  |  |  |  |
| 8. | Produk pakaian fashion lokal sangat diminati khusus mahasiswa/i. |  |  |  |  |  |
|  | **Keyakinan atas pembelian** |  |  |  |  |  |
| 9. | Mencari informasi dari banyak sumber mengenai produk pakaian sehingga memutuskan untuk menggunakan produknya |  |  |  |  |  |
| 10. | Melakukan pembelian kembali atas produk pakaian yang dijual, dikarenakan kualitas yang tinggi dari produk tersebut. |  |  |  |  |  |

1. **Keputusan Pembelian Produk Fashion Pakaian Impor**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **PERNYATAAN KEPUTUSAN PEMBELIAN** | **Penilaian** | | | | |
| **Cepat dalam memutuskan** | **SS** | **S** | **KS** | **TS** | **STS** |
| 1. | Merasa yakin dengan keputusanpembelian produk pakaian impor. |  |  |  |  |  |
| 2. | Memutuskan untuk membeli pakaian import setelahmengevaluasi beberapa alternatif |  |  |  |  |  |
| 3. | Tidak berfikir panjang untuk membeli fashion impor. |  |  |  |  |  |
|  | **Pembelian sendiri** |  |  |  |  |  |
| 4. | Penjual pakaian lokal menyediakan kebutuhan yang sesuai dengan keinginan konsumen |  |  |  |  |  |
| 5. | Merasa yakin merekomendasikan produk pakaian importkepada teman atau orang lain |  |  |  |  |  |
| 6. | Lebih cenderung membeli produk fashion impor. |  |  |  |  |  |
|  | **Bertindak karena keunggulan Produk** |  |  |  |  |  |
| 7. | Merasa puas dengan produk pakaian impor. |  |  |  |  |  |
| 8. | Produk pakaian fashion impor sangat diminati khusus mahasiswa/i. |  |  |  |  |  |
|  | **Keyakinan atas pembelian** |  |  |  |  |  |
| 9. | Mencari informasi dari banyak sumber mengenai produk pakaian sehingga memutuskan untuk menggunakan produknya |  |  |  |  |  |
| 10. | Melakukan pembelian kembali atas produk pakaian yang dijual, dikarenakan kualitas yang tinggi dari produk tersebut. |  |  |  |  |  |

**Lampiran 2 : Tabulasi Data**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Tabulasi Data Variabel Keputusan Pembelian**  **(Fashion Lokal)** | | | | | | | | | | | |
| No Responden | No Item Pernyataan | | | | | | | | | | Jumlah |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 2 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 46 |
| 3 | 5 | 5 | 5 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 44 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 6 | 5 | 4 | 2 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 42 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 8 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 9 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 35 |
| 10 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 13 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 41 |
| 14 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 15 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 16 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 18 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 33 |
| 19 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 33 |
| 20 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 21 | 5 | 4 | 1 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 24 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 36 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 27 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 28 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 29 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 30 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 32 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 41 |
| 33 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 34 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 35 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 37 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 33 |
| 38 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 33 |
| 39 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 40 | 5 | 4 | 1 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 43 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 36 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 45 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 47 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 48 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 49 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 50 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 52 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 41 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 54 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 55 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 35 |
| 56 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 58 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 36 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 61 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 62 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 63 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 64 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 66 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 41 |
| 67 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 68 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 69 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 71 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 72 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 46 |
| 73 | 5 | 5 | 5 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 44 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 76 | 5 | 4 | 2 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 42 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 78 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 79 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 35 |
| 80 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 82 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 83 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 41 |
| 84 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 85 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 86 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 87 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 46 |
| 88 | 5 | 5 | 5 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 44 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 90 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 91 | 5 | 4 | 2 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 42 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 93 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 94 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 35 |
| 95 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 98 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 46 |
| 99 | 5 | 5 | 5 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 44 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Tabulasi Data Variabel Keputusan Pembelian  (Fashion Import) | | | | | | | | | | | |
| No Responden | No Item Pertanyaan | | | | | | | | | | Jumlah |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 32 |
| 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 28 |
| 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 28 |
| 4 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 30 |
| 5 | 3 | 2 | 3 | 2 | 2 | 4 | 2 | 4 | 4 | 3 | 29 |
| 6 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 4 | 27 |
| 7 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 2 | 26 |
| 8 | 2 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 31 |
| 9 | 2 | 1 | 3 | 3 | 3 | 4 | 4 | 4 | 1 | 4 | 29 |
| 10 | 2 | 3 | 3 | 3 | 2 | 2 | 4 | 3 | 2 | 2 | 26 |
| 11 | 1 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 22 |
| 12 | 3 | 2 | 2 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 30 |
| 13 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 26 |
| 14 | 2 | 2 | 1 | 3 | 3 | 1 | 4 | 1 | 3 | 2 | 22 |
| 15 | 3 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 33 |
| 16 | 1 | 3 | 1 | 3 | 4 | 2 | 2 | 1 | 2 | 2 | 21 |
| 17 | 3 | 1 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 2 | 30 |
| 18 | 1 | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 4 | 4 | 23 |
| 19 | 4 | 2 | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 1 | 24 |
| 20 | 4 | 3 | 1 | 1 | 2 | 3 | 3 | 1 | 3 | 1 | 22 |
| 21 | 1 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 32 |
| 22 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 1 | 3 | 2 | 22 |
| 23 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 3 | 2 | 26 |
| 24 | 3 | 1 | 1 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 25 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 28 |
| 26 | 3 | 2 | 3 | 1 | 2 | 2 | 4 | 1 | 4 | 3 | 25 |
| 27 | 3 | 3 | 1 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 29 |
| 28 | 3 | 1 | 3 | 1 | 3 | 1 | 3 | 1 | 4 | 3 | 23 |
| 29 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 1 | 1 | 2 | 20 |
| 30 | 2 | 1 | 3 | 3 | 1 | 4 | 4 | 4 | 4 | 4 | 30 |
| 31 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 40 |
| 32 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 33 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 44 |
| 34 | 3 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 40 |
| 35 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 36 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 42 |
| 37 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 38 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 40 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 44 |
| 41 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 42 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 43 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 46 |
| 44 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 48 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 47 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 45 |
| 48 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 41 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 48 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 51 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 52 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 55 | 3 | 4 | 5 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 40 |
| 56 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 47 |
| 57 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 35 |
| 58 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 60 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 61 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 40 |
| 62 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 63 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 44 |
| 64 | 3 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 40 |
| 65 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 66 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 42 |
| 67 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 68 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 70 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 44 |
| 71 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 72 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 73 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 46 |
| 74 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 48 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 77 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 45 |
| 78 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 41 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 48 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 81 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 82 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 85 | 3 | 4 | 5 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 40 |
| 86 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 47 |
| 87 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 35 |
| 88 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 90 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 91 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 35 |
| 92 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 4 | 4 | 2 | 29 |
| 93 | 2 | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 94 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 4 | 27 |
| 95 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 4 | 2 | 25 |
| 96 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 4 | 27 |
| 97 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 2 | 26 |
| 98 | 2 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 31 |
| 99 | 2 | 1 | 3 | 3 | 3 | 4 | 4 | 4 | 1 | 4 | 29 |
| 100 | 2 | 3 | 3 | 3 | 2 | 2 | 4 | 3 | 2 | 2 | 26 |

Lampiran 3 :

**Frequency Table Fashion Lokal**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00001** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 11 | 11,0 | 11,0 | 11,0 |
| 4,00 | 17 | 17,0 | 17,0 | 28,0 |
| 5,00 | 72 | 72,0 | 72,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00002** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 6 | 6,0 | 6,0 | 6,0 |
| 4,00 | 44 | 44,0 | 44,0 | 50,0 |
| 5,00 | 50 | 50,0 | 50,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00003** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 2 | 2,0 | 2,0 | 2,0 |
| 2,00 | 3 | 3,0 | 3,0 | 5,0 |
| 3,00 | 11 | 11,0 | 11,0 | 16,0 |
| 4,00 | 26 | 26,0 | 26,0 | 42,0 |
| 5,00 | 58 | 58,0 | 58,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00004** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 13 | 13,0 | 13,0 | 13,0 |
| 4,00 | 27 | 27,0 | 27,0 | 40,0 |
| 5,00 | 60 | 60,0 | 60,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00005** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2,00 | 4 | 4,0 | 4,0 | 4,0 |
| 3,00 | 9 | 9,0 | 9,0 | 13,0 |
| 4,00 | 32 | 32,0 | 32,0 | 45,0 |
| 5,00 | 55 | 55,0 | 55,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00006** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 11 | 11,0 | 11,0 | 11,0 |
| 4,00 | 31 | 31,0 | 31,0 | 42,0 |
| 5,00 | 58 | 58,0 | 58,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00007** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 8 | 8,0 | 8,0 | 8,0 |
| 4,00 | 38 | 38,0 | 38,0 | 46,0 |
| 5,00 | 54 | 54,0 | 54,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |
| **VAR00008** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 16 | 16,0 | 16,0 | 16,0 |
| 4,00 | 22 | 22,0 | 22,0 | 38,0 |
| 5,00 | 62 | 62,0 | 62,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00009** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3,00 | 4 | 4,0 | 4,0 | 4,0 |
| 4,00 | 31 | 31,0 | 31,0 | 35,0 |
| 5,00 | 65 | 65,0 | 65,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00010** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 4,00 | 34 | 34,0 | 34,0 | 34,0 |
| 5,00 | 66 | 66,0 | 66,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

**Lampiran 4 :**

**Frequency Table Fashion Import**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00001** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 4 | 4,0 | 4,0 | 4,0 |
| 2,00 | 18 | 18,0 | 18,0 | 22,0 |
| 3,00 | 22 | 22,0 | 22,0 | 44,0 |
| 4,00 | 22 | 22,0 | 22,0 | 66,0 |
| 5,00 | 34 | 34,0 | 34,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00002** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 13 | 13,0 | 13,0 | 13,0 |
| 2,00 | 15 | 15,0 | 15,0 | 28,0 |
| 3,00 | 21 | 21,0 | 21,0 | 49,0 |
| 4,00 | 21 | 21,0 | 21,0 | 70,0 |
| 5,00 | 30 | 30,0 | 30,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00003** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 5 | 5,0 | 5,0 | 5,0 |
| 2,00 | 15 | 15,0 | 15,0 | 20,0 |
| 3,00 | 22 | 22,0 | 22,0 | 42,0 |
| 4,00 | 22 | 22,0 | 22,0 | 64,0 |
| 5,00 | 36 | 36,0 | 36,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00004** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 3 | 3,0 | 3,0 | 3,0 |
| 2,00 | 6 | 6,0 | 6,0 | 9,0 |
| 3,00 | 40 | 40,0 | 40,0 | 49,0 |
| 4,00 | 25 | 25,0 | 25,0 | 74,0 |
| 5,00 | 26 | 26,0 | 26,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00005** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 2 | 2,0 | 2,0 | 2,0 |
| 2,00 | 15 | 15,0 | 15,0 | 17,0 |
| 3,00 | 25 | 25,0 | 25,0 | 42,0 |
| 4,00 | 32 | 32,0 | 32,0 | 74,0 |
| 5,00 | 26 | 26,0 | 26,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00006** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 4 | 4,0 | 4,0 | 4,0 |
| 2,00 | 14 | 14,0 | 14,0 | 18,0 |
| 3,00 | 18 | 18,0 | 18,0 | 36,0 |
| 4,00 | 34 | 34,0 | 34,0 | 70,0 |
| 5,00 | 30 | 30,0 | 30,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00007** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 1 | 1,0 | 1,0 | 1,0 |
| 2,00 | 3 | 3,0 | 3,0 | 4,0 |
| 3,00 | 22 | 22,0 | 22,0 | 26,0 |
| 4,00 | 48 | 48,0 | 48,0 | 74,0 |
| 5,00 | 26 | 26,0 | 26,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00008** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 9 | 9,0 | 9,0 | 9,0 |
| 2,00 | 3 | 3,0 | 3,0 | 12,0 |
| 3,00 | 14 | 14,0 | 14,0 | 26,0 |
| 4,00 | 42 | 42,0 | 42,0 | 68,0 |
| 5,00 | 32 | 32,0 | 32,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00009** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 3 | 3,0 | 3,0 | 3,0 |
| 2,00 | 5 | 5,0 | 5,0 | 8,0 |
| 3,00 | 18 | 18,0 | 18,0 | 26,0 |
| 4,00 | 48 | 48,0 | 48,0 | 74,0 |
| 5,00 | 26 | 26,0 | 26,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAR00010** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1,00 | 2 | 2,0 | 2,0 | 2,0 |
| 2,00 | 13 | 13,0 | 13,0 | 15,0 |
| 3,00 | 10 | 10,0 | 10,0 | 25,0 |
| 4,00 | 37 | 37,0 | 37,0 | 62,0 |
| 5,00 | 38 | 38,0 | 38,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

Lampiran 5 : Tabulasi Data Variabel Keputusan Pembelian(Fashion Lokal)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Responden | | No Item Pertanyaan | | | | | | | | | | | | | | | |  | |  | | Jumlah | |
| 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | | 9 | | 10 | |
| 1 | | 5 | | 5 | | 5 | | 5 | | 5 | | 4 | | 4 | | 5 | | 5 | | 5 | | 48 | |
| 2 | | 5 | | 4 | | 5 | | 3 | | 4 | | 4 | | 4 | | 4 | | 5 | | 5 | | 43 | |
| 3 | | 4 | | 4 | | 5 | | 5 | | 5 | | 5 | | 4 | | 4 | | 5 | | 5 | | 46 | |
| 4 | | 5 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 5 | | 44 | |
| 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 42 | |
| 6 | | 4 | | 5 | | 4 | | 4 | | 5 | | 5 | | 4 | | 4 | | 4 | | 5 | | 44 | |
| 7 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| 8 | | 4 | | 5 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 43 | |
| 9 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 3 | | 4 | | 4 | | 4 | | 39 | |
| 10 | | 4 | | 4 | | 4 | | 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 42 | |
| 11 | | 5 | | 4 | | 5 | | 5 | | 4 | | 5 | | 5 | | 4 | | 5 | | 4 | | 46 | |
| 12 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 13 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 14 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 50 | |
| 15 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 16 | | 4 | | 5 | | 4 | | 4 | | 5 | | 4 | | 5 | | 5 | | 4 | | 5 | | 45 | |
| 17 | | 4 | | 5 | | 4 | | 4 | | 5 | | 4 | | 5 | | 5 | | 4 | | 5 | | 45 | |
| 18 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 19 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 50 | |
| 20 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 21 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 22 | | 5 | | 4 | | 5 | | 5 | | 4 | | 5 | | 5 | | 4 | | 5 | | 4 | | 46 | |
| 23 | | 4 | | 4 | | 4 | | 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 42 | |
| 24 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 3 | | 4 | | 4 | | 4 | | 39 | |
| 25 | | 4 | | 5 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 43 | |
| 26 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| 27 | | 5 | | 5 | | 4 | | 4 | | 5 | | 5 | | 4 | | 4 | | 5 | | 5 | | 46 | |
| 28 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 42 | |
| 29 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 30 | | 4 | | 4 | | 4 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| **∑ X** | | **128** | | **132** | | **129** | | **127** | | **129** | | **131** | | **124** | | **125** | | **129** | | **134** | |  | |
| **∑ Y** | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | | **1288** | |
| **(∑ X)2** | | **16384** | | **17424** | | **16641** | | **16129** | | **16641** | | **17161** | | **15376** | | **15625** | | **16641** | | **17956** | |  | |
| **(∑ Y)2** | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | | **1658944** | |
| **∑X.Y** | | **5525** | | **5694** | | **5567** | | **5479** | | **5567** | | **5646** | | **5356** | | **5390** | | **5571** | | **5783** | |  | |
| **∑X2** | | **552** | | **588** | | **561** | | **545** | | **561** | | **579** | | **520** | | **525** | | **561** | | **606** | |  | |
| **∑Y2** | |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | | **55578** | |
| Lampiran 6 : Tabulasi Data Variabel Keputusan Pembelian(Fashion Import) | | | | | | | | | | | | | | | | | | | | | | |
| No Responden | No Item Pernyataan | | | | | | | | | | | | | | | |  | |  | | Jumlah | |
| 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | | 9 | | 10 | |
| 1 | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 50 | |
| 2 | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 42 | |
| 3 | 4 | | 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 43 | |
| 4 | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 42 | |
| 5 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 6 | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 50 | |
| 7 | 4 | | 4 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| 8 | 4 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| 9 | 4 | | 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 43 | |
| 10 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 11 | 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 4 | | 43 | |
| 12 | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 42 | |
| 13 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 14 | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 50 | |
| 15 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 16 | 5 | | 5 | | 4 | | 4 | | 5 | | 4 | | 4 | | 5 | | 5 | | 5 | | 46 | |
| 17 | 5 | | 5 | | 4 | | 4 | | 5 | | 4 | | 4 | | 5 | | 5 | | 5 | | 46 | |
| 18 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 19 | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 50 | |
| 20 | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 40 | |
| 21 | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 42 | |
| 22 | 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 4 | | 43 | |
| 23 | 4 | | 4 | | 4 | | 4 | | 5 | | 5 | | 5 | | 4 | | 4 | | 4 | | 43 | |
| 24 | 4 | | 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 43 | |
| 25 | 4 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| 26 | 4 | | 4 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 41 | |
| 27 | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 5 | | 50 | |
| 28 | 5 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 42 | |
| 29 | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 42 | |
| 30 | 4 | | 5 | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 5 | | 43 | |
| **∑ X** | **130** | | **137** | | **129** | | **131** | | **128** | | **126** | | **126** | | **127** | | **129** | | **136** | |  | |
| **∑ Y** |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | | **1299** | |
| **(∑ X)2** | **16900** | | **18769** | | **16641** | | **17161** | | **16384** | | **15876** | | **15876** | | **16129** | | **16641** | | **18496** | |  | |
| **(∑ Y)2** |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | | **1687401** | |
| **∑X.Y** | **5666** | | **5962** | | **5614** | | **5700** | | **5581** | | **5489** | | **5489** | | **5538** | | **5624** | | **5920** | |  | |
| **∑X2** | **570** | | **633** | | **561** | | **579** | | **552** | | **534** | | **534** | | **543** | | **561** | | **624** | |  | |
| **∑Y2** |  | |  | |  | |  | |  | |  | |  | |  | |  | |  | | **56583** | |

**Lampiran 6 :**

1. **Uji Validitas**
2. Fashion Pakaian Lokal
3. Pernyataan 1

Rhitung=

=

=

= = = = 0,728

1. Pernyataan 2

Rhitung=

=

=

= = = = 0,597

1. Pernyataan 3

Rhitung=

=

=

= = = = 0,681

1. Pernyataan 4

Rhitung=

=

=

= = = = 0,582

1. Pernyataan 5

Rhitung=

=

=

= = = = 0,681

1. Pernyataan 6

Rhitung=

=

=

= = = = 0,492

1. Pernyataan 7

Rhitung=

=

=

= = = = 0,705

1. Pernyataan 8

Rhitung=

=

=

= = = = 0,683

1. Pernyataan 9

Rhitung=

=

=

= = = = 0,776

1. Pernyataan 10

Rhitung=

=

=

= = = = 0,654

1. Fashuon Pakaian Import
2. Pernyataan 1

Rhitung=

=

=

= = = = 0,781

1. Pernyataan 2

Rhitung=

=

=

= = = = 0,600

1. Pernyataan 3

Rhitung=

=

=

= = = = 0,614

1. Pernyataan 4

Rhitung=

=

=

= = = = 0,572

1. Pernyataan 5

Rhitung=

=

=

= = = = 0,869

1. Pernyataan 6

Rhitung=

=

=

= = = = 0,826

1. Pernyataan 7

Rhitung=

=

=

= = = = 0,826

1. Pernyataan 8

Rhitung=

=

=

= = = = 0,915

1. Pernyataan 9

Rhitung=

=

=

= = = = 0,832

1. Pernyataan 10

Rhitung=

=

=

= = = = 0,622

**Lampiran 7 :**

1. **Uji Realibilitas**
2. Fashion Pakaian Lokal

S1 = = = = 0,195

S2 = = = = 0,24

S3 = = = = 0,21

S4 = = = = 0,245

S5 = = = = 0,21

S6 = = = = 0,232

S7 = = = = 0,248

S8 = = = = 0,139

S9 = = = = 0,21

S10 = = = = 0,249

Stotal = 0,249 + 0,24 + 0,21 + 0,245 + 0,21 + 0,232 + 0,248 + 0,139 +   
0,139 + 0,21 + 0,249 = 2,371

S2t = = = = 9,333

r11 =

=

=

= 0,828

1. Fashion Pakaian Import

S1 = = = = 0,222

S2 = = = = 0,245

S3 = = = = 0,21

S4 = = = = 0,232

S5 = = = = 0,195

S6 = = = = 0,16

S7 = = = = 0,16

S8 = = = = 0,179

S9 = = = = 0,21

S10 = = = = 0,249

Stotal = 0,222 + 0,245 + 0,21 + 0,232 + 0,195 + 0,16 + 0,16 + 0,179 +   
0,21 + 0,249 = 2,062

S2t = = = = 11,23

r11 =

=

=

= 0,907

**Lampiran 8 :**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Paired Samples Statistics** | | | | | |
|  | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | Fashion\_Lokal | 13,4000 | 100 | 1,72913 | ,17291 |
| Fashion\_Impor | 10,7300 | 100 | 3,53012 | ,35301 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paired Samples Correlations** | | | | |
|  | | N | Correlation | Sig. |
| Pair 1 | Fashion\_Lokal & Fashion\_Impor | 100 | ,029 | ,771 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paired Samples Test** | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig.  (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Fashion\_Lokal Fashion\_Impor | 2,67000 | 3,88484 | ,38848 | 1,89916 | 3,44084 | 6,873 | 99 | ,000 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Paired Samples Statistics** | | | | | |
|  | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | Fashion\_Lokal | 13,3200 | 100 | 2,02450 | ,20245 |
| Fashion\_Impor | 11,0200 | 100 | 2,87792 | ,28779 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paired Samples Correlations** | | | | |
|  | | N | Correlation | Sig. |
| Pair 1 | Fashion\_Lokal & Fashion\_Impor | 100 | -,036 | ,724 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paired Samples Test** | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Fashion\_Lokal  Fashion\_Impor | 2,30000 | 3,57743 | ,35774 | 1,59016 | 3,00984 | 6,429 | 99 | ,000 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Paired Samples Statistics** | | | | | |
|  | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | Fashion\_Lokal | 8,9200 | 100 | 1,31564 | ,13156 |
| Fashion\_Impor | 7,8000 | 100 | 1,74657 | ,17466 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paired Samples Correlations** | | | | |
|  | | N | Correlation | Sig. |
| Pair 1 | Fashion\_Lokal & Fashion\_Impor | 100 | ,072 | ,476 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paired Samples Test** | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Fashion\_Lokal  Fashion\_Impor | 1,12000 | 2,10953 | ,21095 | ,70142 | 1,53858 | 5,309 | 99 | ,000 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Paired Samples Statistics** | | | | | |
|  | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | Fashion\_Lokal | 9,2700 | 100 | ,95193 | ,09519 |
| Fashion\_Impor | 7,8500 | 100 | 1,82228 | ,18223 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paired Samples Correlations** | | | | |
|  | | N | Correlation | Sig. |
| Pair 1 | Fashion\_Lokal & Fashion\_Impor | 100 | -,058 | ,567 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paired Samples Test** | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Fashion\_Lokal  Fashion\_Impor | 1,42000 | 2,10425 | ,21043 | 1,00247 | 1,83753 | 6,748 | 99 | ,000 |