

LAMPIRAN

Lampiran 1

Bandar Lampung, Juli 2023

Hal : **Permohonan Bantuan Pengisian Kuisisioner**

Kepada Yth :

Bapak/ Ibu

Di

Tempat

Dengan Hormat,

Bersama ini anda sampaikan bahwa anda bermaksud mengadakan penelitian di Bandar Lampung. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya. Konsentrasi Manajemen Pemasaran tentang **“Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Produk Fashion Pada Konsumen Shopee Di Bandar Lampung”**.

Sehubungan dengan maksud di atas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrument penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan jawaban tersebut tidak berpengaruh terhadap kondisi saudara. Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terimakasih.

Hormat Saya,

Muhammad Akmalul Huda
1912110355

KUESIONER

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :
Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Produk Fashion Pada Konsumen Shopee Di Bandar Lampung

Petunjuk pengisian :

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda (√) pada salah satu jawaban yang paling benar.
3. Pertanyaan / pernyataan harus dijawab semua

Keterangan :

- SS : Sangat Setuju : (5)**
S : Setuju : (4)
N : Natral : (3)
ST : Tidak Setuju : (2)
STS : Sangat Tidak Setuju : (1)

No. Res :

IDENTITAS RESPONDEN

1. Nama :

2. Umur :

3. Jenis Kelamin :

4. Pendidikan :

- | | | |
|-------------------------------|----------------------------------|-----------------------------|
| <input type="checkbox"/> SD | <input type="checkbox"/> Diploma | <input type="checkbox"/> S3 |
| <input type="checkbox"/> SMP | <input type="checkbox"/> S1 | |
| <input type="checkbox"/> SMA/ | <input type="checkbox"/> S2 | |

5. Pekerjaan :

- | | |
|---|--|
| <input type="checkbox"/> Karyawan Swasta | <input type="checkbox"/> Mahasiswa |
| <input type="checkbox"/> PNS | <input type="checkbox"/> Profesional (Dokter, Pengacara dll) |
| <input type="checkbox"/> Wiraswasta | <input type="checkbox"/> Karyawan BUMN |
| <input type="checkbox"/> Pelajar | <input type="checkbox"/> Pensiunan |
| <input type="checkbox"/> Ibu Rumah Tangga | <input type="checkbox"/> Petani/Pedagang |

6. Rata – Rata Pendapatan :

- < Rp. 2.000.000,-

- Rp. 2.000.000,- s/d Rp. 4.000.000,-
- Rp. 4.000.000,- s/d Rp. 6.000.000,-
- Rp. 6.000.000,- s/d Rp. 8.000.000,-
- >Rp. 10.000.000,-

No	Pertanyaan	Jawaban				
		SS	S	CS	TS	STS
Shopping Lifestyle						
Kegiatan						
1	Berbelanja di Shopee bisa menggunakan voucher discount.					
2	Berbelanja di Shopee proses transaksinya mudah					
Minat						
3	Membeli produk di shopee karena produknya yang kekinian.					
4	Membeli produk karena memiliki merk yang diminati					
Opini						
5	Selalu berpendapat baik mengenai fasilitas maupun fashion yang berkembang disini					
6	Membeli produk di shopee karena model produknya yang modern					
Fashion Involvement		SS	S	CS	TS	STS
Selalu memiliki satu atau lebih pakaian dengan model terbaru.						
1	Mempunyai satu atau lebih fashion dengan model yang terbaru (trend)					
2	Memiliki lebih dari satu model fashion yang saya beli di Shopee					
Salah satu aspek yang penting adalah berpakaian dengan baik.						
3	Lebih menyukai apabila model fashion yang saya gunakan berbeda dengan yang lain					
4	Gemar dengan fashion model terbaru di Shopee.					
Lebih mementingkan aspek fashion daripada kenyamanan						
5	Fashion adalah satu hal penting yang mendukung aktifitas saya					
6	Pakaian yang saya miliki menunjukkan					

	karakteristik saya					
<i>Impulse Buying</i>		SS	S	CS	TS	STS
<i>Spontaneity (spontanitas)</i>						
1	Mengunjungi halaman web site e-commerce shopee, membuat saya membeli produk fashion secara tiba-tiba tanpa terencana					
2	Membeli produk fashion di shopee meskipun tidak membutuhkannya					
<i>Power, compulsion, and intensity</i>						
3	Mendapat gairah dan dorongan membeli produk fashion di shopee ketika mendapat penawaran menarik model dan harga meskipun tidak ada niat untuk membeli sebelumnya					
4	Cenderung lebih mengetahui adanya fashion terbaru dibandingkan dengan orang lain					
<i>Excitement and simulation</i>						
5	Suka berbelanja pakaian melebihi anggaran yang sudah saya tentukan					
<i>Disregard for consequences</i>						
6	Melakukan pembelian terhadap produk fashion yang saya sukai.					

Lampiran 2

1. Karakteristik Responden

JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	43	43.0	43.0	43.0
Valid Perempuan	57	57.0	57.0	100.0
Total	100	100.0	100.0	

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20 tahun	39	39.0	39.0	39.0
21-30 tahun	46	46.0	46.0	85.0
31-40 tahun	15	15.0	15.0	100.0
Total	100	100.0	100.0	

PENDIDIKAN

	Frequency	Percent	Valid Percent	Cumulative Percent
SMA	14	14.0	14.0	14.0
Diploma	18	18.0	18.0	32.0
Valid S1	67	67.0	67.0	99.0
S2	1	1.0	1.0	100.0
Total	100	100.0	100.0	

PEKERJAAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Mahasiswa	33	33.0	33.0	33.0
Valid PNS	8	8.0	8.0	41.0
Karyawan Swasta	29	29.0	29.0	70.0
Wiraswasta	12	12.0	12.0	82.0

Profesional	3	3.0	3.0	85.0
Karyawan BUMN	1	1.0	1.0	86.0
Petani/Pedagang	7	7.0	7.0	93.0
Ibu Rumah Tangga	7	7.0	7.0	100.0
Total	100	100.0	100.0	

PENDAPATAN

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp 2.000.000	28	28.0	28.0	28.0
Rp. 2.000.000,- s/d Rp. 4.000.000	37	37.0	37.0	65.0
Rp. 4.000.000,- s/d Rp. 6.000.000	32	32.0	32.0	97.0
Rp. 6.000.000,- s/d Rp. 8.000.000	3	3.0	3.0	100.0
Total	100	100.0	100.0	

2. Jawaban Responden

SL1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	36	36.0	36.0	42.0
4	42	42.0	42.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

SL2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	33	33.0	33.0	40.0
4	48	48.0	48.0	88.0
5	12	12.0	12.0	100.0

Total	100	100.0	100.0
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SL3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	27	27.0	27.0	30.0
Valid 4	41	41.0	41.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

SL4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	31	31.0	31.0	35.0
Valid 4	33	33.0	33.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

SL5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	12	12.0	12.0	14.0
Valid 3	36	36.0	36.0	50.0
4	29	29.0	29.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

SL6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
Valid 3	25	25.0	25.0	32.0
4	43	43.0	43.0	75.0
5	25	25.0	25.0	100.0

Total	100	100.0	100.0
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F11

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	33	33.0	33.0	36.0
Valid 4	45	45.0	45.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

F12

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	30	30.0	30.0	35.0
Valid 4	46	46.0	46.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

F13

	Frequency	Percent	Valid Percent	Cumulative Percent
2	13	13.0	13.0	13.0
3	33	33.0	33.0	46.0
Valid 4	37	37.0	37.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

F14

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
Valid 3	36	36.0	36.0	42.0
4	48	48.0	48.0	90.0
5	10	10.0	10.0	100.0

Total	100	100.0	100.0
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F15

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	37	37.0	37.0	39.0
Valid 4	46	46.0	46.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

F16

	Frequency	Percent	Valid Percent	Cumulative Percent
3	21	21.0	21.0	21.0
Valid 4	53	53.0	53.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

IB1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	27	27.0	27.0	33.0
Valid 4	43	43.0	43.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

IB2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
3	32	32.0	32.0	40.0
Valid 4	42	42.0	42.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

IB3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	38	38.0	38.0	42.0
Valid 4	42	42.0	42.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

IB4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	40	40.0	40.0	42.0
Valid 4	42	42.0	42.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

IB5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	36	36.0	36.0	38.0
Valid 4	44	44.0	44.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

IB6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12.0	12.0	12.0
3	46	46.0	46.0	58.0
Valid 4	35	35.0	35.0	93.0
5	7	7.0	7.0	100.0
Total	100	100.0	100.0	

3. Uji Validitas

Correlations

		SL1	SL2	SL3	SL4	SL5	SL6	Shopping Lifestyle
SL1	Pearson Correlation	1	.299	.248	.280	.249	.242	.550**
	Sig. (2-tailed)		.108	.186	.134	.185	.197	.002
	N	30	30	30	30	30	30	30
SL2	Pearson Correlation	.299	1	.272	.341	.266	-.076	.492**
	Sig. (2-tailed)	.108		.146	.065	.156	.690	.006
	N	30	30	30	30	30	30	30
SL3	Pearson Correlation	.248	.272	1	.715**	.634**	.087	.800**
	Sig. (2-tailed)	.186	.146		.000	.000	.649	.000
	N	30	30	30	30	30	30	30
SL4	Pearson Correlation	.280	.341	.715**	1	.679**	.301	.870**
	Sig. (2-tailed)	.134	.065	.000		.000	.106	.000
	N	30	30	30	30	30	30	30
SL5	Pearson Correlation	.249	.266	.634**	.679**	1	.151	.794**
	Sig. (2-tailed)	.185	.156	.000	.000		.426	.000
	N	30	30	30	30	30	30	30
SL6	Pearson Correlation	.242	-.076	.087	.301	.151	1	.396*
	Sig. (2-tailed)	.197	.690	.649	.106	.426		.030
	N	30	30	30	30	30	30	30
Shopping Lifestyle	Pearson Correlation	.550**	.492**	.800**	.870**	.794**	.396*	1
	Sig. (2-tailed)	.002	.006	.000	.000	.000	.030	
	N	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

		F11	F12	F13	F14	F15	F16	Fashion Involvement
F11	Pearson Correlation	1	.163	.491**	.705**	.578**	.209	.788**
	Sig. (2-tailed)		.390	.006	.000	.001	.267	.000
	N	30	30	30	30	30	30	30
F12	Pearson Correlation	.163	1	-.031	.115	.279	.379*	.484**
	Sig. (2-tailed)	.390		.869	.546	.136	.039	.007
	N	30	30	30	30	30	30	30
F13	Pearson Correlation	.491**	-.031	1	.554**	.434*	.066	.670**

	Sig. (2-tailed)	.006	.869		.001	.016	.728	.000
	N	30	30	30	30	30	30	30
FI4	Pearson Correlation	.705**	.115	.554**	1	.714**	.043	.799**
	Sig. (2-tailed)	.000	.546	.001		.000	.823	.000
	N	30	30	30	30	30	30	30
FI5	Pearson Correlation	.578**	.279	.434*	.714**	1	.079	.784**
	Sig. (2-tailed)	.001	.136	.016	.000		.678	.000
	N	30	30	30	30	30	30	30
FI6	Pearson Correlation	.209	.379*	.066	.043	.079	1	.411*
	Sig. (2-tailed)	.267	.039	.728	.823	.678		.024
	N	30	30	30	30	30	30	30
Fashion Involvement	Pearson Correlation	.788**	.484**	.670**	.799**	.784**	.411*	1
	Sig. (2-tailed)	.000	.007	.000	.000	.000	.024	
	N	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

		IB1	IB2	IB3	IB4	IB5	IB6	Impulse Buying
IB1	Pearson Correlation	1	.130	.234	.155	.076	-.003	.443*
	Sig. (2-tailed)		.492	.214	.412	.692	.987	.014
	N	30	30	30	30	30	30	30
IB2	Pearson Correlation	.130	1	.144	.273	.105	-.329	.450*
	Sig. (2-tailed)	.492		.447	.145	.581	.076	.013
	N	30	30	30	30	30	30	30
IB3	Pearson Correlation	.234	.144	1	.463**	.414*	.154	.689**
	Sig. (2-tailed)	.214	.447		.010	.023	.416	.000
	N	30	30	30	30	30	30	30
IB4	Pearson Correlation	.155	.273	.463**	1	.361	-.070	.671**
	Sig. (2-tailed)	.412	.145	.010		.050	.712	.000
	N	30	30	30	30	30	30	30
IB5	Pearson Correlation	.076	.105	.414*	.361	1	-.170	.500**
	Sig. (2-tailed)	.692	.581	.023	.050		.370	.005
	N	30	30	30	30	30	30	30
IB6	Pearson Correlation	-.003	-.329	.154	-.070	-.170	1	.191
	Sig. (2-tailed)	.987	.076	.416	.712	.370		.312
	N	30	30	30	30	30	30	30

Impulse Buying	Pearson Correlation	.443*	.450*	.689**	.671**	.500**	.191	1
	Sig. (2-tailed)	.014	.013	.000	.000	.005	.312	
	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).

4. Uji Reliabilitas

- Shopping Lifestyle

Reliability Statistics

Cronbach's Alpha	N of Items
.766	7

- Fashion

Reliability Statistics

Cronbach's Alpha	N of Items
.761	7

- Impulse buying

Reliability Statistics

Cronbach's Alpha	N of Items
.668	7

5. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Shopping Lifestyle	Fashion Involvement	Impulse Buying
N		100	100	100
Normal Parameters ^{a,b}	Mean	22.63	22.58	21.97
	Std. Deviation	2.722	2.847	2.646
Most Extreme Differences	Absolute	.095	.121	.117

	Positive	.095	.121	.115
	Negative	-.085	-.112	-.117
Kolmogorov-Smirnov Z		.954	1.206	1.169
Asymp. Sig. (2-tailed)		.323	.109	.130

a. Test distribution is Normal.

b. Calculated from data.

6. Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			112.969	13	8.690	1.289	.236
Impulse Buying * Shopping Lifestyle	Between Groups	Linearity	20.931	1	20.931	3.104	.082
		Deviation from Linearity	92.038	12	7.670	1.137	.342
Within Groups			579.941	86	6.744		
Total			692.910	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			103.808	10	10.381	1.568	.129
Impulse Buying * Fashion Involvement	Between Groups	Linearity	55.877	1	55.877	8.442	.005
		Deviation from Linearity	47.930	9	5.326	.805	.613
Within Groups			589.102	89	6.619		
Total			692.910	99			

6. Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	1	(Constant)	11.416			3.019	3.781
	Shopping Lifestyle	.190	.093	.195	.044	.995	1.005

Fashion Involvement	.277	.089	.298	3.119	.002	.995	1.005
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a. Dependent Variable: Impulse Buying

7. Uji Regresi Linear Berganda

- Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344 ^a	.119	.100	2.509

a. Predictors: (Constant), Fashion Involvement, Shopping Lifestyle

- Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.416	3.019		3.781	.000
	Shopping Lifestyle	.190	.093	.195	2.044	.044
	Fashion Involvement	.277	.089	.298	3.119	.002

a. Dependent Variable: Impulse Buying

- Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.192	2	41.096	6.527	.002 ^b
	Residual	610.718	97	6.296		
	Total	692.910	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Fashion Involvement, Shopping Lifestyle

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