

## KUESIONER PENELITIAN

### **Perilaku Etis Dalam Memoderasi Religiusitas Terhadap Minat Beli Busana muslim**

Pelanggan / Responden yang terhormat,

Berkenaan dengan penelitian mengenai “Perilaku Etis Dalam Memoderasi Religiusitas terhadap Minat Beli Busana muslim” Saya mohon kesediaan Saudara untuk mengisi kuesioner berikut ini. Kerahasiaan identitas Saudara dijamin dan hanya dipergunakan untuk kepentingan dan sumbangan pemikiran dalam penyusunan skripsi di Jurusan Manajemen Universitas Islam Sultan Agung Semarang. Agar data dapat diolah lebih lanjut, maka saya mohon agar keseluruhan pertanyaan/pernyataan diisi dengan lengkap.

#### **Karakteristik Responden :**

1. Usia : .....

Atas perhatian dan partisipasi Saudara, saya ucapkan terima kasih.

Hormat saya,

**(N.S.A AL-AFGHANI)**

<b>RELIGIUSITAS</b>	STS	TS	N	S	SS
Saya mengenakan busana muslim sebagai bentuk disiplin saya terhadap syariat Islam					
Saya mengenakan busana muslim sebagai iman saya terhadap ajaran Islam					
Saya belajar mengkaji ajaran Islam khususnya kewajiban berbusana Islami / berjilbab					

<b>MINAT BELI</b>	STS	TS	N	S	SS
Saya selalu mencari referensi tentang produk busana muslim dalam mendukung penampilan					
Saya membeli produk busana muslim karena adanya keinginan yang kuat dalam diri saya					
Saya melakukan pembelian produk yang sesuai dengan kepribadian saya					

<b>PERILAKU ETIS</b>	STS	TS	N	S	SS
Saya berbusana muslim sebagai bentuk perilaku etis / kode etik di lingkungan saya					
Saya memilih berbusana muslim syari yang sesuai dengan ajaran islam					
Saya berbusana muslim sebagai bentuk ketaatan terhadap nilai dan norma meskipun kadang sulit bagi saya					

## Frequencies

Statistics

		p1	p2	p3	Perilaku Etis
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.35	3.96	3.33	10.64

## Frequency Table

p1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	6.0	6.0
	3	53	53.0	53.0	59.0
	4	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

p2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.0	7.0	7.0
	4	90	90.0	90.0	97.0
	5	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

p3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	6.0	6.0
	3	55	55.0	55.0	61.0
	4	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

## Frequencies

**Statistics**

		m1	m2	m3	Minat Beli
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.94	3.95	3.32	11.21

## Frequency Table

**m1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.0	9.0	9.0
	4	88	88.0	88.0	97.0
	5	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

**m2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.0	8.0	8.0
	4	89	89.0	89.0	97.0
	5	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

**m3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	6.0	6.0
	3	56	56.0	56.0	62.0
	4	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

## Frequencies

Statistics

		r1	r2	r3	Religiosity
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.77	3.81	3.94	11.52

## Frequency Table

r1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	21	21.0	21.0	22.0
	4	78	78.0	78.0	100.0
	Total	100	100.0	100.0	

r2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19.0	19.0	19.0
	4	81	81.0	81.0	100.0
	Total	100	100.0	100.0	

r3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.0	9.0	9.0
	4	88	88.0	88.0	97.0
	5	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.850	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p1	17.93	4.369	.950	.741
p2	17.32	6.179	.506	.902
p3	17.95	4.391	.950	.742
Perilaku Etis	10.64	1.768	1.000	.826

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.818	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
m1	18.48	3.161	.710	.795
m2	18.47	3.120	.787	.781
m3	19.10	2.576	.655	.765
Minat Beli	11.21	1.036	1.000	.679

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.829	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
r1	19.27	2.341	.832	.736
r2	19.23	2.462	.855	.747
r3	19.10	3.020	.451	.868
Religiosity	11.52	.919	1.000	.729



## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Perilaku Etis, Religiosity <sup>b</sup>		Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917 <sup>a</sup>	.840	.837	.41137

a. Predictors: (Constant), Perilaku Etis, Religiosity

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.175	2	43.087	254.609	.000 <sup>b</sup>
	Residual	16.415	97	.169		
	Total	102.590	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Perilaku Etis, Religiosity

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.240	.506		4.424	.000		
	Religiosity	.216	.050	.204	4.306	.000	.737	1.357
	Perilaku Etis	.609	.036	.795	16.807	.000	.737	1.357

a. Dependent Variable: Minat Beli

## Correlations

		Correlations		
		Perilaku Etis	Religiosity	Unstandardized Residual
Perilaku Etis	Pearson Correlation	1	.513**	.000
	Sig. (1-tailed)		.000	.500
	N	100	100	100
Religiosity	Pearson Correlation	.513	1	.000
	Sig. (1-tailed)	.000		.500
	N	100	100	100
Unstandardized Residual	Pearson Correlation	.000	.000	1
	Sig. (1-tailed)	.500	.500	
	N	100	100	100

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

## NPar Tests

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.74646216
Most Extreme Differences	Absolute	.084
	Positive	.048
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.079 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Religiosity <sup>b</sup>	.	Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,612 <sup>a</sup>	,374	,368	,809

a. Predictors: (Constant), Religiosity

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,373	1	38,373	58,561	,000 <sup>b</sup>
	Residual	64,217	98	,655		
	Total	102,590	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Religiosity

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,728	,981		3,799	,000
	Religiosity	,650	,085	,612	7,653	,000

a. Dependent Variable: Minat Beli

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	MODERAT, Religiosity, Perilaku Etis <sup>b</sup>		Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 <sup>a</sup>	.849	.844	.40227

a. Predictors: (Constant), MODERAT, Religiosity, Perilaku Etis

b. Dependent Variable: Minat Beli

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.056	3	29.019	179.328	.000 <sup>b</sup>
	Residual	15.534	96	.162		
	Total	102.590	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), MODERAT, Religiosity, Perilaku Etis

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.813	.528		3.434	.001		
	Religiosity	.228	.049	.215	4.623	.000	.729	1.372
	Perilaku Etis	.619	.036	.808	17.343	.000	.726	1.377
	Moderating	.211	.090	.095	2.333	.022	.951	1.052

a. Dependent Variable: Minat Beli