

**LAMPIRAN**

## Lampiran 1. Hasil output SPSS

```
LOGISTIC REGRESSION VARIABLES Keputusan_Pembelian
  /METHOD = ENTER Daerah_Asal Kelompok_Referensi Status_Pernikahan
Usia
  Pendidikan Tingkat_Pendapatan Motivasi_1 Motivasi_2 Motivasi_3
Motivasi_4
  /CLASSPLOT /CASEWISE OUTLIER(2)
  /PRINT = GOODFIT CORR ITER(1) CI(95)
  /CRITERIA = PIN(.05) POUT(.10) ITERATE(20) CUT(.5) .
```

## Logistic Regression

### Notes

Output Created		31-JUL-2019 09:20:04
Comments		
Input	Data	E:\01 KULIAH S1\SEMESTER 7 dan 8\SKRIPSI URI\04 YUDISIUM\SPSS\Analisis faktor Setelah UJIAN coba Motivasi.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling Syntax	Definition of Missing	User-defined missing values are treated as missing LOGISTIC REGRESSION VARIABLES Keputusan_Pembelian /METHOD = ENTER Daerah_Asal Kelompok_Referensi Status_Pernikahan Usia Pendidikan Tingkat_Pendapatan Motivasi_1 Motivasi_2 Motivasi_3 Motivasi_4 /CLASSPLOT /CASEWISE OUTLIER(2) /PRINT = GOODFIT CORR ITER(1) CI(95) /CRITERIA = PIN(.05) POUT(.10) ITERATE(20) CUT(.5) .
Resources	Elapsed Time	0:00:00,00
	Processor Time	0:00:00,00

[DataSet1] E:\01 KULIAH S1\SEMESTER 7 dan 8\SKRIPSI URI\04 YUDISIUM\SPSS\Analisis faktor Setelah UJIAN coba Motivasi.sav

### Case Processing Summary

Unweighted Cases(a)		N	Percent
Selected Cases	Included in Analysis	100	100,0
	Missing Cases	0	,0
	Total	100	100,0
Unselected Cases		0	,0
Total		100	100,0

a If weight is in effect, see classification table for the total number of cases.

**Dependent Variable Encoding**

Original Value	Internal Value
Tidak Membeli	0
Membeli	1

**Block 0: Beginning Block****Iteration History(a,b,c)**

Iteration		-2 Log likelihood	Coefficients
		Constant	Constant
Step 0	1	64,978	1,640
	2	60,677	2,173
	3	60,508	2,306
	4	60,508	2,314
	5	60,508	2,314

a Constant is included in the model.

b Initial -2 Log Likelihood: 60,508

c Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

**Classification Table(a,b)**

Observed			Predicted		
			Keputusan Pembelian		Percentage Correct
			Tidak Membeli	Membeli	Tidak Membeli
Step 0	Keputusan Pembelian	Tidak Membeli	0	9	,0
		Membeli	0	91	100,0
Overall Percentage					91,0

a Constant is included in the model.

b The cut value is ,500

**Variables in the Equation**

	B	S.E.	Wald	df	Sig.	Exp(B)	
		Lower	Upper	Lower	Upper	Lower	Upper
Step 0	Constant	2,314	,349	43,840	1	,000	10,111

**Variables not in the Equation**

			Score	df	Sig.
Step 0	Variables	Daerah_Asal	5,882	1	,015
		Kelompok_Referensi	,235	1	,628
		Status_Pernikahan	1,099	1	,295
		Usia	,677	1	,411
		Pendidikan	7,478	1	,006
		Tingkat_Pendapatan	1,832	1	,176
		Motivasi_1	1,075	1	,300
		Motivasi_2	,347	1	,556
		Motivasi_3	,243	1	,622
		Motivasi_4	,720	1	,396
Overall Statistics			20,494	10	,025

## Block 1: Method = Enter

### Iteration History(a,b,c,d)

Iteration	-2 Log likelihood	Coefficients										
		Constant	Daerah_Asal	Kelompok_Referensi	Status_Pernikahan	Usia	Pendidikan	Tingkat_Pendapatan	Motivasi_1	Motivasi_2	Motivasi_3	Motivasi_4
Step 1	55,289	-,750	-,571	,126	,974	-,016	,270	-,111	,095	,022	,013	,287
2	41,910	-2,252	-1,146	,164	2,250	-,039	,665	-,225	,162	-,009	-,020	,591
3	36,623	-3,205	-1,621	,006	3,801	-,069	1,125	-,252	,241	-,107	-,124	,818
4	34,788	-3,487	-1,994	-,306	5,433	-,103	1,533	-,224	,333	-,208	-,267	,947
5	34,401	-3,349	-2,229	-,576	6,632	-,128	1,818	-,237	,369	-,272	-,371	1,007
6	34,376	-3,276	-2,297	-,672	7,039	-,137	1,920	-,251	,376	-,293	-,404	1,023
7	34,375	-3,271	-2,302	-,681	7,073	-,138	1,929	-,252	,377	-,294	-,407	1,024
8	34,375	-3,271	-2,302	-,681	7,073	-,138	1,929	-,252	,377	-,294	-,407	1,024

a Method: Enter

b Constant is included in the model.

c Initial -2 Log Likelihood: 60,508

d Estimation terminated at iteration number 8 because parameter estimates changed by less than ,001.

### Omnibus Tests of Model Coefficients

	Chi-square	df	Sig.
Step 1 Step	26,132	10	,004
Block	26,132	10	,004
Model	26,132	10	,004

### Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	34,375(a)	,230	,507

a Estimation terminated at iteration number 8 because parameter estimates changed by less than ,001.

### Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	6,270	8	,617

### Contingency Table for Hosmer and Lemeshow Test

	Keputusan Pembelian = Tidak Membeli		Keputusan Pembelian = Membeli		Total Observed
	Observed	Expected	Observed	Expected	
Step 1 1	5	5,193	5	4,807	10
2	3	2,079	7	7,921	10
3	0	1,006	10	8,994	10
4	0	,452	10	9,548	10
5	1	,172	9	9,828	10
6	0	,060	10	9,940	10
7	0	,025	10	9,975	10
8	0	,009	10	9,991	10
9	0	,003	10	9,997	10
10	0	,000	10	10,000	10

Classification Table(a)

Observed			Predicted		
			Keputusan Pembelian		Percentage Correct
			Tidak Membeli	Membeli	Tidak Membeli
Step 1	Keputusan Pembelian	Tidak Membeli	4	5	44,4
		Membeli	0	91	100,0
Overall Percentage					95,0

a The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95,0% C.I.for EXP(B)	
							Lower	Upper
Step 1(a)								
Daerah_Asal	-2,302	1,388	2,752	1	,097	,100	,007	1,519
Kelompok_Referensi	-,681	1,266	,289	1	,591	,506	,042	6,051
Status_Pernikahan	7,073	3,046	5,391	1	,020	1180,209	3,012	462423,584
Usia	-,138	,072	3,658	1	,056	,871	,757	1,003
Pendidikan	1,929	,854	5,105	1	,024	6,880	1,291	36,655
Tingkat_Pendapatan	-,252	,637	,156	1	,693	,777	,223	2,711
Motivasi_1	,377	,716	,277	1	,599	1,457	,358	5,926
Motivasi_2	-,294	,837	,124	1	,725	,745	,145	3,840
Motivasi_3	-,407	,496	,673	1	,412	,666	,252	1,759
Motivasi_4	1,024	,717	2,039	1	,153	2,784	,683	11,356
Constant	-3,271	5,810	,317	1	,573	,038		

a Variable(s) entered on step 1: Daerah\_Asal, Kelompok\_Referensi, Status\_Pernikahan, Usia, Pendidikan, Tingkat\_Pendapatan, Motivasi\_1, Motivasi\_2, Motivasi\_3, Motivasi\_4.

Correlation Matrix

	Constant	Daerah_Asal	Kelompok_Referensi	Status_Pernikahan	Usia	Pendidikan	Tingkat_Pendapatan	Motivasi_1	Motivasi_2	Motivasi_3	Motivasi_4
Step 1											
Constant	1,000	-,098	-,185	,027	-,241	-,026	,001	-,417	-,486	-,291	-,626
Daerah_Asal	-,098	1,000	,078	-,393	,358	-,001	,176	,051	,021	,148	-,387
Kelompok_Referensi	-,185	,078	1,000	-,512	,443	-,431	,152	,063	-,177	,436	,061
Status_Pernikahan	,027	-,393	-,512	1,000	-,878	,723	-,172	,059	-,089	-,349	,204
Usia	-,241	,358	,443	-,878	1,000	-,548	,035	-,002	,134	,344	-,128
Pendidikan	-,026	-,001	-,431	,723	-,548	1,000	-,293	,077	-,233	-,420	,050
Tingkat_Pendapatan	,001	,176	,152	-,172	,035	-,293	1,000	,175	-,036	-,140	-,195
Motivasi_1	-,417	,051	,063	,059	-,002	,077	,175	1,000	-,240	,053	-,132
Motivasi_2	-,486	,021	-,177	-,089	,134	-,233	-,036	-,240	1,000	-,099	,444
Motivasi_3	-,291	,148	,436	-,349	,344	-,420	-,140	,053	-,099	1,000	,113
Motivasi_4	-,626	-,387	,061	,204	-,128	,050	-,195	-,132	,444	,113	1,000

