

Lampiran 1 (Kuesioner)

Kuesioner

Dalam rangka memenuhi persyaratan tugas akhir (skripsi), saya Sherly mahasiswa Universitas Katolik Widya Mandala Surabaya, sedang melakukan penelitian mengenai “Pengaruh *Shopping Lifestyle, Fashion Involvement, Pre-Decision Stage, Post-Decision Stage*, Terhadap *Impulse Buying Behavior* Konsumen SOGO *Departement Store* Tunjungan Plaza Surabaya”.

Untuk keperluan penelitian tersebut. Apabila bapak/ibu/saudara pernah membeli produk di SOGO *Departement Store* Tunjungan Plaza Surabaya, maka saya mohon kesediaan bapak/ibu/saudara untuk bersedia mengisi kuesioner dibawah ini dengan memberikan tanda silang (x) pada pilihan jawaban yang tersedia (rentang 1 sampai 5). Setiap pertanyaan hanya mengharapakan satu jawaban. Setiap angka akan mewakili tingkat kesesuaian dengan pendapat bapak/ibu/saudara, dimana:

STS = Sangat Tidak Setuju.

TS = Tidak Setuju.

N = Netral.

S = Setuju.

SS = Sangat Setuju.

Data atau informasi yang terkumpul akan saya gunakan untuk keperluan skripsi. Atas perhatian dan kesediaan bapak/ibu/saudara, saya mengucapkan terima kasih untuk kesediaan bapak/ibu/saudara dalam mengisi kuesioner ini dengan benar.

Hormat Saya,

Sherly

Lampiran 1 (lanjutan)

2. Bagian ini menyatakan daftar pertanyaan kepada responden.

No.	Item Pertanyaan	Jawaban Responden				
Shopping Life Style						
1.	Pada saat melakukan pembelian, saya biasanya membandingkan harga secara hati-hati.	STS	TS	N	S	SS
		1	2	3	4	5
2.	Pada saat melakukan pembelian, saya biasanya membandingkan produk dari berbagai macam toko yang ada.	STS	TS	N	S	SS
		1	2	3	4	5
3.	Seandainya terdapat toko yang jauh dari tempat saya, namun mereka menawarkan harga murah atau produk yang beragam, saya tetap akan pergi ke toko tersebut.	STS	TS	N	S	SS
		1	2	3	4	5
4.	Jika terdapat promosi, saya akan membeli produk lebih banyak dibandingkan biasanya.	STS	TS	N	S	SS
		1	2	3	4	5
5.	Saat membeli produk, saya biasanya memilih-milih produk dari berbagai merek yang ada.	STS	TS	N	S	SS
		1	2	3	4	5
6.	Saat membeli produk, merek produk merupakan faktor penting yang saya pertimbangkan.	STS	TS	N	S	SS
		1	2	3	4	5
Fashion Involvement						
1.	Saya biasanya memiliki lebih dari satu buah pakaian model yang terbaru.	STS	TS	N	S	SS
		1	2	3	4	5
2.	Saya bisa mengkombinasikan pakaian yang sesuai dengan karakter pribadi saya.	STS	TS	N	S	SS
		1	2	3	4	5
3.	Saya tertarik untuk berbelanja di butik pakaian khusus dibandingkan di <i>departement store</i> saat membutuhkan pakaian.	STS	TS	N	S	SS
		1	2	3	4	5
4.	Saya biasanya berpakaian untuk mengikuti mode bukan kenyamanan, apabila harus memilih di antara keduanya.	STS	TS	N	S	SS
		1	2	3	4	5

Lampiran 1 (Lanjutan)

No.	Item Pertanyaan	Jawaban Responden				
Pre Decision Stage						
1.	Saya memiliki pengalaman yang menyenangkan untuk membeli pakaian.	STS 1	TS 2	N 3	S 4	SS 5
2.	Saya merasa harus membeli pakaian dari pertama kali saya melihat.	STS 1	TS 2	N 3	S 4	SS 5
3.	Saya merasa tidak dapat berbuat apa-apa untuk tidak membeli pakaian.	STS 1	TS 2	N 3	S 4	SS 5
4.	Keadaan mendesak untuk membeli pakaian menghampiri saya.	STS 1	TS 2	N 3	S 4	SS 5
Post Decision Stage						
1.	Saya secara personal merasa lebih baik setelah membeli pakaian baru.	STS 1	TS 2	N 3	S 4	SS 5
2.	Saya merasa senang setelah saya membeli pakaian baru.	STS 1	TS 2	N 3	S 4	SS 5
3.	Saya dapat mengatakan bahwa saya telah membeli pakaian untuk mengubah perasaan saya.	STS 1	TS 2	N 3	S 4	SS 5
4.	Saya merasa bersalah dibandingkan sebelum saya membeli pakaian baru (R).	SS 1	S 2	N 3	TS 4	STS 5
Impulse Buying						
1.	Saya membeli pakaian baru dengan model terbaru apabila saya melihatnya.	STS 1	TS 2	N 3	S 4	SS 5
2.	Saya mencoba dan membeli pakaian dengan model baru.	STS 1	TS 2	N 3	S 4	SS 5
3.	Saya suka membeli pakaian baru yang baru saja keluar	STS 1	TS 2	N 3	S 4	SS 5

Lampiran 2 (Uji Validitas)

Correlations

	SL1	SL2	SL3	SL4	SL5	SL6	TSL
SL1 Pearson Correlation	1	.264**	.736**	.113	.262**	.203*	.669**
Sig. (2-tailed)		.008	.000	.263	.008	.043	.000
N	100	100	100	100	100	100	100
SL2 Pearson Correlation	.264**	1	.324**	.237*	.281**	.128	.544**
Sig. (2-tailed)	.008		.001	.018	.005	.204	.000
N	100	100	100	100	100	100	100
SL3 Pearson Correlation	.736**	.324**	1	.159	.300**	.192	.703**
Sig. (2-tailed)	.000	.001		.115	.002	.056	.000
N	100	100	100	100	100	100	100
SL4 Pearson Correlation	.113	.237*	.159	1	.346**	.734**	.663**
Sig. (2-tailed)	.263	.018	.115		.000	.000	.000
N	100	100	100	100	100	100	100
SL5 Pearson Correlation	.262**	.281**	.300**	.346**	1	.428**	.651**
Sig. (2-tailed)	.008	.005	.002	.000		.000	.000
N	100	100	100	100	100	100	100
SL6 Pearson Correlation	.203*	.128	.192	.734**	.428**	1	.693**
Sig. (2-tailed)	.043	.204	.056	.000	.000		.000
N	100	100	100	100	100	100	100
TSL Pearson Correlation	.669**	.544**	.703**	.663**	.651**	.693**	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).

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

Lampiran 2 (lanjutan)

Correlations

	FI1	FI2	FI3	FI4	TFI
FI1 Pearson Correlation	1	.253*	.141	.520**	.691**
Sig. (2-tailed)		.011	.162	.000	.000
N	100	100	100	100	100
FI2 Pearson Correlation	.253*	1	.133	.463**	.702**
Sig. (2-tailed)	.011		.187	.000	.000
N	100	100	100	100	100
FI3 Pearson Correlation	.141	.133	1	.164	.528**
Sig. (2-tailed)	.162	.187		.103	.000
N	100	100	100	100	100
FI4 Pearson Correlation	.520**	.463**	.164	1	.788**
Sig. (2-tailed)	.000	.000	.103		.000
N	100	100	100	100	100
TFI Pearson Correlation	.691**	.702**	.528**	.788**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	100	100	100	100	100

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

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

Lampiran 2 (lanjutan)

Correlations

		PR1	PR2	PR3	PR4	TPR
PR1	Pearson Correlation	1	.327**	.514**	.263**	.708**
	Sig. (2-tailed)		.001	.000	.008	.000
	N	100	100	100	100	100
PR2	Pearson Correlation	.327**	1	.439**	.414**	.751**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	100	100	100	100	100
PR3	Pearson Correlation	.514**	.439**	1	.357**	.783**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
PR4	Pearson Correlation	.263**	.414**	.357**	1	.696**
	Sig. (2-tailed)	.008	.000	.000		.000
	N	100	100	100	100	100
TPR	Pearson Correlation	.708**	.751**	.783**	.696**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Lampiran 2 (lanjutan)

Correlations

		PO1	PO2	PO3	PO4	TPO
PO1	Pearson Correlation	1	.302**	.421**	.326**	.714**
	Sig. (2-tailed)		.002	.000	.001	.000
	N	100	100	100	100	100
PO2	Pearson Correlation	.302**	1	.198*	.674**	.746**
	Sig. (2-tailed)	.002		.048	.000	.000
	N	100	100	100	100	100
PO3	Pearson Correlation	.421**	.198*	1	.256*	.651**
	Sig. (2-tailed)	.000	.048		.010	.000
	N	100	100	100	100	100
PO4	Pearson Correlation	.326**	.674**	.256*	1	.779**
	Sig. (2-tailed)	.001	.000	.010		.000
	N	100	100	100	100	100
TPO	Pearson Correlation	.714**	.746**	.651**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Lampiran 2 (lanjutan)

Correlations

		IB1	IB2	IB3	TIB
IB1	Pearson Correlation	1	.627**	.492**	.835**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
IB2	Pearson Correlation	.627**	1	.543**	.858**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
IB3	Pearson Correlation	.492**	.543**	1	.821**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TIB	Pearson Correlation	.835**	.858**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Lampiran 3 (Uji Reliabilitas)

Reliability Statistics

Cronbach's Alpha	N of Items
.734	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SL1	19.0900	6.547	.479	.694
SL2	19.1800	7.361	.355	.727
SL3	19.0200	6.303	.516	.683
SL4	19.0800	6.620	.475	.695
SL5	19.1600	6.863	.484	.694
SL6	19.0200	6.383	.506	.686

Reliability Statistics

Cronbach's Alpha	N of Items
.605	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FI1	11.4500	2.593	.426	.506
FI2	11.3600	2.435	.394	.529
FI3	11.4000	3.030	.187	.674
FI4	11.4800	2.272	.569	.389

Lampiran 3 (lanjutan)

Reliability Statistics

Cronbach's Alpha	N of Items
.715	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	11.7800	3.204	.472	.670
PR2	11.8200	2.957	.515	.645
PR3	11.6800	2.927	.583	.603
PR4	11.5800	3.196	.441	.689

Reliability Statistics

Cronbach's Alpha	N of Items
.694	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PO1	11.4800	2.979	.458	.643
PO2	11.6300	2.943	.525	.601
PO3	11.2900	3.218	.372	.695
PO4	11.5600	2.774	.565	.573

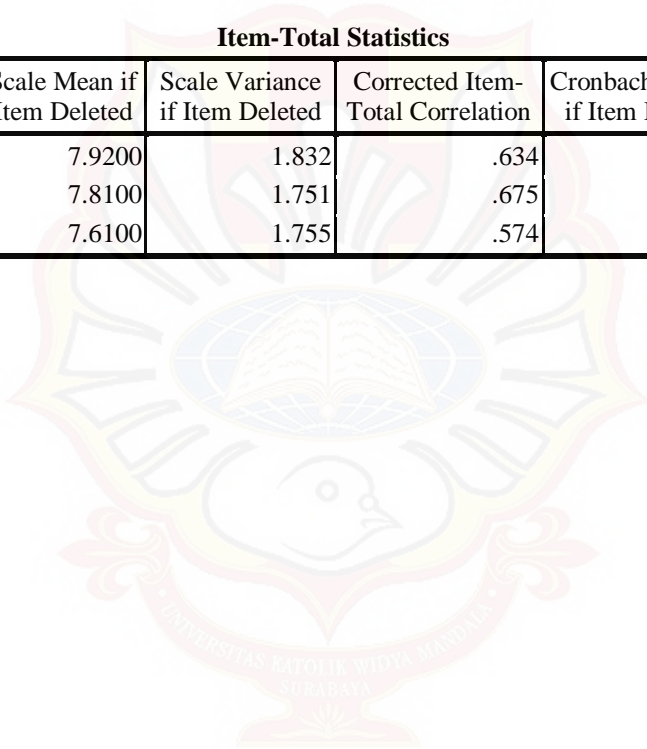
Lampiran 3 (lanjutan)

Reliability Statistics

Cronbach's Alpha	N of Items
.786	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IB1	7.9200	1.832	.634	.702
IB2	7.8100	1.751	.675	.657
IB3	7.6100	1.755	.574	.771



Lampiran 4 (Analisis Regresi Linier Berganda)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.913 ^a	.833	.826	.26438	1.713

a. Predictors: (Constant), Shopping Lifestyle, Fashion Involvement, Pre decision Stage, Post decision Stage.

b. Dependent Variable: Impulse Buying

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.181	4	8.295	118.678	.000 ^a
	Residual	6.640	95	.070		
	Total	39.822	99			

a. Predictors: (Constant), Shopping Lifestyle, Fashion Involvement, Pre decision Stage, Post decision Stage.

b. Dependent Variable: Impulse Buying

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.164	.245		-4.747	.000		
	Shopping lifestyle	.318	.101	.252	3.140	.002	.272	3.682
	Fashion Involvement	.597	.108	.474	5.506	.000	.237	4.224
	Pre decision stage	.264	.078	.232	3.373	.001	.369	2.707
	Post decision stage	.140	.097	.121	1.447	.151	.251	3.985

a. Dependent Variable: Impulse Buying

Lampiran 4 (lanjutan)

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	SL	FI	PR	PO
1	1	4.967	1.000	.00	.00	.00	.00	.00
	2	.017	17.133	.00	.07	.04	.20	.03
	3	.011	21.593	.82	.01	.03	.00	.07
	4	.003	40.007	.18	.14	.00	.79	.83
	5	.002	45.287	.00	.77	.93	.01	.07

a. Dependent Variable: Impulse Buying

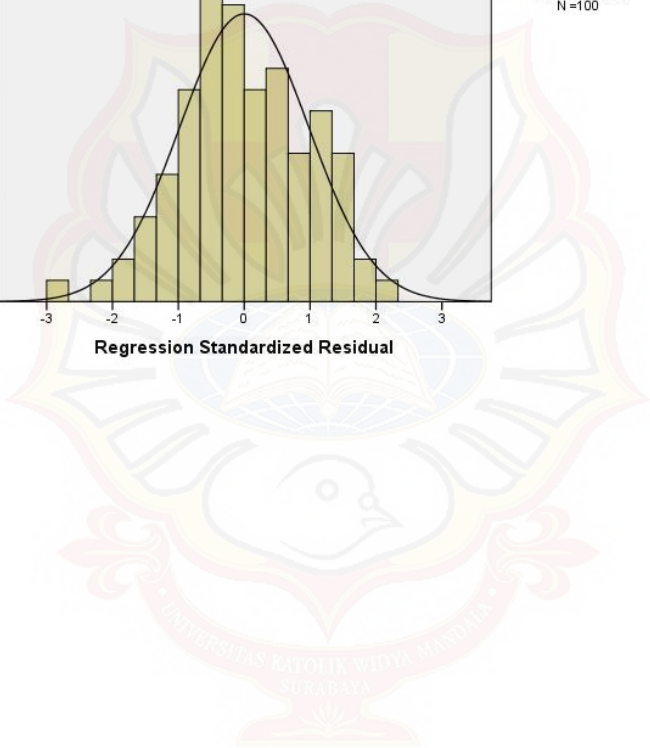
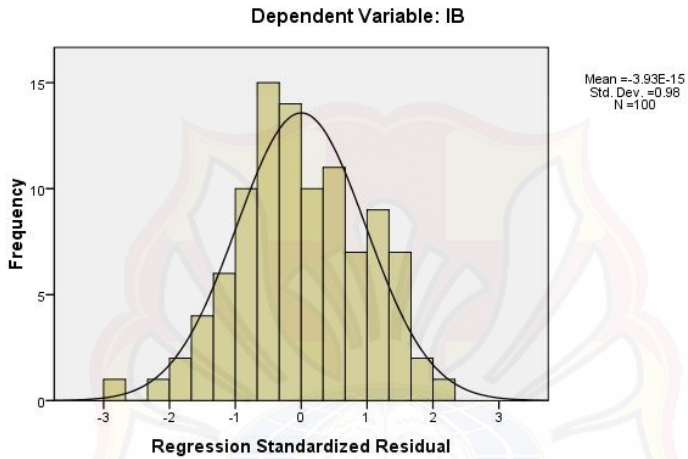
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9128	5.1624	3.8902	.57894	100
Residual	-.76112	.56392	.00000	.25899	100
Std. Predicted Value	-1.688	2.197	.000	1.000	100
Std. Residual	-2.879	2.133	.000	.980	100

a. Dependent Variable: Impulse Buying

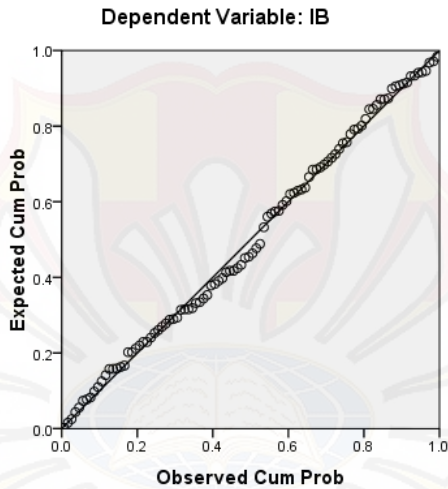
Lampiran 4 (lanjutan)

Histogram



Lampiran 4 (lanjutan)

Normal P-P Plot of Regression Standardized Residual



Descriptive Statistics

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	-.113	.241	-.164	.478
Valid N (listwise)				

Lampiran 4 (lanjutan)

Correlations

Control Variables			Shopping Lifestyle	Fashion Involvement	Pre decision Stage	Post decision Stage
Impulse Buying	Shopping Lifestyle	Correlation	1.000	.542	-.331	-.067
		Significance (2-tailed)	.	.000	.001	.508
		df	0	97	97	97
Fashion Involvement	Fashion Involvement	Correlation	.542	1.000	-.278	.013
		Significance (2-tailed)	.000	.	.005	.902
		df	97	0	97	97
Pre decision Stage	Pre decision Stage	Correlation	-.331	-.278	1.000	.626
		Significance (2-tailed)	.001	.005	.	.000
		df	97	97	0	97
Post decision Stage	Post decision Stage	Correlation	-.067	.013	.626	1.000
		Significance (2-tailed)	.508	.902	.000	.
		df	97	97	97	0

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.307	.137		2.240	.027		
	Shopping lifestyle	.084	.056	.285	1.484	.141	.272	3.682
	Fashion Involvement	-.123	.061	-.417	-2.023	.046	.237	4.224
	Pre decision stage	.008	.044	.031	.187	.852	.369	2.707
	Post decision stage	.005	.054	.019	.093	.926	.251	3.985

a. Dependent Variable: ABSRES

Lampiran 5 (Karakteristik Responden)

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perempuan	58	58.0	58.0	58.0
Laki-laki	42	42.0	42.0	100.0
Total	100	100.0	100.0	

Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 – 25 Tahun	16	16.0	16.0	16.0
26 – 35 Tahun	34	34.0	34.0	50.0
36 – 45 Tahun	24	24.0	24.0	74.0
46 – 55 Tahun	20	20.0	20.0	94.0
Lebih dari 56 Tahun	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMU/SMK	14	14.0	14.0	14.0
DIPLOMA	7	7.0	7.0	21.0
S1	65	65.0	65.0	86.0
S2/S3	9	9.0	9.0	95.0
Lainnya	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Lampiran 5 (lanjutan)

Pengeluaran

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Kurang dari Rp. 2.000.000,00	16	16.0	16.0	16.0
Rp. 2.000.000,00 – < Rp. 3.000.000,00	35	35.0	35.0	51.0
Rp. 3.000.000,00 – < Rp. 4.000.000,00	28	28.0	28.0	79.0
Rp. 4.000.000,00 – < Rp. 5.000.000,00	12	12.0	12.0	91.0
Rp. 5.000.000,00 atau lebih	9	9.0	9.0	100.0
Total	100	100.0	100.0	

