

Lampiran 1

KUISIONER PENELITIAN

**PENGARUH *SHOPPING LIFESTYLE*, *FASHION INVOLVEMENT*
DAN *HEDONIC SHOPPING VALUE* TERHADAP *IMPULSE BUYING*
BEHAVIOUR PELANGGAN TOKO THE EXECUTIVE SURABAYA**

Yth. Saudara/i

Dengan hormat,

Saya mahasiswa jurusan Manajemen fakultas Bisnis Universitas Katolik Widya Mandala sedang melakukan penelitian tentang: Pengaruh *SHOPPING LIFESTYLE*, *FASHION INVOLVEMENT* dan *HEDONIC SHOPPING VALUE* terhadap *IMPULSE BUYING BEHAVIOUR* pelanggan toko THE EXECUTIVE SURABAYA.

Dalam rangka penyusunan skripsi untuk menyelesaikan studi jenjang Strata I (S1) dan sesuai dengan judul dan tema diatas maka memberitahukan bahwa saya akan menyelenggarakan penelitian survey dengan mnggunakan kuesioner ini.

Sehubungan dengan hal tersebut, maka saya mohon bantuan Saudara/saudari untuk bersedia mengisi angket sesuai dengan keadaan yang dialami dan dirasakan. Saya menjamin penuh kerahasiaan informasi yang bapak/ibu/saudara/i berikan.

Saya mohan untuk kerjasama dan kesediaannya untuk meluangkan waktu mengisi angket ini, mudah-mudahan bantuan yang bapak/ibu/saudara/i dapat mendukung penyusunan skripsi ini. Saya ucapkan banyak terima kasih atas bantuannya.

Peneliti,

MARTIN RUMENGAN

Mohon diisi pertanyaan berikut:

Data Identitas Responden :

Berilah tanda silang (X) pada jawaban yang anda pilih.

1. Jenis kelamin:

A. Laki-laki

B. Perempuan

2. Umur saudara saat ini:

A. 17 tahun – 26 tahun

B. 27 tahun – 36 tahun

C. > 36 tahun

3. Pekerjaan Saudara:

A. Pelajar/mahasiswa

D. Profesional

B. Karyawan

E. Lain-lain.....

C. Wiraswasta

4. Pendapatan per bulan :

A. < Rp.3.000.000,-

B. Rp.3000.000,- – Rp.5.000.000,-

C. >Rp.5.000.000,-

5. Kapan terakhir kali anda berkunjung ke The Executive Surabaya ?

A. 1 bulan

B. 3 bulan

C. 3 bulan

Petunjuk pengisian

Berikan penilaian anda dengan memberi tanda silang (✓) pada salah satu kolom yang paling sesuai dengan pilihan anda. berikut ini adalah keterangan dari setiap nomor:

1= Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3= Netral (N)

4 = Setuju (S)

5= Sangat Setuju (sasaran)

SHOPPING LIFESTYLE

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Setiap tawaran iklan mengenai produk fashion, saya cenderung menanggapi untuk membelinya					
2.	Saya cenderung membeli pakaian model terbaru ketika saya melihatnya di toko					
3.	Saya cenderung berbelanja <i>fashion</i> merek terkenal					
4.	Saya yakin bahwa merk produk <i>fashion</i> yang saya beli terbaik dalam hal kualitasnya					
5.	Saya sering membeli berbagai merk <i>fashion</i> yang berbeda daripada merk yang biasa saya beli (*)					
6.	Saya yakin ada <i>fashion merk</i> lain yang sama kualitasnya seperti yang saya beli (*)					

FASHION INVOLVEMENT

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Saya mempunyai pakaian dengan model yang terbaru (<i>trend</i>)					
2.	<i>Fashion</i> adalah satu hal penting yang mendukung aktifitas saya					
3.	Saya lebih suka apabila model pakaian yang saya kenakan berbeda dengan orang lain					
4	Pakaian yang saya miliki menunjukkan karakter saya					
5	Saya dapat mengetahui banyak hal tentang seseorang seperti karakter dari pakaian yang digunakan					
6.	Ketika saya memakai pakaian favorit saya, saya yakin orang lain akan melihat ke arah saya					
7.	Saya cenderung untuk mencoba produk <i>fashion</i> terlebih dahulu sebelum membelinya					
8.	Saya cenderung lebih mengetahui adanya <i>fashion</i> terbaru dibandingkan dengan orang lain					

HEDONIC SHOPPING VALUE

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Belanja adalah rekreasi					
2.	Belanja adalah cara menghilangkan stress.					
3.	Saya seringkali berbelanja untuk diri sendiri ketika sedang mencari hadiah untuk saudara/teman.					
4.	Saya belanja ketika ada <i>sales</i> (diskon) (*)					
5.	Saya cenderung membeli fashion (pakaian, celana, dll) ketika sedang jalan-jalan bersama teman atau keluarga					
6.	Saya belanja karena mendapatkan informasi baru tentang trend baru dan perkembangannya.					

IMPULSE BUYING BEHAVIOUR

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Bila ada tawaran khusus seperti diskon atau promosi, saya cenderung membeli banyak					
2.	Saya cenderung membeli pakaian model terbaru walaupun mungkin tidak sesuai dengan saya					
3.	Saat berbelanja produk <i>fashion</i> , saya cenderung membeli tanpa berpikir panjang dulu sebelumnya					
4.	Setelah memasuki <i>shopping center</i> , saya segera memasuki sebuah toko <i>fashion</i> untuk membeli sesuatu					
5.	Saya cenderung terobsesi untuk membelanjakan uang yang saya bawa sebagian besar untuk produk <i>fashion</i>					
6.	Saya cenderung membeli produk <i>fashion</i> meskipun saya tidak begitu membutuhkannya					

Lampiran 2

No	Shopping Lifestyle						Fashion Involvement							
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8
1	4.0	5.0	3.0	2.0	3.0	3.0	4.0	4.0	5.0	3.0	3.0	4.0	3.0	4.0
2	5.0	4.0	2.0	4.0	4.0	5.0	5.0	5.0	4.0	4.0	4.0	4.0	3.0	2.0
3	5.0	5.0	4.0	4.0	4.0	4.0	5.0	5.0	5.0	5.0	4.0	5.0	4.0	4.0
4	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	5.0	3.0	4.0	2.0	3.0
5	1.0	1.0	3.0	2.0	2.0	2.0	2.0	2.0	3.0	4.0	2.0	3.0	2.0	3.0
6	4.0	4.0	2.0	2.0	2.0	2.0	2.0	4.0	4.0	4.0	4.0	5.0	2.0	2.0
7	3.0	4.0	2.0	2.0	3.0	4.0	4.0	4.0	3.0	3.0	2.0	4.0	4.0	2.0
8	4.0	4.0	2.0	2.0	3.0	3.0	4.0	4.0	4.0	4.0	3.0	4.0	2.0	2.0
9	2.0	2.0	2.0	2.0	2.0	2.0	4.0	4.0	4.0	3.0	2.0	3.0	2.0	2.0
10	1.0	1.0	4.0	4.0	4.0	4.0	5.0	4.0	5.0	4.0	4.0	3.0	4.0	2.0
11	2.0	3.0	2.0	3.0	4.0	4.0	1.0	2.0	1.0	2.0	3.0	2.0	3.0	2.0
12	5.0	4.0	4.0	5.0	4.0	5.0	5.0	5.0	4.0	5.0	5.0	4.0	5.0	4.0
13	5.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	3.0	3.0	4.0	4.0	3.0	3.0

14	4.0	5.0	4.0	5.0	5.0	4.0	5.0	4.0	4.0	5.0	4.0	5.0	4.0	4.0
15	2.0	1.0	1.0	2.0	2.0	1.0	4.0	2.0	3.0	4.0	4.0	4.0	3.0	4.0
16	2.0	3.0	2.0	2.0	3.0	3.0	4.0	2.0	3.0	3.0	4.0	3.0	3.0	4.0
17	4.0	2.0	3.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0	3.0	4.0	5.0	4.0
18	4.0	5.0	4.0	4.0	4.0	5.0	5.0	4.0	4.0	4.0	4.0	5.0	4.0	5.0
19	5.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0	3.0	4.0	3.0	4.0	3.0	4.0
20	4.0	4.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	4.0	4.0	3.0
21	3.0	3.0	3.0	3.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0
22	3.0	4.0	4.0	4.0	4.0	3.0	4.0	3.0	4.0	5.0	4.0	4.0	4.0	4.0
23	2.0	3.0	2.0	3.0	4.0	3.0	4.0	3.0	4.0	3.0	4.0	5.0	4.0	4.0
24	5.0	4.0	4.0	5.0	4.0	5.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0
25	4.0	5.0	5.0	4.0	5.0	4.0	3.0	3.0	3.0	2.0	3.0	2.0	2.0	3.0
26	4.0	5.0	4.0	5.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0
27	2.0	1.0	1.0	2.0	2.0	1.0	5.0	4.0	4.0	2.0	3.0	4.0	3.0	3.0
28	2.0	3.0	2.0	2.0	3.0	3.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	2.0
29	2.0	3.0	2.0	3.0	3.0	2.0	3.0	4.0	3.0	3.0	3.0	3.0	4.0	4.0

30	5.0	4.0	3.0	4.0	5.0	5.0	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0
31	2.0	3.0	2.0	2.0	3.0	2.0	4.0	4.0	4.0	4.0	3.0	4.0	3.0	3.0
32	5.0	4.0	4.0	5.0	4.0	3.0	4.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0
33	4.0	3.0	4.0	3.0	4.0	4.0	5.0	5.0	4.0	5.0	4.0	5.0	4.0	5.0
34	5.0	4.0	4.0	4.0	3.0	4.0	1.0	2.0	1.0	1.0	3.0	1.0	2.0	1.0
35	4.0	3.0	2.0	3.0	2.0	3.0	4.0	4.0	4.0	4.0	3.0	4.0	3.0	4.0
36	4.0	5.0	3.0	2.0	3.0	2.0	4.0	4.0	3.0	3.0	3.0	4.0	4.0	3.0
37	4.0	3.0	4.0	3.0	3.0	4.0	3.0	3.0	4.0	4.0	3.0	4.0	4.0	4.0
38	4.0	5.0	3.0	4.0	5.0	5.0	2.0	1.0	2.0	1.0	1.0	2.0	2.0	2.0
39	5.0	4.0	3.0	4.0	3.0	4.0	5.0	4.0	5.0	5.0	5.0	5.0	4.0	4.0
40	2.0	1.0	2.0	1.0	2.0	1.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	4.0
41	2.0	3.0	2.0	2.0	3.0	3.0	5.0	4.0	5.0	5.0	5.0	4.0	4.0	5.0
42	4.0	3.0	3.0	3.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0
43	5.0	4.0	4.0	4.0	4.0	5.0	5.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0
44	4.0	3.0	3.0	3.0	4.0	4.0	1.0	2.0	1.0	1.0	2.0	1.0	2.0	1.0
45	5.0	4.0	4.0	4.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	3.0	4.0

46	4.0	3.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0	5.0
47	5.0	4.0	3.0	4.0	5.0	5.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0
48	5.0	4.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	4.0	4.0	3.0
49	4.0	3.0	3.0	4.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
50	3.0	4.0	4.0	2.0	2.0	3.0	4.0	4.0	5.0	5.0	3.0	3.0	2.0	4.0
51	5.0	5.0	4.0	2.0	4.0	3.0	4.0	4.0	5.0	5.0	4.0	4.0	4.0	1.0
52	4.0	4.0	4.0	2.0	4.0	3.0	4.0	4.0	5.0	4.0	4.0	3.0	4.0	1.0
53	4.0	3.0	2.0	5.0	4.0	3.0	5.0	5.0	4.0	3.0	2.0	5.0	4.0	3.0
54	5.0	4.0	3.0	2.0	2.0	3.0	4.0	5.0	5.0	4.0	3.0	5.0	3.0	3.0
55	5.0	4.0	3.0	3.0	3.0	2.0	4.0	5.0	3.0	2.0	3.0	2.0	3.0	3.0
56	5.0	5.0	1.0	1.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
57	5.0	5.0	4.0	1.0	3.0	3.0	4.0	5.0	4.0	4.0	4.0	2.0	3.0	4.0
58	4.0	3.0	3.0	2.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	3.0
59	4.0	5.0	2.0	2.0	4.0	3.0	4.0	5.0	3.0	5.0	4.0	3.0	4.0	2.0
60	4.0	4.0	4.0	4.0	4.0	3.0	5.0	4.0	3.0	4.0	5.0	5.0	3.0	4.0
61	5.0	4.0	2.0	1.0	5.0	4.0	4.0	5.0	4.0	3.0	4.0	5.0	5.0	4.0

[illegible]

78	4.0	4.0	4.0	3.0	5.0	1.0	2.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0
79	4.0	4.0	3.0	4.0	2.0	2.0	3.0	3.0	4.0	4.0	4.0	3.0	4.0	3.0
80	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0	2.0	5.0	5.0	5.0	5.0	5.0
81	5.0	5.0	4.0	5.0	5.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	5.0	5.0
82	1.0	1.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	1.0	2.0	3.0	3.0	2.0
83	4.0	4.0	4.0	4.0	4.0	2.0	2.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0
84	1.0	2.0	1.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	1.0	2.0
85	5.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0
86	4.0	4.0	5.0	5.0	4.0	3.0	4.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0
87	5.0	5.0	5.0	5.0	5.0	4.0	5.0	4.0	4.0	5.0	5.0	5.0	5.0	5.0
88	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
89	5.0	5.0	4.0	4.0	5.0	5.0	3.0	4.0	4.0	3.0	4.0	4.0	3.0	4.0
90	4.0	4.0	3.0	5.0	4.0	4.0	3.0	5.0	4.0	4.0	5.0	4.0	3.0	3.0
91	3.0	4.0	3.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0
92	1.0	2.0	1.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0
93	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0

94	4.0	5.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
95	5.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	4.0	5.0	5.0
96	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
97	4.0	4.0	4.0	4.0	4.0	3.0	2.0	4.0	3.0	4.0	4.0	4.0	3.0	3.0
98	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
99	5.0	4.0	5.0	4.0	5.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0
100	5.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	3.0

No	Hedonic Shopping Value						Impulse Buying					
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
1	3.0	2.0	2.0	4.0	3.0	3.0	4.0	3.0	4.0	4.0	5.0	4.0
2	2.0	2.0	4.0	3.0	2.0	2.0	4.0	2.0	4.0	4.0	5.0	1.0
3	4.0	4.0	4.0	4.0	4.0	2.0	4.0	4.0	5.0	5.0	5.0	2.0
4	2.0	1.0	2.0	2.0	2.0	2.0	1.0	2.0	4.0	4.0	4.0	2.0
5	3.0	1.0	2.0	1.0	3.0	2.0	1.0	1.0	3.0	3.0	4.0	2.0
6	4.0	2.0	2.0	2.0	4.0	2.0	2.0	4.0	2.0	4.0	5.0	1.0
7	3.0	2.0	2.0	2.0	3.0	1.0	2.0	3.0	2.0	4.0	5.0	3.0
8	3.0	2.0	2.0	4.0	3.0	2.0	2.0	4.0	4.0	4.0	4.0	2.0
9	2.0	2.0	2.0	3.0	2.0	1.0	4.0	3.0	3.0	4.0	4.0	4.0
10	4.0	4.0	4.0	2.0	4.0	3.0	2.0	2.0	4.0	5.0	4.0	2.0
11	3.0	2.0	1.0	4.0	3.0	3.0	2.0	2.0	1.0	2.0	5.0	3.0
12	5.0	1.0	5.0	5.0	5.0	1.0	5.0	5.0	3.0	3.0	5.0	4.0
13	3.0	1.0	3.0	4.0	3.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0
14	3.0	2.0	2.0	5.0	3.0	4.0	2.0	3.0	5.0	3.0	3.0	4.0

15	5.0	2.0	3.0	4.0	5.0	4.0	2.0	4.0	4.0	4.0	4.0	3.0
16	5.0	3.0	1.0	5.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0
17	5.0	2.0	1.0	3.0	5.0	2.0	4.0	5.0	4.0	4.0	5.0	5.0
18	5.0	2.0	2.0	3.0	5.0	3.0	4.0	5.0	5.0	5.0	5.0	4.0
19	4.0	3.0	2.0	5.0	4.0	3.0	5.0	4.0	4.0	4.0	4.0	4.0
20	3.0	3.0	4.0	5.0	3.0	1.0	4.0	4.0	4.0	3.0	3.0	4.0
21	4.0	1.0	1.0	5.0	4.0	4.0	5.0	4.0	3.0	4.0	5.0	3.0
22	4.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0
23	4.0	4.0	4.0	3.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	3.0
24	3.0	5.0	5.0	3.0	3.0	3.0	4.0	3.0	4.0	4.0	3.0	4.0
25	2.0	4.0	3.0	2.0	2.0	2.0	2.0	3.0	3.0	2.0	2.0	2.0
26	3.0	4.0	4.0	4.0	3.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0
27	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	2.0	4.0	4.0
28	4.0	5.0	5.0	5.0	4.0	5.0	4.0	2.0	2.0	2.0	2.0	2.0
29	3.0	5.0	4.0	5.0	3.0	5.0	4.0	4.0	3.0	4.0	4.0	4.0
30	3.0	4.0	3.0	4.0	3.0	4.0	4.0	2.0	2.0	1.0	2.0	2.0

31	3.0	3.0	3.0	3.0	3.0	3.0	2.0	4.0	4.0	4.0	3.0	4.0
32	4.0	5.0	5.0	4.0	4.0	4.0	2.0	4.0	4.0	4.0	4.0	3.0
33	3.0	5.0	5.0	4.0	3.0	4.0	2.0	5.0	5.0	5.0	4.0	5.0
34	3.0	4.0	3.0	4.0	3.0	4.0	4.0	1.0	1.0	2.0	2.0	1.0
35	4.0	5.0	4.0	2.0	4.0	2.0	2.0	4.0	5.0	5.0	4.0	4.0
36	3.0	4.0	4.0	5.0	3.0	5.0	3.0	3.0	4.0	4.0	3.0	4.0
37	4.0	4.0	3.0	3.0	4.0	3.0	4.0	3.0	3.0	3.0	4.0	4.0
38	4.0	4.0	4.0	3.0	4.0	3.0	4.0	2.0	1.0	2.0	4.0	2.0
39	5.0	4.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	3.0	5.0
40	3.0	5.0	5.0	4.0	3.0	2.0	4.0	4.0	5.0	3.0	2.0	4.0
41	3.0	5.0	4.0	5.0	3.0	5.0	3.0	5.0	5.0	4.0	3.0	4.0
42	4.0	4.0	4.0	5.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0
43	3.0	4.0	3.0	3.0	3.0	3.0	2.0	3.0	2.0	3.0	4.0	5.0
44	4.0	4.0	4.0	4.0	4.0	4.0	3.0	1.0	1.0	2.0	2.0	2.0
45	4.0	4.0	4.0	3.0	4.0	3.0	2.0	5.0	3.0	4.0	2.0	4.0
46	4.0	4.0	4.0	5.0	4.0	5.0	4.0	3.0	4.0	4.0	4.0	4.0

47	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0
48	4.0	4.0	4.0	3.0	4.0	3.0	3.0	4.0	4.0	3.0	3.0	4.0
49	4.0	4.0	3.0	3.0	4.0	3.0	4.0	4.0	3.0	4.0	4.0	3.0
50	4.0	2.0	3.0	3.0	4.0	3.0	3.0	5.0	5.0	3.0	4.0	3.0
51	5.0	1.0	2.0	3.0	5.0	4.0	4.0	2.0	3.0	4.0	5.0	1.0
52	4.0	2.0	2.0	3.0	4.0	4.0	4.0	3.0	3.0	4.0	5.0	2.0
53	5.0	2.0	3.0	4.0	5.0	3.0	5.0	5.0	4.0	5.0	3.0	2.0
54	4.0	2.0	3.0	3.0	4.0	2.0	2.0	5.0	4.0	4.0	4.0	2.0
55	3.0	2.0	1.0	4.0	3.0	3.0	2.0	5.0	5.0	5.0	5.0	5.0
56	5.0	1.0	5.0	5.0	5.0	1.0	5.0	5.0	5.0	5.0	5.0	5.0
57	3.0	1.0	3.0	4.0	3.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0
58	3.0	2.0	2.0	5.0	3.0	4.0	2.0	3.0	3.0	5.0	3.0	2.0
59	5.0	2.0	3.0	4.0	5.0	4.0	2.0	2.0	5.0	4.0	4.0	2.0
60	5.0	3.0	1.0	5.0	5.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0
61	5.0	2.0	1.0	3.0	5.0	2.0	4.0	4.0	5.0	4.0	5.0	2.0
62	5.0	2.0	2.0	3.0	5.0	3.0	4.0	5.0	4.0	5.0	5.0	2.0

63	4.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	2.0
64	4.0	3.0	2.0	5.0	4.0	3.0	5.0	5.0	5.0	5.0	4.0	2.0
65	5.0	5.0	5.0	5.0	5.0	5.0	4.0	4.0	4.0	4.0	3.0	4.0
66	3.0	5.0	4.0	4.0	5.0	4.0	4.0	5.0	4.0	5.0	4.0	4.0
67	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0
68	5.0	5.0	5.0	3.0	5.0	4.0	5.0	3.0	5.0	3.0	4.0	5.0
69	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
70	4.0	4.0	3.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
71	4.0	4.0	4.0	5.0	4.0	4.0	5.0	4.0	4.0	5.0	4.0	4.0
72	5.0	5.0	4.0	4.0	4.0	5.0	4.0	5.0	4.0	4.0	4.0	5.0
73	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	4.0	4.0
74	4.0	4.0	3.0	2.0	4.0	3.0	4.0	3.0	4.0	3.0	4.0	3.0
75	3.0	3.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0	4.0
76	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
77	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
78	4.0	3.0	4.0	4.0	4.0	4.0	4.0	2.0	2.0	4.0	4.0	5.0

79	3.0	3.0	3.0	3.0	3.0	3.0	2.0	4.0	3.0	3.0	4.0	3.0
80	4.0	4.0	5.0	2.0	4.0	5.0	5.0	5.0	5.0	4.0	4.0	4.0
81	5.0	5.0	5.0	5.0	4.0	4.0	4.0	5.0	4.0	5.0	5.0	5.0
82	2.0	2.0	1.0	1.0	1.0	2.0	1.0	2.0	1.0	1.0	2.0	2.0
83	3.0	4.0	3.0	4.0	3.0	3.0	3.0	4.0	4.0	4.0	4.0	3.0
84	2.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
85	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
86	4.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0
87	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	4.0	4.0	4.0	5.0
88	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
89	5.0	5.0	5.0	3.0	5.0	4.0	4.0	3.0	4.0	5.0	4.0	3.0
90	4.0	4.0	3.0	5.0	4.0	5.0	4.0	3.0	3.0	4.0	4.0	4.0
91	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0
92	1.0	2.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
93	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.0	4.0	4.0
94	5.0	5.0	5.0	5.0	4.0	4.0	4.0	4.0	4.0	5.0	4.0	5.0

95	5.0	5.0	5.0	5.0	4.0	5.0	4.0	5.0	5.0	5.0	5.0	5.0
96	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
97	2.0	4.0	3.0	5.0	5.0	5.0	5.0	4.0	4.0	4.0	4.0	5.0
98	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
99	3.0	5.0	4.0	4.0	5.0	4.0	4.0	5.0	4.0	5.0	4.0	4.0
100	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0

Lampiran 3 : Klasifikasi Responden

JK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	50	50.0	50.0	50.0
	perempuan	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-26 tahun	56	56.0	56.0	56.0
	27-36 tahun	33	33.0	33.0	89.0
	>36 tahun	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid pelajar/mahasiswa	43	43.0	43.0	43.0
karyawan	52	52.0	52.0	95.0
wiraswasta	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <3juta	26	26.0	26.0	26.0
3-5 juta	51	51.0	51.0	77.0
>5 juta	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Berkunjung

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <1 bulan	49	49.0	49.0	49.0
<3 bulan	43	43.0	43.0	92.0
>3 bulan	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Lampiran 4 : Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
JK	100	1.00	2.00	1.5000	.50252
Usia	100	1.00	3.00	1.5500	.68718
Pekerjaan	100	1.00	3.00	1.6200	.58223
Pendapatan	100	1.00	3.00	1.9700	.70288
Berkunjung	100	1.00	3.00	1.5900	.63715
Valid N (listwise)	100				

Lampiran 5 : Uji Validitas

Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1Total
X1.1 Pearson Correlation	1	.772**	.545**	.475**	.593**	.544**	.820**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100
X1.2 Pearson Correlation	.772**	1	.561**	.393**	.593**	.523**	.796**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100
X1.3 Pearson Correlation	.545**	.561**	1	.634**	.616**	.533**	.806**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
N	100	100	100	100	100	100	100
X1.4 Pearson Correlation	.475**	.393**	.634**	1	.622**	.551**	.766**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
N	100	100	100	100	100	100	100
X1.5 Pearson Correlation	.593**	.593**	.616**	.622**	1	.682**	.844**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
N	100	100	100	100	100	100	100

X2.4	Pearson Correlation	.614**	.619**	.697**	1	.715*	.724**	.597**	.565**	.845**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.569**	.614**	.574**	.715**	1	.618**	.636**	.599**	.808**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.659**	.657**	.671**	.724**	.618*	1	.649**	.627**	.856**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.592**	.623**	.566**	.597**	.636*	.649**	1	.585**	.795**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	.606**	.488**	.558**	.565**	.599*	.627**	.585**	1	.770**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
X2Total	Pearson Correlation	.833**	.823**	.825**	.845**	.808*	.856**	.795**	.770**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3Total
X3.1	Pearson Correlation	1	.271**	.360**	.424**	.867**	.415**	.712**
	Sig. (2-tailed)		.006	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.271**	1	.721**	.352**	.298**	.576**	.757**
	Sig. (2-tailed)	.006		.000	.000	.003	.000	.000
	N	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.360**	.721**	1	.386**	.358**	.427**	.756**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.424**	.352**	.386**	1	.468**	.597**	.717**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.867**	.298**	.358**	.468**	1	.436**	.732**
	Sig. (2-tailed)	.000	.003	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.415**	.576**	.427**	.597**	.436**	1	.780**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
X3Total	Pearson Correlation	.712**	.757**	.756**	.717**	.732**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	YTotal
Y1.1	Pearson Correlation	1	.445**	.389**	.360**	.394**	.426**	.669**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.445**	1	.693**	.628**	.457**	.569**	.839**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.389**	.693**	1	.680**	.445**	.504**	.819**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.360**	.628**	.680**	1	.635**	.421**	.808**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	.394**	.457**	.445**	.635**	1	.304**	.691**
	Sig. (2-tailed)	.000	.000	.000	.000		.002	.000
	N	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	.426**	.569**	.504**	.421**	.304**	1	.722**
	Sig. (2-tailed)	.000	.000	.000	.000	.002		.000
	N	100	100	100	100	100	100	100
YTotal	Pearson Correlation	.669**	.839**	.819**	.808**	.691**	.722**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Lampiran 6 : Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded ^a	1	1.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.860	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1Total	71.5400	237.867	.609	.859
X2Total	63.7700	179.351	.762	.808
X3Total	71.4200	241.115	.676	.835
YTotal	71.0400	222.019	.835	.777

Lampiran 7 :

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.889 ^a	.791	.784	.39215	1.837

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.869	3	18.623	121.099	.000 ^a
	Residual	14.763	96	.154		
	Total	70.632	99			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.214	.193		1.109	.270		
	X1	.010	.054	.011	.191	.849	.607	1.648
	X2	.691	.057	.723	12.197	.000	.620	1.614
	X3	.242	.061	.243	3.957	.000	.578	1.730

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model Dimension		Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3.916	1.000	.00	.00	.00	.00
	2	.033	10.856	.68	.52	.00	.01
	3	.027	12.015	.28	.31	.76	.02
	4	.023	12.968	.04	.16	.24	.97

a. Dependent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.1566	4.8420	3.5917	.75122	100
Residual	-.92187	1.44840	.00000	.38616	100
Std. Predicted Value	-3.241	1.664	.000	1.000	100
Std. Residual	-2.351	3.693	.000	.985	100

a. Dependent Variable: Y

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: LnE2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.213 ^a	.045	.015	1.96169

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: LnE2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.494	3	5.831	1.515	.215 ^a
	Residual	369.428	96	3.848		
	Total	386.922	99			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: LnE2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.186	.964		-2.267	.026
	X1	.286	.272	.135	1.052	.295
	X2	.059	.283	.027	.209	.835
	X3	-.627	.306	-.269	-2.048	.043

a. Dependent Variable: LnE2

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-4.6813	-2.3083	-3.1784	.42036	100
Residual	-5.14422	3.45791	.00000	1.93173	100
Std. Predicted Value	-3.575	2.070	.000	1.000	100
Std. Residual	-2.622	1.763	.000	.985	100

a. Dependent Variable: LnE2

Lampiran 8 : t-tes

Group Statistics

JK	N	Mean	Std. Deviation	Std. Error Mean
X1Total Laki-laki	50	20.2200	5.36158	.75824
Perempuan	50	21.8800	5.72727	.80996
X2Total Laki-laki	50	27.9600	6.97798	.98684
Perempuan	50	29.6800	7.13554	1.00912
X3Total Laki-laki	50	20.7200	4.22838	.59798
Perempuan	50	21.6200	5.82707	.82407
Ytotal Laki-laki	50	21.0200	4.13788	.58518
Perempuan	50	22.0800	5.84787	.82701

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2- tailed)	Mean Differenc e	Std. Error Differen ce	95% Confidence Interval of the Difference	
								Lower	Upper
X1Total Equal variances assumed	.424	.517	-1.496	98	.138	-1.66000	1.10949	-3.86174	.54174
Equal variances not assumed			-1.496	97.576	.138	-1.66000	1.10949	-3.86186	.54186
X2Total Equal variances assumed	.135	.714	-1.219	98	.226	-1.72000	1.41144	-4.52096	1.08096
Equal variances not assumed			-1.219	97.951	.226	-1.72000	1.41144	-4.52097	1.08097

X3Total	Equal variances assumed	2.257	.136	-.884	98	.379	-.90000	1.01817	-2.92053	1.12053
	Equal variances not assumed			-.884	89.401	.379	-.90000	1.01817	-2.92296	1.12296
YTotal	Equal variances assumed	1.402	.239	-1.046	98	.298	-1.06000	1.01311	-3.07048	.95048
	Equal variances not assumed			-1.046	88.232	.298	-1.06000	1.01311	-3.07327	.95327