

## Lampiran I



**INSTITUT INFORMATIKA DAN BISNISDARMAJAYA**  
**FAKULTAS EKONOMI DAN BISNIS**

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Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

### KUISIONER

**PENGARUH *SHOPPING LIFESTYLE* DAN *SALES PROMOTION*  
TERHADAP *IMPULSE BUYING* PADA ZALORA**

### IDENTITAS PENELITI

Nama : Raras Andatia Miranda  
NPM : 1712110263  
Dosen Pembimbing :  
Jurusan : Manajemen  
Alamat :  
E-Mail :

Bandar Lampung, Februari 2021

**Hal : Mohon Bantu Pengisian Kuesioner**

Kepada Yth.

Bapak/Ibu/Sdr.

Di Tempat

Dengan Hormat,

Berkenannya dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada program Strata Satu (S1) Manajemen IIB Darmajaya Bandar Lampung tentang “**PENGARUH *SHOPPING LIFESTYLE* DAN *SALES PROMOTION* TERHADAP *IMPULSE BUYING* PADA ZALORA**” maka saya mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner terlampir.

Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat, oleh karenanya diharapkan kesediaan Bapak/Ibu/Sdr untuk menjawab kuesioner ini dengan sejujurnya. Perlu diberitahukan bahwa informasi yang Bapak/Ibu/Sdr berikan semata-mata untuk kepentingan penelitian ini. Untuk itu saya menjamin kerahasiaannya .Atas perhatian, bantuan dan kerjasama yang baik dari Bapak/Ibu/Sdr, saya mengucapkan banyak terimakasih.

Hormat saya,

Peneliti

Raras Andatia Miranda

NPM. 1712110263

## KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

### **PENGARUH *SHOPPING LIFESTYLE* DAN *SALES PROMOTION* TERHADAP *IMPULSE BUYING* PADA ZALORA**

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.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.

### IDENTITAS RESPONDEN

1. Nama : .....(Dapat dikosongkan)

2. Jenis Kelamin :  Laki-laki  
 Perempuan

3. Usia :

- a. 17 Tahun – 20 Tahun       c. 25 Tahun – 28 Tahun  
 b. 21 Tahun – 24 Tahun       d. > 29 tahun

### Shopping Lifestyle

No	Pernyataan	Jawaban				
		STS	TS	CS	S	SS
1	Saya selalu berbelanja online dengan menggunakan Zalora					
2	Saya menghabiskan waktu luang dengan berbelanja di Zalora					
3	Saya tertarik berbelanja di Zalora karena Produk yang dijual original					
4	Saya tertarik berbelanja di Zalora karena Produk yang dijual memiliki merek yang terkenal					
5	Saya berbelanja di Zalora dapat memenuhi segala kebutuhan					
6	Saya berbelanja di Zalora karena produl yang dijual berkualitas					

### Sales Promotion

No	Pernyataan	Jawaban				
		STS	TS	CS	S	SS
1	Program kode voucher potongan harga yang diberikan Zalora menarik perhatian saya					
2	Saya membeli produk dikarenakan program kode voucher gratis ongkir yang diberikan Zalora					
3	Saya membeli produk dikarenakan program bonus item yang ditawarkan Zalora					
4	Adanya program bonus item yang diberikan Zalora menarik perhatian saya					
5	Besaran cashback yang ditawarkan Zalora menarik perhatian saya					
6	Saya membeli produk dikarenakan program promosi cashback pengguna baru yang ditawarkan Zalora					
7	Saya program promosi bonus pack yang ditawarkan Zalora menarik perhatian saya					
8	Saya membeli produk yang dikarenakan program promosi bonus pack yang ditawarkan Zalora					
9	Saya membeli produk yang dikarenakan program minimum belanja yang ditawarkan Zalora					
10	Besaran program promosi Brand yang ditawarkan Zalora menarik perhatian saya					
11	Program member Zalora Now yang ditawarkan Zalora menarik perhatian saya					
12	Saya tertarik mengikuti Zalora Influencer Program karena mendapat potongan harga					

### Impluse Buying

No	Pernyataan	Jawaban				
		STS	TS	CS	S	SS
1	Saya berkeinginan berbelanja karena melihat iklan sebuah produk Zalora					
2	Saya akan membeli produk yang di rekomendasikan oleh Zalora					
3	Saya membeli produk secara spontan di Zalora					
4	Saya berbelanja produk diluar rencana belanja di Zalora					
5	Saya berkeinginan berbelanja ketika melihat produk terbaru di Zalora					
6	Saya berkeinginan berbelanja ketika melihat promosi pada sebuah produk di Zalora					
7	Saya cenderung melakukan pembelian produk tanpa mempertimbangkan harga di Zalora					
8	Saya cenderung melakukan pembelian produk dengan merek terkenal di Zalora meskipun saya tidak begitu membutuhkannya					

## Lampiran II

### Hasil Jawaban Responden

No	SL1	SL2	SL3	SL4	SL5	SL6	Total_SL
1	5	4	4	4	4	4	25
2	3	4	4	4	5	5	25
3	4	5	5	4	5	4	27
4	3	4	5	3	3	4	22
5	4	3	3	5	5	5	25
6	3	4	5	3	3	5	23
7	5	3	4	4	4	5	25
8	3	3	3	3	3	4	19
9	4	4	5	3	5	5	26
10	4	4	5	4	3	4	24
11	2	4	4	4	4	4	22
12	4	4	5	4	4	5	26
13	4	3	3	4	4	4	22
14	4	5	5	5	5	5	29
15	5	5	5	5	5	5	30
16	5	5	5	5	5	5	30
17	5	5	5	5	5	5	30
18	3	4	5	5	4	4	25
19	3	3	4	3	4	4	21
20	3	4	3	3	3	3	19
21	3	4	5	3	3	4	22
22	5	5	5	5	5	5	30
23	4	3	4	4	5	5	25
24	4	3	5	4	5	4	25
25	4	4	4	3	5	5	25
26	4	3	5	5	5	4	26
27	4	4	3	4	3	3	21
28	5	5	4	5	4	3	26
29	4	3	4	3	2	3	19
30	5	4	4	3	4	3	23
31	3	3	2	2	4	4	18
32	3	4	4	3	4	3	21
33	3	3	1	2	3	3	15
34	2	3	3	3	4	4	19
35	3	4	3	4	3	3	20
36	4	5	4	4	4	4	25
37	3	3	2	3	3	3	17
38	3	3	3	2	3	2	16
39	2	3	3	2	2	3	15
40	3	4	4	3	3	3	20
41	3	4	3	4	2	2	18
42	4	3	3	3	3	3	19
43	4	4	4	4	4	3	23
44	3	3	4	4	3	2	19
45	3	4	3	3	3	4	20
46	4	4	3	4	3	4	22
47	3	4	4	3	4	4	22
48	4	4	4	3	4	4	23

49	4	4	3	3	3	1	18
50	3	3	3	3	3	2	17
51	3	4	3	4	3	3	20
52	5	5	3	3	3	3	22
53	3	5	3	5	4	4	24
54	3	3	4	3	4	3	20
55	3	4	3	4	3	3	20
56	4	5	3	4	3	4	23
57	3	3	4	2	4	3	19
58	3	2	4	3	3	3	18
59	4	3	2	4	2	2	17
60	3	5	3	3	3	3	20
61	3	2	3	3	4	3	18
62	4	4	2	5	2	3	20
63	5	5	4	5	3	3	25
64	4	3	4	4	4	4	23
65	5	4	2	5	2	1	19
66	3	4	3	3	4	4	21
67	3	3	4	4	3	2	19
68	3	4	2	4	3	2	18
69	4	5	1	4	2	2	18
70	3	5	2	3	3	2	18
71	3	4	4	4	3	4	22
72	4	4	3	3	3	3	20
73	4	5	3	4	3	2	21
74	4	5	4	4	4	4	25
75	2	4	4	3	3	3	19
76	1	4	2	4	2	2	15
77	3	4	3	4	3	3	20
78	4	3	4	3	3	3	20
79	3	2	3	3	4	3	18
80	4	3	4	5	4	4	24
81	4	4	4	5	3	3	23
82	5	4	2	5	2	2	20
83	5	5	2	4	3	2	21
84	3	3	3	5	3	4	21
85	4	4	1	5	2	1	17
86	4	3	2	4	2	1	16
87	5	5	4	5	3	3	25
88	3	3	3	3	3	4	19
89	5	4	3	4	2	3	21
90	4	3	4	5	4	3	23
91	5	3	4	3	4	4	23
92	5	3	4	5	4	3	24
93	4	3	2	3	2	3	17
94	5	5	4	5	4	3	26
95	5	1	1	5	2	1	15
96	5	4	4	4	4	3	24
97	4	3	3	4	3	4	21
98	5	4	2	5	2	3	21
99	4	3	3	4	2	3	19
100	3	3	3	3	3	3	18





51	4	4	3	5	4	4	4	4	4	3	3	4	46
52	4	4	4	4	4	4	4	4	5	4	4	5	50
53	5	4	4	4	5	5	4	5	5	4	4	5	54
54	4	3	3	5	4	4	4	4	4	3	3	4	45
55	3	5	3	4	3	3	4	3	4	3	3	4	42
56	4	4	4	5	4	4	4	4	5	4	4	4	50
57	3	4	3	4	3	3	4	5	4	3	3	4	43
58	3	3	3	4	3	3	4	5	4	3	3	3	41
59	3	4	5	4	3	3	4	5	4	5	5	4	49
60	4	4	3	4	4	4	4	3	4	3	3	4	44
61	5	4	5	5	5	5	5	4	3	3	3	5	52
62	5	4	4	5	4	4	4	3	5	5	4	4	51
63	5	5	4	5	3	3	4	3	4	4	2	4	46
64	3	4	4	3	3	4	5	3	3	3	4	4	43
65	3	4	4	3	3	3	5	2	4	3	4	4	42
66	4	5	4	4	4	4	5	4	4	3	5	4	50
67	3	4	5	3	5	5	4	5	3	3	4	5	49
68	5	5	4	5	3	3	4	3	3	3	4	4	46
69	2	4	5	2	3	3	5	4	3	3	4	5	43
70	5	5	4	5	3	3	4	3	3	3	5	4	47
71	3	4	5	3	5	5	4	4	5	5	3	5	51
72	4	4	4	4	4	4	3	3	4	2	4	4	44
73	3	5	4	3	4	4	3	2	3	3	3	4	41
74	3	4	5	3	2	5	3	4	3	4	4	5	45
75	2	2	4	2	4	4	5	4	4	3	5	4	43
76	5	4	4	5	4	4	4	1	3	2	3	4	43
77	3	4	5	3	2	2	5	3	3	3	2	5	40
78	4	3	5	4	2	2	5	3	2	2	5	5	42
79	4	5	5	4	3	5	5	3	3	4	2	5	48
80	5	5	5	5	3	5	4	5	3	3	5	5	53
81	4	4	4	4	3	4	4	3	5	5	4	4	48
82	4	5	4	4	2	4	4	2	5	5	4	4	47
83	3	3	4	3	5	4	4	5	2	2	3	3	41
84	4	4	3	4	5	5	4	3	4	3	3	3	45
85	5	5	4	5	3	3	3	3	2	3	3	4	43
86	5	4	5	5	5	5	5	3	3	4	4	5	53
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88	5	4	4	5	3	3	4	2	3	3	3	4	43
89	4	4	4	4	4	3	4	3	4	4	3	4	45
90	5	3	4	5	4	3	4	4	4	5	2	4	47
91	5	5	4	5	4	3	3	3	3	3	3	4	45
92	5	5	5	5	5	2	5	3	2	3	4	5	49
93	5	5	4	5	3	3	4	2	2	3	3	4	43
94	5	3	4	5	3	4	4	3	3	4	5	4	47
95	3	4	5	3	5	5	4	3	4	4	4	5	49
96	5	4	4	5	4	4	4	3	4	5	4	4	50
97	5	4	5	5	3	4	2	2	3	3	3	5	44
98	4	4	4	4	3	4	4	4	3	4	2	4	44
99	4	4	4	4	4	4	3	4	4	3	3	4	45
100	5	4	5	5	4	4	5	5	5	5	4	5	56

No	IP1	IP2	IP3	IP4	IP5	IP7	IP6	IP8	Total_IP
1	5	5	4	5	5	4	5	5	38
2	5	5	5	3	5	4	5	5	37
3	5	5	3	5	5	3	5	5	36
4	5	5	5	5	5	5	4	5	39
5	4	4	4	4	4	4	5	3	32
6	4	4	4	4	5	4	4	4	33
7	2	5	5	5	3	5	5	4	34
8	4	5	4	4	4	5	3	5	34
9	4	4	5	4	4	5	5	5	36
10	5	4	4	5	3	5	5	5	36
11	3	2	3	3	5	5	5	5	31
12	5	5	5	5	5	5	5	5	40
13	4	3	5	5	5	5	5	5	37
14	5	5	5	5	5	5	5	5	40
15	5	5	5	5	5	5	5	5	40
16	5	5	5	5	5	5	5	5	40
17	5	5	5	5	5	5	5	5	40
18	5	5	5	4	5	4	3	3	34
19	3	4	4	5	5	5	5	5	36
20	3	4	4	3	3	4	4	3	28
21	4	3	3	3	4	3	3	4	27
22	5	5	5	5	5	5	5	5	40
23	5	5	5	5	5	5	5	5	40
24	5	5	5	5	5	5	5	5	40
25	5	5	5	5	5	5	5	5	40
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28	3	3	4	4	3	4	3	4	28
29	4	4	4	4	4	4	4	4	32
30	3	3	4	5	3	4	3	5	30
31	4	4	3	3	4	3	3	4	28
32	4	4	3	4	3	3	3	3	27
33	4	3	3	3	3	3	4	3	26
34	3	3	3	3	3	3	5	3	26
35	3	4	3	3	3	3	3	3	25
36	5	5	4	5	3	5	4	4	35
37	5	5	5	4	5	4	5	5	38
38	5	5	4	5	4	5	4	3	35
39	4	4	4	4	3	3	4	3	29
40	4	5	4	5	5	5	5	4	37
41	4	4	3	3	3	3	3	3	26
42	5	5	3	4	2	3	3	4	29
43	4	4	4	4	2	3	2	4	27
44	5	3	3	4	3	3	2	3	26
45	5	3	3	5	4	4	3	4	31
46	4	3	3	3	3	3	3	3	25
47	5	4	4	4	4	3	3	2	29
48	5	4	3	5	5	4	4	4	34
49	5	5	5	5	4	2	4	4	34
50	4	3	4	4	5	4	5	4	33
51	5	5	5	5	5	4	5	3	37

52	5	4	3	3	4	4	4	4	31
53	5	5	5	5	5	4	5	4	38
54	4	4	4	4	3	3	4	4	30
55	4	3	3	4	4	4	4	4	30
56	4	5	3	4	3	3	2	5	29
57	4	4	3	4	4	3	4	4	30
58	3	4	3	4	3	2	4	3	26
59	5	4	4	4	4	3	4	5	33
60	5	4	4	4	4	3	4	5	33
61	3	2	4	5	4	1	4	4	27
62	4	4	4	3	4	1	4	3	27
63	4	4	4	4	4	3	4	5	32
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65	4	4	4	4	4	2	4	4	30
66	5	4	4	3	5	3	3	3	30
67	5	4	3	3	4	4	5	4	32
68	4	4	2	4	4	2	5	2	27
69	4	4	3	5	4	4	4	4	32
70	5	4	4	5	4	4	4	4	34
71	5	5	5	5	4	4	4	3	35
72	4	4	4	4	5	5	3	5	34
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84	5	5	3	4	5	4	4	4	34
85	4	4	4	4	5	5	4	5	35
86	5	5	3	3	4	4	5	5	34
87	4	4	4	4	4	4	3	4	31
88	4	4	3	3	3	3	4	4	28
89	5	5	4	4	3	4	5	5	35
90	4	4	4	4	3	4	5	3	31
91	4	4	4	4	4	4	4	4	32
92	5	5	5	5	3	5	4	3	35
93	5	5	4	4	4	4	4	4	34
94	4	4	4	4	5	5	4	4	34
95	4	4	4	4	3	4	3	4	30
96	4	4	4	4	3	3	5	3	30
97	4	4	4	4	4	5	4	4	33
98	4	4	4	4	4	3	4	4	31
99	5	4	4	4	3	4	3	3	30
100	4	4	5	3	5	5	5	5	36

### Lampiran III

#### Hasil Uji Karakteristik Responden

##### Jenis\_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki - Laki	34	34.0	34.0	34.0
Perempuan	66	66.0	66.0	100.0
Total	100	100.0	100.0	

##### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 Tahun – 20 Tahun	22	22.0	22.0	22.0
21 Tahun – 24 Tahun	43	43.0	43.0	65.0
25 Tahun – 28 Tahun	24	24.0	24.0	89.0
> 29 tahun	11	11.0	11.0	100.0
Total	100	100.0	100.0	

### Lampiran IV

#### Hasil Uji Frekuensi Jawaban Responden

##### SL1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	4	4.0	4.0	5.0
3	38	38.0	38.0	43.0
4	36	36.0	36.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

##### SL2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
3	35	35.0	35.0	39.0
4	41	41.0	41.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

**SL3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	13	13.0	13.0	17.0
3	33	33.0	33.0	50.0
Valid 4	35	35.0	35.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

**SL4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	35	35.0	35.0	40.0
Valid 4	36	36.0	36.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

**SL5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	16	16.0	16.0	16.0
3	41	41.0	41.0	57.0
Valid 4	30	30.0	30.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

**SL6**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	13	13.0	13.0	18.0
3	39	39.0	39.0	57.0
Valid 4	30	30.0	30.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

**SP1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	26	26.0	26.0	31.0
Valid 4	34	34.0	34.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

**SP2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	13	13.0	13.0	17.0
Valid 4	51	51.0	51.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

**SP3**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	22	22.0	22.0	22.0
Valid 4	42	42.0	42.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

**SP4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	13	13.0	13.0	15.0
Valid 4	34	34.0	34.0	49.0
5	51	51.0	51.0	100.0
Total	100	100.0	100.0	

**SP5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	31	31.0	31.0	37.0
Valid 4	41	41.0	41.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

**SP6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	28	28.0	28.0	33.0
Valid 4	42	42.0	42.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

**SP7**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	9	9.0	9.0	12.0
Valid 4	56	56.0	56.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

**SP8**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
Valid 3	30	30.0	30.0	38.0
4	34	34.0	34.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

**SP9**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
3	23	23.0	23.0	31.0
Valid 4	33	33.0	33.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

**SP10**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	40	40.0	40.0	45.0
Valid 4	26	26.0	26.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

**SP11**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	33	33.0	33.0	40.0
Valid 4	35	35.0	35.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	



**SP12**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	8	8.0	8.0	8.0
4	45	45.0	45.0	53.0
Valid 5	47	47.0	47.0	100.0
Total	100	100.0	100.0	

**IB1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	12	12.0	12.0	13.0
Valid 4	44	44.0	44.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

**IB2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	13	13.0	13.0	15.0
Valid 4	50	50.0	50.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

**IB3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	26	26.0	26.0	27.0
Valid 4	50	50.0	50.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

**IB4**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	19	19.0	19.0	19.0
4	49	49.0	49.0	68.0
Valid 5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

**IB5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	27	27.0	27.0	29.0
Valid 4	36	36.0	36.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

**IB6**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
Valid 3	27	27.0	27.0	34.0
4	37	37.0	37.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

**IB7**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	21	21.0	21.0	26.0
Valid 4	39	39.0	39.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

**IB8**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	24	24.0	24.0	27.0
Valid 4	40	40.0	40.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	



SP5	Pearson Correlation	.762**	.394*	.816**	.704**	1	.910**	.837**	.825**	.712**	.901**	.779**	.650**	.947**
	Sig. (2-tailed)	.000	.031	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
SP6	Pearson Correlation	.702**	.293	.792**	.636**	.910**	1	.865**	.864**	.619**	.762**	.653**	.488**	.880**
	Sig. (2-tailed)	.000	.116	.000	.000	.000		.000	.000	.000	.000	.000	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
SP7	Pearson Correlation	.626**	.286	.662**	.704**	.837**	.865**	1	.795**	.597**	.784**	.714**	.560**	.860**
	Sig. (2-tailed)	.000	.125	.000	.000	.000	.000		.000	.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
SP8	Pearson Correlation	.780**	.366*	.744**	.709**	.825**	.864**	.795**	1	.619**	.678**	.653**	.488**	.873**
	Sig. (2-tailed)	.000	.046	.000	.000	.000	.000	.000		.000	.000	.000	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
SP9	Pearson Correlation	.670**	.361	.723**	.589**	.712**	.619**	.597**	.619**	1	.666**	.588**	.398*	.774**
	Sig. (2-tailed)	.000	.050	.000	.001	.000	.000	.000	.000		.000	.001	.029	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
SP10	Pearson Correlation	.679**	.319	.754**	.547**	.901**	.762**	.784**	.678**	.666**	1	.723**	.575**	.854**
	Sig. (2-tailed)	.000	.086	.000	.002	.000	.000	.000	.000	.000		.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
SP11	Pearson Correlation	.701**	.625**	.647**	.703**	.779**	.653**	.714**	.653**	.588**	.723**	1	.785**	.875**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
SP12	Pearson Correlation	.494**	.464**	.432*	.608**	.650**	.488**	.560**	.488**	.398*	.575**	.785**	1	.701**
	Sig. (2-tailed)	.006	.010	.017	.000	.000	.006	.001	.006	.029	.001	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Total_SP	Pearson Correlation	.829**	.540**	.847**	.801**	.947**	.880**	.860**	.873**	.774**	.854**	.875**	.701**	1
	Sig. (2-tailed)	.000	.002	.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 0.05 level (2-tailed).

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

**Correlations**

		IB1	IB2	IB3	IB4	IB5	IB6	IB7	IB8	Total_IB
IB1	Pearson Correlation	1	.327	.268	.503**	.364*	.276	.283	.275	.482**
	Sig. (2-tailed)		.078	.153	.005	.048	.139	.130	.141	.007
	N	30	30	30	30	30	30	30	30	30
IB2	Pearson Correlation	.327	1	.671**	.726**	.757**	.695**	.637**	.654**	.816**
	Sig. (2-tailed)	.078		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
IB3	Pearson Correlation	.268	.671**	1	.728**	.799**	.781**	.738**	.688**	.871**
	Sig. (2-tailed)	.153	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
IB4	Pearson Correlation	.503**	.726**	.728**	1	.856**	.775**	.637**	.735**	.891**
	Sig. (2-tailed)	.005	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
IB5	Pearson Correlation	.364*	.757**	.799**	.856**	1	.907**	.856**	.868**	.958**
	Sig. (2-tailed)	.048	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
IB6	Pearson Correlation	.276	.695**	.781**	.775**	.907**	1	.729**	.895**	.913**
	Sig. (2-tailed)	.139	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
IB7	Pearson Correlation	.283	.637**	.738**	.637**	.856**	.729**	1	.784**	.846**
	Sig. (2-tailed)	.130	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
IB8	Pearson Correlation	.275	.654**	.688**	.735**	.868**	.895**	.784**	1	.883**
	Sig. (2-tailed)	.141	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Total_IB	Pearson Correlation	.482**	.816**	.871**	.891**	.958**	.913**	.846**	.883**	1
	Sig. (2-tailed)	.007	.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 VI

### Hasil Uji Reliabilitas

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.853	6

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

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.951	12

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

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.930	8

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

## Lampiran VII

### Hasil Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

		Total_SL	Total_SP	Total_IB
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	21.44	48.15	32.52
	Std. Deviation	3.531	5.670	4.096
	Absolute	.108	.121	.071
Most Extreme Differences	Positive	.108	.121	.071
	Negative	-.073	-.074	-.071
Kolmogorov-Smirnov Z		1.083	1.207	.711
Asymp. Sig. (2-tailed)		.192	.108	.693

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran VIII

### Hasil Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_IB * Total_SL	(Combined)		666.471	14	47.605	4.069	.000
	Between	Linearity	394.748	1	394.748	33.740	.000
	Groups	Deviation from Linearity	271.723	13	20.902	1.786	.058
	Within Groups		994.489	85	11.700		
	Total		1660.960	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_IB * Total_SP	(Combined)		779.590	21	37.123	3.285	.000
	Between	Linearity	540.176	1	540.176	47.805	.000
	Groups	Deviation from Linearity	239.413	20	11.971	1.059	.408
	Within Groups		881.370	78	11.300		
	Total		1660.960	99			

## Lampiran IX

### Hasil Uji Multikolinieritas

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	9.550	2.895		3.299	.001		
1 Total_SL	.351	.100	.302	3.496	.001	.826	1.210
Total_SP	.321	.062	.444	5.137	.000	.826	1.210

a. Dependent Variable: Total\_IB

## Lampiran X

### Hasil Uji Regresi Berganda

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 <sup>a</sup>	.401	.388	3.203

a. Predictors: (Constant), Total\_SP, Total\_SL

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.550	2.895		3.299	.001
	Total_SL	.351	.100	.302	3.496	.001
	Total_SP	.321	.062	.444	5.137	.000

a. Dependent Variable: Total\_IB

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	665.586	2	332.793	32.431	.000 <sup>b</sup>
	Residual	995.374	97	10.262		
	Total	1660.960	99			

a. Dependent Variable: Total\_IB

b. Predictors: (Constant), Total\_SP, Total\_SL