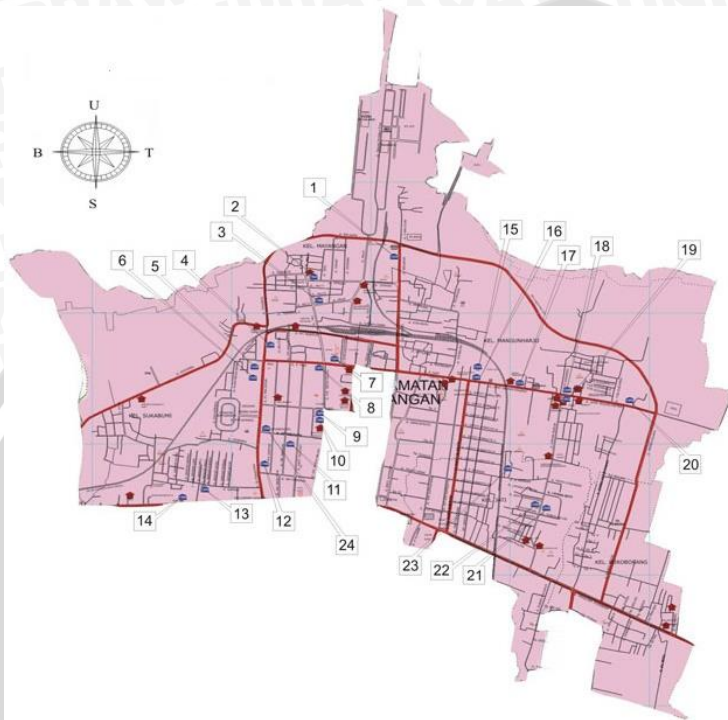


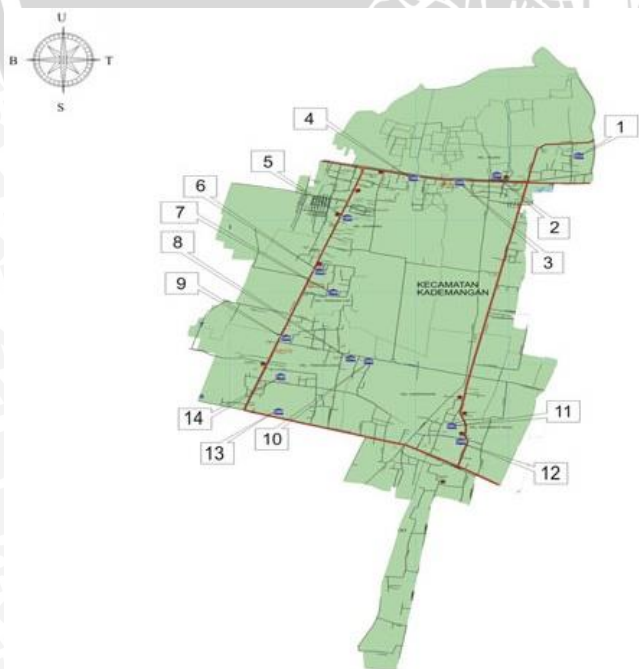
LAMPIRAN

Lampiran 1. Peta Lokasi Penelitian



Peta
Kecamatan Mayangan

(Situs Resmi Kantor Kecamatan Mayangan, 2016)



Peta
Kecamatan Kademangan

(Situs Resmi Kantor Kecamatan Kademangan, 2016)

Lampiran 2. Data Gambaran Umum Responden

a. Responden Perbankan Konvensional

Statistics

		Usia	Jenis Kelamin	Pekerjaan
N	Valid	81	81	81
	Missing	0	0	0

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-	1	1.2	1.2	1.2
	Becak	2	2.5	2.5	3.7
	Biro Haji dan Umroh	1	1.2	1.2	4.9
	Buruh	1	1.2	1.2	6.2
	Buruh Nelayan	1	1.2	1.2	7.4
	Dagang	1	1.2	1.2	8.6
	Garment	2	2.5	2.5	11.1
	Guru	4	4.9	4.9	16.0
	Guru SD	3	3.7	3.7	19.8
	Ibu Rumah Tangga	3	3.7	3.7	23.5
	Indomaret	1	1.2	1.2	24.7
	Karyawan	9	11.1	11.1	35.8
	Karyawan Pabrik	1	1.2	1.2	37.0
	Nelayan	9	11.1	11.1	48.1
	Pedagang	7	8.6	8.6	56.8
	Pedagang Ikan	2	2.5	2.5	59.3
	PNS	6	7.4	7.4	66.7
	Sayuran	1	1.2	1.2	67.9
	Sewing	1	1.2	1.2	69.1
	Swasta	3	3.7	3.7	72.8
	Toko	4	4.9	4.9	77.8
	Travel	1	1.2	1.2	79.0
	Tukang	1	1.2	1.2	80.2
	Wiraswasta	16	19.8	19.8	100.0
	Total	81	100.0	100.0	

Lampiran 2. Data Gambaran Umum Responden (lanjutan)

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20	2	2.5	2.5	2.5
	23	2	2.5	2.5	4.9
	26	2	2.5	2.5	7.4
	27	1	1.2	1.2	8.6
	28	5	6.2	6.2	14.8
	29	4	4.9	4.9	19.8
	30	11	13.6	13.6	33.3
	31	2	2.5	2.5	35.8
	32	2	2.5	2.5	38.3
	33	1	1.2	1.2	39.5
	34	3	3.7	3.7	43.2
	35	2	2.5	2.5	45.7
	36	1	1.2	1.2	46.9
	37	5	6.2	6.2	53.1
	38	2	2.5	2.5	55.6
	39	2	2.5	2.5	58.0
	40	7	8.6	8.6	66.7
	41	2	2.5	2.5	69.1
	42	5	6.2	6.2	75.3
	43	2	2.5	2.5	77.8
	44	1	1.2	1.2	79.0
	46	2	2.5	2.5	81.5
	47	1	1.2	1.2	82.7
	48	3	3.7	3.7	86.4
	49	1	1.2	1.2	87.7
	50	4	4.9	4.9	92.6
	51	1	1.2	1.2	93.8
	52	1	1.2	1.2	95.1
	54	1	1.2	1.2	96.3
	55	1	1.2	1.2	97.5
	56	1	1.2	1.2	98.8
	59	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

Lampiran 2. Data Gambaran Umum Responden (lanjutan)

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	54	66.7	66.7	66.7
	Wanita	27	33.3	33.3	100.0
Total		81	100.0	100.0	

b. Responden Perbankan Syariah

Statistics

		Usia	Jenis Kelamin	Mata Pencaharian
N	Valid	19	19	19
	Missing	0	0	0

Mata Pencaharian

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Buruh	1	5.3	5.3	5.3	
	Guru	1	5.3	5.3	10.5	
	Ibu Rumah Tangga	2	10.5	10.5	21.1	
	Karyawan Pabrik	1	5.3	5.3	26.3	
	Pedagang	2	10.5	10.5	36.8	
	Pedagang Ikan	1	5.3	5.3	42.1	
	PNS	2	10.5	10.5	52.6	
	Pracangan	1	5.3	5.3	57.9	
	Swasta	4	21.1	21.1	78.9	
	Wiraswasta	4	21.1	21.1	100.0	
	Total		19	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	12	63.2	63.2	63.2
	Wanita	7	36.8	36.8	100.0
Total		19	100.0	100.0	

Lampiran 2. Data Gambaran Umum Responden (lanjutan)

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22	1	5.3	5.3	5.3
	25	1	5.3	5.3	10.5
	27	1	5.3	5.3	15.8
	28	1	5.3	5.3	21.1
	30	3	15.8	15.8	36.8
	33	1	5.3	5.3	42.1
	35	2	10.5	10.5	52.6
	40	2	10.5	10.5	63.2
	41	2	10.5	10.5	73.7
	42	1	5.3	5.3	78.9
	43	1	5.3	5.3	84.2
	48	1	5.3	5.3	89.5
	55	1	5.3	5.3	94.7
	56	1	5.3	5.3	100.0
	Total	19	100.0	100.0	



Lampiran 3. Uji Validitas

a. Responden Perbankan Konvensional

Variabel Budaya (X₁)

		Correlations			
		Budaya	Budaya	Budaya	Budaya
Budaya	Pearson Correlation	1	.308**	.247**	.310**
	Sig. (2-tailed)		.005	.192	.373
	N	81	81	81	81
Budaya	Pearson Correlation	.308**	1	.380**	.309**
	Sig. (2-tailed)	.005		.000	.005
	N	81	81	81	81
Budaya	Pearson Correlation	.247**	.380**	1	.505**
	Sig. (2-tailed)	.192	.000		.000
	N	81	81	81	81
Budaya	Pearson Correlation	.310**	.309**	.505**	1
	Sig. (2-tailed)	.373	.005	.000	
	N	81	81	81	81

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

Variabel Sosial (X₂)

		Correlations	
		Sosial	Sosial
Sosial	Pearson Correlation	1	.471**
	Sig. (2-tailed)		.000
	N	81	81
Sosial	Pearson Correlation	.471**	1
	Sig. (2-tailed)	.000	
	N	81	81

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

Lampiran 3. Uji Validitas (lanjutan)

Variabel Pribadi (X_3)

Correlations

		Pribadi	Pribadi	Pribadi	Pribadi
Pribadi	Pearson Correlation	1	.314**	.344**	.692**
	Sig. (2-tailed)		.205	.002	.000
	N	81	81	81	81
Pribadi	Pearson Correlation	.314**	1	.311**	.200
	Sig. (2-tailed)	.205		.005	.073
	N	81	81	81	81
Pribadi	Pearson Correlation	.344**	.311**	1	.341**
	Sig. (2-tailed)	.002	.005		.002
	N	81	81	81	81
Pribadi	Pearson Correlation	.692**	.200	.341**	1
	Sig. (2-tailed)	.000	.073	.002	
	N	81	81	81	81

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

Variabel Psikologis (X_4)

Correlations

		Psikologi	Psikologi	Psikologi	Psikologi
Psikologi	Pearson Correlation	1	.310**	.397**	.646**
	Sig. (2-tailed)		.005	.000	.000
	N	81	81	81	81
Psikologi	Pearson Correlation	.310**	1	.328**	.247*
	Sig. (2-tailed)	.005		.003	.026
	N	81	81	81	81
Psikologi	Pearson Correlation	.397**	.328**	1	.631**
	Sig. (2-tailed)	.000	.003		.000
	N	81	81	81	81
Psikologi	Pearson Correlation	.646**	.247*	.631**	1
	Sig. (2-tailed)	.000	.026	.000	
	N	81	81	81	81

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

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

Lampiran 3. Uji Validitas (lanjutan)

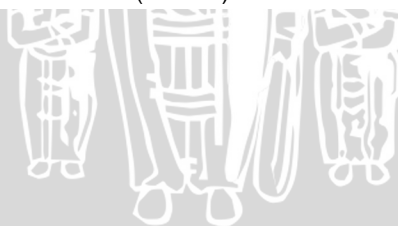
Variabel Keputusan Konsumen (Y)

Correlations

		Keputusan Konsumen	Keputusan Konsumen	Keputusan Konsumen	Keputusan Konsumen
Keputusan Konsumen	Pearson Correlation	1	.256**	.313**	.310**
	Sig. (2-tailed)		.622	.905	.928
	N	81	81	81	81
Keputusan Konsumen	Pearson Correlation	.256**	1	.432**	.114
	Sig. (2-tailed)	.622		.000	.310
	N	81	81	81	81
Keputusan Konsumen	Pearson Correlation	.313**	.432**	1	.264*
	Sig. (2-tailed)	.905	.000		.017
	N	81	81	81	81
Keputusan Konsumen	Pearson Correlation	.310**	.114	.264*	1
	Sig. (2-tailed)	.928	.310	.017	
	N	81	81	81	81

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

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



Lampiran 3. Uji Validitas (lanjutan)

b. Responden Perbankan Syariah

Variabel Budaya (X₁)

		Correlations			
		Budaya	Budaya	Budaya	Budaya
Budaya	Pearson Correlation	1	.502**	.502**	.502**
	Sig. (2-tailed)		.678	.678	.678
	N	19	19	19	19
Budaya	Pearson Correlation	.502**	1	1.000**	-.056
	Sig. (2-tailed)	.678		.000	.821
	N	19	19	19	19
Budaya	Pearson Correlation	.502**	1.000**	1	-.056
	Sig. (2-tailed)	.678	.000		.821
	N	19	19	19	19
Budaya	Pearson Correlation	.502**	-.056	-.056	1
	Sig. (2-tailed)	.678	.821	.821	
	N	19	19	19	19

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

Variabel Sosial (X₂)

		Correlations	
		Sosial	Sosial
Sosial	Pearson Correlation	1	.449**
	Sig. (2-tailed)		.060
	N	19	19
Sosial	Pearson Correlation	.449**	1
	Sig. (2-tailed)	.060	
	N	19	19



Lampiran 3. Uji Validitas (lanjutan)

Variabel Pribadi (X_3)

Correlations

		Pribadi	Pribadi	Pribadi	Pribadi
Pribadi	Pearson Correlation	1	.460**	.521**	.637**
	Sig. (2-tailed)		.130	.073	.003
	N	19	19	19	19
Pribadi	Pearson Correlation	.460**	1	.706**	.123
	Sig. (2-tailed)	.130		.001	.615
	N	19	19	19	19
Pribadi	Pearson Correlation	.521**	.706**	1	.013
	Sig. (2-tailed)	.073	.001		.957
	N	19	19	19	19
Pribadi	Pearson Correlation	.637**	.123	.013	1
	Sig. (2-tailed)	.003	.615	.957	
	N	19	19	19	19

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

Variabel Psikologis (X_4)

Correlations

		Psikologi	Psikologi	Psikologi	Psikologi
Psikologi	Pearson Correlation	1	.539**	.705**	.662**
	Sig. (2-tailed)		.060	.001	.002
	N	19	19	19	19
Psikologi	Pearson Correlation	.539**	1	.809**	.748**
	Sig. (2-tailed)	.060		.000	.000
	N	19	19	19	19
Psikologi	Pearson Correlation	.705**	.809**	1	.780**
	Sig. (2-tailed)	.001	.000		.000
	N	19	19	19	19
Psikologi	Pearson Correlation	.662**	.748**	.780**	1
	Sig. (2-tailed)	.002	.000	.000	
	N	19	19	19	19

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

Lampiran 3. Uji Validitas (lanjutan)

Variabel Keputusan Konsumen (Y)

Correlations

		Keputusan Konsumen	Keputusan Konsumen	Keputusan Konsumen	Keputusan Konsumen
Keputusan Konsumen	Pearson Correlation	1	.513**	.533**	.445**
	Sig. (2-tailed)		.644	.588	.317.
	N	19	19	19	19
Keputusan Konsumen	Pearson Correlation	.513**	1	.244	.350
	Sig. (2-tailed)	.644		.315	.212
	N	19	19	19	19
Keputusan Konsumen	Pearson Correlation	.533**	.244	1	.313
	Sig. (2-tailed)	.588	.315		.411
	N	19	19	19	19
Keputusan Konsumen	Pearson Correlation	.445**	.350	.313	1
	Sig. (2-tailed)	.317.	.212	.411	
	N	19	19	19	19

a. Cannot be computed because at least one of the variables is constant.



Lampiran 4. Uji Reliabilitas

a. Responden Perbankan Konvensional

Variabel Budaya (X_1)

Case Processing Summary			
		N	%
Cases	Valid	81	100.0
	Excluded ^a	0	.0
	Total	81	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.696	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Budaya	9.0988	.665	.240	.665
Budaya	9.0247	.674	.473	.458
Budaya	9.0370	.661	.455	.466
Budaya	8.9877	.737	.400	.515

Variabel Sosial (X_2)

Case Processing Summary			
		N	%
Cases	Valid	81	100.0
	Excluded ^a	0	.0
	Total	81	100.0

a. Listwise deletion based on all variables in the procedure.



Lampiran 4. Uji Reliabilitas (lanjutan)

Reliability Statistics

Cronbach's Alpha	N of Items
.639	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Sosial	2.4321	.523	.471	.a
Sosial	2.4815	.603	.471	.a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Variabel Pribadi (X₃)

Case Processing Summary

		N	%
Cases	Valid	81	100.0
	Excluded ^a	0	.0
	Total	81	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.638	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pribadi	8.1975	1.635	.500	.508
Pribadi	8.3210	2.146	.249	.708
Pribadi	7.9877	2.412	.445	.572
Pribadi	8.0494	2.073	.598	.469



Lampiran 4. Uji Reliabilitas (lanjutan)

Variabel Psikologis (X_4)

Case Processing Summary

		N	%
Cases	Valid	81	100.0
	Excluded ^a	0	.0
	Total	81	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.749	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Psikologi	8.4815	1.428	.606	.669
Psikologi	8.1605	2.461	.347	.782
Psikologi	8.3580	1.958	.582	.678
Psikologi	8.4444	1.475	.717	.579

Variabel Keputusan Konsumen (Y)

Case Processing Summary

		N	%
Cases	Valid	81	100.0
	Excluded ^a	0	.0
	Total	81	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.615	4



Lampiran 4. Uji Reliabilitas (lanjutan)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Keputusan Konsumen	8.2716	1.425	-.037	.525
Keputusan Konsumen	8.5185	.803	.362	.179
Keputusan Konsumen	8.6543	.529	.434	.036
Keputusan Konsumen	8.2593	1.294	.222	.383

b. Responden Perbankan Syari'ah

Variabel Budaya (X₁)

Case Processing Summary

		N	%
Cases	Valid	19	100.0
	Excluded ^a	0	.0
	Total	19	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.639	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Budaya	9.1579	.251	.140	.558
Budaya	8.9474	.275	.486	.160
Budaya	8.9474	.275	.486	.160
Budaya	8.9474	.386	.021	.545



Lampiran 4. Uji Reliabilitas (lanjutan)

Variabel Sosial (X₂)

Case Processing Summary

		N	%
Cases	Valid	19	100.0
	Excluded ^a	0	.0
	Total	19	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.608	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Sosial	2.7895	.287	.439	^a
Sosial	2.6316	.357	.439	^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Variabel Pribadi (X₃)

Case Processing Summary

		N	%
Cases	Valid	19	100.0
	Excluded ^a	0	.0
	Total	19	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.707	4



Lampiran 4. Uji Reliabilitas (lanjutan)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pribadi	8.0526	1.608	.579	.600
Pribadi	8.2105	1.175	.581	.597
Pribadi	8.0526	1.386	.593	.576
Pribadi	7.8947	2.099	.275	.748

Variabel Psikologis (X₄)

Case Processing Summary			
		N	%
Cases	Valid	19	100.0
	Excluded ^a	0	.0
	Total	19	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.872	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Psikologi	8.5263	2.152	.663	.909
Psikologi	8.1579	3.140	.705	.858
Psikologi	8.1579	2.585	.872	.784
Psikologi	8.3158	2.673	.821	.804



Lampiran 4. Uji Reliabilitas (lanjutan)

Variabel Keputusan Konsumen (Y)

Case Processing Summary			
		N	%
Cases	Valid	19	100.0
	Excluded ^a	0	.0
	Total	19	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.607	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Keputusan Konsumen	8.3158	1.117	.157	.283
Keputusan Konsumen	8.6316	.690	.257	.102
Keputusan Konsumen	8.7895	.398	.265	.110
Keputusan Konsumen	8.3684	1.246	.000	.345



Lampiran 5. Analisis Regresi

a. Responden Perbankan Konvensional

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Konsumen	2.8086	.30688	81
Budaya	3.0123	.25891	81
Sosial	2.4568	.64322	81
Pribadi	2.7130	.45262	81
Psikologi	2.7870	.43321	81

Correlations

		Keputusan Konsumen	Budaya	Sosial	Pribadi	Psikologi
Pearson Correlation	Keputusan Konsumen	1.000	.237	.361	.320	.542
	Budaya	.237	1.000	.003	.337	.233
	Sosial	.361	.003	1.000	.413	.320
	Pribadi	.320	.337	.413	1.000	.362
	Psikologi	.542	.233	.320	.362	1.000
Sig. (1-tailed)	Keputusan Konsumen	.	.017	.000	.002	.000
	Budaya	.017	.	.489	.001	.018
	Sosial	.000	.489	.	.000	.002
	Pribadi	.002	.001	.000	.	.000
	Psikologi	.000	.018	.002	.000	.
N	Keputusan Konsumen	81	81	81	81	81
	Budaya	81	81	81	81	81
	Sosial	81	81	81	81	81
	Pribadi	81	81	81	81	81
	Psikologi	81	81	81	81	81

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Psikologi, Budaya, Sosial, Pribadi ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Konsumen



Lampiran 5. Analisis Regresi (lanjutan)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.592 ^a	.350	.316	.254

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

b. Dependent Variable: Keputusan Konsumen

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.640	4	.660	10.251	.000 ^a
	Residual	4.894	76	.064		
	Total	7.534	80			

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

b. Dependent Variable: Keputusan Konsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.204	.357		3.375	.001
	Budaya	.146	.119	.123	1.220	.226
	Sosial	.099	.050	.207	2.166	.043
	Pribadi	.024	.076	.035	1.318	.751
	Psikologi	.307	.073	.434	4.229	.000

a. Dependent Variable: Keputusan Konsumen

b. Responden Perbankan Syariah

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Konsumen	2.8421	.27902	19
Budaya	3.0000	.16667	19
Sosial	2.7105	.48062	19
Pribadi	2.6842	.39828	19
Psikologi	2.7632	.53016	19

Lampiran 5. Analisis Regresi (lanjutan)

Correlations

		Keputusan Konsumen	Budaya	Sosial	Pribadi	Psikologi
Pearson Correlation	Keputusan Konsumen	1.000	-.224	.417	.589	.625
	Budaya	-.224	1.000	.260	-.209	-.589
	Sosial	.417	.260	1.000	.330	-.011
	Pribadi	.589	-.209	.330	1.000	.613
	Psikologi	.625	-.589	-.011	.613	1.000
Sig. (1-tailed)	Keputusan Konsumen	.	.178	.038	.004	.002
	Budaya	.178	.	.141	.195	.004
	Sosial	.038	.141	.	.084	.481
	Pribadi	.004	.195	.084	.	.003
	Psikologi	.002	.004	.481	.003	.
N	Keputusan Konsumen	19	19	19	19	19
	Budaya	19	19	19	19	19
	Sosial	19	19	19	19	19
	Pribadi	19	19	19	19	19
	Psikologi	19	19	19	19	19

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Psikologi, Sosial, Budaya, Pribadi ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Konsumen

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.580	.460	.205

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

b. Dependent Variable: Keputusan Konsumen



Lampiran 5. Analisis Regresi (lanjutan)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.813	4	.203	4.830	.012 ^a
	Residual	.589	14	.042		
	Total	1.401	18			

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

b. Dependent Variable: Keputusan Konsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.933	1.293		.721	.483
	Budaya	.083	.381	.050	1.219	.830
	Sosial	.216	.115	.372	3.887	.080
	Pribadi	.081	.171	.116	1.475	.642
	Psikologi	.309	.144	.588	4.140	.050

a. Dependent Variable: Keputusan Konsumen

