

LAMPIRAN 1
KUESIONER PENELITIAN

KUESIONER

Nama :

Jenis kelamin :

Usia :

Petunjuk Pengisian Kuesioner:

Pernyataan-pernyataan berikut ini berkaitan dengan penilaian anda terhadap Mirota Kampus *Departement store* Yogyakarta. Untuk masing-masing pernyataan, anda dimohon untuk menjawab secara jujur dengan memilih satu dari lima skala yang ada.

Keterangan:

1= sangat tidak setuju, 2=tidak setuju,3=netral, 4=stuju, 5=sangat setuju

	PERNYATAAN	PENILAIAN				
		1	2	3	4	5
1	Memiliki <i>member card</i> Mirota kampus menguntungkan saya ketika berbelanja					
2	Promosi <i>cash back</i> yang diberikan Mirota Kampus membuat saya tertarik.untuk membeli					
3	Promosi <i>buy 2 get 1</i> yang di berikan Mirota Kampus membuat saya tertarik untuk membeli					
4	Promosi diskon membuat saya tertarik untuk membeli					
5	Penataan rak di Mirota kampus membuat ruangan menjadi luas					
6	Musik yang di putar di Mirota Kampus enak didengar					
7	Tata cahaya dalam ruangan telah mencukupi kebutuhan penerangan					

Keterangan:

1= sangat tidak setuju, 2=tidak setuju,3=netral, 4=stuju, 5=sangat setuju

	PERYATAAN	PENILAIAN				
		1	2	3	4	5
8	Desain ruangan di Mirota Kampus bagus					
9	Ruangan memiliki bau yang tidak mengganggu					
10	Lokasi Mirota Kampus strategis					
11	Lahan parkir kendaraan telah memadai					
12	Logo Mirota Kampus dapat dengan mudah dilihat dan dikenali					
13	Penempatan pintu masuk yang strategis					
14	Bentuk pintu masuk yang menarik					
15	Tata cahaya luar ruangan telah mencukupi kebutuhan pencahayaan					
16	Saya merasa nyaman berbelanja di Mitota Kampus Yogyakarta					
17	Saya merasa puas berbelanja di Mirota Kampus Yogyakarta					
18	Saya merasa senang berbelanja di Mirota Kampus Yogyakarta					
19	Saya suka berbelanja di Mirota Kampus Yogyakarta					
20	Saya tertarik berbelanja di Mirota Kampus Yogyakarta					
21	Saya bersemangat ketika berbelanja di Mirota Kampus Yogyakarta					
22	Saya suka membeli produk walau tidak direncanakan sebelumnya					
23	Saya sering membeli produk dengan model terbaru ketika melihatnya					
24	Saya membeli produk walaupun mungkin tidak sesuai dengan keinginan saya					

LAMPIRAN 2
DATA MENTAH

No	TOTAL SKOR			
	Promosi	<i>Store atmosphere</i>	<i>Shopping emotion</i>	<i>Impulse Buying</i>
1	15	41	21	13
2	17	36	24	11
3	16	37	20	12
4	17	40	28	13
5	13	31	23	13
6	17	34	24	9
7	18	36	23	11
8	17	32	18	6
9	15	30	19	9
10	15	45	28	6
11	13	35	20	9
12	14	37	20	11
13	15	31	23	8
14	16	42	23	11
15	15	32	21	9
16	11	24	18	9
17	15	31	19	6
18	16	31	23	12
19	13	32	19	12
20	18	32	18	11
21	16	42	19	9
22	13	41	22	7
23	15	36	25	11
24	15	39	20	9
25	14	39	22	6
26	14	40	22	12
27	14	34	24	6
28	16	40	24	11
29	11	33	18	12
30	11	36	18	7
31	15	28	20	6
32	14	39	24	8
33	19	38	23	10
34	18	39	22	12
35	19	40	24	10
36	6	22	7	8
37	10	23	17	10
38	11	41	21	12

39	13	40	23	9
40	20	30	29	12
41	15	29	26	11
42	17	42	30	13
43	9	34	23	13
44	12	42	26	12
45	14	33	19	10
46	16	40	22	11
47	12	36	17	6
48	18	41	24	10
49	17	36	28	12
50	20	35	29	11
51	16	29	21	9
52	16	37	20	9
53	7	37	23	11
54	15	39	18	12
55	15	44	22	9
56	12	33	20	8
57	11	29	15	11
58	14	31	20	14
59	17	37	28	11
60	12	39	23	10
61	16	33	25	8
62	17	42	17	8
63	17	37	19	11
64	17	50	30	10
65	12	25	14	8
66	10	22	13	14
67	14	37	23	6
68	9	34	19	9
69	14	38	22	10
70	14	40	18	8
71	17	26	18	10
72	12	31	19	9
73	13	24	15	11
74	17	36	21	9
75	11	43	24	7
76	15	34	24	10
77	15	32	17	8
78	14	35	20	12
79	15	41	19	10

80	15	29	21	12
81	15	29	23	12
82	14	33	24	12
83	17	31	18	9
84	14	35	14	6
85	13	34	18	9
86	14	37	21	6
87	14	40	23	9
88	16	31	19	11
89	15	33	18	10
90	16	39	24	8
91	16	35	30	12
92	14	31	21	7
93	12	40	24	11
94	11	38	23	6
95	10	45	24	10
96	14	40	23	8
97	15	35	20	10
98	16	23	14	9
99	14	34	22	9
100	16	35	18	9

LAMPIRAN 3

UJI VALIDITAS DAN UJI RELIABILITAS

Hasil Uji Validitas dan Reliabilitas Variabel Promosi

Correlations

	Item_1	Item_2	Item_3	Item_4	Total
Item_1 Pearson Correlation	1	.266	.363	.338	.660
Item_1 Sig. (2-tailed)		.062	.010	.016	.000
Item_1 N	50	50	50	50	50
Item_2 Pearson Correlation	.266	1	.460	.428	.705
Item_2 Sig. (2-tailed)	.062		.001	.002	.000
Item_2 N	50	50	50	50	50
Item_3 Pearson Correlation	.363	.460	1	.595	.823
Item_3 Sig. (2-tailed)	.010	.001		.000	.000
Item_3 N	50	50	50	50	50
Item_4 Pearson Correlation	.338	.428	.595	1	.793
Item_4 Sig. (2-tailed)	.016	.002	.000		.000
Item_4 N	50	50	50	50	50
Total Pearson Correlation	.660	.705	.823	.793	1
Total Sig. (2-tailed)	.000	.000	.000	.000	
Total N	50	50	50	50	50

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.735	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item_1	11.34	5.413	.398	.747
Item_2	11.14	5.347	.490	.696
Item_3	11.08	4.320	.630	.610
Item_4	10.84	4.709	.603	.631

Hasil Uji Validitas dan Reliabilitas Variabel *Store Atmosphere*

Correlations

	Item_5	Item_6	Item_7	Item_8	Item_9	Item_10	Item_11	Item_12	Item_13	Item_14	Item_15	Total
Item_5 Pearson Correlation	1	.348	.499	.599	.143	.244	.078	.145	.234	.291	.336	.683
Item_5 Sig. (2-tailed)		.013	.000	.000	.320	.087	.589	.316	.103	.041	.017	.000
Item_5 N	50	50	50	50	50	50	50	50	50	50	50	50
Item_6 Pearson Correlation	.348	1	.422	.439	.385	.157	.061	.253	.328	.170	.138	.612
Item_6 Sig. (2-tailed)	.013		.002	.001	.006	.277	.674	.076	.020	.239	.338	.000
Item_6 N	50	50	50	50	50	50	50	50	50	50	50	50
Item_7 Pearson Correlation	.499	.422	1	.387	.528	.169	.066	.213	.334	.035	.083	.637
Item_7 Sig. (2-tailed)	.000	.002		.006	.000	.240	.651	.138	.018	.809	.568	.000
Item_7 N	50	50	50	50	50	50	50	50	50	50	50	50
Item_8 Pearson Correlation	.599	.439	.387	1	.197	.124	.124	.241	.168	.484	.443	.709
Item_8 Sig. (2-tailed)	.000	.001	.006		.170	.390	.389	.091	.245	.000	.001	.000

	Sig. (2-tailed)	.041	.239	.809	.000	.033	.497	.570	.810	.006		.098	.006
	N	50	50	50	50	50	50	50	50	50	50	50	50
	Pearson	.336	.138	.083	.443	-.008	.051	.102	.146	.006	.237	1	.408
Item_1	Correlation												
5	Sig. (2-tailed)	.017	.338	.568	.001	.955	.725	.482	.313	.968	.098		.003
	N	50	50	50	50	50	50	50	50	50	50	50	50
	Pearson	.683	.612	.637	.709	.382	.519	.384	.572	.592	.381	.408	1
	Correlation												
Total	Sig. (2-tailed)	.000	.000	.000	.000	.006	.000	.006	.000	.000	.006	.003	
	N	50	50	50	50	50	50	50	50	50	50	50	50

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.752	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Item_5	32.36	20.929	.549	.711
Item_6	32.24	22.962	.504	.722
Item_7	31.92	22.198	.517	.718
Item_8	32.42	21.555	.606	.705
Item_9	32.22	24.787	.238	.752
Item_10	31.94	22.996	.360	.739
Item_11	32.76	24.431	.209	.760
Item_12	32.02	23.081	.448	.727
Item_13	32.28	22.736	.466	.725
Item_14	32.84	24.749	.233	.753
Item_15	32.40	24.816	.282	.747

Hasil Uji Validitas dan Reliabilitas Variabel *Shopping Emotion*

Correlations

		Item_16	Item_17	Item_18	Item_19	Item_20	Item_21	Total
Item_16	Pearson Correlation	1	.694	.513	.630	.594	.444	.776
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.000
	N	50	50	50	50	50	50	50
Item_17	Pearson Correlation	.694	1	.732	.792	.641	.596	.895
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50
Item_18	Pearson Correlation	.513	.732	1	.791	.655	.701	.878
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50	50
Item_19	Pearson Correlation	.630	.792	.791	1	.567	.603	.880
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50	50
Item_20	Pearson Correlation	.594	.641	.655	.567	1	.520	.793
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50	50
Item_21	Pearson Correlation	.444	.596	.701	.603	.520	1	.772
	Sig. (2-tailed)	.001	.000	.000	.000	.000		.000

	N	50	50	50	50	50	50	50
	Pearson Correlation	.776	.895	.878	.880	.793	.772	1
Total	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.912	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Item_16	18.20	11.510	.677	.906
Item_17	18.28	10.491	.838	.883
Item_18	18.30	10.990	.819	.887
Item_19	18.32	10.671	.817	.886
Item_20	18.34	11.453	.701	.903
Item_21	18.56	11.517	.670	.907

Hasil Uji Validitas dan Reliabilitas Variabel *Impulse Buying*

Correlations

		Item_22	Item_23	Item_24	Total
Item_22	Pearson Correlation	1	.577	.562	.849
	Sig. (2-tailed)		.000	.000	.000
	N	50	50	50	50
Item_23	Pearson Correlation	.577	1	.658	.850
	Sig. (2-tailed)	.000		.000	.000
	N	50	50	50	50
Item_24	Pearson Correlation	.562	.658	1	.867
	Sig. (2-tailed)	.000	.000		.000
	N	50	50	50	50
Total	Pearson Correlation	.849	.850	.867	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.810	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item_22	6.42	2.289	.624	.786
Item_23	6.80	2.694	.697	.719
Item_24	6.66	2.311	.679	.719

LAMPIRAN 4

HASIL UJI REGRESI LINIER BERGANDA

Hasil Regresi Promosi dan Store Atmosphere Terhadap Shopping Emotion

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619	.383	.370	3.116

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	584.595	2	292.298	30.099	.000
	Residual	941.995	97	9.711		
	Total	1526.590	99			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.431	2.458		.989	.325
	Promosi	.474	.123	.313	3.850	.000
	Store Atmosphere	.341	.058	.476	5.852	.000

Hasil Regresi Promosi dan *Store Atmosphere*, *Shopping Emotion* Terhadap *Impulse Buying*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.279	.078	.049	1.930

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.278	3	10.093	2.709	.049
	Residual	357.682	96	3.726		
	Total	387.960	99			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.945	1.530		5.844	.000
	Promosi	-.010	.082	-.013	-.125	.901
	Store Atmosphere	-.092	.042	-.256	-2.201	.030
	Shopping Emotion	.162	.063	.320	2.568	.012

Promosi terhadap *impulse buying* melalui *Shopping emotion*

Output Persamaan 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406 ^a	.165	.157	3.606

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	252.057	1	252.057	19.381	.000 ^b
	Residual	1274.533	98	13.005		
	Total	1526.590	99			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.405	2.050		6.051	.000
	Promosi	.615	.140	.406	4.402	.000

Output Persamaan 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214 ^a	.046	.026	2.050

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.519	2	9.759	2.322	.104 ^b
	Residual	407.721	97	4.203		
	Total	427.240	99			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.165	1.366		5.245	.000
	Promosi	.021	.087	.026	.241	.810
	Shopping Emotion	.107	.057	.202	1.859	.066

LAMPIRAN 5
HASIL UJI PATH

Store atmosphere terhadap impulse buying melalui Shopping emotion

Output Persamaan 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.537 ^a	.289	.281	3.329

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	440.646	1	440.646	39.766	.000 ^b
	Residual	1085.944	98	11.081		
	Total	1526.590	99			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	7.729		
	Store Atmosphere	.385	.061	.537	6.306	.000

Output Persamaan 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.281 ^a	.079	.060	2.014

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.710	2	16.855	4.154	.019 ^b
	Residual	393.530	97	4.057		
	Total	427.240	99			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.939	1.399		6.390	.000
	Store Atmosphere	-.083	.044	-.218	-1.886	.062
	Shopping Emotion	.174	.061	.329	2.852	.005