

Lampiran 1 Kuesioner Penelitian

Hal : Permohonan Pengisian Kuesioner

Kepada Yth :

Bapak/Ibu/Saudara/(i) Responden

Di tempat

Assalamualaikum wr.wb

Dalam rangka penyusunan Skripsi Program Sarjana Manajemen Universitas Islam Sultan Agung (Unissula) Semarang, maka kami:

Nama : Risma Ayu Arsita

Alamat Rumah : Jl Sendang Indah RT02/RW02 Genuk, Semarang

Bermaksud mengadakan penelitian untuk menyelesaikan tugas akhir penyusunan skripsi. Penelitian ini akan menguji bagaimana **“PENGARUH SHOPPING LIFESTYLE, FASHION INVOLVEMENT, HEDONIC SHOPING MOTIVATION TERHADAP IMPULSIF BUYING MELALUI POSITIVE EMOTION SEBAGAI VARIABEL INTERVENING”**

Untuk itu kami mohon bantuan bapak/Ibu/saudara untuk mengisi daftar isi pertanyaan yang telah kami siapkan dengan menjawab secara sungguh-sungguh dan sesuai dengan keadaan yang sebenarnya. Tidak ada jawaban yang benar atau salah dalam penelitian ini dan semua data yang terkumpul hanya akan dipergunakan untuk keperluan penelitian setelah itu dimusnahkan. Kerahasiaan Bapak/Ibu/Saudara dalam menjawab pertanyaan, akan kami jaga sepenuhnya.

Besar harapan kami Bapak/Ibu/Saudara berkenan meluangkan waktu sebentar di tengah kesibukan Bapak/Ibu/saudara, demi kemajuan ilmu pengetahuan. Apabila bapak/ibu/saudara menginginkan hasil penelitian ini maka dengan senang hati kami akan mengirimnya. Atas perhatian dan kerjasama Bapak/Ibu/Saudara, kami ucapkan terimakasih.

Wassalamualikum Wr.Wb.

Hormat Saya

Risma Ayu Arsita

A. IDENTITAS RESPONDEN

Nama Responden :

Jenis Kelamin :

Usia :

Tingkat Pendidikan :

Pekerjaan :

Pendapatan Perbulan :

B. PETUNJUK PENGISIAN KUESIONER

1. Berilah tanda (X) pada jawaban yang saudara/(i) dan teman-teman pilih.

2. Keterangan alternatif jawaban dan skor nilai.

- | | |
|------------------------------|----------------|
| a. Sangat Tidak Setuju (STS) | Skor/bobot : 1 |
| b. Tidak Setuju (TS) | Skor/bobot : 2 |
| c. Netral (N) | Skor/bobot : 3 |
| d. Setuju (S) | Skor/bobot : 4 |
| e. Sangat Setuju (SS) | Skor/bobot : 5 |

Setelah selesai mengisi kuesioner ini kami memohon kesediaan bapak/ibu/sadara(i) dan teman-teman berkenan menyerahkan kembali kuesionernya kepada yang telah memberikan pertama kali.

1. SHOPPING LIFESTYLE

No.	PERNYATAAN	STS	TS	N	S	SS
		1	2	3	4	5
1	Saya cenderung membeli pakaian model terbaru ketika melihatnya di Pand's Muslim Departement Store Semarang					
2	Saya cenderung berbelanja merek <i>fashion</i> terkenal di Pand's Muslim Departement Store Semarang					
3	Saya yakin bahwa merek produk <i>fashion</i> yang saya beli di Pand's Muslim Departement Store Semarang terbaik dalam hal kualitas					

2. FASHION INVOLVEMENT

No.	PERNYATAAN	STS	TS	N	S	SS
		1	2	3	4	5
1.	Saya mempunyai satu atau lebih pakaian dengan model yang terbaru (sedang trend)					
2.	Saya lebih suka menggunakan model pakaian yang berbeda dengan orang lain					
3.	Fashion adalah satu hal penting yang mendukung aktivitas saya					
4.	Ketika memakai pakaian favorit, saya merasa orang lain cenderung tertarik untuk melihatnya					

3. HEDONIC SHOPPING MOTIVATION

No.	PERNYATAAN	STS	TS	N	S	SS
		1	2	3	4	5
1.	Saat berbelanja fashion saya mendapatkan suatu pengalaman yang spesial					
2.	Saya berbelanja fashion untuk menghilangkan stress					
3.	Saya sering berbelanja fashion ketika ada diskon atau obral					
4.	Saya berbelanja untuk melungkan waktu bersama teman atau keluarga					
5.	Saya berbelanja fashion untuk mengikuti trend model terbaru					

4. *IMPULSIF BUYING*

No.	PERNYATAAN	STS	TS	N	S	SS
		1	2	3	4	5
1.	Saat berbelanja produk <i>fashion</i> , saya sering membeli barang secara spontan					
2.	Saya sering berbelanja produk <i>fashion</i> tanpa direncanakan terlebih dahulu					
3.	Ketika melihat produk <i>fashion</i> di pand's muslim departement store saya cenderung tertarik untuk membelinya					
4.	Terkadang saya membeli sesuatu secara tidak terduga sebelumnya					
5.	Saya cenderung membeli produk <i>fashion</i> di pand's muslim departement store sesuai dengan keinginan dan perasaan saya saat itu					

5. *POSITIVE EMOTION*

No	PERNYATAAN	STS	TS	N	S	SS
		1	2	3	4	5
1.	Saya merasa senang saat berbelanja <i>fashion</i>					
2.	Saya merasa bergairah pada saat berbelanja <i>fashion</i>					
3.	Saya merasa lebih baik saat berbelanja <i>fashion</i>					

Lampiran 2 Tabulasi Data Penelitian

x1.	x1.	x1.	X1	x2.	x2.	x2.	x2.	X	x3.	x3.	x3.3	x3.4	x3.5	X3
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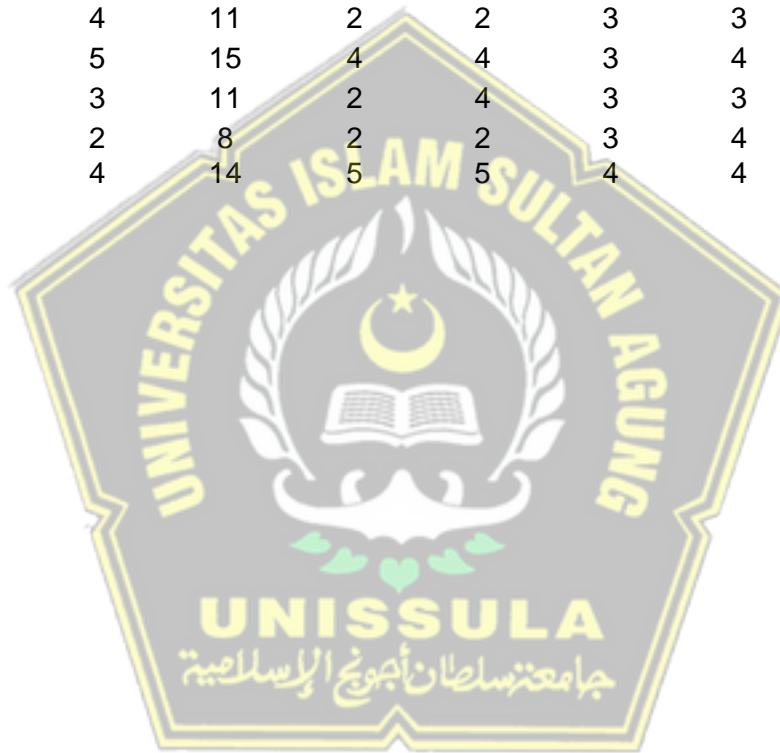
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Lampiran 3 Uji Instrumen

A. Uji Validitas

Shopping lifestyle (X1)

		Correlations			
		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	,571**	,652**	,885**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X1.2	Pearson Correlation	,571**	1	,515**	,817**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X1.3	Pearson Correlation	,652**	,515**	1	,842**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
X1	Pearson Correlation	,885**	,817**	,842**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

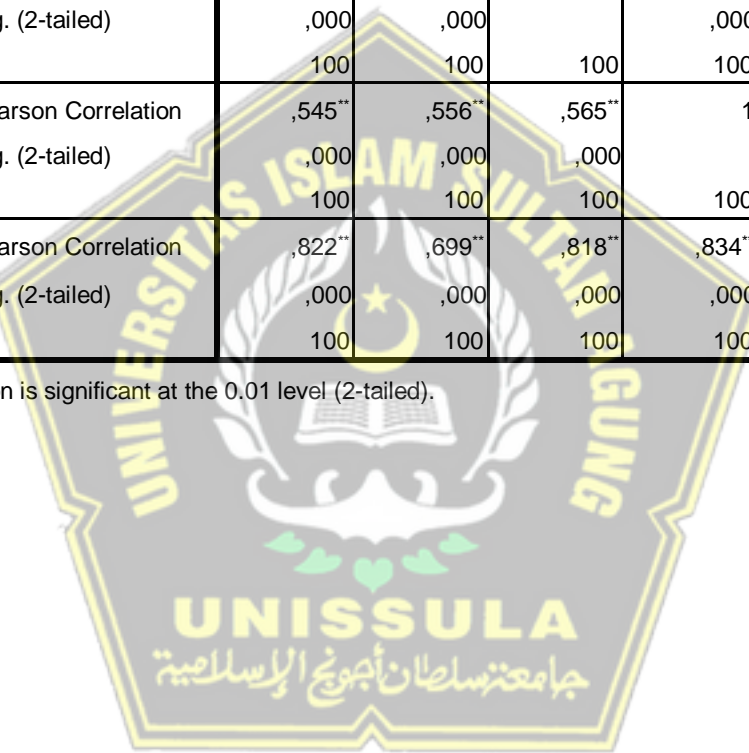
** . Correlation is significant at the 0.01 level (2-tailed).

Fashion Involvement (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	,365**	,639**	,545**	,822**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
X2.2	Pearson Correlation	,365**	1	,370**	,556**	,699**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
X2.3	Pearson Correlation	,639**	,370**	1	,565**	,818**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
X2.4	Pearson Correlation	,545**	,556**	,565**	1	,834**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
X2	Pearson Correlation	,822**	,699**	,818**	,834**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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



Hedonic Shopping Motivation (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1	Pearson Correlation	1	,644**	,506**	,588**	,666**	,844**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
X3.2	Pearson Correlation	,644**	1	,405**	,591**	,707**	,847**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
X3.3	Pearson Correlation	,506**	,405**	1	,445**	,415**	,674**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
X3.4	Pearson Correlation	,588**	,591**	,445**	1	,524**	,781**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
X3.5	Pearson Correlation	,666**	,707**	,415**	,524**	1	,848**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
X3	Pearson Correlation	,844**	,847**	,674**	,781**	,848**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Positive Emotion (Y1)

Correlations

		Y1.1	Y1.2	Y1.3	Y1
Y1.1	Pearson Correlation	1	,628**	,582**	,874**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Y1.2	Pearson Correlation	,628**	1	,463**	,832**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Y1.3	Pearson Correlation	,582**	,463**	1	,813**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Y1	Pearson Correlation	,874**	,832**	,813**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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



Impulsif Buying (Y2)

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2
Y2.1	Pearson Correlation	1	,723**	,545**	,548**	,406**	,832**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Y2.2	Pearson Correlation	,723**	1	,520**	,644**	,338**	,836**
	Sig. (2-tailed)	,000		,000	,000	,001	,000
	N	100	100	100	100	100	100
Y2.3	Pearson Correlation	,545**	,520**	1	,660**	,605**	,804**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Y2.4	Pearson Correlation	,548**	,644**	,660**	1	,564**	,842**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Y2.5	Pearson Correlation	,406**	,338**	,605**	,564**	1	,688**
	Sig. (2-tailed)	,000	,001	,000	,000		,000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	,832**	,836**	,804**	,842**	,688**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

B. UJI REABILITAS

Shopping lifestyle (X1)

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
,845	4

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	19,2000	15,818	,822	,780
X1.2	19,3400	17,136	,735	,817
X1.3	19,0600	17,229	,774	,813
X1	11,5200	5,929	1,000	,804

Fashion Involvement (X2)

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
,814	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	28,5300	25,545	,751	,762
X2.2	28,1900	28,216	,615	,799
X2.3	28,3200	26,301	,754	,769
X2.4	28,3600	26,374	,777	,768
X2	16,2000	8,586	1,000	,805

Hedonic Shopping Motivation (X3)

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
,806	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	34,8600	59,172	,806	,770
X3.2	34,8700	57,145	,803	,761
X3.3	34,6100	61,877	,605	,792
X3.4	34,8000	59,394	,727	,775
X3.5	35,0100	55,525	,798	,753
X3	19,3500	17,967	1,000	,858

Positive Emotion (Y1)

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
,842	4

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	20,1000	15,141	,814	,789
Y1.2	20,2500	15,321	,751	,803
Y1.3	20,3000	15,525	,725	,811
Y1	12,1300	5,427	1,000	,790

Impulsif Buying (Y2)

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
,806	6

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	33,3300	72,850	,778	,757
Y2.2	33,2300	72,361	,783	,755
Y2.3	33,0900	78,547	,762	,778
Y2.4	33,1100	76,038	,802	,767
Y2.5	32,8400	80,883	,626	,792
Y2	18,4000	23,333	1,000	,856

Lampiran 4 Uji Asumsi Klasik

A. Uji Normalitas

Model 1

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,54480929
Most Extreme Differences	Absolute	,123
	Positive	,073
	Negative	-,123
Kolmogorov-Smirnov Z		1,231
Asymp. Sig. (2-tailed)		,096

a. Test distribution is Normal.

b. Calculated from data.

Model 2

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,77390412
Most Extreme Differences	Absolute	,113
	Positive	,073
	Negative	-,113
Kolmogorov-Smirnov Z		1,135
Asymp. Sig. (2-tailed)		,152

a. Test distribution is Normal.

b. Calculated from data.

B. Uji Multikolinearitas

MODEL 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,870	,909		3,157	,002		
	Shopping lifestyle	,198	,099	,207	1,999	,048	,428	2,336
	Fashion Involvement	,160	,086	,201	1,861	,066	,391	2,559
	Hedonic Shopping Motivation	,227	,063	,412	3,571	,001	,344	2,911

a. Dependent Variable: Positive Emotion

MODEL 2

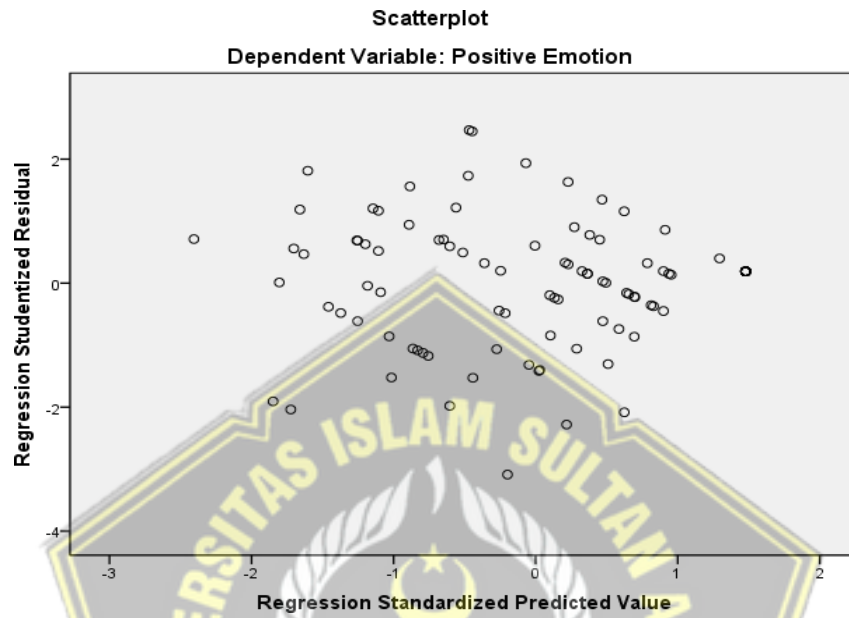
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2,290	1,724		-1,328	,187		
	Shopping lifestyle	,767	,182	,387	4,206	,000	,411	2,434
	Fashion Involvement	,096	,041	-,172	2,329	,022	,976	1,021
	Hedonic Shopping Motivation	,383	,122	,336	3,139	,002	,303	3,298
	Positive Emotion	,523	,184	,252	2,840	,006	,440	2,274

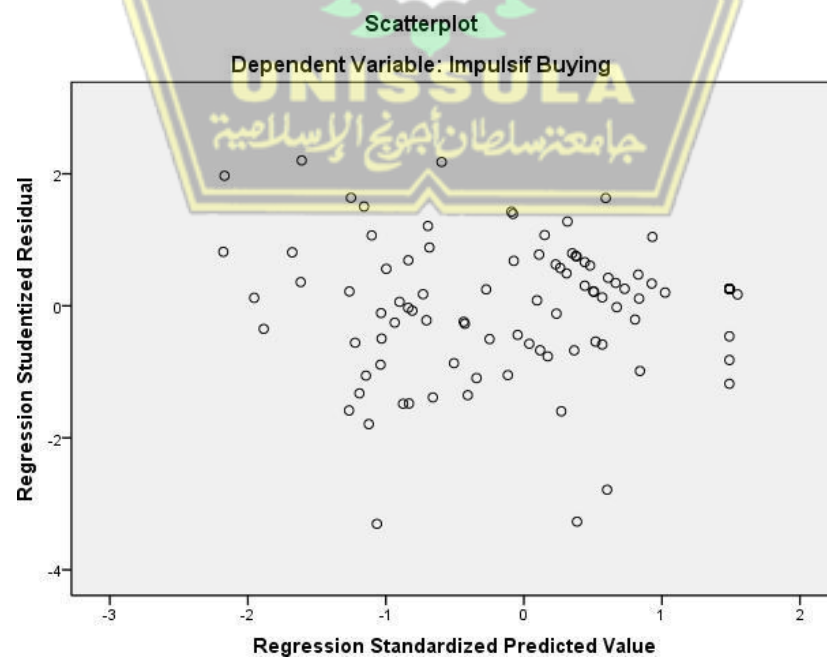
a. Dependent Variable: Impulsif Buying

C. Uji Heterokedastisitas

MODEL 1



MODEL 2



Lampiran 5 Uji Hipotesis 2

A. Analisis Regresi Linier Berganda dan Uji t

Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,870	,909		3,157	,002
	Shopping lifestyle	,198	,099	,207	1,999	,048
	Fashion Involvement	,160	,086	,201	1,861	,046
	Hedonic Shopping Motivation	,227	,063	,412	3,571	,001

a. Dependent Variable: Positive Emotion

Model 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,290	1,724		-1,328	,187
	Shopping lifestyle	,767	,182	,387	4,206	,000
	Fashion Involvement	,096	,041	,172	2,329	,022
	Hedonic Shopping Motivation	,383	,122	,336	3,139	,002
	Positive Emotion	,523	,184	,252	2,840	,006

a. Dependent Variable: Impulsif Buying

B. Uji F

Model 1

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	301,053	3	100,351	40,776	,000 ^a
	Residual	236,257	96	2,461		
	Total	537,310	99			

a. Predictors: (Constant), Hedonic Shopping Motivation , Shopping lifestyle , Fashion Involvement

b. Dependent Variable: Positive Emotion

Model 2

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1548,240	4	387,060	48,271	,000 ^a
	Residual	761,760	95	8,019		
	Total	2310,000	99			

a. Predictors: (Constant), Positive Emotion , Shopping lifestyle , Fashion Involvement , Hedonic Shopping Motivation

b. Dependent Variable: Impulsif Buying

C. Uji koefisien Determinasi

Model 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,749 ^a	,560	,547	1,56876

a. Predictors: (Constant), Hedonic Shopping Motivation , Shopping lifestyle , Fashion Involvement

b. Dependent Variable: Positive Emotion

Model 2

Model Summary^b

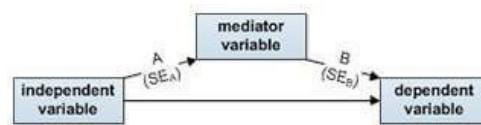
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,819 ^a	,670	,656	2,83170

a. Predictors: (Constant), Positive Emotion , Shopping lifestyle , Fashion Involvement , Hedonic Shopping Motivation

b. Dependent Variable: Impulsif Buying

D. Uji Sobel

Sobel 1



A: 0.198 ?

B: 0.523 ?

SE_A: 0.099 ?SE_B: 0.184 ?

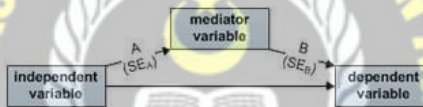
Calculate!

Sobel test statistic: 1.63566735

One-tailed probability: 0.05095461

Two-tailed probability: 0.10190923

Sobel 2



A: 0.160 ?

B: 0.523 ?

SE_A: 0.086 ?SE_B: 0.184 ?

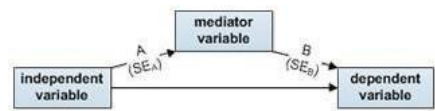
Calculate!

Sobel test statistic: 1.55665629

One-tailed probability: 0.05977606

Two-tailed probability: 0.11955211

Sobel 3

A: ?B: ?SE_A: ?SE_B: ?

Sobel test statistic: 2.23161256

One-tailed probability: 0.01282029

Two-tailed probability: 0.02564058

