

## Lampiran 1

Kepada Yth: Bpk/Ibu/Sdr responden

Untuk keperluan dalam menyusun Tugas Akhir, Saya sangat mengharapkan partisipasi Anda untuk dapat meluangkan sedikit waktu dan dapat membantu saya dalam menjawab beberapa pertanyaan.

### Bagian 1

Nama :.....(boleh diisi boleh tidak)

Alamat :.....(boleh diisi boleh tidak)

Usia saat ini:.....tahun

Saat ini domisili di Surabaya

- a. Ya
- b. Tidak

Jenis kelamin

- a. Laki-laki
- b. Perempuan

Pernah berbelanja di Alfamart

- a. Ya
- b. Tidak

Dalam 3 bulan terakhir belanja di Alfamart minimal 3 kali

- a. Ya
- b. Tidak

### Bagian 2

Beri tanda (√) untuk jawaban yang Anda pilih.

SS = Sangat Setuju

TS = Tidak setuju

S = Setuju

STS = Sangat tidak setuju

N = Netral

Pertanyaan	SS	S	N	TS	STS
<i>Shopping Emotion Pleasure</i>					
Pelanggan merasa nyaman berbelanja di Alfamart					
Pelanggan merasa puas berbelanja di Alfamart					
Pelanggan merasa senang berbelanja di Alfamart					
<i>Shopping Emotion Arousal</i>					
Pelanggan suka berbelanja di Alfamart					
Pelanggan tertarik berbelanja di Alfamart					
Pelanggan bersemangat ketika berbelanja di Alfamart					
<i>Perceived Risk</i>					
Berkaitan dengan resiko, pelayanan Alfamart memuaskan					
Berkaitan dengan resiko, kualitas produk Alfamart sesuai dengan harga.					
Berkaitan dengan resiko, promosi yang dilakukan sesuai dengan yang didapatkan					
<i>Perilaku Pembelian Impulsif</i>					
Ketika belanja di Alfamart, pelanggan membeli berbagai barang yang semula tidak ingin dibeli oleh pelanggan.					
Ketika belanja di Alfamart, pelanggan suka melakukan pembelian tak terencana					
Pelanggan mencoba membeli produk baru di Alfamart walaupun mungkin tidak sesuai dengan daftar belanja pelanggan					

Pertanyaan	SS	S	N	TS	STS
Ketika belanja di Alfamart, pelanggan akan menerima saran untuk membeli tanpa mempertimbangkan konsekuensinya					
<i>Buying Impulsiveness Trait</i>					
Pelanggan merasa bersikap rasional ketika membeli produk secara spontan di Alfamart.					
Pelanggan merasa bersikap bijaksana ketika membeli produk saat itu juga.					
Pelanggan merasa melakukan tindakan yang cerdas ketika berkeliling toko yang lain terlebih dahulu sebelum membeli produk.					
Pelanggan berpikir sehat sebelum memutuskan membeli produk yang tidak masuk akal.					
Pelanggan merasa sudah dewasa untuk dapat memutuskan membeli produk walaupun harganya mahal.					
Pelanggan merasa benar jika harus mengambil resiko ketika membeli produk.					

-----Terima Kasih-----



## Lampiran 2

x1.1	x1.2	x1.3	x1total	x1	x2.1	x2.2	x2.3	x2total	x2	x3.1	x3.2	x3.3	x3total	x3	x4.1	x4.2
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3	4	4	11	4	3	4	4	11	4	3	3	3	9	3	3	4
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x4.3	x4.4	x4.5	x4.6	x4total	x4	y1.1	y1.2	y1.3	y4.4	ytotal	y	x1x4	x2x4	x3x4
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### Lampiran 3

## Correlations

#### Descriptive Statistics

	Mean	Std. Deviation	N
x1.1	3.88	.756	100
x1.2	3.89	.790	100
x1.3	3.88	.756	100
x1total	11.65	1.992	100

#### Correlations

		x1.1	x1.2	x1.3	x1total
x1.1	Pearson Correlation	1	.756**	.593**	.904**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x1.2	Pearson Correlation	.756**	1	.519**	.880**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x1.3	Pearson Correlation	.593**	.519**	1	.811**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
x1total	Pearson Correlation	.904**	.880**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

# Correlations

## Descriptive Statistics

	Mean	Std. Deviation	N
x2.1	4.11	.815	100
x2.2	3.85	.936	100
x2.3	4.03	.717	100
x2total	11.99	2.125	100

## Correlations

		x2.1	x2.2	x2.3	x2total
x2.1	Pearson Correlation	1	.631**	.599**	.864**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.631**	1	.594**	.883**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.599**	.594**	1	.829**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
x2total	Pearson Correlation	.864**	.883**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Correlations

### Descriptive Statistics

	Mean	Std. Deviation	N
x3.1	3.22	.543	100
x3.2	2.98	.841	100
x3.3	3.08	.961	100
x3total	9.28	2.142	100

### Correlations

		x3.1	x3.2	x3.3	x3total
x3.1	Pearson Correlation	1	.674**	.625**	.798**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x3.2	Pearson Correlation	.674**	1	.865**	.951**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x3.3	Pearson Correlation	.625**	.865**	1	.946**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
x3total	Pearson Correlation	.798**	.951**	.946**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

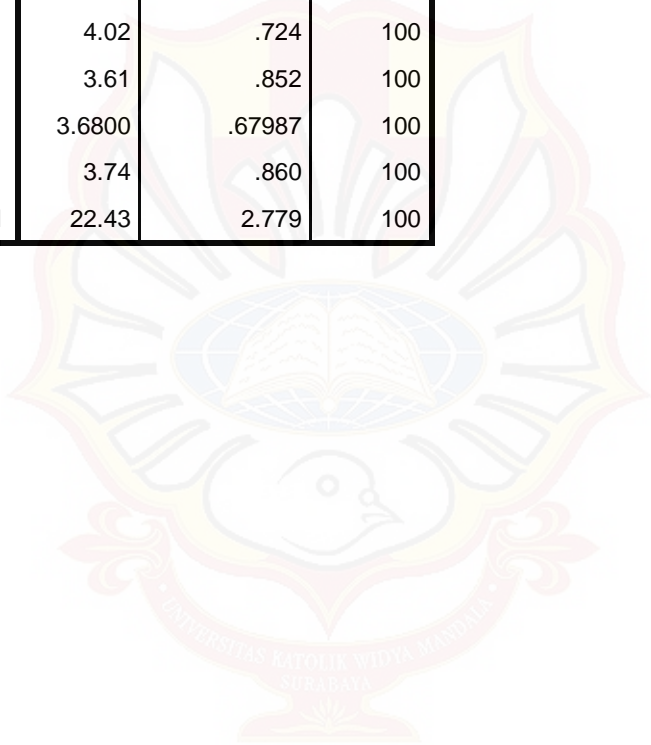
\*\* . Correlation is significant at the 0.01 level (2-tailed).



# Correlations

## Descriptive Statistics

	Mean	Std. Deviation	N
x4.1	3.79	.624	100
x4.2	3.59	.637	100
x4.3	4.02	.724	100
x4.4	3.61	.852	100
x4.5	3.6800	.67987	100
x4.6	3.74	.860	100
x4total	22.43	2.779	100



### Correlations

		x4.1	x4.2	x4.3	x4.4	x4.5	x4.6	x4total
x4.1	Pearson Correlation	1	.315**	.478**	-.042	.316**	.537**	.652**
	Sig. (2-tailed)		.001	.000	.681	.001	.000	.000
	N	100	100	100	100	100	100	100
x4.2	Pearson Correlation	.315**	1	.412**	.075	.440**	.467**	.682**
	Sig. (2-tailed)	.001		.000	.460	.000	.000	.000
	N	100	100	100	100	100	100	100
x4.3	Pearson Correlation	.478**	.412**	1	.029	.423**	.543**	.743**
	Sig. (2-tailed)	.000	.000		.773	.000	.000	.000
	N	100	100	100	100	100	100	100
x4.4	Pearson Correlation	-.042	.075	.029	1	.096	.026	.353**
	Sig. (2-tailed)	.681	.460	.773		.340	.800	.000
	N	100	100	100	100	100	100	100
x4.5	Pearson Correlation	.316**	.440**	.423**	.096	1	.305**	.651**
	Sig. (2-tailed)	.001	.000	.000	.340		.002	.000
	N	100	100	100	100	100	100	100
x4.6	Pearson Correlation	.537**	.467**	.543**	.026	.305**	1	.761**
	Sig. (2-tailed)	.000	.000	.000	.800	.002		.000
	N	100	100	100	100	100	100	100
x4total	Pearson Correlation	.652**	.682**	.743**	.353**	.651**	.761**	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

## Descriptive Statistics

	Mean	Std. Deviation	N
y1.1	3.79	.624	100
y1.2	3.59	.637	100
y1.3	3.68	.680	100
y4.4	3.74	.860	100
ytotal	14.80	2.084	100

## Correlations

		y1.1	y1.2	y1.3	y4.4	ytotal
y1.1	Pearson Correlation	1	.315**	.316**	.537**	.720**
	Sig. (2-tailed)		.001	.001	.000	.000
	N	100	100	100	100	100
y1.2	Pearson Correlation	.315**	1	.440**	.467**	.736**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	100	100	100	100	100
y1.3	Pearson Correlation	.316**	.440**	1	.305**	.682**
	Sig. (2-tailed)	.001	.000		.002	.000
	N	100	100	100	100	100
y4.4	Pearson Correlation	.537**	.467**	.305**	1	.816**
	Sig. (2-tailed)	.000	.000	.002		.000
	N	100	100	100	100	100
ytotal	Pearson Correlation	.720**	.736**	.682**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

# Reliability

## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	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
.832	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	7.77	1.815	.776	.683
x1.2	7.76	1.821	.714	.745
x1.3	7.77	2.098	.593	.860

# Reliability

## Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	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
.817	3

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	7.88	2.187	.690	.729
x2.2	8.14	1.879	.686	.745
x2.3	7.96	2.503	.660	.769

# Reliability

## Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	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
.871	3

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	6.06	3.027	.671	.923
x3.2	6.30	1.869	.875	.697
x3.3	6.20	1.616	.839	.761

# Reliability

## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	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
.695	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x4.1	18.6400	5.849	.491	.639
x4.2	18.8400	5.712	.527	.628
x4.3	18.4100	5.254	.585	.602
x4.4	18.8200	6.775	.050	.785
x4.5	18.7500	5.725	.472	.642
x4.6	18.6900	4.822	.572	.600

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	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
.720	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	11.01	2.858	.519	.656
y1.2	11.21	2.794	.537	.645
y1.3	11.12	2.874	.437	.699
y4.4	11.06	2.158	.572	.626



## Lampiran 4

### Regression

Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	x3total, x1total, x2total <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: y

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883 <sup>a</sup>	.779	.772	.249

a. Predictors: (Constant), x3total, x1total, x2total

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.937	3	6.979	112.839	.000 <sup>a</sup>
	Residual	5.938	96	.062		
	Total	26.875	99			

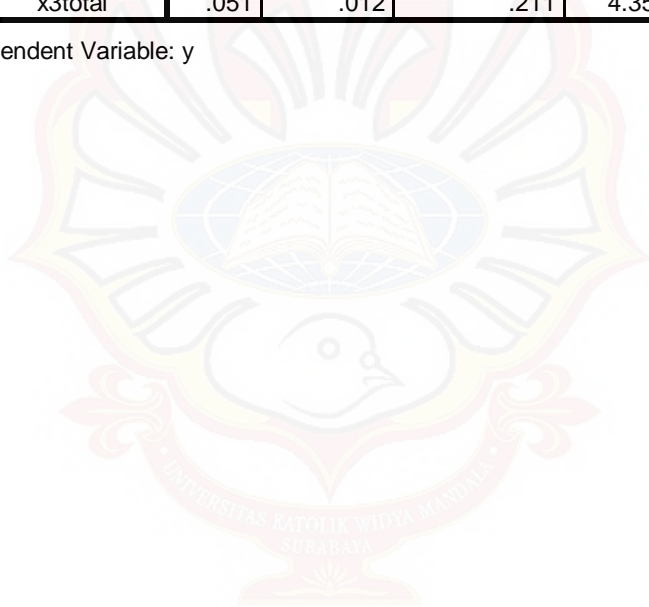
a. Predictors: (Constant), x3total, x1total, x2total

b. Dependent Variable: y

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.450	.189		2.377	.019
	x1total	.088	.015	.335	5.728	.000
	x2total	.146	.014	.596	10.106	.000
	x3total	.051	.012	.211	4.354	.000

a. Dependent Variable: y



## Lampiran 5

### Regression

Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	x1x4, x4, x1 <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: y

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934 <sup>a</sup>	.873	.869	.189

a. Predictors: (Constant), x1x4, x4, x1

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.461	3	7.820	219.921	.000 <sup>a</sup>
	Residual	3.414	96	.036		
	Total	26.875	99			

a. Predictors: (Constant), x1x4, x4, x1

b. Dependent Variable: y

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.176	.457		-2.576	.012
	x1	.294	.131	.375	2.254	.026
	x4	1.301	.135	1.157	9.636	.000
	x1x4	-.077	.034	-.559	-2.238	.028

a. Dependent Variable: y

## Regression

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	x2x4, x4, x2 <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: y

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.955 <sup>a</sup>	.912	.909	.157

a. Predictors: (Constant), x2x4, x4, x2

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.509	3	8.170	331.465	.000 <sup>a</sup>
	Residual	2.366	96	.025		
	Total	26.875	99			

a. Predictors: (Constant), x2x4, x4, x2

b. Dependent Variable: y

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.861	.375		-2.296	.024
	x2	.404	.101	.549	4.002	.000
	x4	1.010	.118	.898	8.553	.000
	x2x4	-.055	.028	-.408	-1.927	.057

a. Dependent Variable: y

### Regression

#### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	x3x4, x4, x3 <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: y



### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934 <sup>a</sup>	.871	.867	.190

a. Predictors: (Constant), x3x4, x4, x3

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.420	3	7.807	216.944	.000 <sup>a</sup>
	Residual	3.455	96	.036		
	Total	26.875	99			

a. Predictors: (Constant), x3x4, x4, x3

b. Dependent Variable: y

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.536	.624		-.859	.393
x3	.133	.207	.183	.645	.520
x4	1.087	.164	.966	6.643	.000
x3x4	-.021	.053	-.134	-.387	.699

a. Dependent Variable: y

