

KUESIONER PENELITIAN

PERAN *SHOPPING EMOTION* TERHADAP *IMPULSE BUYING* PADA KONSUMEN PAND'S MUSLIM *DEPARTMENT STORE* SEMARANG

Pelanggan / Responden yang terhormat,

Berkenaan dengan penelitian mengenai “**PERAN *SHOPPING EMOTION* TERHADAP *IMPULSE BUYING* PADA KONSUMEN PAND'S MUSLIM *DEPARTMENT STORE* SEMARANG**”

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 Sultan Agung Semarang. Agar data dapat diolah lebih lanjut, maka saya mohon agar keseluruhan pertanyaan/ Pernyataan diisi dengan lengkap.

Karakteristik Responden :

1. Jenis Kelamin :
2. Usia :
3. Pendidikan Terakhir : SD SMP SMU Diploma S1 S2
S3 *)
4. Pekerjaan :

Atas perhatian dan partisipasi Saudara, saya ucapkan terima kasih.

Hormat saya,

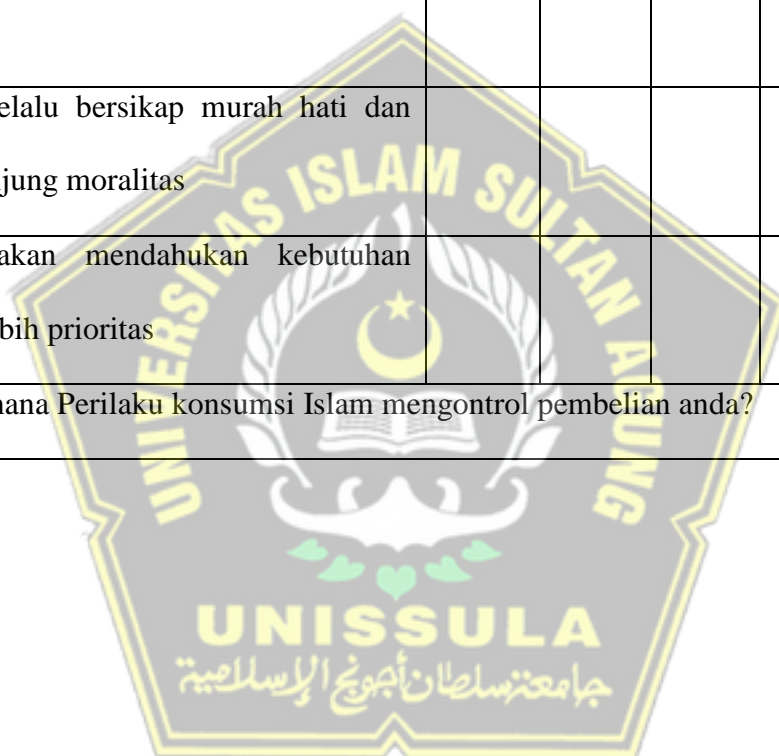
Yuniar Citraningtyas Putri

IMPULSE BUYING	STS	TS	CS	S	SS
Saya cenderung berbelanja tanpa berpikir panjang terlebih dahulu atau spontanitas pembelian					
Saya cenderung membeli produk fashion meskipun tidak begitu membutuhkannya					
Saya cenderung berbelanja apabila terdapat tawaran khusus					
Saya cenderung terobsesi membelanjakan uang saya baik sebagian maupun seluruhnya untuk produk pakaian					
Bagaimana impulse buying mendorong pembelian anda ?					

Shopping Emotion	STS	TS	CS	S	SS
Saya tertarik berbelanja					
Saya merasa nyaman berbelanja					
Saya merasa senang berbelanja					
Saya merasa puas berbelanja					
Bagaimana cara anda mengontrol emosi dalam belanja ?					

Electronic Word Of Mouth	STS	TS	CS	S	SS
Saya membaca ulasan konsumen lain mengenai Produk Pand's secara Online					
Saya berkonsultasi mengenai Produk Pand's secara online dengan konsumen lain					
Saya mempercayai ulasan konsumen online tentang Produk Pand's					
Bagaimana peran e-WOM dalam pembelian anda?					

Perilaku konsumsi Islami	STS	TS	CS	S	SS
Saya selalu membeli barang-barang yang bermanfaat					
Saya selalu wajar dalam membelanjakan harta					
Saya selalu bersikap sederhana dan adil					
Saya selalu bersikap murah hati dan menjunjung moralitas					
Saya akan mendahulukan kebutuhan yang lebih prioritas					
Bagaimana Perilaku konsumsi Islam mengontrol pembelian anda?					



<i>Islamic Store Atmosfer</i>	STS	TS	CS	S	SS
Ornament toko menampilkan Daya Tarik Islami					
Toko mempunyai suasana store dengan Nilai Estetika Islami					
Pegawai toko selalu Menerapkan Kegiatan-Kegiatan Islami (memberi sapaan kepada pelanggan)					
Pegawai toko mengenakan <i>Dress Code</i> Islami					
Bagaimana Islamic store atmosfer mendorong anda melakukan pembelian ?					



TABULASI DATA PENELITIAN

X1.1	X1.2	X1.3	X1.4	X1.5	PKI	X2.1	X2.2	X2.3	X2.4	ISA	X3.1	X3.2	X3.3	EWOM
S	S	S	SS	SS	22	SS	S	S	S	17	TS	TS	TS	6
S	S	S	SS	SS	22	S	SS	S	S	17	TS	TS	TS	6
CS	CS	CS	S	S	17	SS	SS	SS	SS	20	S	CS	CS	10
S	S	S	SS	SS	22	SS	SS	SS	SS	20	CS	S	CS	10
S	S	S	S	SS	21	S	S	SS	S	17	TS	CS	CS	8
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S	S	CS	CS	S	18	SS	SS	SS	SS	20	S	S	S	12
CS	CS	S	S	S	18	SS	SS	SS	SS	20	CS	CS	S	10
S	S	S	S	S	20	SS	SS	SS	SS	20	S	S	S	12
S	S	S	S	SS	21	S	S	S	SS	17	CS	TS	CS	8
S	S	CS	CS	S	18	S	S	SS	S	17	CS	CS	TS	8
CS	CS	S	S	SS	19	SS	SS	SS	SS	20	CS	S	CS	10
S	S	CS	CS	SS	19	SS	SS	SS	SS	20	S	CS	CS	10
CS	CS	CS	CS	SS	17	SS	SS	SS	SS	20	SS	SS	SS	15
CS	CS	S	S	SS	19	SS	SS	SS	SS	20	CS	S	CS	10
S	S	S	S	SS	21	SS	SS	SS	SS	20	CS	TS	CS	8
S	S	S	S	S	20	SS	SS	SS	SS	20	TS	TS	TS	6
S	S	S	S	SS	21	SS	SS	SS	SS	20	TS	TS	TS	6
S	S	S	S	SS	21	SS	SS	SS	SS	20	TS	CS	CS	8
S	S	S	S	SS	21	S	SS	S	S	17	TS	TS	TS	6
S	S	CS	CS	SS	19	SS	SS	SS	SS	20	CS	CS	S	10
CS	CS	S	S	SS	19	SS	SS	SS	SS	20	TS	TS	TS	6
S	S	S	S	SS	21	SS	SS	SS	SS	20	CS	TS	CS	8
CS	CS	S	S	SS	19	SS	SS	SS	SS	20	CS	CS	TS	8
S	S	CS	CS	SS	19	SS	SS	SS	SS	20	CS	S	CS	10
S	S	S	S	S	20	SS	S	S	S	17	CS	TS	CS	8
S	S	CS	CS	SS	19	SS	SS	SS	SS	20	TS	CS	CS	8
CS	CS	CS	CS	SS	17	SS	SS	SS	SS	20	S	CS	CS	10
S	S	S	S	S	20	S	SS	S	S	17	CS	TS	CS	8
CS	CS	S	S	CS	17	SS	SS	SS	SS	20	CS	S	CS	10
S	S	S	S	SS	21	S	S	SS	S	17	CS	CS	TS	8
CS	CS	S	S	SS	19	SS	SS	SS	SS	20	CS	CS	S	10
CS	CS	S	S	CS	17	SS	SS	SS	SS	20	CS	S	CS	10
CS	CS	S	S	SS	19	SS	SS	SS	SS	20	CS	CS	CS	9
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	S	CS	CS	10
CS	CS	CS	SS	SS	19	SS	SS	SS	SS	20	CS	S	CS	10
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	TS	CS	8
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	CS	S	10

X1.1	X1.2	X1.3	X1.4	X1.5	PKI	X2.1	X2.2	X2.3	X2.4	ISA	X3.1	X3.2	X3.3	EWOM
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	S	CS	10
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	CS	CS	9
CS	CS	CS	SS	SS	19	SS	SS	SS	SS	20	TS	CS	CS	8
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	S	CS	CS	10
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	TS	CS	8
S	S	S	S	S	20	SS	SS	SS	SS	20	CS	CS	TS	8
S	S	S	SS	SS	22	S	S	S	SS	17	TS	TS	TS	6
S	S	S	S	S	20	SS	SS	SS	SS	20	TS	TS	TS	6
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	S	CS	10
S	S	S	S	S	20	SS	SS	SS	SS	20	CS	CS	S	10
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	TS	CS	8
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	S	CS	10
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	S	CS	CS	10
CS	CS	CS	SS	SS	19	SS	SS	SS	SS	20	CS	CS	CS	9
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	S	CS	10
CS	CS	CS	SS	SS	19	SS	SS	SS	SS	20	CS	CS	S	10
S	S	S	S	S	20	S	S	SS	S	17	TS	CS	CS	8
CS	CS	CS	SS	SS	19	S	SS	S	S	17	TS	TS	TS	6
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	CS	CS	9
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	S	CS	10
S	S	S	CS	CS	18	SS	SS	SS	SS	20	S	CS	CS	10
S	S	S	S	S	20	SS	SS	SS	SS	20	CS	CS	CS	9
SS	SS	SS	S	S	23	SS	SS	SS	SS	20	CS	TS	CS	8
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	S	CS	10
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	CS	TS	8
S	S	S	S	S	20	SS	SS	SS	SS	20	CS	TS	CS	8
S	S	S	SS	SS	22	SS	S	S	S	17	TS	TS	TS	6
S	S	S	S	S	20	S	SS	S	S	17	TS	TS	TS	6
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	CS	S	10
S	S	S	S	S	20	SS	SS	SS	SS	20	CS	S	CS	10
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	TS	CS	CS	8
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	S	CS	CS	10
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	S	CS	10
SS	SS	SS	S	SS	24	SS	SS	SS	SS	20	CS	CS	S	10
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	S	CS	10
SS	SS	SS	S	SS	24	SS	SS	SS	SS	20	S	CS	CS	10
S	S	S	S	S	20	S	S	SS	S	17	CS	TS	CS	8
SS	CS	SS	S	SS	22	S	S	S	SS	17	TS	TS	TS	6
S	SS	S	S	S	21	S	S	SS	S	17	CS	CS	TS	8
SS	SS	SS	S	SS	24	S	SS	S	S	17	TS	TS	TS	6

X1.1	X1.2	X1.3	X1.4	X1.5	PKI	X2.1	X2.2	X2.3	X2.4	ISA	X3.1	X3.2	X3.3	EWOM
CS	SS	CS	CS	CS	17	SS	SS	SS	SS	20	CS	S	CS	10
S	CS	S	S	S	19	SS	S	S	S	17	TS	TS	CS	7
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	TS	CS	8
CS	S	CS	CS	CS	16	SS	SS	SS	SS	20	CS	CS	S	10
SS	SS	SS	S	SS	24	SS	SS	SS	SS	20	CS	S	CS	10
SS	SS	SS	S	SS	24	SS	SS	SS	SS	20	S	CS	CS	10
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	S	CS	10
S	S	S	SS	S	21	S	SS	S	S	17	TS	TS	TS	6
S	S	S	SS	S	21	S	S	SS	S	17	TS	TS	TS	6
CS	CS	CS	CS	CS	15	SS	SS	SS	SS	20	CS	CS	S	10
SS	SS	SS	S	SS	24	SS	SS	SS	SS	20	CS	S	CS	10
SS	SS	SS	S	SS	24	SS	S	SS	S	18	TS	CS	CS	8
SS	SS	SS	S	SS	24	S	SS	SS	SS	19	TS	TS	TS	6
CS	CS	CS	CS	CS	15	SS	S	SS	SS	19	CS	S	S	11
CS	CS	CS	CS	CS	15	SS	SS	S	SS	19	S	S	S	12
S	S	S	S	S	20	SS	SS	SS	S	19	S	CS	CS	10
SS	SS	SS	S	SS	24	S	SS	S	SS	18	CS	TS	CS	8
SS	SS	SS	S	SS	24	SS	SS	S	SS	19	CS	CS	TS	8
S	S	S	SS	SS	22	S	S	S	SS	17	TS	TS	TS	6
S	S	S	SS	SS	22	S	S	SS	S	17	TS	TS	TS	6
CS	CS	CS	S	S	17	SS	SS	SS	SS	20	CS	S	CS	10
S	S	S	SS	SS	22	SS	SS	SS	SS	20	CS	CS	S	10

Y1.1	Y1.2	Y1.3	Y1.4	SE	Y2.1	Y2.2	Y2.3	Y2.4	IB
S	CS	CS	CS	13	CS	S	S	CS	14
CS	S	S	CS	14	S	CS	S	S	15
SS	S	S	S	17	S	SS	S	S	17
CS	S	S	S	15	S	SS	SS	S	18
S	S	S	S	16	S	S	S	S	16
S	CS	S	S	15	S	S	S	S	16
S	SS	S	S	17	S	SS	S	S	17
S	S	S	S	16	S	SS	S	S	17
S	S	SS	S	17	S	SS	S	S	17
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S	S	S	CS	15	S	S	S	S	16
SS	SS	SS	S	19	SS	SS	SS	SS	20
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SS	SS	SS	S	19	SS	SS	SS	SS	20
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S	S	S	S	16	S	S	S	S	16
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S	CS	S	S	15	S	S	S	S	16
SS	SS	SS	S	19	SS	SS	SS	SS	20
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SS	SS	SS	S	19	SS	SS	S	SS	19
CS	S	S	S	15	S	S	S	S	16
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S	CS	S	CS	14	S	CS	CS	S	14
SS	SS	SS	S	19	SS	SS	SS	SS	20
SS	S	S	S	17	S	S	S	S	16
SS	SS	S	SS	19	SS	SS	SS	SS	20
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S	SS	SS	SS	19	SS	SS	SS	SS	20
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SS	S	S	SS	18	SS	S	SS	SS	19
SS	SS	SS	SS	20	SS	SS	SS	SS	20
S	S	S	SS	17	S	SS	SS	S	18
S	S	S	S	16	S	SS	S	S	17

Y1.1	Y1.2	Y1.3	Y1.4	SE	Y2.1	Y2.2	Y2.3	Y2.4	IB
S	CS	S	S	15	S	SS	S	S	17
SS	SS	S	SS	19	SS	SS	SS	SS	20
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S	S	S	S	16	S	SS	S	S	17
S	S	CS	S	15	S	CS	CS	S	14
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S	SS	S	S	17	S	SS	S	S	17
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S	SS	S	S	17	S	SS	S	S	17
S	S	CS	S	15	S	S	S	S	16
S	CS	S	S	15	S	S	S	S	16
CS	S	S	S	15	S	SS	SS	S	18
SS	SS	SS	SS	20	SS	SS	SS	SS	20
SS	SS	SS	SS	20	SS	S	SS	SS	19
S	CS	S	S	15	S	SS	S	S	17
S	S	CS	S	15	S	SS	S	S	17
SS	SS	SS	SS	20	SS	SS	SS	SS	20
S	S	S	CS	15	SS	SS	S	SS	19
S	S	CS	S	15	S	SS	S	S	17
S	CS	S	S	15	S	CS	CS	S	14
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SS	SS	SS	SS	20	S	SS	S	S	17
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SS	SS	SS	SS	20	SS	SS	S	SS	19
SS	SS	SS	SS	20	SS	SS	S	SS	19
CS	S	S	S	15	S	SS	S	S	17
SS	SS	SS	SS	20	S	SS	SS	S	18
SS	SS	SS	SS	20	S	SS	S	S	17
S	CS	S	S	15	S	S	S	S	16
S	S	CS	S	15	S	S	S	S	16
S	S	S	CS	15	S	S	S	S	16
S	S	S	CS	15	S	S	S	S	16
SS	SS	SS	SS	20	SS	S	SS	SS	19
CS	S	CS	CS	13	S	S	S	S	16

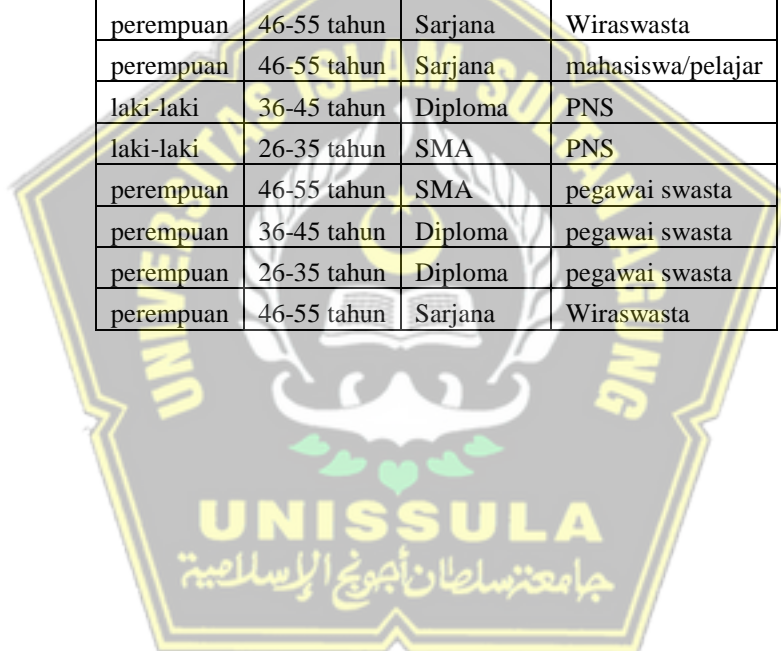
Y1.1	Y1.2	Y1.3	Y1.4	SE	Y2.1	Y2.2	Y2.3	Y2.4	IB
S	CS	S	S	15	SS	SS	S	SS	19
S	SS	SS	S	18	SS	SS	SS	SS	20
SS	S	SS	S	18	SS	SS	SS	S	19
S	SS	S	SS	18	S	SS	S	SS	18
S	SS	SS	S	18	SS	SS	S	SS	19
CS	S	S	S	15	S	CS	S	CS	14
CS	CS	S	CS	13	S	CS	S	CS	14
S	SS	S	SS	18	S	SS	S	SS	18
S	CS	S	S	15	SS	S	SS	SS	19
SS	SS	S	S	18	S	S	S	SS	17
S	S	CS	S	15	S	S	S	SS	17
S	SS	SS	S	18	S	SS	S	SS	18
S	S	S	CS	15	S	SS	S	SS	18
S	S	SS	SS	18	S	SS	S	SS	18
S	S	CS	S	15	S	S	S	SS	17
S	CS	S	S	15	S	SS	SS	SS	19
CS	CS	CS	S	13	CS	S	S	CS	14
CS	S	CS	S	14	S	CS	S	S	15
S	S	SS	S	17	S	SS	S	S	17
CS	S	S	S	15	S	SS	SS	S	18



JK	USIA	pendapatan	pekerjaan
perempuan	46-55 tahun	Sarjana	Wiraswasta
laki-laki	> 55 tahun	SMA	Wiraswasta
perempuan	26-35 tahun	SMA	PNS
perempuan	> 55 tahun	Sarjana	Wiraswasta
perempuan	> 55 tahun	SMA	mahasiswa/pelajar
perempuan	26-35 tahun	Diploma	PNS
laki-laki	36-45 tahun	Diploma	pegawai swasta
perempuan	36-45 tahun	Diploma	PNS
perempuan	46-55 tahun	Diploma	mahasiswa/pelajar
perempuan	> 55 tahun	SMA	PNS
laki-laki	26-35 tahun	SMA	PNS
laki-laki	> 55 tahun	Diploma	PNS
perempuan	36-45 tahun	SMA	PNS
laki-laki	> 55 tahun	SMA	pegawai swasta
perempuan	> 55 tahun	Diploma	Wiraswasta
perempuan	36-45 tahun	Diploma	Wiraswasta
perempuan	36-45 tahun	SMA	pegawai swasta
perempuan	> 55 tahun	SMA	pegawai swasta
perempuan	26-35 tahun	Sarjana	pegawai swasta
perempuan	> 55 tahun	SMA	mahasiswa/pelajar
perempuan	> 55 tahun	Diploma	pegawai swasta
laki-laki	46-55 tahun	Diploma	PNS
perempuan	46-55 tahun	Diploma	PNS
laki-laki	36-45 tahun	Diploma	PNS
perempuan	36-45 tahun	Diploma	PNS
laki-laki	36-45 tahun	SMA	PNS
perempuan	> 55 tahun	Diploma	Wiraswasta
perempuan	> 55 tahun	SMA	pegawai swasta
perempuan	46-55 tahun	SMA	Wiraswasta
perempuan	> 55 tahun	Diploma	Wiraswasta
laki-laki	26-35 tahun	SMA	PNS
perempuan	26-35 tahun	Sarjana	pegawai swasta
perempuan	> 55 tahun	Diploma	PNS
laki-laki	> 55 tahun	Sarjana	pegawai swasta
perempuan	> 55 tahun	Diploma	mahasiswa/pelajar
perempuan	26-35 tahun	SMA	pegawai swasta
perempuan	46-55 tahun	Sarjana	pegawai swasta
laki-laki	36-45 tahun	Diploma	PNS
perempuan	> 55 tahun	Diploma	Wiraswasta
perempuan	26-35 tahun	SMA	pegawai swasta

JK	USIA	pendapatan	pekerjaan
perempuan	26-35 tahun	Diploma	Wiraswasta
laki-laki	> 55 tahun	SMA	PNS
laki-laki	36-45 tahun	SMA	PNS
perempuan	46-55 tahun	SMA	Wiraswasta
laki-laki	26-35 tahun	SMA	pegawai swasta
perempuan	36-45 tahun	Sarjana	pegawai swasta
perempuan	> 55 tahun	SMA	pegawai swasta
perempuan	> 55 tahun	Diploma	Wiraswasta
perempuan	26-35 tahun	Sarjana	Wiraswasta
perempuan	26-35 tahun	SMA	Wiraswasta
perempuan	26-35 tahun	SMA	PNS
perempuan	36-45 tahun	Diploma	mahasiswa/pelajar
perempuan	46-55 tahun	Diploma	PNS
perempuan	> 55 tahun	SMA	pegawai swasta
laki-laki	> 55 tahun	SMA	mahasiswa/pelajar
laki-laki	46-55 tahun	Diploma	mahasiswa/pelajar
laki-laki	26-35 tahun	SMA	mahasiswa/pelajar
perempuan	26-35 tahun	Diploma	mahasiswa/pelajar
perempuan	26-35 tahun	Diploma	pegawai swasta
perempuan	46-55 tahun	Diploma	PNS
perempuan	46-55 tahun	Diploma	mahasiswa/pelajar
laki-laki	46-55 tahun	Diploma	pegawai swasta
perempuan	36-45 tahun	SMA	PNS
perempuan	26-35 tahun	Diploma	Wiraswasta
perempuan	26-35 tahun	SMA	mahasiswa/pelajar
perempuan	26-35 tahun	SMA	pegawai swasta
perempuan	46-55 tahun	Diploma	mahasiswa/pelajar
perempuan	46-55 tahun	SMA	pegawai swasta
laki-laki	26-35 tahun	Sarjana	mahasiswa/pelajar
perempuan	36-45 tahun	Diploma	pegawai swasta
perempuan	46-55 tahun	Sarjana	Wiraswasta
perempuan	26-35 tahun	Diploma	Wiraswasta
perempuan	46-55 tahun	SMA	pegawai swasta
perempuan	> 55 tahun	SMA	Wiraswasta
laki-laki	36-45 tahun	Sarjana	mahasiswa/pelajar
laki-laki	> 55 tahun	Sarjana	Wiraswasta
perempuan	26-35 tahun	Sarjana	pegawai swasta
perempuan	36-45 tahun	Diploma	PNS
laki-laki	46-55 tahun	Diploma	Wiraswasta
laki-laki	> 55 tahun	SMA	Wiraswasta

JK	USIA	pendapatan	pekerjaan
perempuan	46-55 tahun	Sarjana	pegawai swasta
perempuan	26-35 tahun	Sarjana	PNS
perempuan	36-45 tahun	Diploma	pegawai swasta
laki-laki	26-35 tahun	Diploma	PNS
perempuan	36-45 tahun	Diploma	pegawai swasta
laki-laki	46-55 tahun	SMA	Wiraswasta
laki-laki	26-35 tahun	Diploma	mahasiswa/pelajar
perempuan	> 55 tahun	SMA	PNS
perempuan	> 55 tahun	SMA	mahasiswa/pelajar
perempuan	26-35 tahun	SMA	mahasiswa/pelajar
perempuan	46-55 tahun	SMA	pegawai swasta
perempuan	26-35 tahun	Diploma	mahasiswa/pelajar
perempuan	46-55 tahun	Sarjana	Wiraswasta
perempuan	46-55 tahun	Sarjana	mahasiswa/pelajar
laki-laki	36-45 tahun	Diploma	PNS
laki-laki	26-35 tahun	SMA	PNS
perempuan	46-55 tahun	SMA	pegawai swasta
perempuan	36-45 tahun	Diploma	pegawai swasta
perempuan	26-35 tahun	Diploma	pegawai swasta
perempuan	46-55 tahun	Sarjana	Wiraswasta



HASIL DESKRIPTIF TANGGAPAN RESPONDEN

Frequencies

		X1.1	X1.2	X1.3	X1.4	X1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4,34	4,33	4,31	4,22	3,86

Frequency Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	12	12,0	12,0	12,0
	S	42	42,0	42,0	54,0
	SS	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	13	13,0	13,0	13,0
	S	41	41,0	41,0	54,0
	SS	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	12	12,0	12,0	12,0
S	45	45,0	45,0	57,0
SS	43	43,0	43,0	100,0
Total	100	100,0	100,0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	15	15,0	15,0	15,0
S	48	48,0	48,0	63,0
SS	37	37,0	37,0	100,0
Total	100	100,0	100,0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	45	45,0	45,0	45,0
S	24	24,0	24,0	69,0
SS	31	31,0	31,0	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		4,61	4,49	4,51	4,61

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	39	39,0	39,0	39,0
	SS	61	61,0	61,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	51	51,0	51,0	51,0
	SS	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	49	49,0	49,0	49,0
	SS	51	51,0	51,0	100,0
	Total	100	100,0	100,0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
S	39	39,0	39,0	39,0
Valid SS	61	61,0	61,0	100,0
Total	100	100,0	100,0	

Frequencies

		Statistics		
		X3.1	X3.2	X3.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		2,89	2,94	2,91

Frequency Table

X3.1				
	Frequency	Percent	Valid Percent	Cumulative Percent
TS	27	27,0	27,0	27,0
Valid CS	58	58,0	58,0	85,0
S	14	14,0	14,0	99,0
SS	1	1,0	1,0	100,0
Total	100	100,0	100,0	

X3.2				
	Frequency	Percent	Valid Percent	Cumulative Percent
TS	33	33,0	33,0	33,0
Valid CS	41	41,0	41,0	74,0
S	25	25,0	25,0	99,0
SS	1	1,0	1,0	100,0
Total	100	100,0	100,0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	26	26,0	26,0	26,0
CS	58	58,0	58,0	84,0
Valid S	15	15,0	15,0	99,0
SS	1	1,0	1,0	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		4,22	4,25	4,22	4,17

Frequency Table

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
CS	11	11,0	11,0	11,0
Valid S	56	56,0	56,0	67,0
SS	33	33,0	33,0	100,0
Total	100	100,0	100,0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
CS	14	14,0	14,0	14,0
Valid S	47	47,0	47,0	61,0
SS	39	39,0	39,0	100,0
Total	100	100,0	100,0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	14	14,0	14,0	14,0
S	50	50,0	50,0	64,0
SS	36	36,0	36,0	100,0
Total	100	100,0	100,0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	10	10,0	10,0	10,0
S	63	63,0	63,0	73,0
SS	27	27,0	27,0	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		4,31	4,50	4,28	4,37

Frequency Table

Y2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	2	2,0	2,0	2,0
S	65	65,0	65,0	67,0
SS	33	33,0	33,0	100,0
Total	100	100,0	100,0	

Y2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	7	7,0	7,0	7,0
S	36	36,0	36,0	43,0
SS	57	57,0	57,0	100,0
Total	100	100,0	100,0	

Y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	3	3,0	3,0	3,0
S	66	66,0	66,0	69,0
SS	31	31,0	31,0	100,0
Total	100	100,0	100,0	

Y2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	4	4,0	4,0	4,0
S	55	55,0	55,0	59,0
SS	41	41,0	41,0	100,0
Total	100	100,0	100,0	

HASIL VALIDITAS

Correlations

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	PKI
X1.1	Pearson Correlation	1	,884**	,838**	,374**	,559**	,883**
	Sig. (1-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	,884**	1	,723**	,309**	,463**	,814**
	Sig. (1-tailed)	,000		,000	,001	,000	,000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	,838**	,723**	1	,523**	,558**	,879**
	Sig. (1-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	,374**	,309**	,523**	1	,661**	,706**
	Sig. (1-tailed)	,000	,001	,000		,000	,000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	,559**	,463**	,558**	,661**	1	,813**
	Sig. (1-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
PKI	Pearson Correlation	,883**	,814**	,879**	,706**	,813**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

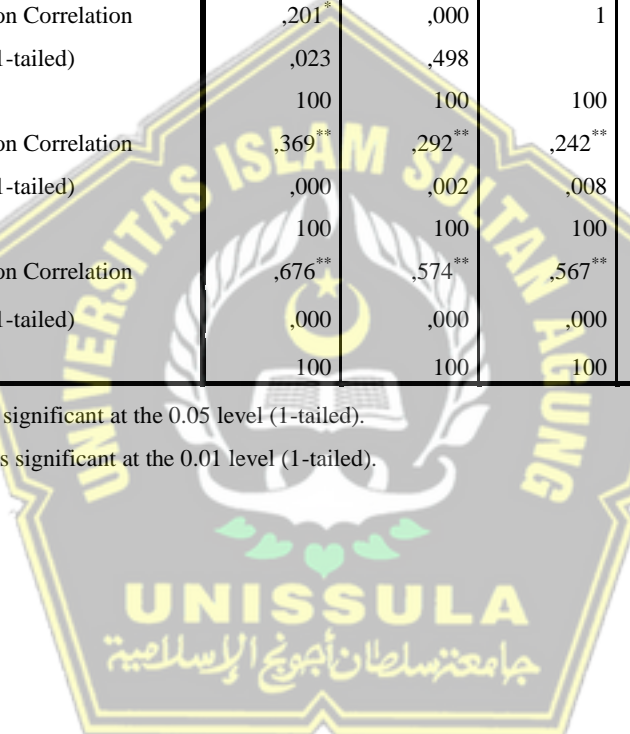
** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		Correlations				
		X2.1	X2.2	X2.3	X2.4	ISA
X2.1	Pearson Correlation	1	,169*	,201*	,369**	,676**
	Sig. (1-tailed)		,047	,023	,000	,000
	N	100	100	100	100	100
X2.2	Pearson Correlation	,169*	1	,000	,292**	,574**
	Sig. (1-tailed)	,047		,498	,002	,000
	N	100	100	100	100	100
X2.3	Pearson Correlation	,201*	,000	1	,242**	,567**
	Sig. (1-tailed)	,023	,498		,008	,000
	N	100	100	100	100	100
X2.4	Pearson Correlation	,369**	,292**	,242**	1	,741**
	Sig. (1-tailed)	,000	,002	,008		,000
	N	100	100	100	100	100
ISA	Pearson Correlation	,676**	,574**	,567**	,741**	1
	Sig. (1-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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



Correlations

		Correlations			
		X3.1	X3.2	X3.3	EWOM
X3.1	Pearson Correlation	1	,507**	,569**	,823**
	Sig. (1-tailed)		,000	,000	,000
	N	100	100	100	100
X3.2	Pearson Correlation	,507**	1	,507**	,834**
	Sig. (1-tailed)	,000		,000	,000
	N	100	100	100	100
X3.3	Pearson Correlation	,569**	,507**	1	,824**
	Sig. (1-tailed)	,000	,000		,000
	N	100	100	100	100
EWOM	Pearson Correlation	,823**	,834**	,824**	1
	Sig. (1-tailed)	,000	,000	,000	
	N	100	100	100	100

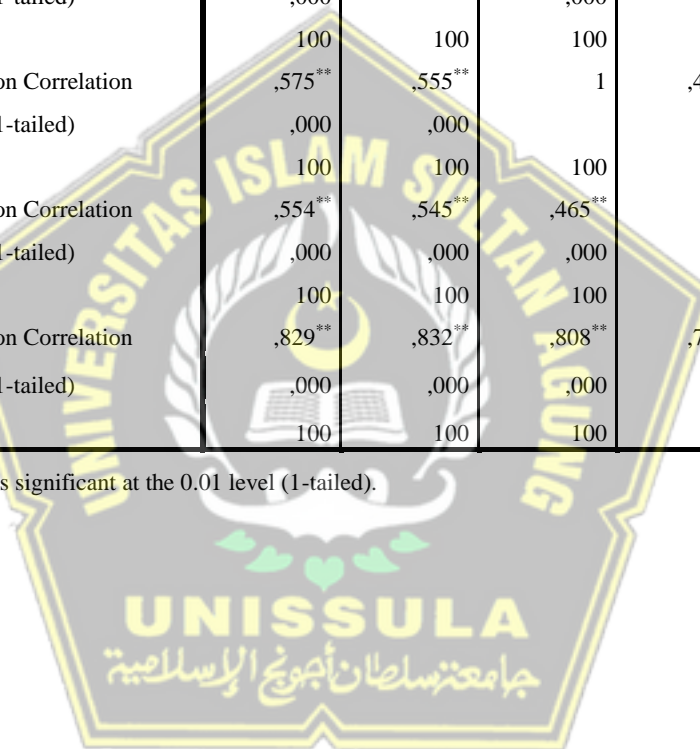
** . Correlation is significant at the 0.01 level (1-tailed).



Correlations

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	SE
Y1.1	Pearson Correlation	1	,573**	,575**	,554**	,829**
	Sig. (1-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	,573**	1	,555**	,545**	,832**
	Sig. (1-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	,575**	,555**	1	,465**	,808**
	Sig. (1-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	,554**	,545**	,465**	1	,776**
	Sig. (1-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
SE	Pearson Correlation	,829**	,832**	,808**	,776**	1
	Sig. (1-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

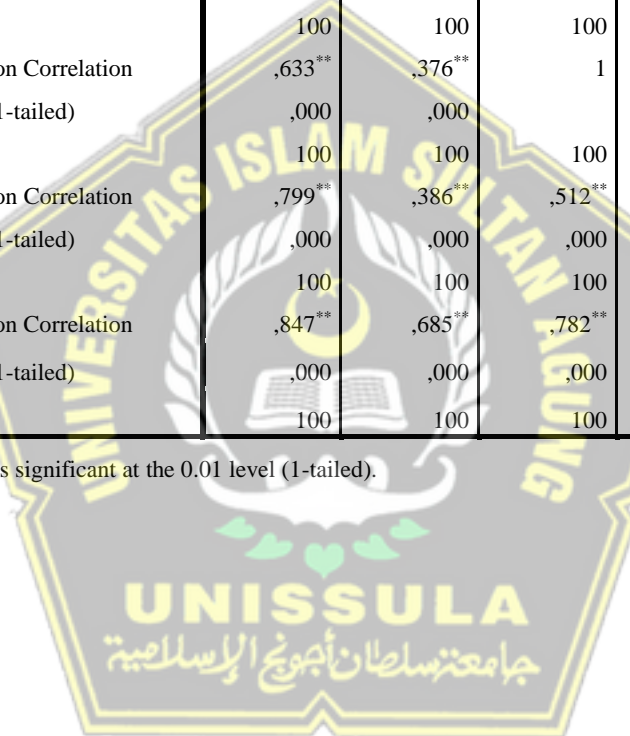
** . Correlation is significant at the 0.01 level (1-tailed).



Correlations

		Correlations				
		Y2.1	Y2.2	Y2.3	Y2.4	IB
Y2.1	Pearson Correlation	1	,302**	,633**	,799**	,847**
	Sig. (1-tailed)		,001	,000	,000	,000
	N	100	100	100	100	100
Y2.2	Pearson Correlation	,302**	1	,376**	,386**	,685**
	Sig. (1-tailed)	,001		,000	,000	,000
	N	100	100	100	100	100
Y2.3	Pearson Correlation	,633**	,376**	1	,512**	,782**
	Sig. (1-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Y2.4	Pearson Correlation	,799**	,386**	,512**	1	,848**
	Sig. (1-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
IB	Pearson Correlation	,847**	,685**	,782**	,848**	1
	Sig. (1-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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



HASIL 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
,873	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
,808	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
,765	3

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
,826	4

Reliability

Scale: ALL VARIABLES

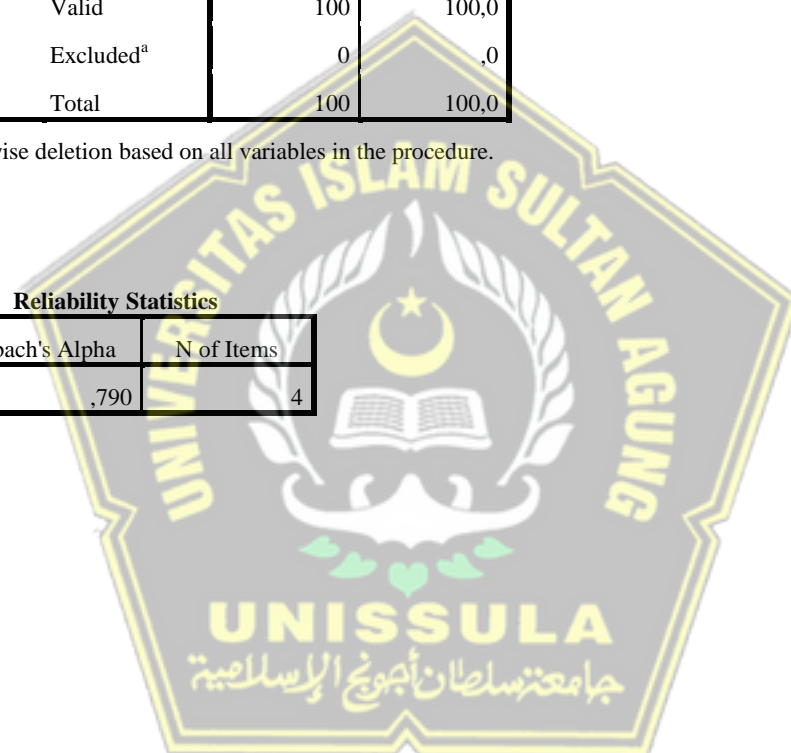
Case Processing Summary

		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
,790	4



HASIL UJI ASUMSI KLASIK

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	EWOM, PKI, ISA ^b	.	Enter

a. Dependent Variable: abs1

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,205 ^a	,042	,012	,87033

a. Predictors: (Constant), EWOM, PKI, ISA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,175	3	1,058	1,397	,248 ^b
	Residual	72,718	96	,757		
	Total	75,893	99			

a. Dependent Variable: abs1

b. Predictors: (Constant), EWOM, PKI, ISA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,146	1,413		,103	,918
	PKI	,030	,034	,100	,878	,382
	ISA	-,010	,088	-,014	-,109	,913
	EWOM	,074	,064	,149	1,154	,251

a. Dependent Variable: abs1

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SE, ISA, PKI, EWOM ^b		Enter

a. Dependent Variable: abs2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,246 ^a	,061	,021	,53600

a. Predictors: (Constant), SE, ISA, PKI, EWOM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,765	4	,441	1,535	,198 ^b
	Residual	27,293	95	,287		
	Total	29,057	99			

a. Dependent Variable: abs2

b. Predictors: (Constant), SE, ISA, PKI, EWOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,399	,873		-,458	,648
	PKI	-,036	,022	-,194	-1,598	,113
	ISA	,106	,056	,248	1,895	,061
	EWOM	,010	,042	,034	,249	,804
	SE	-,012	,035	-,046	-,338	,736

a. Dependent Variable: abs2

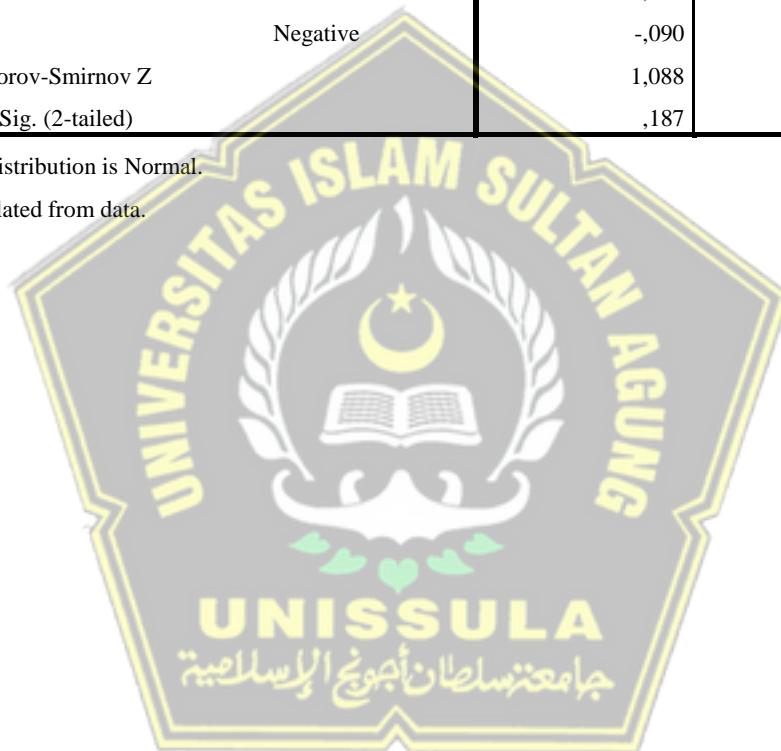
NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters ^{a,b}	Mean	0E-7	0E-7
	Std. Deviation	1,51816572	,94933873
	Absolute	,109	,057
Most Extreme Differences	Positive	,109	,057
	Negative	-,090	-,051
Kolmogorov-Smirnov Z		1,088	,572
Asymp. Sig. (2-tailed)		,187	,899

a. Test distribution is Normal.

b. Calculated from data.



HASIL UJJI REGRESI

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	EWOM, PKI, ISA ^b	.	Enter

a. Dependent Variable: SE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,689 ^a	,474	,458	1,542

a. Predictors: (Constant), EWOM, PKI, ISA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205,862	3	68,621	28,870	,000 ^b
	Residual	228,178	96	2,377		
	Total	434,040	99			

a. Dependent Variable: SE

b. Predictors: (Constant), EWOM, PKI, ISA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,810	3,243		3,333	,001
	PKI	-,218	,060	-,308	-3,629	,000
	ISA	,353	,157	,214	2,251	,027
	EWOM	,388	,114	,326	3,414	,001

a. Dependent Variable: SE

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SE, ISA, PKI, EWOM ^b	.	Enter

a. Dependent Variable: IB

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,838 ^a	,701	,689	,969

a. Predictors: (Constant), SE, ISA, PKI, EWOM

b. Dependent Variable: IB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	209,617	4	52,404	55,797	,000 ^b
	Residual	89,223	95	,939		
	Total	298,840	99			

a. Dependent Variable: IB

b. Predictors: (Constant), SE, ISA, PKI, EWOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,671	2,153		2,169	,033
	PKI	-,094	,040	-,160	-2,344	,021
	ISA	,389	,101	,284	3,847	,000
	EWOM	,191	,076	,193	2,522	,013
	SE	,322	,064	,388	5,023	,000

a. Dependent Variable: IB