

LAMPIRAN



DAFTAR PERTANYAAN (KUESIONER) PERAN *POSITIVE EMOTION* DALAM MEMEDIASI PENGARUH *FASHION INVOLVEMENT* DAN *VISUAL MERCHANDISING* TERHADAP *IMPULS BUYING*

Semarang, Maret 2019

Hal : Permohonan Pengisian Kuesioner
 Kepada Yth:
 Saudara/saudari Responden
 Di tempat

Dengan hormat,

Dalam rangka penyelesaian penyusunan skripsi jurusan Manajemen Universitas Islam Sultan Agung saya bermaksud untuk melakukan penelitian dengan judul **“PERAN *POSITIVE EMOTION* DALAM MEMEDIASI PENGARUH *FASHION INVOLVEMENT* DAN *VISUAL MERCHANDISING* TERHADAP *IMPULS BUYING*”** Kuesioner ini terdiri atas sejumlah pernyataan. Perlu saudara/saudari ketahui bahwa keberhasilan penelitian ini sangat tergantung dari partisipasi saudara/saudari dalam menjawab kuesioner.

Untuk mendapatkan data yang maksimal maka saya mengharapkan partisipasi saudara/saudari untuk menjawab beberapa pertanyaan dengan sebaik baiknya sesuai pengetahuan dan pengalaman yang dimiliki.

Sebelumnya saya ucapkan terimakasih sebesar-besarnya atas kesediaan bapak atau ibu yang telah membantu penelitian ini.

Hormat Saya,

Tulus Pamuji Widodo

Lampiran 1

KUESIONER PENELITIAN

Yth. Bapak/Ibu Responden

Bersama ini saya mohon kesediaan Bapak/Ibu untuk mengisi kuesioner dalam rangka penelitian saya yang berjudul: “**PERAN POSITIVE EMOTION DALAM MEMEDIASI PENGARUH FASHION INVOLVEMENT DAN VISUAL MERCHANDISING TERHADAP IMPULS BUYING**”.

Kuesioner ini terdiri atas sejumlah pernyataan. Perlu Bapak/Ibu ketahui bahwa keberhasilan penelitian ini sangat tergantung dari partisipasi Bapak/Ibu dalam menjawab kuesioner.

Cara Pengisian Kuesioner

Bapak/Ibu cukup memberikan tanda silang (X) pada pilihan jawaban yang tersedia (rentang angka dari 1 sampai dengan 5) sesuai dengan pendapat Bapak/Ibu. Setiap pernyataan mengharapkan hanya satu jawaban. Setiap angka akan mewakili tingkat kesesuaian dengan pendapat Bapak/Ibu:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

Atas partisipasi dan kerjasamanya, saya mengucapkan terima kasih.

Karakteristik / Identitas Responden

1. Nama Responden / Umur :
2. Jenis kelamin : a. Laki-laki
b. Perempuan
4. Pendapatan per bulan : a. < 2.000.000
b. 2.000.000-3.000.000
c. > 3.000.000

1.	FASHION INVOLVEMENT	STS	TS	N	S	SS
a.	Saya selalu tertarik dengan <i>trend fashion</i> terbaru					
	Alaasan :					
b.	Saya lebih mementingkan produk <i>fashion</i> dibanding produk yang lain pada saat berbelanja					
	Alasan :					
c.	<i>Fashion</i> yang saya gunakan mencerminkan kepribadian saya					
	Alasan:					
d.	Saya selalu mencari informasi mengenai <i>fashion</i> terbaru					
	Alasan :					

2.	<i>VISUAL MERCHANDISING</i>	STS	TS	N	S	SS
a.	Penataan pada luar distro <i>Heartbreak store</i> Demak menarik					
	Alasan :					
b.	Saya cenderung untuk mengandalkan produk yang dipasang pada patung unruk membuat keputusan pembelian					
	Alasan :					
c.	Penataan peralatan (rak, gantungan) sangat menarik					
	Alasan :					
d.	Distro <i>Heartbreak store</i> Demak selalu memberikan informasi tentang produk terbaru dan penawaran menarik					
	Alasan :					

3.	<i>POSITIVE EMOTION</i>	STS	TS	N	S	SS
a.	Saya merasa senang belanja di Distro <i>Heartbreak Store</i> Demak					
	Alasan :					
b.	Saya merasa puas belanja di Distro <i>Heartbreak Store</i> Demak					
	Alasan :					
c.	Saya merasa nyaman belanja di Distro <i>Heartbreak Store</i> Demak					
	Alasan :					
d.	Saya merasa bersemangat belanja di Distro <i>Heartbreak Store</i> Demak					
	Alasan :					

4.	<i>IMPULS BUYING</i>	STS	TS	N	S	SS
a.	Pada saat berbelanja, saya sering membeli produk secara spontan.					
	Alasan :					
b.	Saya sering membeli tanpa berfikir panjang di Distro <i>Heartbreak Store</i> Demak					
	Alasan :					
c.	Ada dorongan yang kuat untuk pembelian di Distro <i>Heartbreak Store</i> Demak					
	Alasan :					
d.	saya selalu membeli lebih dari seharusnya dan tidak mempedulikan akibat setelahnya					
	Alasan :					

Lampiran 2 Tabulasi

X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4	X2	Y1.1	Y1.2	Y1.3	Y1.4	Y1	Y2.1	Y2.2	Y2.3	Y2.4	Y2
5	3	4	4	16	4	3	3	5	15	4	4	3	5	16	3	3	4	3	13
3	4	3	3	13	3	3	4	4	14	4	3	3	4	14	3	3	4	2	12
4	3	3	4	14	5	4	4	5	18	4	4	4	5	17	3	4	3	3	13
3	3	3	3	12	3	3	3	4	13	3	3	3	4	13	3	3	3	3	12
4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15
3	2	3	3	11	3	3	3	3	12	3	4	3	4	14	3	3	3	3	12
3	3	3	3	12	3	4	4	4	15	5	5	4	5	19	4	4	4	4	16
4	4	4	4	16	4	4	4	5	17	5	5	5	5	20	4	4	5	4	17
4	3	3	4	14	3	3	3	4	13	4	3	3	4	14	3	3	4	3	13
4	3	3	3	13	3	2	3	3	11	3	3	3	3	12	2	2	3	1	8
4	4	4	3	15	3	3	3	4	13	4	4	4	4	16	3	3	3	2	11
3	3	3	4	13	3	3	3	3	12	4	3	3	3	13	3	2	3	2	10
4	4	4	4	16	4	3	4	4	15	3	4	3	4	14	4	4	4	3	15
4	3	3	3	13	3	4	3	4	14	3	3	3	3	12	4	3	4	3	14
2	2	2	3	9	3	2	3	3	11	2	3	2	3	10	3	3	3	3	12
4	3	3	4	14	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16
4	4	4	4	16	4	4	4	5	17	4	5	4	5	18	4	4	5	4	17
4	3	3	3	13	4	3	4	4	15	4	3	3	3	13	3	3	3	3	12
3	4	4	5	16	5	5	3	5	18	4	4	3	4	15	4	3	4	3	14
4	4	4	4	16	4	4	4	4	16	3	3	3	4	13	3	3	4	3	13
3	3	3	4	13	3	3	3	4	13	3	3	3	3	12	2	2	2	3	9
4	3	3	4	14	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16
4	4	5	5	18	4	4	4	5	17	4	4	4	5	17	4	4	5	4	17
4	3	3	4	14	4	3	3	4	14	3	3	4	4	14	4	3	4	4	15

4	4	4	4	16	4	4	4	4	16	5	4	4	4	17	4	4	5	4	17
3	4	4	4	15	5	4	4	5	18	4	5	4	5	18	4	5	5	5	19
4	4	3	3	14	3	3	3	3	12	3	3	3	4	13	3	3	4	3	13
5	3	3	4	15	3	4	3	4	14	4	4	3	4	15	4	3	4	3	14
4	4	4	4	16	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16
4	4	3	3	14	3	4	3	3	13	4	3	3	4	14	3	3	3	3	12
3	3	3	4	13	3	3	3	3	12	2	2	2	3	9	2	2	3	2	9
4	3	4	3	14	4	4	5	4	17	4	4	4	5	17	4	4	5	4	17
3	3	3	4	13	4	3	3	3	13	3	3	3	4	13	3	3	4	3	13
3	2	3	2	10	2	2	2	3	9	3	3	2	3	11	3	3	3	3	12
3	3	3	4	13	3	2	3	3	11	3	3	3	3	12	4	3	4	4	15
4	4	4	4	16	3	3	3	3	12	4	3	3	4	14	4	4	4	3	15
4	3	3	3	13	2	2	3	3	10	3	2	2	3	10	3	2	3	2	10
3	3	3	2	11	2	2	2	2	8	2	3	2	2	9	2	2	3	2	9
2	2	2	2	8	1	1	2	2	6	2	2	2	2	8	2	2	2	2	8
3	4	3	3	13	3	4	4	4	15	4	4	3	4	15	3	4	4	3	14
4	3	3	4	14	4	4	4	5	17	5	4	4	5	18	4	4	4	4	16
4	4	4	4	16	4	4	5	5	18	5	5	5	5	20	4	5	5	4	18
3	3	3	3	12	4	3	3	4	14	4	3	3	4	14	3	3	3	3	12
4	4	3	3	14	4	4	4	4	16	4	4	4	4	16	3	3	4	3	13
5	4	4	4	17	4	4	4	5	17	5	4	5	4	18	4	4	4	4	16
4	5	5	5	19	5	4	3	4	16	4	3	3	4	14	3	3	3	3	12
3	3	3	4	13	3	3	3	3	12	3	3	3	3	12	3	3	3	2	11
4	3	4	3	14	4	4	3	4	15	4	4	3	4	15	4	4	4	3	15
4	4	4	4	16	4	4	4	5	17	4	4	4	4	16	4	4	4	4	16
3	3	3	3	12	3	3	3	4	13	4	3	3	3	13	3	3	3	4	13
3	3	3	3	12	3	3	4	3	13	3	3	3	3	12	3	3	3	3	12

3	2	4	4	13	4	4	4	4	16	4	5	4	5	18	4	4	4	3	15
4	4	3	4	15	5	5	5	5	20	5	5	4	5	19	4	4	4	4	16
4	3	4	3	14	4	4	4	5	17	4	4	4	4	16	4	3	4	3	14
3	3	3	4	13	4	3	3	3	13	3	3	3	4	13	3	3	3	3	12
4	4	5	5	18	4	4	4	4	16	4	4	3	4	15	4	4	4	3	15
4	4	4	4	16	3	3	3	4	13	4	3	4	3	14	3	3	3	4	13
4	3	3	3	13	3	2	2	2	9	3	3	3	3	12	3	3	3	3	12
3	3	3	3	12	2	2	2	2	8	2	2	2	2	8	2	2	2	1	7
4	4	5	4	17	4	3	3	3	13	4	4	3	4	15	3	3	4	3	13
4	3	4	4	15	3	3	3	3	12	3	3	3	4	13	3	3	3	3	12
4	4	4	4	16	3	3	3	3	12	4	5	4	5	18	4	4	4	4	16
3	4	3	3	13	4	4	5	4	17	3	3	4	4	14	4	3	4	3	14
4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15
3	4	3	3	13	4	3	3	3	13	3	3	3	3	12	3	3	3	3	12
4	3	4	3	14	4	4	5	4	17	4	4	4	4	16	3	4	4	4	15
4	4	4	4	16	4	4	5	5	18	5	4	5	5	19	4	4	4	4	16
5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
4	3	3	4	14	4	4	4	4	16	3	4	3	4	14	3	4	4	4	15
4	4	4	5	17	5	5	4	4	18	4	4	4	5	17	4	4	5	4	17
3	3	3	4	13	4	3	3	3	13	3	3	3	3	12	3	3	3	3	12
4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	4	3	3	14
3	4	3	3	13	3	3	3	3	12	3	3	3	4	13	3	3	4	3	13
4	4	4	4	16	4	5	4	5	18	4	5	4	5	18	4	4	4	4	16
5	4	5	4	18	5	5	5	5	20	5	5	5	5	20	5	4	4	5	18
4	3	3	3	13	4	4	3	3	14	5	4	4	4	17	4	4	4	3	15
3	3	3	3	12	3	3	3	3	12	3	3	3	4	13	3	3	3	3	12
3	2	3	3	11	3	2	3	3	11	3	3	3	3	12	3	3	2	2	10

5	4	4	4	17	4	5	4	4	17	4	4	4	4	16	4	4	4	4	16
4	3	3	3	13	4	4	3	3	14	4	4	3	4	15	3	3	3	4	13
2	2	4	4	12	3	3	3	4	13	3	3	3	4	13	3	3	3	3	12
3	3	2	3	11	3	2	2	2	9	3	3	3	3	12	2	2	3	2	9
4	4	4	4	16	3	3	3	3	12	4	5	4	4	17	3	3	4	3	13
3	4	3	4	14	4	3	3	4	14	4	4	4	3	15	3	3	3	3	12
4	4	4	4	16	3	3	4	3	13	4	4	4	4	16	4	4	4	4	16
3	3	3	3	12	4	4	3	4	15	3	3	3	4	13	3	3	3	4	13
4	4	4	3	15	4	4	5	4	17	3	3	4	2	12	4	4	5	4	17
4	4	4	4	16	4	5	5	5	19	3	3	4	2	12	5	5	4	4	18
3	3	3	4	13	4	4	4	4	16	4	3	3	3	13	4	3	4	3	14
5	5	4	4	18	4	4	4	5	17	3	4	5	4	16	3	4	4	4	15
4	3	4	4	15	4	3	3	3	13	3	4	3	3	13	3	3	3	3	12
3	3	3	3	12	3	3	3	3	12	3	3	3	3	12	2	2	3	2	9
4	2	3	2	11	2	2	2	3	9	2	3	2	4	11	2	2	2	1	7
3	3	3	3	12	3	4	3	4	14	4	4	3	4	15	3	3	3	3	12
2	3	2	3	10	3	3	3	4	13	3	3	4	4	14	3	3	2	3	11
4	4	4	4	16	4	3	4	4	15	4	4	4	4	16	3	3	3	4	13
5	4	5	5	19	5	4	4	4	17	4	4	5	5	18	4	4	4	3	15
5	5	5	4	19	4	3	4	3	14	5	5	4	5	19	4	4	4	4	16
5	5	5	5	20	3	3	3	3	12	5	5	5	5	20	5	4	5	4	18
5	5	5	5	20	5	4	4	4	17	5	5	5	5	20	4	4	5	5	18

Lampiran 3 Hasil Distribusi

Frequencies

		Statistics			
		X1.1	X1.2	X1.3	X1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.70	3.43	3.53	3.65

Frequency Table

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	33	33.0	33.0	37.0
	S	52	52.0	52.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

		X1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.0	8.0	8.0
	N	47	47.0	47.0	55.0
	S	39	39.0	39.0	94.0
	SS	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	49	49.0	49.0	53.0
	S	37	37.0	37.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	36	36.0	36.0	40.0
	S	51	51.0	51.0	91.0
	SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Frequencies**Statistics**

		X2.1	X2.2	X2.3	X2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.61	3.42	3.50	3.77

Frequency Table**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	5	5.0	5.0	6.0
	N	36	36.0	36.0	42.0
	S	48	48.0	48.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	11	11.0	11.0	12.0
	N	41	41.0	41.0	53.0
	S	39	39.0	39.0	92.0
	SS	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7.0	7.0	7.0
	N	46	46.0	46.0	53.0
	S	37	37.0	37.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	N	32	32.0	32.0	37.0
	S	44	44.0	44.0	81.0
	SS	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Frequencies**Statistics**

		Y1.1	Y1.2	Y1.3	Y1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.68	3.65	3.49	3.89

Frequency Table

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	N	34	34.0	34.0	40.0
	S	46	46.0	46.0	86.0
	SS	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	42	42.0	42.0	46.0
	S	39	39.0	39.0	85.0
	SS	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.0	8.0	8.0
	N	45	45.0	45.0	53.0
	S	37	37.0	37.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	N	23	23.0	23.0	28.0
	S	50	50.0	50.0	78.0
	SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Frequencies

		Statistics			
		Y2.1	Y2.2	Y2.3	Y2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.41	3.36	3.65	3.25

Frequency Table

		Y2.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	9.0	9.0	9.0
	N	45	45.0	45.0	54.0
	S	42	42.0	42.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

		Y2.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	11.0	11.0	11.0
	N	46	46.0	46.0	57.0
	S	39	39.0	39.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

		Y2.3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	N	35	35.0	35.0	41.0
	S	47	47.0	47.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	11	11.0	11.0	14.0
	N	48	48.0	48.0	62.0
	S	34	34.0	34.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Lampiran 4

Uji Validitas dan Reliabilitas *fashion involvement*

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
.824	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	24.92	17.771	.740	.790
X1.2	25.19	17.570	.764	.784
X1.3	25.09	17.093	.850	.769
X1.4	24.97	17.928	.731	.793
Fashion Involvement	14.31	5.691	1.000	.848

Uji Validitas dan Reliabilitas *visual merchandising*

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
.837	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	24.99	24.697	.820	.801
X2.2	25.18	23.826	.878	.786
X2.3	25.10	24.717	.824	.801
X2.4	24.83	24.223	.842	.794
Visual Merchandising	14.30	7.909	1.000	.903

Uji Validitas dan Reliabilitas *positive emotion*

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
.837	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	25.74	23.972	.856	.795
Y1.2	25.77	23.835	.885	.791
Y1.3	25.93	24.227	.825	.800
Y1.4	25.53	24.110	.820	.799
Positive Emotion	14.71	7.804	1.000	.907

Uji Validitas dan Reliabilitas *impuls buying*

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
.839	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	23.93	22.914	.880	.800
Y2.2	23.98	22.646	.895	.796
Y2.3	23.69	22.721	.831	.801
Y2.4	24.09	22.285	.833	.795
Impulse Buying	13.67	7.355	1.000	.914

Lampiran 5

Regression_1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Visual Merchandising, Fashion Involvement ^b		Enter

a. Dependent Variable: Positive Emotion

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.620	.612	1.740

a. Predictors: (Constant), Visual Merchandising, Fashion Involvement

b. Dependent Variable: Positive Emotion

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	478.788	2	239.394	79.037	.000 ^b
	Residual	293.802	97	3.029		
	Total	772.590	99			

a. Dependent Variable: Positive Emotion

b. Predictors: (Constant), Visual Merchandising, Fashion Involvement

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.302	1.108		1.176	.243		
	Fashion Involvement	.452	.093	.386	4.859	.000	.621	1.609
	Visual Merchandising	.485	.079	.489	6.150	.000	.621	1.609

a. Dependent Variable: Positive Emotion

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Fashion Involvement	Visual Merchandising
1	1	2.970	1.000	.00	.00	.00
	2	.019	12.619	.72	.00	.56
	3	.011	16.378	.28	.99	.44

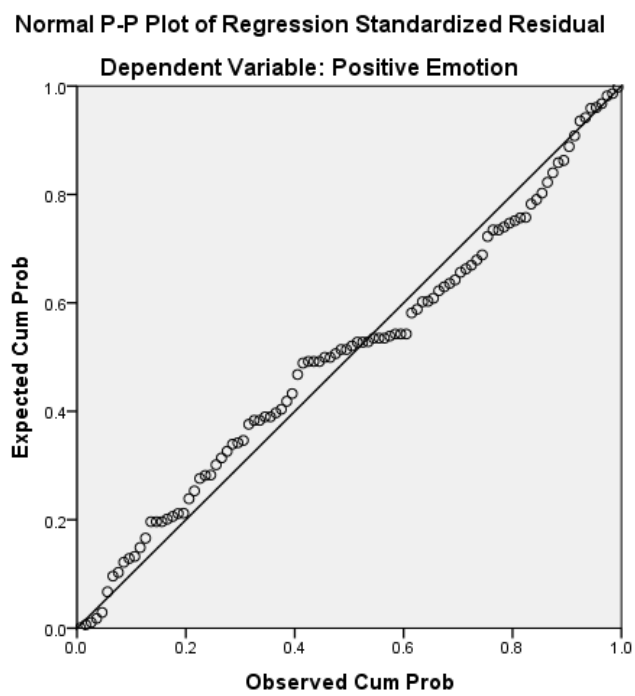
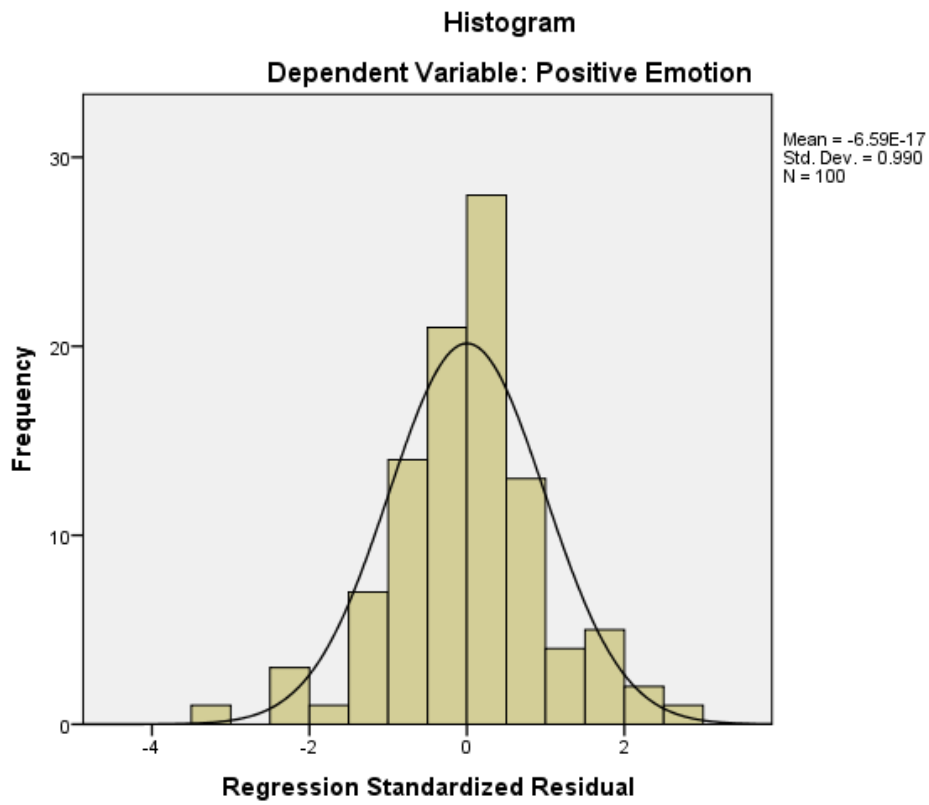
a. Dependent Variable: Positive Emotion

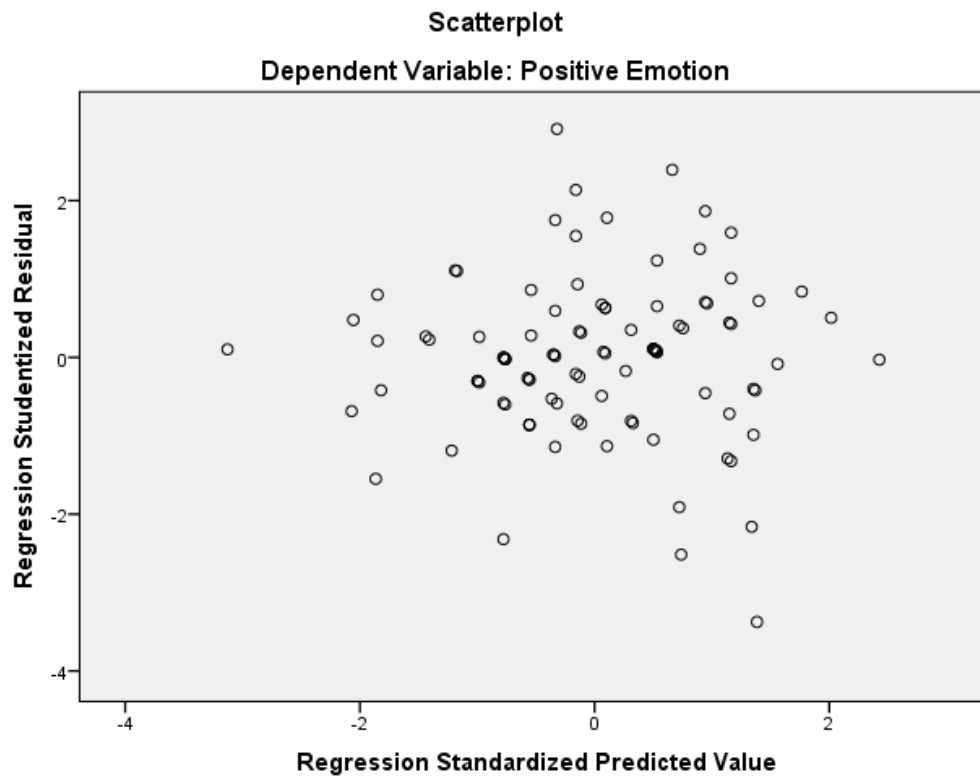
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.83	20.05	14.71	2.199	100
Std. Predicted Value	-3.128	2.427	.000	1.000	100
Standard Error of Predicted Value	.176	.679	.288	.090	100
Adjusted Predicted Value	7.81	20.05	14.70	2.196	100
Residual	-5.755	4.994	.000	1.723	100
Std. Residual	-3.307	2.870	.000	.990	100
Stud. Residual	-3.375	2.915	.002	1.010	100
Deleted Residual	-5.994	5.155	.008	1.793	100
Stud. Deleted Residual	-3.573	3.036	.001	1.028	100
Mahal. Distance	.018	14.096	1.980	2.134	100
Cook's Distance	.000	.343	.014	.040	100
Centered Leverage Value	.000	.142	.020	.022	100

a. Dependent Variable: Positive Emotion

Charts





NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.72270171
Most Extreme Differences	Absolute	.079
	Positive	.070
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.128 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Nonparametric Correlations

			Correlations				
			Fashion Involvement	Visual Merchandising	Unstandardized Residual		
Spearman's rho	Fashion Involvement	Correlation	1.000	.604**	.032		
		Coefficient					
	Sig. (1-tailed)	.				.000	.376
	N	100				100	100
Visual Merchandising	Visual Merchandising	Correlation	.604**	1.000	.072		
		Coefficient					
	Sig. (1-tailed)	.000				.	.237
	N	100				100	100
Unstandardized Residual	Unstandardized Residual	Correlation	.032	.072	1.000		
		Coefficient					
	Sig. (1-tailed)	.376				.237	.
	N	100				100	100

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

Lampiran 6

Regression_2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Positive Emotion, Fashion Involvement, Visual Merchandising ^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	.849 ^a	.721	.713	1.454

a. Predictors: (Constant), Positive Emotion, Fashion Involvement, Visual Merchandising

b. Dependent Variable: Impulse Buying

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	525.164	3	175.055	82.806	.000 ^b
	Residual	202.946	96	2.114		
	Total	728.110	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Positive Emotion, Fashion Involvement, Visual Merchandising

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.017	.932		.018	.985		
	Fashion Involvement	.189	.087	.166	2.182	.032	.500	2.001
	Visual Merchandising	.361	.078	.374	4.639	.000	.447	2.237
	Positive Emotion	.394	.085	.406	4.642	.000	.380	2.630

a. Dependent Variable: Impulse Buying

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Fashion Involvement	Visual Merchandising	Positive Emotion
1	1	3.959	1.000	.00	.00	.00	.00
	2	.021	13.799	.76	.00	.17	.09
	3	.011	18.630	.17	.51	.60	.08
	4	.009	21.500	.07	.48	.23	.84

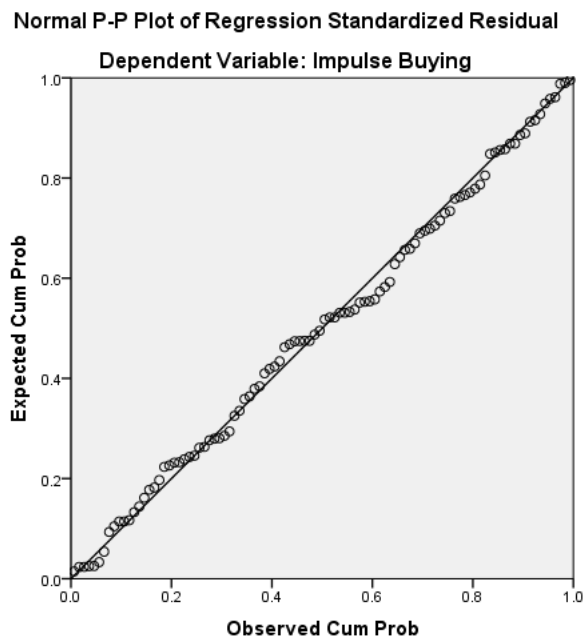
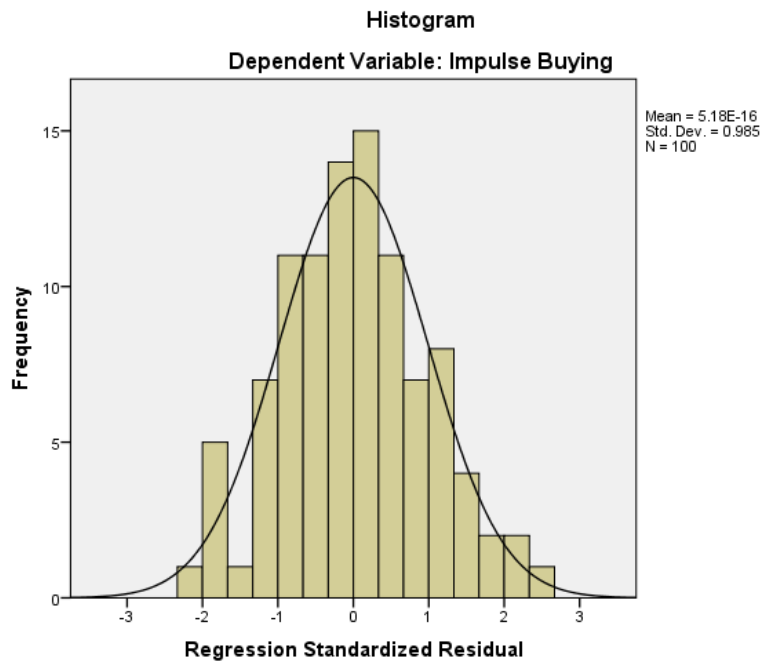
a. Dependent Variable: Impulse Buying

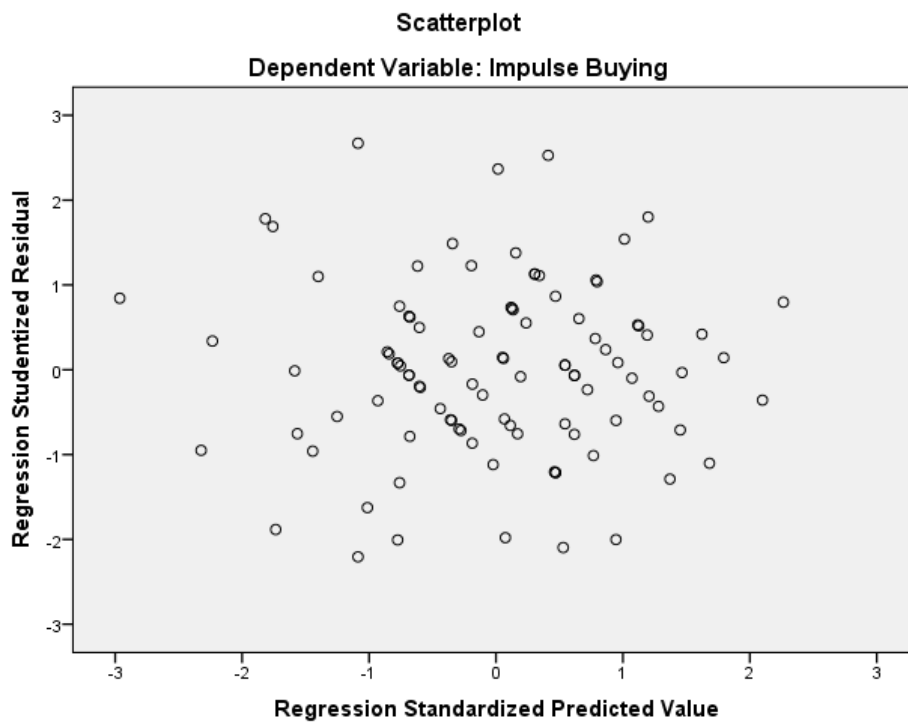
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.84	18.88	13.67	2.303	100
Std. Predicted Value	-2.964	2.264	.000	1.000	100
Standard Error of Predicted Value	.151	.654	.275	.095	100
Adjusted Predicted Value	6.70	18.80	13.66	2.304	100
Residual	-3.166	3.834	.000	1.432	100
Std. Residual	-2.177	2.637	.000	.985	100
Stud. Residual	-2.205	2.671	.003	1.011	100
Deleted Residual	-3.248	3.992	.010	1.512	100
Stud. Deleted Residual	-2.252	2.762	.004	1.023	100
Mahal. Distance	.079	19.050	2.970	3.054	100
Cook's Distance	.000	.288	.015	.037	100
Centered Leverage Value	.001	.192	.030	.031	100

a. Dependent Variable: Impulse Buying

Charts





NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.43176881
Most Extreme Differences	Absolute	.051
	Positive	.051
	Negative	-.042
Test Statistic		.051
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Nonparametric Correlations

		Correlations			
		Fashion Involvement	Visual Merchandising	Positive Emotion	Unstandardized Residual
Spearman's rho	Fashion Involvement	1.000	.604**	.679**	.032
			.000	.000	.375
	N	100	100	100	100
Visual Merchandising	Visual Merchandising	.604**	1.000	.695**	-.005
		.000		.000	.481
	N	100	100	100	100
Positive Emotion	Positive Emotion	.679**	.695**	1.000	.009
		.000	.000		.466
	N	100	100	100	100
Unstandardized Residual	Unstandardized Residual	.032	-.005	.009	1.000
		.375	.481	.466	
	N	100	100	100	100

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