

**LAMPIRAN 1 KUESIONER
PENELITIAN**

KUESIONER PENELITIAN

A. IDENTITAS RESPONDEN

1. Nama/Inisial :
2. Usia :
3. Jenis Kelamin : 1. Pria 2. Wanita
4. Pekerjaan : 1. Pelajar/Mahasiswa 4. Wiraswasta
2. Pegawai Swasta 5. Lain-lain
3. Pegawai Negri
5. Berapa kali berkunjung ke Miniso diParagon Mall Semarang
: 1. 1 kali 3. 3 kali
2. 2 kali 4. Lebih dari 3 kali

(Berilah tanda (X) pada pilihan anda)

B. PETUNJUK PENGISIAN

1. Berilah tanda (X) pada jawaban yang anda pilih.
2. Keterangan Alternatif Jawaban dan Skor :
 - a. SS : Sangat Setuju (1)
 - b. S : Setuju (2)
 - c. N : Netral (3)
 - d. TS : Tidak Setuju (4)
 - e. STS : Sangat Tidak Setuju (5)

C. KUESIONER

1. *SERVICESC*AP

No	Pernyataan	SS	S	N	TS	STS
1	Miniso memutarakan musik atau lagu yang sesuai dengan suasana toko.					
2	Miniso memiliki desain interior dengan warna yang menarik.					
3	Miniso melayani <i>customer</i> dengan ramah.					

2. *HEDONIC VALUE*

No	Pernyataan	SS	S	N	TS	STS
1	Miniso memberikan saya hal-hal baru yang belum saya ketahui sebelumnya..					
2	Berbelanja di Miniso merupakan hiburan bagi saya.					
3	Saya merasakan interaksi sosial ketika membeli produk di Miniso					

3. **SHOPPING EMOTION**

No	Pernyataan	SS	S	N	TS	STS
1	Saya merasa senang saat berbelanja di Miniso					
2	Saya merasa mendapat kepuasan ketika berbelanja di Miniso					
3	Saya merasa suka ketika membeli produk di Miniso					

4. **IMPULSE BUYING**

No	Pernyataan	SS	S	N	TS	STS
1	Saya membeli produk Miniso tanpa berfikir panjang.					
2	Saya membeli produk Miniso tanpa direncanakan sebelumnya.					
3	Saat melihat koleksi Miniso, secara spontan atau segera membelinya.					

LAMPIRAN 2 TABULASI DATA RESPONDEN

x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2
4	4	5	13	4	4	4	12
5	5	5	15	4	4	5	13
4	4	4	12	4	4	4	12
5	4	4	13	4	3	4	11
5	4	5	14	4	4	4	12
4	5	4	13	4	4	3	11
5	5	5	15	4	5	5	14
4	4	4	12	4	4	4	12
4	3	4	11	4	4	5	13
5	4	5	14	4	5	5	14
4	4	4	12	4	4	4	12
4	3	3	10	3	3	4	10
4	4	4	12	4	3	3	10
3	4	4	11	3	3	3	9
5	5	5	15	4	4	4	12
5	4	4	13	3	3	4	10
4	5	4	13	4	4	4	12
5	4	5	14	4	4	4	12
5	5	3	13	4	4	3	11
4	4	4	12	4	4	4	12
4	4	4	12	3	4	4	11
4	4	5	13	3	3	4	10
4	3	3	10	3	3	3	9
4	4	4	12	4	4	4	12
4	5	4	13	3	3	3	9
4	4	4	12	3	3	4	10
4	4	4	12	4	4	4	12
4	4	3	11	4	4	3	11
4	4	3	11	5	5	4	14
4	3	3	10	2	2	3	7
5	5	5	15	5	5	5	15
4	4	4	12	4	4	4	12
3	3	3	9	3	3	3	9
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4	3	4	11	3	4	3	10
4	3	3	10	4	4	4	12
5	4	4	13	3	3	3	9

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3	4	4	11	3	4	3	10
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5	4	5	14	4	4	4	12
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4	5	5	14	4	5	4	13
5	5	4	14	5	5	4	14
4	4	4	12	4	3	4	11
5	5	5	15	5	5	5	15
5	5	5	15	5	5	5	15

y1.1	y1.2	y1.3	y1	y2.1	y2.2	y2.3	y2
4	5	4	13	4	4	5	13
5	5	5	15	5	5	4	14
4	3	4	11	4	4	3	11
4	4	4	12	4	4	4	12
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4	3	3	10	3	5	4	12
4	3	4	11	3	3	3	9
4	4	4	12	4	4	4	12
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5	5	4	14	5	5	5	15
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3	3	4	10	4	4	4	12
3	3	3	9	4	3	3	10
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4	4	4	12	4	4	4	12
3	4	3	10	3	3	3	9
4	5	5	14	5	4	4	13
3	3	3	9	3	3	4	10
5	5	5	15	4	4	4	12
3	4	4	11	4	3	3	10
3	3	2	8	4	4	4	12
4	4	4	12	4	4	4	12
4	4	4	12	5	5	4	14
4	4	3	11	4	4	4	12
3	4	4	11	3	3	4	10
3	3	3	9	3	4	4	11
3	3	3	9	3	4	4	11

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4	3	3	10	4	4	3	11
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5	4	4	13	3	4	4	11
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4	3	4	11	4	3	3	10
4	4	4	12	4	5	5	14
3	3	3	9	3	4	4	11
2	3	3	8	3	3	3	9
4	4	5	13	4	4	4	12
4	4	3	11	4	3	3	10
4	4	4	12	3	4	4	11
5	4	5	14	5	5	4	14
5	3	4	12	4	4	4	12
5	5	5	15	5	5	5	15
5	5	5	15	5	5	5	15

LAMPIRAN 3 HASIL ANALISIS DATA

ANALISIS DESKRIPTIF

Statistics

		x1.1	x1.2	x1.3	SERVICESCAP E
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.0700	3.9700	3.9500	11.9900
Std. Deviation		.63968	.62692	.68718	1.64835

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	17	17.0	17.0	17.0
	4.00	59	59.0	59.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	18	18.0	18.0	19.0
	4.00	64	64.0	64.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

x1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	23	23.0	23.0	24.0
Valid 4.00	56	56.0	56.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Statistics

		x2.1	x2.2	x2.3	HEDONIC VALUE
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.7700	3.7000	3.7300	11.2000
Std. Deviation		.69420	.73168	.66447	1.82020

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	32	32.0	32.0	34.0
Valid 4.00	53	53.0	53.0	87.0
5.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	37	37.0	37.0	40.0
Valid 4.00	47	47.0	47.0	87.0
5.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	

x2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	33	33.0	33.0	35.0
Valid 4.00	55	55.0	55.0	90.0
5.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Statistics

	y1.1	y1.2	y1.3	SHOPPING EMOTION
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	3.6600	3.6400	3.7000	11.0000
Std. Deviation	.75505	.73195	.75879	1.95402

y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	39	39.0	39.0	43.0
Valid 4.00	44	44.0	44.0	87.0
5.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	

y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	39	39.0	39.0	43.0
Valid 4.00	46	46.0	46.0	89.0
5.00	11	11.0	11.0	100.0
Total	100	100.0	100.0	

y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	36	36.0	36.0	40.0
Valid 4.00	46	46.0	46.0	86.0
5.00	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Statistics

	y2.1	y2.2	y2.3	IMPULSE BUYING
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	3.8500	3.8400	3.7500	11.4400
Std. Deviation	.65713	.69224	.68718	1.69563

y2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	27	27.0	27.0	28.0
Valid 4.00	58	58.0	58.0	86.0
5.00	14	14.0	14.0	100.0
Total	100	100.0	100.0	

y2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	33	33.0	33.0	33.0
4.00	50	50.0	50.0	83.0
5.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	33	33.0	33.0	35.0
4.00	53	53.0	53.0	88.0
5.00	12	12.0	12.0	100.0
Total	100	100.0	100.0	

HASIL UJI VALIDITAS

		Correlations			
		x1.1	x1.2	x1.3	SERVICESCAPE
					E
x1.1	Pearson Correlation	1	.534**	.651**	.863**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x1.2	Pearson Correlation	.534**	1	.512**	.801**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x1.3	Pearson Correlation	.651**	.512**	1	.865**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
SERVICESCAPE	Pearson Correlation	.863**	.801**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

		Correlations			
		x2.1	x2.2	x2.3	HEDONIC
					VALUE
x2.1	Pearson Correlation	1	.638**	.609**	.860**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.638**	1	.663**	.887**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.609**	.663**	1	.864**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
HEDONIC VALUE	Pearson Correlation	.860**	.887**	.864**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		y1.1	y1.2	y1.3	SHOPPING EMOTION
y1.1	Pearson Correlation	1	.562**	.649**	.849**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.562**	1	.695**	.862**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.649**	.695**	1	.899**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
SHOPPING EMOTION	Pearson Correlation	.849**	.862**	.899**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		y2.1	y2.2	y2.3	IMPULSE BUYING
y2.1	Pearson Correlation	1	.502**	.408**	.758**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.502**	1	.701**	.887**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.408**	.701**	1	.850**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
IMPULSE BUYING	Pearson Correlation	.758**	.887**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

HASIL UJI RELIABILITAS

X1

Reliability Statistics	
Cronbach's Alpha	N of Items
.796	3

X2

Reliability Statistics	
Cronbach's Alpha	N of Items
.840	3

Y1

Reliability Statistics	
Cronbach's Alpha	N of Items
.839	3

Y2

Reliability Statistics	
Cronbach's Alpha	N of Items
.778	3

HASIL UJI REGRESI LINIER BERGANDA

Output Regresi persamaan 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	HEDONIC VALUE, SERVICESCAP E ^b		Enter

a. Dependent Variable: SHOPPING EMOTION

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.513	.503	1.37764

a. Predictors: (Constant), HEDONIC VALUE, SERVICESCAPE

b. Dependent Variable: SHOPPING EMOTION

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	193.904	2	96.952	51.084	.000 ^b
	Residual	184.096	97	1.898		
	Total	378.000	99			

a. Dependent Variable: SHOPPING EMOTION

b. Predictors: (Constant), HEDONIC VALUE, SERVICESCAPE

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.635	1.054		.603	.548
SERVESCAPE	.449	.108	.378	4.146	.000
HEDONIC VALUE	.445	.098	.415	4.544	.000

a. Dependent Variable: SHOPPING EMOTION

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.36365452
	Absolute	.073
Most Extreme Differences	Positive	.073
	Negative	-.040
Kolmogorov-Smirnov Z		.734
Asymp. Sig. (2-tailed)		.655

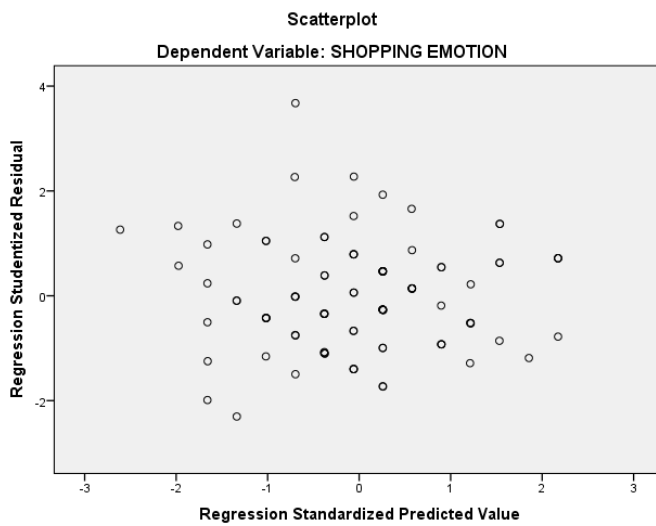
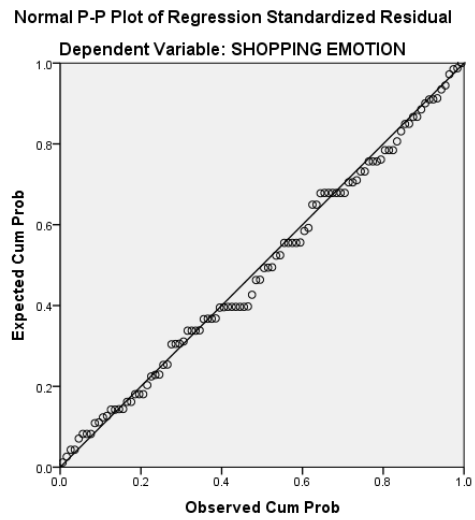
a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 SERVESCAPE	.603	1.659
HEDONIC VALUE	.603	1.659

a. Dependent Variable: SHOPPING EMOTION



UJI GLETSER

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.824	.639	2.855	.005
	SERVICESCAPE	-.019	.066	-.038	.772
	HEDONIC VALUE	-.047	.059	-.102	.435

a. Dependent Variable: AbsResidual1

Output Regresi persamaan 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SHOPPING EMOTION, SERVICESCAPE, HEDONIC VALUE ^b	.	Enter

a. Dependent Variable: IMPULSE BUYING

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740 ^a	.548	.534	1.15755

a. Predictors: (Constant), SHOPPING EMOTION, SERVICESCAPE, HEDONIC VALUE

b. Dependent Variable: IMPULSE BUYING

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156.006	3	52.002	38.809	.000 ^b
	Residual	128.634	96	1.340		
	Total	284.640	99			

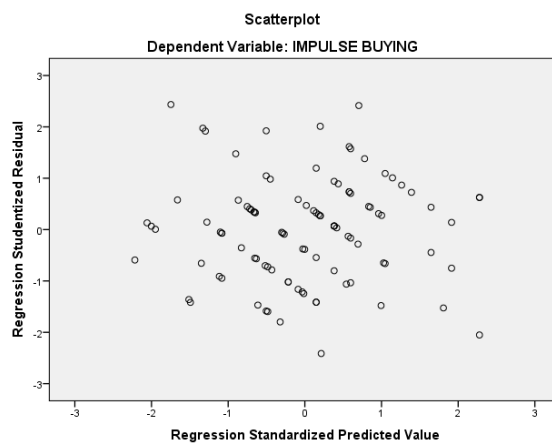
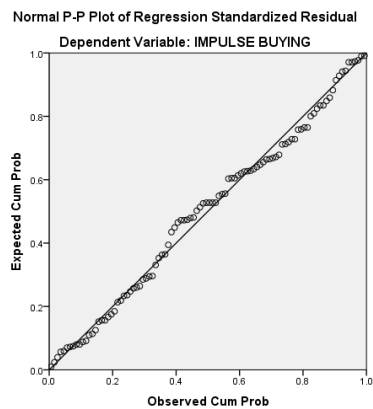
a. Dependent Variable: IMPULSE BUYING

b. Predictors: (Constant), SHOPPING EMOTION, SERVICESCAPE, HEDONIC VALUE

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.406	.888		2.710	.008
	SERVESCAPE	.270	.099	.262	2.734	.007
	HEDONIC VALUE	.228	.091	.245	2.518	.013
	SHOPPING EMOTION	.295	.085	.340	3.457	.001

a. Dependent Variable: IMPULSE BUYING



Coefficients^a

Model	Collinearity Statistics		
	Tolerance	VIF	
1	SERVICESCAPE	.512	1.953
	HEDONIC VALUE	.497	2.012
	SHOPPING EMOTION	.487	2.053

a. Dependent Variable: IMPULSE BUYING

UJI GLETSER**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.687	.540	.090	1.271	.207
	SERVICESCAPE	.038	.060	-.044	.630	.530
	HEDONIC VALUE	-.017	.055	-.014	-.304	.762
	SHOPPING EMOTION	-.005	.052		-.093	.926

a. Dependent Variable: AbsResidual2

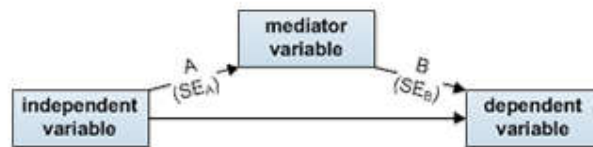
NPar Tests**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.13988131
	Absolute	.064
Most Extreme Differences	Positive	.052
	Negative	-.064
Kolmogorov-Smirnov Z		.643
Asymp. Sig. (2-tailed)		.803

a. Test distribution is Normal.

b. Calculated from data.

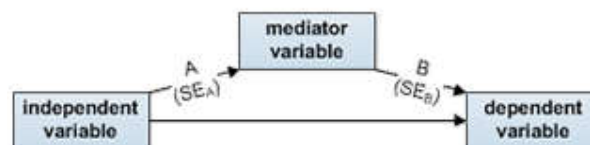
UJI SOBEL

A: ?B: ?SE_A: ?SE_B: ?**Calculate!**

Sobel test statistic: 2.63401843

One-tailed probability: 0.00421905

Two-tailed probability: 0.00843809

A: ?B: ?SE_A: ?SE_B: ?**Calculate!**

Sobel test statistic: 2.90785828

One-tailed probability: 0.00181957

Two-tailed probability: 0.00363913