LAMPIRAN

LAMPIRAN I
Kuisioner

KuisionerPenelitian :

“PENGARUH DIMENSI VISUAL MERCHANDISING

TERHADAP IMPULSE BUYING PADA GO-FOOD”

KepadaYth :

Bapak/Ibu/SaudaraResponden

Di Tempat

Sehubungandenganpenyusunannyaskripsisebagaisalahsatusyaratkelulusan program strata satu (S1) program studi manajemen fakultas ekonomi dan bisnis IIB Darmajaya, dengan ini :

Nama :WeniRahma Sari

Npm : 1612110276

Saat ini sedang melakukan penelitian yang berjudul “PengaruhDimensiVisual Merchandising Terhadap Impulse Buying Di Go-Food”.Oleh karena itu saya mohon kesediaan esponden untuk mengisi kuisioner yang telahdisediakan berdasarkan penilaian pribadi dengan jujur dan benar.

Atas ketersediaan waktu dan jawaban yang anda berikan, saya ucapkan terimakasih.

- Keterangan

OPP	: Online Product Presentation
WAD	: Web/Aplication Design
WAA	: Web/Aplication Advertising
IB	: Impulse Buying

- Identitas

Nama*	:	
Jeniskelamain*	: O perempuan	OLaki – Laki
Alamat*	:	
PendidikanTerakhir*	: OSD	OSMP
	OSMA/SMK	
	ODIPLOMA	OSARJANA
Usia*	: O17 – 25	O26 – 35
	O36 - 45	
Berapa kali anda belanja di Go-Food	: Olebihdari 3 kali	Okurangdari 3 kali

KuisionerUtama

- PetunjukPengisian

1. Bacalah dengan teliti dan pahami terlebih dahulu pernyataan yang diajukan
2. Jawablah masing – masing pernyataan sesuai penilaian pribadi masing – masing
3. Berilah tanda centang (√) pada salah satu kolom yang anda pilih dari pernyataan
4. Dengan ketentuan sudah pernah membeli di Gofood lebih dari 3 kali
5. Ketentuan skor :

Sangat Tidak setuju (STS)	: Skor 1
Tidak Setuju (TS)	: Skor 2
Netral (N)	: Skor 3
Setuju (S)	: Skor 4
Sangat Setuju (SS)	: Skor 5

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
*	**“VISUAL MERCHANDISING “ONLINE PRODUCT PRESENTATION (X1)”**					
1	Ketersediaan dan kelengkapan pilihan makanan/minuman di Go-Food mudah ditemukan					
2	Dengan fitur Go-Food memudahkan saya mencari tempatmakanan/minuman dengan variasi pilihan tempat yang saya inginkan					
3	Saya sangat suka kualitas gambar makanan/minuman yang ada di Go-Food					
4	Saya sangat senang dengan variasi pilihan menu makanan/minuman di Go-Food					
5	Penataan pilihan makanan/minumanyang jelas membuat suasana di Go-Food lebih menyenangkan saat memilih makanan/minuman yang akan dibeli					
6	Saya sangat suka dengan pembaharuan makanan/minuman yang ada di Gofood					
*	**VISUAL MERCHANDISING “WEB/APLICATION DESIGN (X2)”**					
1	Saya sangat suka membeli makanan/minuman di Gofood karena respon yang cepat					
2	Saya sangat suka dengan kejelasan warna pada gambar makanan/minuman yang ada di Gofood					
3	Saya menyukai fitur Gofood di aplikasiGojek karena lebih terpercaya					
4	Saya menyukai fitur Gofood di aplikasi Gojek karena tampilannya menarik perhatian					
*	**VISUAL MERCHANDISING “WEB/APLICATION ADVERTISING (X3)”**					
1	Saya melakukan pembelian secara tidak terencana di Go-Food karena adanya promosi yang ditawarkan					
2	Saya melakukan pembelian secara tidak terencana di Go-Food karena promosi yang ditawarkan sangat memuaskan					
3	Saya melakukan pembelian secara tidak terencana di Go-Food karena adanya promosi yang dibatasi dengan waktu					
4	Saya melakukan pembelian secara tidak terencana di Go-Food karena iklan yang terus – menerus muncul					
*	**“IMPULSE BUYINGB (Y)”**					
1	Saya sering membeli makanan/minuman di Go-Food secara spontan					

2	Saya sering membeli makanan/minuman tanpa berfikir panjang di fitur Go-Food					
3	Saya membeli makanan/minuman menurut perasaan saya					
4	Saya membeli makanan/minuman tidak memperdulikan akibat saya ingin produk yang saya lihat menarik					
5	Saya membeli saat ada penawaran menarik di Go-Food					
6	Saya melihat kemudian membeli, ini menggambarkan diri saya ketika berbelanja di Go-Food					

LAMPIRAN II

Karakteristik Responden

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	perempuan	71	71,0	71,0	71,0
	Laki - Laki	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 25	81	81,0	81,0	81,0
	26 - 35	17	17,0	17,0	98,0
	36 - 45	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA/SMK	67	67,0	67,0	67,0
	DIPLOMA	19	19,0	19,0	86,0
	SARJANA	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Responden Yang Membeli lebih dari 3 kali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lebih dari 3 kali	100	100,0	100,0	100,0

LAMPIRAN III
Jawaban Responden

1. Jawaban Responden Variabel X1(OPP)

OPP_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	15.0	15.0	15.0
	4	51	51.0	51.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

OPP_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	13.0	13.0	13.0
	4	40	40.0	40.0	53.0
	5	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

OPP_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	4	4.0	4.0	5.0
	3	25	25.0	25.0	30.0
	4	51	51.0	51.0	81.0
	5	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

OPP_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	15	15.0	15.0	16.0
	4	56	56.0	56.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

OPP_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	17	17.0	17.0	19.0
	4	51	51.0	51.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

OPP_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19.0	19.0	19.0
	4	46	46.0	46.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

2. Jawaban Responden Variabel X2 (WAD)

WAD_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	20	20.0	20.0	21.0
	4	46	46.0	46.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

WAD_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	3	3.0	3.0	4.0
	3	22	22.0	22.0	26.0
	4	52	52.0	52.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

WAD_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	3	13	13.0	13.0	16.0
	4	41	41.0	41.0	57.0
	5	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

WAD_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	19	19.0	19.0	21.0
	4	49	49.0	49.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

3. Jawaban Responden Variabel X3 (WAA)

WAA_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	20	20.0	20.0	22.0
	4	48	48.0	48.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

WAA_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	14	14.0	14.0	15.0
	4	51	51.0	51.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

WAA_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	3	3.0	3.0	5.0
	3	21	21.0	21.0	26.0
	4	48	48.0	48.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

WAA_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	5	5.0	5.0	7.0
	3	26	26.0	26.0	33.0
	4	41	41.0	41.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

4. Jawaban Responden Variabel X4 (IB)

IB_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	19	19.0	19.0	21.0
	4	46	46.0	46.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

IB_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	4	4.0	4.0	6.0
	3	21	21.0	21.0	27.0
	4	51	51.0	51.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

IB_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	3	3.0	3.0	4.0
	3	13	13.0	13.0	17.0
	4	41	41.0	41.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

IB_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	4	4.0	4.0	6.0
	3	28	28.0	28.0	34.0
	4	47	47.0	47.0	81.0
	5	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

IB_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	13	13.0	13.0	16.0
	4	55	55.0	55.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN IV
Uji Persyaratan Instrumen

1.) Uji Validitas

- Variabel X1 (OPP)

Correlations

		OPP_1	OPP_2	OPP_3	OPP_4	OPP_5	OPP_6	TOTAL_1
OPP_1	Pearson Correlation	1	.367*	.596**	.332*	.430**	.431**	.753**
	Sig. (1-tailed)		.023	.000	.037	.009	.009	.000
	N	30	30	30	30	30	30	30
OPP_2	Pearson Correlation	.367*	1	.260	.398*	.295	.369*	.624**
	Sig. (1-tailed)	.023		.083	.015	.057	.022	.000
	N	30	30	30	30	30	30	30
OPP_3	Pearson Correlation	.596**	.260	1	.451**	.367*	.470**	.765**
	Sig. (1-tailed)	.000	.083		.006	.023	.004	.000
	N	30	30	30	30	30	30	30
OPP_4	Pearson Correlation	.332*	.398*	.451**	1	.377*	.342*	.676**
	Sig. (1-tailed)	.037	.015	.006		.020	.032	.000
	N	30	30	30	30	30	30	30
OPP_5	Pearson Correlation	.430**	.295	.367*	.377*	1	.231	.651**
	Sig. (1-tailed)	.009	.057	.023	.020		.109	.000
	N	30	30	30	30	30	30	30
OPP_6	Pearson Correlation	.431**	.369*	.470**	.342*	.231	1	.702**
	Sig. (1-tailed)	.009	.022	.004	.032	.109		.000
	N	30	30	30	30	30	30	30
TOTAL_1	Pearson Correlation	.753**	.624**	.765**	.676**	.651**	.702**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).

- Variabel X2 (WAD)

Correlations

		WAD_1	WAD_2	WAD_3	WAD_4	TOTAL_WAD
WAD_1	Pearson Correlation	1	.260	.146	.254	.497**
	Sig. (1-tailed)		.082	.221	.088	.003
	N	30	30	30	30	30
WAD_2	Pearson Correlation	.260	1	.583**	.646**	.838**
	Sig. (1-tailed)	.082		.000	.000	.000
	N	30	30	30	30	30
WAD_3	Pearson Correlation	.146	.583**	1	.619**	.804**
	Sig. (1-tailed)	.221	.000		.000	.000
	N	30	30	30	30	30
WAD_4	Pearson Correlation	.254	.646**	.619**	1	.857**
	Sig. (1-tailed)	.088	.000	.000		.000
	N	30	30	30	30	30
TOTAL_WAD	Pearson Correlation	.497**	.838**	.804**	.857**	1
	Sig. (1-tailed)	.003	.000	.000	.000	
	N	30	30	30	30	30

**. Correlation is significant at the 0.01 level (1-tailed).

- Variabel X3 (WAA)

Correlations

		WAA_1	WAA_2	WAA_3	WAA_4	TOTAL_WAA
WAA_1	Pearson Correlation	1	.461**	.523**	.493**	.793**
	Sig. (1-tailed)		.005	.002	.003	.000
	N	30	30	30	30	30
WAA_2	Pearson Correlation	.461**	1	.362*	.722**	.804**
	Sig. (1-tailed)	.005		.025	.000	.000
	N	30	30	30	30	30
WAA_3	Pearson Correlation	.523**	.362*	1	.387*	.709**
	Sig. (1-tailed)	.002	.025		.017	.000
	N	30	30	30	30	30
WAA_4	Pearson Correlation	.493**	.722**	.387*	1	.838**
	Sig. (1-tailed)	.003	.000	.017		.000
	N	30	30	30	30	30
TOTAL_WAA	Pearson Correlation	.793**	.804**	.709**	.838**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

**. Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

- Variabel Y (Impulse Buying)

Correlations

		IB_1	IB_2	IB_3	IB_4	IB_5	TOTAL_IB
IB_1	Pearson Correlation	1	.357*	.490**	.412*	.473**	.689**
	Sig. (1-tailed)		.026	.003	.012	.004	.000
	N	30	30	30	30	30	30
IB_2	Pearson Correlation	.357*	1	.675**	.464**	.521**	.779**
	Sig. (1-tailed)	.026		.000	.005	.002	.000
	N	30	30	30	30	30	30
IB_3	Pearson Correlation	.490**	.675**	1	.482**	.519**	.837**
	Sig. (1-tailed)	.003	.000		.004	.002	.000
	N	30	30	30	30	30	30
IB_4	Pearson Correlation	.412*	.464**	.482**	1	.594**	.769**
	Sig. (1-tailed)	.012	.005	.004		.000	.000
	N	30	30	30	30	30	30
IB_5	Pearson Correlation	.473**	.521**	.519**	.594**	1	.792**
	Sig. (1-tailed)	.004	.002	.002	.000		.000
	N	30	30	30	30	30	30
TOTAL_IB	Pearson Correlation	.689**	.779**	.837**	.769**	.792**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).

2.) Uji Realibilitas

- Variabel X1 (OPP)

Reliability Statistics

Cronbach's Alpha	N of Items
.784	6

- Variabel X2(WAD)

Reliability Statistics

Cronbach's Alpha	N of Items
.756	4

- Variabel X3 (WAA)

Reliability Statistics

Cronbach's Alpha	N of Items
.794	4

- Variabel Y (Impulse Buying)

Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

LAMPIRAN V
Uji Asumsi Klasik

1.) Uji Normalitas

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	tatistic	Std. Error
Unstandardized Residual	100	-6,05333	4,85793	0E-7	1,92763357	-,444	,241	,891	,478
Valid N (listwise)	100								

2.) Uji Multikonieritas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,851	2,068		,895	,373		
	TOTAL_OPP	,155	,111	,137	1,392	,167	,508	1,967
	TOTAL_WAD	,551	,122	,454	4,506	,000	,487	2,053
	TOTAL_WAA	,336	,111	,254	3,030	,003	,705	1,419

a. Dependent Variable: TOTAL_IB

3.) Uji Heteroskedastisitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,190	1,350		1,623	,108
	TOTAL_OPP	-,019	,073	-,036	-,255	,799
	TOTAL_WAD	-,048	,080	-,087	-,597	,552
	TOTAL_WAA	,031	,072	,052	,426	,671

a. Dependent Variable: abresid

LAMPIRAN VI

Uji Regresi Linier Berganda

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	X3, X1, X2[b]	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,725[a]	,526	,511	1,958

a. Predictors: (Constant), X3, X1, X2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	407,979	3	135,993	35,490	,000[b]
	Residual	367,861	96	3,832		
	Total	775,840	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,851	2,068		,895	,373
	X1	,155	,111	,137	1,392	,167
	X2	,551	,122	,454	4,506	,000
	X3	,336	,111	,254	3,030	,003

a. Dependent Variable: Y