

Lampiran 1. Kuesioner

Kuesioner

Responden Yth,

Saya adalah mahasiswi program Studi Manajemen Fakultas Ekonomi Universitas Islam Sultan Agung Semarang yang sedang melakukan penelitian mengenai **“PENGARUH HEDONIC SHOPPING VALUE DAN SHOPPING LIFESTYLE TERHADAP IMPULSE BUYING MELALUI POSITIVE EMOTION”**. Penelitian ini merupakan bagian dari tugas akhir untuk memenuhi sebagian dari syarat-syarat guna mencapai gelar sarjana S-1. Demi tercapainya hasil yang diinginkan, mohon kesediaan anda untuk ikut berpartisipasi dengan mengisi kuesioner ini dengan lengkap dan benar. Semua informasi yang saya peroleh sebagai hasil kuesioner ini bersifat rahasia dan hanya dipergunakan untuk kepentingan akademis. Tidak ada jawaban yang benar ataupun salah dalam penelitian ini. Atas kesediaannya saya ucapkan terima kasih.

Petunjuk : Berilah tanda silang (X) pada nomor yang tersedia sesuai dengan jawaban yang anda pilih. Pilih salah satu jawaban saja untuk setiap pertanyaan, kecuali ada petunjuk khusus.

Profil Responden

Untuk mengetahui profil responden yang ada di dalam penelitian ini, saya membutuhkan informasi sebagai berikut :

Jenis Kelamin

<input type="checkbox"/>	Pria
<input type="checkbox"/>	Wanita

Usia

<input type="checkbox"/>	20 s/d 26 tahun
<input type="checkbox"/>	27 s/d 33 tahun
<input type="checkbox"/>	34 s/d 40 tahun
<input type="checkbox"/>	48 s/d 55 tahun
<input type="checkbox"/>	56 tahun keatas

Intensitas berbelanja
dalam 1 bulan

<input type="checkbox"/>	1-2 kali
<input type="checkbox"/>	3-4 kali
<input type="checkbox"/>	lebih dari 4 kali

Pekerjaan		Pelajar/Mahasiswa
		Pegawai Negri
		Pegawai Swasta
		Profesional
Pendapatan per Bulan		Rp. 2.000.000 – Rp. 2.500.000
		Rp. 2.500.000 – Rp. 3.000.000
		Lebih dari Rp. 3.000.000

Mohon semua pertanyaan di bawah ini diisi dengan lengkap, karena kelengkapan informasi akan membantu peneliti dalam menyelesaikan penelitian.

- STS = Sangat Tidak Setuju
- TS = Tidak Setuju
- CS = Cukup Setuju
- S = Setuju
- SS = Sangat Setuju

Hedonic Motives (Motif Hedonis)

No.	Pertanyaan	STS	TS	CS	S	SS
1.	Ketika berbelanja saya merasakan petualangan yang seru dan menyenangkan					
2.	Bagi saya, belanja dapat mengatasi dan mengurangi stress					
3.	Saya sering berbelanja ketika sedang ada <i>sale</i> atau diskon					
4.	Saya menikmati berbelanja untuk teman dan keluarga saya					
5.	Saya belanja sebagai sarana untuk mengikuti trend fashion					

Shopping lifestyle (Gaya Belanja)

No.	Pertanyaan	STS	TS	CS	S	SS
1.	Saya cenderung tertarik berbelanja produk fashion dengan model terbaru					
2.	Saya cenderung mencari produk fashion dengan merk terkenal					
3.	Saya cenderung berbelanja produk fashion yang memiliki kualitas terbaik					
4.	Saya cenderung berbelanja produk fashion lebih dari satu merk					
5.	Saya cenderung berbelanja produk fashion yang sama sesuai dengan yang ditawarkan melalui iklan					

Positive emotion

No.	Pertanyaan	STS	TS	CS	S	SS
1	Saya merasa tempat ini membuat saya nyaman saat belanja					
2	Berbelanja di Duta Mode ada kepuasan tersendiri					
3	Saya merasa senang dengan lingkungan Duta Mode					

Impulse buying (Pembelian Impulsif)

No.	Pertanyaan	STS	TS	CS	S	SS
1	Saya cenderung berbelanja tanpa berpikir panjang terlebih dahulu atau spontanitas pembelian					
2	Saya cenderung membeli produk fashion meskipun tidak begitu membutuhkannya					
3	Saya cenderung berbelanja apabila terdapat tawaran khusus					
4	Saya cenderung terobsesi membelanjakan uang saya baik sebagian maupun seluruhnya untuk produk pakaian					
5	Saya membeli barang diluar rencana akan terjadi ketika ada produk yang menarik meskipun tidak membutuhkan					

Lampiran 2. Hasil Olah Distribusi Frekuensi

Frequencies

		Statistics				
		JK	USIA	intensitas	pendapatan	pekerjaan
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Frequency Table

		JK			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	perempuan	72	72,0	72,0	72,0
	laki-laki	28	28,0	28,0	100,0
Total		100	100,0	100,0	

		USIA			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26-35 tahun	29	29,0	29,0	29,0
	36-45 tahun	20	20,0	20,0	49,0
	46-55 tahun	24	24,0	24,0	73,0
	> 55 tahun	27	27,0	27,0	100,0
Total		100	100,0	100,0	

intensitas

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 kali	12	12,0	12,0	12,0
3-4 kali	40	40,0	40,0	52,0
> 4 kali	48	48,0	48,0	100,0
Total	100	100,0	100,0	

pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rp. 2.000.000 – Rp. 2.500.000	40	40,0	40,0	40,0
Rp. 2.500.000 – Rp. 3.000.000	42	42,0	42,0	82,0
Lebih dari Rp. 3.000.000	18	18,0	18,0	100,0
Total	100	100,0	100,0	

pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid pegawai swasta	30	30,0	30,0	30,0
PNS	27	27,0	27,0	57,0
Wiraswasta/pedagang	24	24,0	24,0	81,0
lainnya	19	19,0	19,0	100,0
Total	100	100,0	100,0	

Frequencies

		Statistics				
		X1.1	X1.2	X1.3	X1.4	X1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4,29	4,33	4,63	4,46	3,85

Frequency Table

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	71	71,0	71,0	71,0
	SS	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

		X1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	23	23,0	23,0	23,0
	S	21	21,0	21,0	44,0
	SS	56	56,0	56,0	100,0
	Total	100	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	2	2,0	2,0	2,0
	S	33	33,0	33,0	35,0
	SS	65	65,0	65,0	100,0
	Total	100	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	11	11,0	11,0	11,0
	S	32	32,0	32,0	43,0
	SS	57	57,0	57,0	100,0
	Total	100	100,0	100,0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	34	34,0	34,0	34,0
	S	47	47,0	47,0	81,0
	SS	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

Frequencies

Statistics

		X2.1	X2.2	X2.3	X2.4	X2.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4,59	4,22	4,26	4,21	4,33

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	17	17,0	17,0	17,0
	S	7	7,0	7,0	24,0
	SS	76	76,0	76,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	24	24,0	24,0	24,0
	S	30	30,0	30,0	54,0
	SS	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	14	14,0	14,0	14,0
	S	46	46,0	46,0	60,0
	SS	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	20	20,0	20,0	20,0
	S	39	39,0	39,0	59,0
	SS	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	20	20,0	20,0	20,0
	S	27	27,0	27,0	47,0
	SS	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

Frequencies

		Statistics		
		Y1.1	Y1.2	Y1.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3,89	3,91	3,89

Frequency Table

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	23	23,0	23,0	23,0
	S	65	65,0	65,0	88,0
	SS	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	21	21,0	21,0	21,0
	S	67	67,0	67,0	88,0
	SS	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	25	25,0	25,0	25,0
	S	61	61,0	61,0	86,0
	SS	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Frequencies

		Statistics				
		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4,51	4,38	4,32	4,23	4,16

Frequency Table

		Y2.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	21	21,0	21,0	21,0
	S	7	7,0	7,0	28,0
	SS	72	72,0	72,0	100,0
	Total	100	100,0	100,0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	8	8,0	8,0	8,0
	S	46	46,0	46,0	54,0
	SS	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	22	22,0	22,0	22,0
	S	24	24,0	24,0	46,0
	SS	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	8	8,0	8,0	8,0
	S	61	61,0	61,0	69,0
	SS	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

Y2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	84	84,0	84,0	84,0
	SS	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Lampiran 3. Hasil Uji Validitas

Correlations

		Correlations				
		X1.1	X1.2	X1.3	X1.4	X1.5
X1.1	Pearson Correlation	1	,279**	,199*	-,075	,444**
	Sig. (1-tailed)		,003	,023	,228	,000
	N	100	100	100	100	100
X1.2	Pearson Correlation	,279**	1	-,065	,121	-,120
	Sig. (1-tailed)	,003		,261	,116	,117
	N	100	100	100	100	100
X1.3	Pearson Correlation	,199*	-,065	1	,029	-,283**
	Sig. (1-tailed)	,023	,261		,389	,002
	N	100	100	100	100	100
X1.4	Pearson Correlation	-,075	,121	,029	1	-,269**
	Sig. (1-tailed)	,228	,116	,389		,003
	N	100	100	100	100	100
X1.5	Pearson Correlation	,444**	-,120	-,283**	-,269**	1
	Sig. (1-tailed)	,000	,117	,002	,003	
	N	100	100	100	100	100

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

* . Correlation is significant at the 0.05 level (1-tailed).

Correlations

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	x1
X1.1	Pearson Correlation	1	,279**	,199*	-,075	,444**	,715**
	Sig. (1-tailed)		,003	,023	,228	,000	,000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	,279**	1	-,065	,121	-,120	,622**
	Sig. (1-tailed)	,003		,261	,116	,117	,000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	,199*	-,065	1	,029	-,283**	,256**
	Sig. (1-tailed)	,023	,261		,389	,002	,005
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	-,075	,121	,029	1	-,269**	,390**
	Sig. (1-tailed)	,228	,116	,389		,003	,000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	,444**	-,120	-,283**	-,269**	1	,328**
	Sig. (1-tailed)	,000	,117	,002	,003		,000
	N	100	100	100	100	100	100
x1	Pearson Correlation	,715**	,622**	,256**	,390**	,328**	1
	Sig. (1-tailed)	,000	,000	,005	,000	,000	
	N	100	100	100	100	100	100

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

* . Correlation is significant at the 0.05 level (1-tailed).

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	x2
X2.1	Pearson Correlation	1	,000	,547**	-,442**	-,340**	,397**
	Sig. (1-tailed)		,499	,000	,000	,000	,000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	,000	1	,149	-,125	-,287**	,435**
	Sig. (1-tailed)	,499		,069	,107	,002	,000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	,547**	,149	1	-,570**	-,417**	,345**
	Sig. (1-tailed)	,000	,069		,000	,000	,000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	-,442**	-,125	-,570**	1	,575**	,276**
	Sig. (1-tailed)	,000	,107	,000		,000	,003
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	-,340**	-,287**	-,417**	,575**	1	,326**
	Sig. (1-tailed)	,000	,002	,000	,000		,000
	N	100	100	100	100	100	100
x2	Pearson Correlation	,397**	,435**	,345**	,276**	,326**	1
	Sig. (1-tailed)	,000	,000	,000	,003	,000	
	N	100	100	100	100	100	100

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

Correlations

		Correlations			
		Y1.1	Y1.2	Y1.3	Y1
Y1.1	Pearson Correlation	1	,516**	,302**	,796**
	Sig. (1-tailed)		,000	,001	,000
	N	100	100	100	100
Y1.2	Pearson Correlation	,516**	1	,258**	,770**
	Sig. (1-tailed)	,000		,005	,000
	N	100	100	100	100
Y1.3	Pearson Correlation	,302**	,258**	1	,703**
	Sig. (1-tailed)	,001	,005		,000
	N	100	100	100	100
Y1	Pearson Correlation	,796**	,770**	,703**	1
	Sig. (1-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Correlations

		Correlations					
		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	y2
Y2.1	Pearson Correlation	1	-,007	-,140	,006	,128	,562**
	Sig. (1-tailed)		,471	,082	,478	,102	,000
	N	100	100	100	100	100	100
Y2.2	Pearson Correlation	-,007	1	-,121	-,431**	-,047	,193*
	Sig. (1-tailed)	,471		,116	,000	,322	,027
	N	100	100	100	100	100	100
Y2.3	Pearson Correlation	-,140	-,121	1	,120	,131	,553**
	Sig. (1-tailed)	,082	,116		,118	,098	,000
	N	100	100	100	100	100	100
Y2.4	Pearson Correlation	,006	-,431**	,120	1	-,079	,287**
	Sig. (1-tailed)	,478	,000	,118		,218	,002
	N	100	100	100	100	100	100
Y2.5	Pearson Correlation	,128	-,047	,131	-,079	1	,376**
	Sig. (1-tailed)	,102	,322	,098	,218		,000
	N	100	100	100	100	100	100
y2	Pearson Correlation	,562**	,193*	,553**	,287**	,376**	1
	Sig. (1-tailed)	,000	,027	,000	,002	,000	
	N	100	100	100	100	100	100

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

* . Correlation is significant at the 0.05 level (1-tailed).

Lampiran 4. Hasil Uji Reliabilitas

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,604	6

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,628	6

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,805	4

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,630	6

Lampiran 5. Hasil Uji Regresi

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x2, x1 ^b	.	Enter

a. Dependent Variable: Y1

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,652 ^a	,425	,413	1,025

a. Predictors: (Constant), x2, x1

b. Dependent Variable: Y1

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	75,409	2	37,705	35,863	,000 ^b
Residual	101,981	97	1,051		
Total	177,390	99			

a. Dependent Variable: Y1

b. Predictors: (Constant), x2, x1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-4,202	1,881		-2,234	,028		
x1	,341	,076	,376	4,480	,000	,840	1,191
x2	,396	,083	,403	4,795	,000	,840	1,191

a. Dependent Variable: Y1

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Y1, x1, x2 ^b	.	Enter

a. Dependent Variable: y2

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,830 ^a	,688	,679	,760

a. Predictors: (Constant), Y1, x1, x2

b. Dependent Variable: y2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122,514	3	40,838	70,656	,000 ^b
	Residual	55,486	96	,578		
	Total	178,000	99			

a. Dependent Variable: y2

b. Predictors: (Constant), Y1, x1, x2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,572	1,430		3,197	,002	
	x1	,334	,062	,369	5,400	,000	,696 1,437
	x2	,240	,068	,243	3,520	,001	,679 1,473
	Y1	,397	,075	,396	5,274	,000	,575 1,739

a. Dependent Variable: y2

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x2, x1 ^b	.	Enter

a. Dependent Variable: absres

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,166 ^a	,028	,007	,61143

a. Predictors: (Constant), x2, x1

b. Dependent Variable: absres

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,026	2	,513	1,372	,259 ^b
	Residual	36,263	97	,374		
	Total	37,289	99			

a. Dependent Variable: absres

b. Predictors: (Constant), x2, x1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,114	1,122		,994	,323		
x1	-,071	,045	-,170	1,558	,123	,840	1,191
x2	,056	,049	,125	1,140	,257	,840	1,191

a. Dependent Variable: absres

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Y1, x1, x2 ^b	.	Enter

a. Dependent Variable: absres2

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,167 ^a	,028	-,003	,51727

a. Predictors: (Constant), Y1, x1, x2

b. Dependent Variable: absres2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,734	3	,245	,915	,437 ^b
	Residual	25,687	96	,268		
	Total	26,421	99			

a. Dependent Variable: absres2

b. Predictors: (Constant), Y1, x1, x2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,412	,973		,424	,673		
x1	-,033	,042	-,094	-,782	,436	,696	1,437
x2	-,003	,046	-,009	-,071	,944	,679	1,473
Y1	,078	,051	,201	1,516	,133	,575	1,739

a. Dependent Variable: absres2

NPar Tests

One-Sample Kolmogorov-Smimov Test

		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters ^{a,b}	Mean	,0000000	,0000000
	Std. Deviation	1,01494162	,74864368
Most Extreme Differences	Absolute	,061	,099
	Positive	,061	,056
	Negative	-,042	-,099
Test Statistic		,061	,099
Asymp. Sig. (2-tailed)		,200 ^{c,d}	,200 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.