KUESIONER PENELITIAN

Pengaruh Religiusitas Terhadap Minat Beli dengan Sikap dan Gaya Hidup Sebagai Variabel Intervening
(Studi Kasus Pada Pelanggan Gamis Sekar Arum Store di Semarang)

Pelanggan / Responden yang terhormat,

Berkenaan dengan penelitian mengenai "***Pengaruh Religiusitas Terhadap Minat Beli dengan Sikap dan Gaya Hidup Sebagai Variabel Intervening (Studi Kasus Pada Pelanggan Gamis Sekar Arum Store di Semarang***" Saya mohon kesediaan Bapak/Ibu untuk mengisi kuesioner berikut ini. Kerahasiaan identitas Bapak/Ibu 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. Jenis Kelamin : ☐ Pria ☐ Wanita ***)**
2. Usia : ……
3. Pendidikan Terakhir : ☐SD ☐SMP ☐SMU ☐Diploma ☐S1 ☐S2 ☐S3 ***)**
4. Penghasilan Per-Bulan : ☐ Rp. 2.000.000 – Rp. 2.500.000
   ☐ Rp. 2.500.000 – Rp. 3.000.000
   ☐ > Rp. 3.000.000 ***)**
5. Pekerjaan : ……

Atas perhatian dan partisipasi Bapak/Ibu, saya ucapkan terima kasih.

Hormat saya,

(**Luluk Fauzul M.**)

No	Minat beli	STS	TS	N	S	SS
1.	Saya berencana membeli busana muslim beberapa waktu kedepan					
2.	Saya akan membeli busana muslim yang sedang trend saat ini					
3.	Saya lebih suka / prioritas membeli busana muslim sesuai kepribadian saya					
Bagaimana minat anda melakukan pembelian produk busana muslim ? Mohon jelaskan ……. ..						

No.	Gaya Hidup	STS	TS	N	S	SS
1.	Saya lebih percaya diri dengan menggunakan busana muslim					
2.	Saya menggunakan busana muslim untuk menunjang penampilan di kegiatan saya sehari-hari.					
3.	Saya lebih memilih menggunakan busana muslim yang nyaman dibandingkan hanya memntingkan design dan warnanya					
Bagaimana gaya hidup sehari-hari anda mendorong anda mengenakan busana muslim ? Mohon jelaskan ……. ..						

No.	Sikap	STS	TS	N	S	SS
1.	Saya menganggap busana muslim adalah pilihan terbaik.					
2.	Saya berbusana muslim sebagai bentuk kepatuhan terhadap hukum Islam					
3.	Saya sebagai umat muslim sangat dianjurkan untuk menggunakan busana muslim					
Bagaimana sikap mendorong anda melakukan pembelian produk busana muslim ? Mohon jelaskan ……. ..						

No.	Religiusitas	STS	TS	N	S	SS
1.	Saya mengenakan busana muslim sebagai kepercayaan saya terhadap Allah SWT					
2.	Setiap hari, saya selalu berbusana muslim					
3.	Saya menggunakan busana muslim sebagai wujud amal shaleh bagi muslimah					
4.	Setiap hari, saya belajar mengkaji ajaran Islam khususnya Kewajiban berbusana Islami / berjilbab					
5.	Saya menggunakan busana muslim ingin lebih dekat kepada Allah SWT / Amar Makruf Nahi Munkar					
Bagaimana religiusitas mendorong anda melakukan pembelian produk religiusitas ? Mohon jelaskan ……. ..						

Descriptives

33Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
RELI1	100	3	5	4.22	.613
RELI2	100	4	5	4.11	.314
RELI3	100	3	5	3.99	.460
RELI4	100	3	5	4.03	.437
RELI5	100	3	5	4.21	.924
Valid N (listwise)	100				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GH1	100	3	5	4.02	.550
GH2	100	3	5	3.80	.550
GH3	100	3	5	4.40	.620
Valid N (listwise)	100				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SK1	100	4	5	4.47	.502
SK2	100	3	5	3.86	.427
SK3	100	3	5	4.03	.937
Valid N (listwise)	100				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MB1	100	3	5	4.41	.637
MB2	100	3	5	3.93	.326
MB3	100	3	5	3.97	.948
Valid N (listwise)	100				

Frequencies

Statistics

		penghasilan	USIA	Pendidikan	pekerjaan
N	Valid	100	100	100	100
	Missing	0	0	0	0

Frequency Table

Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp. 2.000.000 – Rp. 2.500.000	25	25.0	25.0	25.0
	Rp. 2.500.000 – Rp. 3.000.000	25	25.0	25.0	50.0
	> Rp. 3.000.000	50	50.0	50.0	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	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	12	12.0	12.0	12.0
	SMA	34	34.0	34.0	46.0
	DIPLOMA	35	35.0	35.0	81.0
	SARJANA	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KARYAWAN SWASTA	49	49.0	49.0	49.0
	WIRASWASTA	28	28.0	28.0	77.0
	LAINNYA	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		RELI1	RELI2	RELI3	RELI4	RELI5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Frequency Table

RELI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.0	10.0	10.0
	4	58	58.0	58.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

RELI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	89	89.0	89.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

RELI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	11.0	11.0	11.0
	4	79	79.0	79.0	90.0
	5	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

RELI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.0	8.0	8.0
	4	81	81.0	81.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

RELI5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	34	34.0	34.0	34.0
	4	11	11.0	11.0	45.0
	5	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		RELI1	RELI2	RELI3	RELI4	RELI5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Frequency Table

RELI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.0	10.0	10.0
	4	58	58.0	58.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

RELI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	89	89.0	89.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

RELI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	11.0	11.0	11.0
	4	79	79.0	79.0	90.0
	5	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

RELI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.0	8.0	8.0
	4	81	81.0	81.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

RELI5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	34	34.0	34.0	34.0
	4	11	11.0	11.0	45.0
	5	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		GH1	GH2	GH3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.02	3.80	4.40

Frequency Table

GH1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14.0	14.0	14.0
	4	70	70.0	70.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

GH2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	27	27.0	27.0	27.0
	4	66	66.0	66.0	93.0
	5	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

GH3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.0	7.0	7.0
	4	46	46.0	46.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		SK1	SK2	SK3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.47	3.86	4.03

Frequency Table

SK1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	53	53.0	53.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

SK2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17.0	17.0	17.0
	4	80	80.0	80.0	97.0
	5	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

SK3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	42	42.0	42.0	42.0
	4	13	13.0	13.0	55.0
	5	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		MB1	MB2	MB3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.41	3.93	3.97

Frequency Table

MB1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	8.0	8.0	8.0
	4	43	43.0	43.0	51.0
	5	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

MB2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.0	9.0	9.0
	4	89	89.0	89.0	98.0
	5	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

MB3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	71	71.0	71.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Correlations

Correlations

		RELI1	RELI2	RELI3	RELI4	RELI5	RELI
RELI1	Pearson Correlation	1	.450**	-.028	.390**	-.279**	.479**
	Sig. (1-tailed)		.000	.391	.000	.003	.000
	N	100	100	100	100	100	100
RELI2	Pearson Correlation	.450**	1	.008	-.024	-.080	.373**
	Sig. (1-tailed)	.000		.470	.405	.214	.000
	N	100	100	100	100	100	100
RELI3	Pearson Correlation	-.028	.008	1	-.551**	.503**	.491**
	Sig. (1-tailed)	.391	.470		.000	.000	.000
	N	100	100	100	100	100	100
RELI4	Pearson Correlation	.390**	-.024	-.551**	1	-.091	.242**
	Sig. (1-tailed)	.000	.405	.000		.185	.008
	N	100	100	100	100	100	100
RELI5	Pearson Correlation	-.279**	-.080	.503**	-.091	1	.674**
	Sig. (1-tailed)	.003	.214	.000	.185		.000
	N	100	100	100	100	100	100
RELI	Pearson Correlation	.479**	.373**	.491**	.242**	.674**	1
	Sig. (1-tailed)	.000	.000	.000	.008	.000	
	N	100	100	100	100	100	100

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

Correlations

Correlations

		GH1	GH2	GH3	GH
GH1	Pearson Correlation	1	.147	.095	.711**
	Sig. (1-tailed)		.073	.174	.000
	N	100	100	100	100
GH2	Pearson Correlation	.147	1	.652**	.690**
	Sig. (1-tailed)	.073		.000	.000
	N	100	100	100	100
GH3	Pearson Correlation	.095	.652**	1	.653**
	Sig. (1-tailed)	.174	.000		.000
	N	100	100	100	100
GH	Pearson Correlation	.711**	.690**	.653**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	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

		SK1	SK2	SK3	SIKAP
SK1	Pearson Correlation	1	.452**	-.374**	.355**
	Sig. (1-tailed)		.000	.000	.000
	N	100	100	100	100
SK2	Pearson Correlation	.452**	1	.516**	.789**
	Sig. (1-tailed)	.000		.000	.000
	N	100	100	100	100
SK3	Pearson Correlation	-.374**	.516**	1	.700**
	Sig. (1-tailed)	.000	.000		.000
	N	100	100	100	100
SIKAP	Pearson Correlation	.355**	.789**	.700**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	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

		MB1	MB2	MB3	MB
MB1	Pearson Correlation	1	.237**	-.180*	.501**
	Sig. (1-tailed)		.009	.036	.000
	N	100	100	100	100
MB2	Pearson Correlation	.237**	1	.353**	.490**
	Sig. (1-tailed)	.009		.000	.000
	N	100	100	100	100
MB3	Pearson Correlation	-.180*	.353**	1	.714**
	Sig. (1-tailed)	.036	.000		.000
	N	100	100	100	100
MB	Pearson Correlation	.501**	.490**	.714**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (1-tailed).
*. Correlation is significant at the 0.05 level (1-tailed).

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
.621	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
.763	5

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
.696	5

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
.666	5

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters[a,b]	Mean	.0000000	.0000000
	Std. Deviation	1.01328907	.74646216
Most Extreme Differences	Absolute	.057	.084
	Positive	.057	.048
	Negative	-.035	-.084
Test Statistic		.057	.084
Asymp. Sig. (2-tailed)		.200[c,d]	.079[c]

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

NPar Tests

One-Sample Kolmogorov-Smirnov Test

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

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	RELI[b]	.	Enter

a. Dependent Variable: GH
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.368[a]	.136	.127	1.273

a. Predictors: (Constant), RELI

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.926	1	24.926	15.376	.000[b]
	Residual	158.864	98	1.621		
	Total	183.790	99			

a. Dependent Variable: GH
b. Predictors: (Constant), RELI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.056	1.931		4.691	.000		
	RELI	.367	.094	.368	3.921	.000	1.000	1.000

a. Dependent Variable: GH

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	RELI[b]	.	Enter

a. Dependent Variable: SIKAP
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527[a]	.278	.270	1.143

a. Predictors: (Constant), RELI

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.250	1	49.250	37.666	.000[b]
	Residual	128.140	98	1.308		
	Total	177.390	99			

a. Dependent Variable: SIKAP
b. Predictors: (Constant), RELI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.071	1.734		3.502	.001		
	RELI	.516	.084	.527	6.137	.000	1.000	1.000

a. Dependent Variable: SIKAP

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	SIKAP, RELI, GH[b]	.	Enter

a. Dependent Variable: MB
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831[a]	.690	.680	.758

a. Predictors: (Constant), SIKAP, RELI, GH

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.837	3	40.946	71.257	.000[b]
	Residual	55.163	96	.575		
	Total	178.000	99			

a. Dependent Variable: MB
b. Predictors: (Constant), SIKAP, RELI, GH

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.603	1.284		-1.248	.215		
	RELI	.361	.066	.368	5.468	.000	.714	1.401
	GH	.253	.068	.257	3.752	.000	.686	1.458
	SIKAP	.394	.075	.393	5.238	.000	.573	1.745

a. Dependent Variable: MB

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	SIKAP, RELI, GH[b]	.	Enter

a. Dependent Variable: absres
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214[a]	.046	.016	.50363

a. Predictors: (Constant), SIKAP, RELI, GH

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.173	3	.391	1.541	.209[b]
	Residual	24.350	96	.254		
	Total	25.522	99			

a. Dependent Variable: absres

b. Predictors: (Constant), SIKAP, RELI, GH

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.182	.853		-.213	.831		
	RELI	-.037	.044	-.098	-.834	.406	.714	1.401
	GH	-.011	.045	-.030	-.251	.802	.686	1.458
	SIKAP	.100	.050	.263	1.998	.049	.573	1.745

a. Dependent Variable: absres