**Tabel 1. Identitas Responden**

|  |  |  |
| --- | --- | --- |
| **Karakteristik Responden** | **Frequency** | **Percent** |
| **Usia**  17-20 Tahun | 17 | 16.8 % |
| 21-25 Tahun | 84 | 83.2 % |
| **Jenis Kelamin**  Laki-Laki | 24 | 23.8 % |
| Perempuan | 84 | 76.2 % |
| **Pendidikan/Pekerjaan** |  |  |
| Layaanan Swasta | 6 | 5.9 % |
| Guru | 2 | 2.0 % |
| Pengusaha | 2 | 2.0 % |
| Pebisnis | 1 | 1.0 % |
| Mahasiswa | 80 | 79.2 % |
| Pelajar/SMA | 9 | 8.9 % |
| Wiraswasta | 1 | 1.0 % |

**Tabel 2**. **Uji Validitas**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variabel** | **Indikator** | **R hitung** | **R Tabel** | **Keterangan** |
|  | X1.1 | 0.792 | 0.1956 | Valid |
| Brand | X1.2 | 0.806 | 0.1956 | Valid |
| Image | X1.3 | 0.787 | 0.1956 | Valid |
| (X1) | X1.4 | 0.764 | 0.1956 | Valid |
|  | X1.5 | 0.811 | 0.1956 | Valid |
|  | X2.1 | 0.773 | 0.1956 | Valid |
| Fashion | X2.2 | 0.773 | 0.1956 | Valid |
| Lifestyle (X2) | X2.3 | 0.760 | 0.1956 | Valid |
|  | X3.1 | 0.751 | 0.1956 | Valid |
| Product | X3.2 | 0.797 | 0.1956 | Valid |
| Price (X3) | X3.3 | 0.713 | 0.1956 | Valid |
|  | X3.4 | 0.784 | 0.1956 | Valid |
|  | X4.1 | 0.658 | 0.1956 | Valid |
| Custome | X4.2 | 0.783 | 0.1956 | Valid |
| Reviews (X4) | X4.3 | 0.779 | 0.1956 | Valid |
|  | X4.4 | 0.767 | 0.1956 | Valid |
|  | Y.1 | 0.721 | 0.1956 | Valid |
| Purchase | Y.2 | 0.807 | 0.1956 | Valid |
| Decision | Y.3 | 0.729 | 0.1956 | Valid |
| (Y) | Y,4 | 0.766 | 0.1956 | Valid |
|  | Y.5 | 0.765 | 0.1956 | Valid |

**Tabel 3. Uji Reliabilitas**

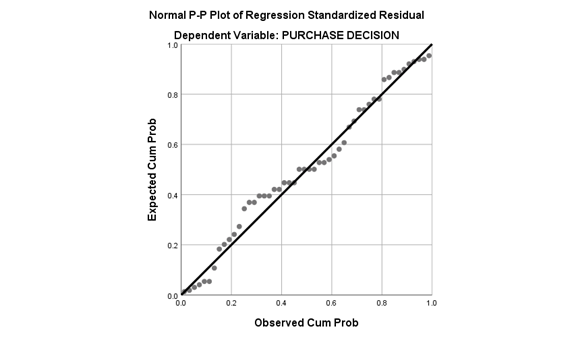
|  |  |  |
| --- | --- | --- |
| **Variabel** | **Cronbach’s Alpha** | **Keterangan** |
| Brand Image (X1) | 0.852 | Reliabel |
| Fashion Lifestyle (X2) | 0.653 | Reliabel |
| Product Price (X3) | 0.759 | Reliabel |
| Custome Reviews (X4) | 0.738 | Reliabel |
| Purchase Decision (Y) | 0.814 | Reliabel |

Sumber: Hasil Olah Data (2024)

**Tabel 4. Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 101 |
| Normal Parametersa,b | Mean | -.0026802 |
| Std. Deviation | 3.64998279 |
| Most Extreme Differences | Absolute | .059 |
| Positive | .059 |
| Negative | -.058 |
| Test Statistic | | .059 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

Sumber: Hasil Olah Data (2024)



**Gambar 1. Normal Probability Plot**

Sumber: Hasil Olah Data (2024)

**Tabel 5. Uji Multikolinieritas**

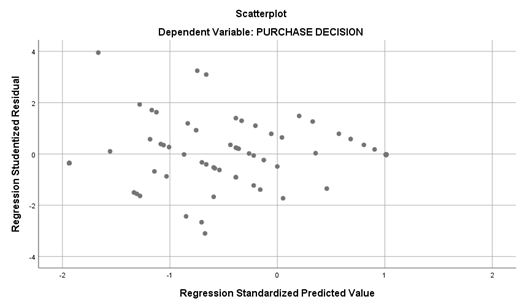
**Coefficientsa**

Collinearity Statistics

|  |  |  |  |
| --- | --- | --- | --- |
| Model |  | Tolerance | VIF |
| 1 | Brand Image | 0.211 | 4.730 |
|  | Fashion Lifestyle | 0.319 | 3.136 |
|  | Product Price  Customer Reviews | 0.297  0.323 | 3.368  3.093 |

1. *Dependent Variable*: Purchase Decision

Sumber: Hasil Olah Data (2024)



**Gambar 2. Uji Heteroskedastisitas**

Sumber: Hasil Olah Data (2024)

**Analisis Regresi Liniear Berganda**

**Tabel 6. Analisis Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.438 | 1.257 |  | 1.144 | .256 |
| Brand Image | .330 | .099 | .351 | 3.334 | .001 |
| Fashion Lifestyle | .085 | .139 | .053 | .617 | .539 |
| Product Price | .261 | .110 | .211 | 2.375 | .020 |
| Custom Reviews | .441 | .110 | .341 | 4.008 | .000 |
| a. Dependent Variable: *Purchase Decision* | | | | | | |

**Tabel 7**. **Uji T**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.438 | 1.257 |  | 1.144 | .256 |
| Brand Image | .330 | .099 | .351 | 3.334 | .001 |
| Fashion Lifestyle | .085 | .139 | .053 | .617 | .539 |
| Product Price | .261 | .110 | .211 | 2.375 | .020 |
| Custom Reviews | .441 | .110 | .341 | 4.008 | .000 |
| a. Dependent Variable: *Purchase Decision* | | | | | | |

Sumber: Hasil Olah Data (2024)

**Tabel 8. Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 255.986 | 4 | 63.997 | 82.609 | .000b |
| Residual | 74.370 | 96 | .775 |  |  |
| Total | 330.356 | 100 |  |  |  |
| a. Dependent Variable: *Purchase Decision* | | | | | | |
| b. Predictors: (Constant), *Custom Reviews, Product Price, Fashion Lifestyle, Brand Image* | | | | | | |

**Tabel 9. Koefisien determinasi (R2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .880a | .775 | .765 | .88017 |
| a. Predictors: (Constant), *Custom Reviews, Product Price, Fashion Lifestyle, Brand Image* | | | | |