

PENGARUH HARGA DISKON TERHADAP NIAT BELI MELALUI *STORE IMAGE* PADA MATAHARI *DEPARTMENT STORE* SURABAYA

Saya mohon kesediaan Anda untuk berkenan mengisi kuesioner berikut ini mengenai diskon harga, niat beli, dan *store image*. Hasil kuisisioner ini akan saya gunakan untuk keperluan skripsi dan tidak akan disebarluaskan.

Indra Hanjaya

I. Data Responden

- Usia : 15-20 31-35 41-45
 21-25 36-40 46-50
 26-30

- Jenis Kelamin : Pria Wanita

Pernah berbelanja di Matahari *Department Store*?

- a. Pernah b. Tidak

NB: Jika Anda menjawab poin b. (tidak), Anda tidak perlu melanjutkan mengisi kuisisioner ini.

- II. Isilah kolom jawaban yang tersedia dibawah ini (bagian kanan kolom) dengan tanda silang (X) di dalam kotak yang tersedia sesuai jawaban yang tepat menurut anda.

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju



Harga Diskon (X1)	STS	TS	N	S	SS
Matahari <i>Department Store</i> sering menawarkan harga diskon					
Banyak penawaran diskon harga di Matahari <i>Department Store</i> dibanding <i>department store</i> lain					
Harga diskon yang ditawarkan di Matahari <i>Department Store</i> sebanding dengan kualitas produk					

Store Image (Y1)	STS	TS	N	S	SS
Saya merasa pelayanan di Matahari <i>Department Store</i> baik					
Saya merasa suasana toko di Matahari <i>Department Store</i> baik					
Saya merasa nyaman saat berbelanja di Matahari <i>Department Store</i>					
Matahari <i>Department Store</i> menawarkan barang-barang yang berkualitas					
Matahari <i>Department Store</i> menawarkan merk yang terkenal					

Niat Beli (Y2)	STS	TS	N	S	SS
Besar kemungkinan saya akan berbelanja di Matahari <i>Department Store</i>					
Saya lebih memilih berbelanja di Matahari <i>Department Store</i> daripada di <i>department store</i> yang lain					
Matahari <i>Department Store</i> menjadi prioritas tempat saya akan berbelanja					
Saya berkeinginan berbelanja di Matahari <i>Department Store</i>					
Saya bersedia membeli produk di Matahari <i>Department Store</i> pada saat saya membutuhkan barang <i>fashion</i> di masa yang akan datang					

Terima kasih atas kesediaan anda untuk mengisi kuesioner ini.

Lampiran 2. Data Responden

Statistics

usia

N	Valid	200
	Missing	0

usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	29	14,5	14,5	14,5
	21-25	45	22,5	22,5	37,0
	26-30	35	17,5	17,5	54,5
	31-35	30	15,0	15,0	69,5
	36-40	22	11,0	11,0	80,5
	41-45	20	10,0	10,0	90,5
	46-50	19	9,5	9,5	100,0
	Total	200	100,0	100,0	

Statistics

j.kelamin

N	Valid	200
	Missing	0

j.kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pria	74	37,0	37,0	37,0
	wanita	126	63,0	63,0	100,0
	Total	200	100,0	100,0	

Lampiran 2 (lanjutan)

Statistics

bblanja

N	Valid	200
	Missing	0

bblanja

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid pernah	200	100,0	100,0	100,0

Lampiran 3. Statistik Deskriptif

Descriptive Statistics

	N	Mean	Std. Deviation
HD1	200	3,5050	,96156
HD2	200	3,4750	,99717
HD3	200	3,5000	,96157
Valid N (listwise)	200		

Descriptive Statistics

	N	Mean	Std. Deviation
SI1	200	3,5500	,91195
SI2	200	3,5050	,96156
SI3	200	3,4850	,98214
SI4	200	3,5350	,97650
SI5	200	3,5150	,98724
Valid N (listwise)	200		

Descriptive Statistics

	N	Mean	Std. Deviation
NB1	200	3,5400	,89577
NB2	200	3,5350	,94511
NB3	200	3,4750	,99717
NB4	200	3,5700	,92704
NB5	200	3,5350	,95569
Valid N (listwise)	200		

Lampiran 4. Uji Normalitas

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
hd1	-1.776	0.076	-1.123	0.261	4.415	0.110
hd2	-1.910	0.056	-1.008	0.313	4.665	0.097
hd3	-1.887	0.059	-0.567	0.571	3.880	0.144
si1	-1.576	0.115	-0.515	0.607	2.749	0.253
si2	-1.776	0.076	-1.123	0.261	4.415	0.110
si3	-1.898	0.058	-0.592	0.554	3.952	0.139
si4	-1.719	0.086	-1.329	0.184	4.721	0.094
si5	-1.895	0.058	-1.077	0.282	4.751	0.093
nb1	-1.573	0.116	-0.225	0.822	2.527	0.283
nb2	-1.644	0.100	-1.271	0.204	4.319	0.115
nb3	-1.910	0.056	-1.008	0.313	4.665	0.097
nb4	-1.971	0.049	-0.091	0.928	3.895	0.143
nb5	-1.802	0.072	-0.843	0.399	3.957	0.138

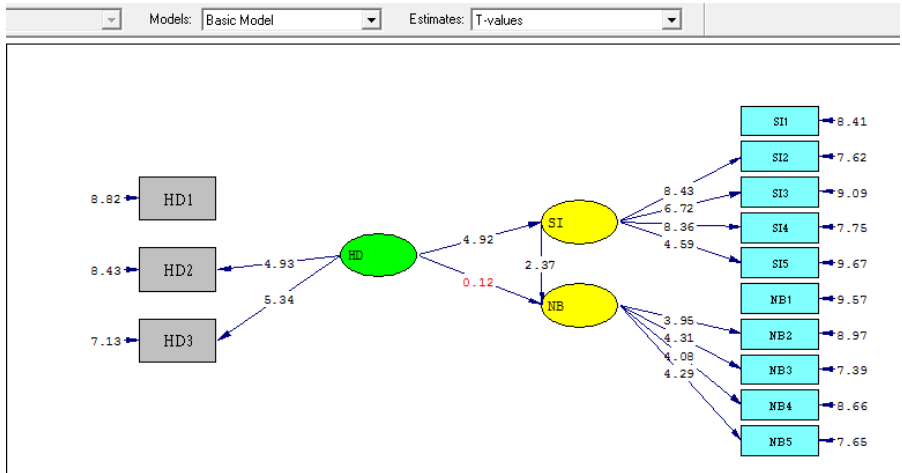
Relative Multivariate Kurtosis = 1.124

Test of Multivariate Normality for Continuous Variables

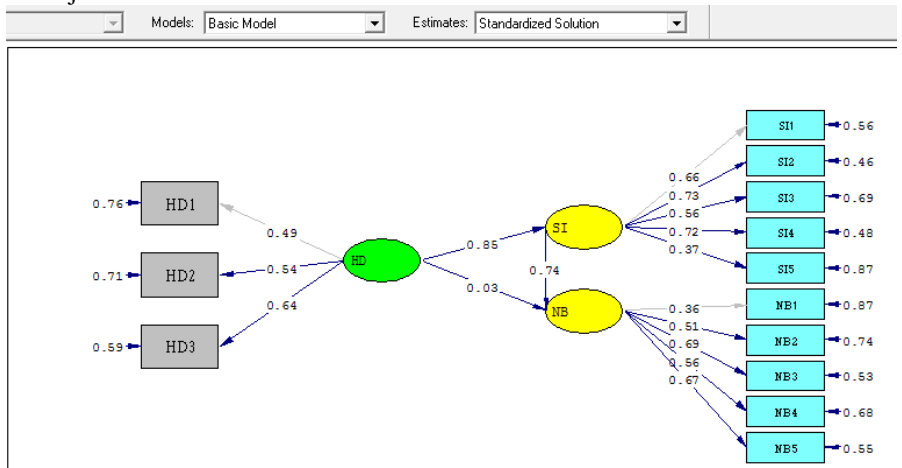
Value	Skewness		Value	Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value		Z-Score	P-Value	Chi-Square	P-Value
19.193	5.466	0.000	219.262	6.588	0.000	73.287	0.000

Lampiran 5. Uji Validitas dan Reliabilitas

1. Uji Validitas



2. Uji Reliabilitas



Lampiran 5 (lanjutan)

Harga diskon

$$CR = \frac{(0.49+0.54+0.64)^2}{(0.49+0.54+0.64)^2+(0.51+0.46+0.36)} = 0.612$$

Store Image

$$CR = \frac{(0.66+0.73+0.56+0.72+0.37)^2}{(0.66+0.73+0.56+0.72+0.37)^2+(0.34+0.27+0.44+0.28+0.63)} = 0.706$$

Niat Beli

$$CR = \frac{(0.36+0.51+0.69+0.56+0.67)^2}{(0.36+0.51+0.69+0.56+0.67)^2+(0.64+0.49+0.31+0.44+0.33)} = 0.615$$

Measurement Equations

$$SI1 = 1.00 * SI, \text{ Errorvar.} = 0.47, R^2 = 0.44 \\ (0.055) \\ 8.43$$

$$SI2 = 1.17 * SI, \text{ Errorvar.} = 0.43, R^2 = 0.54 \\ (0.14) \quad (0.056) \\ 8.43 \quad 7.67$$

$$SI3 = 0.90 * SI, \text{ Errorvar.} = 0.67, R^2 = 0.31 \\ (0.13) \quad (0.073) \\ 6.73 \quad 9.10$$

$$SI4 = 1.17 * SI, \text{ Errorvar.} = 0.45, R^2 = 0.52 \\ (0.14) \quad (0.058) \\ 8.35 \quad 7.80$$

$$SI5 = 0.60 * SI, \text{ Errorvar.} = 0.84, R^2 = 0.13 \\ (0.13) \quad (0.087) \\ 4.59 \quad 9.67$$

Lampiran 5 (lanjutan)

$$\text{NB1} = 1.00 * \text{NB}, \text{Errorvar.} = 0.70, R^2 = 0.13$$

(0.073)
9.57

$$\text{NB2} = 1.52 * \text{NB}, \text{Errorvar.} = 0.66, R^2 = 0.26$$

(0.39) (0.073)
3.95 8.97

$$\text{NB3} = 2.15 * \text{NB}, \text{Errorvar.} = 0.52, R^2 = 0.47$$

(0.50) (0.071)
4.31 7.40

$$\text{NB4} = 1.64 * \text{NB}, \text{Errorvar.} = 0.59, R^2 = 0.32$$

(0.40) (0.068)
4.08 8.66

$$\text{NB5} = 2.01 * \text{NB}, \text{Errorvar.} = 0.50, R^2 = 0.45$$

(0.47) (0.066)
4.29 7.64

$$\text{HD1} = 1.00 * \text{HD}, \text{Errorvar.} = 0.70, R^2 = 0.24$$

(0.080)
8.82

$$\text{HD2} = 1.14 * \text{HD}, \text{Errorvar.} = 0.70, R^2 = 0.29$$

(0.23) (0.084)
4.93 8.43

$$\text{HD3} = 1.31 * \text{HD}, \text{Errorvar.} = 0.54, R^2 = 0.41$$

(0.25) (0.076)
5.34 7.12

Lampiran 5 (lanjutan)

Structural Equations

$$\text{SI} = 1.10 * \text{HD}, \text{Errorvar.} = 0.099, R^2 = 0.73$$

(0.22)	(0.043)
4.94	2.29

$$\text{NB} = 0.40 * \text{SI}, \text{Errorvar.} = 0.042, R^2 = 0.59$$

(0.099)	(0.020)
4.09	2.12

Reduced Form Equations

$$\text{SI} = 1.10 * \text{HD}, \text{Errorvar.} = 0.099, R^2 = 0.73$$

(0.22)
4.94

$$\text{NB} = 0.44 * \text{HD}, \text{Errorvar.} = 0.058, R^2 = 0.43$$

(0.13)
3.44

Variances of Independent Variables

HD

0.22
(0.07)
3.13

Lampiran 6. Uji Keseluruhan model

Degrees of Freedom = 63
Minimum Fit Function Chi-Square = 120.68 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 122.78 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 59.78
90 Percent Confidence Interval for NCP = (32.18 ; 95.17)
Minimum Fit Function Value = 0.61
Population Discrepancy Function Value (F0) = 0.30
90 Percent Confidence Interval for F0 = (0.16 ; 0.48)
Root Mean Square Error of Approximation (RMSEA) = 0.069
90 Percent Confidence Interval for RMSEA = (0.051 ; 0.087)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.045
Expected Cross-Validation Index (ECVI) = 0.90
90 Percent Confidence Interval for ECVI = (0.76 ; 1.08)
ECVI for Saturated Model = 0.91
ECVI for Independence Model = 7.10
Chi-Square for Independence Model with 78 Degrees of Freedom = 1386.82
Independence AIC = 1412.82
Model AIC = 178.78
Saturated AIC = 182.00
Independence CAIC = 1468.70
Model CAIC = 299.13
Saturated CAIC = 573.15
Normed Fit Index (NFI) = 0.91
Non-Normed Fit Index (NNFI) = 0.95
Parsimony Normed Fit Index (PNFI) = 0.74
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.89
Critical N (CN) = 152.73
Root Mean Square Residual (RMR) = 0.057
Standardized RMR = 0.060
Goodness of Fit Index (GFI) = 0.91
Adjusted Goodness of Fit Index (AGFI) = 0.87
Parsimony Goodness of Fit Index (PGFI) = 0.63

Lampiran 7

Rekapitulasi Data Responden

No	Usia	Jenis Kelamin	Pernah Berbelanja	No	Usia	Jenis Kelamin	Pernah Berbelanja
1	1	1	1	31	1	1	1
2	4	1	1	32	4	1	1
3	3	1	1	33	3	1	1
4	1	1	1	34	1	1	1
5	4	1	1	35	3	1	1
6	1	1	1	36	3	1	1
7	1	1	1	37	1	1	1
8	4	1	1	38	3	1	1
9	3	1	1	39	3	1	1
10	3	1	1	40	1	1	1
11	4	1	1	41	4	2	1
12	1	1	1	42	3	2	1
13	4	1	1	43	1	2	1
14	1	1	1	44	4	2	1
15	3	1	1	45	1	2	1
16	1	1	1	46	4	2	1
17	3	1	1	47	1	2	1
18	1	1	1	48	2	2	1
19	4	1	1	49	4	2	1
20	3	1	1	50	1	2	1
21	4	1	1	51	1	2	1
22	1	1	1	52	2	2	1
23	3	1	1	53	2	2	1
24	4	1	1	54	1	2	1
25	1	1	1	55	2	2	1
26	4	1	1	56	5	2	1
27	3	1	1	57	5	2	1
28	1	1	1	58	5	2	1
29	4	1	1	59	1	2	1
30	4	1	1	60	5	2	1

Lampiran 7 (lanjutan)

Rekapitulasi Data Responden

No	Usia	Jenis Kelamin	Pernah Berbelanja	No	Usia	Jenis Kelamin	Pernah Berbelanja
61	1	2	1	91	6	2	1
62	4	2	1	92	5	2	1
63	1	2	1	93	6	2	1
64	5	2	1	94	2	2	1
65	1	2	1	95	5	2	1
66	5	2	1	96	2	2	1
67	1	2	1	97	4	2	1
68	6	2	1	98	7	2	1
69	4	2	1	99	4	1	1
70	1	2	1	100	7	1	1
71	1	2	1	101	2	1	1
72	7	2	1	102	7	1	1
73	1	2	1	103	6	1	1
74	6	2	1	104	2	1	1
75	5	2	1	105	4	1	1
76	4	2	1	106	7	1	1
77	6	2	1	107	2	1	1
78	4	2	1	108	7	1	1
79	6	2	1	109	2	1	1
80	4	2	1	110	7	1	1
81	5	2	1	111	5	1	1
82	4	2	1	112	7	1	1
83	2	2	1	113	2	1	1
84	5	2	1	114	4	1	1
85	4	2	1	115	7	1	1
86	2	2	1	116	2	1	1
87	2	2	1	117	4	1	1
88	2	2	1	118	2	1	1
89	2	2	1	119	4	1	1
90	2	2	1	120	4	1	1

Lampiran 7 (lanjutan)

Rekapitulasi Data Responden

No	Usia	Jenis Kelamin	Pernah Berbelanja	No	Usia	Jenis Kelamin	Pernah Berbelanja
121	2	1	1	151	2	2	1
122	3	1	1	152	3	2	1
123	3	1	1	153	2	2	1
124	2	1	1	154	2	2	1
125	3	1	1	155	2	2	1
126	2	1	1	156	7	2	1
127	7	1	1	157	3	2	1
128	3	1	1	158	2	2	1
129	2	1	1	159	7	2	1
130	3	1	1	160	2	2	1
131	2	1	1	161	2	2	1
132	7	1	1	162	2	2	1
133	2	1	1	163	2	2	1
134	3	2	1	164	3	2	1
135	2	2	1	165	7	2	1
136	3	2	1	166	3	2	1
137	2	2	1	167	2	2	1
138	2	2	1	168	6	2	1
139	2	2	1	169	6	2	1
140	7	2	1	170	5	2	1
141	3	2	1	171	3	2	1
142	7	2	1	172	6	2	1
143	3	2	1	173	5	2	1
144	2	2	1	174	3	2	1
145	2	2	1	175	7	2	1
146	2	2	1	176	5	2	1
147	3	2	1	177	6	2	1
148	2	2	1	178	5	2	1
149	2	2	1	179	7	2	1
150	2	2	1	180	6	2	1

Lampiran 7 (lanjutan)

Rekapitulasi Data Responden

No	Usia	Jenis Kelamin	Pernah Berbelanja	No	Usia	Jenis Kelamin	Pernah Berbelanja
181	5	2	1	191	6	2	1
182	6	2	1	192	3	2	1
183	5	2	1	193	6	2	1
184	7	2	1	194	3	2	1
185	6	2	1	195	5	2	1
186	5	2	1	196	6	2	1
187	6	2	1	197	3	2	1
188	3	2	1	198	5	2	1
189	5	2	1	199	6	2	1
190	3	2	1	200	6	2	1

Lampiran 7 (lanjutan)
 Rekapitulasi Jawaban Responden

No	Harga Diskon			Store Image					Niat Beli				
	Hd1	Hd2	Hd3	Si1	Si2	Si3	Si4	Si5	Nb1	Nb2	Nb3	Nb4	Nb5
1	4	5	3	3	2	1	2	3	2	2	1	1	2
2	5	3	5	4	4	3	4	4	3	4	3	2	4
3	5	4	3	2	2	4	2	5	2	2	4	3	2
4	4	5	3	3	2	5	2	4	4	3	3	4	3
5	2	2	2	2	3	2	3	5	1	2	2	2	2
6	4	3	3	2	2	3	2	4	3	3	3	3	2
7	5	3	2	3	3	3	3	5	3	4	3	3	4
8	5	3	3	4	4	3	4	4	3	4	3	3	4
9	4	2	3	3	2	2	2	5	4	1	2	1	3
10	3	3	4	3	4	1	4	4	2	4	1	1	3
11	3	1	3	3	3	1	2	3	3	3	1	1	3
12	4	3	2	1	1	3	1	2	4	3	3	3	4
13	1	3	5	3	4	2	4	3	5	4	2	3	3
14	4	4	4	5	3	1	5	4	4	3	1	2	5
15	3	1	1	2	2	1	2	1	2	3	1	2	2
16	4	3	3	4	4	3	4	3	4	4	3	4	4
17	4	2	5	3	1	2	1	5	4	3	2	4	3
18	3	3	5	4	3	3	3	5	4	4	3	4	4
19	4	3	4	3	2	3	2	4	3	3	3	3	3
20	3	3	3	4	3	3	3	3	3	5	3	5	4
21	5	5	5	4	4	5	4	5	5	4	5	4	4
22	4	3	3	4	3	3	4	3	4	4	3	4	4
23	2	2	2	3	2	3	2	2	5	4	3	3	3
24	4	4	5	4	4	5	4	3	3	3	5	2	4
25	2	3	2	3	2	3	2	2	3	4	3	3	3
26	4	4	4	5	4	4	4	4	3	3	4	4	5
27	2	5	2	3	5	5	5	2	2	3	5	5	3
28	3	3	2	5	3	3	3	2	3	4	3	3	5
29	4	3	3	3	3	3	3	3	4	4	3	3	3
30	3	2	2	2	2	2	2	2	4	4	2	2	2
31	2	3	4	2	3	3	3	4	5	2	3	4	2

Lampiran 7 (lanjutan)
 Rekapitulasi Jawaban Responden

No	Harga Diskon			Store Image					Niat Beli				
	Hd1	Hd2	Hd3	Si1	Si2	Si3	Si4	Si5	Nb1	Nb2	Nb3	Nb4	Nb5
32	2	3	4	2	4	3	4	4	3	3	3	2	2
33	2	3	3	3	3	3	3	3	4	4	3	3	3
34	1	4	3	5	4	4	4	5	3	4	4	5	5
35	3	4	4	4	4	5	4	4	3	5	3	3	4
36	3	3	4	4	3	3	4	3	4	4	3	3	3
37	4	4	2	4	4	4	4	2	3	3	4	3	4
38	2	3	2	2	2	3	2	2	2	2	3	3	5
39	4	3	4	2	2	2	2	4	4	4	2	4	2
40	2	3	2	2	2	2	2	2	3	3	2	2	2
41	2	4	4	4	4	4	4	4	3	4	4	4	4
42	2	3	2	3	3	3	3	2	4	3	3	4	3
43	3	5	3	4	4	5	4	3	3	4	5	4	4
44	2	3	2	3	3	3	3	2	4	4	3	4	4
45	3	4	4	4	4	4	4	4	3	4	4	4	4
46	4	3	4	3	3	3	3	4	4	4	3	4	3
47	3	4	5	2	3	4	3	2	3	4	4	5	2
48	4	4	4	4	4	4	4	4	3	3	4	4	4
49	3	4	4	4	4	4	4	4	3	3	4	4	4
50	4	4	4	4	4	4	4	4	3	4	4	4	4
51	2	3	3	3	3	2	3	3	3	3	2	5	3
52	2	3	3	3	3	2	3	4	3	3	2	3	3
53	3	3	4	4	4	3	4	4	3	3	3	4	4
54	3	3	3	3	3	3	3	3	2	3	3	3	3
55	5	4	4	4	5	4	5	4	4	4	4	4	4
56	4	4	3	3	3	4	3	3	3	3	4	3	3
57	4	4	4	4	4	4	3	4	3	3	4	4	4
58	3	4	4	4	4	4	4	4	3	4	4	4	4
59	3	3	3	2	3	3	2	2	4	4	3	2	2
60	2	2	3	3	3	2	3	3	3	3	2	3	3
61	4	4	4	4	4	4	4	4	3	4	4	4	4
62	5	5	5	5	5	3	5	3	3	3	3	5	3

Lampiran 7 (lanjutan)
 Rekapitulasi Jawaban Responden

No	Harga Diskon			Store Image					Niat Beli				
	Hd1	Hd2	Hd3	Si1	Si2	Si3	Si4	Si5	Nb1	Nb2	Nb3	Nb4	Nb5
63	2	4	4	4	4	4	4	4	5	4	4	4	5
64	4	4	4	4	4	4	4	3	3	4	3	4	4
65	3	3	4	4	4	3	4	4	4	4	4	4	3
66	4	4	4	4	4	4	3	3	4	4	3	4	4
67	3	3	4	4	4	3	4	3	4	4	3	4	3
68	2	3	3	3	3	4	3	3	3	3	1	3	3
69	3	4	2	1	3	4	2	2	3	4	4	3	4
70	1	5	1	2	2	2	2	1	4	4	5	4	4
71	4	5	5	4	5	5	5	4	2	5	5	5	4
72	3	4	5	3	3	3	3	5	3	3	4	4	4
73	4	5	5	3	4	5	4	3	4	5	5	5	4
74	4	4	3	4	4	4	3	3	4	5	4	4	4
75	3	5	3	5	4	5	4	4	5	4	5	4	5
76	3	2	3	3	2	2	2	4	1	3	2	5	3
77	3	4	5	4	4	4	4	3	4	4	4	4	4
78	3	3	4	3	3	3	3	4	3	3	3	3	3
79	2	3	2	2	3	3	3	2	3	3	3	2	2
80	3	4	3	4	4	4	4	3	5	4	4	5	4
81	3	3	3	3	2	3	3	3	4	4	3	3	3
82	3	3	3	3	4	3	4	3	3	4	3	3	3
83	3	5	4	4	2	5	3	4	4	3	3	4	3
84	5	2	3	4	4	3	4	3	5	4	5	5	4
85	4	3	3	3	4	3	3	4	3	3	3	3	4
86	4	4	3	4	4	4	4	3	4	3	4	4	4
87	2	4	4	3	5	3	5	4	3	4	4	4	3
88	5	4	5	3	4	4	3	3	3	3	4	3	4
89	4	3	3	4	3	4	2	3	3	4	4	4	4
90	4	2	3	3	4	2	4	3	4	2	2	4	3
91	5	5	4	5	4	5	4	4	4	5	5	5	5
92	4	4	4	4	1	4	5	3	5	3	4	3	4
93	3	4	5	4	5	4	5	3	4	5	4	5	4

Lampiran 7 (lanjutan)
 Rekapitulasi Jawaban Responden

No	Harga Diskon			Store Image					Niat Beli				
	Hd1	Hd2	Hd3	Si1	Si2	Si3	Si4	Si5	Nb1	Nb2	Nb3	Nb4	Nb5
94	4	3	4	3	2	3	2	4	3	3	3	3	3
95	3	4	3	4	5	3	5	2	4	4	4	3	4
96	3	3	4	5	5	5	3	4	4	3	5	4	5
97	4	3	3	4	1	4	3	3	4	4	4	4	4
98	3	3	3	5	5	3	3	3	4	3	3	3	3
99	5	4	4	4	5	3	5	4	4	4	4	4	3
100	4	2	3	5	4	5	5	3	3	3	3	3	5
101	5	4	4	5	5	4	4	4	3	4	4	4	3
102	3	5	5	3	4	5	5	5	4	5	5	5	4
103	4	5	4	3	5	5	4	2	4	5	5	3	5
104	5	4	5	4	4	4	5	4	4	3	4	4	4
105	4	5	4	3	5	3	4	5	5	5	5	3	5
106	5	3	5	4	4	3	3	4	4	4	4	4	4
107	4	3	3	5	5	3	3	5	5	5	5	5	5
108	5	4	4	4	4	4	4	4	4	4	4	4	3
109	4	1	3	5	5	3	5	5	3	5	3	5	3
110	5	3	4	4	4	4	3	4	4	4	4	4	4
111	5	1	3	3	5	5	3	3	3	3	3	5	5
112	3	5	4	3	4	3	4	5	4	3	3	5	4
113	3	4	5	5	3	4	3	3	4	3	4	5	5
114	3	3	4	3	3	5	4	3	3	5	3	4	4
115	3	4	3	5	5	4	5	5	4	4	4	3	5
116	3	3	4	3	4	5	5	2	3	5	3	3	5
117	5	4	3	5	5	4	4	4	4	4	4	3	5
118	5	5	4	4	3	5	4	4	3	3	3	4	5
119	5	4	5	5	5	3	5	5	4	4	4	3	4
120	4	5	5	4	4	3	4	4	3	5	5	4	5
121	5	4	4	3	5	4	4	4	4	4	4	3	4
122	3	5	5	3	4	3	5	5	4	5	3	4	3
123	3	4	4	3	4	4	4	4	4	4	4	5	3
124	3	5	3	4	3	5	5	5	2	5	5	4	3

Lampiran 7 (lanjutan)
 Rekapitulasi Jawaban Responden

No	Harga Diskon			<i>Store Image</i>					Niat Beli				
	Hd1	Hd2	Hd3	Si1	Si2	Si3	Si4	Si5	Nb1	Nb2	Nb3	Nb4	Nb5
125	4	4	4	3	3	4	4	4	2	3	4	5	4
126	3	3	3	4	3	3	5	5	3	5	5	4	5
127	5	4	4	5	3	3	3	4	3	4	4	5	4
128	3	2	3	3	4	5	3	3	5	5	3	3	5
129	3	4	4	5	3	4	4	3	4	3	4	5	3
130	3	5	3	3	4	3	4	4	5	5	3	4	5
131	4	4	4	3	3	3	5	5	4	4	4	5	4
132	5	3	5	3	4	5	4	4	5	2	5	3	5
133	4	4	4	5	5	4	5	2	3	4	4	5	4
134	5	3	3	4	4	5	4	3	5	4	3	5	3
135	4	4	4	5	5	4	3	1	4	3	4	4	3
136	3	4	5	4	4	5	3	3	2	4	3	3	3
137	4	4	4	3	5	4	5	4	4	3	4	4	4
138	3	2	5	3	4	5	3	2	4	4	3	3	5
139	3	4	5	3	5	4	5	4	4	5	4	3	4
140	3	2	4	4	4	2	4	3	4	4	3	4	4
141	4	2	1	5	3	4	5	4	4	3	4	5	5
142	3	5	5	4	4	5	4	3	5	4	5	3	4
143	4	4	4	5	3	4	5	3	4	2	4	5	5
144	3	5	3	4	3	2	4	5	5	4	5	4	4
145	4	3	4	5	3	4	3	1	5	5	5	5	5
146	5	5	5	4	4	3	3	5	5	4	5	3	4
147	5	3	4	5	5	4	3	4	4	5	4	5	5
148	4	2	3	4	4	5	3	2	5	2	3	3	4
149	5	4	4	5	5	4	5	4	4	5	4	5	5
150	4	5	3	4	4	4	4	4	5	4	3	4	3
151	4	4	4	4	4	4	4	4	3	2	4	2	2
152	2	3	2	3	2	3	2	3	3	3	2	2	1
153	2	3	2	3	2	3	2	3	4	4	5	3	3
154	3	4	3	3	3	4	3	4	3	3	5	4	3
155	3	3	3	3	3	3	3	3	2	2	3	2	2

Lampiran 7 (lanjutan)
 Rekapitulasi Jawaban Responden

No	Harga Diskon			Store Image					Niat Beli				
	Hd1	Hd2	Hd3	Si1	Si2	Si3	Si4	Si5	Nb1	Nb2	Nb3	Nb4	Nb5
156	3	3	5	4	3	4	3	1	4	4	4	3	3
157	4	3	4	3	3	3	4	3	4	3	4	4	3
158	3	4	4	4	4	3	4	4	3	2	3	4	2
159	4	4	4	4	4	4	3	4	4	2	3	4	2
160	3	2	3	2	3	2	3	2	4	5	4	4	4
161	2	3	2	3	2	3	2	3	4	4	4	3	3
162	4	4	4	4	4	4	4	4	3	2	2	2	3
163	3	2	3	5	3	2	5	3	5	2	4	4	2
164	4	4	4	3	4	4	3	4	2	4	4	4	4
165	4	4	3	4	4	2	3	4	2	4	4	4	3
166	4	4	4	3	3	4	4	4	2	2	2	3	2
167	4	4	4	3	3	2	3	4	5	1	4	3	4
168	2	4	3	4	3	4	3	4	4	4	3	3	4
169	2	2	2	2	2	3	2	3	2	3	2	2	2
170	3	2	1	3	2	1	1	2	3	2	2	2	3
171	2	2	2	1	2	2	1	2	3	1	2	3	2
172	4	1	4	4	3	3	4	5	2	4	4	3	4
173	4	3	4	4	5	2	3	5	3	2	3	4	5
174	4	4	4	4	4	3	4	5	4	5	4	4	4
175	4	4	4	4	4	4	4	3	4	3	2	3	3
176	3	2	1	5	3	5	4	3	4	2	4	3	3
177	3	2	2	2	2	3	5	3	1	2	2	4	1
178	4	4	5	4	4	4	4	5	3	3	2	3	2
179	4	3	4	3	4	3	3	4	3	3	4	2	3
180	1	2	2	2	3	2	2	2	3	3	3	3	3
181	4	4	3	3	3	4	3	3	4	2	3	3	3
182	4	4	3	3	3	3	3	3	2	3	3	4	4
183	5	4	3	4	3	3	3	3	3	3	4	4	3
184	4	3	4	4	3	4	3	4	4	4	3	4	4
185	5	4	3	3	5	4	5	5	2	2	4	4	3
186	2	3	3	4	3	4	3	3	4	2	5	2	3

Lampiran 7 (lanjutan)
 Rekapitulasi Jawaban Responden

No	Harga Diskon			<i>Store Image</i>					Niat Beli				
	Hd1	Hd2	Hd3	Si1	Si2	Si3	Si4	Si5	Nb1	Nb2	Nb3	Nb4	Nb5
187	4	2	4	3	3	2	3	3	3	3	4	3	4
188	4	1	3	4	4	4	3	4	3	5	5	3	3
189	4	4	4	3	4	4	3	5	3	5	2	3	1
190	4	2	3	4	3	4	5	5	4	2	2	4	4
191	3	4	3	2	3	3	4	3	4	4	4	4	1
192	4	5	3	4	3	4	5	4	5	3	2	3	3
193	4	3	4	4	5	4	4	5	5	3	5	3	5
194	3	2	2	2	3	3	4	4	5	3	2	3	3
195	4	5	3	3	4	4	4	5	4	5	5	3	3
196	4	5	3	4	4	5	4	4	3	2	2	4	4
197	4	4	4	4	4	4	4	3	3	4	4	4	4
198	4	5	5	5	4	5	5	5	4	5	5	3	3
199	4	5	3	4	3	4	4	3	4	4	3	4	4
200	3	3	4	3	2	3	4	4	5	3	4	3	4

