

*everyday in our live many things happend
everday we pass away many hours ,menits, and seconds
where the days change to the weeks, week to months and months to the years
from the past to the future
everyday we learn and know something new and,
Everyday we see and hear
It's very important to use and choose what we see and hear
Because what we see and hear influence what do you think,
your attitude and how you act
Use mind and heart to choose the best
Use them well then you'll find the best things can happen
Use them well then you'll find the true things not what you want to see and hear
Find and keep what you believe so you know what you want to do , know your way
and know how to reach it
so you'll not lost, can stand up and make the right decision
Have faith in everything you do, never give up and be strong to anything that can
happend
Always remember and believe that you may be not always get what you wants but
you always get what you needs
Life is very short, chance never come twice
Use it well and wisely*

LAMPIRAN

LAMPIRAN 1
Validitas dan Reabilitas Alat ukur
Sikap

Reliability Statistics

Cronbach's alpha	Cronbach's alpha based on standardized Items	N of items
.751	.992	140

Item no.	Validitas	Kriteria
1	0.421	diterima
2	0.173	ditolak
3	0.265	ditolak
4	0.653	diterima
5	0.575	diterima
6	0.568	diterima
7	0.603	diterima
8	0.304	ditolak
9	0.789	diterima
10	0.778	diterima
11	0.543	diterima
12	0.562	diterima
13	0.301	ditolak
14	0.697	diterima
15	0.277	ditolak
16	0.591	diterima
17	0.651	diterima
18	0.608	diterima
19	0.762	diterima
20	0.763	diterima
21	0.615	diterima
22	0.648	diterima
23	0.647	diterima
24	0.303	ditolak
25	0.739	diterima
26	0.660	diterima
27	0.266	ditolak
28	0.664	diterima
29	0.796	diterima
30	0.790	diterima
31	0.301	ditolak
32	0.817	diterima
33	0.749	diterima
34	0.536	diterima
35	0.760	diterima
36	0.304	ditolak
37	0.795	diterima
38	0.749	diterima

Item no.	Validitas	Kriteria
39	0.795	diterima
40	0.790	diterima
41	0.606	diterima
42	0.638	diterima
43	0.632	diterima
44	0.302	ditolak
45	0.730	diterima
46	0.756	diterima
47	0.304	ditolak
48	0.789	diterima
49	0.768	diterima
50	0.768	diterima
51	0.390	diterima
52	0.304	ditolak
53	0.336	diterima
54	0.495	diterima
55	0.292	ditolak
56	0.348	diterima
57	0.504	diterima
58	0.637	diterima
59	0.792	diterima
60	0.757	diterima
61	0.713	diterima
62	0.651	diterima
63	0.599	diterima
64	0.304	ditolak
65	0.241	ditolak
66	0.758	diterima
67	0.764	diterima
68	0.769	diterima
69	0.813	diterima
70	0.822	diterima
71	0.563	diterima
72	0.494	diterima
73	0.301	ditolak
74	0.566	diterima
75	0.618	diterima
76	0.755	diterima

Item no.	Validitas	Kriteria
77	0.302	ditolak
78	0.791	diterima
79	0.833	diterima
80	0.786	diterima
81	0.687	diterima
82	0.623	diterima
83	0.825	diterima
84	0.271	ditolak
85	0.797	diterima
86	0.294	ditolak
87	0.804	diterima
88	0.802	diterima
89	0.811	diterima
90	0.852	diterima
91	0.782	diterima
92	0.705	diterima
93	0.249	ditolak
94	0.660	diterima
95	0.788	diterima
96	0.246	ditolak
97	0.814	diterima
98	0.785	diterima
99	0.813	diterima
100	0.807	diterima
101	0.303	ditolak
102	0.724	diterima
103	0.719	diterima
104	0.549	diterima
105	0.857	diterima
106	0.829	diterima
107	0.826	diterima
108	0.215	ditolak
109	0.864	diterima
110	0.829	diterima

Item	validitas	kriteria
111	0.765	diterima
112	0.802	diterima
113	0.701	diterima
114	0.289	ditolak
115	0.736	ditolak
116	0.276	diterima
117	0.807	diterima
118	0.841	diterima
119	0.777	diterima
120	0.824	diterima
121	0.768	diterima
122	0.263	ditolak
123	0.74	diterima
124	0.603	diterima
125	0.839	diterima
126	0.752	diterima
127	0.292	ditolak
128	0.804	diterima
129	0.833	diterima
130	0.831	diterima
131	0.285	ditolak
132	0.758	diterima
133	0.729	diterima
134	0.761	diterima
135	0.768	diterima
136	0.288	ditolak
137	0.775	diterima
138	0.697	diterima
139	0.833	diterima
140	0.784	diterima

	Item diterima	Item ditolak
Friedenberg & Kaplan (1995) : > 0, 3 item diterima & dipakai < 0, 3 item ditolak & tidak dipakai	111	29

LAMPIRAN 2
Validitas dan Reabilitas Alat ukur
Perilaku Membeli

Reliability Statistics perilaku

Cronbach's alpha	Cronbach's alpha based on standardized Items	N of items
.750	.968	56

Item	validitas	kriteria
1	0.506	diterima
2	0.699	diterima
3	0.615	diterima
4	0.573	diterima
5	0.474	diterima
6	0.603	diterima
7	0.744	diterima
8	0.414	diterima
9	0.472	diterima
10	0.728	diterima
11	0.610	diterima
12	0.636	diterima
13	0.733	diterima
14	0.475	diterima
15	0.780	diterima
16	0.724	diterima
17	0.646	diterima
18	0.533	diterima
19	0.354	diterima
20	0.667	diterima
21	0.460	diterima
22	0.699	diterima
23	0.766	diterima
24	0.547	diterima
25	0.667	diterima
26	0.535	diterima
27	0.766	diterima
28	0.232	ditolak
29	0.587	diterima
30	0.784	diterima
31	0.466	diterima
32	0.443	diterima
33	0.408	diterima
34	0.752	diterima
35	0.706	diterima
36	0.584	diterima
37	0.705	diterima
38	0.685	diterima

Item	validitas	kriteria
39	0.615	diterima
40	0.631	diterima
41	0.812	diterima
42	0.707	diterima
43	0.390	diterima
44	0.767	diterima
45	0.694	diterima
46	0.697	diterima
47	0.534	diterima
48	0.323	diterima
49	0.590	diterima
50	0.817	diterima
51	0.325	diterima
52	0.696	diterima
53	0.452	diterima
54	0.594	diterima
55	0.330	diterima
56	0.486	diterima

	Item diterima	Item ditolak
Friedenberg & Kaplan (1995) : > 0, 3 item diterima & dipakai < 0, 3 item ditolak & tidak dipakai	56	1

LAMPIRAN 3
Data Identitas Diri

LAMPIRAN 4
Data Sikap

LAMPIRAN 5

: Data Perilaku membeli

LAMPIRAN 6
Data Penunjang (niat)

LAMPIRAN 7

Hasil korelasi Atribut Kemasan dengan

Perilaku Membeli

Tabel 7. Crosstabs Atribut Kemasan dengan Perilaku Membeli

Total_bentuk * total_kemasan Crosstabulation

		total kemasan		Total	
		negatif	positif		
Total_bentuk	negatif	Count	114	137	251
		% within Total_bentuk	45.4%	54.6%	100.0%
	positif	Count	3	110	113
		% within Total_bentuk	2.7%	97.3%	100.0%
Total		Count	117	247	364
		% within Total_bentuk	32.1%	67.9%	100.0%

total_ukuran * total_kemasan Crosstabulation

		total kemasan		Total	
		negatif	positif		
total_ukuran	negatif	Count	116	79	195
		% within total_ukuran	59.5%	40.5%	100.0%
	positif	Count	1	168	169
		% within total_ukuran	.6%	99.4%	100.0%
Total		Count	117	247	364
		% within total_ukuran	32.1%	67.9%	100.0%

total_bahan * total_kemasan Crosstabulation

		total kemasan		Total	
		negatif	positif		
total_bahan	negatif	Count	111	80	191
		% within total_bahan	58.1%	41.9%	100.0%
	positif	Count	6	167	173
		% within total_bahan	3.5%	96.5%	100.0%
Total		Count	117	247	364
		% within total_bahan	32.1%	67.9%	100.0%

ukuran_1 * total_ukuran Crosstabulation

			total ukuran		Total
			negatif	positif	
ukuran_1	sesuai	Count	25	156	181
		% of Total	6.9%	42.9%	49.7%
	tidak	Count	170	13	183
		% of Total	46.7%	3.6%	50.3%
Total		Count	195	169	364
		% of Total	53.6%	46.4%	100.0%

ukuran_2 * total_ukuran Crosstabulation

			total ukuran		Total
			negatif	positif	
ukuran_2	tidak	Count	176	9	185
		% of Total	48.4%	2.5%	50.8%
	variatif	Count	19	160	179
		% of Total	5.2%	44.0%	49.2%
Total		Count	195	169	364
		% of Total	53.6%	46.4%	100.0%

ukuran_3 * total_ukuran Crosstabulation

			total ukuran		Total
			negatif	positif	
ukuran_3	ideal	Count	14	155	169
		% of Total	3.8%	42.6%	46.4%
	tidak	Count	181	14	195
		% of Total	49.7%	3.8%	53.6%
Total		Count	195	169	364
		% of Total	53.6%	46.4%	100.0%

LAMPIRAN 8
Hasil Tabulasi Silang Atribut Merek dengan
Perilaku Membeli

Tabel 8. Crosstabs Atribut Merek dengan Perilaku Membeli

merek_1 * p.membeli Crosstabulation

			p.membeli		Total
			beli	tidak	
merek_1	berkelas	Count	59	40	99
		% of Total	16.2%	11.0%	27.2%
	tidak	Count	104	161	265
		% of Total	28.6%	44.2%	72.8%
Total		Count	163	201	364
		% of Total	44.8%	55.2%	100.0%

Merek_2 * p.membeli Crosstabulation

			p.membeli		Total
			beli	tidak	
Merek_2	biasa	Count	71	135	206
		% of Total	19.5%	37.1%	56.6%
	unik	Count	92	66	158
		% of Total	25.3%	18.1%	43.4%
Total		Count	163	201	364
		% of Total	44.8%	55.2%	100.0%

Merek_3 * p.membeli Crosstabulation

			p.membeli		Total
			beli	tidak	
Merek_3	negatif	Count	102	165	267
		% of Total	28.0%	45.3%	73.4%
	positif	Count	61	36	97
		% of Total	16.8%	9.9%	26.6%
Total		Count	163	201	364
		% of Total	44.8%	55.2%	100.0%

LAMPIRAN 9

Hasil Tabulasi Silang Niat dengan Sikap

Tabel 9. Crosstabs Niat dengan Sikap

Table 9.1 Hasil tabulasi orang signifikan dengan sikap

orang_signifikan * sikap Crosstabulation

			sikap		Total
			negatif	positif	
orang_signifikan	keduanya	Count	21	31	52
		% of Total	5.8%	8.5%	14.3%
	keluarga	Count	89	94	183
		% of Total	24.5%	25.8%	50.3%
	teman	Count	75	54	129
		% of Total	20.6%	14.8%	35.4%
Total	Count	185	179	364	
	% of Total	50.8%	49.2%	100.0%	

Table 9.2 Hasil tabulasi keyakinan orang signifikan dengan sikap

keyakinan * sikap Crosstabulation

		sikap		Total
		negatif	positif	
keyakinan	biasa	39	31	70
		21.3%	16.9%	38.2%
	cukup ya	42	49	91
		22.9%	26.8%	49.7%
	kurang y	2	1	3
		.5%	.5%	1.6%
sangat y	3	13	16	
	1.6%	7.1%	4.4%	
tidak ya	3	0	3	
	1.6%	.0%	1.6%	
Total	89	94	183	
	24.5%	25.8%	100.0%	

Table 9.3 Hasil tabulasi keyakinan orang signifikan dengan sikap

pandangan * sikap Crosstabulation

		sikap		Total
		negatif	positif	
pandangan	biasa	36	11	47
		19.7%	3.0%	25.7%
	cukup po	49	63	112
		26.8%	34.2%	61.2%
	sangat p	4	20	24
		2.2%	10.9%	13.1%
Total	89	94	183	
	48.6%	25.8%	100.0%	

Table 9.4 Hasil tabulasi keyakinan orang signifikan dengan sikap afektif * sikap Crosstabulation

		sikap		Total
		negatif	positif	
afektif biasa	Count	25	11	36
	% of Total	6.9%	6.0%	19.7%
cukup me	Count	52	62	114
	% of Total	28.4%	33.9%	62.3%
kurang m	Count	1	0	1
	% of Total	.5%	.0%	.5%
sangat m	Count	11	21	32
	% of Total	6.0%	11.5%	17.5%
Total	Count	89	94	183
	% of Total	48.6%	25.8%	100.0%

LAMPIRAN 10
Hasil tabulasi silang Niat dengan
Perilaku Membeli

Tabel 10. Crosstabs Niat dengan Perilaku Membeli

Table 10.1 Hasil tabulasi orang signifikan dengan perilaku membeli

orang_signifikan * perilaku_beli Crosstabulation

		perilaku_beli		Total	
		beli	tidakbel		
orang_signifikan	keduanya	Count	27	25	52
		% of Total	7.4%	6.9%	14.3%
	keluarga	Count	101	82	183
		% of Total	27.7%	22.5%	50.3%
	teman	Count	51	78	129
		% of Total	14.0%	21.4%	35.4%
Total	Count	179	185	364	
	% of Total	49.2%	50.8%	100.0%	

Table 10.2 Hasil tabulasi niat orang signifikan dengan perilaku membeli

niat * sikap Crosstabulation

		sikap		Total
		negatif	positif	
niat	biasa	40	10	50
		21.8%	5.5%	27.2%
	cukup te	34	65	99
		18.6%	35.5%	54.2%
	kurang t	2	0	2
		1.1%	.0%	1.1%
sangat t	11	19	30	
	6.0%	10.4%	8.2%	
tidak te	2	0	2	
	1.1%	.0%	1.1%	
Total		89	94	183
		24.5%	25.8%	100.0%

LAMPIRAN 11
Hasil tabulasi silang situasi dengan
perilaku membeli

Tabel 11. Crosstabs Niat dengan Perilaku Membeli

Table 11.1 Hasil tabulasi situasi sabun LUX tidak ada di toko dengan perilaku membeli

Situasi sabun LUX ternyata tidak ada di toko	Perilaku membeli		Total
	Membeli	Tidak membeli	
tidak jadi membelinya	109 (29.9%)	144 (39.6 %)	253 (69.5%)
tetap mencarinya di toko lain	70 (19.2 %)	41(11.3 %)	111(30.5%)
Total	179 (49.1%)	185 (50.9%)	364 (100 %)

Table 11.2 Hasil tabulasi silang situasi sabun lain turun harga di toko dengan perilaku membeli

Situasi sabun cair lain ternyata sedang turun harga	Perilaku membeli		Total
	Membeli	Tidak membeli	
Tertarik untuk membeli & mencobanya	78 (21.4%)	121 (33.2%)	199(54.6%)
tetap memilih membeli sabun LUX	101 (27.7%)	64 (17.7%)	165(45.4%)
Total	179 (49.1%)	185 (50.8%)	364 (100%)

Table 11.3 Hasil tabulasi silang situasi menemukan sabun lain yang baru dengan perilaku membeli

Situasi menemukan sabun cair lain baru & menarik	Perilaku membeli		Total
	Membeli	Tidak membeli	
tertarik untuk membeli dan mencobanya	117 (32.1 %)	149 (40.9 %)	266(73.0%)
tetap membeli sabun LUX	62 (17.1 %)	36(9.9 %)	98(27.0%)
Total	179 (49.2%)	185 (50.8%)	364 (100%)

Table 11.4 Hasil tabulasi silang situasi sabun lain berundian berhadiah dengan perilaku membeli

Situasi sabun lain mempunyai udian berhadiah	Perilaku membeli		total
	Membeli	Tidak membeli	
menjadi berniat membeli sabun tersebut	51 (14.0 %)	87(23. 9 %)	138 (37.9%)
tetap membeli sabun LUX shower cream spa	128 (35.2 %)	98 (26.9 %)	226 (62.1 %)
Total	179 (49.2%)	185 (50.8%)	364 (100%)

LAMPIRAN 12
Tabel Pengambilan Sampel

Table 11.3 Sample size for a Given Population Size

N	S	N	S	N	S
10	10	270	159	2400	331
15	14	280	162	2600	335
20	19	290	165	2800	338
25	24	300	169	3000	341

30	28	320	175	3500	346
35	32	340	181	4000	351
40	36	360	186	4500	354
45	40	380	191	5000	357
50	44	400	196	6000	361
55	48	420	201	7000	364
60	52	440	205	8000	368
65	56	460	210	10000	370
70	59	480	214	15000	375
75	63	500	217	20000	377
80	66	550	226	30000	379
85	70	600	234	40000	380
90	73	650	242	50000	381
95	76	700	248	75000	382
100	80	750	254	100000	384
110	86	800	260		
120	92	850	265		
130	97	900	269		
140	103	950	274		
150	108	1000	278		
160	113	1100	285		
170	118	1200	291		
180	123	1300	297		
200	127	1400	302		
210	132	1500	306		
220	140	1600	310		
230	144	1700	313		
240	148	1800	317		
250	152	2000	322		
260	155	2200	327		

LAMPIRAN 13

Tabel Distribusi t

Tabel B. Tabel Harga- harga kritis t *)

<i>df</i>	Tingkat signifikansi untuk tes satu - sisi					
	.10	.50	.025	.01	.005	.0005
	Tingkat signifikansi untuk tes dua - sisi					
	.20	.10	.05	.02	.01	.001
1	3.078	6.314	12.706	31.821	63.657	636.619

2	1.886	2.920	4.303	6.965	9.925	31.598
3	1.638	2.353	3.182	4.541	5.841	12.94.
4	1.533	2.132	2.776	3.747	4.604	8.610
5	1.476	2.015	2.571	3.365	4.032	8.859
6	1.440	1.943	2.447	3.143	3.707	5.959
7	1.415	1.895	2.365	2.998	3.499	5.40
8	1.397	1.860	2.306	2.896	3.355	5.04
9	1.383	1.833	2.262	2.821	3.250	4.78
10	1.372	1.812	2.228	2.764	3.169	4.58
11	1.363	1.796	2.201	2.718	3.106	4.437
12	1.356	1.782	2.179	2.681	3.055	4.318
13	1.350	1.771	2.160	2.650	3.012	4.221
14	1.345	1.761	2.145	2.624	2.977	4.146
15	1.341	1.753	2.131	2.602	2.947	4.073
16	1.337	1.746	2.120	2.583	2.921	4.015
17	1.333	1.740	2.110	2.567	2.898	3.965
18	1.330	1.734	2.101	2.552	2.878	3.922
19	1.328	1.729	2.093	2.539	2.861	3.883
20	1.325	1.725	2.086	2.528	2.845	3.850
21	1.323	1.721	2.080	2.518	2.831	3.819
22	1.321	1.717	2.074	2.508	2.819	3.792
23	1.319	1.714	2.069	2.500	2.807	3.767
24	1.318	1.711	2.064	2.492	2.797	3.745
25	1.316	1.708	2.060	2.485	2.787	3.725
26	1.315	1.706	2.056	2.479	2.779	3.707
27	1.314	1.703	2.052	2.473	2.771	3.690
28	1.313	1.701	2,048	2.467	2.763	3.674
29	1.311	1.699	2.045	2.462	2.756	3.659
30	1.310	1.697	2.042	2.457	2.750	3.646
40	1.303	1.684	2.031	2.423	2.704	3.551
60	1.226	1.671	2.000	2.390	2.660	3.460
120	1.289	1.658	1.980	2.358	2.617	3.373
~	1.282	1.645	1.960	2.326	2.576	3.291

*) tabel diringkaskan dari Tabel III dalam Fisher dan Yates: *Statistical tables for biological, agricultural, and medical, research*, diterbitkan oleh Oliver and boyd Ltd. Edinburgh, dengan izin dari penulis dan penerbit

LAMPIRAN 14

Alat ukur

