

# LAMPIRAN

## LAMPIRAN I

### KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

**PENGARUH *CUSTOMER PERCEIVED VALUE* DAN *FASHION INVOLVEMENT* TERHADAP KEPUTUSAN PEMBELIAN YANG DIMEDIASI OLEH *BRAND PERSONAL IDENTITY* (STUDI PADA KONSUMEN GENERASI Z INDONESIA)**

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan/pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
4. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.

#### **A. Identitas Responden**

1. Nama : ..... (Jawaban singkat)
2. Jenis kelamin :
  - Laki-laki
  - Perempuan
  - Netral
3. Usia :
  - 16-20
  - 21-26
4. Provinsi Domisili :

- Nanggroe Aceh Darussalam
- Sumatera Utara
- Sumatera Selatan
- Sumatera Barat
- Bengkulu
- Riau
- Kepulauan Riau
- Jambi
- Lampung
- Bangka Belitung
- Kalimantan Barat
- Kalimantan Timur
- Kalimantan Selatan
- Kalimantan Tengah
- Kalimantan Utara
- Banten
- DKI Jakarta
- Jawa Barat
- Jawa Tengah
- Daerah Istimewa Yogyakarta
- Jawa Timur
- Bali
- Nusa Tenggara Timur
- Nusa Tenggara Barat
- Gorontalo
- Sulawesi Barat
- Sulawesi Tengah

- Sulawesi Utara
- Sulawesi Tenggara
- Sulawesi Selatan
- Maluku Utara
- Maluku
- Papua Barat
- Papua
- Papua Tengah
- Papua Pegunungan
- Papua Selatan
- Papua Barat Daya

5. Pekerjaan :

- Pelajar/Mahasiswa
- Karyawan
- Wiraswasta
- Wirausaha
- Ibu rumah tangga
- PNS
- Freelance
- Lainnya .....(jawaban singkat)

6. Pernah membeli produk secara online/offline

- Offline
- Online
- Keduanya

7. Pendapatan perbulan

- < Rp. 2.000.000

- Rp. 2.100.000 – Rp. 4.000.000
- Rp. 4.100.000 – Rp. 6.000.000
- Rp.6.100.000 – Rp. 8.000.000
- Rp. 8.100.000 – Rp. 10.000.000
- > Rp. 10.100.000

8. Konsumsi untuk Fashion

- < Rp. 500.000
- Rp. 500.000 – Rp. 1.000.000
- Rp. 1.100.000 - Rp. 1.500.000
- Rp. 1.600.000 - Rp. 5.000.000
- > Rp. 5.100.000

9. Jumlah pakaian H&M yang dimiliki

- < 3 item
- 3 – 5 item
- 5 – 8 item
- 8 – 10 item
- >10 item

10. Jenis Produk fashion H&M yang dimiliki

- Kaos
- Dress
- Kemeja
- Tas
- Blouse
- Jaket
- Celana
- Lainnya.....(jawaban singkat)

11. Pernyataan

No.	Pernyataan	Jawaban				
		STS	TS	CS	S	SS
<b>Variabel <i>Customer Perceived Value</i></b>						
1.	Mendapatkan impresi baik dari orang lain.					
2.	Nyaman saat mengenakan produk <i>fashion</i> H&M.					
3.	Produk <i>fashion</i> H&M memiliki kualitas produk yang konsisten.					
4.	Produk <i>fashion</i> H&M menawarkan harga yang sesuai dengan produk.					
5.	Produk <i>fashion</i> H&M memiliki nilai untuk menjaga lingkungan.					
<b>Variabel <i>Fashion Involvement</i></b>						
6.	Mengikuti update fashion terkini.					
7.	Produk fashion H&M nyaman digunakan untuk beraktivitas					
8.	Produk fashion H&M menunjukkan penampilan yang berbeda dari yang biasanya dikenakan orang lain.					
9.	Produk fashion H&M mencerminkan bagaimana saya ingin dilihat oleh orang lain					
10.	Penting mencoba produk fashion H&M sebelum memutuskan membeli.					
11.	Merasa lebih sering mendapat informasi adanya produk terbaru dari produk fashion H&M dibandingkan orang lain.					
<b>Variabel <i>Brand Personal Identity</i></b>						
12.	Produk fashion dari brand H&M cocok dengan citra diri saya.					
13.	Produk fashion dari brand H&M sesuai dengan selera saya.					
14.	Produk fashion dari brand H&M memenuhi ekspetasi saya secara konsisten.					
<b>Variabel Keputusan Pembelian</b>						
15.	Produk fashion dari brand H&M akan					

No.	Pernyataan	Jawaban				
		STS	TS	CS	S	SS
	memenuhi kebutuhan fashion saya dengan baik.					
16.	Cenderung membeli ulang produk fashion H&M karena memiliki pengalaman sebelumnya.					
17.	Biasanya berbagi pengalaman positif produk fashion H&M kepada teman atau keluarga.					
18.	Termotivasi untuk membeli ulang produk fashion H&M karena produknya memiliki value tersendiri.					

## Lampiran II

Hasil Jawaban Responden

### Tabulasi Data

➤ *Customer Perceived Value*

No.	CPV1	CPV2	CPV3	CPV4	CPV5	Total CPV
1	4	4	4	5	4	21
2	3	5	5	5	5	23
3	3	4	4	3	3	17
4	2	4	3	4	2	15
5	4	3	3	3	3	16
6	4	4	5	4	3	20
7	3	4	2	2	1	12
8	4	5	5	4	5	23
9	3	3	3	3	3	15
10	2	2	2	2	2	10
11	4	5	5	4	5	23
12	4	4	4	4	4	20
13	3	4	4	4	3	18
14	5	5	5	5	3	23
15	4	5	5	4	4	22
16	2	4	3	4	2	15
17	3	4	4	3	3	17
18	3	3	3	4	2	15
19	3	4	4	4	2	17
20	3	4	4	2	2	15
21	2	4	4	4	3	17
22	3	5	3	3	3	17
23	3	3	3	3	3	15
24	3	4	4	3	3	17
25	4	4	4	3	3	18
26	3	5	4	4	3	19
27	2	3	3	3	3	14
28	4	4	3	3	3	17
29	3	5	4	3	3	18
30	4	5	5	5	4	23



No.	CPV1	CPV2	CPV3	CPV4	CPV5	Total CPV
31	4	5	4	3	3	19
32	1	3	3	3	4	14
33	4	4	5	5	5	23
34	4	4	5	5	5	23
35	4	4	4	5	5	22
36	4	4	4	3	4	19
37	4	4	4	5	5	22
38	4	4	4	5	5	22
39	4	4	4	5	5	22
40	3	3	3	3	4	16
41	4	4	4	5	5	22
42	4	4	4	4	5	21
43	4	4	4	4	4	20
44	4	3	4	3	3	17
45	4	4	4	5	4	21
46	4	4	4	5	4	21
47	5	5	4	4	4	22
48	4	4	4	4	5	21
49	4	4	3	3	4	18
50	4	4	4	4	5	21
51	4	4	4	5	4	21
52	4	4	4	5	4	21
53	4	4	4	4	5	21
54	4	4	4	4	4	20
55	3	3	3	2	3	14
56	4	4	4	5	5	22
57	4	4	4	5	4	21
58	4	4	4	4	5	21
59	4	5	5	5	4	23
60	4	4	4	4	5	21
61	4	4	4	5	5	22
62	4	4	4	5	4	21
63	4	4	4	4	3	19
64	4	4	4	4	5	21
65	4	4	4	4	4	20
66	4	4	4	5	4	21
67	4	4	3	4	3	18

<b>No.</b>	<b>CPV1</b>	<b>CPV2</b>	<b>CPV3</b>	<b>CPV4</b>	<b>CPV5</b>	<b>Total CPV</b>
68	4	4	4	5	5	22
69	4	4	5	5	5	23
70	4	4	4	4	5	21
71	4	4	5	5	4	22
72	4	4	5	5	4	22
73	4	4	4	5	5	22
74	4	4	4	5	4	21
75	4	4	4	5	5	22
76	2	3	2	3	2	12
77	4	4	5	5	4	22
78	4	4	4	4	5	21
79	5	5	4	5	5	24
80	4	4	4	5	5	22
81	4	4	4	4	5	21
82	4	4	4	4	5	21
83	4	4	5	5	4	22
84	4	5	5	4	4	22
85	4	5	4	5	4	22
86	5	4	3	4	3	19
87	5	4	4	5	5	23
88	4	5	4	4	5	22
89	4	5	4	4	4	21
90	4	5	5	5	4	23
91	4	4	3	4	4	19
92	5	5	5	3	3	21
93	5	5	4	4	5	23
94	4	4	3	4	4	19
95	4	5	4	4	5	22
96	4	5	5	4	4	22
97	4	5	5	4	4	22
98	4	4	5	5	4	22
99	5	4	5	5	3	22
100	4	4	5	4	4	21
101	5	5	4	4	3	21
102	4	5	4	5	4	22
103	4	5	5	4	4	22
104	3	4	3	3	2	15

<b>No.</b>	<b>CPV1</b>	<b>CPV2</b>	<b>CPV3</b>	<b>CPV4</b>	<b>CPV5</b>	<b>Total CPV</b>
105	5	5	4	4	5	23
106	4	5	4	4	4	21
107	3	3	3	3	3	15
108	3	4	5	5	3	20
109	5	5	4	4	4	22
110	5	4	4	5	5	23
111	4	5	4	5	4	22
112	5	3	3	3	3	17
113	4	4	4	5	4	21
114	3	3	4	4	3	17
115	5	5	5	5	5	25
116	4	5	4	4	4	21
117	4	5	4	4	5	22
118	5	4	4	4	4	21
119	4	4	4	5	3	20
120	5	4	5	4	4	22
121	4	4	4	5	4	21
122	4	5	5	4	4	22
123	5	4	4	2	4	19
124	5	4	4	3	3	19
125	4	4	4	5	5	22
126	4	5	4	4	5	22
127	4	5	4	4	5	22
128	2	5	5	4	1	17
129	3	5	4	5	4	21
130	5	5	5	5	4	24
131	3	5	5	4	4	21
132	4	5	4	4	3	20
133	3	4	3	4	5	19
134	3	2	3	3	2	13
135	5	5	5	5	4	24
136	4	3	4	4	5	20
137	5	5	5	5	5	25

➤ *Fashion Involvement*

<b>No.</b>	<b>FI1</b>	<b>FI2</b>	<b>FI3</b>	<b>FI4</b>	<b>FI5</b>	<b>FI6</b>	<b>Total FI</b>
1	4	4	3	3	5	4	23
2	4	5	4	5	4	5	27
3	4	3	4	3	4	3	21
4	1	4	2	2	5	1	15
5	4	3	4	3	4	3	21
6	3	5	4	3	4	3	22
7	4	3	3	3	3	1	17
8	4	5	4	5	4	4	26
9	2	3	4	3	3	3	18
10	3	1	1	1	1	1	8
11	5	5	4	4	4	5	27
12	3	5	3	4	3	3	21
13	4	4	4	3	5	3	23
14	5	5	3	5	5	1	24
15	4	5	5	4	4	4	26
16	4	4	2	2	3	2	17
17	4	3	3	3	3	3	19
18	2	3	2	2	3	2	14
19	4	4	2	3	3	2	18
20	2	4	1	2	5	2	16
21	4	4	4	5	4	3	24
22	1	5	3	1	2	1	13
23	3	3	3	5	3	3	20
24	3	4	4	4	4	2	21
25	4	4	3	3	5	3	22
26	2	5	2	2	3	3	17
27	3	2	3	3	3	4	18
28	4	4	3	3	4	3	21
29	3	4	4	4	4	3	22
30	5	5	4	4	4	4	26
31	4	5	3	3	3	3	21
32	5	3	4	1	5	4	22
33	5	5	4	4	5	5	28
34	4	4	4	4	5	5	26
35	5	5	4	4	4	5	27
36	3	4	4	4	3	4	22

<b>No.</b>	<b>FI1</b>	<b>FI2</b>	<b>FI3</b>	<b>FI4</b>	<b>FI5</b>	<b>FI6</b>	<b>Total FI</b>
37	5	5	4	4	5	4	27
38	4	4	4	4	5	4	25
39	4	4	5	4	4	5	26
40	3	3	3	3	4	4	20
41	4	4	5	5	5	4	27
42	4	4	4	4	5	4	25
43	5	5	4	4	4	5	27
44	4	3	3	4	4	4	22
45	4	5	4	4	4	5	26
46	4	4	4	5	5	4	26
47	5	4	4	4	5	5	27
48	4	5	4	4	4	5	26
49	4	4	3	4	3	4	22
50	4	5	4	4	5	4	26
51	5	4	4	4	4	5	26
52	4	4	4	5	5	4	26
53	5	5	4	4	4	5	27
54	5	4	4	4	5	5	27
55	2	3	2	3	3	2	15
56	4	4	4	4	4	5	25
57	4	4	4	4	5	5	26
58	4	5	4	5	5	4	27
59	4	5	4	4	5	5	27
60	5	5	4	4	5	5	28
61	5	5	4	4	5	4	27
62	4	5	4	5	5	5	28
63	3	3	4	3	4	3	20
64	4	4	4	4	4	5	25
65	4	5	4	4	4	4	25
66	4	4	4	5	4	4	25
67	4	4	3	3	4	3	21
68	5	5	4	4	4	5	27
69	4	4	4	5	5	4	26
70	5	4	4	4	5	4	26
71	4	4	4	4	5	4	25
72	4	5	4	4	5	5	27
73	5	4	4	4	4	4	25

<b>No.</b>	<b>FI1</b>	<b>FI2</b>	<b>FI3</b>	<b>FI4</b>	<b>FI5</b>	<b>FI6</b>	<b>Total FI</b>
74	4	5	4	4	5	5	27
75	4	4	5	4	4	5	26
76	3	3	2	2	3	2	15
77	4	4	4	4	5	4	25
78	4	4	4	4	5	4	25
79	4	4	4	4	5	5	26
80	4	4	4	4	5	5	26
81	4	5	4	4	5	4	26
82	5	5	4	4	4	5	27
83	4	5	4	5	5	4	27
84	4	5	4	3	4	4	24
85	5	5	5	4	4	5	28
86	5	5	4	4	5	3	26
87	4	5	4	5	4	5	27
88	5	4	5	4	5	4	27
89	5	4	4	4	5	4	26
90	4	5	5	4	5	4	27
91	4	4	4	4	4	4	24
92	5	5	3	3	4	4	24
93	5	5	4	4	5	4	27
94	3	4	4	4	4	4	23
95	4	5	4	5	4	4	26
96	4	5	5	4	5	5	28
97	5	5	5	4	4	4	27
98	4	5	4	5	4	5	27
99	5	5	4	5	5	4	28
100	5	4	5	5	4	3	26
101	4	5	3	4	5	3	24
102	4	5	4	5	4	4	26
103	4	4	3	3	4	3	21
104	2	4	2	2	3	2	15
105	4	5	5	4	5	3	26
106	5	5	4	4	4	4	26
107	4	3	3	3	3	3	19
108	4	4	3	2	5	3	21
109	4	5	4	5	4	5	27
110	5	5	5	5	5	4	29

<b>No.</b>	<b>FI1</b>	<b>FI2</b>	<b>FI3</b>	<b>FI4</b>	<b>FI5</b>	<b>FI6</b>	<b>Total FI</b>
111	5	4	5	4	5	4	27
112	5	3	3	3	3	5	22
113	5	4	4	5	4	5	27
114	3	3	4	3	4	3	20
115	4	5	4	4	4	4	25
116	3	5	4	4	4	4	24
117	4	5	4	4	5	5	27
118	5	4	5	5	4	3	26
119	3	4	4	4	5	4	24
120	5	4	5	5	5	4	28
121	5	5	4	5	5	4	28
122	5	5	4	4	5	4	27
123	4	4	2	4	5	4	23
124	5	4	4	4	3	3	23
125	5	4	2	3	4	3	21
126	5	4	5	4	5	4	27
127	4	5	3	4	5	4	25
128	1	2	1	1	5	1	11
129	4	5	4	5	4	5	27
130	4	5	4	5	5	4	27
131	4	5	3	3	4	3	22
132	4	5	3	4	4	5	25
133	5	4	4	5	5	5	28
134	3	4	4	4	3	4	22
135	5	4	4	4	5	5	27
136	4	3	4	4	4	5	24
137	5	5	5	5	5	5	30

➤ ***Brand Personal Identity***

<b>No.</b>	<b>BPI1</b>	<b>BPI2</b>	<b>BPI3</b>	<b>Total BPI</b>
1	4	4	4	12
2	5	5	5	15
3	3	3	4	10
4	3	3	3	9

<b>No.</b>	<b>BPI1</b>	<b>BPI2</b>	<b>BPI3</b>	<b>Total BPI</b>
5	3	3	4	10
6	3	3	4	10
7	4	4	2	10
8	4	4	4	12
9	3	3	3	9
10	1	1	1	3
11	5	4	4	13
12	4	5	4	13
13	3	4	4	11
14	4	5	5	14
15	4	4	4	12
16	2	3	3	8
17	3	3	3	9
18	2	3	2	7
19	2	3	3	8
20	3	4	2	9
21	3	4	4	11
22	4	2	3	9
23	3	3	3	9
24	4	4	4	12
25	4	4	4	12
26	3	3	4	10
27	3	3	2	8
28	4	4	4	12
29	3	4	4	11
30	4	5	5	14
31	4	3	3	10
32	3	3	3	9
33	4	5	4	13
34	5	5	4	14
35	5	5	4	14
36	3	4	4	11
37	4	5	4	13
38	5	5	4	14
39	4	5	5	14
40	4	4	3	11
41	4	5	4	13



<b>No.</b>	<b>BPI1</b>	<b>BPI2</b>	<b>BPI3</b>	<b>Total BPI</b>
42	4	5	4	13
43	4	4	5	13
44	4	4	3	11
45	4	4	4	12
46	4	4	4	12
47	4	5	4	13
48	5	5	4	14
49	3	3	4	10
50	5	4	5	14
51	4	5	4	13
52	4	4	5	13
53	4	4	4	12
54	4	5	4	13
55	3	3	2	8
56	5	5	4	14
57	5	5	4	14
58	5	5	5	15
59	5	5	4	14
60	5	5	4	14
61	4	4	5	13
62	4	5	4	13
63	3	4	3	10
64	5	5	4	14
65	5	5	4	14
66	5	5	4	14
67	4	4	3	11
68	4	5	4	13
69	5	5	4	14
70	5	5	4	14
71	4	4	5	13
72	4	4	4	12
73	5	5	4	14
74	4	5	4	13
75	5	4	5	14
76	3	3	2	8
77	4	5	4	13
78	5	5	4	14

<b>No.</b>	<b>BPI1</b>	<b>BPI2</b>	<b>BPI3</b>	<b>Total BPI</b>
79	5	5	4	14
80	5	5	4	14
81	4	4	5	13
82	5	5	4	14
83	5	4	5	14
84	5	4	5	14
85	5	5	4	14
86	3	4	5	12
87	5	4	5	14
88	4	5	4	13
89	4	5	4	13
90	4	5	4	13
91	4	4	4	12
92	5	5	5	15
93	4	5	4	13
94	4	4	4	12
95	4	3	3	10
96	5	4	4	13
97	4	4	5	13
98	4	5	4	13
99	5	4	5	14
100	5	4	4	13
101	4	5	4	13
102	5	5	4	14
103	3	4	5	12
104	4	4	4	12
105	5	5	4	14
106	4	4	4	12
107	3	3	3	9
108	2	3	2	7
109	5	5	4	14
110	4	4	5	13
111	5	4	5	14
112	3	3	3	9
113	4	5	4	13
114	3	4	4	11
115	5	5	5	15

<b>No.</b>	<b>BPI1</b>	<b>BPI2</b>	<b>BPI3</b>	<b>Total BPI</b>
116	4	5	4	13
117	5	5	5	15
118	4	4	5	13
119	4	5	4	13
120	4	5	5	14
121	4	4	4	12
122	4	5	5	14
123	4	5	4	13
124	3	4	4	11
125	2	3	4	9
126	4	5	4	13
127	4	4	4	12
128	3	5	5	13
129	3	5	5	13
130	4	5	5	14
131	4	5	5	14
132	3	4	4	11
133	4	5	4	13
134	3	4	3	10
135	4	4	4	12
136	4	5	4	13
137	5	5	5	15

➤ **Keputusan Pembelian**

<b>No.</b>	<b>KP1</b>	<b>KP2</b>	<b>KP3</b>	<b>KP4</b>	<b>Total KP</b>
1	4	4	4	4	16
2	5	5	5	5	20
3	3	3	3	4	13
4	2	2	3	2	9
5	3	3	3	3	12
6	4	3	3	3	13
7	2	2	1	3	8
8	4	5	5	5	19
9	3	3	3	3	12

No.	KP1	KP2	KP3	KP4	Total KP
10	2	1	2	2	7
11	5	4	5	4	18
12	5	3	3	5	16
13	4	5	3	5	17
14	5	4	5	5	19
15	4	4	4	4	16
16	3	2	2	2	9
17	3	3	3	4	13
18	2	3	3	2	10
19	2	2	2	2	8
20	3	4	2	4	13
21	3	4	4	3	14
22	3	2	3	2	10
23	3	3	3	3	12
24	3	4	4	4	15
25	4	3	3	3	13
26	3	4	4	4	15
27	2	2	3	4	11
28	4	4	4	4	16
29	3	4	3	3	13
30	4	5	5	5	19
31	4	3	3	4	14
32	2	3	3	3	11
33	4	4	5	5	18
34	4	4	4	5	17
35	4	4	4	5	17
36	3	4	3	3	13
37	4	5	4	5	18
38	5	5	4	4	18
39	4	5	4	4	17
40	4	4	3	4	15
41	4	4	4	5	17
42	4	4	4	4	16
43	4	4	5	4	17
44	3	4	3	4	14
45	5	5	4	4	18
46	5	5	4	5	19

No.	KP1	KP2	KP3	KP4	Total KP
47	5	5	4	4	18
48	4	4	4	5	17
49	3	4	3	4	14
50	5	5	4	4	18
51	4	4	4	5	17
52	5	5	4	4	18
53	4	4	5	5	18
54	5	5	4	5	19
55	3	3	2	2	10
56	4	4	4	5	17
57	4	4	4	4	16
58	5	5	4	5	19
59	4	4	4	5	17
60	4	4	4	5	17
61	4	5	4	5	18
62	5	5	4	4	18
63	4	4	4	3	15
64	4	4	5	5	18
65	4	5	4	5	18
66	4	5	5	5	19
67	3	3	4	4	14
68	4	4	4	4	16
69	4	5	4	5	18
70	4	4	4	5	17
71	5	5	4	5	19
72	4	5	4	5	18
73	4	4	5	5	18
74	4	5	4	5	18
75	5	5	4	4	18
76	2	3	2	3	10
77	5	5	4	4	18
78	4	4	5	5	18
79	4	4	5	4	17
80	4	4	4	5	17
81	4	4	4	5	17
82	4	5	4	4	17
83	5	5	4	5	19

No.	KP1	KP2	KP3	KP4	Total KP
84	5	5	3	5	18
85	5	5	4	5	19
86	4	5	5	4	18
87	5	4	5	4	18
88	5	5	4	5	19
89	5	5	4	4	18
90	4	4	4	5	17
91	4	4	4	4	16
92	4	4	4	4	16
93	4	5	5	4	18
94	3	3	4	4	14
95	4	5	4	5	18
96	5	5	4	5	19
97	4	4	5	5	18
98	4	5	4	5	18
99	4	5	4	5	18
100	5	4	4	5	18
101	5	4	4	4	17
102	4	4	5	4	17
103	4	4	3	4	15
104	3	2	3	3	11
105	5	5	4	5	19
106	4	4	4	4	16
107	3	3	3	3	12
108	3	3	4	2	12
109	5	4	4	5	18
110	5	5	5	5	20
111	4	5	4	5	18
112	5	3	3	3	14
113	4	4	5	5	18
114	4	3	3	3	13
115	5	5	5	5	20
116	5	4	4	4	17
117	5	5	5	5	20
118	5	5	4	5	19
119	4	5	4	4	17
120	4	5	5	4	18

<b>No.</b>	<b>KP1</b>	<b>KP2</b>	<b>KP3</b>	<b>KP4</b>	<b>Total KP</b>
121	4	5	4	5	18
122	4	4	5	4	17
123	4	5	4	4	17
124	4	3	4	5	16
125	4	3	3	4	14
126	4	5	4	5	18
127	5	4	4	5	18
128	5	1	1	1	8
129	4	5	3	4	16
130	5	5	4	4	18
131	4	5	4	3	16
132	4	5	5	4	18
133	5	5	4	4	18
134	4	4	4	4	16
135	5	5	4	4	18
136	5	4	4	5	18
137	5	5	5	5	20

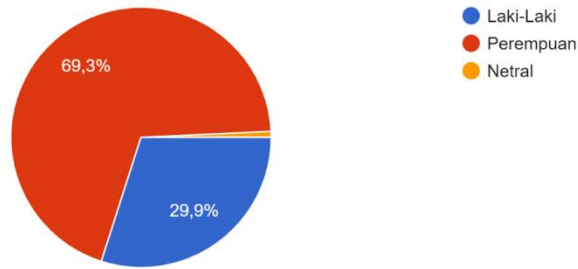
### Lampiran III

### Hasil Jawaban Responden

#### Data Identitas Responden

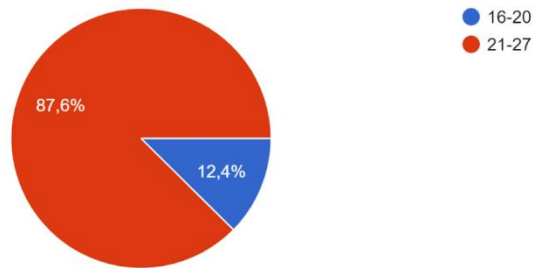
##### Jenis Kelamin

137 jawaban

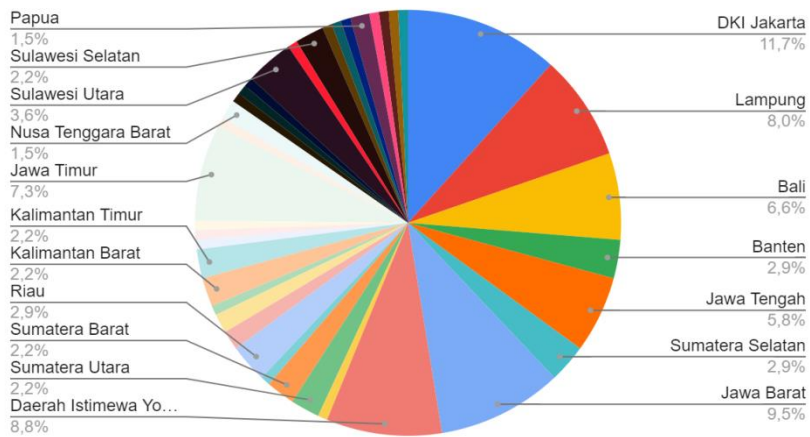


##### Usia

137 jawaban

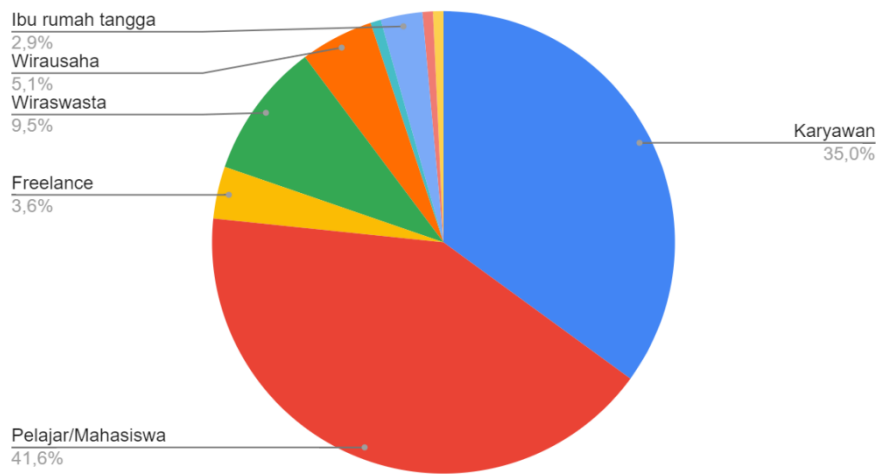


##### Jumlah Provinsi Domisili



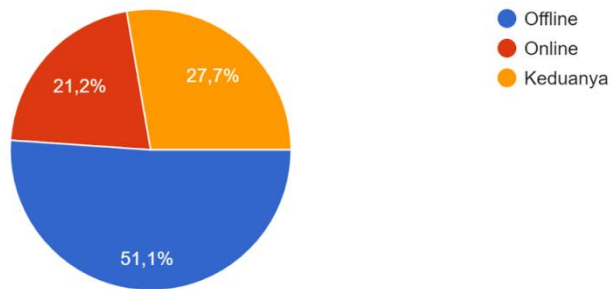


### Jumlah Pekerjaan

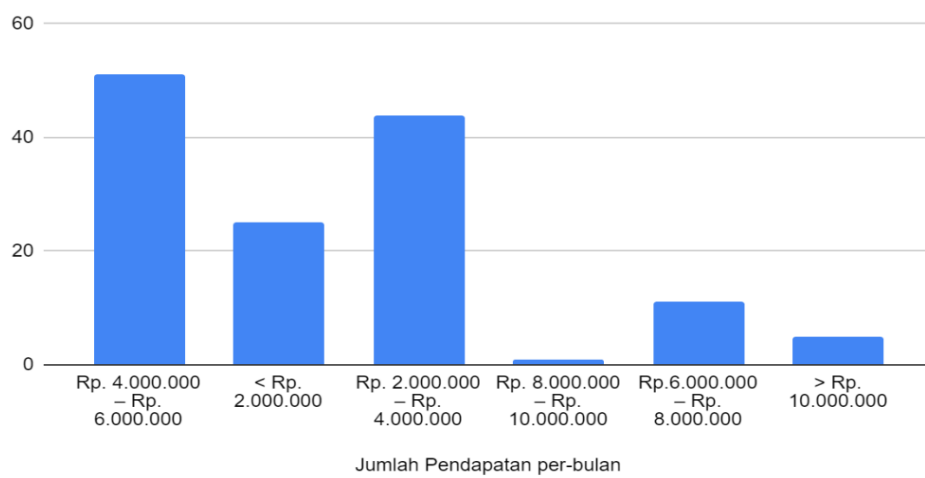


### Pernah membeli produk H&M secara online/offline

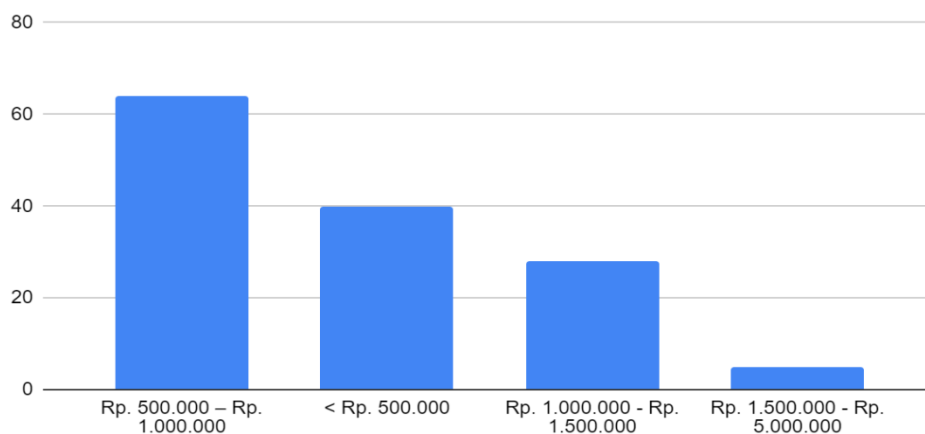
137 jawaban



### Jumlah Pendapatan per-bulan

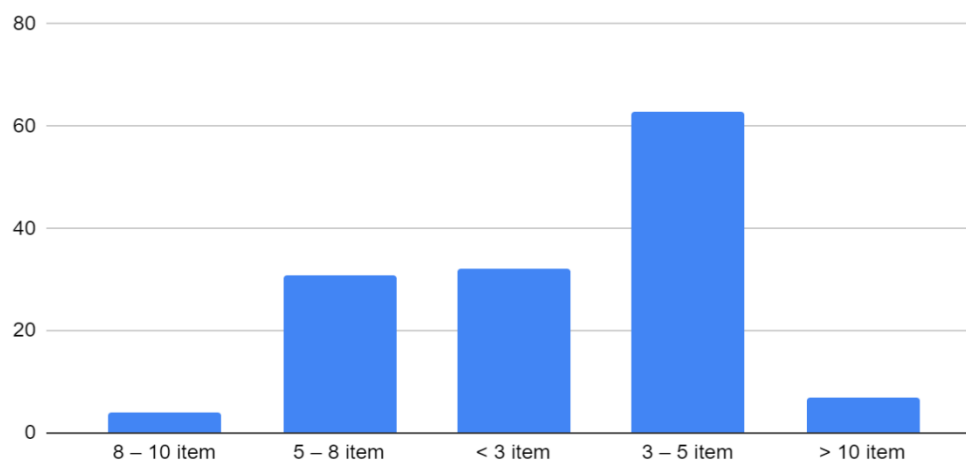


### Jumlah Konsumsi untuk produk fashion per-bulan



Jumlah Konsumsi untuk produk fashion per-bulan

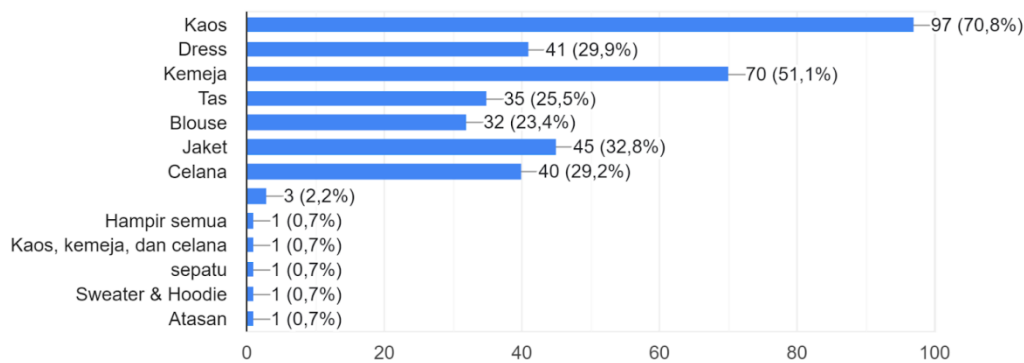
### Jumlah Jumlah produk fashion H&M yang dimiliki?



Jumlah Jumlah produk fashion H&M yang dimiliki?

### Jenis produk fashion H&M yang dimiliki?

137 jawaban



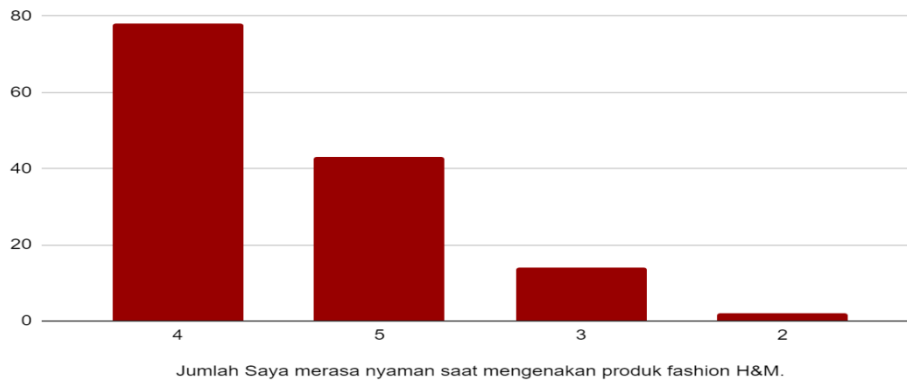
## Lampiran IV

### Hasil Jawaban Responden

#### Instrumen Pernyataan

##### ➤ *Customer Perceived Value*

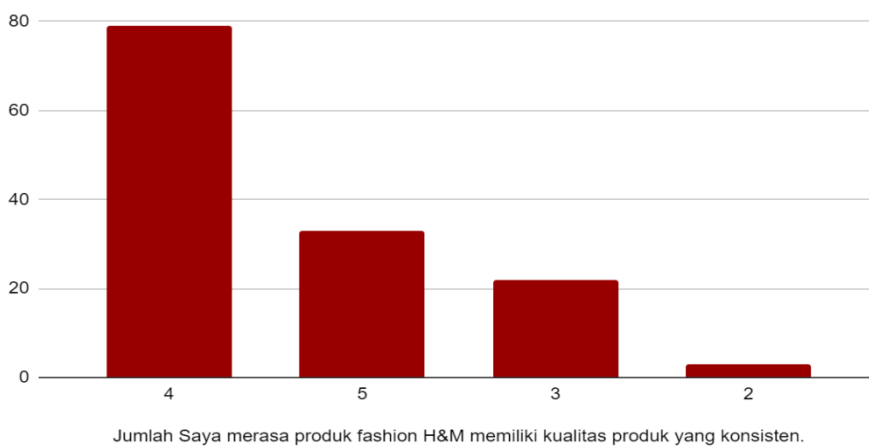
Saya merasa nyaman saat mengenakan produk fashion H&M.



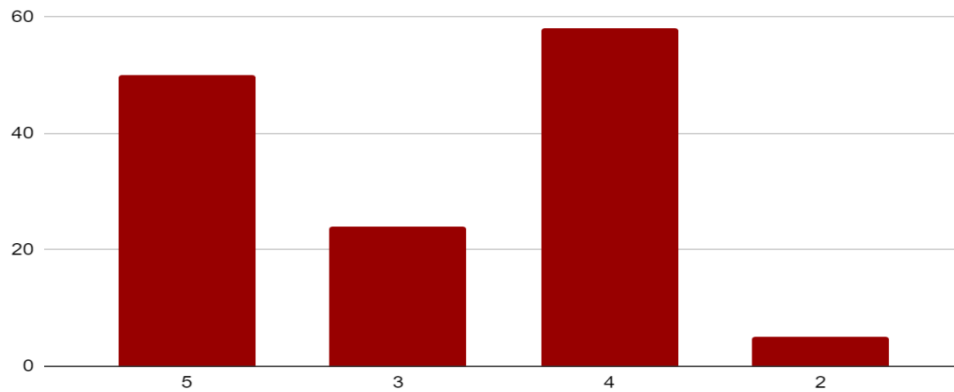
Saya merasa produk fashion H&M membuat saya mendapatkan impresi baik dari orang lain.



Saya merasa produk fashion H&M memiliki kualitas produk yang konsisten.

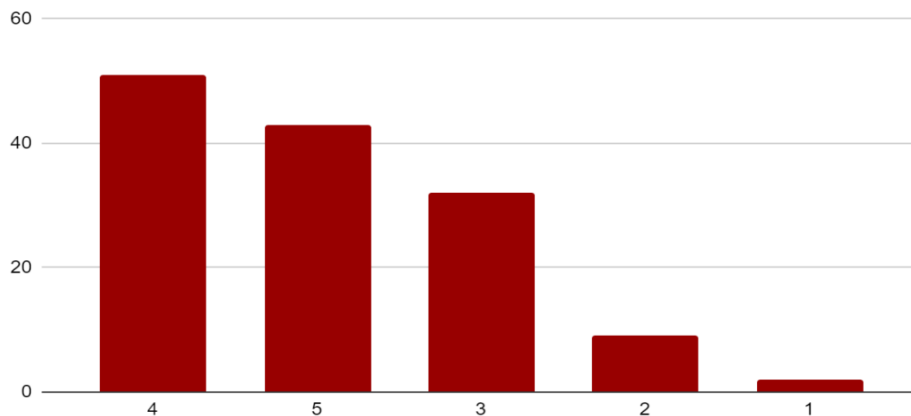


Saya merasa produk fashion H&M menawarkan harga yang sesuai dengan produk.



Jumlah Saya merasa produk fashion H&M menawarkan harga yang sesuai dengan produk.

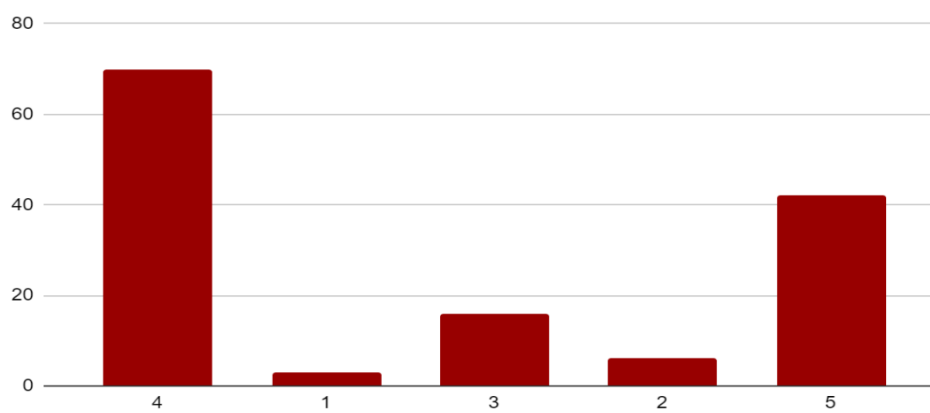
Saya merasa produk fashion H&M memiliki nilai untuk menjaga lingkungan.



Jumlah Saya merasa produk fashion H&M memiliki nilai untuk menjaga lingkungan.

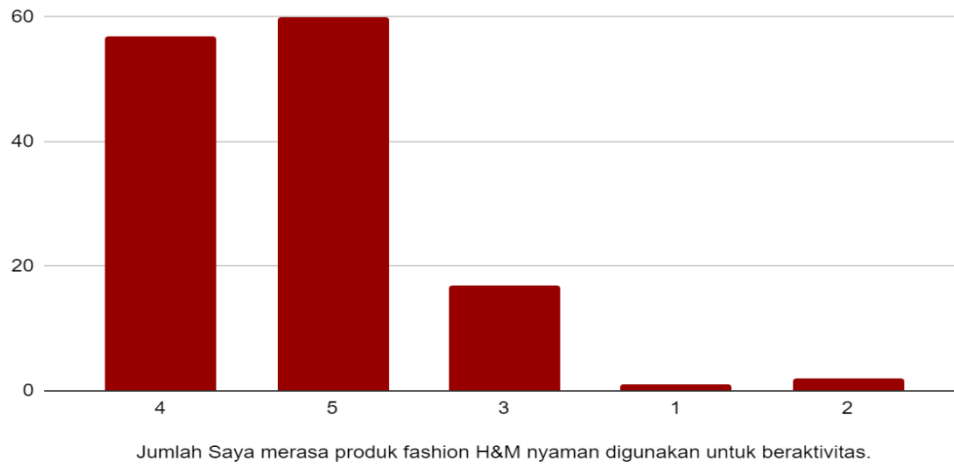
### ➤ *Fashion Involvement*

Saya mengikuti update fashion terkini.



Jumlah Saya mengikuti update fashion terkini.

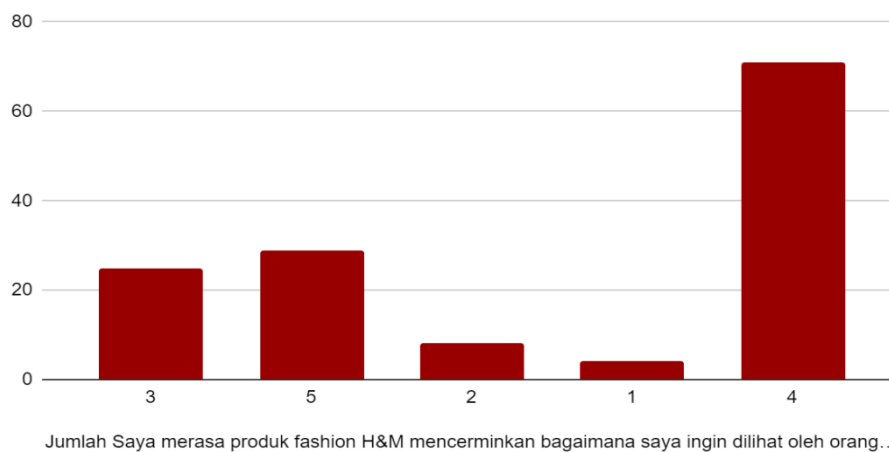
Saya merasa produk fashion H&M nyaman digunakan untuk beraktivitas.



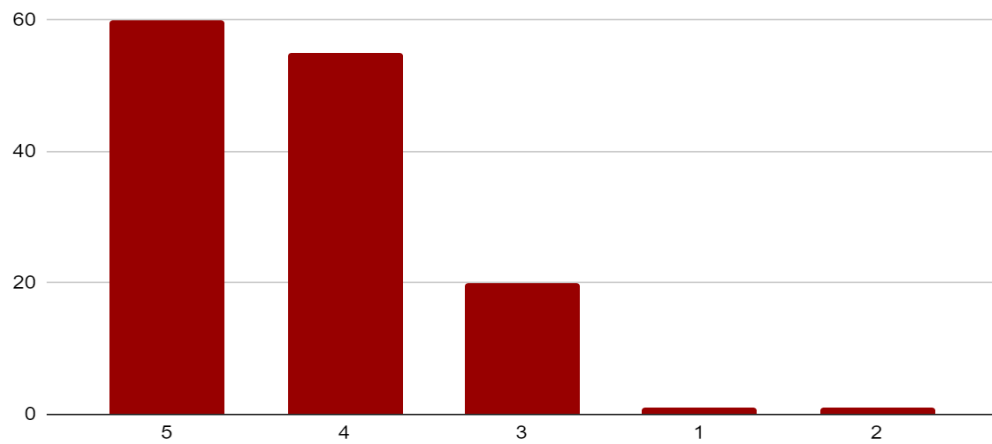
Saya merasa produk fashion H&M menunjukkan penampilan yang berbeda dari yang biasanya dikenakan orang lain.



Saya merasa produk fashion H&M mencerminkan bagaimana saya ingin dilihat oleh orang lain.

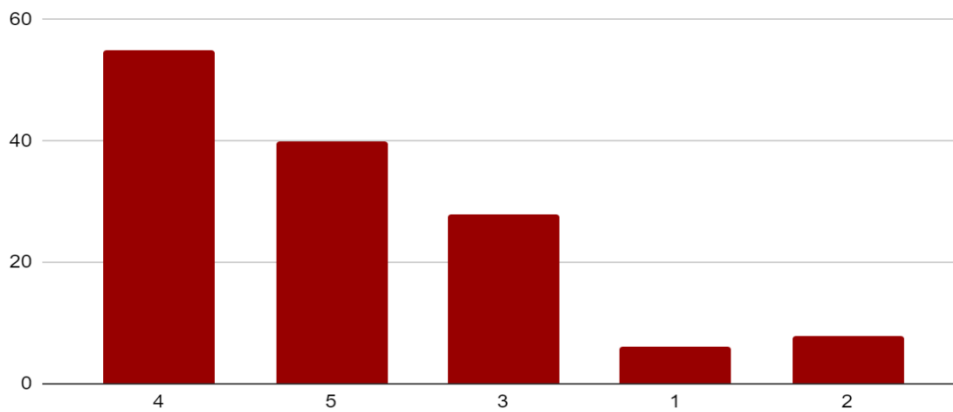


Saya merasa penting mencoba produk fashion H&M sebelum memutuskan membeli.



Jumlah Saya merasa penting mencoba produk fashion H&M sebelum memutuskan membeli.

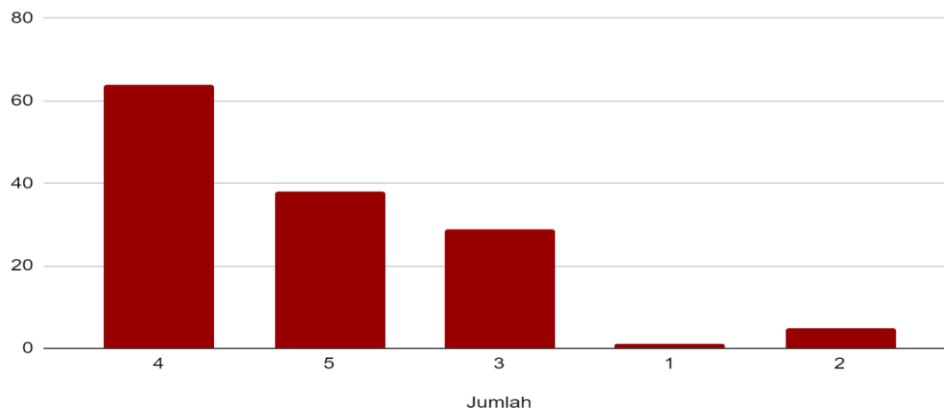
Saya merasa lebih sering mendapat informasi adanya produk terbaru dari produk fashion H&M dibandingkan orang lain.



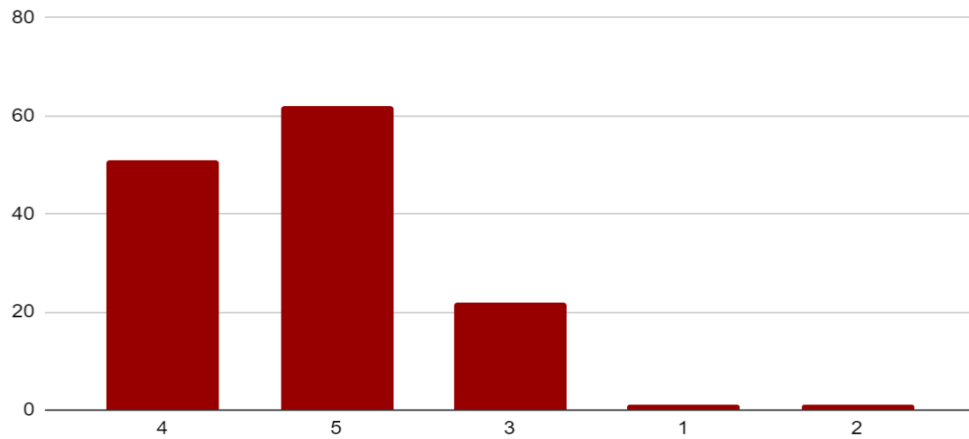
Jumlah Saya merasa lebih sering mendapat informasi adanya produk terbaru dari produk fashion...

### ➤ ***Brand Personal Identity***

Saya merasa produk fashion dari brand H&M cocok dengan citra diri saya.

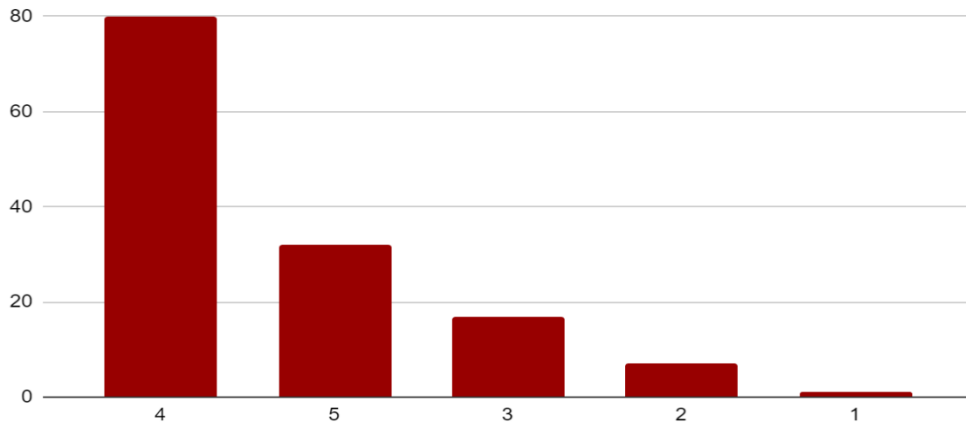


Saya merasa produk fashion dari brand H&M sesuai dengan selera saya.



Jumlah Saya merasa produk fashion dari brand H&M sesuai dengan selera saya.

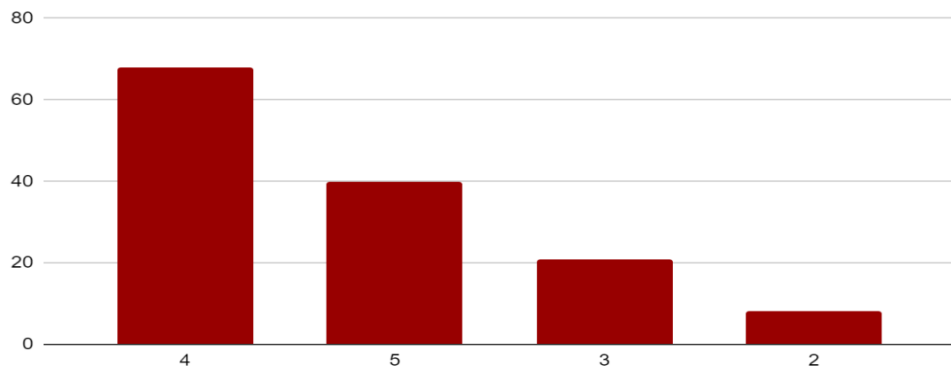
Saya merasa produk fashion dari brand H&M memenuhi ekspetasi saya secara konsisten.



Jumlah Saya merasa produk fashion dari brand H&M memenuhi ekspetasi saya secara konsisten.

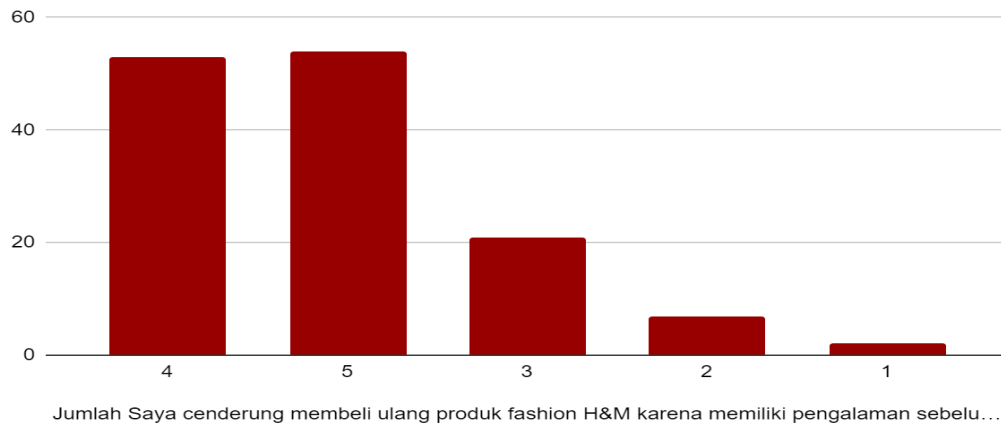
## ➤ Keputusan Pembelian

Saya merasa yakin produk fashion dari brand H&M akan memenuhi kebutuhan fashion saya dengan baik.

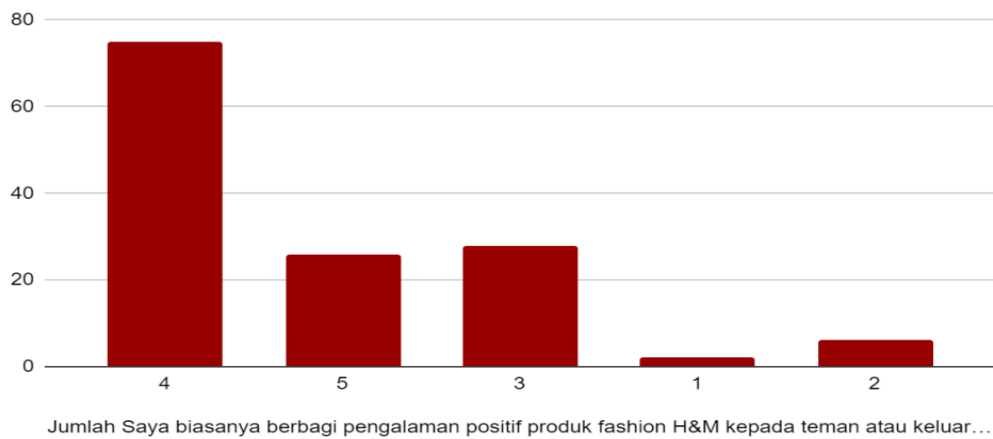


Jumlah Saya merasa yakin produk fashion dari brand H&M akan memenuhi kebutuhan fashion sa...

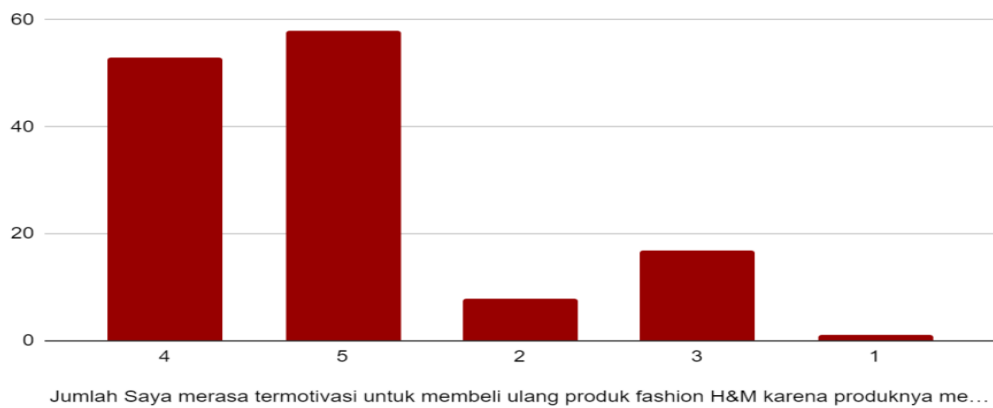
Saya cenderung membeli ulang produk fashion H&M karena memiliki pengalaman sebelumnya.



Saya biasanya berbagi pengalaman positif produk fashion H&M kepada teman atau keluarga.



Saya merasa termotivasi untuk membeli ulang produk fashion H&M karena produknya memiliki value tersendiri.





**Lampiran V**

Hasil Uji Validitas dan Reliabilitas

SPSS 20

➤ *Customer Perceived Value*

**Correlations**

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	TOTAL
P1	Pearson Correlation	1	.867**	.466**	.570**	.545**	.614**	.685**	.727**	.622**	.610**	.635**	.600**	.778**
	Sig. (2-tailed)		.000	.009	.001	.002	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.867**	1	.561**	.616**	.698**	.612**	.633**	.713**	.643**	.586**	.627**	.596**	.800**
	Sig. (2-tailed)	.000		.001	.000	.000	.000	.000	.000	.000	.001	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.466**	.561**	1	.721**	.599**	.712**	.766**	.779**	.466**	.676**	.728**	.749**	.803**
	Sig. (2-tailed)	.009	.001		.000	.000	.000	.000	.000	.009	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.570**	.616**	.721**	1	.617**	.901**	.827**	.807**	.567**	.671**	.703**	.725**	.853**
	Sig. (2-tailed)	.001	.000	.000		.000	.000	.000	.000	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.545**	.698**	.599**	.617**	1	.601**	.708**	.722**	.811**	.617**	.580**	.596**	.794**
	Sig. (2-tailed)	.002	.000	.000	.000		.000	.000	.000	.000	.000	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.614**	.612**	.712**	.901**	.601**	1	.902**	.838**	.556**	.657**	.690**	.672**	.853**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.685**	.633**	.766**	.827**	.708**	.902**	1	.854**	.735**	.827**	.831**	.835**	.937**
P7	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.727**	.713**	.779**	.807**	.722**	.838**	.854**	1	.675**	.769**	.796**	.801**	.925**
P8	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.622**	.643**	.466**	.567**	.811**	.556**	.735**	.675**	1	.762**	.729**	.726**	.814**
P9	Sig. (2-tailed)	.000	.000	.009	.001	.000	.001	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.610**	.586**	.676**	.671**	.617**	.657**	.827**	.769**	.762**	1	.944**	.931**	.883**
P10	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.635**	.627**	.728**	.703**	.580**	.690**	.831**	.796**	.729**	.944**	1	.917**	.896**
P11	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.600**	.596**	.749**	.725**	.596**	.672**	.835**	.801**	.726**	.931**	.917**	1	.894**
P12	Sig. (2-tailed)	.000	.001	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.778**	.800**	.803**	.853**	.794**	.853**	.937**	.925**	.814**	.883**	.896**	.894**	1
TOTAL	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

➤ *Fashion Involvement*

**Correlations**

		P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	TOTAL
P13	Pearson Correlation		1.639**	.605**	.490**	.430*	.653**	.473**	.492**	.307	.103	.868**	.772**	.774**
	Sig. (2-tailed)		.000	.000	.006	.018	.000	.008	.006	.099	.589	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	.639**		1.832**	.723**	.736**	.762**	.689**	.583**	.345	.558**	.518**	.712**	.894**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.001	.062	.001	.003	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	.605**	.832**		1.660**	.544**	.646**	.783**	.617**	.204	.458*	.506**	.615**	.825**
	Sig. (2-tailed)	.000	.000		.000	.002	.000	.000	.000	.280	.011	.004	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.490**	.723**	.660**		1.562**	.644**	.676**	.628**	.124	.350	.454*	.604**	.760**
	Sig. (2-tailed)	.006	.000	.000		.001	.000	.000	.000	.515	.058	.012	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	.430*	.736**	.544**	.562**		1.754**	.490**	.537**	.542**	.469**	.346	.474**	.753**
	Sig. (2-tailed)	.018	.000	.002	.001		.000	.006	.002	.002	.009	.061	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P18	Pearson Correlation	.653**	.762**	.646**	.644**	.754**		1.683**	.787**	.319	.383*	.588**	.780**	.888**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.086	.037	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

P19	Pearson Correlation	.473**	.689**	.783**	.676**	.490**	.683**	1	.818**	.213	.463*	.463*	.577**	.807**
	Sig. (2-tailed)	.008	.000	.000	.000	.006	.000	.000	.000	.259	.010	.010	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P20	Pearson Correlation	.492**	.583**	.617**	.628**	.537**	.787**	.818**	1	.066	.227	.550**	.670**	.775**
	Sig. (2-tailed)	.006	.001	.000	.000	.002	.000	.000	.000	.731	.228	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P21	Pearson Correlation	.307	.345	.204	.124	.542**	.319	.213	.066	1	.646**	.303	.174	.456*
	Sig. (2-tailed)	.099	.062	.280	.515	.002	.086	.259	.731	.000	.104	.357	.011	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P22	Pearson Correlation	.103	.558**	.458*	.350	.469**	.383*	.463*	.227	.646**	1	.084	.231	.528**
	Sig. (2-tailed)	.589	.001	.011	.058	.009	.037	.010	.228	.000	.661	.219	.003	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P23	Pearson Correlation	.868**	.518**	.506**	.454*	.346	.588**	.463*	.550**	.303	.084	1	.824**	.736**
	Sig. (2-tailed)	.000	.003	.004	.012	.061	.001	.010	.002	.104	.661	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P24	Pearson Correlation	.772**	.712**	.615**	.604**	.474**	.780**	.577**	.670**	.174	.231	.824**	1	.835**
	Sig. (2-tailed)	.000	.000	.000	.000	.008	.000	.001	.000	.357	.219	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.774**	.894**	.825**	.760**	.753**	.888**	.807**	.775**	.456*	.528**	.736**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.011	.003	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

➤ **Brand Personal Identity**

**Correlations**

		P25	P26	P27	P28	P29	P30	TOTAL
P25	Pearson Correlation	1	.841**	.874**	.873**	.823**	.745**	.925**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
P26	Pearson Correlation	.841**	1	.812**	.802**	.846**	.818**	.918**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
P27	Pearson Correlation	.874**	.812**	1	.916**	.907**	.807**	.951**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
P28	Pearson Correlation	.873**	.802**	.916**	1	.867**	.826**	.945**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
P29	Pearson Correlation	.823**	.846**	.907**	.867**	1	.880**	.949**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
P30	Pearson Correlation	.745**	.818**	.807**	.826**	.880**	1	.905**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.925**	.918**	.951**	.945**	.949**	.905**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

➤ **Keputusan Pembelian**

**Correlations**

	P31	P32	P33	P34	P35	P36	P37	P38	TOTAL	
P31	Pearson Correlation	1	.882*	.893*	.835*	.886*	.808*	.441*	.672*	.916**
	Sig. (2-tailed)		.000	.000	.000	.000	.015	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
P32	Pearson Correlation	.882*	1	.839*	.875*	.862*	.837*	.563*	.629*	.924**
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
P33	Pearson Correlation	.893*	.839*	1	.810*	.845*	.785*	.382*	.654*	.888**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.037	.000	.000
	N	30	30	30	30	30	30	30	30	30
P34	Pearson Correlation	.835*	.875*	.810*	1	.818*	.799*	.464*	.604*	.884**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.010	.000	.000
	N	30	30	30	30	30	30	30	30	30
P35	Pearson Correlation	.886*	.862*	.845*	.818*	1	.923*	.582*	.821*	.955**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30

P36	Pearson Correlation	.808*	.837*	.785*	.799*	.923*	1	.729*	.882*	.954**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
P37	Pearson Correlation	.441*	.563*	.382*	.464*	.582*	.729*	1	.794*	.688**
	Sig. (2-tailed)	.015	.001	.037	.010	.001	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
P38	Pearson Correlation	.672*	.629*	.654*	.604*	.821*	.882*	.794*	1	.848**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.916*	.924*	.888*	.884*	.955*	.954*	.688*	.848*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.781	13

Cronbach's Alpha	N of Items
.773	13

### Reliability Statistics

Cronbach's Alpha	N of Items
.819	7

### Reliability Statistics

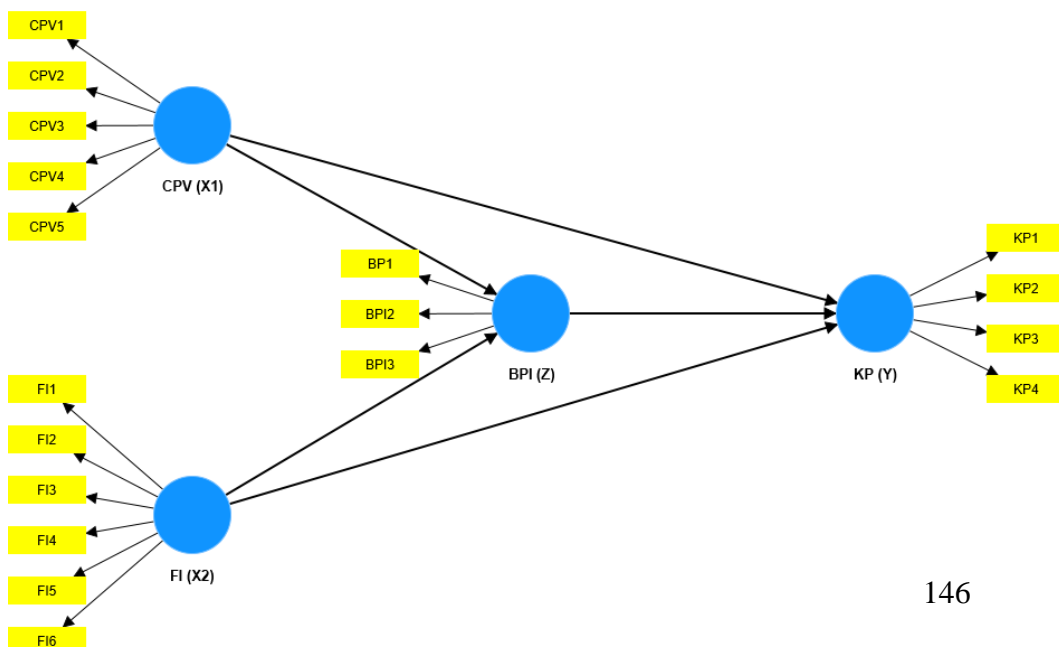
Cronbach's Alpha	N of Items
.798	9

## Lampiran VI

Hasil Uji SEM PLS (Smart PLS 4.0)

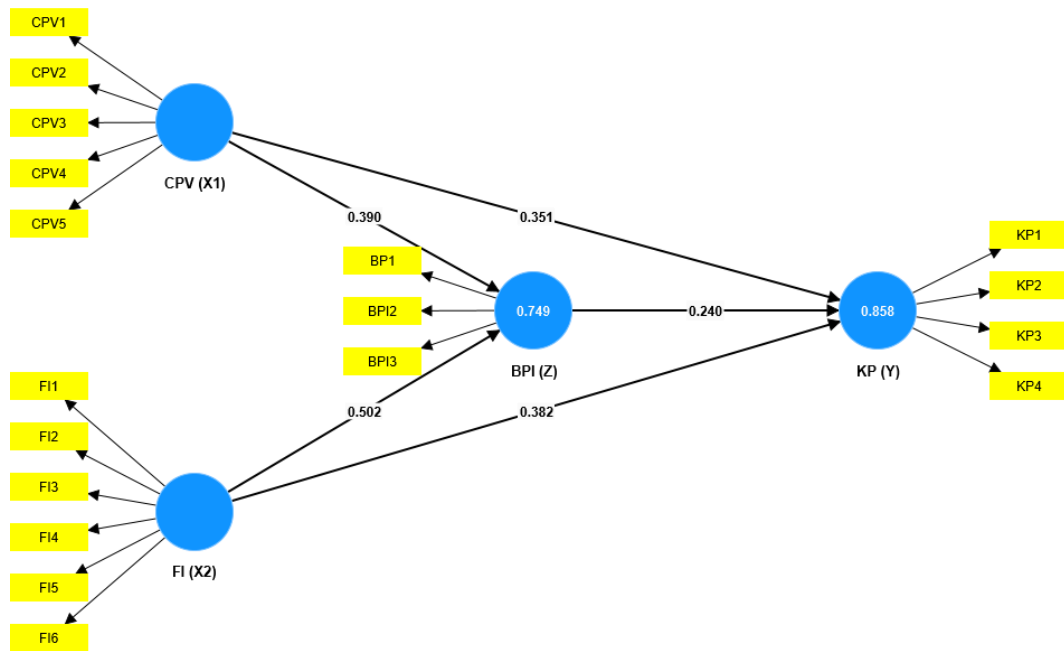
SPSS 20

### ➤ Skema PLS

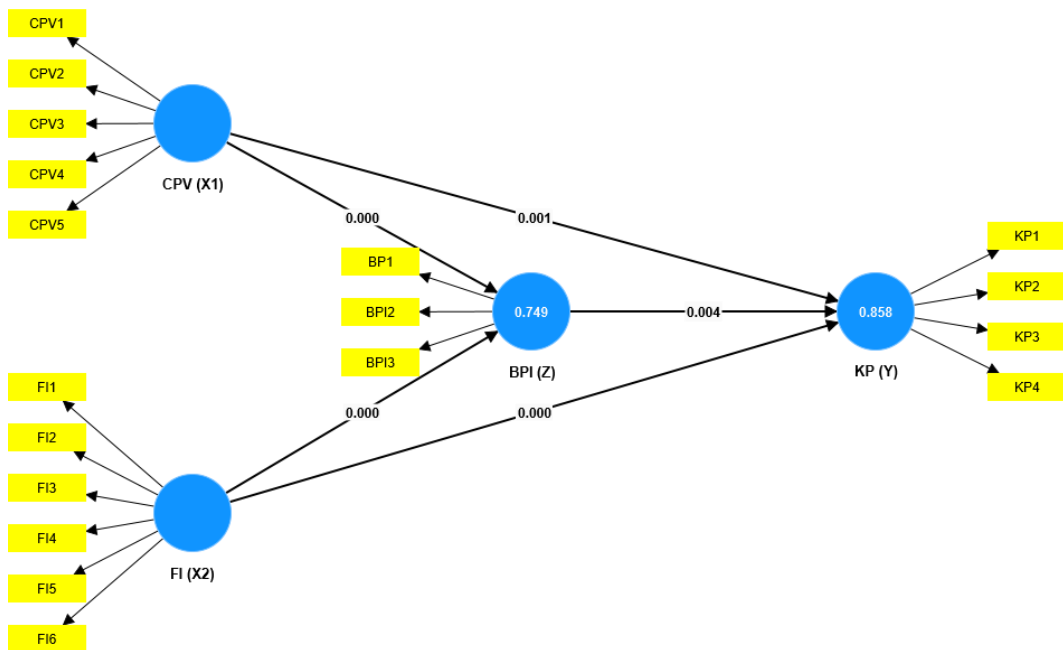




➤ **PLS SEM ALGORITHM-Result Outer Model**

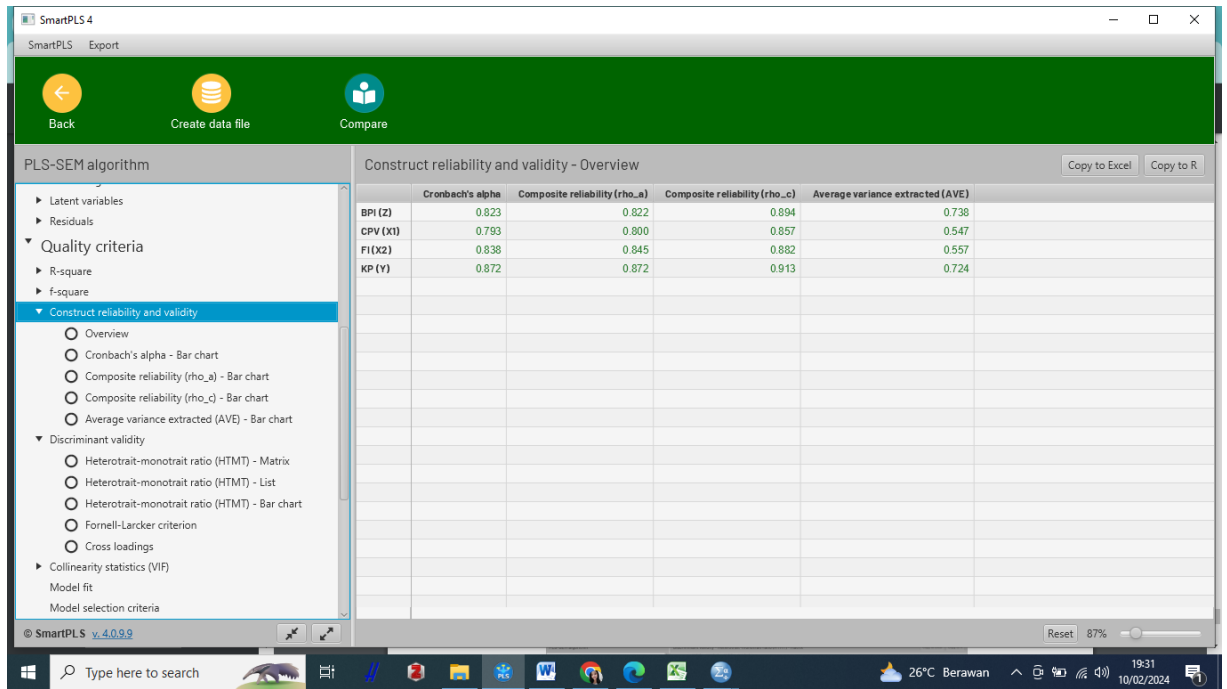


➤ **PLS SEM Bootstrapping- Result Inner Model**





## Construct reliability and validity



SmartPLS 4

SmartPLS Export

Back Create data file Compare

PLS-SEM algorithm

- Latent variables
- Residuals
- Quality criteria
  - R-square
  - f-square
  - Construct reliability and validity
    - Overview
    - Cronbach's alpha - Bar chart
    - Composite reliability (rho\_a) - Bar chart
    - Composite reliability (rho\_c) - Bar chart
    - Average variance extracted (AVE) - Bar chart
  - Discriminant validity
    - Heterotrait-monotrait ratio (HTMT) - Matrix
    - Heterotrait-monotrait ratio (HTMT) - List
    - Heterotrait-monotrait ratio (HTMT) - Bar chart
    - Fornell-Larcker criterion
    - Cross loadings
  - Collinearity statistics (VIF)
  - Model fit
  - Model selection criteria

Construct reliability and validity - Overview

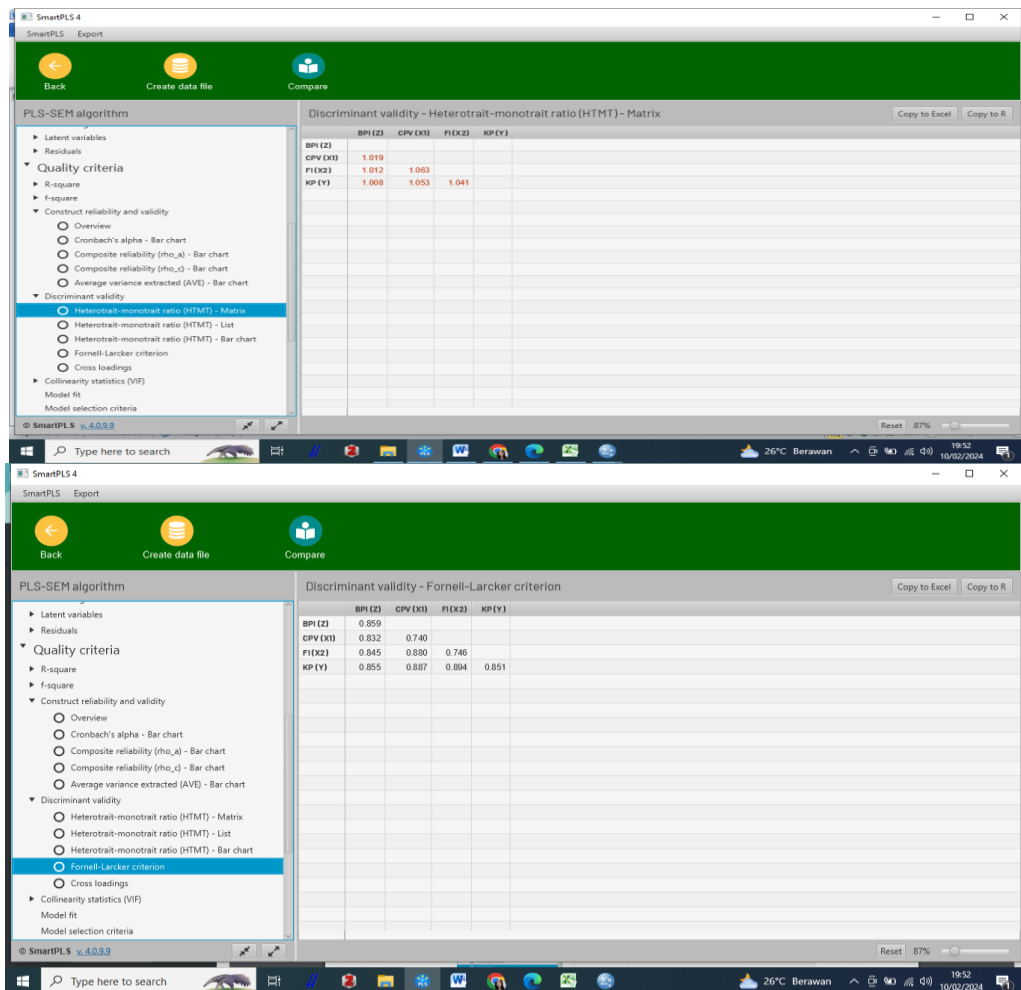
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BPI (Z)	0.823	0.822	0.894	0.738
CPV (X1)	0.793	0.800	0.857	0.547
FI (X2)	0.838	0.845	0.882	0.557
KP (Y)	0.872	0.872	0.913	0.724

SmartPLS v.4.0.9.9

Reset 87%



## Discriminant Validity (HTMT, Fornell Lacker, Cross loading)



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SmartPLS Export

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PLS-SEM algorithm

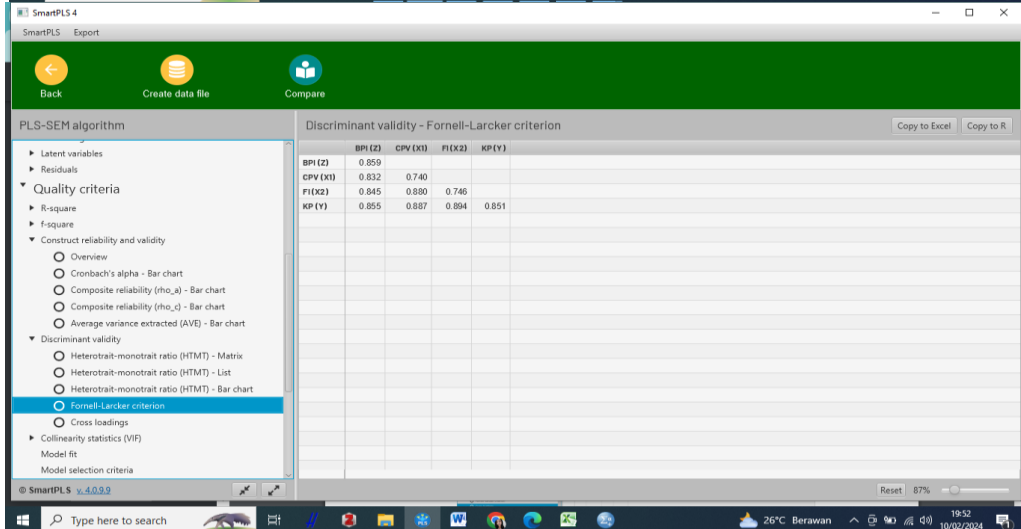
- Latent variables
- Residuals
- Quality criteria
  - R-square
  - f-square
  - Construct reliability and validity
    - Overview
    - Cronbach's alpha - Bar chart
    - Composite reliability (rho\_a) - Bar chart
    - Composite reliability (rho\_c) - Bar chart
    - Average variance extracted (AVE) - Bar chart
  - Discriminant validity
    - Heterotrait-monotrait ratio (HTMT) - Matrix
    - Heterotrait-monotrait ratio (HTMT) - List
    - Heterotrait-monotrait ratio (HTMT) - Bar chart
    - Fornell-Larcker criterion
    - Cross loadings
  - Collinearity statistics (VIF)
  - Model fit
  - Model selection criteria

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix

	BPI (Z)	CPV (X1)	FI (X2)	KP (Y)
BPI (Z)	1.019			
CPV (X1)	1.012	1.003		
FI (X2)	1.008	1.053	1.041	
KP (Y)				

SmartPLS v.4.0.9.9

Reset 87%



SmartPLS 4

SmartPLS Export

Back Create data file Compare

PLS-SEM algorithm

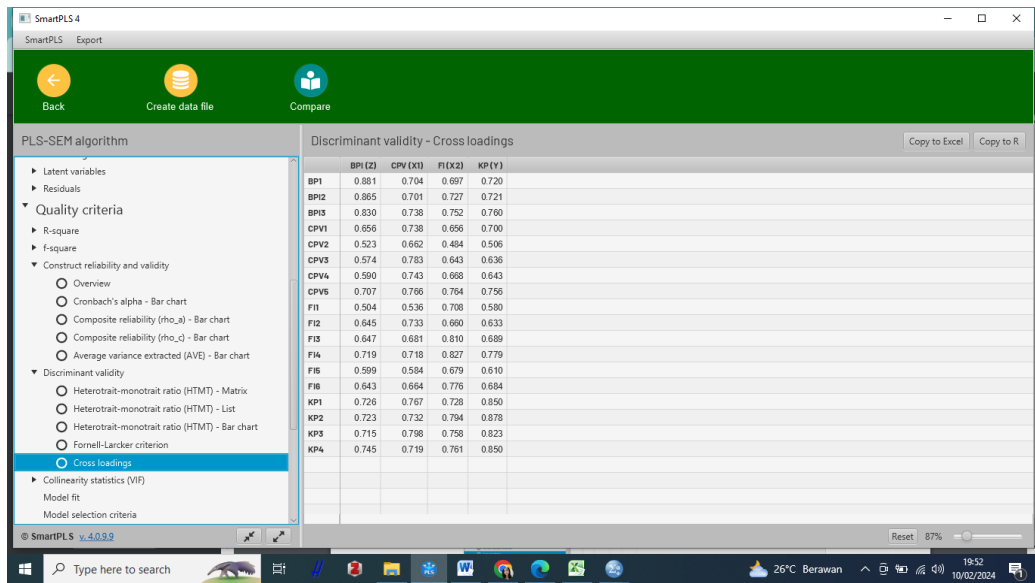
- Latent variables
- Residuals
- Quality criteria
  - R-square
  - f-square
  - Construct reliability and validity
    - Overview
    - Cronbach's alpha - Bar chart
    - Composite reliability (rho\_a) - Bar chart
    - Composite reliability (rho\_c) - Bar chart
    - Average variance extracted (AVE) - Bar chart
  - Discriminant validity
    - Heterotrait-monotrait ratio (HTMT) - Matrix
    - Heterotrait-monotrait ratio (HTMT) - List
    - Heterotrait-monotrait ratio (HTMT) - Bar chart
    - Fornell-Larcker criterion
    - Cross loadings
  - Collinearity statistics (VIF)
  - Model fit
  - Model selection criteria

Discriminant validity - Fornell-Larcker criterion

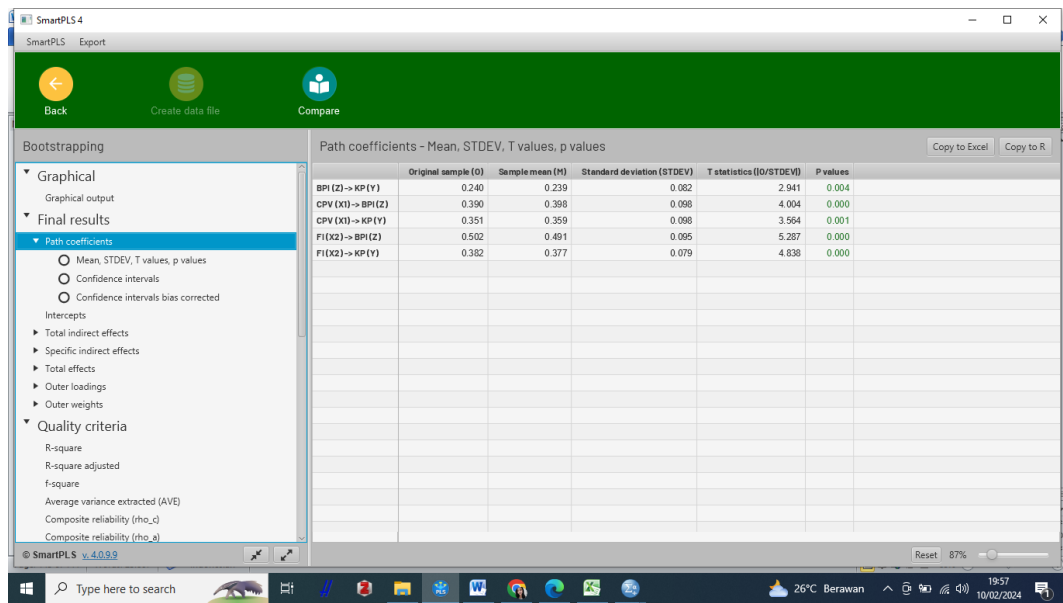
	BPI (Z)	CPV (X1)	FI (X2)	KP (Y)
BPI (Z)	0.859			
CPV (X1)	0.832	0.740		
FI (X2)	0.845	0.880	0.746	
KP (Y)	0.855	0.887	0.894	0.851

SmartPLS v.4.0.9.9

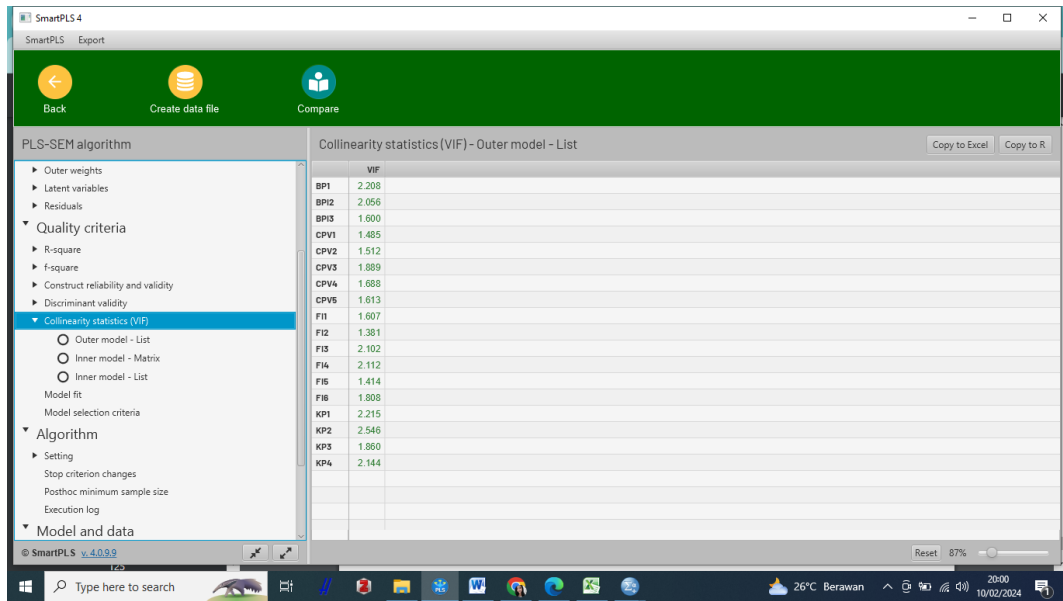
Reset 87%



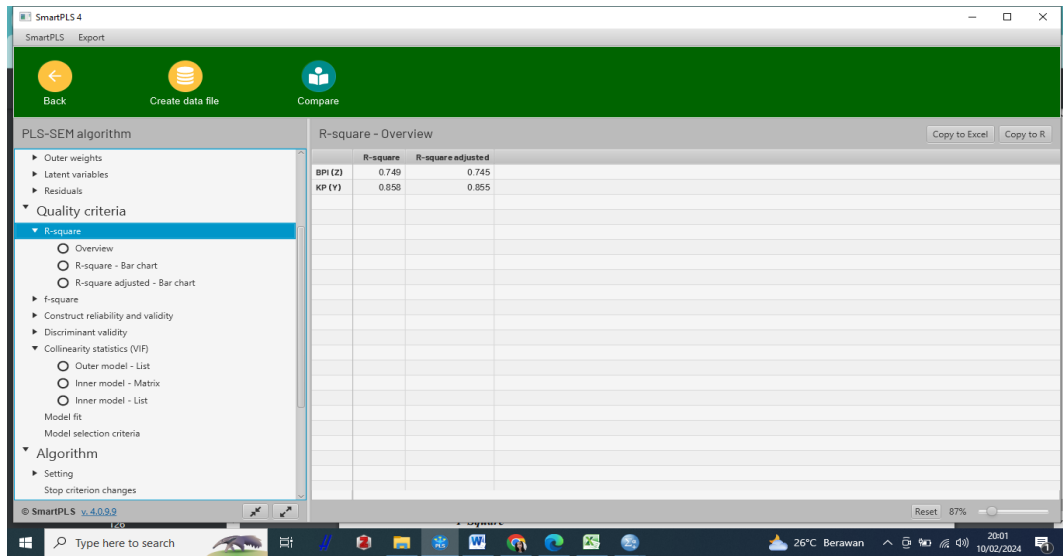
➤ **Path Coefficients**



➤ **Colinearity Statistics**



➤ **R Square and Adjusted R Square**



➤ **F Square**

