

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Berdasarkan pada hasil pembahasan, maka simpulan dalam penelitian ini adalah sebagai berikut:

1. Terdapat pengaruh *price consciousness* terhadap *comparison shopping*, artinya bahwa ketika konsumen menilai semakin tinggi *price consciousness* maka *comparison shopping* yang dilakukan konsumen semakin tinggi. Untuk itu, hipotesis penelitian yang menyatakan bahwa terdapat pengaruh antara *price consciousness* dan *comparison shopping* adalah terbukti.
2. Terdapat perbedaan *store patronage motive* berdasarkan tingkat *comparison shopping* yang dilakukan oleh konsumen. Untuk itu, *comparison shopping* memiliki pengaruh terhadap *store patronage motive* karena kelompok non *comparison shopping* maupun *comparison shopping* secara umum membedakan *store patronage motive* konsumen. Temuan ini membuktikan bahwa hipotesis penelitian kedua yang menyatakan bahwa *comparison shopping* berpengaruh terhadap *store patronage motives* adalah terbukti.

5.2. Saran

5.2.1. Saran praktis

- a. Terdapat pengaruh *price consciousness* terhadap *comparison shopping*, namun berdasarkan rata-rata jawaban konsumen ternyata penilaian tertinggi untuk *price consciousness* bahwa konsumen selalu memperhatikan iklan untuk mengetahui nilai (keunggulan) barang yang dijual. Untuk itu, saran yang diajukan

bahwa peritel sebaiknya melengkapi semua produk yang dijual dengan iklan maupun selebaran yang menjelaskan mengenai karakteristik produk, keunggulan maupun manfaat-manfaat produk sehingga mampu menarik perhatian bagi konsumen.

- b. *Comparison shopping* memiliki pengaruh terhadap *store patronage motive*, namun berdasarkan rata-rata jawaban konsumen ternyata penilaian tertinggi untuk *comparison shopping* bahwa konsumen selalu memperhatikan terhadap iklan toko atau produk sebelum membeli. Untuk itu, sebaiknya peritel juga menyusun slogan-slogan tertentu yang bisa menambah keyakinan konsumen untuk mengunjungi toko bersangkutan. Hal ini diperlukan agar konsumen memiliki alasan yang kuat untuk mengunjungi dan melakukan pembelian.

5.2.2. Saran akademis

- a. Untuk penelitian selanjutnya, sebaiknya memfokuskan diri pada pemilihan salah satu bentuk ritel moderen, seperti hypermarket untuk mengambil penelitian serupa sebagai pembanding dari penelitian ini.
- b. Untuk penelitian selanjutnya, sebaiknya juga menggunakan teknik analisis data seperti penelitian ini sehingga hasil penelitian bisa dibandingkan tanpa adanya distorsi (pengurangan) karena perbedaan teknik analisis data yang digunakan.

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LAMPIRAN 1. KUISIONER PENELITIAN

Responden yang terhormat:

Saya adalah mahasiswa jurusan **Manajemen Universitas Katolik Widya Mandala** yang sedang melakukan penelitian. Penelitian ini untuk pengembangan ilmu pengetahuan. Kali ini, kami meminta kesediaan bapak/ibu/saudara untuk membantu penelitian ini dengan mengisi kuesioner ini merupakan hal yang sangat berharga bagi kami, oleh karena itu kesediaan dan kejujuran Anda sangat kami harapkan. Segala informasi yang Anda berikan semata-mata digunakan untuk kegiatan ilmiah. Atas kerjasama yang diberikan, kami mengucapkan banyak terima kasih.

Hormat Saya

Susan

DATA IDENTITAS RESPONDEN

Jenis kelamin:

a Laki-laki

b Perempuan

Umur saudara saat ini : a. 18 < 23

c. 30 < 35

b. 24 < 29

d. > 35

Pekerjaan Saudara:

a. Pelajar/mahasiswa

d. Wiraswasta

b. Pekerja swasta

e. Lain-lain.....(sebutkan)

c. Ibu Rumah tangga

Pendapatan Saudara:

- a. Rp 1.000.000,- s/d Rp 2.500.000,-
- b. > Rp 2.500.000,- s/d Rp 5.000.000,-
- c. > Rp 5.000.000,- s/d Rp 7.500.000,-
- d. > Rp 7.500.000,- s/d Rp 10.000.000,-
- e. > Rp 10.000.000,-

Petunjuk pengisian

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

- [1] Sangat tidak setuju [2] Tidak setuju [3] Biasa-biasa
[4] Setuju [5] Sangat setuju

Price consciousness

NO	Pertanyaan	1	2	3	4	5
1.	Saya selalu membeli barang-barang yang benar-benar memiliki nilai					
2.	Saya selalu memperhatikan harga di toko grocery meskipun untuk item barang yang kecil.					
3	Saya selalu memperhatikan iklan untuk mengetahui nilai (keunggulan) barang yang dijual					

Comparion Shopping

NO	Pertanyaan	1	2	3	4	5
1.	Saya tidak pernah melakukan pembelian ketika merasa moto perusahaan dinilai kurang baik					
2.	Saya selalu membuat aturan-aturan tertentu sebelum membeli pada sebuah toko					
3	Saya yakin bahwa akan banyak mendapatkan penghematan ketika pembelian dilakukan pada berbagai toko					
4	Saya selalu memperhatikan terhadap iklan toko atau produk sebelum membeli					
5	Saya selalu melihat berbagai iklan					
6	Saya selalu berhati-hati dalam membelanjakan uang					

Store patronage motives

NO	Pertanyaan	1	2	3	4	5
	Aspek yang menjadi dorongan Anda untuk berbelanja					
1.	Harga					
2.	Seleksi produk					
3	Merek					
4	Iklan					
5	Layanan kepada pelanggan					
6	Lokasi toko					
7	Area parkir					

8	Kemudahan menjangkau toko					
9	Kemudahan mendapatkan produk di toko					
10	Kecepatan untuk keluar toko					
11	Jam buka toko					
12	Tata letak					
13	Atmosfer toko					
14	Pelayan					
15	Kemungkinan bisa membeli secara kredit					
16	Layanan antar					
17	Kemudahan untuk mengembalikan produk					

Terima Kasih

Lampiran 2. Data Jawaban Responden

Resp	Karakteristik			Comparison						Store Patronage Motive											Average										
	Usi			1	2	3	4	5	6	Jml	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Jml	X1	X2	X3
1	1	a	2	2	2	4	3	2	16	2	2	2	2	2	2	4	4	4	2	4	3	3	2	3	3	4	3	49	2,67	2,67	1 2,88
2	2	1	1	2	4	5	3	4	21	2	4	5	2	2	3	4	3	3	3	3	4	4	3	3	5	4	57	3,67	3,5	2 3,35	
3	2	4	3	3	4	4	3	4	21	3	4	4	2	2	5	4	3	4	4	3	2	4	4	2	4	4	58	3,67	3,5	2 3,41	
4	1	3	2	1	2	1	4	2	10	3	2	3	3	4	3	5	4	3	2	2	2	3	3	4	3	3	51	1,33	1,67	1 3	
5	2	2	5	3	3	4	3	3	18	4	3	3	4	4	4	4	4	3	4	3	2	3	3	3	4	4	59	3,33	3	2 3,47	
6	1	1	2	4	4	12	3	4	4	22	4	4	4	4	4	4	4	4	2	3	4	3	4	3	3	5	62	4 3,67	2 3,65		
7	2	4	4	4	4	12	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	4	4	64	4 3,67	2 3,76		
8	2	2	4	4	4	12	3	5	4	3	3	4	4	3	4	3	4	3	3	3	4	3	3	4	4	3	58	4 3,5	2 3,41		
9	1	1	2	4	1	4	9	1	2	3	2	3	4	4	4	4	4	4	4	4	4	4	3	5	4	3	61	3 2,5	1 3,59		
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12	1	3	2	4	4	12	3	4	4	4	23	3	4	3	3	3	3	3	3	3	4	3	3	3	4	3	54	4 3,83	2 3,18		
13	2	2	4	1	2	3	6	5	3	4	3	4	3	3	3	3	3	4	3	5	4	3	3	3	4	3	58	2 4	2 3,41		
14	1	4	2	3	3	2	7	3	2	2	3	3	3	3	4	3	3	4	3	4	3	3	3	4	4	3	56	2,33	2,67	1 3,29	
15	2	3	3	2	3	8	4	4	4	4	4	4	4	3	3	4	3	1	3	5	4	3	4	3	4	3	56	2,67	3,67	2 3,29	
16	2	2	4	3	3	10	4	4	4	4	3	4	3	3	5	3	4	3	4	3	3	4	4	3	2	3	56	3,33	3,83	2 3,29	
17	1	1	4	2	3	2	7	4	4	4	4	4	4	4	3	3	4	3	4	4	3	2	3	4	2	3	55	2,33	4	2 3,24	
18	2	4	2	2	3	4	9	4	4	4	4	4	4	3	3	3	4	3	3	4	3	4	3	4	3	2	55	3 4	2 3,24		
19	1	5	3	3	3	9	4	3	2	1	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	2	51	3 2,67	1 3		
20	2	2	2	1	1	1	3	1	2	1	2	1	2	1	2	3	3	3	3	3	3	3	3	3	3	2	49	1 1,33	1 2,88		
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23	2	1	2	3	3	9	3	3	4	5	3	3	3	3	3	5	3	3	2	4	3	4	5	2	2	4	61	3 3,83	2 3,59		
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30	2	4	2	2	3	4	9	4	5	4	5	4	3	3	4	4	4	3	4	3	2	4	3	4	4	4	60	3 4,17	2 3,53		

31	2	3	2	4	2	3	9	3	3	3	3	3	3	18	3	3	3	3	2	3	3	2	3	3	2	3	3	3	4	2	4	2	4	2	2	1	46	3	3	2	2,71
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66	2	2	4	2	3	9	4	3	4	4	4	3	22	2	3	4	2	2	4	4	3	5	4	3	5	4	3	4	3	4	3	2	56	3	3,67	2	3,29
67	1	3	2	2	3	1	6	3	3	4	4	3	5	22	2	2	2	2	2	2	3	3	4	2	3	3	4	2	5	2	3	2	43	2	3,67	2	2,53
68	2	4	3	3	5	4	12	3	3	4	4	4	3	21	4	5	4	4	5	1	5	3	3	4	2	3	4	4	4	4	4	5	66	4	3,5	2	3,88
69	2	2	2	1	4	1	6	4	5	4	3	4	5	25	4	5	3	4	4	5	4	4	3	4	3	4	3	5	4	4	4	67	2	4,17	2	3,94	
70	2	3	2	3	3	9	4	4	5	4	3	4	24	2	4	5	4	2	4	3	4	3	4	3	4	3	4	5	4	4	3	63	3	4	2	3,71	
71	2	1	2	3	3	5	11	3	4	4	5	4	5	25	4	5	5	4	4	5	2	5	2	4	3	4	5	4	5	4	3	68	3,67	4,17	2	4	
72	1	4	2	4	4	12	5	4	3	4	4	3	23	2	4	5	2	2	5	4	5	2	3	3	4	5	4	4	4	4	4	62	4	3,83	2	3,65	
73	2	2	4	5	5	15	2	2	3	4	5	5	21	4	4	4	4	4	4	5	5	4	3	4	5	4	3	4	4	4	70	5	3,5	2	4,12		
74	2	3	3	5	4	5	14	3	3	4	4	4	5	23	4	3	5	4	4	5	4	4	4	3	5	5	5	5	5	5	5	72	4,67	3,83	2	4,24	
75	2	2	4	4	3	11	4	3	3	5	4	5	24	4	5	4	3	4	3	4	4	4	4	3	4	4	4	4	4	4	64	3,67	4	2	3,76		
76	2	1	5	3	3	5	11	2	3	5	3	5	4	22	2	4	5	2	2	5	2	3	3	5	3	3	5	3	3	3	1	54	3,67	3,67	2	3,18	
77	1	4	2	4	4	12	3	4	4	4	3	4	22	2	3	4	2	2	5	2	3	5	3	3	4	4	4	4	4	4	5	59	4	3,67	2	3,47	
78	2	2	4	4	3	4	11	3	4	5	4	4	24	3	3	4	3	3	5	3	3	3	3	4	4	4	4	4	4	4	2	58	3,67	4	2	3,41	
79	2	1	2	2	3	4	9	3	4	5	3	4	5	24	3	3	4	2	3	4	3	4	3	3	4	4	3	3	3	3	3	56	3	4	2	3,29	
80	2	4	2	1	5	7	3	4	5	3	4	5	24	3	5	5	3	3	5	4	1	3	3	5	3	5	3	3	3	4	61	2,33	4	2	3,59		
81	2	2	3	5	3	5	13	5	4	4	4	4	26	5	5	3	4	5	5	5	3	5	4	3	4	3	2	3	3	3	65	4,33	4,33	2	3,82		
82	2	3	3	4	3	4	11	5	4	5	5	4	27	5	5	5	4	5	5	5	4	5	4	5	4	3	5	4	3	2	4	73	3,67	4,5	2	4,29	
83	2	3	2	5	4	5	14	4	5	4	5	5	28	4	5	5	4	4	5	4	4	4	3	5	5	5	5	5	5	5	78	4,67	4,67	2	4,59		
84	2	3	4	5	5	4	14	4	5	4	4	4	3	24	4	4	2	4	4	4	5	4	4	4	4	4	4	4	4	4	5	64	4,67	4	2	3,76	
85	2	2	2	4	1	5	10	4	3	3	4	3	20	5	5	5	4	4	5	4	4	4	4	5	4	4	4	4	4	4	72	3,33	3,33	2	4,24		
86	2	4	2	1	4	5	10	3	4	4	4	3	21	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	2	3	66	3,33	3,5	2	3,88		
87	2	3	2	2	4	10	3	4	4	4	4	4	3	22	4	4	4	4	4	3	5	4	4	4	4	4	4	4	4	4	4	65	3,33	3,67	2	3,82	
88	2	2	4	4	4	5	13	3	4	4	4	4	23	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	5	70	4,33	3,83	2	4,12	
89	2	4	4	2	4	4	10	4	4	3	5	3	4	23	3	5	5	3	3	4	3	5	3	4	3	4	4	4	4	3	64	3,33	3,83	2	3,76		
90	2	3	3	4	4	3	11	3	4	3	5	4	3	22	3	5	4	3	2	4	3	5	3	4	4	4	4	4	3	3	61	3,67	3,67	2	3,59		
91	1	2	2	5	4	5	14	4	3	4	4	5	4	24	2	5	5	2	2	5	2	4	2	4	4	4	5	4	3	4	60	4,67	4	2	3,53		
92	1	1	1	1	2	5	8	3	4	3	4	2	3	19	4	5	4	4	5	4	5	4	4	5	4	4	5	4	3	2	70	2,67	3,17	2	4,12		
93	2	4	3	3	4	4	11	4	3	3	4	5	4	23	4	4	3	4	4	5	4	5	4	3	5	4	3	4	4	4	68	3,67	3,83	2	4		
94	2	2	3	1	2	3	6	3	5	4	5	5	4	26	5	4	4	4	4	5	5	4	3	5	5	4	5	5	5	5	77	2	4,33	2	4,53		
95	2	3	2	2	4	4	10	4	4	5	4	5	4	26	4	4	4	4	4	4	3	5	4	4	4	5	3	4	4	4	66	3,33	4,33	2	3,88		
96	2	3	2	2	3	5	10	3	3	2	3	2	15	4	4	4	4	4	4	4	5	3	5	4	4	5	3	4	4	4	68	3,33	2,5	2	4		
97	1	2	2	3	3	9	3	3	3	3	2	3	17	4	3	3	3	3	4	4	4	3	4	3	3	4	3	3	3	3	58	3	2,83	1	3,41		
98	1	4	2	1	4	3	8	3	4	3	3	2	17	3	5	3	3	3	3	3	4	3	3	3	4	3	3	4	3	3	55	2,67	2,83	1	3,24		
99	2	3	3	3	4	10	4	5	5	5	5	5	29	3	4	4	4	3	3	4	5	3	4	5	3	5	4	5	2	3	63	3,33	4,83	2	3,71		
100	2	2	4	3	3	4	10	4	4	5	5	3	4	25	3	4	4	2	3	3	4	5	3	4	5	3	4	3	3	3	2	54	3,33	4,17	2	3,18	

101	1	4	2	2	3	4	11	4	5	4	4	4	4	5	16	4	3	4	2	4	3	2	3	2	4	3	4	3	4	4	4	2	1	88	3	4,33	2	3,12
102	2	4	4	4	4	10	5	4	5	5	4	5	4	5	13	2	3	3	2	2	4	2	4	4	4	4	3	3	3	3	3	3	2	114	4	4,67	2	2,94
103	1	2	2	2	3	4	9	5	4	5	4	3	4	4	19	4	4	4	3	4	4	3	3	4	4	4	4	4	4	4	4	3	2	93	3	4,17	2	3,47
104	2	3	2	3	3	4	12	4	5	4	4	2	3	18	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	3	2	96	3,33	3,67	2	3,53
105	1	4	2	3	4	4	8	4	4	4	4	4	4	21	3	3	3	3	3	3	3	3	4	3	4	4	4	4	4	4	4	4	83	3,67	4	2	3,47	
106	2	4	2	3	4	4	3	4	4	4	4	3	4	21	2	4	3	4	2	3	2	3	4	3	4	3	5	4	3	3	4	3	114	3,67	3,83	2	3,29	
107	2	4	2	3	4	4	7	4	4	4	4	4	4	26	2	4	4	2	2	4	2	5	4	3	3	4	3	4	3	4	3	3	120	3,67	4	2	3,24	
108	2	3	5	5	4	10	4	4	4	4	4	4	4	17	5	5	3	3	4	5	4	5	5	4	3	5	3	4	5	3	4	5	98	4,67	4	2	4,41	
109	1	3	2	4	5	4	9	3	3	4	4	4	4	18	3	5	4	3	3	3	4	5	4	5	4	4	4	4	4	4	3	2	103	4,33	3,67	2	3,76	
110	2	2	4	4	5	7	4	2	3	4	3	4	3	17	2	3	3	2	2	4	2	3	3	4	3	4	3	4	3	3	4	3	4	98	4,33	3,33	2	3,06
111	2	4	2	4	3	4	7	4	4	4	4	3	3	26	5	5	5	3	5	3	5	4	4	3	5	4	3	5	4	4	3	4	118	3,67	3,67	2	4,29	
112	2	3	2	2	4	3	12	5	2	2	3	3	3	20	3	4	3	3	4	3	4	3	4	3	5	4	3	3	5	4	3	5	4	104	3	3	2	3,65
113	2	2	3	4	4	7	3	3	3	3	3	3	3	17	4	5	1	4	4	5	4	3	4	4	3	4	4	3	3	1	4	5	1	96	3,67	3	2	3,29
114	1	4	4	3	3	5	8	3	3	2	3	4	4	26	3	3	3	3	3	3	2	3	3	4	4	4	3	4	4	5	4	5	116	3,67	3,17	2	3,53	
115	2	2	1	3	1	5	3	4	3	3	2	3	2	20	3	4	2	3	3	5	3	1	5	4	4	3	2	5	5	4	4	5	98	1,67	3	2	3,47	
116	1	3	2	3	2	1	7	1	3	2	2	4	4	14	3	5	1	3	3	2	3	4	4	4	4	4	3	1	3	4	4	3	85	2	2,67	1	3,18	
117	2	2	4	5	4	9	3	2	3	4	3	4	3	27	4	5	4	4	4	4	4	4	4	4	3	2	4	4	3	3	4	3	4	119	4,33	3,17	2	3,76
118	2	4	2	4	5	3	12	3	3	3	3	3	4	16	4	4	3	4	4	4	4	4	3	4	3	2	3	5	4	3	2	104	4	3,17	2	3,41		
119	1	2	2	4	5	3	9	4	4	4	4	4	4	20	4	4	4	4	4	5	4	4	3	3	3	3	4	4	3	4	4	3	93	4	4	2	3,53	
120	1	3	4	5	4	4	6	3	4	4	4	4	4	17	4	4	5	4	4	5	4	4	4	3	3	2	5	4	4	4	3	4	103	4,33	3,83	2	3,82	
121	2	3	2	4	5	12	3	3	4	3	3	3	3	20	5	5	4	4	5	4	4	5	4	4	5	3	4	4	4	4	5	4	92	4,67	3,17	2	4,29	
122	2	5	4	5	7	3	4	4	5	3	3	4	5	24	3	5	3	4	3	5	3	4	4	4	4	4	4	4	4	4	4	3	106	4,67	3,67	2	3,76	
123	1	4	2	5	4	13	3	2	2	3	4	2	3	18	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	5	109	4,33	2,83	1	4,12	
124	2	3	2	3	3	4	6	4	2	2	3	4	3	18	3	4	3	3	3	3	2	4	4	4	4	5	4	4	4	4	2	3	101	3,33	3	2	3,35	
125	2	4	4	4	3	4	10	3	4	5	3	4	5	17	3	5	4	2	3	3	4	3	4	3	4	3	5	4	4	5	4	4	94	3,67	4	2	3,71	
126	1	4	2	4	4	4	11	2	3	3	3	3	4	16	4	3	4	4	4	4	2	4	3	3	4	4	4	3	4	4	3	88	4	3	2	3,47		
127	1	4	2	4	4	4	4	4	3	3	3	3	3	24	4	3	4	4	4	3	2	4	3	3	3	4	4	3	4	3	4	111	4	3	2	3,35		
128	2	1	1	3	5	12	3	3	3	3	3	3	3	21	4	3	4	4	4	4	3	2	4	3	3	4	4	3	3	4	3	113	3	3	2	3,53		
129	2	2	4	3	4	9	2	2	3	4	4	5	12	4	3	4	4	4	4	3	2	4	2	3	4	4	4	4	4	4	3	3	72	4	3,33	2	3,35	
130	1	4	4	3	4	4	9	2	4	2	3	3	5	18	3	4	3	3	3	4	4	4	3	4	3	4	3	4	3	3	3	78	3,67	3,17	2	3,29		
131	1	2	2	4	3	4	9	2	3	3	3	4	5	16	4	4	4	4	4	4	2	4	3	4	3	4	3	3	4	3	3	4	116	3,67	3,33	2	3,53	
132	2	1	4	3	3	4	11	3	3	3	4	3	4	24	4	4	5	4	4	4	4	3	4	5	4	5	4	3	3	4	3	3	104	3,33	3,33	2	4	
133	2	3	3	1	4	2	10	3	3	3	3	5	4	24	4	4	5	4	4	4	4	3	4	5	4	5	4	3	3	4	4	4	104	2,33	3,5	2	3,94	
134	1	2	2	1	3	14	2	2	3	2	4	4	16	2	3	4	2	2	4	4	4	4	4	3	4	3	4	2	3	3	4	3	86	2	2,83	1	3,12	
135	2	4	2	1	2	3	9	3	3	3	3	3	4	30	5	4	4	4	5	4	5	5	5	4	4	4	4	4	5	2	3	4	130	2	3,33	2	4,18	

Lampiran 3. Profil Responden

Statistics

		Jenis Kelamin Responden	Usia Responden	Pekerjaan Responden
N	Valid	150	150	150
	Missing	0	0	0

Frequency Table

Jenis Kelamin Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	43	28,7	28,7	28,7
	Perempuan	107	71,3	71,3	100,0
	Total	150	100,0	100,0	

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-23 tahun	20	13,3	13,3	13,3
	24-29 tahun	52	34,7	34,7	48,0
	30-35 tahun	40	26,7	26,7	74,7
	>35 tahun	38	25,3	25,3	100,0
	Total	150	100,0	100,0	

Pekerjaan Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/mahasiswa	9	6,0	6,0	6,0
	Pekerja swasta	84	56,0	56,0	62,0
	Ibu Rumah tangga	22	14,7	14,7	76,7
	Wiraswasta	27	18,0	18,0	94,7
	Lain-lain	8	5,3	5,3	100,0
	Total	150	100,0	100,0	

Lampiran 4. Validitas dan Reliabilitas

Correlations

		X1.1	X1.2	X1.3	Total X1
X1.1	Pearson Correlation	1	,486**	,418**	,547**
	Sig. (2-tailed)		,000	,000	,000
	N	150	150	150	150
X1.2	Pearson Correlation	,486**	1	,250**	,401**
	Sig. (2-tailed)	,000		,002	,000
	N	150	150	150	150
X1.3	Pearson Correlation	,418**	,250**	1	,527**
	Sig. (2-tailed)	,000	,002		,000
	N	150	150	150	150
Total X1	Pearson Correlation	,547**	,401**	,527**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	150	150	150	150

**.

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded ^a	0	,0
	Total	150	100,0

a.

 Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,654	3

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	6,9667	2,677	,570	,399
X1.2	6,6067	3,717	,445	,587
X1.3	6,3333	3,606	,396	,645

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9,9533	6,394	2,52859	3

Correlations

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
X2.1	Pearson Correlation	1	,346**	,372**	,471**	,196*	,188*	,506**
	Sig. (2-tailed)		,000	,000	,000	,016	,021	,000
	N	150	150	150	150	150	150	150
X2.2	Pearson Correlation	,346**	1	,637**	,316**	,127	,036	,445**
	Sig. (2-tailed)	,000		,000	,000	,123	,661	,000
	N	150	150	150	150	150	150	150
X2.3	Pearson Correlation	,372**	,637**	1	,446**	,279**	,262**	,531**
	Sig. (2-tailed)	,000	,000		,000	,001	,001	,000
	N	150	150	150	150	150	150	150
X2.4	Pearson Correlation	,471**	,316**	,446**	1	,265**	,283**	,562**
	Sig. (2-tailed)	,000	,000	,000		,001	,000	,000
	N	150	150	150	150	150	150	150
X2.5	Pearson Correlation	,196*	,127	,279**	,265**	1	,593**	,441**
	Sig. (2-tailed)	,016	,123	,001	,001		,000	,000
	N	150	150	150	150	150	150	150
X2.6	Pearson Correlation	,188*	,036	,262**	,283**	,593**	1	,342**
	Sig. (2-tailed)	,021	,661	,001	,000	,000		,000
	N	150	150	150	150	150	150	150
Total X2	Pearson Correlation	,506**	,445**	,531**	,562**	,441**	,342**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150	150

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

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded ^a	0	,0
	Total	150	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,739	6

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	17,7267	9,636	,469	,704
X2.2	17,7200	9,156	,434	,716
X2.3	17,5600	8,476	,625	,656
X2.4	17,3800	9,002	,534	,684
X2.5	17,6333	9,992	,425	,715
X2.6	17,4133	9,761	,375	,730

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21,0867	12,778	3,57459	6

Correlations

		Correlations																		
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	X3.12	X3.13	X3.14	X3.15	X3.16	X3.17	Total X3	
X3.1	Pearson Correlation	1	.278**	.190*	.734**	.910**	.225**	.436**	.328**	.325**	.054	.295**	.067	.219**	.327**	.197*	.198*	.357**	.368**	
	Sig. (2-tailed)		.001	.020	.000	.000	.006	.000	.000	.000	.508	.000	.413	.007	.000	.016	.015	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.2	Pearson Correlation	.278**	1	.357**	.274**	.269**	.258**	.245**	.356**	.231**	.326**	.467**	.153	.348**	.278**	.223**	.192*	.297**	.360**	
	Sig. (2-tailed)	.001		.000	.001	.001	.001	.003	.000	.004	.000	.000	.061	.000	.001	.006	.019	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.3	Pearson Correlation	.190*	.357**	1	.176*	.196*	.386**	.158	.358**	.051	.197*	.301**	.281**	.977**	.287**	.133	.216**	.336**	.276**	
	Sig. (2-tailed)	.020	.000		.031	.016	.000	.053	.000	.535	.016	.000	.001	.000	.000	.106	.008	.000	.001	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.4	Pearson Correlation	.734**	.274**	.176*	1	.819**	.252**	.447**	.286**	.350**	.127	.329**	.169*	.225**	.407**	.338**	.346**	.440**	.387**	
	Sig. (2-tailed)	.000	.001	.031		.000	.002	.000	.000	.000	.123	.000	.039	.006	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.5	Pearson Correlation	.910**	.269**	.196*	.819**	1	.218**	.517**	.302**	.400**	.136	.350**	.172*	.224**	.438**	.286**	.287**	.407**	.415**	
	Sig. (2-tailed)	.000	.001	.016	.000		.007	.000	.000	.000	.097	.000	.035	.006	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.6	Pearson Correlation	.225**	.258**	.386**	.252**	.218**	1	.244**	.157	.132	.076	.226**	-.028	.383**	.244**	.248**	.177*	.266**	.185*	
	Sig. (2-tailed)	.006	.001	.000	.002	.007		.003	.056	.108	.352	.005	.735	.000	.003	.002	.030	.001	.023	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.7	Pearson Correlation	.436**	.245**	.158	.447**	.517**	.244**	1	.180*	.318**	.106	.230**	.106	.143	.378**	.183*	.201*	.298**	.195*	
	Sig. (2-tailed)	.000	.003	.053	.000	.000	.003		.027	.000	.198	.005	.196	.081	.000	.025	.013	.000	.017	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.8	Pearson Correlation	.328**	.356**	.358**	.286**	.302**	.157	.180*	1	.097	.202*	.355**	.170*	.339**	.334**	.268**	.307**	.377**	.340**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.056	.027		.240	.013	.000	.037	.000	.000	.001	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.9	Pearson Correlation	.325**	.231**	.051	.350**	.400**	.132	.318**	.097	1	.234**	.195*	.122	.093	.247**	.263**	.308**	.283**	.352**	
	Sig. (2-tailed)	.000	.004	.535	.000	.000	.108	.000	.240		.004	.017	.138	.259	.002	.001	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.10	Pearson Correlation	.054	.326**	.197*	.127	.136	.076	.106	.202*	.234**	1	.276**	.475**	.193*	.343**	.150	.182*	.124	.252**	
	Sig. (2-tailed)	.508	.000	.016	.123	.097	.352	.198	.013	.004		.001	.000	.018	.000	.066	.026	.129	.002	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.11	Pearson Correlation	.295**	.467**	.301**	.329**	.350**	.226**	.230**	.355**	.195*	.276**	1	.214**	.303**	.284**	.250**	.356**	.416**	.336**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.005	.005	.000	.017	.001		.009	.000	.000	.002	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.12	Pearson Correlation	.067	.153	.281**	.169**	.172*	-.028	.106	.170*	.122	.475**	.214**	1	.271**	.307**	.099	.267**	.110	.213**	
	Sig. (2-tailed)	.413	.061	.001	.039	.035	.735	.196	.037	.138	.000	.009		.001	.000	.227	.001	.180	.009	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.13	Pearson Correlation	.219**	.348**	.977**	.225**	.224**	.383**	.143	.339**	.093	.193*	.303**	.271**	1	.274**	.142	.201*	.328**	.281**	
	Sig. (2-tailed)	.007	.000	.000	.006	.006	.000	.081	.000	.259	.018	.000	.001		.001	.084	.014	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.14	Pearson Correlation	.327**	.278**	.287**	.407**	.438**	.244**	.378**	.334**	.247**	.343**	.284**	.307**	.274**	1	.365**	.328**	.412**	.349**	
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.003	.000	.000	.002	.000	.000	.000	.001		.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.15	Pearson Correlation	.197*	.223**	.133	.338**	.286**	.248**	.183*	.268**	.263**	.150	.250**	.099	.142	.365**	1	.583**	.448**	.364**	
	Sig. (2-tailed)	.016	.006	.106	.000	.000	.002	.025	.001	.001	.066	.002	.227	.084	.000		.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.16	Pearson Correlation	.198*	.192*	.216**	.346**	.287**	.177*	.201*	.307**	.308**	.182*	.356**	.267**	.201*	.328**	.583**	1	.705**	.339**	
	Sig. (2-tailed)	.015	.019	.008	.000	.000	.030	.013	.000	.000	.026	.000	.001	.014	.000	.000		.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
X3.17	Pearson Correlation	.357**	.297**	.336**	.440**	.407**	.266**	.298**	.377**	.283**	.124	.416**	.110	.328**	.412**	.449**	.705**	1	.352**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.000	.000	.129	.000	.000	.000	.000	.000	.000		.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	
Total X3	Pearson Correlation	.368**	.360**	.276**	.387**	.415**	.185*	.195*	.340**	.352**	.252**	.336**	.213**	.281**	.349**	.364**	.339**	.352**	1	
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.023	.017	.000	.000	.002	.000	.009	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	

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

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded ^a	0	,0
	Total	150	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,872	17

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	56,3933	63,475	,572	,861
X3.2	55,9467	64,749	,488	,865
X3.3	56,0267	64,483	,491	,865
X3.4	56,5600	62,731	,642	,859
X3.5	56,4800	61,526	,661	,857
X3.6	55,7467	66,794	,374	,869
X3.7	56,4933	63,943	,456	,867
X3.8	56,0667	65,043	,480	,865
X3.9	56,4600	65,190	,398	,869
X3.10	56,0133	67,449	,335	,870
X3.11	56,3133	64,472	,530	,863
X3.12	56,1800	67,169	,307	,872
X3.13	56,0200	64,530	,500	,864
X3.14	55,9400	64,245	,577	,862
X3.15	56,4600	64,612	,462	,866
X3.16	56,3600	62,554	,545	,862
X3.17	56,5933	59,760	,627	,859

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
59,7533	71,986	8,48444	17

Lampiran 5. Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Comparison Shopping	3,5144	,59576	150
Price consciousness	3,3178	,84286	150

Correlations

		Comparison Shopping	Price consciousness
Pearson Correlation	Comparison Shopping	1,000	,383
	Price consciousness	,383	1,000
Sig. (1-tailed)	Comparison Shopping	.	,000
	Price consciousness	,000	.
N	Comparison Shopping	150	150
	Price consciousness	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Price consciousness	.	Enter

- a. All requested variables entered.
- b. Dependent Variable: Comparison Shopping

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,383 ^a	,147	,141	,55223	,147	25,419	1	148	,000

a. Predictors: (Constant), Price consciousness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,752	1	7,752	25,419	,000 ^a
	Residual	45,134	148	,305		
	Total	52,885	149			

a. Predictors: (Constant), Price consciousness

b. Dependent Variable: Comparison Shopping

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2,617	,184		14,244	,000			
	Price consciousness	,271	,054	,383	5,042	,000	,383	,383	,383

a. Dependent Variable: Comparison Shopping

Lampiran 6. Oneway Anova

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
X3.1 Non Comparison Shopping	18	2,8333	,70711	,16667	2,4817	3,1850	2,00	4,00
	132	3,4318	,84883	,07388	3,2857	3,5780	2,00	5,00
	150	3,3600	,85358	,06969	3,2223	3,4977	2,00	5,00
X3.2 Non Comparison Shopping	18	3,5000	1,04319	,24588	2,9812	4,0188	2,00	5,00
	132	3,8485	,79584	,06927	3,7115	3,9855	2,00	5,00
	150	3,8067	,83302	,06802	3,6723	3,9411	2,00	5,00
X3.3 Non Comparison Shopping	18	3,2778	,95828	,22587	2,8012	3,7543	1,00	5,00
	132	3,7879	,82915	,07217	3,6451	3,9306	1,00	5,00
	150	3,7267	,85841	,07009	3,5882	3,8652	1,00	5,00
X3.4 Non Comparison Shopping	18	2,7778	,94281	,22222	2,3089	3,2466	1,00	4,00
	132	3,2500	,81377	,07083	3,1099	3,3901	2,00	5,00
	150	3,1933	,84103	,06867	3,0576	3,3290	1,00	5,00
X3.5 Non Comparison Shopping	18	2,6111	,91644	,21601	2,1554	3,0668	1,00	4,00
	132	3,3636	,89334	,07776	3,2098	3,5175	2,00	5,00
	150	3,2733	,92611	,07562	3,1239	3,4228	1,00	5,00
X3.6 Non Comparison Shopping	18	3,9444	,72536	,17097	3,5837	4,3052	2,00	5,00
	132	4,0152	,76153	,06628	3,8840	4,1463	2,00	5,00
	150	4,0067	,75526	,06167	3,8848	4,1285	2,00	5,00
X3.7 Non Comparison Shopping	18	3,0556	,93760	,22099	2,5893	3,5218	1,00	4,00
	132	3,2879	,97707	,08504	3,1196	3,4561	1,00	5,00
	150	3,2600	,97230	,07939	3,1031	3,4169	1,00	5,00
X3.8 Non Comparison Shopping	18	3,5000	,70711	,16667	3,1484	3,8516	2,00	5,00
	132	3,7121	,82453	,07177	3,5702	3,8541	1,00	5,00
	150	3,6867	,81213	,06631	3,5556	3,8177	1,00	5,00
X3.9 Non Comparison Shopping	18	3,0556	,87260	,20567	2,6216	3,4895	1,00	4,00
	132	3,3258	,92873	,08084	3,1658	3,4857	1,00	5,00
	150	3,2933	,92357	,07541	3,1443	3,4423	1,00	5,00
X3.10 Non Comparison Shopping	18	3,6111	,97853	,23064	3,1245	4,0977	2,00	5,00
	132	3,7576	,68930	,06000	3,6389	3,8763	2,00	5,00
	150	3,7400	,72750	,05940	3,6226	3,8574	2,00	5,00
X3.11 Non Comparison Shopping	18	3,2222	1,00326	,23647	2,7233	3,7211	1,00	5,00
	132	3,4697	,77597	,06754	3,3361	3,6033	1,00	5,00
	150	3,4400	,80668	,06587	3,3098	3,5702	1,00	5,00
X3.12 Non Comparison Shopping	18	3,3889	,97853	,23064	2,9023	3,8755	2,00	5,00
	132	3,5985	,79943	,06958	3,4608	3,7361	2,00	5,00
	150	3,5733	,82207	,06712	3,4407	3,7060	2,00	5,00
X3.13 Non Comparison Shopping	18	3,2778	,95828	,22587	2,8012	3,7543	1,00	5,00
	132	3,7955	,80777	,07031	3,6564	3,9345	1,00	5,00
	150	3,7333	,84079	,06865	3,5977	3,8690	1,00	5,00
X3.14 Non Comparison Shopping	18	3,3333	,90749	,21390	2,8821	3,7846	2,00	5,00
	132	3,8788	,73131	,06365	3,7529	4,0047	2,00	5,00
	150	3,8133	,77188	,06302	3,6888	3,9379	2,00	5,00
X3.15 Non Comparison Shopping	18	3,2778	,95828	,22587	2,8012	3,7543	2,00	5,00
	132	3,2955	,88013	,07661	3,1439	3,4470	1,00	5,00
	150	3,2933	,88649	,07238	3,1503	3,4364	1,00	5,00
X3.16 Non Comparison Shopping	18	3,4444	1,14903	,27083	2,8730	4,0158	1,00	5,00
	132	3,3864	,96225	,08375	3,2207	3,5520	1,00	5,00
	150	3,3933	,98237	,08021	3,2348	3,5518	1,00	5,00
X3.17 Non Comparison Shopping	18	2,9444	1,16175	,27383	2,3667	3,5222	1,00	5,00
	132	3,1894	1,12659	,09806	2,9954	3,3834	1,00	5,00
	150	3,1600	1,12971	,09224	2,9777	3,3423	1,00	5,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
X3.1	Between Groups	5,674	1	5,674	8,161	,005
	Within Groups	102,886	148	,695		
	Total	108,560	149			
X3.2	Between Groups	1,924	1	1,924	2,806	,096
	Within Groups	101,470	148	,686		
	Total	103,393	149			
X3.3	Between Groups	4,122	1	4,122	5,773	,018
	Within Groups	105,672	148	,714		
	Total	109,793	149			
X3.4	Between Groups	3,532	1	3,532	5,132	,025
	Within Groups	101,861	148	,688		
	Total	105,393	149			
X3.5	Between Groups	8,970	1	8,970	11,173	,001
	Within Groups	118,823	148	,803		
	Total	127,793	149			
X3.6	Between Groups	,079	1	,079	,138	,711
	Within Groups	84,914	148	,574		
	Total	84,993	149			
X3.7	Between Groups	,855	1	,855	,904	,343
	Within Groups	140,005	148	,946		
	Total	140,860	149			
X3.8	Between Groups	,713	1	,713	1,081	,300
	Within Groups	97,561	148	,659		
	Total	98,273	149			
X3.9	Between Groups	1,156	1	1,156	1,359	,246
	Within Groups	125,937	148	,851		
	Total	127,093	149			
X3.10	Between Groups	,340	1	,340	,640	,425
	Within Groups	78,520	148	,531		
	Total	78,860	149			
X3.11	Between Groups	,970	1	,970	1,496	,223
	Within Groups	95,990	148	,649		
	Total	96,960	149			
X3.12	Between Groups	,696	1	,696	1,030	,312
	Within Groups	99,997	148	,676		
	Total	100,693	149			
X3.13	Between Groups	4,245	1	4,245	6,215	,014
	Within Groups	101,088	148	,683		
	Total	105,333	149			
X3.14	Between Groups	4,713	1	4,713	8,297	,005
	Within Groups	84,061	148	,568		
	Total	88,773	149			
X3.15	Between Groups	,005	1	,005	,006	,937
	Within Groups	117,088	148	,791		
	Total	117,093	149			
X3.16	Between Groups	,053	1	,053	,055	,815
	Within Groups	143,740	148	,971		
	Total	143,793	149			
X3.17	Between Groups	,950	1	,950	,743	,390
	Within Groups	189,210	148	1,278		
	Total	190,160	149			

Oneway

Descriptives

Store patronage motives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Non Comparison Shopping	18	3,2386	,64862	,15288	2,9160	3,5611	2,00	4,41
Comparison Shopping	132	3,5526	,46561	,04053	3,4724	3,6328	2,24	4,59
Total	150	3,5149	,49908	,04075	3,4344	3,5954	2,00	4,59

ANOVA

Store patronage motives

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,562	1	1,562	6,502	,012
Within Groups	35,552	148	,240		
Total	37,114	149			