

Kuisisioner

Saya meminta bantuan Bapak/Ibu/Saudara sekalian untuk mengisi beberapa pertanyaan dibawah ini. Kuisisioner yang saya bagikan digunakan sebagai bahan untuk melakukan penelitian. Saya mohon bantuannya untuk dapat mengisi kuisisioner ini dengan sejujur-jujurnya dan sebenar-benarnya.

Jawablah pertanyaan dibawah ini dengan tanda X !

1. Jenis kelamin
 - a. Perempuan
 - b. Laki-laki
2. Usia
 - a. 20-30 tahun
 - b. 31-40 tahun
 - c. 41-50 tahun

Keterangan :

- | | |
|------------------------|------------------|
| 1= Sangat Tidak Setuju | 4= Setuju |
| 2= Tidak Setuju | 5= Sangat Setuju |
| 3= Netral | |

No	Pertanyaan	1	2	3	4	5
Kesetiaan Merek						
1	Saya membeli merek yang sama setiap kali saya berbelanja					
2	Bila saya menemukan merek yang saya suka, saya akan selalu memakai merek tersebut					
3	Saya suka mencoba merek lain					

	setiap kali saya membeli suatu produk ®					
4	Saya tidak peduli terhadap merek, yang penting saya suka dengan produk tersebut ®					
5	Saya melihat produk dari harga dan kegunaannya bukan dari mereknya ®					
Konsumsi Hedonic						
1	Pergi berbelanja adalah salah satu kegiatan yang paling menyenangkan dalam hidup saya					
2	Saya senang membeli sesuatu yang baru dan menarik					
3	Saya sangat menikmati waktu saya dalam berbelanja					
4	Saya akan terus berbelanja, bukan karena saya memerlukannya, tetapi karena saya ingin					
5	Untuk mendapatkan keberagaman, saya berbelanja ke toko yang berbeda dan memilih merek yang berbeda					
Impulse Buying						
1	Saya suka terbujuk untuk membeli barang-barang diskon					

2	Saya tidak benar-benar berfikir saat membeli suatu barang					
3	Saya berbelanja dengan cepat					
4	Saya membeli bukan karena kegunaannya, tetapi karena saya ingin					
5	Saya membeli produk pertama yang saya lihat					

Terima Kasih

Lampiran 2

Hasil Pengisian Kuisioner (Uji Analisis)

No	Responden		Kesetiaan Merek							Konsumsi Hedonis							Impulse Buying						
	U	JK	1	2	3	4	5	Xt	X1	1	2	3	4	5	Xt	X2	1	2	3	4	5	Xt	X3
1	1	1	3	1	1	2	3	10	2.0	2	4	4	2	3	15	3.0	2	2	1	2	2	9	1.8
2	1	1	2	1	1	2	2	8	1.6	4	4	5	5	5	23	4.6	1	2	1	2	2	8	1.6
3	1	1	5	4	4	4	5	22	4.4	3	3	4	4	5	19	3.8	4	4	4	3	4	19	3.8
4	2	1	3	2	2	3	3	13	2.6	3	3	3	4	4	17	3.4	3	3	2	2	3	13	2.6
5	2	1	4	5	5	5	4	23	4.6	3	4	4	3	3	17	3.4	5	5	5	5	5	25	5.0
6	4	1	2	2	2	2	2	10	2.0	4	5	5	4	5	23	4.6	4	4	4	4	4	20	4.0
7	4	1	5	3	3	3	5	19	3.8	5	5	4	5	4	23	4.6	4	4	4	5	4	21	4.2
8	1	1	2	4	4	5	2	17	3.4	4	4	5	4	4	21	4.2	4	4	4	3	4	19	3.8
9	1	1	3	3	3	3	3	15	3.0	5	5	5	5	5	25	5.0	4	3	3	3	3	16	3.2
10	2	1	3	3	3	3	3	15	3.0	2	2	4	5	4	17	3.4	2	1	1	1	1	6	1.2

11	2	1	4	4	4	4	4	20	4.0	4	4	5	3	4	20	4.0	2	2	2	3	2	11	2.2
12	3	1	3	4	4	4	3	18	3.6	4	4	4	4	4	20	4.0	4	3	3	4	3	17	3.4
13	1	1	3	4	4	4	3	18	3.6	3	3	4	3	4	17	3.4	5	2	2	3	2	14	2.8
14	1	1	4	3	3	3	4	17	3.4	4	4	4	4	4	20	4.0	3	2	2	2	2	11	2.2
15	2	1	2	1	1	1	2	7	1.4	4	5	4	5	4	22	4.4	4	4	4	3	4	19	3.8
16	1	1	4	2	2	2	4	14	2.8	2	2	2	3	2	11	2.2	4	3	4	3	4	18	3.6
17	1	1	4	3	3	3	4	17	3.4	4	5	4	5	4	22	4.4	2	4	2	2	2	12	2.4
18	1	1	3	2	2	2	3	12	2.4	2	4	3	2	3	14	2.8	4	4	4	4	4	20	4.0
19	3	1	2	2	2	2	2	10	2.0	2	4	4	2	3	15	3.0	2	3	2	2	1	10	2.0
20	4	1	3	4	4	4	3	18	3.6	2	4	4	2	3	15	3.0	4	4	4	3	4	19	3.8
21	1	1	2	5	5	5	2	19	3.8	2	4	2	2	3	13	2.6	3	4	3	3	2	15	3.0
22	1	1	3	4	4	3	3	16	3.2	4	4	3	4	4	19	3.8	3	1	3	3	4	14	2.8
23	1	1	4	4	4	4	4	20	4.0	4	3	4	2	3	16	3.2	5	2	5	5	5	22	4.4

24	1	1	4	4	4	4	4	20	4.0	4	4	4	4	4	20	4.0	4	4	4	3	4	19	3.8
25	2	1	3	3	3	3	3	15	3.0	2	4	2	2	3	13	2.6	4	4	4	4	3	19	3.8
26	3	1	2	2	2	2	2	10	2.0	5	5	5	5	4	24	4.8	2	2	2	2	2	10	2.0
27	1	1	4	4	4	4	4	20	4.0	5	5	4	5	5	24	4.8	1	1	2	2	1	7	1.4
28	1	1	2	4	4	2	2	12	2.4	3	4	5	4	4	20	4.0	3	4	4	3	4	18	3.6
28	1	1	2	2	2	2	2	10	2.0	4	4	4	4	4	20	4.0	3	2	3	3	2	13	2.6
30	3	1	3	2	2	3	3	14	2.8	5	4	5	5	4	23	4.6	2	4	3	3	4	16	3.2
31	2	1	3	4	4	3	3	16	3.2	1	2	3	1	1	8	1.6	4	5	5	5	5	24	4.8
32	4	1	2	2	2	2	2	10	2.0	2	3	3	2	3	13	2.6	3	4	4	3	4	18	3.6
33	1	1	4	4	4	4	4	20	4.0	1	1	1	1	1	5	1.0	1	3	4	4	3	15	3.0
34	1	1	1	1	1	1	1	5	1.0	2	2	3	2	4	13	2.6	2	1	2	2	1	8	1.6
35	1	1	3	4	4	3	3	16	3.2	2	2	1	4	2	11	2.2	3	5	4	5	5	22	4.4
36	1	1	3	2	2	3	3	14	2.8	4	5	3	4	4	20	4.0	1	3	1	2	2	9	1.8

37	2	1	2	4	4	4	4	18	3.6	3	4	4	4	4	19	3.8	1	2	1	2	2	8	1.6
38	2	1	4	5	5	5	5	24	4.8	2	5	4	2	4	17	3.4	2	3	2	2	3	12	2.4
39	2	1	3	4	4	3	3	16	3.2	4	4	4	4	4	20	4.0	4	2	4	4	3	17	3.4
40	2	1	1	3	3	4	4	16	3.2	3	3	2	3	3	14	2.8	5	4	5	5	5	24	4.8
41	2	1	2	1	1	2	2	9	1.8	3	4	4	2	2	15	3.0	4	3	4	3	4	18	3.6
42	3	1	3	5	5	4	4	20	4.0	3	3	3	2	3	14	2.8	3	4	3	3	3	16	3.2
43	1	1	2	2	2	3	3	13	2.6	4	5	4	4	4	21	4.2	5	4	5	4	5	23	4.6
44	1	1	3	5	5	4	4	20	4.0	5	5	5	5	4	24	4.8	1	2	1	1	1	6	1.2
45	1	1	3	4	4	3	3	16	3.2	2	4	2	2	4	14	2.8	3	4	3	4	3	17	3.4
46	2	1	2	4	4	5	5	21	4.2	2	4	4	2	4	16	3.2	2	3	2	3	2	12	2.4
47	4	1	4	4	4	5	5	23	4.6	3	4	4	2	2	15	3.0	2	2	2	2	2	10	2.0
48	2	1	4	5	5	4	4	21	4.2	3	4	5	4	3	19	3.8	5	5	5	5	4	24	4.8
49	1	1	1	2	2	2	2	9	1.8	4	4	4	4	4	20	4.0	4	3	4	5	4	20	4.0

50	1	1	3	4	4	5	5	22	4.4	2	2	3	2	1	10	2.0	5	2	5	5	5	22	4.4
51	1	2	3	4	4	4	4	19	3.8	4	4	3	4	4	19	3.8	2	2	2	1	2	9	1.8
52	3	2	2	4	4	4	2	16	3.2	3	4	3	2	1	13	2.6	4	3	3	4	3	17	3.4
53	4	2	5	5	5	4	5	24	4.8	5	4	4	4	3	20	4.0	5	5	4	5	5	24	4.8
54	1	2	5	4	4	4	5	22	4.4	3	4	4	2	3	16	3.2	3	3	3	3	3	15	3.0
55	1	2	2	4	4	3	2	15	3.0	3	2	3	4	2	14	2.8	4	3	3	4	3	17	3.4
56	1	2	3	3	3	2	3	14	2.8	4	4	4	2	2	16	3.2	5	5	5	5	5	25	5.0
57	1	2	2	4	4	3	2	15	3.0	3	4	4	2	4	17	3.4	4	2	4	3	4	17	3.4
58	2	2	5	3	3	4	5	20	4.0	4	4	4	4	4	20	4.0	5	5	5	5	4	24	4.8
59	3	2	5	3	3	2	5	18	3.6	5	5	4	4	3	21	4.2	4	5	4	5	4	22	4.4
60	2	2	3	4	4	4	3	18	3.6	5	5	4	4	2	20	4.0	4	2	4	3	3	16	3.2
61	2	2	4	2	2	2	4	14	2.8	3	4	4	2	4	17	3.4	3	3	3	3	2	14	2.8
62	2	2	3	2	2	1	3	11	2.2	4	4	4	4	5	21	4.2	4	5	4	3	4	20	4.0

63	1	2	4	4	4	4	4	20	4.0	4	4	4	4	4	20	4.0	3	5	3	2	4	17	3.4
64	2	2	4	3	3	2	4	16	3.2	4	4	4	4	4	20	4.0	2	2	2	1	2	9	1.8
65	1	2	1	3	3	4	1	12	2.4	4	4	4	2	3	17	3.4	3	5	3	2	2	15	3.0
66	1	2	2	5	5	5	2	19	3.8	5	5	4	4	4	22	4.4	2	2	2	2	1	9	1.8
67	1	2	4	4	4	4	4	20	4.0	5	4	5	5	4	23	4.6	4	4	4	5	5	22	4.4
68	3	2	4	4	4	3	4	19	3.8	4	3	4	2	3	16	3.2	2	4	2	3	2	13	2.6
69	1	2	2	2	2	1	2	9	1.8	2	4	5	2	5	18	3.6	5	5	5	4	5	24	4.8
70	1	2	4	4	4	5	4	21	4.2	5	4	5	4	4	22	4.4	4	3	4	3	4	18	3.6
71	3	2	4	5	5	5	4	23	4.6	4	4	4	4	4	20	4.0	4	5	4	5	4	22	4.4
72	1	2	5	5	5	5	5	25	5.0	5	4	3	4	2	18	3.6	4	3	4	3	4	18	3.6
73	1	2	3	4	4	4	3	18	3.6	5	5	4	2	2	18	3.6	5	5	5	4	5	24	4.8
74	2	2	5	4	4	4	5	22	4.4	4	4	5	3	3	19	3.8	3	2	3	2	2	12	2.4
75	1	2	5	5	5	5	5	25	5.0	5	5	5	1	5	21	4.2	5	2	5	5	4	21	4.2

76	2	2	2	3	3	2	2	12	2.4	4	4	4	4	4	20	4.0	4	3	4	4	4	19	3.8
77	2	2	2	5	5	4	2	18	3.6	5	5	5	5	5	25	5.0	3	4	4	3	4	18	3.6
78	1	2	3	4	4	4	3	18	3.6	4	4	4	2	4	18	3.6	4	4	5	5	4	22	4.4
79	1	2	5	5	5	4	5	24	4.8	5	3	5	5	3	21	4.2	4	4	4	5	4	21	4.2
80	1	2	3	4	4	4	3	18	3.6	3	4	4	4	4	19	3.8	3	3	4	3	3	16	3.2
81	2	2	2	2	2	2	2	10	2.0	4	4	4	5	4	21	4.2	2	2	3	3	2	12	2.4
82	4	2	1	2	2	1	1	6	1.2	4	4	4	4	4	20	4.0	4	3	4	4	3	18	3.6
83	1	2	3	3	3	3	3	15	3.0	4	5	4	3	4	20	4.0	2	4	3	2	4	15	3.0
84	1	2	4	3	3	4	4	19	3.8	4	5	4	2	3	18	3.6	3	2	3	2	2	12	2.4
85	3	2	5	5	5	5	5	25	5.0	4	5	4	5	4	22	4.4	3	4	4	3	4	18	3.6
86	2	2	4	3	3	4	4	19	3.8	5	5	5	5	5	25	5.0	5	5	5	4	5	24	4.8
87	2	2	5	5	5	5	5	25	5.0	5	5	5	5	5	25	5.0	3	5	5	4	5	22	4.4
88	1	2	3	3	3	3	3	15	3.0	5	5	5	5	5	25	5.0	3	4	4	3	4	18	3.6

89	1	2	4	3	3	4	4	19	3.8	4	4	4	3	4	19	3.8	2	4	4	5	4	19	3.8
90	3	2	4	4	4	5	5	23	4.6	4	5	4	5	4	22	4.4	4	5	5	4	5	23	4.6
91	3	2	4	4	4	4	4	20	4.0	4	4	4	2	4	18	3.6	1	2	3	2	2	10	2.0
92	1	2	4	3	3	3	3	16	3.2	4	4	4	4	5	21	4.2	3	4	5	5	4	21	4.2
93	1	2	5	5	5	4	4	22	4.4	4	2	4	4	4	18	3.6	3	4	4	4	4	19	3.8
94	1	2	2	1	1	1	1	6	1.2	3	4	4	3	3	17	3.4	5	4	5	5	4	23	4.6
95	1	2	4	3	3	4	4	19	3.8	3	3	4	4	4	18	3.6	4	4	4	5	4	21	4.2
96	2	2	5	2	2	2	2	13	2.6	4	5	4	5	5	23	4.6	3	5	3	4	3	18	3.6
97	2	2	3	2	2	2	2	11	2.2	3	3	3	3	4	16	3.2	4	2	4	5	5	20	4.0
98	1	2	5	4	4	4	4	21	4.2	3	3	4	4	3	17	3.4	3	3	3	3	3	15	3.0
99	2	2	4	4	4	4	4	20	4.0	5	4	4	2	5	20	4.0	3	3	3	4	3	16	3.2
100	3	2	5	5	5	5	5	25	5.0	4	4	4	4	4	20	4.0	4	3	4	5	4	20	4.0

Lampiran 3

Frequencies

Statistics			Statistics		
D			Usia		
N	Valid	100	N	Valid	100
	Missing	0		Missing	0

Frequencies Tabel

Jenis Kelamin					
		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	18-28 tahun	52	52.0	52.0	52.0
	29-38 tahun	28	28.0	28.0	80.0
	39-48 tahun	13	13.0	13.0	93.0
	> 49 tahun	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Lampiran 4

Laki-laki

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
KM1	50	1	5	2.92	.966
KM2	50	1	5	3.16	1.149
KM3	50	1	5	3.20	1.229
KM4	50	1	5	3.24	1.098
KM5	50	1	5	3.24	1.021
Valid N (listwise)	50				

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
KH1	50	1	5	3.18	1.119
KH2	50	1	5	3.78	.996
KH3	50	1	5	3.70	1.035
KH4	50	1	5	3.34	1.239
KH5	50	1	5	3.52	.995
Valid N (listwise)	50				

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
IMB1	50	1	5	3.14	1.262
IMB2	50	1	5	3.10	1.129
IMB3	50	1	5	3.14	1.278
IMB4	50	1	5	3.18	1.137
IMB5	50	1	5	3.14	1.246
Valid N (listwise)	50				

Lampiran 4 (Lanjutan)
Perempuan

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KM1	50	1	5	3.60	1.195
KM2	50	1	5	3.68	1.077
KM3	50	1	5	3.62	1.048
KM4	50	1	5	3.50	1.199
KM5	50	1	5	3.48	1.233
Valid N (listwise)	50				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KH1	50	3	5	4.10	.544
KH2	50	1	5	3.52	1.147
KH3	50	1	5	3.74	.965
KH4	50	1	5	3.50	.995
KH5	50	2	5	3.60	1.125
Valid N (listwise)	50				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IMB1	50	1	5	3.58	1.052
IMB2	50	6	25	17.88	4.881
IMB3	50	13	25	19.52	2.705
IMB4	50	9	25	18.08	4.328
IMB5	50	1	5	3.58	.976
Valid N (listwise)	50				

Lampiran 5

Hasil Uji Validitas Uji Analisis

Correlations

Correlations							
		KM1	KM2	KM3	KM4	KM5	KMTotal
KM1	Pearson Correlation	1	.462**	.442**	.436**	.815**	.737**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
KM2	Pearson Correlation	.462**	1	.897**	.928**	.641**	.921**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
KM3	Pearson Correlation	.442**	.897**	1	.826**	.542**	.870**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
KM4	Pearson Correlation	.436**	.928**	.826**	1	.617**	.893**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
KM5	Pearson Correlation	.815**	.641**	.542**	.617**	1	.846**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
KMTotal	Pearson Correlation	.737**	.921**	.870**	.893**	.846**	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).

Lampiran 5(Lanjutan)
Hasil Uji Validitas Uji Analisis

Correlations

		Correlations					
		KH1	KH2	KH3	KH4	KH5	KHTotal
KH1	Pearson Correlation	1	.604**	.592**	.583**	.430**	.838**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
KH2	Pearson Correlation	.604**	1	.531**	.322**	.462**	.734**
	Sig. (2-tailed)	.000		.000	.001	.000	.000
	N	100	100	100	100	100	100
KH3	Pearson Correlation	.592**	.531**	1	.393**	.526**	.765**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
KH4	Pearson Correlation	.583**	.322**	.393**	1	.492**	.760**
	Sig. (2-tailed)	.000	.001	.000		.000	.000
	N	100	100	100	100	100	100
KH5	Pearson Correlation	.430**	.462**	.526**	.492**	1	.752**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
KHTotal	Pearson Correlation	.838**	.734**	.765**	.760**	.752**	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).

Lampiran 5 (Lanjutan)
Hasil Uji Validitas Uji Analisis

Correlations

Correlations							
		IMB1	IMB2	IMB3	IMB4	IMB5	IMBTotLa
IMB1	Pearson Correlation	1	.436**	.783**	.694**	.721**	.846**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
IMB2	Pearson Correlation	.436**	1	.577**	.502**	.628**	.732**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
IMB3	Pearson Correlation	.783**	.577**	1	.783**	.860**	.932**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
IMB4	Pearson Correlation	.694**	.502**	.783**	1	.735**	.866**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
IMB5	Pearson Correlation	.721**	.628**	.860**	.735**	1	.919**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
IMBTotLa	Pearson Correlation	.846**	.732**	.932**	.866**	.919**	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).

Lampiran 6

Hasil Uji Reliabilitas Uji Analisis

Reliability

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
.907	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KM1	13.56	16.916	.599	.920
KM2	13.40	14.848	.871	.864
KM3	13.41	15.315	.789	.881
KM4	13.45	15.078	.825	.873
KM5	13.46	15.726	.754	.889

Lampiran 6 (Lanjutan)

Hasil Uji Reliabilitas Uji Analisis

Reliability

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
.823	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KH1	14.90	8.980	.718	.757
KH2	14.58	10.428	.595	.796
KH3	14.62	10.379	.645	.784
KH4	15.09	9.113	.568	.811
KH5	14.89	9.937	.601	.793

Lampiran 6 (Lanjutan)

Hasil Uji Reliabilitas Uji Analisis

Reliability

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
.911	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IMB1	13.57	16.308	.755	.895
IMB2	13.54	17.584	.591	.928
IMB3	13.43	15.359	.888	.867
IMB4	13.49	15.909	.783	.889
IMB5	13.53	15.322	.866	.872

Lampiran 7

Discriminant Uji Analisis

Discriminant

Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		100	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		100	100.0

Group Statistics

D		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
Laki-Laki	Kesetiaan_Merek	3.1520	.93683	50	50.000
	Konsumsi_Hedonis	3.5040	.89829	50	50.000
	Impulse_Buying	3.1400	1.06003	50	50.000
Perempuan	Kesetiaan_Merek	3.5760	.97616	50	50.000
	Konsumsi_Hedonis	3.9040	.54096	50	50.000
	Impulse_Buying	3.6160	.86552	50	50.000
Total	Kesetiaan_Merek	3.3640	.97541	100	100.000
	Konsumsi_Hedonis	3.7040	.76461	100	100.000
	Impulse_Buying	3.3780	.99205	100	100.000

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Kesetiaan_Merek	.952	4.910	1	98	.029
Konsumsi_Hedonis	.931	7.276	1	98	.008
Impulse_Buying	.942	6.049	1	98	.016

Pooled Within-Groups Matrices

		Kesetiaan_Merek	Konsumsi_Hedonis	Impulse_Buying
Correlation	Kesetiaan_Merek	1.000	.015	.082
	Konsumsi_Hedonis	.015	1.000	-.115
	Impulse_Buying	.082	-.115	1.000

Analysis 1

Summary of Canonical Discriminant Functions

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.192 ^a	100.0	100.0	.402

- a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.839	16.974	3	.001

Standardized Canonical Discriminant Function Coefficients

	Function
	1
Kesetiaan_Merek	.450
Konsumsi_Hedonis	.685
Impulse_Buying	.609

Structure Matrix

	Function
	1
Konsumsi_Hedonis	.621
Impulse_Buying	.567
Kesetiaan_Merek	.510

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions
Variables ordered by absolute size of correlation within function.

Canonical Discriminant Function Coefficients

	Function
	1
Kesetiaan_Merek	.471
Konsumsi_Hedonis	.923
Impulse_Buying	.629
(Constant)	-7.128

Unstandardized coefficients

Functions at Group Centroids

D	Function
	1
Laki-Laki	-.434
Perempuan	.434

Unstandardized canonical discriminant functions evaluated at group means

Classification Statistics

Classification Processing Summary

Processed		100
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
Used in Output		100

Prior Probabilities for Groups

D	Prior	Cases Used in Analysis	
		Unweighted	Weighted
Laki-Laki	.500	50	50.000
Perempuan	.500	50	50.000
Total	1.000	100	100.000

Classification Results^{b,c}

D			Predicted Group Membership		Total
			Laki-Laki	Perempuan	
Original	Count	Laki-Laki	35	15	50
		Perempuan	19	31	50
	%	Laki-Laki	70.0	30.0	100.0
		Perempuan	38.0	62.0	100.0
Cross-validated ^a	Count	Laki-Laki	31	19	50
		Perempuan	20	30	50
	%	Laki-Laki	62.0	38.0	100.0
		Perempuan	40.0	60.0	100.0

a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b. 66.0% of original grouped cases correctly classified.

c. 61.0% of cross-validated grouped cases correctly classified.

Lampiran 8

Hasil Pengisian Kuisioner (Uji Validitas)

No	Responden		Kesetiaan Merek							Konsumsi Hedonis							Impulse Buying						
	U	JK	1	2	3	4	5	Xt	X1	1	2	3	4	5	Xt	X2	1	2	3	4	5	Xt	X3
1	1	1	2	5	5	3	5	20	4.0	4	4	4	5	5	22	4.4	3	3	3	5	4	18	3.6
2	1	1	1	3	4	4	3	15	3.0	2	3	4	4	3	16	3.2	3	3	4	3	2	15	3.0
3	1	1	4	5	4	4	5	22	4.4	4	2	3	3	3	15	3.0	5	4	5	2	5	21	4.2
4	1	1	3	5	5	4	4	21	4.2	5	4	3	4	3	19	3.8	3	3	4	3	3	16	3.2
5	1	1	5	2	1	2	2	12	2.4	4	5	4	4	5	22	4.4	5	2	4	5	4	20	4.0
6	3	1	4	4	3	3	4	18	3.6	4	5	5	4	4	22	4.4	4	4	5	5	4	22	4.4
7	4	1	4	2	2	2	2	12	2.4	1	3	3	2	2	11	2.2	5	3	5	2	3	18	3.6
8	2	1	4	5	5	5	5	24	4.8	3	4	3	3	4	17	3.4	4	3	4	3	4	18	3.6

9	2	1	4	4	4	5	5	22	4.4	3	5	4	5	5	22	4.4	4	5	5	5	4	23	4.6
10	3	1	2	3	4	4	3	16	3.2	1	5	4	3	3	16	3.2	3	3	3	2	2	13	2.6
11	1	1	3	4	5	5	4	21	4.2	3	4	3	3	3	16	3.2	5	5	5	5	4	24	4.8
12	1	1	3	4	4	5	4	20	4.0	5	3	3	2	2	15	3.0	4	4	5	4	4	21	4.2
13	1	1	5	4	3	4	3	19	3.8	4	3	4	4	3	18	3.6	4	4	4	4	3	19	3.8
14	1	1	4	5	4	4	5	22	4.4	3	4	3	4	4	18	3.6	3	3	3	3	2	14	2.8
15	1	1	4	5	5	4	4	22	4.4	5	5	5	4	4	23	4.6	5	5	4	5	3	22	4.4
16	1	1	4	3	4	4	3	18	3.6	3	5	4	5	5	22	4.4	3	3	4	3	4	17	3.4
17	1	1	3	4	3	4	4	18	3.6	2	3	3	3	3	14	2.8	2	2	2	2	4	12	2.4
18	1	1	5	5	5	4	4	23	4.6	2	4	4	4	4	18	3.6	2	2	2	2	3	11	2.2
19	1	1	1	2	1	2	2	8	1.6	5	3	4	4	3	19	3.8	4	4	4	5	4	21	4.2
20	2	1	3	5	4	5	5	22	4.4	4	5	4	3	3	19	3.8	4	4	4	4	4	20	4.0
21	1	1	2	3	3	3	3	14	2.8	5	2	3	3	4	17	3.4	5	5	5	5	5	25	5.0

22	2	1	2	4	4	4	4	18	3.6	1	3	4	4	3	15	3.0	3	3	4	2	4	16	3.2
23	3	1	5	3	4	4	3	19	3.8	4	5	4	4	5	22	4.4	4	4	5	5	5	23	4.6
24	1	1	4	5	4	3	3	19	3.8	3	5	5	4	4	21	4.2	4	4	4	5	4	21	4.2
25	2	1	5	2	3	3	4	17	3.4	5	2	1	2	2	12	2.4	3	3	4	2	3	15	3.0
26	1	2	2	5	4	3	3	17	3.4	4	2	2	2	2	12	2.4	4	4	4	2	2	16	3.2
27	1	2	4	3	3	2	2	14	2.8	4	5	5	5	5	24	4.8	2	2	3	5	5	17	3.4
28	1	2	5	4	3	4	3	19	3.8	2	5	4	3	3	17	3.4	2	2	2	4	2	12	2.4
28	1	2	3	5	5	5	4	22	4.4	4	3	3	2	2	14	2.8	1	1	2	3	3	10	2.0
30	2	2	4	2	2	1	2	11	2.2	5	4	3	4	3	19	3.8	3	3	4	4	3	17	3.4
31	2	2	4	2	3	3	3	15	3.0	3	5	5	5	4	22	4.4	3	3	3	4	2	15	3.0
32	1	2	2	4	3	4	3	16	3.2	4	2	2	1	2	11	2.2	4	2	3	1	4	14	2.8
33	1	2	4	3	4	3	3	17	3.4	2	4	3	4	3	16	3.2	3	3	4	4	5	19	3.8
34	4	2	2	2	3	2	3	12	2.4	4	3	4	3	3	17	3.4	4	1	4	4	5	18	3.6

35	1	2	4	5	5	5	4	23	4.6	2	2	3	2	3	12	2.4	2	2	2	2	5	13	2.6
36	1	2	2	2	1	2	2	9	1.8	4	5	5	5	4	23	4.6	4	3	4	4	3	18	3.6
37	1	2	1	3	3	2	2	11	2.2	3	4	5	5	4	21	4.2	4	5	5	4	3	21	4.2
38	3	2	3	4	3	3	4	17	3.4	3	4	4	5	4	20	4.0	4	3	5	5	3	20	4.0
39	1	2	3	5	4	5	5	22	4.4	2	2	1	2	2	9	1.8	2	1	3	2	4	12	2.4
40	1	2	2	3	3	3	3	14	2.8	2	3	3	3	3	14	2.8	4	4	4	3	4	19	3.8
41	1	2	4	3	3	3	2	15	3.0	4	3	3	3	2	15	3.0	2	2	2	1	3	10	2.0
42	1	2	3	3	3	2	2	13	2.6	3	3	3	2	2	13	2.6	2	2	1	1	5	11	2.2
43	1	2	1	5	4	3	3	16	3.2	2	2	3	3	4	14	2.8	3	3	4	4	2	16	3.2
44	2	2	2	2	3	3	4	14	2.8	1	4	3	3	4	15	3.0	3	3	4	3	3	16	3.2
45	1	2	3	4	3	3	3	16	3.2	1	2	2	1	2	8	1.6	5	5	5	4	2	21	4.2
46	1	2	1	4	3	3	4	15	3.0	2	2	3	3	3	13	2.6	3	3	3	3	5	17	3.4
47	1	2	1	2	2	1	2	8	1.6	4	2	3	2	3	14	2.8	3	3	4	3	2	15	3.0

48	4	2	2	2	3	3	3	13	2.6	1	2	1	2	2	8	1.6	1	1	1	1	5	9	1.8
49	1	2	4	2	3	2	3	14	2.8	2	5	5	3	5	20	4.0	4	4	4	4	5	21	4.2
50	2	2	5	3	3	2	2	15	3.0	4	4	3	3	4	18	3.6	2	2	3	3	2	12	2.4

Lampiran 9

Hasil Uji Validitas-Uji Validitas

Correlations

Correlations							
		KM1	KM2	KM3	KM4	KM5	KMTotal
KM1	Pearson Correlation	1	.086	.124	.174	.093	.428**
	Sig. (2-tailed)		.553	.391	.228	.522	.002
	N	50	50	50	50	50	50
KM2	Pearson Correlation	.086	1	.753**	.683**	.680**	.834**
	Sig. (2-tailed)	.553		.000	.000	.000	.000
	N	50	50	50	50	50	50
KM3	Pearson Correlation	.124	.753**	1	.738**	.674**	.852**
	Sig. (2-tailed)	.391	.000		.000	.000	.000
	N	50	50	50	50	50	50
KM4	Pearson Correlation	.174	.683**	.738**	1	.750**	.870**
	Sig. (2-tailed)	.228	.000	.000		.000	.000
	N	50	50	50	50	50	50
KM5	Pearson Correlation	.093	.680**	.674**	.750**	1	.821**
	Sig. (2-tailed)	.522	.000	.000	.000		.000
	N	50	50	50	50	50	50
KMTotal	Pearson Correlation	.428**	.834**	.852**	.870**	.821**	1
	Sig. (2-tailed)	.002	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

Lampiran 9 (Lanjutan)

Hasil Uji Validitas-Uji Validitas

Correlations

Correlations							
		KH1	KH2	KH3	KH4	KH5	KHTotal
KH1	Pearson Correlation	1	.086	.124	.174	.093	.428**
	Sig. (2-tailed)		.553	.391	.228	.522	.002
	N	50	50	50	50	50	50
KH2	Pearson Correlation	.086	1	.753**	.683**	.680**	.834**
	Sig. (2-tailed)	.553		.000	.000	.000	.000
	N	50	50	50	50	50	50
KH3	Pearson Correlation	.124	.753**	1	.738**	.674**	.852**
	Sig. (2-tailed)	.391	.000		.000	.000	.000
	N	50	50	50	50	50	50
KH4	Pearson Correlation	.174	.683**	.738**	1	.750**	.870**
	Sig. (2-tailed)	.228	.000	.000		.000	.000
	N	50	50	50	50	50	50
KH5	Pearson Correlation	.093	.680**	.674**	.750**	1	.821**
	Sig. (2-tailed)	.522	.000	.000	.000		.000
	N	50	50	50	50	50	50
KHTotal	Pearson Correlation	.428**	.834**	.852**	.870**	.821**	1
	Sig. (2-tailed)	.002	.000	.000	.000	.000	
	N	50	50	50	50	50	50

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

Lampiran 9 (Lanjutan)

Hasil Uji Validitas- Uji Validitas

Correlations

		Correlations					
		IMB1	IMB2	IMB3	IMB4	IMB5	IMBTotal
IMB1	Pearson Correlation	1	.745**	.832**	.483**	.071	.864**
	Sig. (2-tailed)		.000	.000	.000	.622	.000
	N	50	50	50	50	50	50
IMB2	Pearson Correlation	.745**	1	.743**	.520**	-.049	.823**
	Sig. (2-tailed)	.000		.000	.000	.736	.000
	N	50	50	50	50	50	50
IMB3	Pearson Correlation	.832**	.743**	1	.565**	-.019	.866**
	Sig. (2-tailed)	.000	.000		.000	.897	.000
	N	50	50	50	50	50	50
IMB4	Pearson Correlation	.483**	.520**	.565**	1	.066	.756**
	Sig. (2-tailed)	.000	.000	.000		.648	.000
	N	50	50	50	50	50	50
IMB5	Pearson Correlation	.071	-.049	-.019	.066	1	.283*
	Sig. (2-tailed)	.622	.736	.897	.648		.047
	N	50	50	50	50	50	50
IMBTotal	Pearson Correlation	.864**	.823**	.866**	.756**	.283*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.047	
	N	50	50	50	50	50	50

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

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 10

Hasil Uji Reliabilitas Uji Validitas

Reliability

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.801	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KM1	13.66	14.229	.135	.907
KM2	13.24	10.513	.710	.721
KM3	13.36	10.888	.755	.712
KM4	13.48	10.418	.775	.702
KM5	13.46	11.396	.715	.728

Lampiran 10 (Lanjutan)

Hasil Uji Reliabilitas Uji Validitas

Reliability

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.801	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KH1	13.66	14.229	.135	.907
KH2	13.24	10.513	.710	.721
KH3	13.36	10.888	.755	.712
KH4	13.48	10.418	.775	.702
KH5	13.46	11.396	.715	.728

Lampiran 10 (Lanjutan)

Hasil Uji Reliabilitas Uji Validitas

Reliability

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.768	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IMB1	13.72	9.961	.766	.646
IMB2	13.98	10.102	.694	.669
IMB3	13.40	9.878	.768	.644
IMB4	13.70	10.092	.557	.721
IMB5	13.52	14.949	.022	.873

Lampiran 11

Discriminant Uji Validitas

Discriminant

Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		50	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		50	100.0

Group Statistics

Jenis Kelamin		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
Laki-Laki	Kesetiaan_Merek	3.6960	.78128	25	25.000
	Konsumsi_Hedonis	3.6080	.67695	25	25.000
	Impulse_Buying	3.7200	.77028	25	25.000
Perempuan	Kesetiaan_Merek	3.0240	.74234	25	25.000
	Konsumsi_Hedonis	3.1120	.90015	25	25.000
	Impulse_Buying	3.1120	.73503	25	25.000
Total	Kesetiaan_Merek	3.3600	.82709	50	50.000
	Konsumsi_Hedonis	3.3600	.82709	50	50.000
	Impulse_Buying	3.4160	.80594	50	50.000

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Kesetiaan_Merek	.832	9.720	1	48	.003
Konsumsi_Hedonis	.908	4.848	1	48	.033
Impulse_Buying	.855	8.152	1	48	.006

Pooled Within-Groups Matrices

		Kesetiaan_Merek	Konsumsi_Hedonis	Impulse_Buying
Correlation	Kesetiaan_Merek	1.000	-.136	-.196
	Konsumsi_Hedonis	-.136	1.000	.383
	Impulse_Buying	-.196	.383	1.000

Analysis 1

Summary of Canonical Discriminant Functions

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.507 ^a	100.0	100.0	.580

- a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.664	19.069	3	.000

Standardized Canonical Discriminant Function Coefficients

	Function
	1
Kesetiaan_Merek	.796
Konsumsi_Hedonis	.320
Impulse_Buying	.612

Structure Matrix

	Function
	1
Kesetiaan_Merek	.632
Impulse_Buying	.579
Konsumsi_Hedonis	.446

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions
Variables ordered by absolute size of correlation within function.

Canonical Discriminant Function Coefficients

	Function
	1
Kesetiaan_Merek	1.044
Konsumsi_Hedonis	.402
Impulse_Buying	.813
(Constant)	-7.636

Unstandardized coefficients

Functions at Group Centroids

	Function
	1
Jenis Kelamin	
Laki-Laki	.698
Perempuan	-.698

Unstandardized canonical discriminant functions evaluated at group means

Classification Statistics

Classification Processing Summary

Processed		50
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
Used in Output		50

Prior Probabilities for Groups

Jenis Kelamin	Prior	Cases Used in Analysis	
		Unweighted	Weighted
Laki-Laki	.500	25	25.000
Perempuan	.500	25	25.000
Total	1.000	50	50.000

Classification Results^{b,c}

			Predicted Group Membership		Total
			Laki-Laki	Perempuan	
Original	Count	Jenis Kelamin Laki-Laki	17	8	25
		Perempuan	4	21	25
	%	Laki-Laki	68.0	32.0	100.0
		Perempuan	16.0	84.0	100.0
Cross-validated ^a	Count	Laki-Laki	17	8	25
		Perempuan	6	19	25
	%	Laki-Laki	68.0	32.0	100.0
		Perempuan	24.0	76.0	100.0

a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b. 76.0% of original grouped cases correctly classified.

c. 72.0% of cross-validated grouped cases correctly classified.