

Lampiran 1

KUESIONER PENELITIAN

PENGARUH *SHOPPING LIFESTYLE* DAN *FASHION INVOLVEMENT* TERHADAP *IMPULSE BUYING BEHAVIOR*

Responden yang terhormat,

Saya Fatma Sari mahasiswi Program Studi Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Yogyakarta, yang bermaksud melakukan penelitian skripsi S1 dengan judul “PENGARUH *SHOPPING LIFESTYLE* DAN *FASHION INVOLVEMENT* TERHADAP *IMPULSE BUYING*”.

Kuesioner ini ditujukan bagi anda yang sudah pernah berbelanja pakaian di Lazada minimal 1 kali dalam 3 bulan terakhir. Demi kepentingan akademis, saya sangat mengharapkan jawaban yang sejujurnya dan selengkap-lengkapnnya dari anda dan akan dijaga kerahasiannya.

Demikian atas ketersediaan yang telah anda berikan, saya ucapkan terimakasih.

Hormat saya,

Fatma Sari

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I. IDENTITAS RESPONDEN

Petunjuk Pengisian :

- a. Mohon isi pertanyaan di bawah ini dengan sebenar-benarnya.
- b. Berilah tanda (X) pada piliah yang disediakan

1. Nama Responden :
2. Alamat di Yogyakarta :
3. Universitas :
4. Usia :
5. Apakah anda pernah melakukan pembelian di Lazada sebanyak minimal 1 kali dalam 3 bulan terakhir ?
 - a) Ya, pernah
 - b) Belum pernah

Petunjuk pengisian : pilihlah jawaban yang paling sesuai menurut anda dan berilah tanda (√) pada kolom yang tersedia.

Keterangan : STS (1) : Sangat Tidak Setuju TS (2) : Tidak Setuju
 CS (3) : Cukup Setuju S (4) : Setuju SS (5) : Sangat Setuju

Shopping Lifestyle (X₁)

No	Daftar Pernyataan	Penilaian				
		STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1.	Saya cenderung membeli produk <i>fashion</i> ketika mendapatkan tawaran iklan					
2.	Saya cenderung membeli pakaian model terbaru					
3.	Saya cenderung membeli pakaian merek terkenal					
4.	Saya membeli pakaian <i>fashion</i> yang berkualitas					

No	Daftar Pernyataan	Penilaian				
		STS (1)	TS (2)	CS (3)	S (4)	SS (5)
5.	Saya membeli produk dengan merek yang berbeda					
6.	Saya membeli produk <i>fashion</i> dengan merek yang berbeda namun kualitas sama					

Fashion Involvement (X₂)

No	Daftar Pernyataan	Penilaian				
		STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1.	Saya mempunyai lebih dari 1 pakaian tren terbaru					
2.	<i>Fashion</i> hal yang penting buat saya					
3.	Saya mengenakan pakaian <i>fashion</i> yang berbeda dengan yang orang lain pakai					
4.	Saya lebih percaya diri dengan mengenakan pakaian <i>fashion</i> terbaru					
5.	<i>Fashion</i> yang saya pakai dapat menunjukkan karakteristik diri saya					

Impulse Buying (Y)

No	Daftar Pernyataan	Penilaian				
		STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1.	Ketika saya mengunjungi halaman <i>web site e-commerce</i> Lazada saya membeli produk <i>fashion</i> secara tiba-tiba tanpa terencana					
2.	Saya merasa terpengaruh membeli produk <i>fashion</i> di Lazada kemudian membelinya tanpa rencana					
3.	Saya merasa mendapat gairah dan dorongan membeli produk <i>fashion</i> di Lazada ketika mendapat penawaran menarik model dan harga meskipun tidak ada niat untuk membeli sebelumnya					
4.	Saya membeli prouk <i>fashion</i> di Lazada meskipun tidak membutuhkannya					

Lampiran 2

Hasil Uji Validitas dan Reliabilitas 35 Responden

SHOPPING LIFESTYLE

Correlations

		SL1	SL2	SL3	SL4	SL5	SL6	SHOPPING LIFESTYLE
SL1	Pearson Correlation	1	.201	-.152	.019	.188	.187	.414*
	Sig. (2-tailed)		.247	.382	.913	.280	.283	.014
	N	35	35	35	35	35	35	35
SL2	Pearson Correlation	.201	1	.128	.220	.148	.326	.609**
	Sig. (2-tailed)	.247		.462	.204	.396	.056	.000
	N	35	35	35	35	35	35	35
SL3	Pearson Correlation	-.152	.128	1	.283	.147	.388*	.499**
	Sig. (2-tailed)	.382	.462		.099	.401	.021	.002
	N	35	35	35	35	35	35	35
SL4	Pearson Correlation	.019	.220	.283	1	.231	.244	.571**
	Sig. (2-tailed)	.913	.204	.099		.182	.157	.000
	N	35	35	35	35	35	35	35
SL5	Pearson Correlation	.188	.148	.147	.231	1	.595**	.640**
	Sig. (2-tailed)	.280	.396	.401	.182		.000	.000
	N	35	35	35	35	35	35	35
SL6	Pearson Correlation	.187	.326	.388*	.244	.595**	1	.773**

Sig. (2-tailed)	.283	.056	.021	.157	.000		.000
N	35	35	35	35	35	35	35
SHOP Pearson PINGL Correlation	.414*	.609**	.499**	.571**	.640**	.773**	1
IFEST Sig. (2-tailed)	.014	.000	.002	.000	.000	.000	
YLE							
N	35	35	35	35	35	35	35

Case Processing Summary

		N	%
Cases	Valid	35	85.4
	Excluded ^a	6	14.6
	Total	41	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.612	.615	6

Inter-Item Correlation Matrix

	SL1	SL2	SL3	SL4	SL5	SL6
SL1	1.000	.201	-.152	.019	.188	.187
SL2	.201	1.000	.128	.220	.148	.326
SL3	-.152	.128	1.000	.283	.147	.388
SL4	.019	.220	.283	1.000	.231	.244
SL5	.188	.148	.147	.231	1.000	.595
SL6	.187	.326	.388	.244	.595	1.000

Lampiran 3

FASHION INVOLVEMENT

Correlations

		FI1	FI2	FI3	FI4	FI5	FASHION INVOLVEMENT
FI1	Pearson Correlation	1	.343*	.223	.095	.010	.454**
	Sig. (2-tailed)		.044	.198	.585	.953	.006
	N	35	35	35	35	35	35
FI2	Pearson Correlation	.343*	1	.279	.215	.339*	.638**
	Sig. (2-tailed)	.044		.105	.215	.047	.000
	N	35	35	35	35	35	35
FI3	Pearson Correlation	.223	.279	1	.125	.117	.615**
	Sig. (2-tailed)	.198	.105		.475	.505	.000
	N	35	35	35	35	35	35
FI4	Pearson Correlation	.013	.066	.387*	.357*	.240	.599**
	Sig. (2-tailed)	.941	.706	.021	.035	.166	.000
	N	35	35	35	35	35	35
FI5	Pearson Correlation	.095	.215	.125	1	.511**	.628**
	Sig. (2-tailed)	.585	.215	.475		.002	.000
	N	35	35	35	35	35	35
FI6	Pearson Correlation	.010	.339*	.117	.511**	1	.618**
	Sig. (2-tailed)	.953	.047	.505	.002		.000
	N	35	35	35	35	35	35
FASHION INVOLVEMENT	Pearson Correlation	.454**	.638**	.615**	.628**	.618**	1
	Sig. (2-tailed)	.006	.000	.000	.000	.000	
	N	35	35	35	35	35	35

Case Processing Summary

		N	%
Cases	Valid	35	36.8
	Excluded ^a	60	63.2
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.630	.630	5

Inter-Item Correlation Matrix

	FI1	FI2	FI3	FI4	FI5	FI6
FI1	1.000	.343	.223	.013	.095	.010
FI2	.343	1.000	.279	.066	.215	.339
FI3	.223	.279	1.000	.387	.125	.117
FI4	.013	.066	.387	1.000	.357	.240
FI5	.095	.215	.125	.357	1.000	.511
FI6	.010	.339	.117	.240	.511	1.000

Lampiran 4

IMPULSE BUYING

Correlations

		IB1	IB2	IB3	IB4	IMPULSE BUYING
IB1	Pearson Correlation	1	.215	.259	.346*	.684**
	Sig. (2-tailed)		.215	.133	.042	.000
	N	35	35	35	35	35
IB2	Pearson Correlation	.215	1	.543**	.374*	.763**
	Sig. (2-tailed)	.215		.001	.027	.000
	N	35	35	35	35	35
IB3	Pearson Correlation	.259	.543**	1	.241	.739**
	Sig. (2-tailed)	.133	.001		.163	.000
	N	35	35	35	35	35
IB4	Pearson Correlation	.346*	.374*	.241	1	.618**
	Sig. (2-tailed)	.042	.027	.163		.000
	N	35	35	35	35	35
<i>IMPULSE BUYING</i>	Pearson Correlation	.684**	.763**	.739**	.618**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

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

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

Case Processing Summary

		N	%
Cases	Valid	35	36.8
	Excluded ^a	60	63.2
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.644	.663	4

Inter-Item Correlation Matrix

	IB1	IB2	IB3	IB4
IB1	1.000	.215	.259	.346
IB2	.215	1.000	.543	.374
IB3	.259	.543	1.000	.241
IB4	.346	.374	.241	1.000

Lampiran 5

**UJI VALIDITAS DAN RELIABILITAS 95 RESPONDEN
SHOPPING LIFESTYLE**

Correlations

		SL1	SL2	SL3	SL4	SL5	SL6	SHOPPING LIFESTYLE
SL1	Pearson Correlation	1	.180	.053	-.021	.169	.135	.398**
	Sig. (2-tailed)		.080	.607	.840	.102	.192	.000
	N	95	95	95	95	95	95	95
SL2	Pearson Correlation	.180	1	.177	.367**	.247*	.446**	.677**
	Sig. (2-tailed)	.080		.086	.000	.016	.000	.000
	N	95	95	95	95	95	95	95
SL3	Pearson Correlation	.053	.177	1	.224*	.244*	.178	.492**
	Sig. (2-tailed)	.607	.086		.029	.017	.084	.000
	N	95	95	95	95	95	95	95
SL4	Pearson Correlation	-.021	.367**	.224*	1	.384**	.423**	.677**
	Sig. (2-tailed)	.840	.000	.029		.000	.000	.000
	N	95	95	95	95	95	95	95
SL5	Pearson Correlation	.169	.247*	.244*	.384**	1	.540**	.678**
	Sig. (2-tailed)	.102	.016	.017	.000		.000	.000
	N	95	95	95	95	95	95	95
SL6	Pearson Correlation	.135	.446**	.178	.423**	.540**	1	.746**

Sig. (2-tailed)	.192	.000	.084	.000	.000		.000
N	95	95	95	95	95	95	95
SHOP Pearson PINGL Correlation	.398**	.677**	.492**	.677**	.678**	.746**	1
IFEST Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
YLE							
N	95	95	95	95	95	95	95

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.667	.667	6

Inter-Item Correlation Matrix

	SL1	SL2	SL3	SL4	SL5	SL6
SL1	1.000	.180	.053	-.021	.169	.135
SL2	.180	1.000	.177	.367	.247	.446
SL3	.053	.177	1.000	.224	.244	.178
SL4	-.021	.367	.224	1.000	.384	.423
SL5	.169	.247	.244	.384	1.000	.540
SL6	.135	.446	.178	.423	.540	1.000

Lampiran 6

FASHION INVOLVEMENT

Correlations

		FI1	FI2	FI3	FI4	FI5	FASHIO NINVOL VEMENT
FI1	Pearson Correlation	1	.389**	.237*	.082	-.037	.494**
	Sig. (2-tailed)		.000	.021	.429	.719	.000
	N	95	95	95	95	95	95
FI2	Pearson Correlation	.389**	1	.316**	.231*	.286**	.666**
	Sig. (2-tailed)	.000		.002	.025	.005	.000
	N	95	95	95	95	95	95
FI3	Pearson Correlation	.237*	.316**	1	.209*	.135	.642**
	Sig. (2-tailed)	.021	.002		.042	.192	.000
	N	95	95	95	95	95	95
FI4	Pearson Correlation	.080	.145	.361**	.375**	.098	.584**
	Sig. (2-tailed)	.443	.162	.000	.000	.346	.000
	N	95	95	95	95	95	95
FI5	Pearson Correlation	.082	.231*	.209*	1	.458**	.638**
	Sig. (2-tailed)	.429	.025	.042		.000	.000
	N	95	95	95	95	95	95
FI6	Pearson Correlation	-.037	.286**	.135	.458**	1	.540**
	Sig. (2-tailed)	.719	.005	.192	.000		.000
	N	95	95	95	95	95	95
FASHIO NINVOL VEMENT	Pearson Correlation	.494**	.666**	.642**	.638**	.540**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

N	95	95	95	95	95	95
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Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.630	.634	5

Inter-Item Correlation Matrix

	FI1	FI2	FI3	FI4	FI5	FI6
FI1	1.000	.389	.237	.080	.082	-.037
FI2	.389	1.000	.316	.145	.231	.286
FI3	.237	.316	1.000	.361	.209	.135
FI4	.080	.145	.361	1.000	.375	.098
FI5	.082	.231	.209	.375	1.000	.458
FI6	-.037	.286	.135	.098	.458	1.000

Lampiran 7

IMPULSE BUYING

Correlations

		IB1	IB2	IB3	IB4	IMPULSEBUYING
IB1	Pearson Correlation	1	.399**	.345**	.247*	.756**
	Sig. (2-tailed)		.000	.001	.016	.000
	N	95	95	95	95	95
IB2	Pearson Correlation	.399**	1	.511**	.093	.728**
	Sig. (2-tailed)	.000		.000	.369	.000
	N	95	95	95	95	95
IB3	Pearson Correlation	.345**	.511**	1	.115	.721**
	Sig. (2-tailed)	.001	.000		.267	.000
	N	95	95	95	95	95
IB4	Pearson Correlation	.247*	.093	.115	1	.516**
	Sig. (2-tailed)	.016	.369	.267		.000
	N	95	95	95	95	95
IMPULSEBUYING	Pearson Correlation	.756**	.728**	.721**	.516**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	95	95	95	95	95

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

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

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.619	.615	4

Inter-Item Correlation Matrix

	IB1	IB2	IB3	IB4
IB1	1.000	.399	.345	.247
IB2	.399	1.000	.511	.093
IB3	.345	.511	1.000	.115
IB4	.247	.093	.115	1.000

Lampiran 8

HASIL UJI REGRESI LINIER BERGANDA

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	FASHIONINVOLVEMENT, SHOPPINGLIFESTYLE ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: IMPULSEBUYING

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.278	.262	1.94732

a. Predictors: (Constant), FASHIONINVOLVEMENT, SHOPPINGLIFESTYLE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.330	2	67.165	17.712	.000 ^a
	Residual	348.870	92	3.792		
	Total	483.200	94			

a. Predictors: (Constant), FASHIONINVOLVEMENT, SHOPPINGLIFESTYLE

b. Dependent Variable: IMPULSEBUYING

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-.581	2.717		-.214	.831
	SHOPPINGLIFESTYLE	.204	.074	.261	2.774	.007
	FASHIONINVOLVEMENT	.584	.145	.378	4.014	.000

a. Dependent Variable:
IMPULSEBUYING