



LAMPIRAN



Lampiran A : Skala *Try Out*

A-1 Skala *try out* Minat Membeli Produk Pelangsing

A-2 Skala *try out* Konsep Diri

NO :

FAKULTAS :

UMUR / ANGKATAN :

Petunjuk Pengisian Skala

1. Bacalah seluruh pernyataan di bawah ini dan jawablah sesuai dengan keadaan anda yang sebenarnya dan jangan terpengaruh dengan pendapat orang lain
2. Skala ini bukanlah suatu tes, jadi tidak ada jawaban yang benar ataupun salah. Semua tanggapan adalah baik dan benar apabila dijawab sesuai dengan keadaan yang sebenarnya
3. Pilihlah jawaban yang paling sesuai dengan keadaan anda dengan memberikan tanda silang (X) pada jawaban :
SS : Jika anda merasa sangat sesuai dengan pernyataan tersebut
S : Jika anda merasa sesuai dengan pernyataan tersebut
TS : Jika anda merasa tidak sesuai dengan pernyataan tersebut
STS : Jika anda merasa sangat tidak sesuai dengan pernyataan tersebut
4. Jika anda merasa bahwa jawaban yang anda berikan salah, dan ingin menggantinya dengan jawaban lain, anda dapat langsung mencoret jawaban salah itu dan menggantinya dengan jawaban yang sesuai dengan keadaan anda. Contoh :
SS S TS STS
5. Usahakan agar tidak ada pernyataan yang terlewatkan, oleh karena itu bacalah seluruh pernyataan yang ada dengan teliti

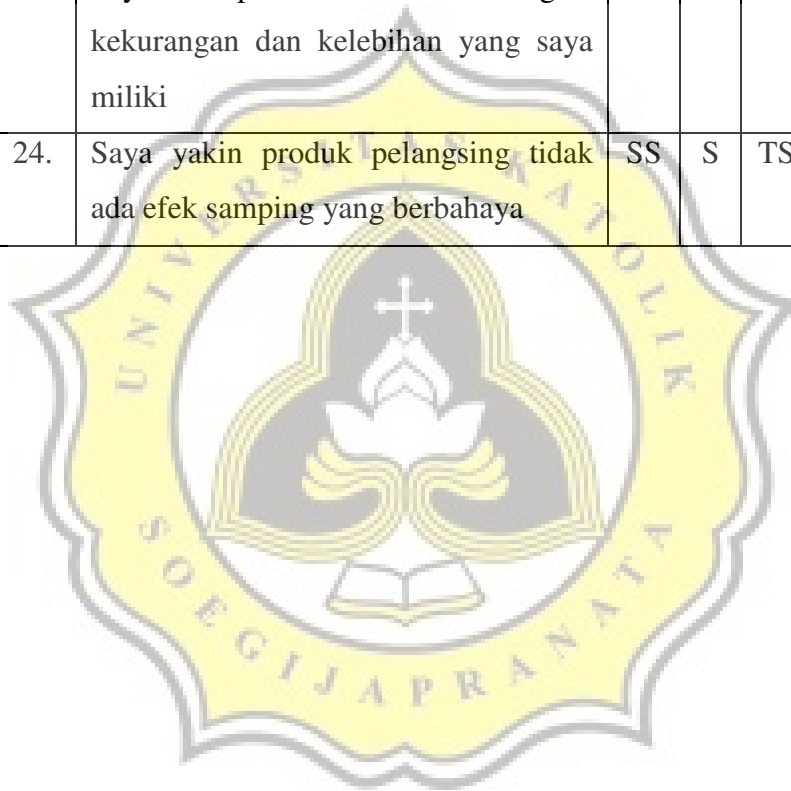
SELAMAT MENGERJAKAN DAN TERIMA KASIH

A-1 Skala *Try Out* Minat Membeli Produk Pelangsing

| NO. | PERNYATAAN | | | | |
|-----|---|----|---|----|-----|
| 1. | Saya lebih tertarik dengan produk pelangsing berbentuk pil | SS | S | TS | STS |
| 2. | Saya tertarik membeli produk pelangsing jika dalam 2 minggu memiliki tubuh yang ideal | SS | S | TS | STS |
| 3. | Saya ingin memiliki tubuh yang langsing, maka saya minat membeli produk pelangsing | SS | S | TS | STS |
| 4. | Saya tidak ingin membeli produk pelangsing karena dianggap terlalu berlebihan | SS | S | TS | STS |
| 5. | Saya yakin bahwa dengan memakai produk pelangsing tubuh, maka saya bisa tampil lebih menarik | SS | S | TS | STS |
| 6. | Saya merasa yakin dengan kondisi fisik yang saya miliki | SS | S | TS | STS |
| 7. | Saya selalu memperhatikan perkembangan produk pelangsing | SS | S | TS | STS |
| 8. | Walaupun saya berminat pada produk pelangsing tetapi saya tidak memperhatikan perkembangannya dan macam-macam produknya | SS | S | TS | STS |
| 9. | Saya akan membeli produk pelangsing karena dapat membuat saya lebih percaya diri | SS | S | TS | STS |
| 10. | Saya ingin membeli produk pelangsing jika rasanya enak | SS | S | TS | STS |

| | | | | | |
|-----|---|----|---|----|-----|
| 11. | Saya yakin dengan membeli produk pelangsing maka saya akan menjadi langsing | SS | S | TS | STS |
| 12. | Saya yakin dapat memiliki tubuh yang ideal tanpa membeli produk pelangsing | SS | S | TS | STS |
| 13. | Saya tertarik pada produk pelangsing karena dapat membuat tubuh saya menjadi lebih ideal | SS | S | TS | STS |
| 14. | Saya tidak tertarik pada produk pelangsing walaupun dapat membuat tubuh saya seperti para artis | SS | S | TS | STS |
| 15. | Keinginan saya membeli produk pelangsing begitu tinggi karena untuk kepentingan saya sendiri | SS | S | TS | STS |
| 16. | Saya tidak ingin membeli produk pelangsing karena menghabiskan banyak uang | SS | S | TS | STS |
| 17. | Saya yakin dengan salah satu produk pelangsing yang dapat membuat tubuh saya menjadi langsing | SS | S | TS | STS |
| 18. | Saya selalu menjaga kesehatan tubuh dengan berolahraga teratur | SS | S | TS | STS |
| 19. | Saya selalu memperhatikan produk pelangsing yang akan saya beli | SS | S | TS | STS |
| 20. | Semakin banyaknya produk pelangsing yang ada, tetap tidak menarik perhatian saya | SS | S | TS | STS |

| | | | | | |
|-----|---|----|---|----|-----|
| 21. | Saya memiliki keinginan untuk membeli produk pelangsing tubuh karena saya anggap sudah menjadi kebutuhan saya | SS | S | TS | STS |
| 22. | Saya ingin membeli produk pelangsing jika dalam 2 minggu memiliki tubuh yang ideal | SS | S | TS | STS |
| 23. | Saya dapat menerima segala kekurangan dan kelebihan yang saya miliki | SS | S | TS | STS |
| 24. | Saya yakin produk pelangsing tidak ada efek samping yang berbahaya | SS | S | TS | STS |



A-2 Skala *try out* Konsep Diri

| NO. | PERNYATAAN | | | | |
|-----|---|----|---|----|-----|
| 1. | Dengan usaha dan kerja keras, saya bisa mencapai apa yang saya inginkan | SS | S | TS | STS |
| 2. | Saya sering merasa ragu-ragu dalam mengambil suatu keputusan | SS | S | TS | STS |
| 3. | Saya memiliki penampilan fisik yang menarik | SS | S | TS | STS |
| 4. | Saya merasa ada yang kurang di dalam diri saya | SS | S | TS | STS |
| 5. | Saya ingin menjadi sarjana yang berkualitas | SS | S | TS | STS |
| 6. | Saya jarang memikirkan ingin seperti apa di kemudian hari | SS | S | TS | STS |
| 7. | Saya adalah tipe orang yang optimis | SS | S | TS | STS |
| 8. | Saya sering merasa kalah bila bersaing dengan teman-teman | SS | S | TS | STS |
| 9. | Saya memiliki daya tarik sendiri yang berbeda dengan orang lain | SS | S | TS | STS |
| 10. | Saya selalu tidak percaya diri jika berada di depan umum | SS | S | TS | STS |
| 11. | Saya ingin dipuji oleh teman-teman karena bentuk tubuh saya yang ideal | SS | S | TS | STS |
| 12. | Saya selalu tampil percaya diri | SS | S | TS | STS |
| 13. | Saya merasa bangga jika dapat membuat orang lain merasa senang dan puas | SS | S | TS | STS |
| 14. | Saya selalu dianggap remeh oleh teman-teman | SS | S | TS | STS |

| | | | | | |
|-----|--|----|---|----|-----|
| 15. | Saya tidak perlu mengubah penampilan karena saya merasa puas dengan penampilan yang sekarang | SS | S | TS | STS |
| 16. | Saya merasa tidak memiliki bentuk tubuh yang bisa ditonjolkan | SS | S | TS | STS |
| 17. | Saya ingin memiliki lebih banyak sifat-sifat positif | SS | S | TS | STS |
| 18. | Saya selalu pesimis dalam mewujudkan keinginan | SS | S | TS | STS |
| 19. | Saya bangga jika sukses dengan usaha saya sendiri tanpa bantuan orang lain | SS | S | TS | STS |
| 20. | Saya merasa malu jika mendapat bantuan dari teman | SS | S | TS | STS |
| 21. | Saya nyaman dengan kondisi fisik saya | SS | S | TS | STS |
| 22. | Saya merasa malu jika pakaian saya tidak sesuai | SS | S | TS | STS |
| 23. | Saya ingin menjadi orang sukses | SS | S | TS | STS |
| 24. | Saya merasa tidak mampu untuk mendapatkan gelar sarjana | SS | S | TS | STS |



Lampiran B : Uji Validitas dan Reliabilitas

B-1 Validitas dan Reliabilitas Minat Membeli Produk Pelangsing

B-2 Validitas dan Reliabilitas Konsep Diri

B-1 Validitas dan Reliabilitas Minat Membeli Produk Pelangsing

| No. | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 | Y13 |
|-----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|
| 1 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 |
| 2 | 3 | 2 | 3 | 1 | 4 | 1 | 4 | 1 | 4 | 2 | 3 | 2 | 3 |
| 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 |
| 4 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| 5 | 2 | 4 | 2 | 2 | 1 | 2 | 1 | 4 | 1 | 3 | 1 | 1 | 2 |
| 6 | 2 | 1 | 4 | 3 | 3 | 2 | 1 | 1 | 2 | 4 | 4 | 3 | 3 |
| 7 | 4 | 1 | 3 | 2 | 4 | 1 | 2 | 2 | 3 | 2 | 3 | 1 | 4 |
| 8 | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 4 | 2 | 3 | 2 | 2 | 2 |
| 9 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 |
| 10 | 3 | 4 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 |
| 11 | 1 | 2 | 3 | 3 | 3 | 2 | 1 | 2 | 3 | 1 | 3 | 2 | 3 |
| 12 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| 13 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 |
| 14 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 16 | 3 | 4 | 4 | 2 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 4 |
| 17 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 18 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 19 | 2 | 2 | 3 | 2 | 1 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 3 |
| 20 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 3 |
| 21 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| 22 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| 23 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| 24 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| 25 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 26 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 |
| 27 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 3 | 4 | 4 | 3 | 4 |
| 28 | 4 | 4 | 4 | 2 | 2 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 |
| 29 | 3 | 3 | 3 | 2 | 4 | 2 | 2 | 2 | 1 | 3 | 3 | 3 | 2 |
| 30 | 4 | 4 | 2 | 4 | 2 | 3 | 3 | 1 | 3 | 4 | 4 | 4 | 2 |

| | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 31 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 |
| 32 | 4 | 3 | 4 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 4 |
| 33 | 4 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 34 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 3 |
| 35 | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 |
| 36 | 3 | 4 | 4 | 4 | 2 | 4 | 2 | 3 | 2 | 4 | 3 | 3 | 4 |



| NO. | Y14 | Y15 | Y16 | Y17 | Y18 | Y19 | Y20 | Y21 | Y22 | Y23 | Y24 | Jumlah |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| 1 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 64 |
| 2 | 2 | 4 | 2 | 4 | 2 | 2 | 3 | 4 | 1 | 2 | 3 | 62 |
| 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 59 |
| 4 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 1 | 2 | 51 |
| 5 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 1 | 4 | 1 | 1 | 44 |
| 6 | 2 | 4 | 3 | 4 | 2 | 2 | 3 | 1 | 1 | 3 | 1 | 59 |
| 7 | 2 | 1 | 2 | 3 | 3 | 3 | 3 | 1 | 2 | 2 | 2 | 56 |
| 8 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 54 |
| 9 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 54 |
| 10 | 3 | 2 | 3 | 3 | 2 | 4 | 3 | 2 | 4 | 1 | 1 | 63 |
| 11 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 60 |
| 12 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 66 |
| 13 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 1 | 2 | 65 |
| 14 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 68 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 71 |
| 16 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 74 |
| 17 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 70 |
| 18 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 72 |
| 19 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 52 |
| 20 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 83 |
| 21 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 63 |
| 22 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 3 | 64 |
| 23 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 65 |
| 24 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 66 |
| 25 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 70 |
| 26 | 3 | 3 | 1 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 64 |
| 27 | 3 | 4 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 83 |
| 28 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 80 |
| 29 | 3 | 3 | 3 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 64 |
| 30 | 2 | 4 | 3 | 3 | 3 | 4 | 2 | 4 | 2 | 3 | 3 | 73 |
| 31 | 3 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 77 |
| 32 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 76 |

| | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|----|
| 33 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 75 |
| 34 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 76 |
| 35 | 2 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 1 | 2 | 4 | 66 |
| 36 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 78 |



Minat Membeli**Putaran - 1****Reliability****Case Processing Summary**

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 36 | 100,0 |

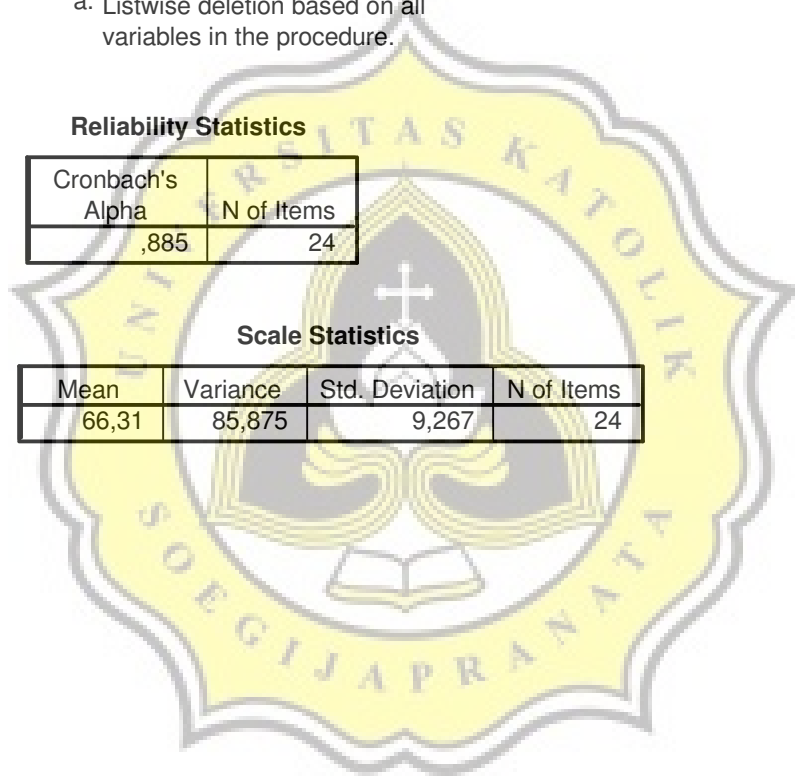
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,885 | 24 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 66,31 | 85,875 | 9,267 | 24 |



Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y1 | 63,25 | 77,621 | ,579 | ,877 |
| Y2 | 63,31 | 80,275 | ,371 | ,883 |
| Y3 | 63,25 | 77,736 | ,647 | ,876 |
| Y4 | 63,61 | 78,187 | ,508 | ,879 |
| <u>Y5</u> | 63,50 | 82,657 | <u>,182</u> | ,888 |
| Y6 | 63,75 | 76,936 | ,616 | ,876 |
| Y7 | 64,08 | 80,879 | ,345 | ,884 |
| <u>Y8</u> | 63,61 | 81,502 | <u>,236</u> | ,887 |
| Y9 | 63,75 | 79,850 | ,446 | ,881 |
| Y10 | 63,36 | 80,009 | ,419 | ,882 |
| Y11 | 63,36 | 77,380 | ,635 | ,876 |
| Y12 | 63,58 | 75,793 | ,739 | ,873 |
| Y13 | 63,36 | 80,752 | ,457 | ,881 |
| Y14 | 63,56 | 79,397 | ,524 | ,879 |
| Y15 | 63,47 | 76,371 | ,624 | ,876 |
| Y16 | 63,72 | 79,749 | ,457 | ,881 |
| Y17 | 63,31 | 80,275 | ,501 | ,880 |
| <u>Y18</u> | 63,50 | 82,886 | <u>,229</u> | ,886 |
| Y19 | 63,47 | 80,085 | ,458 | ,881 |
| Y20 | 63,61 | 80,016 | ,453 | ,881 |
| Y21 | 63,64 | 75,723 | ,627 | ,876 |
| <u>Y22</u> | 63,58 | 84,021 | <u>,067</u> | ,893 |
| Y23 | 63,72 | 77,463 | ,577 | ,877 |
| Y24 | 63,67 | 76,743 | ,578 | ,877 |

item tidak valid : **cetak tebal** dan garis bawah

r = 0,300

Minat Membeli
Putaran - 2
Reliability

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 36 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,902 | 20 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 55,28 | 73,692 | 8,584 | 20 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y1 | 52,22 | 66,063 | ,576 | ,896 |
| Y2 | 52,28 | 69,235 | ,309 | ,904 |
| Y3 | 52,22 | 66,063 | ,655 | ,895 |
| Y4 | 52,58 | 66,307 | ,528 | ,898 |
| Y6 | 52,72 | 65,463 | ,610 | ,895 |
| Y7 | 53,06 | 68,854 | ,361 | ,902 |
| Y9 | 52,72 | 67,806 | ,472 | ,899 |
| Y10 | 52,33 | 68,400 | ,404 | ,901 |
| Y11 | 52,33 | 65,371 | ,676 | ,894 |
| Y12 | 52,56 | 64,140 | ,758 | ,891 |
| Y13 | 52,33 | 69,086 | ,440 | ,900 |
| Y14 | 52,53 | 68,142 | ,479 | ,899 |
| Y15 | 52,44 | 64,083 | ,690 | ,893 |
| Y16 | 52,69 | 67,647 | ,489 | ,899 |
| Y17 | 52,28 | 68,206 | ,532 | ,898 |
| Y19 | 52,44 | 68,311 | ,458 | ,899 |
| Y20 | 52,58 | 68,250 | ,452 | ,900 |
| Y21 | 52,61 | 64,016 | ,648 | ,894 |
| Y23 | 52,69 | 65,933 | ,573 | ,896 |
| Y24 | 52,64 | 65,609 | ,547 | ,897 |

B-2 Validitas dan Reliabilitas Konsep Diri

| No. | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 |
|-----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|
| 1 | 4 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 2 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 1 | 4 | 1 | 4 | 1 | 4 |
| 3 | 4 | 2 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| 5 | 4 | 2 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| 6 | 4 | 3 | 1 | 2 | 4 | 4 | 3 | 3 | 2 | 1 | 1 | 4 | 4 |
| 7 | 4 | 1 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 3 |
| 8 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 4 |
| 9 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 |
| 10 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 4 |
| 11 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 |
| 12 | 3 | 2 | 2 | 2 | 4 | 3 | 2 | 2 | 3 | 1 | 4 | 3 | 4 |
| 13 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 14 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 3 |
| 15 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 16 | 2 | 3 | 3 | 2 | 2 | 4 | 2 | 3 | 3 | 2 | 2 | 3 | 4 |
| 17 | 1 | 3 | 2 | 2 | 3 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 1 |
| 18 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 19 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 4 |
| 20 | 2 | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 3 | 1 |
| 21 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 |
| 22 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |
| 23 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 |
| 24 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 |
| 25 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| 26 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| 27 | 1 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 |
| 28 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| 29 | 2 | 3 | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 3 | 2 | 2 | 4 |

| | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 30 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 |
| 31 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 |
| 32 | 2 | 3 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 3 |
| 33 | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 |
| 34 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| 35 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 |
| 36 | 2 | 3 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |



| No. | X14 | X15 | X16 | X17 | X18 | X19 | X20 | X21 | X22 | X23 | X24 | Jumlah |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| 1 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 4 | 4 | 70 |
| 2 | 3 | 2 | 3 | 4 | 1 | 4 | 3 | 3 | 3 | 4 | 3 | 71 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 1 | 4 | 4 | 71 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 71 |
| 5 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 75 |
| 6 | 4 | 4 | 1 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 74 |
| 7 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 1 | 4 | 4 | 66 |
| 8 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 3 | 65 |
| 9 | 3 | 3 | 2 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 63 |
| 10 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 79 |
| 11 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 3 | 62 |
| 12 | 4 | 2 | 3 | 4 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 64 |
| 13 | 4 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 1 | 4 | 4 | 74 |
| 14 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 60 |
| 15 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 66 |
| 16 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 62 |
| 17 | 3 | 1 | 2 | 1 | 1 | 2 | 1 | 4 | 2 | 1 | 2 | 42 |
| 18 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 49 |
| 19 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 79 |
| 20 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 61 |
| 21 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 1 | 49 |
| 22 | 3 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 3 | 2 | 58 |
| 23 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 59 |
| 24 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 57 |
| 25 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 52 |
| 26 | 2 | 3 | 3 | 2 | 4 | 3 | 2 | 2 | 3 | 2 | 2 | 60 |
| 27 | 3 | 3 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 3 | 2 | 51 |
| 28 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 58 |
| 29 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 63 |
| 30 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 62 |
| 31 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 62 |

| | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|----|
| 32 | 4 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 64 |
| 33 | 2 | 1 | 1 | 2 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 45 |
| 34 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 49 |
| 35 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 58 |
| 36 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 52 |



Konsep Diri**Putaran - 1****Reliability****Case Processing Summary**

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 36 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,886 | 24 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 61,75 | 85,679 | 9,256 | 24 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1 | 59,06 | 73,940 | ,716 | ,873 |
| X2 | 59,22 | 84,692 | ,055 | ,890 |
| X3 | 59,25 | 82,936 | ,214 | ,887 |
| X4 | 59,67 | 82,457 | ,380 | ,884 |
| X5 | 58,75 | 77,964 | ,569 | ,879 |
| X6 | 59,03 | 76,828 | ,573 | ,878 |
| X7 | 59,31 | 78,504 | ,584 | ,879 |
| X8 | 59,31 | 79,647 | ,482 | ,881 |
| X9 | 59,19 | 81,075 | ,388 | ,883 |
| X10 | 59,44 | 83,283 | ,146 | ,889 |
| X11 | 59,31 | 82,447 | ,202 | ,888 |
| X12 | 59,17 | 84,371 | ,057 | ,892 |
| X13 | 58,86 | 75,037 | ,669 | ,875 |
| X14 | 58,83 | 79,400 | ,506 | ,880 |
| X15 | 59,42 | 79,050 | ,513 | ,880 |
| X16 | 59,33 | 78,514 | ,545 | ,879 |
| X17 | 59,08 | 73,964 | ,634 | ,876 |
| X18 | 59,39 | 80,359 | ,347 | ,884 |
| X19 | 58,86 | 76,066 | ,738 | ,874 |
| X20 | 59,22 | 76,235 | ,654 | ,876 |
| X21 | 59,17 | 80,314 | ,368 | ,884 |
| X22 | 59,67 | 81,086 | ,308 | ,885 |
| X23 | 58,78 | 76,063 | ,634 | ,876 |
| X24 | 58,94 | 73,654 | ,737 | ,873 |

item tidak valid : **cetak tebal** dan garis bawah

r = 0,300

Konsep Diri**Putaran - 2****Reliability****Case Processing Summary**

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 36 | 100,0 |

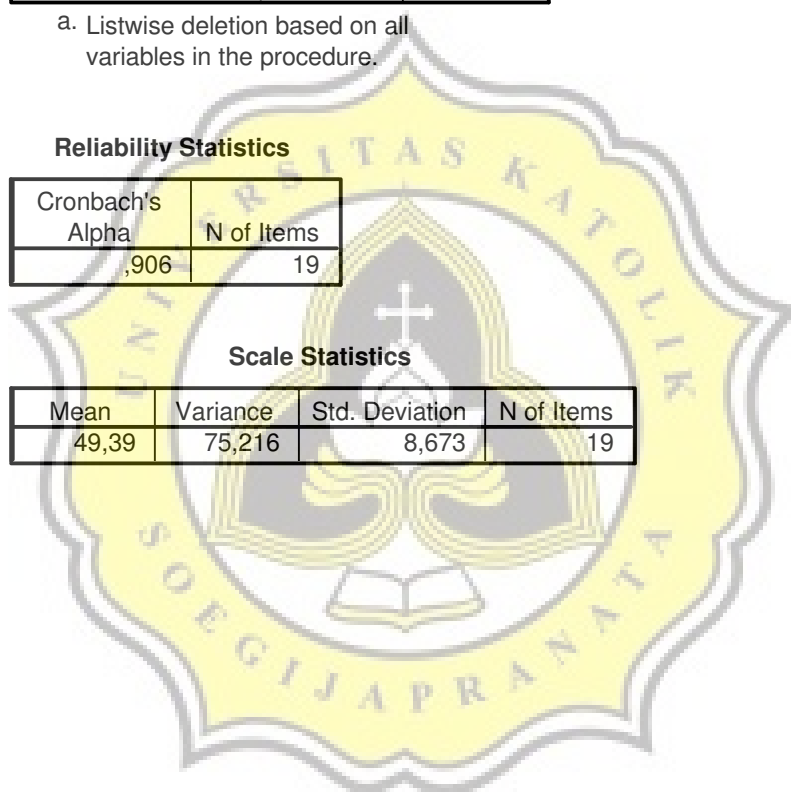
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,906 | 19 |

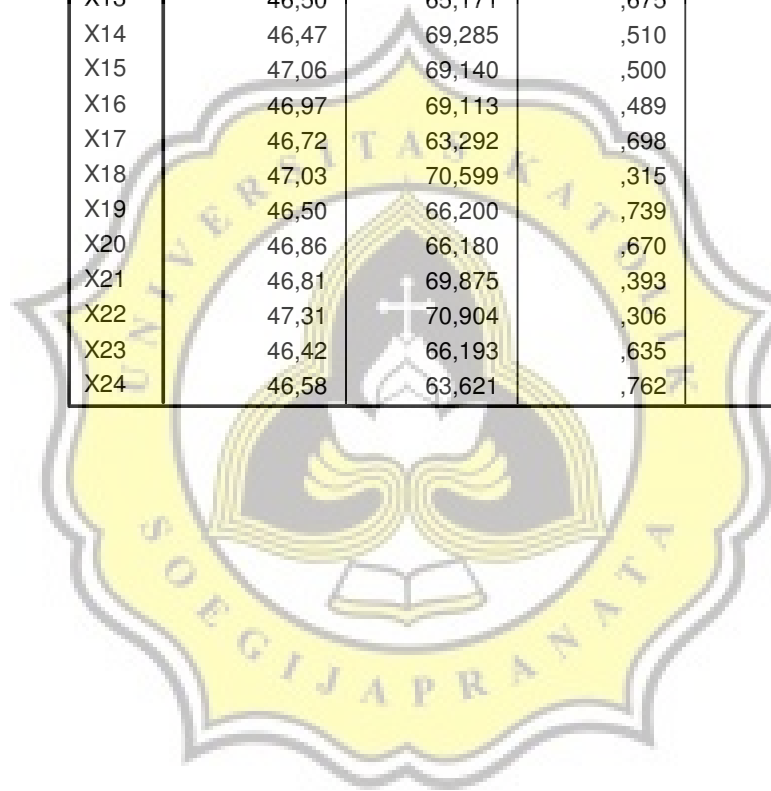
Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 49,39 | 75,216 | 8,673 | 19 |



Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|-------------------------------|--------------------------------------|--|--|
| X1 | 46,69 | 63,704 | ,756 | ,895 |
| X4 | 47,31 | 72,275 | ,368 | ,906 |
| X5 | 46,39 | 67,673 | ,596 | ,900 |
| X6 | 46,67 | 66,914 | ,573 | ,901 |
| X7 | 46,94 | 68,511 | ,582 | ,901 |
| X8 | 46,94 | 70,168 | ,423 | ,905 |
| X9 | 46,83 | 70,486 | ,428 | ,905 |
| X13 | 46,50 | 65,171 | ,675 | ,898 |
| X14 | 46,47 | 69,285 | ,510 | ,903 |
| X15 | 47,06 | 69,140 | ,500 | ,903 |
| X16 | 46,97 | 69,113 | ,489 | ,903 |
| X17 | 46,72 | 63,292 | ,698 | ,897 |
| X18 | 47,03 | 70,599 | ,315 | ,908 |
| X19 | 46,50 | 66,200 | ,739 | ,897 |
| X20 | 46,86 | 66,180 | ,670 | ,898 |
| X21 | 46,81 | 69,875 | ,393 | ,906 |
| X22 | 47,31 | 70,904 | ,306 | ,908 |
| X23 | 46,42 | 66,193 | ,635 | ,899 |
| X24 | 46,58 | 63,621 | ,762 | ,895 |





Lampiran C : Skala Penelitian

C-1 Skala Minat Membeli Produk Pelangsing

C-2 Skala Konsep Diri

NO :

FAKULTAS :

UMUR / ANGKATAN :

Petunjuk Pengisian Skala

1. Bacalah seluruh pernyataan di bawah ini dan jawablah sesuai dengan keadaan anda yang sebenarnya dan jangan terpengaruh dengan pendapat orang lain
2. Skala ini bukanlah suatu tes, jadi tidak ada jawaban yang benar ataupun salah. Semua tanggapan adalah baik dan benar apabila dijawab sesuai dengan keadaan yang sebenarnya
3. Pilihlah jawaban yang paling sesuai dengan keadaan anda dengan memberikan tanda silang (X) pada jawaban :

SS : Jika anda merasa sangat sesuai dengan pernyataan tersebut

S : Jika anda merasa sesuai dengan pernyataan tersebut

TS : Jika anda merasa tidak sesuai dengan pernyataan tersebut

STS : Jika anda merasa sangat tidak sesuai dengan pernyataan tersebut
4. Jika anda merasa bahwa jawaban yang anda berikan salah, dan ingin menggantinya dengan jawaban lain, anda dapat langsung mencoret jawaban salah itu dan menggantinya dengan jawaban yang sesuai dengan keadaan anda. Contoh :

SS S TS STS
5. Usahakan agar tidak ada pernyataan yang terlewatkan, oleh karena itu bacalah seluruh pernyataan yang ada dengan teliti

SELAMAT MENGERJAKAN DAN TERIMA KASIH

C-1 Skala Minat Membeli Produk Pelangsing

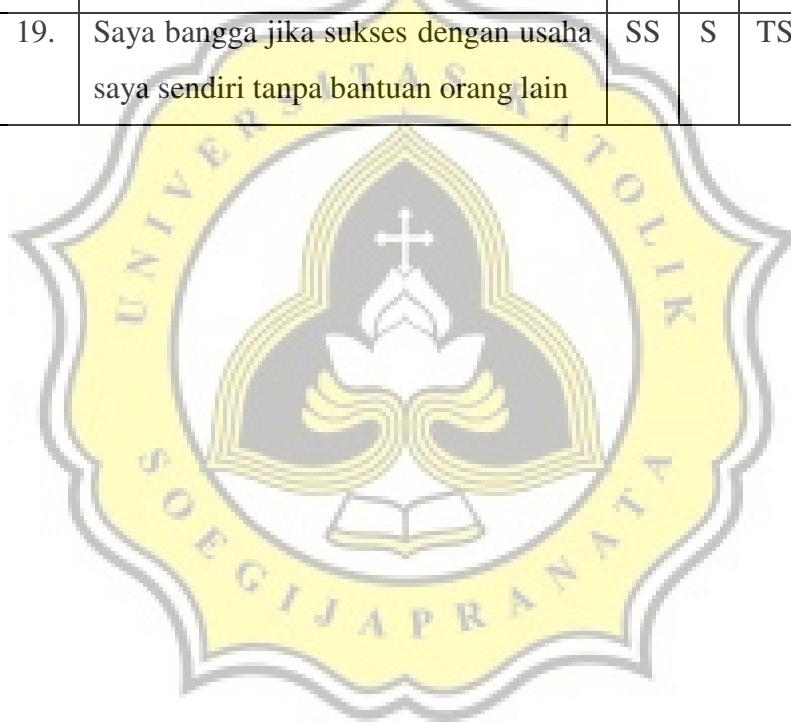
| NO. | PERNYATAAN | | | | |
|-----|---|----|---|----|-----|
| 1. | Saya lebih tertarik dengan produk pelangsing berbentuk pil | SS | S | TS | STS |
| 2. | Saya tertarik membeli produk pelangsing jika dalam 2 minggu memiliki tubuh yang ideal | SS | S | TS | STS |
| 3. | Saya ingin memiliki tubuh yang langsing, maka saya minat membeli produk pelangsing | SS | S | TS | STS |
| 4. | Saya tidak ingin membeli produk pelangsing karena dianggap terlalu berlebihan | SS | S | TS | STS |
| 5. | Saya yakin dengan membeli produk pelangsing maka saya akan menjadi langsing | SS | S | TS | STS |
| 6. | Saya merasa yakin dengan kondisi fisik yang saya miliki | SS | S | TS | STS |
| 7. | Saya selalu memperhatikan perkembangan produk pelangsing | SS | S | TS | STS |
| 8. | Saya tidak tertarik pada produk pelangsing walaupun dapat membuat tubuh saya seperti para artis | SS | S | TS | STS |
| 9. | Saya akan membeli produk pelangsing karena dapat membuat saya lebih percaya diri | SS | S | TS | STS |
| 10. | Saya ingin membeli produk pelangsing jika rasanya enak | SS | S | TS | STS |

| | | | | | |
|-----|---|----|---|----|-----|
| 11. | Saya yakin dengan salah satu produk pelangsing, yang dapat membuat tubuh saya menjadi langsing | SS | S | TS | STS |
| 12. | Saya yakin dapat memiliki tubuh yang ideal tanpa membeli produk pelangsing | SS | S | TS | STS |
| 13. | Saya tertarik pada produk pelangsing karena dapat membuat tubuh saya menjadi lebih ideal | SS | S | TS | STS |
| 14. | Semakin banyaknya produk pelangsing yang ada, tetap tidak menarik perhatian saya | SS | S | TS | STS |
| 15. | Keinginan saya membeli produk pelangsing begitu tinggi karena untuk kepentingan saya sendiri | SS | S | TS | STS |
| 16. | Saya tidak ingin membeli produk pelangsing karena menghabiskan banyak uang | SS | S | TS | STS |
| 17. | Saya dapat menerima segala kekurangan dan kelebihan yang saya miliki | SS | S | TS | STS |
| 18. | Saya yakin produk pelangsing tidak ada efek samping yang berbahaya | SS | S | TS | STS |
| 19. | Saya selalu memperhatikan produk pelangsing yang akan saya beli | SS | S | TS | STS |
| 20. | Saya memiliki keinginan untuk membeli produk pelangsing tubuh karena saya anggap sudah menjadi kebutuhan saya | SS | S | TS | STS |

C-2 Skala Konsep Diri

| NO. | PERNYATAAN | | | | |
|-----|--|----|---|----|-----|
| 1. | Dengan usaha dan kerja keras, saya bisa mencapai apa yang saya inginkan | SS | S | TS | STS |
| 2. | Saya sering merasa kalah bila bersaing dengan teman-teman | SS | S | TS | STS |
| 3. | Saya memiliki daya tarik sendiri yang berbeda dengan orang lain | SS | S | TS | STS |
| 4. | Saya merasa ada yang kurang di dalam diri saya | SS | S | TS | STS |
| 5. | Saya ingin menjadi sarjana yang berkualitas | SS | S | TS | STS |
| 6. | Saya jarang memikirkan ingin seperti apa di kemudian hari | SS | S | TS | STS |
| 7. | Saya adalah tipe orang yang optimis | SS | S | TS | STS |
| 8. | Saya selalu dianggap remeh oleh teman-teman | SS | S | TS | STS |
| 9. | Saya tidak perlu mengubah penampilan karena saya merasa puas dengan penampilan yang sekarang | SS | S | TS | STS |
| 10. | Saya merasa tidak emiliki bentuk tubuh yang bisa ditonjolkan | SS | S | TS | STS |
| 11. | Saya ingin memiliki lebih banyak sifat-sifat positif | SS | S | TS | STS |
| 12. | Saya selalu pesimis dalam mewujudkan keinginan | SS | S | TS | STS |
| 13. | Saya merasa bangga jika dapat membuat orang lain merasa senang dan puas | SS | S | TS | STS |

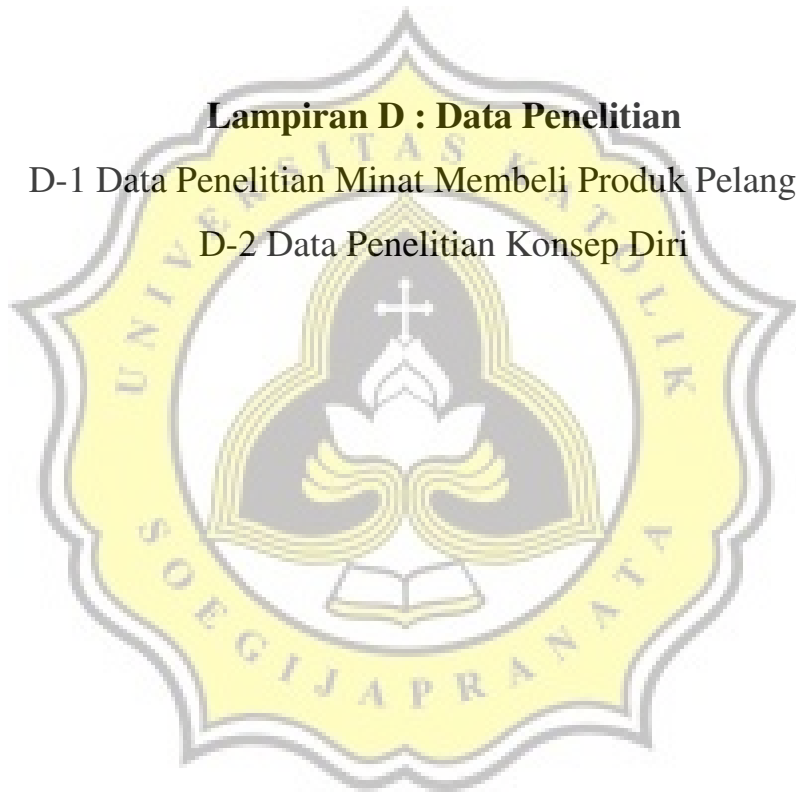
| | | | | | |
|-----|--|----|---|----|-----|
| 14. | Saya merasa malu jika mendapat bantuan dari teman | SS | S | TS | STS |
| 15. | Saya nyaman dengan kondisi fisik saya | SS | S | TS | STS |
| 16. | Saya merasa malu jika pakaian saya tidak sesuai | SS | S | TS | STS |
| 17. | Saya ingin menjadi orang sukses | SS | S | TS | STS |
| 18. | Saya merasa tidak mampu untuk mendapatkan gelar sarjana | SS | S | TS | STS |
| 19. | Saya bangga jika sukses dengan usaha saya sendiri tanpa bantuan orang lain | SS | S | TS | STS |



Lampiran D : Data Penelitian

D-1 Data Penelitian Minat Membeli Produk Pelangsing

D-2 Data Penelitian Konsep Diri



D-1 Data Penelitian Minat Membeli Produk Pelangsing

| No. | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 |
|-----|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| 1 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| 4 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 3 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 6 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| 7 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 |
| 8 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 9 | 2 | 2 | 2 | 3 | 3 | 1 | 2 | 2 | 3 | 2 | 2 | 2 |
| 10 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 4 | 3 | 3 |
| 11 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| 12 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 1 | 3 | 2 |
| 13 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| 14 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 |
| 15 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 16 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 |
| 17 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 4 |
| 18 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| 19 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 3 |
| 20 | 4 | 4 | 4 | 2 | 3 | 3 | 1 | 3 | 3 | 4 | 2 | 4 |
| 21 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 4 | 4 |
| 22 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 2 | 3 |
| 23 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 4 |
| 24 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
| 25 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 3 |
| 26 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 27 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 |
| 28 | 2 | 3 | 2 | 3 | 1 | 4 | 1 | 4 | 2 | 2 | 3 | 4 |
| 29 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |

| | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|
| 30 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| 31 | 3 | 1 | 1 | 2 | 3 | 3 | 3 | 1 | 3 | 2 | 4 | 1 |
| 32 | 4 | 4 | 3 | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 3 | 4 |
| 33 | 2 | 3 | 1 | 4 | 1 | 2 | 2 | 3 | 4 | 3 | 3 | 1 |
| 34 | 3 | 2 | 2 | 2 | 2 | 1 | 4 | 2 | 3 | 2 | 2 | 2 |
| 35 | 3 | 2 | 2 | 2 | 2 | 3 | 4 | 2 | 2 | 4 | 2 | 2 |
| 36 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 4 | 3 | 2 |
| 37 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 38 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 |
| 39 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 |
| 40 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 41 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 4 | 2 | 4 |
| 42 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 |
| 43 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 44 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 |
| 45 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 2 |
| 46 | 3 | 4 | 3 | 2 | 3 | 3 | 2 | 4 | 3 | 2 | 3 | 3 |
| 47 | 2 | 3 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 48 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 4 | 3 | 3 | 3 |
| 49 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 1 |
| 50 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 |

| NO. | Y13 | Y14 | Y15 | Y16 | Y17 | Y18 | Y19 | Y20 | Jumlah |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| 1 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 3 | 52 |
| 2 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 55 |
| 3 | 4 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 54 |
| 4 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 55 |
| 5 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 59 |
| 6 | 2 | 3 | 4 | 3 | 4 | 2 | 2 | 4 | 61 |
| 7 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 58 |
| 8 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 61 |
| 9 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 42 |
| 10 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 69 |
| 11 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 53 |
| 12 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 52 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 55 |
| 14 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 56 |
| 15 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 59 |
| 16 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 55 |
| 17 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 70 |
| 18 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 66 |
| 19 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 51 |
| 20 | 2 | 3 | 3 | 4 | 4 | 2 | 4 | 2 | 61 |
| 21 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 64 |
| 22 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 63 |
| 23 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 2 | 63 |
| 24 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 64 |
| 25 | 1 | 2 | 4 | 4 | 2 | 3 | 3 | 4 | 56 |
| 26 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 63 |
| 27 | 2 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 52 |
| 28 | 1 | 2 | 3 | 3 | 2 | 3 | 1 | 4 | 50 |
| 29 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 49 |
| 30 | 3 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 43 |
| 31 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 1 | 50 |

| | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|----|
| 32 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 60 |
| 33 | 2 | 2 | 2 | 4 | 1 | 3 | 2 | 4 | 49 |
| 34 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 45 |
| 35 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 48 |
| 36 | 4 | 1 | 1 | 3 | 4 | 3 | 3 | 2 | 52 |
| 37 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 57 |
| 38 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 68 |
| 39 | 2 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 62 |
| 40 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 52 |
| 41 | 2 | 4 | 4 | 4 | 2 | 3 | 3 | 1 | 62 |
| 42 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 64 |
| 43 | 2 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 63 |
| 44 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 62 |
| 45 | 3 | 2 | 4 | 2 | 3 | 3 | 2 | 3 | 61 |
| 46 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 57 |
| 47 | 2 | 4 | 3 | 3 | 2 | 2 | 2 | 3 | 58 |
| 48 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 52 |
| 49 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 50 |
| 50 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 50 |

D-2 Data Penelitian Konsep Diri

| No. | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 |
|-----|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| 1 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 4 | 3 | 3 | 2 |
| 2 | 2 | 4 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 2 |
| 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 2 | 3 |
| 4 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 |
| 5 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 |
| 6 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 |
| 7 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 3 |
| 8 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 10 | 3 | 3 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| 11 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 1 | 3 | 2 |
| 12 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 1 | 2 |
| 13 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 |
| 14 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 |
| 15 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| 16 | 3 | 3 | 2 | 4 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 |
| 17 | 3 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 3 | 2 | 1 | 2 |
| 18 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 |
| 19 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 |
| 20 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 |
| 21 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 |
| 22 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 |
| 23 | 1 | 1 | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 3 |
| 24 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 2 | 2 | 2 | 3 |
| 25 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 |
| 26 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 |
| 27 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| 28 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 |
| 29 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 1 | 2 | 2 | 2 | 2 |

| NO. | X13 | X14 | X15 | X16 | X17 | X18 | X19 | Jumlah |
|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| 1 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 49 |
| 2 | 2 | 3 | 4 | 3 | 2 | 2 | 3 | 47 |
| 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 47 |
| 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 48 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 52 |
| 6 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 46 |
| 7 | 2 | 2 | 3 | 1 | 2 | 1 | 3 | 33 |
| 8 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 38 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 57 |
| 10 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 48 |
| 11 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 40 |
| 12 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 44 |
| 13 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 47 |
| 14 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 46 |
| 15 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 39 |
| 16 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 47 |
| 17 | 3 | 1 | 3 | 2 | 3 | 3 | 2 | 39 |
| 18 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 44 |
| 19 | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 49 |
| 20 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 49 |
| 21 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 48 |
| 22 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 47 |
| 23 | 2 | 1 | 3 | 2 | 1 | 2 | 2 | 34 |
| 24 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 39 |
| 25 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 45 |
| 26 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 40 |
| 27 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 44 |
| 28 | 2 | 3 | 2 | 3 | 4 | 1 | 4 | 48 |
| 29 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 48 |
| 30 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 55 |
| 31 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 53 |
| 32 | 1 | 2 | 3 | 3 | 3 | 3 | 2 | 51 |

| | | | | | | | | |
|----|---|---|---|---|---|---|---|----|
| 33 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 44 |
| 34 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 49 |
| 35 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 50 |
| 36 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 58 |
| 37 | 4 | 3 | 2 | 2 | 3 | 2 | 2 | 47 |
| 38 | 1 | 3 | 1 | 2 | 1 | 3 | 2 | 39 |
| 39 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 44 |
| 40 | 2 | 3 | 2 | 3 | 2 | 2 | 4 | 46 |
| 41 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 48 |
| 42 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 46 |
| 43 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 46 |
| 44 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 40 |
| 45 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 39 |
| 46 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 45 |
| 47 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 40 |
| 48 | 3 | 3 | 3 | 2 | 2 | 4 | 4 | 53 |
| 49 | 1 | 3 | 3 | 3 | 3 | 4 | 3 | 52 |
| 50 | 3 | 3 | 3 | 3 | 1 | 4 | 4 | 56 |



E-1 Uji Normalitas

NORMALITAS

Descriptive Statistics

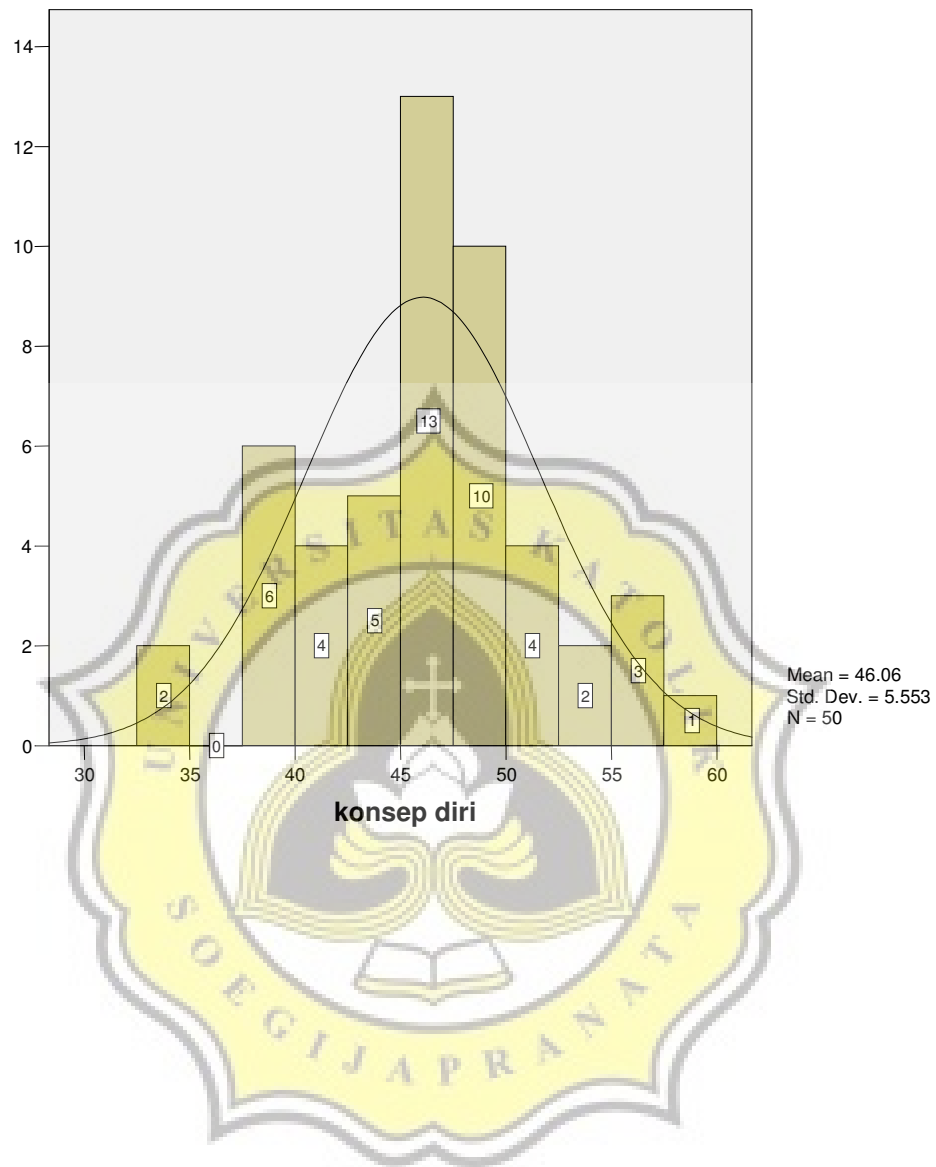
| | N | Mean | Std. Deviation | Minimum | Maximum |
|---------------|----|-------|----------------|---------|---------|
| konsep diri | 50 | 46.06 | 5.553 | 33 | 58 |
| minat membeli | 50 | 56.66 | 6.635 | 42 | 70 |

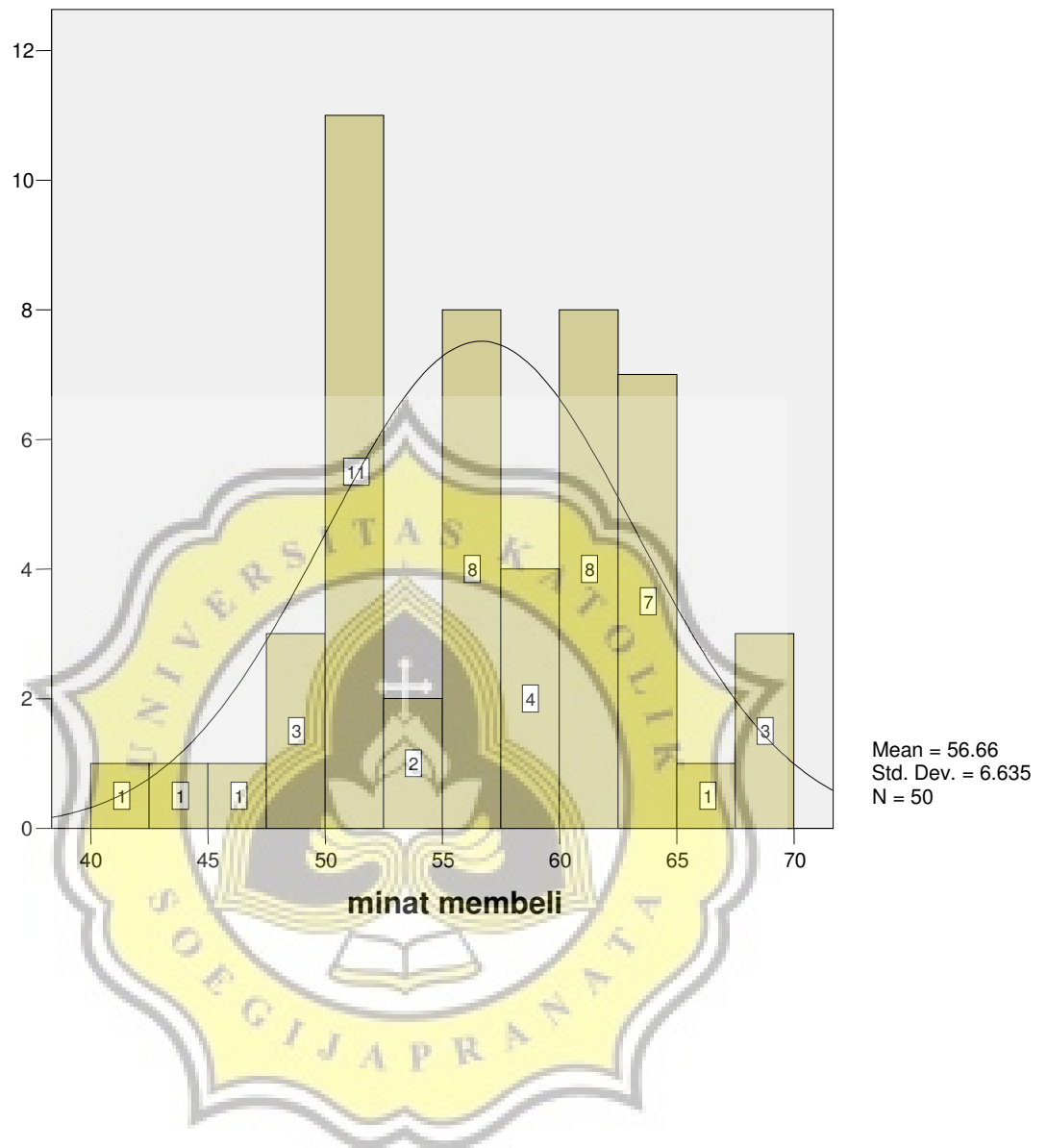
One-Sample Kolmogorov-Smirnov Test

| | | konsep diri | minat membeli |
|----------------------------------|----------------|-------------|---------------|
| N | | 50 | 50 |
| Normal Parameters ^{a,b} | Mean | 46.06 | 56.66 |
| | Std. Deviation | 5.553 | 6.635 |
| Most Extreme Differences | Absolute | .116 | .103 |
| | Positive | .102 | .099 |
| | Negative | -.116 | -.103 |
| Kolmogorov-Smirnov Z | | .818 | .732 |
| Asymp. Sig. (2-tailed) | | .515 | .658 |

a. Test distribution is Normal.

b. Calculated from data.





E-2 Uji Linieritas

LINIERITAS

Model Description

| | | |
|---|---|---------------|
| Model Name | | MOD_1 |
| Dependent Variable | 1 | minat membeli |
| Equation | 1 | Linear |
| | 2 | Quadratic |
| | 3 | Cubic |
| Independent Variable | | konsep diri |
| Constant | | Included |
| Variable Whose Values Label Observations in Plots | | Unspecified |
| Tolerance for Entering Terms in Equations | | .0001 |

Case Processing Summary

| | N |
|---------------------|----|
| Total Cases | 50 |
| Excluded Cases(a) | 0 |
| Forecasted Cases | 0 |
| Newly Created Cases | 0 |

a Cases with a missing value in any variable are excluded from the analysis.

Variable Processing Summary

| | Variables | |
|---------------------------|-------------------------------|----------------------------|
| | Dependent minat membeli | Independent konsep diri |
| Number of Positive Values | 50 | 50 |
| Number of Zeros | 0 | 0 |
| Number of Negative Values | 0 | 0 |
| Number of Missing Values | 0 | 0 |
| User-Missing | 0 | 0 |
| System-Missing | 0 | 0 |

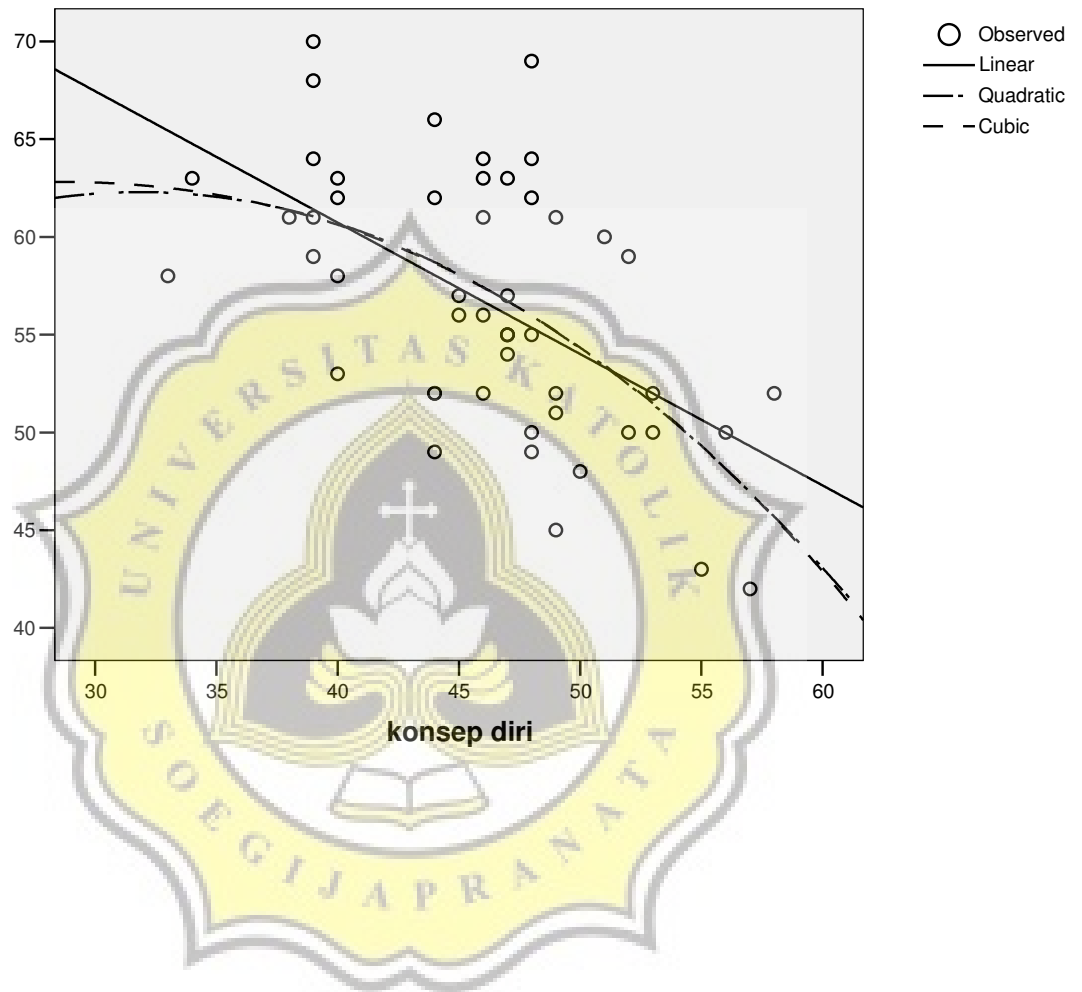
Model Summary and Parameter Estimates

Dependent Variable: minat membeli

| Equation | Model Summary | | | | | Parameter Estimates | | | |
|-----------|---------------|--------|-----|-----|------|---------------------|-------|-------|------|
| | R Square | F | df1 | df2 | Sig. | Constant | b1 | b2 | b3 |
| Linear | .317 | 22.248 | 1 | 48 | .000 | 87.634 | -.672 | | |
| Quadratic | .340 | 12.102 | 2 | 47 | .000 | 37.692 | 1.545 | -.024 | |
| Cubic | .339 | 12.044 | 2 | 47 | .000 | 54.808 | .421 | .000 | .000 |

The independent variable is konsep diri.

minat membeli



E-3 Analisis Korelasi *Product Moment*

ANALISIS DATA

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---------------|-------|----------------|----|
| konsep diri | 46.06 | 5.553 | 50 |
| minat membeli | 56.66 | 6.635 | 50 |

Correlations

| | | konsep diri | minat membeli |
|---------------|---------------------|-------------|---------------|
| konsep diri | Pearson Correlation | 1 | -.563(**) |
| | Sig. (1-tailed) | | .000 |
| | N | 50 | 50 |
| minat membeli | Pearson Correlation | -.563(**) | 1 |
| | Sig. (1-tailed) | .000 | |
| | N | 50 | 50 |

** Correlation is significant at the 0.01 level (1-tailed).

Lampiran F : Surat Penelitian

F-1 Surat Ijin Penelitian

F-2 Surat Bukti Penelitian

