

Lampiran 1



ANGKET PENELITIAN (KUESONER)

INSTITUT INFORMATIKA DAN BISNIS DARMAJAYA

FAKULTAS EKONOMI DAN BISNIS

Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

KUESIONER

PENGARUH KERAGAMAN PRODUK DAN VISUAL

MERCHANDISING TERHADAP IMPULSE BUYING KONSUMEN

MINISO.

IDENTITAS PENELITIAN

Nama	: Indah Ramaiska
Tempat, tanggal lahir	: Pringsewu, 03 Januari 1997
Jenis Kelamin	: Perempuan
Agama	: Islam
Alamat rumah	: Jl. Terusan Imam Bonjol Km.12 No.16
Email	: Indahrama0301@gmail.com

LEMBAR KUESIONER

A. PENDAHULUAN

Kepada Yth,

Bapak/Ibu/Saudara/i

Dengan hormat,

Dalam rangka penyusunan skripsi guna memenuhi syarat untuk menyelesaikan studi S1 (Strata Satu) Manajemen di Institut Bisnis dan Informatika Darmajaya dengan judul skripsi “Pengaruh Keragaman Produk dan *Visual Merchandising* terhadap *Impulse Buying*” untuk itu, peneliti akan menyebarkan kuesioner dengan tujuan untuk memperoleh data dan informasi yang berkaitan dengan Keragaman Produk, *Visual Merchandising*, dan *Impulse Buying* konsumen MINISO Mall Kartini Bandar Lampung.

Oleh karena itu, peneliti mengharapkan ketersediaan Bapak/Ibu/Saudara/i untuk ikut berpartisipasi dalam pengisian kuesioner ini.

Atas ketersediaan dan partisipasinya dalam pengisian kuesioner ini, saya ucapkan terimakasih.

Hormat saya,

Indah Ramaiska

B. IDENTITAS RESPONDEN

Pilihlah salah satu jawaban pada setiap pertanyaan yang paling sesuai dengan keadaan Bapak/Ibu/Saudara/i. berikanlah tanda centang (√)

1. Nama :
2. Jenis Kelamin

Laki-laki

Perempuan

3. Umur

15-20 tahun 21-26 tahun 27-32 tahun

>33 tahun

4. Pekerjaan

Belum bekerja Pegawai Swasta Wiraswata

Mahasiswa/Pelajar Ibu Rumah Tangga Lainnya

C. Petunjuk Pengisian Kuesioner

1. Bacalah dengan seksama setiap pertanyaan dan alternative jawaban yang tersedia.
2. Pilihlah alternative jawaban yang paling sesuai menurut Bapak/Ibu/Saudara/i dan berikan tanda centang (√) pada jawaban tersebut.
3. Jika terjadi kesalahan dalam pengisian kuesioner tersebut coretlah dan ganti dengan jawaban yang menurut anda paling benar

Keterangan

SS : Sangat Setuju

S : Setuju

CS : Cukup Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

D. KUESINER PENELITIAN

Keragaman Produk	S	SS	CS	TS	STS
1. Di MINISO terdapat produk dengan berbagai ukuran.					
2. Di MINISO terdapat beragam jenis produk yang dapat di pilih oleh konsumen					
3. Terdapat berbagai jenis produk dengan bahan yang beragam					
4. Di MINISO terdapat banyak produk dengan desain yang beragam					
5. Di MINISO terdapat berbagai produk dengan kualitas yang beragam					
<i>Visual Merchandising</i>	S	S	CS	TS	STS
1. Di MINISO terdapat berbagai produk yang saling melengkapi (komplementer) di pajang saling berdekatan.					
2. Berbagai macam produk ada sesuai dengan kebutuhan konsumen.					
3. Terdapat banyak produk yang diletakan di display store MINISO.					
4. Terdapat banyak produk yang diletakan didekat meja kasir pada store MINISO					
5. Terdapat rak-rak yang memajang merchandise didepan store MINISO yang sudah terlihat dari kejauhan.					
6. Terdapat kecepatan dalam pendistribusian produk baru untuk menggantikan produk-produk yang habis di display toko MINISO.					
<i>Impulse Buying</i>	S		CS	TS	STS

		S			
1. Saya memutuskan pembelian di MINISO dikarenakan saya menyukai produk-produk MINISO.					
2. Saya memutuskan pembelian di MINISO dikarenakan barang tersebut saya butuhkan.					
3. Saya memutuskan membeli produk di MINISO karena saya menyukai produk tersebut walaupun saya tidak membutuhkannya					
4. Saya memutuskan pembelian di MINISO dikarenakan terdapat promosi atau penawaran-penawaran yang ada di MINISO.					

Lampiran 2. Tabulasi Variabel Keragaman Produk (X1)

No.	Pernyataan					Skor					
	KP1	KP2	KP3	KP4	KP5	KP1	KP2	KP3	KP4	KP5	X1
1	SS	SS	SS	SS	S	5	5	5	5	4	24
2	S	SS	S	S	S	4	5	4	4	4	21
3	S	S	S	S	S	4	4	4	4	4	20
4	S	S	S	S	S	4	4	4	4	4	20
5	SS	S	S	S	S	5	4	4	4	4	21
6	CS	SS	S	SS	S	3	5	4	5	4	21
7	S	SS	SS	SS	SS	4	5	5	5	5	24
8	S	SS	S	SS	S	4	5	4	5	4	22
9	S	SS	S	S	S	4	5	4	5	4	22
10	S	SS	S	SS	S	4	5	4	5	4	22
11	S	S	S	SS	CS	4	4	4	5	3	20
12	S	S	S	S	S	4	4	4	4	4	20
13	S	S	S	S	S	4	4	4	4	4	20
14	S	S	S	CS	CS	4	4	4	3	3	18
15	TS	CS	CS	S	CS	2	3	3	4	3	15
16	S	SS	CS	S	CS	4	5	3	4	3	19
17	S	S	CS	S	CS	4	4	2	2	3	15
18	S	SS	S	S	SS	4	5	4	4	5	22
19	SS	SS	S	SS	SS	5	5	4	5	5	24
20	S	SS	S	S	S	4	5	4	4	4	21
21	CS	CS	CS	CS	CS	3	3	3	3	3	15
22	S	SS	SS	S	CS	4	5	5	4	3	21
23	S	SS	S	SS	S	4	5	4	5	4	22
24	S	S	S	CS	CS	4	4	4	3	3	18
25	CS	S	SS	S	S	3	4	5	4	4	20
26	S	S	S	CS	S	4	4	4	3	4	19
27	SS	SS	S	SS	SS	5	5	4	5	5	24
28	S	SS	S	S	S	4	5	4	4	4	21
29	CS	S	S	S	CS	3	4	4	4	3	18
30	SS	SS	S	S	S	5	5	4	4	4	22
31	SS	S	S	CS	S	5	4	4	3	4	20
32	S	S	CS	S	S	4	4	3	4	4	19
33	SS	S	S	SS	S	5	4	4	5	4	22
34	CS	S	S	SS	S	3	4	4	5	4	20
35	S	CS	S	S	S	4	3	4	4	4	19
36	SS	S	S	CS	S	5	4	4	3	4	20

37	SS	S	S	CS	SS	5	4	4	3	5	21
38	S	S	S	S	SS	4	4	4	4	5	21
39	S	S	CS	SS	S	4	4	3	5	4	20
40	SS	SS	S	S	S	5	5	4	4	4	22
41	CS	S	S	S	SS	3	4	4	4	5	20
42	CS	SS	S	CS	S	3	5	4	3	4	19
43	SS	SS	S	SS	SS	5	5	4	3	4	21
44	SS	S	S	S	S	5	4	4	4	4	21
45	S	SS	S	S	S	4	5	4	4	4	21
46	S	SS	S	S	S	4	5	5	4	4	22
47	S	S	S	SS	S	4	4	4	5	4	21
48	S	S	CS	S	S	4	4	3	4	4	19
49	CS	S	S	CS	S	3	4	4	3	4	18
50	S	CS	S	SS	CS	4	3	4	5	3	19
51	S	S	S	S	SS	4	4	4	4	5	21
52	S	S	CS	CS	CS	4	4	3	3	3	17
53	S	CS	S	S	S	4	3	4	4	4	19
54	CS	S	S	CS	S	3	4	4	3	4	18
55	S	S	CS	CS	S	4	4	3	3	4	18
56	CS	S	SS	S	S	3	4	5	4	4	20
57	S	S	S	SS	SS	4	4	4	5	5	22
58	S	CS	S	S	CS	4	3	4	4	3	18
59	S	CS	SS	SS	S	4	3	5	5	4	21
60	S	SS	SS	SS	S	4	5	5	5	4	23
61	S	S	S	S	SS	4	4	4	4	5	21
62	SS	SS	CS	S	S	5	5	3	4	4	21
63	S	S	S	SS	SS	4	4	4	5	5	22
64	S	S	CS	CS	S	4	4	3	3	4	18
65	SS	SS	S	S	S	5	5	4	4	4	22
66	SS	S	S	SS	SS	5	4	4	5	5	23
67	S	SS	S	CS	S	4	5	4	3	4	20
68	SS	S	S	S	S	5	4	4	4	4	21
69	S	SS	S	SS	S	4	5	4	5	4	22
70	SS	SS	S	CS	CS	5	5	4	3	3	20
71	S	S	S	SS	S	4	4	4	5	4	21
72	SS	S	S	S	CS	5	4	4	4	3	20
73	S	CS	S	S	SS	4	3	4	4	5	20
74	S	S	S	S	SS	4	4	4	4	5	21
75	S	S	S	CS	S	4	4	4	3	4	19
76	SS	SS	S	S	S	5	5	4	4	4	22
77	S	SS	S	SS	CS	4	5	4	5	3	21
78	S	CS	S	S	CS	4	3	4	4	3	18
79	SS	S	S	SS	S	5	4	4	5	4	22

80	SS	S	S	SS	S	5	4	4	5	4	22
81	S	SS	S	S	SS	4	5	4	4	4	21
82	SS	SS	CS	SS	CS	5	5	3	4	3	20
83	S	S	CS	CS	CS	4	4	3	3	3	17
84	S	S	S	S	SS	4	4	4	4	5	21
85	SS	SS	S	S	CS	5	5	4	4	3	21
86	S	S	S	SS	S	4	4	4	5	4	21
87	SS	SS	S	CS	S	5	5	4	3	4	21
88	S	S	S	S	CS	4	4	4	4	3	19
89	SS	SS	CS	S	CS	5	5	3	4	3	20
90	S	S	SS	SS	S	4	4	5	5	4	22
91	S	CS	TS	CS	CS	4	3	2	3	3	15
92	SS	SS	S	S	S	5	5	4	4	4	22
93	S	SS	S	S	S	4	5	4	4	4	21
94	SS	SS	S	S	S	5	5	4	4	4	22
95	S	S	SS	SS	S	4	4	5	5	4	22
96	S	S	CS	S	CS	4	4	3	4	3	18
97	SS	SS	S	SS	S	5	5	4	5	4	23
98	S	S	S	S	S	4	4	4	4	4	20
99	S	SS	SS	SS	S	4	5	5	5	4	23
100	S	SS	CS	CS	S	4	5	3	3	4	19
101	CS	CS	CS	S	S	3	3	3	4	4	17
102	S	S	CS	S	CS	4	4	5	4	3	20
103	S	S	S	SS	SS	4	4	4	5	5	22
104	S	CS	CS	S	S	4	3	3	4	4	18
105	S	SS	S	S	S	4	5	4	4	4	21
106	SS	SS	SS	S	SS	5	5	5	4	5	24
107	S	S	SS	S	SS	4	4	5	4	5	22
108	S	SS	S	S	S	4	5	4	4	4	21
109	SS	SS	S	S	S	5	5	4	4	4	22
110	CS	CS	CS	S	S	3	3	3	4	4	17
111	S	S	CS	CS	S	4	4	3	3	4	18
112	S	S	CS	S	S	4	4	3	4	4	19
113	S	SS	S	S	S	4	5	4	4	4	21
114	SS	SS	S	S	S	5	5	4	4	4	22
115	S	SS	SS	SS	S	4	4	5	5	4	22
116	S	SS	S	S	CS	4	5	4	4	3	20
117	CS	CS	CS	S	S	3	3	3	4	4	17
118	S	S	S	S	CS	4	4	4	4	3	19
119	SS	SS	S	S	S	5	5	4	4	4	22
120	S	S	CS	S	CS	4	4	3	4	3	18

Lampiran 3. Tabulasi Variabel *Visual Merchandising* (X2)

No.	Pernyataan						Skor						
	VM1	VM2	VM3	VM4	VM5	VM6	VM1	VM2	VM3	VM4	VM5	VM6	X2
1	S	TS	S	S	SS	S	4	2	4	4	5	4	23
2	S	TS	CS	CS	S	TS	4	2	3	3	4	2	18
3	S	CS	S	CS	CS	CS	4	3	4	3	3	3	20
4	S	TS	S	S	SS	SS	4	2	4	4	5	5	24
5	SS	STS	CS	S	SS	TS	5	1	3	4	5	2	20
6	S	STS	S	S	S	CS	4	1	4	4	4	3	20
7	CS	TS	CS	S	SS	STS	3	2	3	4	5	1	18
8	CS	CS	S	S	CS	TS	3	3	4	4	3	2	19
9	CS	CS	S	S	SS	TS	3	3	4	4	5	2	21
10	CS	STS	S	S	CS	CS	3	4	4	4	3	3	21
11	CS	CS	CS	CS	S	S	3	3	3	3	4	4	20
12	S	CS	S	S	S	TS	4	3	4	4	4	2	21
13	S	S	S	S	S	S	4	4	4	4	4	4	24
14	CS	S	S	S	SS	S	3	4	4	4	5	4	24
15	S	CS	CS	CS	S	CS	4	3	3	3	4	3	20
16	CS	S	T	SS	S	S	3	4	2	5	4	4	22
17	TS	TS	STS	T	CS	STS	2	2	1	2	3	1	11
18	S	S	CS	S	CS	CS	4	4	3	4	3	3	21
19	S	CS	S	S	CS	S	4	3	4	4	3	4	22
20	SS	TS	S	S	S	S	5	2	4	4	4	4	23
21	CS	STS	S	CS	CS	S	3	1	4	3	3	4	18
22	CS	TS	TS	TS	CS	TS	3	2	2	2	3	2	14
23	SS	TS	S	S	S	CS	5	3	4	4	4	3	23
24	SS	TS	S	CS	S	S	5	2	4	3	4	4	22
25	CS	TS	S	S	S	S	3	2	4	4	4	4	21
26	CS	TS	SS	S	S	S	3	2	5	4	4	4	22
27	S	TS	SS	S	SS	S	4	2	5	4	5	4	24
28	S	TS	SS	SS	SS	S	4	2	5	5	5	4	25
29	CS	S	S	S	SS	S	3	4	4	4	5	4	24
30	S	S	S	S	SS	S	4	4	4	4	5	4	25
31	S	S	S	S	SS	CS	4	4	4	4	5	3	24
32	SS	S	S	S	SS	S	5	4	4	4	5	4	26
33	SS	SS	SS	S	SS	S	5	5	5	4	5	4	28
34	CS	CS	S	S	SS	CS	3	3	4	4	5	3	22
35	CS	S	S	S	SS	CS	3	4	4	4	5	3	23

36	S	S	SS	S	SS	S	4	4	5	4	5	4	26
37	SS	STS	SS	S	S	S	5	1	5	4	4	4	23
38	S	TS	SS	SS	SS	S	4	2	5	5	5	4	25
39	SS	CS	S	S	SS	S	5	3	4	4	5	4	25
40	SS	CS	S	S	SS	S	5	3	4	5	5	4	26
41	CS	S	S	S	SS	CS	3	4	4	4	5	3	23
42	S	CS	S	S	SS	CS	4	3	4	3	5	3	22
43	CS	S	S	S	SS	CS	3	4	4	5	5	3	24
44	S	S	S	S	SS	S	4	4	4	4	5	4	25
45	S	S	S	S	SS	CS	4	4	4	4	5	3	24
46	SS	CS	S	S	S	S	5	3	4	4	4	4	24
47	S	SS	S	S	S	CS	4	5	4	5	4	3	25
48	SS	CS	S	S	S	S	5	3	4	4	4	4	24
49	S	CS	S	S	SS	CS	4	3	4	4	5	3	23
50	S	SS	S	S	SS	S	4	5	4	4	5	4	26
51	SS	S	SS	SS	S	CS	5	4	5	4	4	3	25
52	S	CS	S	S	S	TS	4	3	4	3	4	2	20
53	CS	S	SS	SS	S	CS	3	4	5	3	4	3	22
54	CS	CS	S	S	S	CS	3	3	4	4	4	3	21
55	S	CS	S	S	SS	CS	4	3	4	3	5	3	22
56	CS	CS	S	S	SS	CS	3	3	4	4	5	3	22
57	SS	SS	S	S	S	CS	5	5	4	4	4	3	25
58	CS	CS	S	S	S	TS	3	3	4	3	4	2	19
59	S	CS	CS	CS	SS	CS	4	3	3	3	5	3	21
60	SS	S	S	S	SS	S	5	4	4	4	5	4	26
61	S	S	S	S	SS	S	4	4	4	4	5	4	25
62	S	SS	S	SS	SS	S	4	5	4	5	5	4	27
63	CS	S	S	S	SS	CS	3	4	4	4	5	3	23
64	S	CS	S	S	S	CS	4	3	4	4	4	3	22
65	CS	S	S	SS	SS	CS	3	4	4	5	5	3	24
66	S	S	S	S	SS	CS	4	4	4	4	5	3	24
67	SS	SS	S	S	SS	S	5	5	4	4	5	4	27
68	S	S	CS	S	SS	CS	4	4	3	4	5	3	23
69	SS	S	S	CS	S	CS	5	4	4	3	4	3	23
70	S	S	SS	S	SS	CS	4	4	5	4	5	3	25
71	SS	S	S	S	S	CS	5	4	4	4	4	3	24
72	CS	CS	SS	S	S	CS	3	3	5	4	4	3	22
73	CS	S	S	S	SS	S	3	4	4	4	5	4	24
74	S	SS	S	S	SS	CS	4	5	4	4	5	3	25
75	SS	SS	S	S	SS	CS	5	5	4	4	5	3	26
76	SS	S	SS	SS	SS	CS	5	4	5	5	5	3	27
77	S	S	S	SS	SS	TS	4	4	4	5	5	2	24
78	CS	CS	S	S	S	CS	3	3	4	4	4	3	21

79	CS	CS	S	CS	S	CS	3	3	4	3	4	3	20
80	S	S	S	CS	S	S	4	4	4	4	4	4	24
81	SS	SS	S	CS	CS	CS	5	5	4	3	3	3	23
82	S	CS	S	CS	CS	CS	4	3	4	3	3	3	20
83	CS	CS	S	CS	S	CS	3	3	4	3	4	3	20
84	S	CS	S	S	S	CS	4	3	4	4	4	3	22
85	CS	S	S	S	SS	S	3	4	4	4	5	4	24
86	S	S	S	CS	SS	CS	4	4	4	3	5	3	23
87	SS	S	S	S	S	S	5	4	4	4	4	4	25
88	S	S	S	S	S	CS	4	4	4	4	4	3	23
89	CS	S	CS	S	S	S	3	4	3	4	4	4	22
90	S	SS	S	S	S	CS	4	5	4	4	4	3	24
91	CS	CS	S	CS	S	CS	3	3	4	3	4	3	20
92	S	S	S	CS	S	CS	4	4	4	3	4	3	22
93	S	S	S	CS	S	S	4	4	4	3	4	4	23
94	S	CS	S	S	SS	CS	4	3	4	4	5	3	23
95	S	SS	S	CS	SS	CS	4	5	4	3	5	3	24
96	S	S	S	S	S	S	4	4	4	4	4	4	24
97	SS	SS	S	S	S	CS	5	5	4	4	4	3	25
98	S	SS	S	S	SS	CS	4	5	4	4	5	3	25
99	S	S	S	CS	S	S	4	4	4	3	4	4	23
100	CS	S	S	CS	S	CS	3	4	4	3	4	3	21
101	CS	S	S	S	SS	S	3	4	4	4	5	4	24
102	CS	S	S	CS	SS	CS	3	4	4	4	5	3	23
103	S	S	S	CS	SS	S	4	4	4	3	5	4	24
104	CS	CS	S	CS	S	CS	3	3	4	3	4	3	20
105	S	S	S	S	SS	S	4	4	4	4	5	4	25
106	S	SS	S	CS	SS	CS	4	5	4	3	5	3	24
107	S	S	S	CS	S	CS	4	4	4	3	4	3	22
108	CS	S	S	S	SS	CS	3	4	4	4	5	3	23
109	S	S	S	CS	S	CS	4	4	4	3	4	3	22
110	CS	CS	S	CS	SS	CS	3	3	4	3	5	3	21
111	S	S	S	S	S	S	4	4	4	4	4	4	24
112	S	SS	S	S	SS	CS	4	5	4	4	5	3	25
113	CS	S	S	CS	S	S	3	4	4	3	4	4	22
114	S	CS	S	CS	CS	CS	4	3	4	4	3	3	21
115	S	SS	CS	CS	S	S	4	5	3	3	4	4	23
116	CS	CS	S	CS	S	CS	3	3	4	3	4	3	20
117	S	SS	S	S	S	S	4	5	4	4	4	4	25
118	CS	S	S	S	S	CS	3	4	4	4	4	3	22
119	S	SS	S	S	SS	CS	4	5	4	4	5	3	25
120	CS	CS	CS	CS	S	CS	3	3	3	3	4	3	19

Lampiran 4. Tabulasi *Impulse Buying* (Y)

No.	Pernyataan				Skor				
	IB1	IB2	IB3	IB4	IB1	IB2	IB3	IB4	Y
1	CS	TS	TS	TS	3	2	2	2	9
2	CS	CS	S	CS	3	3	4	3	13
3	S	S	CS	CS	4	4	3	3	14
4	S	S	SS	S	4	4	5	4	17
5	SS	S	S	CS	5	4	4	3	16
6	SS	SS	SS	S	5	5	5	4	19
7	SS	CS	SS	S	5	3	5	4	17
8	S	S	SS	S	4	4	5	4	17
9	SS	S	STS	CS	5	4	1	3	13
10	S	CS	S	S	4	3	4	4	15
11	SS	SS	CS	S	5	5	3	4	17
12	SS	S	S	S	5	4	4	4	17
13	SS	S	S	S	5	4	4	4	17
14	SS	S	CS	TS	5	4	3	2	14
15	TS	S	STS	TS	2	4	1	2	9
16	STS	CS	TS	CS	1	3	2	3	9
17	TS	CS	SS	CS	2	3	5	3	13
18	S	S	S	S	4	4	4	4	16
19	S	S	S	S	4	4	4	4	16
20	SS	S	S	S	5	4	4	4	17
21	S	S	TS	CS	4	4	2	3	13
22	SS	SS	S	SS	5	5	4	5	19
23	SS	SS	S	S	5	5	4	4	18
24	S	S	S	CS	4	4	4	3	15
25	CS	S	CS	CS	3	4	3	3	13
26	S	S	S	CS	4	4	4	3	15
27	SS	S	S	CS	5	4	4	3	16
28	SS	S	SS	CS	5	4	5	3	17
29	STS	S	TS	CS	1	4	2	3	10
30	SS	SS	S	CS	5	5	4	3	17
31	S	SS	S	TS	4	5	4	2	15
32	SS	S	S	CS	5	4	4	3	16
33	SS	S	S	TS	5	4	4	2	15
34	S	S	S	CS	4	4	4	3	15
35	TS	S	TS	TS	2	4	2	2	10

36	S	SS	S	CS	4	5	4	3	16
37	S	S	S	CS	4	4	4	3	15
38	S	S	SS	S	4	4	5	4	17
39	SS	S	S	CS	5	4	4	3	16
40	SS	S	S	S	5	4	4	4	17
41	S	CS	SS	CS	4	3	5	3	15
42	CS	S	S	CS	3	4	4	3	14
43	SS	CS	S	CS	5	3	4	3	15
44	S	CS	S	TS	4	3	4	2	13
45	TS	S	CS	STS	2	4	3	1	10
46	S	CS	S	TS	4	3	4	2	13
47	SS	CS	S	CS	5	3	4	3	15
48	S	S	SS	CS	4	4	5	3	16
49	S	SS	SS	CS	4	5	5	3	17
50	S	S	SS	TS	4	4	5	2	15
51	SS	CS	S	TS	5	3	4	2	14
52	S	S	SS	STS	4	4	5	1	14
53	SS	S	S	TS	5	4	4	2	15
54	S	CS	S	STS	4	3	4	1	12
55	S	TS	S	TS	4	2	4	2	12
56	STS	S	TS	TS	1	4	2	2	9
57	S	CS	S	CS	4	3	4	3	14
58	TS	CS	TS	STS	2	3	2	1	8
59	CS	S	TS	TS	3	4	2	2	11
60	SS	S	SS	CS	5	4	5	3	17
61	S	S	S	CS	4	4	4	3	15
62	S	CS	S	TS	4	3	4	2	13
63	S	CS	S	STS	4	3	4	1	12
64	SS	CS	S	CS	5	3	4	3	15
65	S	S	S	CS	4	4	4	3	15
66	S	CS	S	TS	4	3	4	2	13
67	SS	S	SS	TS	5	4	5	2	16
68	S	CS	SS	CS	4	3	5	3	15
69	S	SS	S	CS	4	5	4	3	16
70	S	S	SS	CS	4	4	5	3	16
71	S	CS	S	TS	4	3	4	2	13
72	CS	CS	CS	TS	3	3	3	2	11
73	S	CS	S	CS	4	3	4	3	14
74	S	S	S	TS	4	4	4	2	14
75	S	CS	SS	CS	4	3	5	3	15
76	SS	CS	SS	CS	5	3	5	3	16
77	S	S	S	TS	4	4	4	2	14
78	TS	CS	CS	TS	2	3	3	2	10

79	TS	S	CS	STS	2	4	3	1	10
80	S	S	SS	CS	4	4	5	3	16
81	S	S	S	TS	4	4	4	2	14
82	S	CS	S	CS	4	3	4	3	14
83	TS	CS	CS	TS	2	3	3	2	10
84	SS	S	SS	TS	5	4	5	2	16
85	S	S	S	CS	4	4	4	3	15
86	CS	CS	SS	CS	3	3	5	3	14
87	S	S	SS	CS	4	4	5	3	16
88	S	CS	S	CS	4	3	4	3	14
89	S	S	S	CS	4	4	4	3	15
90	SS	CS	SS	TS	5	3	5	2	15
91	TS	CS	TS	TS	2	3	2	2	9
92	S	S	S	CS	4	4	4	3	15
93	S	CS	SS	CS	4	3	5	3	15
94	S	CS	S	TS	4	3	4	2	13
95	SS	CS	SS	CS	5	3	5	3	16
96	SS	CS	SS	TS	5	3	5	2	15
97	S	S	S	CS	4	4	4	3	15
98	S	CS	S	TS	4	3	4	2	13
99	S	S	S	CS	4	4	4	3	15
100	S	CS	S	TS	4	3	4	2	13
101	CS	CS	S	CS	3	3	4	3	13
102	S	S	S	STS	4	4	4	1	13
103	S	CS	SS	TS	4	3	5	2	14
104	TS	CS	TS	TS	2	3	2	2	9
105	S	CS	S	CS	4	3	4	3	14
106	S	S	S	CS	4	4	4	3	15
107	SS	S	SS	TS	5	4	5	2	16
108	S	CS	C	TS	4	3	4	2	13
109	S	CS	SS	CS	4	3	5	3	15
110	TS	CS	TS	TS	2	3	2	2	9
111	S	S	S	TS	4	4	4	2	14
112	S	CS	S	TS	4	3	4	2	13
113	S	S	S	TS	4	4	4	2	14
114	S	CS	C	CS	4	3	3	3	13
115	CS	CS	C	TS	3	3	3	2	11
116	S	CS	C	TS	4	3	3	2	12
117	S	CS	S	STS	4	3	4	1	12
118	SS	CS	SS	TS	5	3	5	2	15
119	S	CS	S	TS	4	3	4	2	13
120	TS	S	TS	TS	2	4	2	2	10

Lampiran 5. Karakteristik Responden

Statistics

Jenis Kelamin

N	Valid	120
	Missing	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	16.7	16.7	16.7
	2	100	83.3	83.3	100.0
	Total	120	100.0	100.0	

Statistics

Usia

	Valid	120
	Missing	0

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	46	38,3	38,3	38,3
	21-26	46	38,3	38,3	76,7
	27-32	15	12,5	12,5	89,2
	>33	13	10,8	10,8	100,0
	Total	120	100,0	100,0	

Statistics

Pekerjaan

N	Valid	120
	Missing	0

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
2	18	15,0	15,0	15,0
3	10	8,3	8,3	23,3
Valid 4	73	60,8	60,8	84,2
5	13	10,8	10,8	95,0
6	6	5,0	5,0	100,0
Total	120	100,0	100,0	

Lampiran 6. Hasil Jawaban Responden

Variabel Keragaman Produk

Statistics

		KP1	KP2	KP3	KP4	KP5
N	Valid	120	120	120	120	120
	Missing	0	0	0	0	0
Mean		4.14	4.28	3.91	4.07	3.93
Std. Error of Mean		.057	.061	.056	.063	.056
Std. Deviation		.626	.663	.608	.695	.610

Frequency Table

KP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	13	10.8	10.8	11.7
	4	74	61.7	61.7	73.3
	5	32	26.7	26.7	100.0
	Total	120	100.0	100.0	

KP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	11.7	11.7	11.7
	4	58	48.3	48.3	60.0
	5	48	40.0	40.0	100.0
	Total	120	100.0	100.0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	1.7	1.7
	3	22	18.3	18.3	20.0
	4	81	67.5	67.5	87.5
	5	15	12.5	12.5	100.0
	Total	120	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.8	.8	.8
3	22	18.3	18.3	19.2
4	65	54.2	54.2	73.3
5	32	26.7	26.7	100.0
Total	120	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	27	22.5	22.5	22.5
4	75	62.5	62.5	85.0
5	18	15.0	15.0	100.0
Total	120	100.0	100.0	

Variabel *Visual Merchandising*

Frequencies**Statistics**

	VM1	VM2	VM3	VM4	VM5	VM6
N Valid	120	120	120	120	120	120
Missing	0	0	0	0	0	0
Mean	3.83	3.54	3.95	3.77	4.38	3.28
Std. Error of Mean	.066	.090	.053	.056	.059	.063
Std. Deviation	.726	.986	.578	.618	.651	.688

Frequency Table**VM1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.8	.8	.8
3	40	33.3	33.3	34.2
4	57	47.5	47.5	81.7
5	22	18.3	18.3	100.0
Total	120	100.0	100.0	

VM2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.3	3.3	3.3
2	13	10.8	10.8	14.2
3	35	29.2	29.2	43.3
4	50	41.7	41.7	85.0
5	18	15.0	15.0	100.0
Total	120	100.0	100.0	

VM3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	2	1.7	1.7	2.5
3	11	9.2	9.2	11.7
4	94	78.3	78.3	90.0
5	12	10.0	10.0	100.0
Total	120	100.0	100.0	

VM4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.7	1.7	1.7
3	34	28.3	28.3	30.0
4	74	61.7	61.7	91.7
5	10	8.3	8.3	100.0
Total	120	100.0	100.0	

VM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	9.2	9.2	9.2
	4	52	43.3	43.3	52.5
	5	57	47.5	47.5	100.0
	Total	120	100.0	100.0	

VM6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.7	1.7	1.7
	2	9	7.5	7.5	9.2
	3	63	52.5	52.5	61.7
	4	45	37.5	37.5	99.2
	5	1	.8	.8	100.0
	Total	120	100.0	100.0	

*Impulse Buying***Frequencies****Statistics**

		IB1	IB2	IB3	IB4
N	Valid	120	120	120	120
	Missing	0	0	0	0
Mean		3.92	3.62	3.90	2.63
Std. Error of Mean		.090	.059	.086	.074
Std. Deviation		.984	.651	.947	.809

Frequency Table**IB1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.5	2.5	2.5
	2	12	10.0	10.0	12.5
	3	9	7.5	7.5	20.0
	4	64	53.3	53.3	73.3
	5	32	26.7	26.7	100.0
	Total	120	100.0	100.0	

IB2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.7	1.7	1.7
3	51	42.5	42.5	44.2
4	58	48.3	48.3	92.5
5	9	7.5	7.5	100.0
Total	120	100.0	100.0	

IB3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	12	10.0	10.0	11.7
3	12	10.0	10.0	21.7
4	64	53.3	53.3	75.0
5	30	25.0	25.0	100.0
Total	120	100.0	100.0	

IB4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	8	6.7	6.7	6.7
2	44	36.7	36.7	43.3
3	53	44.2	44.2	87.5
4	14	11.7	11.7	99.2
5	1	.8	.8	100.0
Total	120	100.0	100.0	

Lampiran 7. Uji Persyaratan Instrumen Validitas

Keragaman Produk

Correlations

		KP1	KP2	KP3	KP4	KP5	TOTAL_SKO R
KP1	Pearson Correlation	1	.530**	.249	.208	.464**	.651**
	Sig. (2-tailed)		.003	.185	.270	.010	.000
	N	30	30	30	30	30	30
KP2	Pearson Correlation	.530**	1	.398*	.575**	.536**	.814**
	Sig. (2-tailed)	.003		.029	.001	.002	.000
	N	30	30	30	30	30	30
KP3	Pearson Correlation	.249	.398*	1	.515**	.418*	.685**
	Sig. (2-tailed)	.185	.029		.004	.021	.000
	N	30	30	30	30	30	30
KP4	Pearson Correlation	.208	.575**	.515**	1	.526**	.779**
	Sig. (2-tailed)	.270	.001	.004		.003	.000
	N	30	30	30	30	30	30
KP5	Pearson Correlation	.464**	.536**	.418*	.526**	1	.789**
	Sig. (2-tailed)	.010	.002	.021	.003		.000
	N	30	30	30	30	30	30
TOTAL_SKOR	Pearson Correlation	.651**	.814**	.685**	.779**	.789**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

Visual Merchandising

Correlations

		VM1	VM2	VM3	VM4	VM5	VM6	TOTAL_SKOR
VM1	Pearson Correlation	1	-.121	.343	.219	.212	.233	.481**
	Sig. (2-tailed)		.523	.064	.244	.260	.215	.007
	N	30	30	30	30	30	30	30
VM2	Pearson Correlation	-.121	1	-.026	.253	-.056	.152	.376*
	Sig. (2-tailed)	.523		.891	.178	.770	.424	.040
	N	30	30	30	30	30	30	30
VM3	Pearson Correlation	.343	-.026	1	.526**	.331	.538**	.738**
	Sig. (2-tailed)	.064	.891		.003	.074	.002	.000
	N	30	30	30	30	30	30	30
VM4	Pearson Correlation	.219	.253	.526**	1	.479**	.377*	.752**
	Sig. (2-tailed)	.244	.178	.003		.007	.040	.000
	N	30	30	30	30	30	30	30
VM5	Pearson Correlation	.212	-.056	.331	.479**	1	.234	.564**
	Sig. (2-tailed)	.260	.770	.074	.007		.214	.001
	N	30	30	30	30	30	30	30
VM6	Pearson Correlation	.233	.152	.538**	.377*	.234	1	.734**
	Sig. (2-tailed)	.215	.424	.002	.040	.214		.000
	N	30	30	30	30	30	30	30
TOTAL_SKOR	Pearson Correlation	.481**	.376*	.738**	.752**	.564**	.734**	1
	Sig. (2-tailed)	.007	.040	.000	.000	.001	.000	
	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).

Impulse Buying

Correlations

		IB1	IB2	IB3	IB4	TOTAL_SKOR
IB1	Pearson Correlation	1	.494**	.424*	.419*	.825**
	Sig. (2-tailed)		.005	.020	.021	.000
	N	30	30	30	30	30
IB2	Pearson Correlation	.494**	1	.137	.398*	.610**
	Sig. (2-tailed)	.005		.470	.029	.000
	N	30	30	30	30	30
IB3	Pearson Correlation	.424*	.137	1	.553**	.761**
	Sig. (2-tailed)	.020	.470		.002	.000
	N	30	30	30	30	30
IB4	Pearson Correlation	.419*	.398*	.553**	1	.753**
	Sig. (2-tailed)	.021	.029	.002		.000
	N	30	30	30	30	30
TOTAL_SKOR	Pearson Correlation	.825**	.610**	.761**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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 8. Uji Reabilitas

Keragaman Produk

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
.791	6

Visual Merchandising

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
.739	7

Impulse Buying

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
.790	5

Lampiran 9. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.16544993
Most Extreme Differences	Absolute	.080
	Positive	.048
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.055 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Lampiran 10. Uji Linieritas

Keragaman Produk

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Impulse Buying * Keragaman Produk	Between Groups	(Combined)	134.968	8	16.871	3.517	.001
		Linearity	103.954	1	103.954	21.669	.000
		Deviation from Linearity	31.014	7	4.431	.924	.491
	Within Groups		532.499	111	4.797		
Total			667.467	119			

Visual Merchandising

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Impulse Buying * Visual Merchandising	Between Groups	(Combined)	113.349	12	9.446	1.824	.053
		Linearity	29.414	1	29.414	5.680	.019
		Deviation from Linearity	83.936	11	7.631	1.473	.152
	Within Groups		554.117	107	5.179		
Total			667.467	119			

Lampiran 11. Analisis Regresi Linier Berganda

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Visual Merchandising, Keragaman Produk ^b		Enter

a. Dependent Variable: Impulse Buying

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.405 ^a	.164	.150	2.184

a. Predictors: (Constant), Visual Merchandising, Keragaman Produk

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.455	2	54.728	11.475	.000 ^b
	Residual	558.012	117	4.769		
	Total	667.467	119			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Visual Merchandising, Keragaman Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.928	2.447		1.196	.234
	Keragaman Produk	.446	.109	.365	4.097	.000
	Visual Merchandising	.091	.085	.096	1.074	.285

a. Dependent Variable: Impulse Buying

