

Lampiran I

KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i
Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya:

Nama : Sintya Oktaviana

NPM : 1912110178

Sedang melakukan penelitian yang berjudul **“PENGARUH FEAR OF MISSING OUT (FOMO) DAN STORE ATMOSPHERE TERHADAP MINAT BELI KONSUMEN PADA KOPI NAKO LAMPUNG”** Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Juni 2023

Peneliti

Sintya Oktaviana

NPM. 1912110178

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.
4. Keterangan : SS (Sangat Setuju)
S (Setuju)
CS (Cukup Setuju)
TS (Tidak Setuju)
STS (Sangat Tidak Setuju)

IDENTITAS RESPONDEN

1. Nama(Dapat dikosongkan)

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia :

<input type="checkbox"/> a. 15 Tahun – 24 Tahun	<input type="checkbox"/> c. 35 Tahun – 44 Tahun
<input type="checkbox"/> b. 25 Tahun – 34 Tahun	<input type="checkbox"/> d. 45 Tahun – 54 Tahun

4. Pekerjaan :

<input type="checkbox"/> a. Pelajar	<input type="checkbox"/> c. Pegawai Negeri
<input type="checkbox"/> b. Mahasiswa	<input type="checkbox"/> d. Pegawai Swasta
<input type="checkbox"/> c. Wiraswasta	

DAFTAR PERNYATAAN

<i>Fear Of Missing Out (FOMO)</i>						
No	Pernyataan	STS	TS	CS	S	SS
<i>Ketakutan</i>						
1	Saya takut jika orang lain lebih dulu membeli produk Kopi Nako					
2	Saya takut jika orang lain memiliki pengalaman yang lebih berharga mengenai produk Kopi Nako					
<i>Kekhawatiran</i>						
3	Saya merasa khawatir jika saya melewatkan membeli produk di Kopi Nako					
4	Saya merasa khawatir jika orang lain lebih aktif dalam membeli produk di Kopi Nako					
<i>Adanya Kecemasan</i>						
5	Saya merasa cemas jika ketinggalan tren membeli produk di Kopi Nako					
6	Saya merasa cemas melihat orang lain di media sosial sedang berada di Kopi Nako					
<i>Store Atmosphere</i>						
No	Pernyataan	STS	TS	CS	S	SS
<i>Exterior</i>						
7	Kopi Nako memiliki desain bangunan yang menarik					
8	Kopi Nako memiliki tempat parkir yang luas					
<i>General Interior</i>						
9	Kopi Nako memiliki ruangan yang bersih					
10	Kopi Nako memiliki pencahayaan yang baik					
<i>Store Layout</i>						
11	Kopi Nako menata mebel dengan rapi					
12	Kopi Nako memiliki ruangan yang nyaman					
<i>Interior Displays</i>						
13	Posisi kasir Kopi Nako sangat terlihat jelas					
14	Posisi display menu Kopi Nako tersusun sesuai jenis produk					

<i>Minat Beli</i>						
No	Pernyataan	STS	TS	CS	S	SS
<i>Minat Transaksional</i>						
15	Saya berminat membeli produk Kopi Nako karena memiliki banyak varian menu					
16	Saya berminat membeli produk Kopi Nako karena memiliki tempat yang estetik					
<i>Minat Refrensial</i>						
17	Saya berminat merekomendasikan Kopi Nako kepada orang lain					
18	Saya berminat membagikan kesan positif Kopi Nako di media sosial pribadi					
<i>Minat Prefensial</i>						
19	Saya berminat membeli produk Kopi Nako karena memiliki kualitas terbaik					
20	Saya berminat membeli produk kopi Nako dibandingkan produk <i>Coffe Shop</i> lainnya					
<i>Minat Eksploratif</i>						
21	Saya mencari informasi terlebih dahulu sebelum membeli produk Kopi Nako					
22	Saya tertarik mengikuti aktivitas Kopi Nako di sosial media					

Lampiran II (Hasil Jawaban Responden)

No	F1	F2	F3	F4	F5	F6	Fear_Of_Missing_Out	S1	S2	S3	S4	S5	S6	S7	S8	Store_Atmosphere
1	4	4	5	5	4	4	26	3	2	3	4	4	5	2	3	26
2	5	4	5	5	4	2	25	2	2	2	4	2	5	2	2	21
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6	4	5	4	4	3	3	23	2	4	1	5	3	3	4	5	27
7	5	3	4	5	2	1	20	2	3	2	5	1	4	3	5	25
8	5	5	4	5	4	4	27	4	2	3	4	4	4	2	4	27
9	4	5	4	4	3	3	23	3	3	4	4	3	3	3	3	26
10	4	4	4	5	4	2	23	2	4	3	4	2	3	3	3	24
11	5	4	4	4	3	3	23	2	4	3	4	3	4	4	4	28
12	5	5	4	5	5	4	28	3	3	3	4	4	3	2	4	26
13	5	4	4	4	4	5	26	5	5	5	5	5	5	5	5	40
14	5	3	3	5	5	5	26	5	5	5	5	5	3	5	3	36
15	3	4	4	2	2	3	18	4	2	3	4	3	3	3	4	26
16	5	4	4	5	5	3	26	5	5	5	5	3	5	5	5	38
17	5	3	3	5	5	5	26	4	4	3	4	5	3	3	4	30
18	5	5	5	5	5	5	30	3	3	4	5	5	3	2	4	29
19	5	5	5	5	5	5	30	4	4	2	4	5	4	2	4	29
20	2	2	2	2	4	2	14	4	2	1	1	2	1	1	3	15
21	2	4	3	3	3	3	18	4	3	3	3	4	4	4	4	29
22	4	4	4	3	3	3	21	3	3	3	3	4	5	4	4	29
23	4	4	5	5	5	5	28	5	5	5	5	5	5	3	4	37
24	3	4	1	1	2	1	12	1	2	1	1	4	4	2	2	17
25	4	4	5	3	4	3	23	4	3	4	3	3	1	3	4	25
26	4	3	2	1	2	2	14	2	2	2	2	3	3	4	3	21
27	5	5	4	4	4	4	26	4	4	4	5	5	4	4	4	34
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29	5	5	5	4	5	4	28	4	3	4	5	5	4	5	4	34
30	5	3	4	4	4	4	24	5	5	4	5	5	5	5	4	38
31	4	4	3	2	3	2	18	4	2	4	4	3	3	3	2	25
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41	4	4	3	4	4	3	22	2	2	2	3	4	4	4	3	24
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87	3	3	4	4	4	3	21	3	4	3	2	3	3	4	2	24
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109	5	5	5	5	5	5	30	5	5	5	5	3	3	5	5	36
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No	M1	M2	M3	M4	M5	M6	M7	M8	Minat_Beli
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7	4	4	4	4	4	4	4	4	32
8	4	4	3	4	4	3	4	4	30
9	4	4	5	4	4	5	4	4	34
10	4	4	3	4	4	3	4	4	30
11	5	4	4	4	4	4	4	4	33
12	4	4	5	3	4	5	3	4	32
13	5	5	5	5	5	5	5	5	40
14	5	4	5	4	4	5	4	4	35
15	4	3	3	2	2	4	4	3	25
16	5	5	5	5	5	5	5	5	40
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22	4	4	4	4	4	4	4	4	32
23	5	5	5	5	5	5	5	5	40
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25	4	4	4	3	4	4	3	4	30
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27	5	5	4	5	5	4	5	5	38
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31	4	4	3	3	3	3	3	3	26
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107	5	4	5	5	4	5	5	4	37
108	5	5	5	5	5	5	5	5	40
109	5	5	5	5	5	5	5	5	40
110	3	5	5	5	4	5	5	4	36

Lampiran III (Hasil Uji Deskriptif)

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	78	70.9	70.9	70.9
Valid Perempuan	32	29.1	29.1	100.0
Total	110	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15 Tahun – 22 Tahun	57	51.8	51.8	51.8
Valid 23 Tahun – 28 Tahun	31	28.2	28.2	80.0
Valid 29 Tahun – 34 Tahun	9	8.2	8.2	88.2
Valid 35 Tahun – 40 Tahun	13	11.8	11.8	100.0
Total	110	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	44	40.0	40.0	40.0
Valid Pegawai Negeri	9	8.2	8.2	48.2
Valid Pegawai Swasta	19	17.3	17.3	65.5
Valid Pelajar	26	23.6	23.6	89.1
Valid Wiraswasta	12	10.9	10.9	100.0
Total	110	100.0	100.0	

F1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.9	.9	.9
Valid 2	4	3.6	3.6	4.5
Valid 3	22	20.0	20.0	24.5
Valid 4	39	35.5	35.5	60.0
Valid 5	44	40.0	40.0	100.0
Total	110	100.0	100.0	

F2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.8	1.8	1.8
Valid 3	13	11.8	11.8	13.6
Valid 4	45	40.9	40.9	54.5
Valid 5	50	45.5	45.5	100.0
Total	110	100.0	100.0	

F3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.9	.9	.9
2	7	6.4	6.4	7.3
3	37	33.6	33.6	40.9
4	42	38.2	38.2	79.1
5	23	20.9	20.9	100.0
Total	110	100.0	100.0	

F4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.8	1.8	1.8
2	8	7.3	7.3	9.1
3	32	29.1	29.1	38.2
4	37	33.6	33.6	71.8
5	31	28.2	28.2	100.0
Total	110	100.0	100.0	

F5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.9	.9	.9
2	9	8.2	8.2	9.1
3	27	24.5	24.5	33.6
4	43	39.1	39.1	72.7
5	30	27.3	27.3	100.0
Total	110	100.0	100.0	

F6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	3.6	3.6	3.6
2	15	13.6	13.6	17.3
3	37	33.6	33.6	50.9
4	36	32.7	32.7	83.6
5	18	16.4	16.4	100.0
Total	110	100.0	100.0	

S1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.9	.9	.9
2	18	16.4	16.4	17.3
3	39	35.5	35.5	52.7
4	38	34.5	34.5	87.3
5	14	12.7	12.7	100.0
Total	110	100.0	100.0	

S2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.6	3.6	3.6
2	34	30.9	30.9	34.5
3	42	38.2	38.2	72.7
4	16	14.5	14.5	87.3
5	14	12.7	12.7	100.0
Total	110	100.0	100.0	

S3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	5.5	5.5	5.5
2	16	14.5	14.5	20.0
3	42	38.2	38.2	58.2
4	35	31.8	31.8	90.0
5	11	10.0	10.0	100.0
Total	110	100.0	100.0	

S4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.7	2.7	2.7
2	19	17.3	17.3	20.0
3	36	32.7	32.7	52.7
4	31	28.2	28.2	80.9
5	21	19.1	19.1	100.0
Total	110	100.0	100.0	

S5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.9	.9	.9
2	8	7.3	7.3	8.2
3	33	30.0	30.0	38.2
4	43	39.1	39.1	77.3
5	25	22.7	22.7	100.0
Total	110	100.0	100.0	

S6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.8	1.8	1.8
2	9	8.2	8.2	10.0
3	32	29.1	29.1	39.1
4	39	35.5	35.5	74.5
5	28	25.5	25.5	100.0
Total	110	100.0	100.0	

S7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.9	.9	.9
2	13	11.8	11.8	12.7
3	32	29.1	29.1	41.8
Valid 4	37	33.6	33.6	75.5
5	27	24.5	24.5	100.0
Total	110	100.0	100.0	

S8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.8	1.8	1.8
2	12	10.9	10.9	12.7
3	36	32.7	32.7	45.5
Valid 4	41	37.3	37.3	82.7
5	19	17.3	17.3	100.0
Total	110	100.0	100.0	

M1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.9	.9	.9
3	11	10.0	10.0	10.9
Valid 4	46	41.8	41.8	52.7
5	52	47.3	47.3	100.0
Total	110	100.0	100.0	

M2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.8	1.8	1.8
3	17	15.5	15.5	17.3
Valid 4	49	44.5	44.5	61.8
5	42	38.2	38.2	100.0
Total	110	100.0	100.0	

M3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.8	1.8	1.8
2	7	6.4	6.4	8.2
3	34	30.9	30.9	39.1
Valid 4	33	30.0	30.0	69.1
5	34	30.9	30.9	100.0
Total	110	100.0	100.0	

M4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	2.7	2.7	2.7
3	32	29.1	29.1	31.8
Valid 4	47	42.7	42.7	74.5
5	28	25.5	25.5	100.0
Total	110	100.0	100.0	

M5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.8	1.8	1.8
3	20	18.2	18.2	20.0
Valid 4	49	44.5	44.5	64.5
5	39	35.5	35.5	100.0
Total	110	100.0	100.0	

M6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.8	1.8	1.8
2	7	6.4	6.4	8.2
Valid 3	32	29.1	29.1	37.3
4	34	30.9	30.9	68.2
5	35	31.8	31.8	100.0
Total	110	100.0	100.0	

M7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	2.7	2.7	2.7
3	32	29.1	29.1	31.8
Valid 4	48	43.6	43.6	75.5
5	27	24.5	24.5	100.0
Total	110	100.0	100.0	

M8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.8	1.8	1.8
3	21	19.1	19.1	20.9
Valid 4	52	47.3	47.3	68.2
5	35	31.8	31.8	100.0
Total	110	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		F1	F2	F3	F4	F5	F6	Fear_Of_Missing_Out
F1	Pearson Correlation	1	.251	.400*	.648**	.477**	.420*	.719**
	Sig. (2-tailed)		.180	.029	.000	.008	.021	.000
	N	30	30	30	30	30	30	30
F2	Pearson Correlation	.251	1	.507**	.312	.135	.290	.534**
	Sig. (2-tailed)	.180		.004	.094	.477	.120	.002
	N	30	30	30	30	30	30	30
F3	Pearson Correlation	.400*	.507**	1	.654**	.389*	.374*	.752**
	Sig. (2-tailed)	.029	.004		.000	.034	.042	.000
	N	30	30	30	30	30	30	30
F4	Pearson Correlation	.648**	.312	.654**	1	.654**	.451*	.859**
	Sig. (2-tailed)	.000	.094	.000		.000	.012	.000
	N	30	30	30	30	30	30	30
F5	Pearson Correlation	.477**	.135	.389*	.654**	1	.629**	.767**
	Sig. (2-tailed)	.008	.477	.034	.000		.000	.000
	N	30	30	30	30	30	30	30
F6	Pearson Correlation	.420*	.290	.374*	.451*	.629**	1	.743**
	Sig. (2-tailed)	.021	.120	.042	.012	.000		.000
	N	30	30	30	30	30	30	30
Fear_Of_Missing_Out	Pearson Correlation	.719**	.534**	.752**	.859**	.767**	.743**	1
	Sig. (2-tailed)	.000	.002	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Correlations

		S1	S2	S3	S4	S5	S6	S7	S8	Store_Atmosphere
S1	Pearson Correlation	1	.512**	.711**	.389*	.574**	.185	.386*	.360	.745**
	Sig. (2-tailed)		.004	.000	.034	.001	.327	.035	.051	.000
	N	30	30	30	30	30	30	30	30	30
S2	Pearson Correlation	.512**	1	.503**	.559**	.373*	.206	.605**	.411*	.740**
	Sig. (2-tailed)	.004		.005	.001	.042	.275	.000	.024	.000
	N	30	30	30	30	30	30	30	30	30
S3	Pearson Correlation	.711**	.503**	1	.617**	.541**	.386*	.529**	.316	.841**
	Sig. (2-tailed)	.000	.005		.000	.002	.035	.003	.088	.000
	N	30	30	30	30	30	30	30	30	30
S4	Pearson Correlation	.389*	.559**	.617**	1	.297	.412*	.447*	.580**	.763**
	Sig. (2-tailed)	.034	.001	.000		.111	.024	.013	.001	.000
	N	30	30	30	30	30	30	30	30	30
S5	Pearson Correlation	.574**	.373*	.541**	.297	1	.389*	.291	.069	.657**
	Sig. (2-tailed)	.001	.042	.002	.111		.033	.118	.716	.000
	N	30	30	30	30	30	30	30	30	30
S6	Pearson Correlation	.185	.206	.386*	.412*	.389*	1	.346	.113	.560**
	Sig. (2-tailed)	.327	.275	.035	.024	.033		.061	.552	.001
	N	30	30	30	30	30	30	30	30	30
S7	Pearson Correlation	.386*	.605**	.529**	.447*	.291	.346	1	.384*	.712**
	Sig. (2-tailed)	.035	.000	.003	.013	.118	.061		.036	.000
	N	30	30	30	30	30	30	30	30	30
S8	Pearson Correlation	.360	.411*	.316	.580**	.069	.113	.384*	1	.542**
	Sig. (2-tailed)	.051	.024	.088	.001	.716	.552	.036		.002
	N	30	30	30	30	30	30	30	30	30
Store Atmosphere	Pearson Correlation	.745**	.740**	.841**	.763**	.657**	.560**	.712**	.542**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.002	
	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).

Correlations

		M1	M2	M3	M4	M5	M6	M7	M8	Minat_Beli
M1	Pearson Correlation	1	.800**	.659**	.539**	.169	.657**	.593**	.554**	.752**
	Sig. (2-tailed)		.000	.000	.002	.373	.000	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30
M2	Pearson Correlation	.800**	1	.677**	.552**	.286	.641**	.503**	.552**	.760**
	Sig. (2-tailed)	.000		.000	.002	.125	.000	.005	.002	.000
	N	30	30	30	30	30	30	30	30	30
M3	Pearson Correlation	.659**	.677**	1	.611**	.444*	.980**	.611**	.716**	.877**
	Sig. (2-tailed)	.000	.000		.000	.014	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
M4	Pearson Correlation	.539**	.552**	.611**	1	.787**	.538**	.855**	.836**	.871**
	Sig. (2-tailed)	.002	.002	.000		.000	.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
M5	Pearson Correlation	.169	.286	.444*	.787**	1	.359	.594**	.737**	.670**
	Sig. (2-tailed)	.373	.125	.014	.000		.051	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
M6	Pearson Correlation	.657**	.641**	.980**	.538**	.359	1	.628**	.685**	.845**
	Sig. (2-tailed)	.000	.000	.000	.002	.051		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
M7	Pearson Correlation	.593**	.503**	.611**	.855**	.594**	.628**	1	.885**	.864**
	Sig. (2-tailed)	.001	.005	.000	.000	.001	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
M8	Pearson Correlation	.554**	.552**	.716**	.836**	.737**	.685**	.885**	1	.911**
	Sig. (2-tailed)	.001	.002	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Minat_Beli	Pearson Correlation	.752**	.760**	.877**	.871**	.670**	.845**	.864**	.911**	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).

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.827	6

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.849	8

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.930	8

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Fear_Of_Missing_Out	Store_Atmosphere	Minat_Beli
N		110	110	110
Normal Parameters ^{a,b}	Mean	23.19	27.90	32.25
	Std. Deviation	3.608	5.077	5.072
Most Extreme Differences	Absolute	.106	.123	.090
	Positive	.085	.123	.083
	Negative	-.106	-.085	-.090
Kolmogorov-Smirnov Z		1.114	1.294	.943
Asymp. Sig. (2-tailed)		.167	.070	.336

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Beli * Fear_Of_Missing_Out	(Combined)		1387.207	16	86.700	5.690	.000
	Between Groups	Linearity	1212.790	1	1212.790	79.588	.000
		Deviation from Linearity	174.417	15	11.628	.763	.714
	Within Groups		1417.166	93	15.238		
	Total		2804.373	109			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Beli * Store_Atmosphere	(Combined)		1233.773	22	56.081	3.106	.000
	Between Groups	Linearity	801.488	1	801.488	44.397	.000
		Deviation from Linearity	432.286	21	20.585	1.140	.325
	Within Groups		1570.599	87	18.053		
	Total		2804.373	109			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8.415	2.455		3.427	.001		
1 Fear_Of_Missing_Out	.733	.119	.522	6.186	.000	.691	1.446
Store_Atmosphere	.245	.084	.245	2.904	.004	.691	1.446

a. Dependent Variable: Minat_Beli

Lampiran IX(Hasil Uji Analisis Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Store_Atmosphere, Fear_Of_Missing_Out ^b	.	Enter

a. Dependent Variable: Minat_Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688 ^a	.474	.464	3.713

a. Predictors: (Constant), Store_Atmosphere, Fear_Of_Missing_Out

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.415	2.455		3.427	.001
	Fear_Of_Missing_Out	.733	.119	.522	6.186	.000
	Store_Atmosphere	.245	.084	.245	2.904	.004

a. Dependent Variable: Minat_Beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1329.081	2	664.540	48.198	.000 ^b
	Residual	1475.292	107	13.788		
	Total	2804.373	109			

a. Dependent Variable: Minat_Beli

b. Predictors: (Constant), Store_Atmosphere, Fear_Of_Missing_Out