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**Lampiran** 1 Kuesioner

**KUESIONER PENELITIAN**

**PENGARUH *HEDONIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE* DAN *PRODUCT QUALITY* TERHADAP *IMPULSE BUYING* PRODUK FASHION PADA RIA BUSANA PEMALANG**

Kepada Yth. Bapak/Ibu/Sdr/Sdri

Pengunjung Ria Busana Pemalang

Dengan Hormat,

Saya Yuni Fajriani Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal. Yang bermaksud melakukan penelitian skripsi S1 dengan judul “*Pengaruh Hedonic Shopping Motivation, Shopping Lifestyle* dan *Product Quality* Terhadap *Impulse Buying* Produk Fashion Pada Ria Busana Pemalang”

Isian kuesioner terlampir semata-mata untuk kepentingan ilmiah, serta jawaban Bapak/Ibu bersifat rahasia. Maka dari itu atas segala bantuan, partisipasi dan kesediaan Bapak/Ibu mengisi kuesioner yang dimaksud, sebelum dan sesudahnya disampaikan banyak terimakasih.

Hormat Kami,

Yuni Fajriani

4119800107

**Petunjuk Pengisian Kuesioner**

1. Kepada Bapak/Ibu/Sdr/i diharapkan untuk menjawab sebuah pernyataan yang ada denga sebenar-benarnya.
2. Berilah tanda () pada kolom yang tersedia dan pilih salah satu jawaban sesuai dengan keadaan sebenarnya.
3. Ada lima alternatif jawaban yaitu:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

**Identitas Responden**

1. Nama :
2. Jenis kelamin :

Laki-Laki Perempuan

1. Usia Bapak/Ibu/Sdr/i saat ini :

< 20 tahun

20 - 30 tahun

30 - 40 tahun

> 40 tahun

1. Pekerjaan saat ini :

Pelajar/Mahasiswa

PNS/BUMN

Wiraswasta

Pegawai swasta

Lainnya***Impulse Buying***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| **Membeli secara spontan** | | | | | | |
| 1. | Melakukan pembelian produk fashion secara spontan |  |  |  |  |  |
| 2. | Melakukan pembelian produk fashion tanpa berpikir terlibih dahulu |  |  |  |  |  |
| **Melihat terus membeli** | | | | | | |
| 3. | Melihat produk fashion yang menarik dan membeli tanpa direncanakan |  |  |  |  |  |
| 4. | Melihat produk fashion yang diinginkan, kemudian membelinya |  |  |  |  |  |
| **Membeli tanpa berpikir** | | | | | | |
| 5. | Cenderung membeli produk fashion meskipun tidak begitu membutuhkannya |  |  |  |  |  |
| 6 | Membeli produk fashion tanpa memikirkan akibat dari pembelian yang dilakukan. |  |  |  |  |  |
| **Membeli dulu berpikir kemudian** | | | | | | |
| 7. | Membeli produk fashion apabila terdapat penawaran khusus |  |  |  |  |  |
| 8. | Cenderung membeli produk fashion meskipun tidak begitu membutuhkannya |  |  |  |  |  |

***Hedonic Shopping Motivation***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| **Berbelanja adalah sebuah pengalaman** | | | | | | |
| 1. | Berbelanja produk fashion terbaru untuk menciptakan pengalaman dalam memakai produk fashion |  |  |  |  |  |
| 2. | Berbelanja poduk fashion adalah hal yang menggairahkan |  |  |  |  |  |
| **Berbagi informasi bersama keluarga dan teman** | | | | | | |
| 3. | Berbelanja bersama keluarga atau teman dapat berbagi informasi mengenai produk fashion |  |  |  |  |  |
| 4. | Menikmati berbelanja produk fashion bersama keluarga atau teman. |  |  |  |  |  |
| **Berbelanja dapat mengatasi suasana hati** | | | | | | |
| 5. | Berbelanja produk fashion untuk menghilangkan rasa kebosanan dan stress. |  |  |  |  |  |
| 6 | Berbelanja produk fashion karena ingin meningkatkan suasana hati menjadi baik |  |  |  |  |  |
| **Berbelanja untuk mengikuti trend terkini** | | | | | | |
| 7. | Berbelanja produk fashion untuk mengikuti trend fashion terkini |  |  |  |  |  |
| 8. | Menikmati berbelanja produk fashion terbaru |  |  |  |  |  |
| **Berbelanja untuk orang lain** | | | | | | |
| 9. | Berbelanja produk fashion untuk keluarga dan teman merupakan sebuah kesenangan |  |  |  |  |  |
| 10. | Merasa senang ketika membeli produk fashion untuk orang spesial |  |  |  |  |  |
| **Berbelanja untuk mencari diskon** | | | | | | |
| 11. | Berbelanja produk fashion ketika ada penawaran diskon. |  |  |  |  |  |
| 12. | Merasakan kepuasan diri sendiri ketika berhasil membeli produk fashion dengan harga yang murah. |  |  |  |  |  |

***Shopping Lifestyle***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| **Bekerja** | | | | | | |
| 1. | Berbelanja produk fashion untuk keperluan pekerjaan |  |  |  |  |  |
| 2. | Membeli produk fashion terbaru untuk bekerja |  |  |  |  |  |
| **Hiburan** | | | | | | |
| 3. | Berbelanja produk fashion untuk menghilangkan rasa bosan |  |  |  |  |  |
| 4. | Ketika membeli produk fashion, dapat menghilangkan stress |  |  |  |  |  |
| **Keluarga** | | | | | | |
| 5. | Berbelanja produk fashion untuk keperluan keluarga |  |  |  |  |  |
| 6 | Membeli produk fashion untuk acara keluarga |  |  |  |  |  |
| **Masyarakat** | | | | | | |
| 7. | Berbelanja produk fashion untuk mengikuti tren di kalangan masyarakat |  |  |  |  |  |
| 8. | Membeli produk fashion untuk mengikuti mode terbaru |  |  |  |  |  |
| **Budaya** | | | | | | |
| 9. | Berbelanja produk fashion sesuai kultur budaya dimasyarakat |  |  |  |  |  |
| 10. | Selalu mengikuti perkembangan produk fashion sesuai kultur budaya |  |  |  |  |  |
| **Diri mereka sendiri** | | | | | | |
| 11. | Berbelanja produk fashion untuk keperluan diri sendiri |  |  |  |  |  |
| 12. | Menikmati berbelanja produk fashion terbaru untuk diri sendiri |  |  |  |  |  |

**Product Quality**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| **Kemampuan kinerja produ pada atribut produk** | | | | | | |
| 1. | Membeli produk fashion karena memiliki kemampuan kinerja produk fashion yang baik |  |  |  |  |  |
| 2. | Produk fashion di Ria Busana dapat memberikan kenyamanan |  |  |  |  |  |
| **Kelengkapan fitur produk** | | | | | | |
| 3. | Ria Busana memiliki variasi produk sejenis dengan harga yang beragam sesuai dengan kebutuhan konsumen |  |  |  |  |  |
| 4. | Ria Busana memberikan kemudahan bagi konsumen dalam melakukan mencari produk fashion dan pembayaran |  |  |  |  |  |
| **Produk yang disajikan mengutamakan kualitas** | | | | | | |
| 5. | Membeli produk fashion karena melihat tampilan fashion yang menarik |  |  |  |  |  |
| 6 | Membeli produk fashion mengutamakan kualitas |  |  |  |  |  |
| **Kualitas produk bertahan lama** | | | | | | |
| 7. | Produk fashion memiliki daya tahan dalam waktu yang lama |  |  |  |  |  |
| 8. | produk fashion yang ada di Ria Busana sesuai dengan kebutuhan konsumen |  |  |  |  |  |
| **Penataan ruang dan produk menarik** | | | | | | |
| 9. | Penempatan produk fashion diurutkan sesuai dengan kebutuhan konsumen |  |  |  |  |  |
| 10. | Tata letak produk fashion memberikan kemudahan konsumen dalam mencari produk |  |  |  |  |  |
| **Kualitas yang dipersepsikan dari produk** | | | | | | |
| 11. | Membeli produk fashion karena kualitas produk fashion sesuai yang dipersepsikan |  |  |  |  |  |
| 12. | Banyak jenis produk fashion yang sesuai dengan kebutuhan konsumen |  |  |  |  |  |

Lampiran 2 Tabulasi Data

Jawaban Kuesioner *Hedonic Shopping Motivation* Untuk Uji Instrumen

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | HEDONIC SHOPPING MOTIVATION | | | | | | | | | | | | TOTAL |
| H1 | H2 | H3 | H4 | H5 | H6 | H7 | H8 | H9 | H10 | H11 | H12 |
| **1** | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 53 |
| **2** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 58 |
| **3** | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 43 |
| **4** | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 61 |
| **5** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 63 |
| **6** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 42 |
| **7** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 57 |
| **8** | 3 | 4 | 4 | 4 | 5 | 5 | 2 | 2 | 5 | 5 | 4 | 5 | 56 |
| **9** | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 44 |
| **10** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 67 |
| **11** | 3 | 2 | 4 | 4 | 2 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 47 |
| **12** | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 5 | 3 | 3 | 58 |
| **13** | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 70 |
| **14** | 2 | 5 | 2 | 2 | 4 | 4 | 1 | 2 | 2 | 2 | 3 | 4 | 47 |
| **15** | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 61 |
| **16** | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 67 |
| **17** | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 73 |
| **18** | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 70 |
| **19** | 1 | 3 | 4 | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 5 | 59 |
| **20** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 73 |
| **21** | 4 | 4 | 4 | 4 | 4 | 3 | 1 | 4 | 5 | 4 | 2 | 4 | 64 |
| **22** | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 73 |
| **23** | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 73 |
| **24** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| **25** | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 72 |
| **26** | 2 | 2 | 4 | 4 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 60 |
| **27** | 2 | 3 | 4 | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 5 | 59 |
| **28** | 3 | 4 | 5 | 5 | 1 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 75 |
| **29** | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 82 |
| **30** | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 72 |

Jawaban Kuesioner *Shopping Lifestyle* Untuk Uji Instrumen

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | SHOPPING LIFESTYLE | | | | | | | | | | | | TOTAL |
| S1 | S2 | S3 | S4 | S5 | S6 | S7 | S8 | S9 | S10 | S11 | S12 |
| **1** | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 49 |
| **2** | 4 | 2 | 2 | 3 | 5 | 5 | 1 | 1 | 1 | 1 | 2 | 5 | 32 |
| **3** | 4 | 3 | 4 | 4 | 4 | 4 | 1 | 1 | 1 | 2 | 4 | 2 | 34 |
| **4** | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 54 |
| **5** | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 56 |
| **6** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| **7** | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| **8** | 4 | 4 | 5 | 5 | 5 | 2 | 1 | 1 | 3 | 2 | 4 | 1 | 37 |
| **9** | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 1 | 3 | 3 | 5 | 4 | 39 |
| **10** | 5 | 5 | 1 | 2 | 5 | 5 | 1 | 1 | 3 | 2 | 5 | 5 | 40 |
| **11** | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 39 |
| **12** | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |
| **13** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 57 |
| **14** | 4 | 2 | 2 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 35 |
| **15** | 3 | 3 | 3 | 4 | 3 | 2 | 1 | 2 | 2 | 2 | 4 | 3 | 32 |
| **16** | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 43 |
| **17** | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| **18** | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 49 |
| **19** | 5 | 5 | 2 | 4 | 3 | 1 | 3 | 4 | 5 | 4 | 4 | 5 | 45 |
| **20** | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 55 |
| **21** | 4 | 4 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 31 |
| **22** | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| **23** | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 42 |
| **24** | 2 | 1 | 1 | 4 | 2 | 2 | 1 | 2 | 2 | 4 | 3 | 2 | 26 |
| **25** | 3 | 3 | 4 | 5 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 36 |
| **26** | 4 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 33 |
| **27** | 4 | 4 | 2 | 1 | 4 | 4 | 1 | 2 | 3 | 1 | 5 | 3 | 34 |
| **28** | 3 | 3 | 3 | 1 | 4 | 4 | 1 | 4 | 5 | 4 | 4 | 4 | 40 |
| **29** | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| **30** | 4 | 5 | 3 | 4 | 3 | 3 | 2 | 2 | 5 | 4 | 3 | 5 | 43 |

Jawaban Kuesioner *Product Quality* Untuk Uji Instrumen

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | PRODUCT QUALITY | | | | | | | | | | | | TOTAL |
| P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| **1** | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 51 |
| **2** | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 21 |
| **3** | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 44 |
| **4** | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 54 |
| **5** | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 57 |
| **6** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| **7** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| **8** | 4 | 2 | 3 | 3 | 3 | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 42 |
| **9** | 3 | 3 | 4 | 4 | 3 | 5 | 3 | 5 | 3 | 5 | 3 | 5 | 46 |
| **10** | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 57 |
| **11** | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 42 |
| **12** | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 41 |
| **13** | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 53 |
| **14** | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 43 |
| **15** | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 45 |
| **16** | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 42 |
| **17** | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 55 |
| **18** | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 51 |
| **19** | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 5 | 5 | 3 | 5 | 45 |
| **20** | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 54 |
| **21** | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| **22** | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| **23** | 2 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 48 |
| **24** | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 30 |
| **25** | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 41 |
| **26** | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 45 |
| **27** | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 41 |
| **28** | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 48 |
| **29** | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 54 |
| **30** | 2 | 1 | 4 | 2 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 41 |

Jawaban Kuesioner *Impulse Buying* Untuk Uji Instrumen

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | *IMPULSE BUYING* | | | | | | | | TOTAL |
| I1 | I2 | I3 | I4 | I5 | I6 | I7 | I8 |
| 1 | 4 | 1 | 3 | 4 | 2 | 2 | 2 | 2 | 20 |
| 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 9 |
| 3 | 4 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 20 |
| 4 | 4 | 4 | 5 | 5 | 3 | 4 | 2 | 2 | 29 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 36 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 7 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 23 |
| 8 | 5 | 1 | 3 | 2 | 1 | 1 | 3 | 3 | 19 |
| 9 | 1 | 1 | 3 | 1 | 1 | 4 | 1 | 1 | 13 |
| 10 | 2 | 1 | 3 | 5 | 1 | 2 | 1 | 1 | 16 |
| 11 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 18 |
| 12 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 21 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 14 | 2 | 2 | 4 | 4 | 2 | 3 | 2 | 2 | 21 |
| 15 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 25 |
| 16 | 3 | 2 | 2 | 2 | 3 | 2 | 4 | 3 | 21 |
| 17 | 5 | 5 | 5 | 4 | 5 | 4 | 2 | 4 | 34 |
| 18 | 3 | 3 | 4 | 4 | 2 | 2 | 4 | 3 | 25 |
| 19 | 3 | 5 | 1 | 5 | 1 | 5 | 3 | 4 | 27 |
| 20 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 21 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 18 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 23 | 4 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 13 |
| 24 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 15 |
| 25 | 3 | 2 | 3 | 4 | 2 | 2 | 3 | 2 | 21 |
| 26 | 2 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 15 |
| 27 | 2 | 1 | 2 | 3 | 2 | 2 | 4 | 2 | 18 |
| 28 | 3 | 2 | 4 | 4 | 2 | 2 | 5 | 4 | 26 |
| 29 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 31 |
| 30 | 2 | 3 | 1 | 2 | 4 | 4 | 2 | 2 | 20 |

Jawaban Kuesioner *Hedonic Shopping Motivation* Untuk Data Penelitian

1. Data Ordinal

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | HEDONIC SHOPPING MOTIVATION | | | | | | | | | | | | TOTAL |
| H1 | H2 | H3 | H4 | H5 | H6 | H7 | H8 | H9 | H10 | H11 | H12 |
| 1 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 52 |
| 2 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 56 |
| 3 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 57 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 58 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 50 |
| 8 | 3 | 4 | 4 | 4 | 5 | 5 | 2 | 2 | 5 | 5 | 4 | 5 | 48 |
| 9 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 35 |
| 10 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
| 11 | 3 | 2 | 4 | 4 | 2 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 36 |
| 12 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 5 | 3 | 3 | 46 |
| 13 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
| 14 | 2 | 5 | 2 | 2 | 4 | 4 | 1 | 2 | 2 | 2 | 3 | 4 | 33 |
| 15 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 46 |
| 16 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 51 |
| 17 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 56 |
| 18 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 52 |
| 19 | 1 | 3 | 4 | 3 | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 5 | 40 |
| 20 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 53 |
| 21 | 4 | 4 | 4 | 4 | 4 | 3 | 1 | 4 | 5 | 4 | 2 | 4 | 43 |
| 22 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 51 |
| 23 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 50 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 25 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 47 |
| 26 | 2 | 2 | 4 | 4 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 34 |
| 27 | 2 | 3 | 4 | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 5 | 32 |
| 28 | 3 | 4 | 5 | 5 | 1 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 47 |
| 29 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 53 |
| 30 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 42 |
| 31 | 4 | 3 | 5 | 3 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 5 | 49 |
| 32 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 50 |
| 33 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 55 |
| 34 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 39 |
| 35 | 4 | 4 | 5 | 5 | 4 | 2 | 5 | 5 | 5 | 5 | 5 | 4 | 53 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 37 | 4 | 4 | 4 | 5 | 5 | 1 | 1 | 4 | 2 | 2 | 4 | 4 | 40 |
| 38 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 39 | 4 | 5 | 4 | 4 | 5 | 5 | 1 | 3 | 5 | 5 | 4 | 4 | 49 |
| 40 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 2 | 5 | 44 |
| 41 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 3 | 5 | 3 | 51 |
| 42 | 3 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 50 |
| 43 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 43 |
| 44 | 3 | 4 | 5 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 45 |
| 45 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 51 |
| 46 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 55 |
| 47 | 4 | 3 | 4 | 3 | 3 | 5 | 2 | 2 | 2 | 5 | 2 | 5 | 40 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 49 | 2 | 4 | 5 | 5 | 4 | 2 | 1 | 3 | 5 | 5 | 4 | 4 | 44 |
| 50 | 3 | 1 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 45 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 52 | 1 | 1 | 4 | 3 | 2 | 3 | 2 | 2 | 4 | 4 | 4 | 3 | 33 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 51 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 55 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 50 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 57 | 2 | 2 | 3 | 4 | 1 | 1 | 2 | 2 | 3 | 4 | 5 | 4 | 33 |
| 58 | 3 | 3 | 5 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 45 |
| 59 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 42 |
| 60 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 44 |
| 61 | 1 | 1 | 5 | 5 | 5 | 1 | 1 | 5 | 5 | 1 | 1 | 5 | 36 |
| 62 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 41 |
| 63 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 2 | 2 | 4 | 4 | 5 | 45 |
| 64 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 66 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 45 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 68 | 2 | 2 | 5 | 4 | 4 | 3 | 2 | 4 | 4 | 2 | 2 | 4 | 38 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 71 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 44 |
| 72 | 4 | 4 | 2 | 2 | 4 | 4 | 1 | 1 | 4 | 4 | 3 | 4 | 37 |
| 73 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 3 | 4 | 4 | 5 | 4 | 45 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 75 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| 76 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 44 |
| 77 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 53 |
| 78 | 2 | 2 | 3 | 1 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 80 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 44 |
| 81 | 4 | 4 | 2 | 2 | 2 | 1 | 1 | 4 | 4 | 4 | 4 | 4 | 36 |
| 82 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 46 |
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 85 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| 86 | 4 | 4 | 2 | 2 | 1 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 43 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 88 | 5 | 5 | 4 | 4 | 3 | 1 | 4 | 4 | 4 | 4 | 2 | 4 | 44 |
| 89 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 43 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 91 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 2 | 1 | 1 | 2 | 5 | 40 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 94 | 3 | 2 | 2 | 4 | 4 | 4 | 5 | 5 | 2 | 2 | 1 | 2 | 36 |
| 95 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 48 |
| 96 | 4 | 3 | 3 | 4 | 4 | 2 | 2 | 1 | 5 | 5 | 5 | 4 | 42 |
| 97 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 56 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 99 | 3 | 2 | 2 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 100 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 52 |

1. Data Interval

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | **Succesive Interval** | | | | | | | | | | | | **total** |
| **H1** | **H2** | **H3** | **H4** | **H5** | **H6** | **H7** | **H8** | **H9** | **H10** | **H11** | **H12** |
| 1 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 4,358 | 3,127 | 3,677 | 4,913 | 3,339 | 4,538 | 4,234 | 44,513 |
| 2 | 4,726 | 4,726 | 4,061 | 3,353 | 3,255 | 3,221 | 3,127 | 4,879 | 4,913 | 4,646 | 4,538 | 4,234 | 49,678 |
| 3 | 1,947 | 3,432 | 2,749 | 3,353 | 3,255 | 1,788 | 1,795 | 1,970 | 3,652 | 3,339 | 3,328 | 2,928 | 33,536 |
| 4 | 3,537 | 4,726 | 4,061 | 4,646 | 4,539 | 4,358 | 3,127 | 3,677 | 4,913 | 4,646 | 4,538 | 4,234 | 51,001 |
| 5 | 4,726 | 4,726 | 4,061 | 4,646 | 4,539 | 4,358 | 4,293 | 4,879 | 3,652 | 4,646 | 3,328 | 4,234 | 52,086 |
| 6 | 2,660 | 2,486 | 1,764 | 2,368 | 2,323 | 2,409 | 2,332 | 2,747 | 2,738 | 2,419 | 2,472 | 1,892 | 28,611 |
| 7 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 4,538 | 4,234 | 42,115 |
| 8 | 2,660 | 3,432 | 2,749 | 3,353 | 4,539 | 4,358 | 1,795 | 1,970 | 4,913 | 4,646 | 3,328 | 4,234 | 41,977 |
| 9 | 1,947 | 1,863 | 1,764 | 2,368 | 2,323 | 2,409 | 1,795 | 2,747 | 2,738 | 3,339 | 3,328 | 1,892 | 28,514 |
| 10 | 3,537 | 3,432 | 4,061 | 4,646 | 3,255 | 4,358 | 4,293 | 4,879 | 4,913 | 4,646 | 4,538 | 4,234 | 50,790 |
| 11 | 2,660 | 1,863 | 2,749 | 3,353 | 1,768 | 1,788 | 1,795 | 2,747 | 2,738 | 3,339 | 2,472 | 2,928 | 30,202 |
| 12 | 2,660 | 3,432 | 2,749 | 3,353 | 4,539 | 4,358 | 2,332 | 2,747 | 3,652 | 4,646 | 2,472 | 1,892 | 38,832 |
| 13 | 4,726 | 4,726 | 4,061 | 3,353 | 3,255 | 3,221 | 4,293 | 4,879 | 4,913 | 4,646 | 4,538 | 4,234 | 50,843 |
| 14 | 1,947 | 4,726 | 1,000 | 1,750 | 3,255 | 3,221 | 1,000 | 1,970 | 2,051 | 1,870 | 2,472 | 2,928 | 28,188 |
| 15 | 3,537 | 2,486 | 2,749 | 4,646 | 3,255 | 3,221 | 2,332 | 2,747 | 3,652 | 2,419 | 3,328 | 4,234 | 38,605 |
| 16 | 3,537 | 3,432 | 4,061 | 4,646 | 3,255 | 3,221 | 3,127 | 2,747 | 3,652 | 3,339 | 4,538 | 4,234 | 43,788 |
| 17 | 3,537 | 3,432 | 4,061 | 4,646 | 4,539 | 4,358 | 3,127 | 3,677 | 4,913 | 4,646 | 4,538 | 4,234 | 49,707 |
| 18 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 4,358 | 4,293 | 3,677 | 3,652 | 4,646 | 3,328 | 4,234 | 44,513 |
| 19 | 1,000 | 2,486 | 2,749 | 2,368 | 2,323 | 3,221 | 1,795 | 3,677 | 3,652 | 3,339 | 2,472 | 4,234 | 33,317 |
| 20 | 3,537 | 3,432 | 4,061 | 4,646 | 3,255 | 4,358 | 4,293 | 4,879 | 4,913 | 2,419 | 3,328 | 2,928 | 46,047 |
| 21 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 2,409 | 1,000 | 3,677 | 4,913 | 3,339 | 1,832 | 2,928 | 36,424 |
| 22 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 4,358 | 3,127 | 3,677 | 4,913 | 3,339 | 4,538 | 2,928 | 43,207 |
| 23 | 4,726 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 2,332 | 3,677 | 3,652 | 3,339 | 4,538 | 4,234 | 42,508 |
| 24 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 25 | 3,537 | 3,432 | 1,764 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 2,472 | 4,234 | 39,063 |
| 26 | 1,947 | 1,863 | 2,749 | 3,353 | 1,768 | 1,788 | 2,332 | 2,747 | 2,738 | 1,870 | 2,472 | 2,928 | 28,556 |
| 27 | 1,947 | 2,486 | 2,749 | 2,368 | 1,768 | 1,788 | 1,000 | 1,970 | 2,051 | 2,419 | 2,472 | 4,234 | 27,253 |
| 28 | 2,660 | 3,432 | 4,061 | 4,646 | 1,000 | 2,409 | 4,293 | 2,747 | 3,652 | 3,339 | 4,538 | 4,234 | 41,010 |
| 29 | 2,660 | 3,432 | 2,749 | 4,646 | 4,539 | 4,358 | 3,127 | 3,677 | 3,652 | 4,646 | 4,538 | 4,234 | 46,258 |
| 30 | 2,660 | 2,486 | 1,764 | 3,353 | 3,255 | 3,221 | 2,332 | 2,747 | 2,738 | 3,339 | 3,328 | 2,928 | 34,151 |
| 31 | 3,537 | 2,486 | 4,061 | 2,368 | 3,255 | 2,409 | 4,293 | 2,747 | 3,652 | 4,646 | 4,538 | 4,234 | 42,224 |
| 32 | 4,726 | 3,432 | 1,764 | 3,353 | 3,255 | 4,358 | 3,127 | 4,879 | 2,738 | 3,339 | 3,328 | 4,234 | 42,534 |
| 33 | 3,537 | 4,726 | 2,749 | 4,646 | 3,255 | 4,358 | 3,127 | 4,879 | 4,913 | 3,339 | 4,538 | 4,234 | 48,301 |
| 34 | 2,660 | 3,432 | 1,764 | 2,368 | 3,255 | 2,409 | 2,332 | 2,747 | 2,738 | 2,419 | 3,328 | 1,892 | 31,344 |
| 35 | 3,537 | 3,432 | 4,061 | 4,646 | 3,255 | 1,788 | 4,293 | 4,879 | 4,913 | 4,646 | 4,538 | 2,928 | 46,914 |
| 36 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 37 | 3,537 | 3,432 | 2,749 | 4,646 | 4,539 | 1,000 | 1,000 | 3,677 | 2,051 | 1,870 | 3,328 | 2,928 | 34,757 |
| 38 | 2,660 | 2,486 | 1,764 | 2,368 | 2,323 | 2,409 | 2,332 | 2,747 | 2,738 | 2,419 | 2,472 | 1,892 | 28,611 |
| 39 | 3,537 | 4,726 | 2,749 | 3,353 | 4,539 | 4,358 | 1,000 | 2,747 | 4,913 | 4,646 | 3,328 | 2,928 | 42,824 |
| 40 | 4,726 | 4,726 | 2,749 | 3,353 | 3,255 | 2,409 | 2,332 | 3,677 | 2,738 | 1,870 | 1,832 | 4,234 | 37,900 |
| 41 | 4,726 | 3,432 | 4,061 | 4,646 | 4,539 | 3,221 | 3,127 | 2,747 | 4,913 | 2,419 | 4,538 | 1,892 | 44,261 |
| 42 | 2,660 | 4,726 | 2,749 | 3,353 | 4,539 | 2,409 | 2,332 | 3,677 | 3,652 | 4,646 | 4,538 | 4,234 | 43,514 |
| 43 | 4,726 | 2,486 | 2,749 | 3,353 | 2,323 | 2,409 | 3,127 | 2,747 | 3,652 | 2,419 | 2,472 | 2,928 | 35,392 |
| 44 | 2,660 | 3,432 | 4,061 | 3,353 | 1,768 | 1,788 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 4,234 | 38,420 |
| 45 | 3,537 | 3,432 | 2,749 | 3,353 | 4,539 | 3,221 | 2,332 | 3,677 | 4,913 | 3,339 | 4,538 | 4,234 | 43,864 |
| 46 | 3,537 | 4,726 | 4,061 | 4,646 | 4,539 | 3,221 | 4,293 | 4,879 | 3,652 | 3,339 | 4,538 | 2,928 | 48,358 |
| 47 | 3,537 | 2,486 | 2,749 | 2,368 | 2,323 | 4,358 | 1,795 | 1,970 | 2,051 | 4,646 | 1,832 | 4,234 | 34,350 |
| 48 | 4,726 | 4,726 | 4,061 | 4,646 | 4,539 | 4,358 | 4,293 | 4,879 | 4,913 | 4,646 | 4,538 | 4,234 | 54,557 |
| 49 | 1,947 | 3,432 | 4,061 | 4,646 | 3,255 | 1,788 | 1,000 | 2,747 | 4,913 | 4,646 | 3,328 | 2,928 | 38,689 |
| 50 | 2,660 | 1,000 | 2,749 | 2,368 | 3,255 | 3,221 | 3,127 | 3,677 | 2,738 | 4,646 | 4,538 | 4,234 | 38,213 |
| 51 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 52 | 1,000 | 1,000 | 2,749 | 2,368 | 1,768 | 2,409 | 1,795 | 1,970 | 3,652 | 3,339 | 3,328 | 1,892 | 27,270 |
| 53 | 4,726 | 4,726 | 4,061 | 4,646 | 4,539 | 4,358 | 3,127 | 2,747 | 3,652 | 3,339 | 2,472 | 1,892 | 44,285 |
| 54 | 2,660 | 2,486 | 1,764 | 2,368 | 2,323 | 2,409 | 2,332 | 2,747 | 2,738 | 2,419 | 2,472 | 1,892 | 28,611 |
| 55 | 2,660 | 3,432 | 2,749 | 3,353 | 4,539 | 4,358 | 4,293 | 2,747 | 3,652 | 3,339 | 3,328 | 4,234 | 42,685 |
| 56 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 57 | 1,947 | 1,863 | 1,764 | 3,353 | 1,000 | 1,000 | 1,795 | 1,970 | 2,738 | 3,339 | 4,538 | 2,928 | 28,236 |
| 58 | 2,660 | 2,486 | 4,061 | 4,646 | 2,323 | 2,409 | 2,332 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 37,839 |
| 59 | 3,537 | 3,432 | 2,749 | 2,368 | 2,323 | 2,409 | 2,332 | 2,747 | 2,738 | 3,339 | 4,538 | 1,892 | 34,405 |
| 60 | 2,660 | 3,432 | 2,749 | 3,353 | 3,255 | 2,409 | 2,332 | 2,747 | 3,652 | 3,339 | 3,328 | 2,928 | 36,183 |
| 61 | 1,000 | 1,000 | 4,061 | 4,646 | 4,539 | 1,000 | 1,000 | 4,879 | 4,913 | 1,000 | 1,000 | 4,234 | 33,271 |
| 62 | 2,660 | 2,486 | 2,749 | 2,368 | 2,323 | 3,221 | 3,127 | 3,677 | 2,738 | 2,419 | 3,328 | 1,892 | 32,990 |
| 63 | 3,537 | 3,432 | 2,749 | 4,646 | 4,539 | 2,409 | 2,332 | 1,970 | 2,051 | 3,339 | 3,328 | 4,234 | 38,566 |
| 64 | 1,947 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 38,008 |
| 65 | 4,726 | 4,726 | 4,061 | 4,646 | 4,539 | 4,358 | 4,293 | 4,879 | 4,913 | 4,646 | 4,538 | 4,234 | 54,557 |
| 66 | 1,947 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 1,795 | 3,677 | 3,652 | 4,646 | 3,328 | 2,928 | 37,982 |
| 67 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 68 | 1,947 | 1,863 | 4,061 | 3,353 | 3,255 | 2,409 | 1,795 | 3,677 | 3,652 | 1,870 | 1,832 | 2,928 | 32,640 |
| 69 | 4,726 | 4,726 | 4,061 | 4,646 | 4,539 | 4,358 | 4,293 | 4,879 | 4,913 | 4,646 | 4,538 | 4,234 | 54,557 |
| 70 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 71 | 2,660 | 2,486 | 1,764 | 2,368 | 2,323 | 2,409 | 3,127 | 3,677 | 4,913 | 4,646 | 3,328 | 2,928 | 36,628 |
| 72 | 3,537 | 3,432 | 1,000 | 1,750 | 3,255 | 3,221 | 1,000 | 1,000 | 3,652 | 3,339 | 2,472 | 2,928 | 30,586 |
| 73 | 3,537 | 3,432 | 4,061 | 3,353 | 3,255 | 1,788 | 1,795 | 2,747 | 3,652 | 3,339 | 4,538 | 2,928 | 38,425 |
| 74 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 75 | 1,947 | 1,863 | 1,000 | 1,750 | 1,768 | 1,788 | 1,795 | 1,970 | 2,051 | 1,870 | 1,832 | 1,000 | 20,635 |
| 76 | 3,537 | 2,486 | 2,749 | 3,353 | 3,255 | 2,409 | 3,127 | 3,677 | 3,652 | 3,339 | 2,472 | 1,892 | 35,949 |
| 77 | 3,537 | 3,432 | 2,749 | 4,646 | 4,539 | 4,358 | 4,293 | 4,879 | 3,652 | 3,339 | 3,328 | 2,928 | 45,680 |
| 78 | 1,947 | 1,863 | 1,764 | 1,000 | 3,255 | 3,221 | 3,127 | 3,677 | 4,913 | 3,339 | 3,328 | 2,928 | 34,362 |
| 79 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 80 | 1,947 | 1,863 | 2,749 | 3,353 | 3,255 | 2,409 | 2,332 | 3,677 | 3,652 | 3,339 | 4,538 | 4,234 | 37,347 |
| 81 | 3,537 | 3,432 | 1,000 | 1,750 | 1,768 | 1,000 | 1,000 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 30,411 |
| 82 | 2,660 | 2,486 | 2,749 | 3,353 | 4,539 | 4,358 | 3,127 | 3,677 | 2,051 | 3,339 | 3,328 | 2,928 | 38,597 |
| 83 | 4,726 | 4,726 | 4,061 | 4,646 | 4,539 | 4,358 | 4,293 | 4,879 | 4,913 | 4,646 | 4,538 | 4,234 | 54,557 |
| 84 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 85 | 1,947 | 1,863 | 1,000 | 1,750 | 1,768 | 1,788 | 1,795 | 1,970 | 2,051 | 1,870 | 1,832 | 1,000 | 20,635 |
| 86 | 3,537 | 3,432 | 1,000 | 1,750 | 1,000 | 3,221 | 3,127 | 2,747 | 3,652 | 4,646 | 4,538 | 4,234 | 36,884 |
| 87 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 88 | 4,726 | 4,726 | 2,749 | 3,353 | 2,323 | 1,000 | 3,127 | 3,677 | 3,652 | 3,339 | 1,832 | 2,928 | 37,433 |
| 89 | 3,537 | 3,432 | 4,061 | 4,646 | 3,255 | 3,221 | 3,127 | 1,970 | 2,051 | 1,870 | 2,472 | 2,928 | 36,569 |
| 90 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 91 | 4,726 | 3,432 | 2,749 | 3,353 | 4,539 | 3,221 | 2,332 | 1,970 | 1,000 | 1,000 | 1,832 | 4,234 | 34,388 |
| 92 | 4,726 | 4,726 | 4,061 | 4,646 | 4,539 | 4,358 | 4,293 | 4,879 | 4,913 | 4,646 | 4,538 | 4,234 | 54,557 |
| 93 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 94 | 2,660 | 1,863 | 1,000 | 3,353 | 3,255 | 3,221 | 4,293 | 4,879 | 2,051 | 1,870 | 1,000 | 1,000 | 30,444 |
| 95 | 3,537 | 3,432 | 2,749 | 3,353 | 2,323 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 4,234 | 39,973 |
| 96 | 3,537 | 2,486 | 1,764 | 3,353 | 3,255 | 1,788 | 1,795 | 1,000 | 4,913 | 4,646 | 4,538 | 2,928 | 36,003 |
| 97 | 4,726 | 4,726 | 4,061 | 4,646 | 4,539 | 3,221 | 3,127 | 3,677 | 3,652 | 4,646 | 4,538 | 4,234 | 49,792 |
| 98 | 3,537 | 3,432 | 2,749 | 3,353 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 39,598 |
| 99 | 2,660 | 1,863 | 1,000 | 1,000 | 3,255 | 3,221 | 3,127 | 3,677 | 3,652 | 3,339 | 3,328 | 2,928 | 33,050 |
| 100 | 4,726 | 3,432 | 4,061 | 3,353 | 3,255 | 3,221 | 3,127 | 4,879 | 4,913 | 3,339 | 3,328 | 2,928 | 44,561 |

Jawaban Kuesioner *Shopping Lifestyle* Untuk Data Penelitian

1. Data Ordinal

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | SHOPPING LIFESTYLE | | | | | | | | | | | | TOTAL |
| S1 | S2 | S3 | S4 | S5 | S6 | S7 | S8 | S9 | S10 | S11 | S12 |
| 1 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 49 |
| 2 | 4 | 2 | 2 | 3 | 5 | 5 | 1 | 1 | 1 | 1 | 2 | 5 | 32 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 1 | 1 | 1 | 2 | 4 | 2 | 34 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 54 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 56 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 7 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| 8 | 4 | 4 | 5 | 5 | 5 | 2 | 1 | 1 | 3 | 2 | 4 | 1 | 37 |
| 9 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 1 | 3 | 3 | 5 | 4 | 39 |
| 10 | 5 | 5 | 1 | 2 | 5 | 5 | 1 | 1 | 3 | 2 | 5 | 5 | 40 |
| 11 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 39 |
| 12 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 57 |
| 14 | 4 | 2 | 2 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 35 |
| 15 | 3 | 3 | 3 | 4 | 3 | 2 | 1 | 2 | 2 | 2 | 4 | 3 | 32 |
| 16 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 43 |
| 17 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 18 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 49 |
| 19 | 5 | 5 | 2 | 4 | 3 | 1 | 3 | 4 | 5 | 4 | 4 | 5 | 45 |
| 20 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 55 |
| 21 | 4 | 4 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 31 |
| 22 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 23 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 42 |
| 24 | 2 | 1 | 1 | 4 | 2 | 2 | 1 | 2 | 2 | 4 | 3 | 2 | 26 |
| 25 | 3 | 3 | 4 | 5 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 36 |
| 26 | 4 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 33 |
| 27 | 4 | 4 | 2 | 1 | 4 | 4 | 1 | 2 | 3 | 1 | 5 | 3 | 34 |
| 28 | 3 | 3 | 3 | 1 | 4 | 4 | 1 | 4 | 5 | 4 | 4 | 4 | 40 |
| 29 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 30 | 4 | 5 | 3 | 4 | 3 | 3 | 2 | 2 | 5 | 4 | 3 | 5 | 43 |
| 31 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 46 |
| 32 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 33 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 55 |
| 34 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 35 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 36 | 5 | 5 | 3 | 4 | 4 | 5 | 2 | 3 | 3 | 3 | 4 | 4 | 45 |
| 37 | 4 | 4 | 1 | 4 | 4 | 1 | 1 | 1 | 1 | 4 | 2 | 4 | 31 |
| 38 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 39 | 3 | 3 | 4 | 5 | 4 | 4 | 1 | 3 | 3 | 3 | 4 | 4 | 41 |
| 40 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 43 |
| 41 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 55 |
| 42 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 5 | 44 |
| 43 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 46 |
| 44 | 4 | 3 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 41 |
| 45 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 49 |
| 46 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 54 |
| 47 | 4 | 3 | 2 | 3 | 4 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 29 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 49 | 4 | 5 | 3 | 4 | 5 | 5 | 1 | 2 | 3 | 3 | 4 | 3 | 42 |
| 50 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 41 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 52 | 4 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 43 |
| 53 | 2 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 2 | 2 | 5 | 5 | 43 |
| 54 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 34 |
| 55 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 5 | 46 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 57 | 3 | 3 | 2 | 1 | 3 | 4 | 1 | 1 | 3 | 3 | 4 | 2 | 30 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 59 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 5 | 5 | 36 |
| 60 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 61 | 5 | 5 | 5 | 5 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 28 |
| 62 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 39 |
| 63 | 4 | 3 | 3 | 4 | 2 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 42 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 67 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 50 |
| 68 | 4 | 4 | 5 | 5 | 2 | 2 | 1 | 4 | 4 | 3 | 4 | 5 | 43 |
| 69 | 4 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 43 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 71 | 5 | 2 | 2 | 4 | 2 | 4 | 4 | 3 | 1 | 4 | 5 | 4 | 40 |
| 72 | 2 | 2 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 50 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 75 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 76 | 4 | 4 | 4 | 5 | 5 | 1 | 2 | 4 | 4 | 4 | 2 | 2 | 41 |
| 77 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 43 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 79 | 4 | 4 | 2 | 2 | 4 | 2 | 2 | 1 | 4 | 5 | 4 | 4 | 38 |
| 80 | 4 | 3 | 4 | 4 | 4 | 2 | 5 | 5 | 4 | 4 | 4 | 4 | 47 |
| 81 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 37 |
| 82 | 2 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 49 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 84 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 86 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 87 | 4 | 5 | 5 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 3 | 45 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 89 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| 90 | 1 | 1 | 2 | 2 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 41 |
| 91 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 45 |
| 92 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| 93 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 96 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 4 | 1 | 4 | 4 | 40 |
| 97 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 2 | 1 | 4 | 4 | 4 | 42 |
| 98 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 2 | 2 | 47 |
| 99 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 37 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |

1. Data Interval

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | **Succesive Interval** | | | | | | | | | | | | **total** |
| **S1** | **S2** | **S3** | **S4** | **S5** | **S6** | **S7** | **S8** | **S9** | **S10** | **S11** | **S12** |
| 1 | 3,887 | 3,649 | 3,402 | 4,516 | 3,866 | 3,381 | 3,061 | 3,300 | 2,547 | 2,647 | 4,985 | 4,716 | 43,957 |
| 2 | 3,887 | 1,832 | 1,920 | 2,486 | 5,065 | 4,554 | 1,000 | 1,000 | 1,000 | 1,000 | 2,011 | 4,716 | 30,472 |
| 3 | 3,887 | 2,657 | 3,402 | 3,321 | 3,866 | 3,381 | 1,000 | 1,000 | 1,000 | 1,896 | 3,719 | 1,905 | 31,033 |
| 4 | 5,220 | 4,849 | 4,425 | 4,516 | 5,065 | 4,554 | 3,061 | 2,523 | 4,506 | 2,647 | 4,985 | 3,514 | 49,865 |
| 5 | 5,220 | 3,649 | 4,425 | 4,516 | 5,065 | 4,554 | 3,061 | 4,345 | 3,416 | 4,821 | 3,719 | 4,716 | 51,508 |
| 6 | 2,778 | 2,657 | 2,662 | 2,486 | 2,886 | 2,515 | 2,298 | 2,523 | 2,547 | 2,647 | 2,753 | 2,617 | 31,368 |
| 7 | 3,887 | 3,649 | 3,402 | 3,321 | 2,886 | 2,515 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 40,266 |
| 8 | 3,887 | 3,649 | 4,425 | 4,516 | 5,065 | 1,845 | 1,000 | 1,000 | 2,547 | 1,896 | 3,719 | 1,000 | 34,549 |
| 9 | 2,778 | 2,657 | 2,662 | 3,321 | 3,866 | 3,381 | 1,791 | 1,000 | 2,547 | 2,647 | 4,985 | 3,514 | 35,149 |
| 10 | 5,220 | 4,849 | 1,000 | 1,863 | 5,065 | 4,554 | 1,000 | 1,000 | 2,547 | 1,896 | 4,985 | 4,716 | 38,696 |
| 11 | 3,887 | 3,649 | 2,662 | 2,486 | 2,886 | 3,381 | 3,061 | 1,860 | 2,547 | 2,647 | 2,753 | 2,617 | 34,435 |
| 12 | 2,778 | 2,657 | 3,402 | 4,516 | 2,886 | 2,515 | 2,298 | 2,523 | 2,547 | 2,647 | 2,753 | 2,617 | 34,137 |
| 13 | 5,220 | 4,849 | 4,425 | 4,516 | 5,065 | 4,554 | 4,182 | 3,300 | 4,506 | 3,596 | 4,985 | 3,514 | 52,712 |
| 14 | 3,887 | 1,832 | 1,920 | 3,321 | 2,886 | 3,381 | 1,791 | 1,860 | 1,814 | 1,896 | 3,719 | 3,514 | 31,821 |
| 15 | 2,778 | 2,657 | 2,662 | 3,321 | 2,886 | 1,845 | 1,000 | 1,860 | 1,814 | 1,896 | 3,719 | 2,617 | 29,054 |
| 16 | 3,887 | 3,649 | 3,402 | 3,321 | 2,886 | 3,381 | 3,061 | 2,523 | 1,814 | 2,647 | 3,719 | 3,514 | 37,804 |
| 17 | 3,887 | 3,649 | 4,425 | 4,516 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 44,331 |
| 18 | 3,887 | 3,649 | 4,425 | 4,516 | 5,065 | 3,381 | 3,061 | 3,300 | 2,547 | 2,647 | 3,719 | 3,514 | 43,711 |
| 19 | 5,220 | 4,849 | 1,920 | 3,321 | 2,886 | 1,000 | 2,298 | 3,300 | 4,506 | 3,596 | 3,719 | 4,716 | 41,331 |
| 20 | 3,887 | 4,849 | 4,425 | 3,321 | 5,065 | 4,554 | 4,182 | 3,300 | 3,416 | 4,821 | 4,985 | 3,514 | 50,320 |
| 21 | 3,887 | 3,649 | 1,000 | 1,863 | 2,011 | 1,845 | 1,791 | 1,860 | 1,814 | 1,896 | 3,719 | 3,514 | 28,849 |
| 22 | 3,887 | 3,649 | 4,425 | 4,516 | 5,065 | 4,554 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 46,703 |
| 23 | 2,778 | 2,657 | 3,402 | 3,321 | 3,866 | 3,381 | 2,298 | 2,523 | 2,547 | 2,647 | 3,719 | 3,514 | 36,653 |
| 24 | 1,922 | 1,000 | 1,000 | 3,321 | 2,011 | 1,845 | 1,000 | 1,860 | 1,814 | 3,596 | 2,753 | 1,905 | 24,027 |
| 25 | 2,778 | 2,657 | 3,402 | 4,516 | 2,886 | 1,845 | 2,298 | 2,523 | 1,814 | 1,896 | 2,753 | 2,617 | 31,983 |
| 26 | 3,887 | 2,657 | 1,920 | 1,863 | 2,886 | 2,515 | 1,791 | 1,860 | 2,547 | 2,647 | 2,753 | 2,617 | 29,941 |
| 27 | 3,887 | 3,649 | 1,920 | 1,000 | 3,866 | 3,381 | 1,000 | 1,860 | 2,547 | 1,000 | 4,985 | 2,617 | 31,713 |
| 28 | 2,778 | 2,657 | 2,662 | 1,000 | 3,866 | 3,381 | 1,000 | 3,300 | 4,506 | 3,596 | 3,719 | 3,514 | 35,980 |
| 29 | 3,887 | 4,849 | 3,402 | 3,321 | 3,866 | 2,515 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,446 |
| 30 | 3,887 | 4,849 | 2,662 | 3,321 | 2,886 | 2,515 | 1,791 | 1,860 | 4,506 | 3,596 | 2,753 | 4,716 | 39,341 |
| 31 | 2,778 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 4,182 | 2,523 | 3,416 | 3,596 | 2,753 | 3,514 | 40,381 |
| 32 | 2,778 | 2,657 | 2,662 | 2,486 | 3,866 | 2,515 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 37,571 |
| 33 | 3,887 | 4,849 | 3,402 | 4,516 | 3,866 | 4,554 | 3,061 | 4,345 | 4,506 | 3,596 | 4,985 | 4,716 | 50,283 |
| 34 | 2,778 | 2,657 | 2,662 | 2,486 | 2,886 | 2,515 | 2,298 | 2,523 | 2,547 | 2,647 | 2,753 | 2,617 | 31,368 |
| 35 | 5,220 | 3,649 | 4,425 | 4,516 | 5,065 | 4,554 | 4,182 | 4,345 | 4,506 | 4,821 | 4,985 | 4,716 | 54,985 |
| 36 | 5,220 | 4,849 | 2,662 | 3,321 | 3,866 | 4,554 | 1,791 | 2,523 | 2,547 | 2,647 | 3,719 | 3,514 | 41,213 |
| 37 | 3,887 | 3,649 | 1,000 | 3,321 | 3,866 | 1,000 | 1,000 | 1,000 | 1,000 | 3,596 | 2,011 | 3,514 | 28,845 |
| 38 | 2,778 | 2,657 | 2,662 | 2,486 | 2,886 | 2,515 | 2,298 | 2,523 | 2,547 | 2,647 | 2,753 | 2,617 | 31,368 |
| 39 | 2,778 | 2,657 | 3,402 | 4,516 | 3,866 | 3,381 | 1,000 | 2,523 | 2,547 | 2,647 | 3,719 | 3,514 | 36,549 |
| 40 | 2,778 | 3,649 | 1,920 | 3,321 | 2,886 | 2,515 | 2,298 | 3,300 | 2,547 | 3,596 | 4,985 | 4,716 | 38,511 |
| 41 | 5,220 | 4,849 | 3,402 | 3,321 | 5,065 | 3,381 | 3,061 | 3,300 | 4,506 | 4,821 | 4,985 | 4,716 | 50,628 |
| 42 | 2,778 | 2,657 | 4,425 | 2,486 | 3,866 | 2,515 | 3,061 | 2,523 | 2,547 | 2,647 | 4,985 | 4,716 | 39,207 |
| 43 | 3,887 | 3,649 | 2,662 | 4,516 | 3,866 | 2,515 | 2,298 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 40,939 |
| 44 | 3,887 | 2,657 | 1,920 | 1,863 | 3,866 | 3,381 | 3,061 | 2,523 | 2,547 | 3,596 | 3,719 | 3,514 | 36,535 |
| 45 | 3,887 | 4,849 | 3,402 | 3,321 | 3,866 | 3,381 | 2,298 | 2,523 | 3,416 | 3,596 | 4,985 | 4,716 | 44,241 |
| 46 | 3,887 | 3,649 | 4,425 | 4,516 | 3,866 | 4,554 | 2,298 | 4,345 | 3,416 | 4,821 | 4,985 | 4,716 | 49,480 |
| 47 | 3,887 | 2,657 | 1,920 | 2,486 | 3,866 | 2,515 | 1,000 | 1,000 | 1,814 | 1,896 | 2,011 | 1,905 | 26,957 |
| 48 | 5,220 | 4,849 | 4,425 | 4,516 | 5,065 | 4,554 | 4,182 | 4,345 | 4,506 | 4,821 | 4,985 | 4,716 | 56,185 |
| 49 | 3,887 | 4,849 | 2,662 | 3,321 | 5,065 | 4,554 | 1,000 | 1,860 | 2,547 | 2,647 | 3,719 | 2,617 | 38,728 |
| 50 | 3,887 | 3,649 | 2,662 | 2,486 | 2,886 | 2,515 | 2,298 | 3,300 | 3,416 | 3,596 | 2,753 | 2,617 | 36,065 |
| 51 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 52 | 3,887 | 3,649 | 2,662 | 1,863 | 2,886 | 3,381 | 2,298 | 2,523 | 3,416 | 4,821 | 3,719 | 3,514 | 38,620 |
| 53 | 1,922 | 2,657 | 4,425 | 4,516 | 3,866 | 3,381 | 2,298 | 2,523 | 1,814 | 1,896 | 4,985 | 4,716 | 39,000 |
| 54 | 2,778 | 2,657 | 2,662 | 1,863 | 2,886 | 2,515 | 1,791 | 2,523 | 2,547 | 2,647 | 2,753 | 2,617 | 30,238 |
| 55 | 2,778 | 3,649 | 4,425 | 4,516 | 3,866 | 3,381 | 3,061 | 2,523 | 2,547 | 1,896 | 3,719 | 4,716 | 41,078 |
| 56 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 57 | 2,778 | 2,657 | 1,920 | 1,000 | 2,886 | 3,381 | 1,000 | 1,000 | 2,547 | 2,647 | 3,719 | 1,905 | 27,439 |
| 58 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 59 | 2,778 | 2,657 | 2,662 | 2,486 | 2,011 | 1,845 | 1,791 | 1,860 | 2,547 | 2,647 | 4,985 | 4,716 | 32,985 |
| 60 | 3,887 | 3,649 | 2,662 | 2,486 | 2,886 | 2,515 | 2,298 | 2,523 | 2,547 | 2,647 | 2,753 | 2,617 | 33,469 |
| 61 | 5,220 | 4,849 | 4,425 | 4,516 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 27,010 |
| 62 | 2,778 | 2,657 | 2,662 | 3,321 | 2,886 | 2,515 | 3,061 | 2,523 | 2,547 | 2,647 | 3,719 | 2,617 | 33,932 |
| 63 | 3,887 | 2,657 | 2,662 | 3,321 | 2,011 | 3,381 | 4,182 | 2,523 | 3,416 | 3,596 | 2,753 | 2,617 | 37,006 |
| 64 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 65 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 66 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 67 | 3,887 | 3,649 | 2,662 | 2,486 | 3,866 | 4,554 | 4,182 | 4,345 | 3,416 | 3,596 | 3,719 | 4,716 | 45,079 |
| 68 | 3,887 | 3,649 | 4,425 | 4,516 | 2,011 | 1,845 | 1,000 | 3,300 | 3,416 | 2,647 | 3,719 | 4,716 | 39,131 |
| 69 | 3,887 | 1,832 | 2,662 | 2,486 | 3,866 | 3,381 | 2,298 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 37,959 |
| 70 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 71 | 5,220 | 1,832 | 1,920 | 3,321 | 2,011 | 3,381 | 3,061 | 2,523 | 1,000 | 3,596 | 4,985 | 3,514 | 36,365 |
| 72 | 1,922 | 1,832 | 4,425 | 4,516 | 5,065 | 4,554 | 3,061 | 3,300 | 3,416 | 3,596 | 4,985 | 4,716 | 45,390 |
| 73 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 74 | 5,220 | 4,849 | 4,425 | 4,516 | 5,065 | 4,554 | 4,182 | 4,345 | 4,506 | 4,821 | 4,985 | 4,716 | 56,185 |
| 75 | 2,778 | 2,657 | 2,662 | 2,486 | 2,886 | 2,515 | 2,298 | 2,523 | 2,547 | 2,647 | 2,753 | 2,617 | 31,368 |
| 76 | 3,887 | 3,649 | 3,402 | 4,516 | 5,065 | 1,000 | 1,791 | 3,300 | 3,416 | 3,596 | 2,011 | 1,905 | 37,537 |
| 77 | 2,778 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 1,860 | 1,814 | 3,596 | 3,719 | 3,514 | 37,962 |
| 78 | 5,220 | 4,849 | 4,425 | 4,516 | 5,065 | 4,554 | 4,182 | 4,345 | 4,506 | 4,821 | 4,985 | 4,716 | 56,185 |
| 79 | 3,887 | 3,649 | 1,920 | 1,863 | 3,866 | 1,845 | 1,791 | 1,000 | 3,416 | 4,821 | 3,719 | 3,514 | 35,292 |
| 80 | 3,887 | 2,657 | 3,402 | 3,321 | 3,866 | 1,845 | 4,182 | 4,345 | 3,416 | 3,596 | 3,719 | 3,514 | 41,750 |
| 81 | 2,778 | 2,657 | 2,662 | 3,321 | 2,886 | 2,515 | 2,298 | 2,523 | 2,547 | 2,647 | 2,753 | 2,617 | 32,203 |
| 82 | 1,922 | 3,649 | 4,425 | 3,321 | 2,886 | 4,554 | 3,061 | 4,345 | 4,506 | 3,596 | 3,719 | 3,514 | 43,499 |
| 83 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 84 | 1,922 | 1,832 | 1,920 | 1,863 | 2,011 | 1,845 | 1,791 | 1,860 | 1,814 | 1,896 | 2,011 | 1,905 | 22,670 |
| 85 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 86 | 5,220 | 4,849 | 4,425 | 4,516 | 5,065 | 4,554 | 4,182 | 4,345 | 4,506 | 4,821 | 4,985 | 4,716 | 56,185 |
| 87 | 3,887 | 4,849 | 4,425 | 3,321 | 3,866 | 3,381 | 1,791 | 1,860 | 3,416 | 3,596 | 3,719 | 2,617 | 40,729 |
| 88 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 89 | 1,922 | 1,832 | 1,920 | 1,863 | 2,011 | 1,845 | 1,791 | 1,860 | 1,814 | 1,896 | 2,011 | 1,905 | 22,670 |
| 90 | 1,000 | 1,000 | 1,920 | 1,863 | 3,866 | 3,381 | 4,182 | 4,345 | 4,506 | 3,596 | 3,719 | 3,514 | 36,892 |
| 91 | 3,887 | 3,649 | 3,402 | 3,321 | 2,886 | 3,381 | 3,061 | 2,523 | 2,547 | 3,596 | 3,719 | 3,514 | 39,486 |
| 92 | 1,922 | 1,832 | 1,920 | 1,863 | 2,011 | 1,845 | 1,791 | 1,860 | 1,814 | 1,896 | 2,011 | 1,905 | 22,670 |
| 93 | 2,778 | 2,657 | 2,662 | 2,486 | 2,886 | 2,515 | 2,298 | 2,523 | 2,547 | 2,647 | 2,753 | 2,617 | 31,368 |
| 94 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |
| 95 | 5,220 | 4,849 | 4,425 | 4,516 | 5,065 | 4,554 | 4,182 | 4,345 | 4,506 | 4,821 | 4,985 | 4,716 | 56,185 |
| 96 | 3,887 | 3,649 | 2,662 | 2,486 | 3,866 | 3,381 | 2,298 | 1,860 | 3,416 | 1,000 | 3,719 | 3,514 | 35,739 |
| 97 | 3,887 | 3,649 | 4,425 | 3,321 | 3,866 | 3,381 | 1,791 | 1,860 | 1,000 | 3,596 | 3,719 | 3,514 | 38,010 |
| 98 | 3,887 | 3,649 | 4,425 | 3,321 | 5,065 | 3,381 | 3,061 | 4,345 | 4,506 | 2,647 | 2,011 | 1,905 | 42,203 |
| 99 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 2,515 | 3,061 | 1,860 | 1,814 | 1,896 | 2,011 | 1,905 | 33,187 |
| 100 | 3,887 | 3,649 | 3,402 | 3,321 | 3,866 | 3,381 | 3,061 | 3,300 | 3,416 | 3,596 | 3,719 | 3,514 | 42,113 |

Jawaban Kuesioner *Product Quality* Untuk Data Penelitian

1. Data Ordinal

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | PRODUCT QUALITY | | | | | | | | | | | | TOTAL |
| P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| 1 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 51 |
| 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 21 |
| 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 44 |
| 4 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 54 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 57 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 8 | 4 | 2 | 3 | 3 | 3 | 5 | 5 | 3 | 3 | 3 | 5 | 3 | 42 |
| 9 | 3 | 3 | 4 | 4 | 3 | 5 | 3 | 5 | 3 | 5 | 3 | 5 | 46 |
| 10 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 57 |
| 11 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 42 |
| 12 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 41 |
| 13 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 53 |
| 14 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 43 |
| 15 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 45 |
| 16 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 42 |
| 17 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 55 |
| 18 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 51 |
| 19 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 5 | 5 | 3 | 5 | 45 |
| 20 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 54 |
| 21 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 22 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 23 | 2 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 48 |
| 24 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 30 |
| 25 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 41 |
| 26 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 45 |
| 27 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 41 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 48 |
| 29 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 54 |
| 30 | 2 | 1 | 4 | 2 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 41 |
| 31 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 53 |
| 32 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 48 |
| 33 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 54 |
| 34 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 35 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 54 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 37 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 55 |
| 38 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | 28 |
| 39 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 49 |
| 40 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 49 |
| 41 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 53 |
| 42 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 55 |
| 43 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 3 | 2 | 3 | 4 | 42 |
| 44 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 3 | 44 |
| 45 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 46 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 51 |
| 47 | 2 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 40 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 49 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 49 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 52 | 1 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 3 | 42 |
| 53 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 54 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 37 |
| 55 | 3 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 45 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 57 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 5 | 3 | 4 | 4 | 3 | 41 |
| 58 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 51 |
| 59 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 45 |
| 60 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 44 |
| 61 | 1 | 3 | 3 | 3 | 1 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 42 |
| 62 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 41 |
| 63 | 2 | 3 | 3 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 3 | 4 | 43 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 66 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 45 |
| 68 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 54 |
| 69 | 2 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 41 |
| 70 | 4 | 5 | 5 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 3 | 4 | 45 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 50 |
| 72 | 1 | 3 | 4 | 4 | 2 | 2 | 5 | 3 | 4 | 4 | 4 | 4 | 40 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 50 |
| 74 | 4 | 4 | 4 | 2 | 2 | 2 | 5 | 5 | 4 | 4 | 2 | 2 | 40 |
| 75 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 2 | 2 | 44 |
| 76 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 42 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 2 | 2 | 41 |
| 78 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 79 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| 80 | 1 | 1 | 2 | 2 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 2 | 36 |
| 81 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 23 |
| 82 | 1 | 1 | 1 | 2 | 2 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 29 |
| 83 | 4 | 4 | 2 | 4 | 4 | 2 | 2 | 4 | 4 | 3 | 4 | 5 | 42 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 85 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 86 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| 87 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 88 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 45 |
| 89 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 40 |
| 90 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 15 |
| 91 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 24 |
| 92 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 1 | 1 | 43 |
| 93 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 2 | 2 | 2 | 1 | 38 |
| 94 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 22 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 97 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 98 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | 27 |
| 99 | 1 | 2 | 2 | 4 | 4 | 2 | 2 | 4 | 4 | 2 | 2 | 4 | 33 |
| 100 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 23 |

1. Data Interval

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | **Succesive Interval** | | | | | | | | | | | | **total** |
| **P1** | **P2** | **P3** | **P4** | **P5** | **P6** | **P7** | **P8** | **P9** | **P10** | **P11** | **P12** |
| 1 | 3,225 | 3,556 | 3,790 | 3,898 | 4,879 | 4,518 | 4,386 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 45,534 |
| 2 | 1,879 | 1,000 | 2,000 | 2,158 | 1,938 | 1,000 | 1,801 | 1,870 | 1,905 | 1,000 | 1,892 | 1,997 | 20,440 |
| 3 | 3,225 | 2,687 | 2,822 | 2,931 | 3,611 | 3,369 | 3,281 | 2,692 | 3,555 | 3,196 | 3,457 | 3,441 | 38,266 |
| 4 | 4,346 | 2,687 | 3,790 | 3,898 | 4,879 | 4,518 | 4,386 | 3,634 | 4,767 | 4,383 | 3,457 | 4,614 | 49,359 |
| 5 | 4,346 | 4,643 | 3,790 | 5,186 | 4,879 | 3,369 | 4,386 | 4,793 | 4,767 | 4,383 | 4,696 | 3,441 | 52,678 |
| 6 | 2,474 | 2,687 | 2,822 | 2,931 | 2,652 | 2,659 | 2,496 | 2,692 | 2,633 | 2,346 | 2,551 | 2,649 | 31,593 |
| 7 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 42,013 |
| 8 | 3,225 | 1,896 | 2,822 | 2,931 | 2,652 | 4,518 | 4,386 | 2,692 | 2,633 | 2,346 | 4,696 | 2,649 | 37,446 |
| 9 | 2,474 | 2,687 | 3,790 | 3,898 | 2,652 | 4,518 | 2,496 | 4,793 | 2,633 | 4,383 | 2,551 | 4,614 | 41,491 |
| 10 | 3,225 | 4,643 | 5,011 | 3,898 | 4,879 | 4,518 | 4,386 | 4,793 | 4,767 | 4,383 | 3,457 | 4,614 | 52,573 |
| 11 | 2,474 | 2,687 | 3,790 | 2,931 | 3,611 | 3,369 | 3,281 | 2,692 | 2,633 | 3,196 | 3,457 | 2,649 | 36,770 |
| 12 | 4,346 | 2,687 | 2,822 | 3,898 | 3,611 | 3,369 | 2,496 | 2,692 | 2,633 | 2,346 | 2,551 | 2,649 | 36,102 |
| 13 | 3,225 | 4,643 | 5,011 | 5,186 | 4,879 | 3,369 | 2,496 | 3,634 | 3,555 | 4,383 | 4,696 | 3,441 | 48,516 |
| 14 | 3,225 | 2,687 | 3,790 | 2,931 | 3,611 | 3,369 | 2,496 | 2,692 | 2,633 | 3,196 | 3,457 | 3,441 | 37,528 |
| 15 | 2,474 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 2,633 | 3,196 | 2,551 | 3,441 | 39,434 |
| 16 | 2,474 | 2,687 | 2,822 | 2,931 | 3,611 | 3,369 | 2,496 | 2,692 | 3,555 | 3,196 | 3,457 | 3,441 | 36,731 |
| 17 | 4,346 | 4,643 | 3,790 | 3,898 | 4,879 | 4,518 | 3,281 | 3,634 | 3,555 | 4,383 | 4,696 | 4,614 | 50,237 |
| 18 | 3,225 | 3,556 | 5,011 | 5,186 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 4,383 | 3,457 | 3,441 | 45,708 |
| 19 | 2,474 | 2,687 | 2,822 | 5,186 | 2,652 | 2,659 | 2,496 | 3,634 | 4,767 | 4,383 | 2,551 | 4,614 | 40,926 |
| 20 | 4,346 | 4,643 | 2,822 | 3,898 | 3,611 | 4,518 | 4,386 | 4,793 | 4,767 | 3,196 | 3,457 | 4,614 | 49,052 |
| 21 | 1,879 | 3,556 | 3,790 | 3,898 | 3,611 | 2,029 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 39,327 |
| 22 | 3,225 | 3,556 | 5,011 | 5,186 | 3,611 | 4,518 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 45,670 |
| 23 | 1,879 | 2,687 | 3,790 | 3,898 | 3,611 | 4,518 | 4,386 | 3,634 | 4,767 | 3,196 | 3,457 | 3,441 | 43,265 |
| 24 | 1,879 | 1,896 | 2,000 | 2,158 | 2,652 | 2,659 | 2,496 | 1,000 | 2,633 | 2,346 | 2,551 | 2,649 | 26,920 |
| 25 | 2,474 | 3,556 | 2,822 | 3,898 | 3,611 | 3,369 | 2,496 | 2,692 | 2,633 | 3,196 | 2,551 | 2,649 | 35,948 |
| 26 | 3,225 | 2,687 | 3,790 | 3,898 | 2,652 | 3,369 | 4,386 | 2,692 | 3,555 | 3,196 | 3,457 | 2,649 | 39,555 |
| 27 | 2,474 | 2,687 | 2,822 | 2,931 | 3,611 | 3,369 | 3,281 | 2,692 | 2,633 | 2,346 | 3,457 | 3,441 | 35,744 |
| 28 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 2,496 | 3,634 | 3,555 | 4,383 | 3,457 | 3,441 | 42,415 |
| 29 | 4,346 | 4,643 | 3,790 | 3,898 | 3,611 | 4,518 | 4,386 | 4,793 | 3,555 | 3,196 | 3,457 | 4,614 | 48,808 |
| 30 | 1,879 | 1,000 | 3,790 | 2,158 | 2,652 | 4,518 | 2,496 | 3,634 | 4,767 | 3,196 | 3,457 | 3,441 | 36,988 |
| 31 | 3,225 | 3,556 | 3,790 | 3,898 | 4,879 | 4,518 | 3,281 | 2,692 | 4,767 | 4,383 | 4,696 | 4,614 | 48,299 |
| 32 | 2,474 | 2,687 | 2,822 | 3,898 | 3,611 | 3,369 | 3,281 | 4,793 | 3,555 | 3,196 | 4,696 | 4,614 | 42,997 |
| 33 | 4,346 | 3,556 | 5,011 | 3,898 | 4,879 | 3,369 | 4,386 | 3,634 | 4,767 | 3,196 | 4,696 | 3,441 | 49,178 |
| 34 | 2,474 | 2,687 | 2,822 | 2,931 | 2,652 | 2,659 | 2,496 | 2,692 | 2,633 | 2,346 | 2,551 | 2,649 | 31,593 |
| 35 | 4,346 | 3,556 | 5,011 | 5,186 | 3,611 | 4,518 | 4,386 | 4,793 | 3,555 | 2,346 | 4,696 | 3,441 | 49,446 |
| 36 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 42,013 |
| 37 | 3,225 | 3,556 | 5,011 | 5,186 | 3,611 | 4,518 | 4,386 | 4,793 | 4,767 | 4,383 | 3,457 | 3,441 | 50,334 |
| 38 | 2,474 | 2,687 | 2,822 | 2,931 | 2,652 | 2,659 | 2,496 | 2,692 | 1,000 | 1,000 | 1,000 | 1,000 | 25,414 |
| 39 | 3,225 | 2,687 | 2,822 | 2,931 | 3,611 | 4,518 | 3,281 | 2,692 | 4,767 | 4,383 | 4,696 | 4,614 | 44,228 |
| 40 | 3,225 | 3,556 | 2,822 | 3,898 | 3,611 | 4,518 | 2,496 | 4,793 | 3,555 | 3,196 | 4,696 | 3,441 | 43,808 |
| 41 | 4,346 | 4,643 | 5,011 | 3,898 | 4,879 | 3,369 | 4,386 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 47,813 |
| 42 | 4,346 | 2,687 | 3,790 | 5,186 | 4,879 | 4,518 | 4,386 | 3,634 | 4,767 | 4,383 | 3,457 | 4,614 | 50,647 |
| 43 | 3,225 | 3,556 | 2,822 | 3,898 | 2,652 | 3,369 | 4,386 | 2,692 | 2,633 | 1,762 | 2,551 | 3,441 | 36,988 |
| 44 | 2,474 | 2,687 | 3,790 | 2,931 | 3,611 | 4,518 | 4,386 | 2,692 | 3,555 | 2,346 | 3,457 | 2,649 | 39,096 |
| 45 | 3,225 | 3,556 | 3,790 | 3,898 | 4,879 | 4,518 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 44,430 |
| 46 | 3,225 | 3,556 | 3,790 | 5,186 | 4,879 | 4,518 | 4,386 | 3,634 | 3,555 | 3,196 | 2,551 | 3,441 | 45,916 |
| 47 | 1,879 | 1,896 | 2,822 | 3,898 | 3,611 | 3,369 | 3,281 | 2,692 | 3,555 | 3,196 | 3,457 | 1,997 | 35,653 |
| 48 | 4,346 | 4,643 | 5,011 | 5,186 | 4,879 | 4,518 | 4,386 | 4,793 | 4,767 | 4,383 | 4,696 | 4,614 | 56,222 |
| 49 | 4,346 | 4,643 | 3,790 | 3,898 | 2,652 | 4,518 | 4,386 | 2,692 | 3,555 | 3,196 | 3,457 | 2,649 | 43,782 |
| 50 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 42,013 |
| 51 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 42,013 |
| 52 | 1,000 | 2,687 | 3,790 | 2,931 | 3,611 | 4,518 | 3,281 | 3,634 | 2,633 | 2,346 | 4,696 | 2,649 | 37,777 |
| 53 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 4,518 | 4,386 | 3,634 | 4,767 | 4,383 | 4,696 | 4,614 | 49,078 |
| 54 | 2,474 | 2,687 | 2,822 | 2,931 | 2,652 | 2,659 | 2,496 | 2,692 | 3,555 | 2,346 | 2,551 | 2,649 | 32,515 |
| 55 | 2,474 | 3,556 | 3,790 | 5,186 | 4,879 | 2,659 | 2,496 | 3,634 | 3,555 | 3,196 | 3,457 | 1,997 | 40,879 |
| 56 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 42,013 |
| 57 | 2,474 | 2,687 | 2,822 | 2,931 | 3,611 | 2,029 | 3,281 | 4,793 | 2,633 | 3,196 | 3,457 | 2,649 | 36,564 |
| 58 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 2,659 | 2,496 | 4,793 | 4,767 | 4,383 | 4,696 | 4,614 | 46,490 |
| 59 | 2,474 | 2,687 | 2,822 | 2,931 | 3,611 | 4,518 | 3,281 | 2,692 | 3,555 | 4,383 | 3,457 | 3,441 | 39,852 |
| 60 | 3,225 | 3,556 | 2,822 | 2,931 | 2,652 | 3,369 | 3,281 | 3,634 | 3,555 | 2,346 | 3,457 | 3,441 | 38,269 |
| 61 | 1,000 | 2,687 | 2,822 | 2,931 | 1,000 | 4,518 | 4,386 | 2,692 | 2,633 | 4,383 | 4,696 | 4,614 | 38,363 |
| 62 | 2,474 | 2,687 | 3,790 | 3,898 | 2,652 | 2,659 | 3,281 | 2,692 | 3,555 | 2,346 | 3,457 | 2,649 | 36,141 |
| 63 | 1,879 | 2,687 | 2,822 | 3,898 | 3,611 | 4,518 | 4,386 | 2,692 | 2,633 | 3,196 | 2,551 | 3,441 | 38,316 |
| 64 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 42,013 |
| 65 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 42,013 |
| 66 | 4,346 | 4,643 | 5,011 | 5,186 | 4,879 | 4,518 | 4,386 | 4,793 | 4,767 | 4,383 | 4,696 | 4,614 | 56,222 |
| 67 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 2,633 | 1,762 | 3,457 | 3,441 | 39,658 |
| 68 | 3,225 | 4,643 | 3,790 | 5,186 | 3,611 | 4,518 | 3,281 | 4,793 | 3,555 | 4,383 | 3,457 | 4,614 | 49,056 |
| 69 | 1,879 | 1,896 | 2,822 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 2,346 | 2,551 | 3,441 | 36,283 |
| 70 | 3,225 | 4,643 | 5,011 | 3,898 | 3,611 | 2,029 | 1,801 | 3,634 | 3,555 | 3,196 | 2,551 | 3,441 | 40,594 |
| 71 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 4,767 | 3,196 | 3,457 | 4,614 | 44,398 |
| 72 | 1,000 | 2,687 | 3,790 | 3,898 | 1,938 | 2,029 | 4,386 | 2,692 | 3,555 | 3,196 | 3,457 | 3,441 | 36,068 |
| 73 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 4,386 | 4,793 | 4,767 | 2,346 | 3,457 | 3,441 | 44,639 |
| 74 | 3,225 | 3,556 | 3,790 | 2,158 | 1,938 | 2,029 | 4,386 | 4,793 | 3,555 | 3,196 | 1,892 | 1,997 | 36,515 |
| 75 | 3,225 | 3,556 | 3,790 | 3,898 | 2,652 | 3,369 | 4,386 | 3,634 | 3,555 | 3,196 | 1,892 | 1,997 | 39,149 |
| 76 | 4,346 | 4,643 | 3,790 | 3,898 | 2,652 | 2,659 | 2,496 | 2,692 | 2,633 | 2,346 | 2,551 | 2,649 | 37,357 |
| 77 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 1,000 | 1,892 | 1,997 | 36,808 |
| 78 | 4,346 | 3,556 | 2,822 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 42,167 |
| 79 | 1,879 | 1,896 | 2,000 | 2,158 | 1,938 | 2,029 | 1,801 | 1,870 | 1,905 | 1,762 | 1,892 | 1,997 | 23,127 |
| 80 | 1,000 | 1,000 | 2,000 | 2,158 | 2,652 | 3,369 | 3,281 | 4,793 | 4,767 | 3,196 | 2,551 | 1,997 | 32,764 |
| 81 | 1,000 | 1,896 | 2,000 | 2,158 | 1,938 | 2,029 | 1,801 | 1,870 | 1,905 | 1,762 | 1,892 | 1,997 | 22,248 |
| 82 | 1,000 | 1,000 | 1,000 | 2,158 | 1,938 | 2,659 | 2,496 | 1,870 | 1,905 | 3,196 | 3,457 | 3,441 | 26,120 |
| 83 | 3,225 | 3,556 | 2,000 | 3,898 | 3,611 | 2,029 | 1,801 | 3,634 | 3,555 | 2,346 | 3,457 | 4,614 | 37,726 |
| 84 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 42,013 |
| 85 | 4,346 | 4,643 | 5,011 | 5,186 | 4,879 | 4,518 | 4,386 | 4,793 | 4,767 | 4,383 | 4,696 | 4,614 | 56,222 |
| 86 | 1,879 | 1,896 | 2,000 | 2,158 | 1,938 | 2,029 | 1,801 | 1,870 | 1,905 | 1,762 | 1,892 | 1,997 | 23,127 |
| 87 | 1,879 | 2,687 | 2,822 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 3,441 | 38,830 |
| 88 | 4,346 | 4,643 | 3,790 | 3,898 | 2,652 | 2,659 | 2,496 | 3,634 | 3,555 | 3,196 | 3,457 | 1,997 | 40,324 |
| 89 | 1,879 | 1,896 | 2,000 | 3,898 | 3,611 | 3,369 | 3,281 | 3,634 | 3,555 | 3,196 | 3,457 | 1,997 | 35,772 |
| 90 | 1,879 | 1,896 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,997 | 14,772 |
| 91 | 1,879 | 1,896 | 2,000 | 2,158 | 1,938 | 2,029 | 1,801 | 1,870 | 1,905 | 1,762 | 1,892 | 1,997 | 23,127 |
| 92 | 3,225 | 3,556 | 3,790 | 3,898 | 3,611 | 4,518 | 4,386 | 4,793 | 2,633 | 2,346 | 1,000 | 1,000 | 38,757 |
| 93 | 3,225 | 2,687 | 3,790 | 2,931 | 3,611 | 3,369 | 4,386 | 3,634 | 1,905 | 1,762 | 1,892 | 1,000 | 34,191 |
| 94 | 1,879 | 1,896 | 2,000 | 2,158 | 1,938 | 2,029 | 1,000 | 1,870 | 1,905 | 1,000 | 1,892 | 1,997 | 21,563 |
| 95 | 4,346 | 4,643 | 5,011 | 5,186 | 4,879 | 4,518 | 4,386 | 4,793 | 4,767 | 4,383 | 4,696 | 4,614 | 56,222 |
| 96 | 4,346 | 4,643 | 5,011 | 5,186 | 4,879 | 4,518 | 4,386 | 4,793 | 4,767 | 4,383 | 4,696 | 4,614 | 56,222 |
| 97 | 2,474 | 2,687 | 2,822 | 2,931 | 2,652 | 2,659 | 2,496 | 2,692 | 2,633 | 2,346 | 2,551 | 2,649 | 31,593 |
| 98 | 1,879 | 1,896 | 2,000 | 2,158 | 1,938 | 2,029 | 1,801 | 1,870 | 1,905 | 1,762 | 2,551 | 3,441 | 25,230 |
| 99 | 1,000 | 1,896 | 2,000 | 3,898 | 3,611 | 2,029 | 1,801 | 3,634 | 3,555 | 1,762 | 1,892 | 3,441 | 30,519 |
| 100 | 1,879 | 1,896 | 2,000 | 2,158 | 1,938 | 2,029 | 1,000 | 1,870 | 1,905 | 1,762 | 1,892 | 1,997 | 22,326 |

Jawaban Kuesioner *Impulse Buying* Untuk Data Penelitian

1. Data Ordinal

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | impulse buying | | | | | | | | TOTAL |
| I1 | I2 | I3 | I4 | I5 | I6 | I7 | I8 |
| 1 | 4 | 1 | 3 | 4 | 2 | 4 | 3 | 5 | 26 |
| 2 | 2 | 2 | 1 | 2 | 1 | 3 | 3 | 1 | 15 |
| 3 | 4 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 20 |
| 4 | 4 | 4 | 5 | 5 | 3 | 4 | 2 | 2 | 29 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 36 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 7 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 23 |
| 8 | 5 | 1 | 3 | 2 | 1 | 1 | 3 | 3 | 19 |
| 9 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 29 |
| 10 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 2 | 29 |
| 11 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 18 |
| 12 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 21 |
| 13 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 14 | 2 | 2 | 4 | 4 | 2 | 3 | 2 | 2 | 21 |
| 15 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 25 |
| 16 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 28 |
| 17 | 5 | 5 | 5 | 4 | 5 | 4 | 2 | 4 | 34 |
| 18 | 3 | 3 | 4 | 4 | 2 | 2 | 4 | 3 | 25 |
| 19 | 3 | 5 | 1 | 5 | 1 | 5 | 3 | 4 | 27 |
| 20 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 21 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 18 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 23 | 4 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 13 |
| 24 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 2 | 28 |
| 25 | 3 | 2 | 3 | 4 | 2 | 2 | 3 | 2 | 21 |
| 26 | 2 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 15 |
| 27 | 2 | 1 | 2 | 3 | 2 | 2 | 4 | 2 | 18 |
| 28 | 3 | 2 | 4 | 4 | 2 | 2 | 5 | 4 | 26 |
| 29 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 31 |
| 30 | 2 | 3 | 1 | 2 | 4 | 4 | 2 | 2 | 20 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 31 |
| 32 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 33 |
| 33 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 34 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 35 | 4 | 1 | 1 | 2 | 5 | 5 | 5 | 2 | 25 |
| 36 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 26 |
| 37 | 2 | 1 | 1 | 4 | 1 | 1 | 1 | 1 | 12 |
| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 39 | 3 | 1 | 3 | 4 | 3 | 3 | 4 | 3 | 24 |
| 40 | 1 | 1 | 2 | 2 | 1 | 4 | 1 | 4 | 16 |
| 41 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 38 |
| 42 | 3 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 28 |
| 43 | 2 | 3 | 3 | 5 | 4 | 2 | 5 | 1 | 25 |
| 44 | 3 | 2 | 2 | 2 | 1 | 2 | 4 | 1 | 17 |
| 45 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 46 | 3 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 29 |
| 47 | 1 | 1 | 4 | 3 | 1 | 1 | 2 | 1 | 14 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 49 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 50 | 1 | 1 | 1 | 2 | 1 | 3 | 1 | 2 | 12 |
| 51 | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 25 |
| 52 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 11 |
| 53 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 34 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 55 | 1 | 3 | 4 | 1 | 1 | 4 | 1 | 4 | 19 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 57 | 1 | 1 | 2 | 4 | 1 | 1 | 4 | 1 | 15 |
| 58 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 59 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 16 |
| 60 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 4 | 21 |
| 61 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 11 |
| 62 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 26 |
| 63 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 33 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 65 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 66 | 2 | 1 | 2 | 1 | 3 | 4 | 4 | 4 | 21 |
| 67 | 4 | 4 | 3 | 2 | 2 | 4 | 2 | 1 | 22 |
| 68 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 69 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 70 | 3 | 2 | 2 | 1 | 4 | 4 | 2 | 1 | 19 |
| 71 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 5 | 29 |
| 72 | 4 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 21 |
| 73 | 4 | 4 | 5 | 5 | 2 | 2 | 1 | 2 | 25 |
| 74 | 5 | 4 | 4 | 2 | 2 | 3 | 4 | 2 | 26 |
| 75 | 1 | 1 | 2 | 2 | 4 | 2 | 4 | 1 | 17 |
| 76 | 4 | 5 | 4 | 2 | 2 | 3 | 4 | 2 | 26 |
| 77 | 4 | 4 | 2 | 2 | 1 | 1 | 1 | 1 | 16 |
| 78 | 5 | 4 | 4 | 2 | 3 | 2 | 4 | 1 | 25 |
| 79 | 4 | 4 | 3 | 3 | 2 | 2 | 4 | 5 | 27 |
| 80 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 81 | 4 | 2 | 5 | 4 | 2 | 2 | 3 | 1 | 23 |
| 82 | 5 | 5 | 4 | 4 | 2 | 2 | 2 | 2 | 26 |
| 83 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 32 |
| 84 | 2 | 1 | 2 | 4 | 4 | 2 | 2 | 5 | 22 |
| 85 | 4 | 2 | 2 | 3 | 5 | 4 | 4 | 5 | 29 |
| 86 | 2 | 2 | 4 | 3 | 4 | 5 | 5 | 5 | 30 |
| 87 | 4 | 5 | 4 | 2 | 1 | 2 | 1 | 2 | 21 |
| 88 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 36 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 90 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 37 |
| 91 | 2 | 3 | 4 | 4 | 2 | 2 | 2 | 2 | 21 |
| 92 | 4 | 4 | 3 | 2 | 2 | 1 | 2 | 4 | 22 |
| 93 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 2 | 31 |
| 94 | 2 | 2 | 1 | 1 | 2 | 3 | 5 | 4 | 20 |
| 95 | 4 | 4 | 4 | 2 | 2 | 1 | 2 | 2 | 21 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 98 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 99 | 1 | 2 | 4 | 4 | 2 | 2 | 2 | 1 | 18 |
| 100 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 2 | 27 |

1. Data Interval

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | **Succesive Interval** | | | | | | | | **Total** |
| **I1** | **I2** | **I3** | **I4** | **I5** | **I6** | **I7** | **I8** |
| 1 | 3,229 | 1,000 | 2,548 | 3,390 | 2,026 | 3,317 | 2,680 | 4,041 | 22,232 |
| 2 | 1,870 | 1,894 | 1,000 | 2,033 | 1,000 | 2,641 | 2,680 | 1,000 | 14,118 |
| 3 | 3,229 | 1,894 | 1,922 | 3,390 | 2,026 | 2,007 | 2,021 | 1,995 | 18,484 |
| 4 | 3,229 | 3,031 | 4,359 | 4,506 | 2,681 | 3,317 | 2,021 | 1,995 | 25,138 |
| 5 | 4,233 | 4,048 | 3,278 | 3,390 | 3,226 | 3,317 | 4,413 | 4,041 | 29,944 |
| 6 | 2,520 | 2,407 | 2,548 | 2,678 | 2,681 | 2,641 | 2,680 | 2,596 | 20,752 |
| 7 | 2,520 | 2,407 | 2,548 | 2,678 | 2,681 | 2,641 | 2,021 | 2,596 | 20,093 |
| 8 | 4,233 | 1,000 | 2,548 | 2,033 | 1,000 | 1,000 | 2,680 | 2,596 | 17,091 |
| 9 | 2,520 | 3,031 | 3,278 | 3,390 | 3,226 | 3,317 | 3,359 | 1,995 | 24,115 |
| 10 | 3,229 | 3,031 | 2,548 | 4,506 | 3,226 | 3,317 | 2,680 | 1,995 | 24,532 |
| 11 | 2,520 | 1,894 | 1,922 | 2,678 | 2,026 | 2,007 | 2,021 | 1,995 | 17,063 |
| 12 | 2,520 | 1,894 | 2,548 | 2,678 | 2,026 | 2,007 | 2,680 | 2,596 | 18,950 |
| 13 | 4,233 | 3,031 | 3,278 | 3,390 | 4,109 | 3,317 | 3,359 | 3,131 | 27,847 |
| 14 | 1,870 | 1,894 | 3,278 | 3,390 | 2,026 | 2,641 | 2,021 | 1,995 | 19,115 |
| 15 | 2,520 | 1,894 | 2,548 | 3,390 | 2,681 | 2,641 | 2,680 | 3,131 | 21,486 |
| 16 | 2,520 | 2,407 | 3,278 | 3,390 | 2,681 | 3,317 | 3,359 | 2,596 | 23,549 |
| 17 | 4,233 | 4,048 | 4,359 | 3,390 | 4,109 | 3,317 | 2,021 | 3,131 | 28,606 |
| 18 | 2,520 | 2,407 | 3,278 | 3,390 | 2,026 | 2,007 | 3,359 | 2,596 | 21,584 |
| 19 | 2,520 | 4,048 | 1,000 | 4,506 | 1,000 | 4,382 | 2,680 | 3,131 | 23,268 |
| 20 | 3,229 | 3,031 | 4,359 | 4,506 | 4,109 | 4,382 | 4,413 | 4,041 | 32,070 |
| 21 | 1,870 | 1,894 | 1,922 | 3,390 | 2,026 | 2,007 | 2,021 | 1,995 | 17,124 |
| 22 | 3,229 | 3,031 | 3,278 | 3,390 | 3,226 | 3,317 | 3,359 | 3,131 | 25,960 |
| 23 | 3,229 | 1,000 | 1,000 | 2,678 | 1,000 | 1,000 | 1,000 | 1,000 | 11,907 |
| 24 | 2,520 | 2,407 | 3,278 | 4,506 | 3,226 | 3,317 | 2,680 | 1,995 | 23,929 |
| 25 | 2,520 | 1,894 | 2,548 | 3,390 | 2,026 | 2,007 | 2,680 | 1,995 | 19,060 |
| 26 | 1,870 | 1,000 | 1,922 | 2,678 | 1,000 | 2,007 | 2,680 | 1,000 | 14,156 |
| 27 | 1,870 | 1,000 | 1,922 | 2,678 | 2,026 | 2,007 | 3,359 | 1,995 | 16,856 |
| 28 | 2,520 | 1,894 | 3,278 | 3,390 | 2,026 | 2,007 | 4,413 | 3,131 | 22,659 |
| 29 | 3,229 | 3,031 | 3,278 | 3,390 | 3,226 | 4,382 | 2,021 | 3,131 | 25,687 |
| 30 | 1,870 | 2,407 | 1,000 | 2,033 | 3,226 | 3,317 | 2,021 | 1,995 | 17,868 |
| 31 | 3,229 | 3,031 | 3,278 | 3,390 | 3,226 | 3,317 | 3,359 | 2,596 | 25,425 |
| 32 | 2,520 | 2,407 | 3,278 | 3,390 | 3,226 | 4,382 | 4,413 | 4,041 | 27,657 |
| 33 | 3,229 | 4,048 | 3,278 | 4,506 | 3,226 | 4,382 | 3,359 | 4,041 | 30,069 |
| 34 | 2,520 | 2,407 | 2,548 | 2,678 | 2,681 | 2,641 | 2,680 | 2,596 | 20,752 |
| 35 | 3,229 | 1,000 | 1,000 | 2,033 | 4,109 | 4,382 | 4,413 | 1,995 | 22,161 |
| 36 | 2,520 | 2,407 | 2,548 | 3,390 | 2,681 | 2,641 | 3,359 | 2,596 | 22,143 |
| 37 | 1,870 | 1,000 | 1,000 | 3,390 | 1,000 | 1,000 | 1,000 | 1,000 | 11,259 |
| 38 | 4,233 | 4,048 | 4,359 | 4,506 | 4,109 | 4,382 | 4,413 | 4,041 | 34,090 |
| 39 | 2,520 | 1,000 | 2,548 | 3,390 | 2,681 | 2,641 | 3,359 | 2,596 | 20,736 |
| 40 | 1,000 | 1,000 | 1,922 | 2,033 | 1,000 | 3,317 | 1,000 | 3,131 | 14,403 |
| 41 | 4,233 | 4,048 | 4,359 | 3,390 | 4,109 | 3,317 | 4,413 | 4,041 | 31,908 |
| 42 | 2,520 | 2,407 | 4,359 | 3,390 | 2,681 | 2,641 | 3,359 | 2,596 | 23,954 |
| 43 | 1,870 | 2,407 | 2,548 | 4,506 | 3,226 | 2,007 | 4,413 | 1,000 | 21,976 |
| 44 | 2,520 | 1,894 | 1,922 | 2,033 | 1,000 | 2,007 | 3,359 | 1,000 | 15,735 |
| 45 | 4,233 | 3,031 | 3,278 | 3,390 | 3,226 | 3,317 | 3,359 | 3,131 | 26,963 |
| 46 | 2,520 | 2,407 | 2,548 | 4,506 | 2,681 | 3,317 | 3,359 | 3,131 | 24,470 |
| 47 | 1,000 | 1,000 | 3,278 | 2,678 | 1,000 | 1,000 | 2,021 | 1,000 | 12,976 |
| 48 | 4,233 | 4,048 | 4,359 | 4,506 | 4,109 | 4,382 | 4,413 | 4,041 | 34,090 |
| 49 | 4,233 | 3,031 | 4,359 | 3,390 | 4,109 | 3,317 | 4,413 | 3,131 | 29,981 |
| 50 | 1,000 | 1,000 | 1,000 | 2,033 | 1,000 | 2,641 | 1,000 | 1,995 | 11,669 |
| 51 | 3,229 | 1,894 | 2,548 | 2,678 | 2,681 | 2,641 | 3,359 | 2,596 | 21,627 |
| 52 | 1,000 | 1,000 | 1,922 | 1,000 | 1,000 | 1,000 | 2,680 | 1,000 | 10,602 |
| 53 | 4,233 | 4,048 | 4,359 | 4,506 | 2,681 | 4,382 | 2,680 | 2,596 | 29,485 |
| 54 | 2,520 | 2,407 | 2,548 | 2,678 | 2,681 | 2,641 | 2,680 | 2,596 | 20,752 |
| 55 | 1,000 | 2,407 | 3,278 | 1,000 | 1,000 | 3,317 | 1,000 | 3,131 | 16,133 |
| 56 | 3,229 | 3,031 | 3,278 | 3,390 | 3,226 | 3,317 | 3,359 | 3,131 | 25,960 |
| 57 | 1,000 | 1,000 | 1,922 | 3,390 | 1,000 | 1,000 | 3,359 | 1,000 | 13,671 |
| 58 | 4,233 | 4,048 | 3,278 | 3,390 | 3,226 | 3,317 | 3,359 | 3,131 | 27,980 |
| 59 | 1,870 | 1,000 | 1,922 | 2,033 | 2,026 | 2,007 | 2,680 | 1,995 | 15,532 |
| 60 | 2,520 | 1,894 | 1,922 | 2,033 | 2,681 | 2,641 | 2,021 | 3,131 | 18,844 |
| 61 | 1,000 | 1,000 | 1,000 | 1,000 | 2,026 | 1,000 | 2,021 | 1,995 | 11,042 |
| 62 | 2,520 | 3,031 | 2,548 | 2,678 | 2,681 | 3,317 | 2,680 | 2,596 | 22,051 |
| 63 | 3,229 | 3,031 | 3,278 | 2,678 | 2,681 | 4,382 | 4,413 | 4,041 | 27,733 |
| 64 | 3,229 | 3,031 | 3,278 | 3,390 | 3,226 | 3,317 | 3,359 | 3,131 | 25,960 |
| 65 | 1,870 | 1,894 | 1,922 | 2,033 | 2,026 | 2,007 | 2,021 | 1,995 | 15,767 |
| 66 | 1,870 | 1,000 | 1,922 | 1,000 | 2,681 | 3,317 | 3,359 | 3,131 | 18,280 |
| 67 | 3,229 | 3,031 | 2,548 | 2,033 | 2,026 | 3,317 | 2,021 | 1,000 | 19,205 |
| 68 | 1,870 | 1,894 | 1,922 | 2,033 | 2,026 | 2,007 | 2,021 | 1,995 | 15,767 |
| 69 | 4,233 | 3,031 | 4,359 | 3,390 | 4,109 | 3,317 | 4,413 | 3,131 | 29,981 |
| 70 | 2,520 | 1,894 | 1,922 | 1,000 | 3,226 | 3,317 | 2,021 | 1,000 | 16,900 |
| 71 | 3,229 | 3,031 | 3,278 | 2,033 | 2,026 | 3,317 | 3,359 | 4,041 | 24,314 |
| 72 | 3,229 | 3,031 | 2,548 | 2,033 | 2,026 | 2,007 | 2,021 | 1,995 | 18,889 |
| 73 | 3,229 | 3,031 | 4,359 | 4,506 | 2,026 | 2,007 | 1,000 | 1,995 | 22,152 |
| 74 | 4,233 | 3,031 | 3,278 | 2,033 | 2,026 | 2,641 | 3,359 | 1,995 | 22,595 |
| 75 | 1,000 | 1,000 | 1,922 | 2,033 | 3,226 | 2,007 | 3,359 | 1,000 | 15,546 |
| 76 | 3,229 | 4,048 | 3,278 | 2,033 | 2,026 | 2,641 | 3,359 | 1,995 | 22,609 |
| 77 | 3,229 | 3,031 | 1,922 | 2,033 | 1,000 | 1,000 | 1,000 | 1,000 | 14,215 |
| 78 | 4,233 | 3,031 | 3,278 | 2,033 | 2,681 | 2,007 | 3,359 | 1,000 | 21,621 |
| 79 | 3,229 | 3,031 | 2,548 | 2,678 | 2,026 | 2,007 | 3,359 | 4,041 | 22,919 |
| 80 | 1,870 | 1,894 | 1,922 | 2,033 | 2,026 | 2,007 | 2,021 | 1,995 | 15,767 |
| 81 | 3,229 | 1,894 | 4,359 | 3,390 | 2,026 | 2,007 | 2,680 | 1,000 | 20,585 |
| 82 | 4,233 | 4,048 | 3,278 | 3,390 | 2,026 | 2,007 | 2,021 | 1,995 | 22,996 |
| 83 | 2,520 | 2,407 | 3,278 | 4,506 | 4,109 | 3,317 | 3,359 | 3,131 | 26,627 |
| 84 | 1,870 | 1,000 | 1,922 | 3,390 | 3,226 | 2,007 | 2,021 | 4,041 | 19,476 |
| 85 | 3,229 | 1,894 | 1,922 | 2,678 | 4,109 | 3,317 | 3,359 | 4,041 | 24,549 |
| 86 | 1,870 | 1,894 | 3,278 | 2,678 | 3,226 | 4,382 | 4,413 | 4,041 | 25,782 |
| 87 | 3,229 | 4,048 | 3,278 | 2,033 | 1,000 | 2,007 | 1,000 | 1,995 | 18,589 |
| 88 | 4,233 | 3,031 | 4,359 | 3,390 | 4,109 | 3,317 | 3,359 | 4,041 | 29,838 |
| 89 | 3,229 | 3,031 | 3,278 | 3,390 | 3,226 | 3,317 | 3,359 | 3,131 | 25,960 |
| 90 | 4,233 | 4,048 | 4,359 | 4,506 | 4,109 | 4,382 | 3,359 | 2,596 | 31,592 |
| 91 | 1,870 | 2,407 | 3,278 | 3,390 | 2,026 | 2,007 | 2,021 | 1,995 | 18,993 |
| 92 | 3,229 | 3,031 | 2,548 | 2,033 | 2,026 | 1,000 | 2,021 | 3,131 | 19,019 |
| 93 | 4,233 | 3,031 | 3,278 | 4,506 | 4,109 | 3,317 | 2,021 | 1,995 | 26,489 |
| 94 | 1,870 | 1,894 | 1,000 | 1,000 | 2,026 | 2,641 | 4,413 | 3,131 | 17,975 |
| 95 | 3,229 | 3,031 | 3,278 | 2,033 | 2,026 | 1,000 | 2,021 | 1,995 | 18,613 |
| 96 | 4,233 | 4,048 | 4,359 | 4,506 | 4,109 | 4,382 | 4,413 | 4,041 | 34,090 |
| 97 | 3,229 | 3,031 | 3,278 | 3,390 | 3,226 | 3,317 | 3,359 | 3,131 | 25,960 |
| 98 | 1,870 | 1,894 | 1,922 | 2,033 | 2,026 | 2,007 | 2,021 | 1,995 | 15,767 |
| 99 | 1,000 | 1,894 | 3,278 | 3,390 | 2,026 | 2,007 | 2,021 | 1,000 | 16,616 |
| 100 | 3,229 | 3,031 | 3,278 | 3,390 | 2,026 | 2,641 | 3,359 | 1,995 | 22,949 |

Lampiran 3 Identitas Responden

1. Jenis Kelamin

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Jenis Kelamin** | **Jumlah** | **Presentase** |
| 1. | Laki-Laki | 4 | 4% |
| 2. | Perempuan | 96 | 96% |
| **Jumlah** | | 100 | 100% |

1. Usia Responden

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Usia** | **Jumlah** | **Persentase** |
| 1 | < 20 tahun | 5 | 5% |
| 2 | 20 – 30 tahun | 60 | 60% |
| 3 | 30 – 40 tahun | 25 | 25% |
| 4 | > 40 tahun | 10 | 10% |
| Jumlah | | 100 | 100% |

1. Jenis Pekerjaan Responden

|  |  |  |  |
| --- | --- | --- | --- |
| No | Jenis Pekerjaan | Jumlah | Persentase |
| 1. | Pelajar/Mahasiswa | 45 | 45% |
| 2. | PNS/BUMN | 7 | 7% |
| 3. | Wiraswasta | 13 | 13% |
| 4. | Pegawai swasta | 5 | 5% |
| 5. | Lainnya | 20 | 20% |
| Jumlah | | 100 | 100% |

Lampiran 4 Hasil Uji Validitas Dan Reliabilitas

1. Pengujian Validitas dan Reliabititas Variabel *Hedonic Shopping Motivation*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | H1 | H2 | H3 | H4 | H5 | H6 | H7 | H8 | H9 | H10 | H11 | H12 | HTOTAL |
| H1 | Pearson Correlation | 1 | .579\*\* | .506\*\* | .550\*\* | .458\* | .495\*\* | .647\*\* | .696\*\* | .615\*\* | .460\* | .513\*\* | .388\* | .803\*\* |
| Sig. (2-tailed) |  | .001 | .004 | .002 | .011 | .005 | .000 | .000 | .000 | .011 | .004 | .034 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H2 | Pearson Correlation | .579\*\* | 1 | .354 | .247 | .605\*\* | .583\*\* | .422\* | .419\* | .512\*\* | .441\* | .422\* | .418\* | .690\*\* |
| Sig. (2-tailed) | .001 |  | .055 | .189 | .000 | .001 | .020 | .021 | .004 | .015 | .020 | .022 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H3 | Pearson Correlation | .506\*\* | .354 | 1 | .760\*\* | .119 | .268 | .603\*\* | .546\*\* | .659\*\* | .513\*\* | .541\*\* | .500\*\* | .709\*\* |
| Sig. (2-tailed) | .004 | .055 |  | .000 | .533 | .152 | .000 | .002 | .000 | .004 | .002 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H4 | Pearson Correlation | .550\*\* | .247 | .760\*\* | 1 | .301 | .400\* | .675\*\* | .448\* | .608\*\* | .461\* | .541\*\* | .433\* | .726\*\* |
| Sig. (2-tailed) | .002 | .189 | .000 |  | .106 | .028 | .000 | .013 | .000 | .010 | .002 | .017 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H5 | Pearson Correlation | .458\* | .605\*\* | .119 | .301 | 1 | .763\*\* | .223 | .319 | .513\*\* | .534\*\* | .282 | .152 | .616\*\* |
| Sig. (2-tailed) | .011 | .000 | .533 | .106 |  | .000 | .236 | .086 | .004 | .002 | .131 | .422 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H6 | Pearson Correlation | .495\*\* | .583\*\* | .268 | .400\* | .763\*\* | 1 | .560\*\* | .523\*\* | .601\*\* | .541\*\* | .481\*\* | .318 | .768\*\* |
| Sig. (2-tailed) | .005 | .001 | .152 | .028 | .000 |  | .001 | .003 | .000 | .002 | .007 | .087 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H7 | Pearson Correlation | .647\*\* | .422\* | .603\*\* | .675\*\* | .223 | .560\*\* | 1 | .709\*\* | .537\*\* | .445\* | .665\*\* | .377\* | .804\*\* |
| Sig. (2-tailed) | .000 | .020 | .000 | .000 | .236 | .001 |  | .000 | .002 | .014 | .000 | .040 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H8 | Pearson Correlation | .696\*\* | .419\* | .546\*\* | .448\* | .319 | .523\*\* | .709\*\* | 1 | .640\*\* | .460\* | .400\* | .325 | .757\*\* |
| Sig. (2-tailed) | .000 | .021 | .002 | .013 | .086 | .003 | .000 |  | .000 | .011 | .029 | .079 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H9 | Pearson Correlation | .615\*\* | .512\*\* | .659\*\* | .608\*\* | .513\*\* | .601\*\* | .537\*\* | .640\*\* | 1 | .622\*\* | .510\*\* | .369\* | .820\*\* |
| Sig. (2-tailed) | .000 | .004 | .000 | .000 | .004 | .000 | .002 | .000 |  | .000 | .004 | .045 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H10 | Pearson Correlation | .460\* | .441\* | .513\*\* | .461\* | .534\*\* | .541\*\* | .445\* | .460\* | .622\*\* | 1 | .476\*\* | .349 | .718\*\* |
| Sig. (2-tailed) | .011 | .015 | .004 | .010 | .002 | .002 | .014 | .011 | .000 |  | .008 | .059 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H11 | Pearson Correlation | .513\*\* | .422\* | .541\*\* | .541\*\* | .282 | .481\*\* | .665\*\* | .400\* | .510\*\* | .476\*\* | 1 | .501\*\* | .725\*\* |
| Sig. (2-tailed) | .004 | .020 | .002 | .002 | .131 | .007 | .000 | .029 | .004 | .008 |  | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| H12 | Pearson Correlation | .388\* | .418\* | .500\*\* | .433\* | .152 | .318 | .377\* | .325 | .369\* | .349 | .501\*\* | 1 | .560\*\* |
| Sig. (2-tailed) | .034 | .022 | .005 | .017 | .422 | .087 | .040 | .079 | .045 | .059 | .005 |  | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| HTOTAL | Pearson Correlation | .803\*\* | .690\*\* | .709\*\* | .726\*\* | .616\*\* | .768\*\* | .804\*\* | .757\*\* | .820\*\* | .718\*\* | .725\*\* | .560\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 |  |
| N | 30 | 30 | 30 | 30 | 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). | | | | | | | | | | | | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .916 | .918 | 12 |

1. Pengujian Validitas dan Reliabilitas Variabel *Shopping Lifestyle*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | S1 | S2 | S3 | S4 | S5 | S6 | S7 | S8 | S9 | S10 | S11 | S12 | TOTAL |
| S1 | Pearson Correlation | 1 | .730\*\* | .203 | .091 | .501\*\* | .392\* | .350 | .207 | .400\* | .102 | .405\* | .478\*\* | .582\*\* |
| Sig. (2-tailed) |  | .000 | .281 | .631 | .005 | .032 | .058 | .272 | .028 | .591 | .026 | .007 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S2 | Pearson Correlation | .730\*\* | 1 | .378\* | .126 | .393\* | .191 | .520\*\* | .375\* | .665\*\* | .341 | .533\*\* | .399\* | .705\*\* |
| Sig. (2-tailed) | .000 |  | .040 | .507 | .032 | .313 | .003 | .041 | .000 | .065 | .002 | .029 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S3 | Pearson Correlation | .203 | .378\* | 1 | .713\*\* | .555\*\* | .348 | .669\*\* | .559\*\* | .367\* | .423\* | .260 | -.041 | .749\*\* |
| Sig. (2-tailed) | .281 | .040 |  | .000 | .001 | .060 | .000 | .001 | .046 | .020 | .166 | .832 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S4 | Pearson Correlation | .091 | .126 | .713\*\* | 1 | .238 | .025 | .545\*\* | .362\* | .124 | .336 | .061 | -.010 | .516\*\* |
| Sig. (2-tailed) | .631 | .507 | .000 |  | .205 | .895 | .002 | .050 | .515 | .069 | .750 | .959 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S5 | Pearson Correlation | .501\*\* | .393\* | .555\*\* | .238 | 1 | .716\*\* | .227 | .175 | .285 | .082 | .439\* | .234 | .607\*\* |
| Sig. (2-tailed) | .005 | .032 | .001 | .205 |  | .000 | .227 | .354 | .126 | .666 | .015 | .213 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S6 | Pearson Correlation | .392\* | .191 | .348 | .025 | .716\*\* | 1 | .319 | .144 | .142 | .110 | .357 | .398\* | .520\*\* |
| Sig. (2-tailed) | .032 | .313 | .060 | .895 | .000 |  | .086 | .449 | .454 | .562 | .053 | .030 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S7 | Pearson Correlation | .350 | .520\*\* | .669\*\* | .545\*\* | .227 | .319 | 1 | .763\*\* | .470\*\* | .618\*\* | .244 | .341 | .825\*\* |
| Sig. (2-tailed) | .058 | .003 | .000 | .002 | .227 | .086 |  | .000 | .009 | .000 | .194 | .066 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S8 | Pearson Correlation | .207 | .375\* | .559\*\* | .362\* | .175 | .144 | .763\*\* | 1 | .608\*\* | .732\*\* | .207 | .397\* | .753\*\* |
| Sig. (2-tailed) | .272 | .041 | .001 | .050 | .354 | .449 | .000 |  | .000 | .000 | .271 | .030 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S9 | Pearson Correlation | .400\* | .665\*\* | .367\* | .124 | .285 | .142 | .470\*\* | .608\*\* | 1 | .700\*\* | .357 | .383\* | .712\*\* |
| Sig. (2-tailed) | .028 | .000 | .046 | .515 | .126 | .454 | .009 | .000 |  | .000 | .053 | .037 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S10 | Pearson Correlation | .102 | .341 | .423\* | .336 | .082 | .110 | .618\*\* | .732\*\* | .700\*\* | 1 | .131 | .286 | .664\*\* |
| Sig. (2-tailed) | .591 | .065 | .020 | .069 | .666 | .562 | .000 | .000 | .000 |  | .489 | .125 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S11 | Pearson Correlation | .405\* | .533\*\* | .260 | .061 | .439\* | .357 | .244 | .207 | .357 | .131 | 1 | .200 | .502\*\* |
| Sig. (2-tailed) | .026 | .002 | .166 | .750 | .015 | .053 | .194 | .271 | .053 | .489 |  | .289 | .005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| S12 | Pearson Correlation | .478\*\* | .399\* | -.041 | -.010 | .234 | .398\* | .341 | .397\* | .383\* | .286 | .200 | 1 | .501\*\* |
| Sig. (2-tailed) | .007 | .029 | .832 | .959 | .213 | .030 | .066 | .030 | .037 | .125 | .289 |  | .005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .582\*\* | .705\*\* | .749\*\* | .516\*\* | .607\*\* | .520\*\* | .825\*\* | .753\*\* | .712\*\* | .664\*\* | .502\*\* | .501\*\* | 1 |
| Sig. (2-tailed) | .001 | .000 | .000 | .004 | .000 | .003 | .000 | .000 | .000 | .000 | .005 | .005 |  |
| N | 30 | 30 | 30 | 30 | 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). | | | | | | | | | | | | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .868 | .868 | 12 |

1. Pengujian Validitas dan Reliabilitas Variabel *Product Quality*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 | TOTAL |
| P1 | Pearson Correlation | 1 | .609\*\* | .320 | .507\*\* | .580\*\* | .509\*\* | .474\*\* | .447\* | .288 | .402\* | .492\*\* | .403\* | .685\*\* |
| Sig. (2-tailed) |  | .000 | .085 | .004 | .001 | .004 | .008 | .013 | .122 | .028 | .006 | .027 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P2 | Pearson Correlation | .609\*\* | 1 | .557\*\* | .745\*\* | .756\*\* | .344 | .446\* | .665\*\* | .386\* | .614\*\* | .461\* | .554\*\* | .807\*\* |
| Sig. (2-tailed) | .000 |  | .001 | .000 | .000 | .062 | .014 | .000 | .035 | .000 | .010 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P3 | Pearson Correlation | .320 | .557\*\* | 1 | .630\*\* | .578\*\* | .493\*\* | .376\* | .659\*\* | .442\* | .698\*\* | .528\*\* | .465\*\* | .745\*\* |
| Sig. (2-tailed) | .085 | .001 |  | .000 | .001 | .006 | .040 | .000 | .014 | .000 | .003 | .010 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P4 | Pearson Correlation | .507\*\* | .745\*\* | .630\*\* | 1 | .534\*\* | .281 | .350 | .660\*\* | .460\* | .681\*\* | .322 | .479\*\* | .748\*\* |
| Sig. (2-tailed) | .004 | .000 | .000 |  | .002 | .132 | .058 | .000 | .010 | .000 | .083 | .007 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P5 | Pearson Correlation | .580\*\* | .756\*\* | .578\*\* | .534\*\* | 1 | .488\*\* | .485\*\* | .493\*\* | .463\*\* | .618\*\* | .618\*\* | .509\*\* | .791\*\* |
| Sig. (2-tailed) | .001 | .000 | .001 | .002 |  | .006 | .007 | .006 | .010 | .000 | .000 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P6 | Pearson Correlation | .509\*\* | .344 | .493\*\* | .281 | .488\*\* | 1 | .575\*\* | .546\*\* | .452\* | .521\*\* | .540\*\* | .559\*\* | .703\*\* |
| Sig. (2-tailed) | .004 | .062 | .006 | .132 | .006 |  | .001 | .002 | .012 | .003 | .002 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P7 | Pearson Correlation | .474\*\* | .446\* | .376\* | .350 | .485\*\* | .575\*\* | 1 | .485\*\* | .521\*\* | .307 | .567\*\* | .378\* | .666\*\* |
| Sig. (2-tailed) | .008 | .014 | .040 | .058 | .007 | .001 |  | .007 | .003 | .099 | .001 | .040 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P8 | Pearson Correlation | .447\* | .665\*\* | .659\*\* | .660\*\* | .493\*\* | .546\*\* | .485\*\* | 1 | .643\*\* | .686\*\* | .392\* | .778\*\* | .834\*\* |
| Sig. (2-tailed) | .013 | .000 | .000 | .000 | .006 | .002 | .007 |  | .000 | .000 | .032 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P9 | Pearson Correlation | .288 | .386\* | .442\* | .460\* | .463\*\* | .452\* | .521\*\* | .643\*\* | 1 | .658\*\* | .483\*\* | .667\*\* | .711\*\* |
| Sig. (2-tailed) | .122 | .035 | .014 | .010 | .010 | .012 | .003 | .000 |  | .000 | .007 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P10 | Pearson Correlation | .402\* | .614\*\* | .698\*\* | .681\*\* | .618\*\* | .521\*\* | .307 | .686\*\* | .658\*\* | 1 | .508\*\* | .744\*\* | .824\*\* |
| Sig. (2-tailed) | .028 | .000 | .000 | .000 | .000 | .003 | .099 | .000 | .000 |  | .004 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P11 | Pearson Correlation | .492\*\* | .461\* | .528\*\* | .322 | .618\*\* | .540\*\* | .567\*\* | .392\* | .483\*\* | .508\*\* | 1 | .356 | .685\*\* |
| Sig. (2-tailed) | .006 | .010 | .003 | .083 | .000 | .002 | .001 | .032 | .007 | .004 |  | .053 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P12 | Pearson Correlation | .403\* | .554\*\* | .465\*\* | .479\*\* | .509\*\* | .559\*\* | .378\* | .778\*\* | .667\*\* | .744\*\* | .356 | 1 | .767\*\* |
| Sig. (2-tailed) | .027 | .002 | .010 | .007 | .004 | .001 | .040 | .000 | .000 | .000 | .053 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .685\*\* | .807\*\* | .745\*\* | .748\*\* | .791\*\* | .703\*\* | .666\*\* | .834\*\* | .711\*\* | .824\*\* | .685\*\* | .767\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .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 0.01 level (2-tailed). | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .926 | .928 | 12 |

1. Pengujian Validitas dan Reliabilitas Variabel *Impulse* *Buying*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | I1 | I2 | I3 | I4 | I5 | I6 | I7 | I8 | TOTAL |
| I1 | Pearson Correlation | 1 | .562\*\* | .512\*\* | .412\* | .545\*\* | .270 | .380\* | .633\*\* | .709\*\* |
| Sig. (2-tailed) |  | .001 | .004 | .024 | .002 | .150 | .038 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| I2 | Pearson Correlation | .562\*\* | 1 | .506\*\* | .523\*\* | .734\*\* | .811\*\* | .396\* | .761\*\* | .883\*\* |
| Sig. (2-tailed) | .001 |  | .004 | .003 | .000 | .000 | .030 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| I3 | Pearson Correlation | .512\*\* | .506\*\* | 1 | .494\*\* | .583\*\* | .463\*\* | .393\* | .556\*\* | .742\*\* |
| Sig. (2-tailed) | .004 | .004 |  | .006 | .001 | .010 | .032 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| I4 | Pearson Correlation | .412\* | .523\*\* | .494\*\* | 1 | .285 | .376\* | .268 | .417\* | .609\*\* |
| Sig. (2-tailed) | .024 | .003 | .006 |  | .128 | .041 | .152 | .022 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| I5 | Pearson Correlation | .545\*\* | .734\*\* | .583\*\* | .285 | 1 | .665\*\* | .426\* | .703\*\* | .828\*\* |
| Sig. (2-tailed) | .002 | .000 | .001 | .128 |  | .000 | .019 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| I6 | Pearson Correlation | .270 | .811\*\* | .463\*\* | .376\* | .665\*\* | 1 | .222 | .592\*\* | .738\*\* |
| Sig. (2-tailed) | .150 | .000 | .010 | .041 | .000 |  | .238 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| I7 | Pearson Correlation | .380\* | .396\* | .393\* | .268 | .426\* | .222 | 1 | .727\*\* | .630\*\* |
| Sig. (2-tailed) | .038 | .030 | .032 | .152 | .019 | .238 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| I8 | Pearson Correlation | .633\*\* | .761\*\* | .556\*\* | .417\* | .703\*\* | .592\*\* | .727\*\* | 1 | .895\*\* |
| Sig. (2-tailed) | .000 | .000 | .001 | .022 | .000 | .001 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .709\*\* | .883\*\* | .742\*\* | .609\*\* | .828\*\* | .738\*\* | .630\*\* | .895\*\* | 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). | | | | | | | | | | |

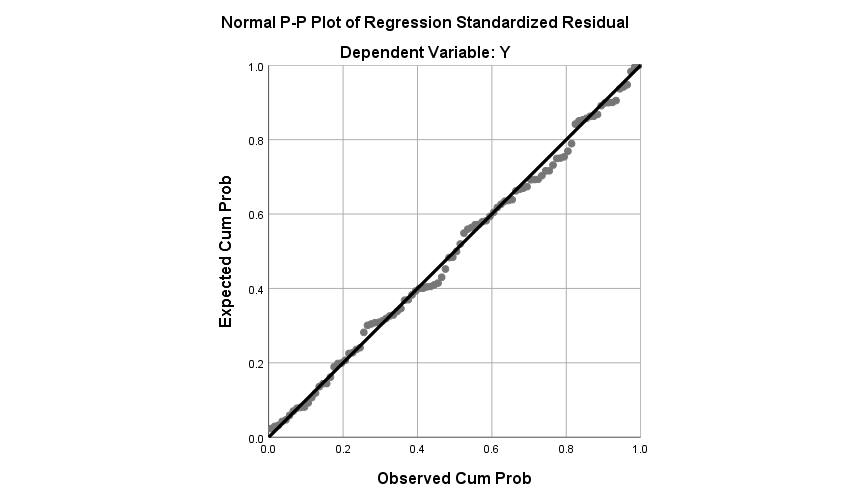
|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .894 | .892 | 8 |

Lampiran 5 Uji Asumsi Klasik

1. Uji Normalitas
   1. Uji Kolmogorov-Smirnov

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 5.00807950 |
| Most Extreme Differences | Absolute | .047 |
| Positive | .047 |
| Negative | -.038 |
| Test Statistic | | .047 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal.  b. Calculated from data. | | |
| c. Lilliefors Significance Correction.  d. This is a lower bound of the true significance. | | |

* 1. Grafik P-Plot

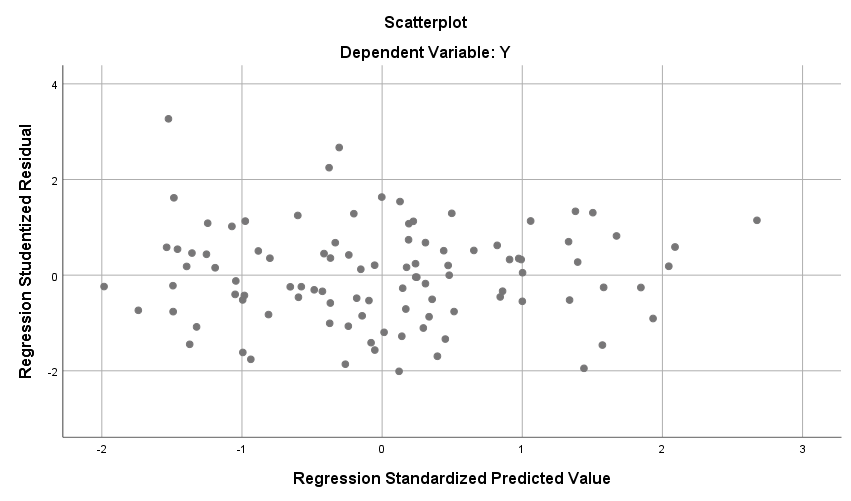


1. Uji Multikolonieritas

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Tolerance | VIF |
| 1 | (Constant)  *Hedonic Shopping Motivation*  *Shopping Lifestyle*  *Product Quality* | 5.578  .192  .196  .026 | 3.451  .076  .075  .064 | 1.616  2.510  2.621  .413 | .109  .014  .010  .680 | .830  .778  .850 | 1.205  1.285  1.177 |

a. Dependent Variable: Y

1. Uji Heteroskedastisitas



Lampiran 6 Analisis Regresi Linier Berganda

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant)  *Hedonic Shopping Motivation*  *Shopping Lifestyle*  *Product Quality* | 5.578  .192  .196  .026 | 3.451  .076  .075  .064 | .251  .271  .041 | 1.616  2.510  2.621  .413 | .109  .014  .010  .680 |

a. Dependent Variable: Y

1. Uji Signifikansi Parsial t

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant)  *Hedonic Shopping Motivation*  *Shopping Lifestyle*  *Product Quality* | 5.578  .192  .196  .026 | 3.451  .076  .075  .064 | .251  .271  .041 | 1.616  2.510  2.621  .413 | .109  .014  .010  .680 |

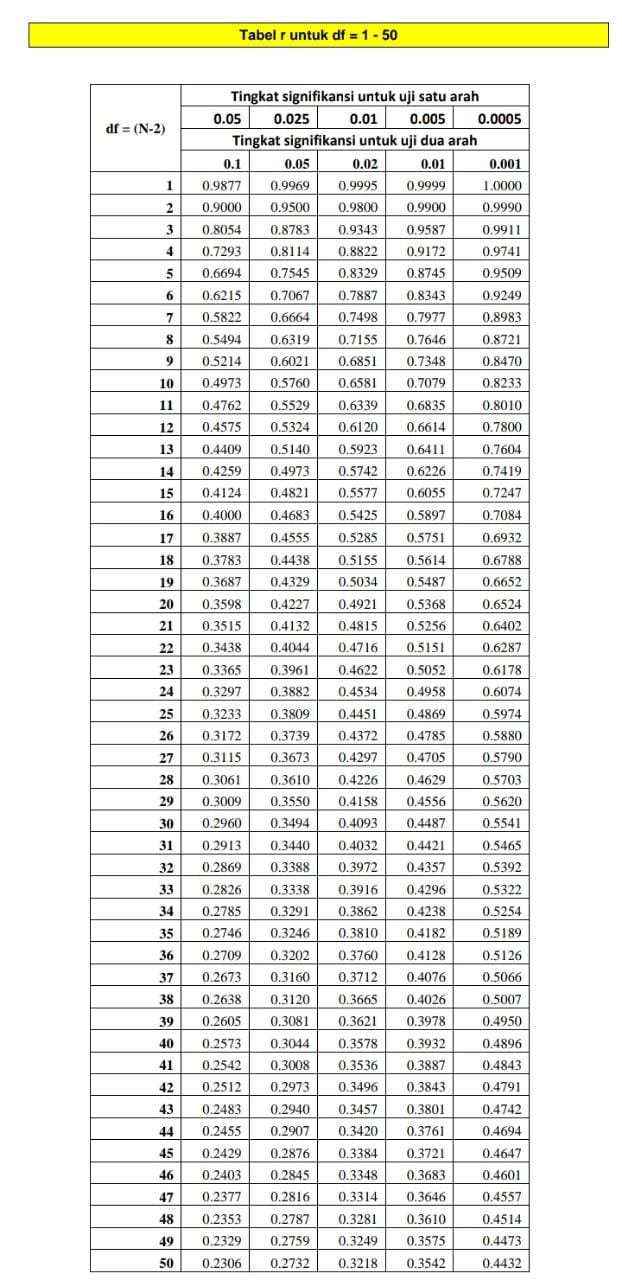
a. Dependent Variable: Y

1. Uji Signifikansi Simultan f

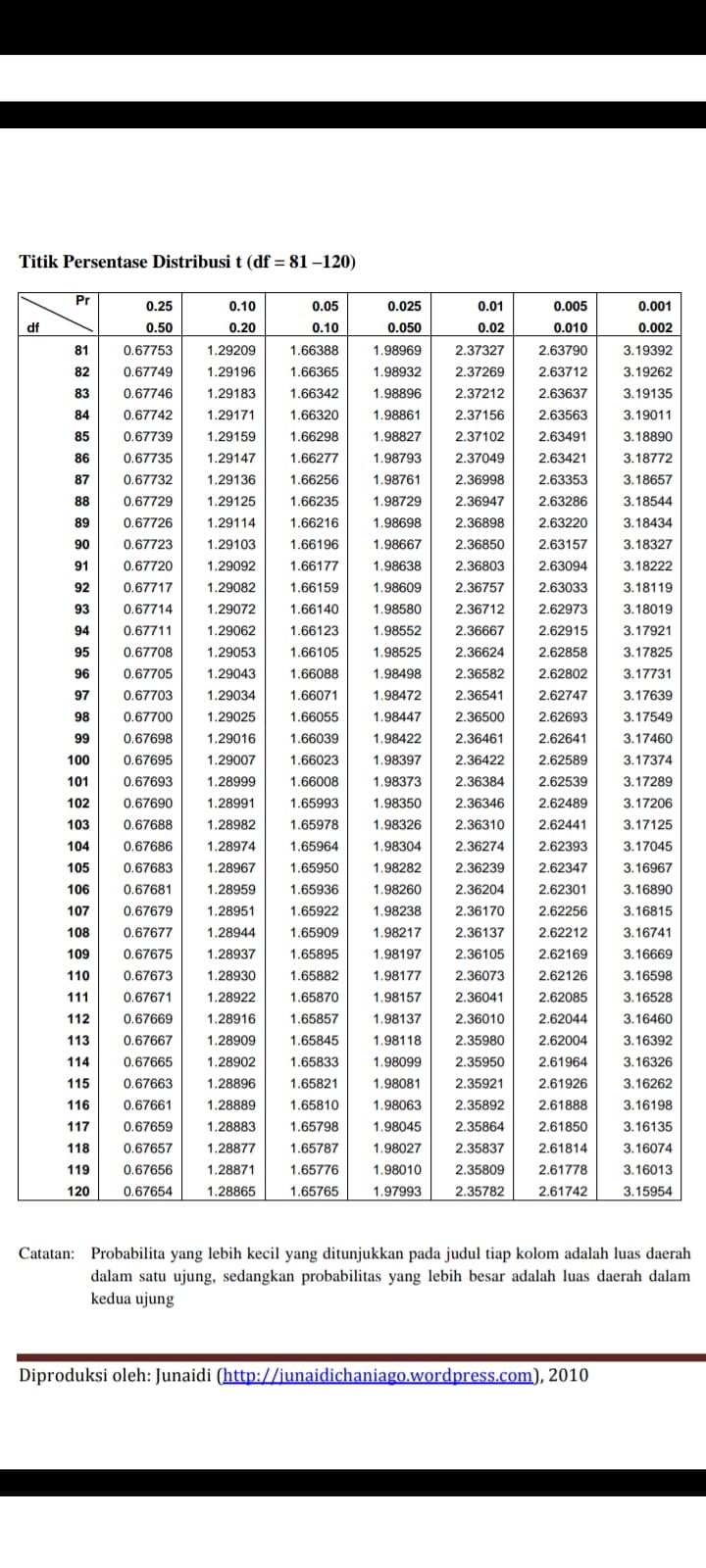
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 636.573 | 3 | 212.191 | 8.204 | .000b |
| Residual | 2483.005 | 96 | 25.865 |  |  |
| Total | 3119.579 | 99 |  |  |  |
| a. Dependent Variable: Y | | | | | | |
| b. Predictors: (Constant), X3, X1, X2 | | | | | | |

1. Uji Koefisien Determinasi

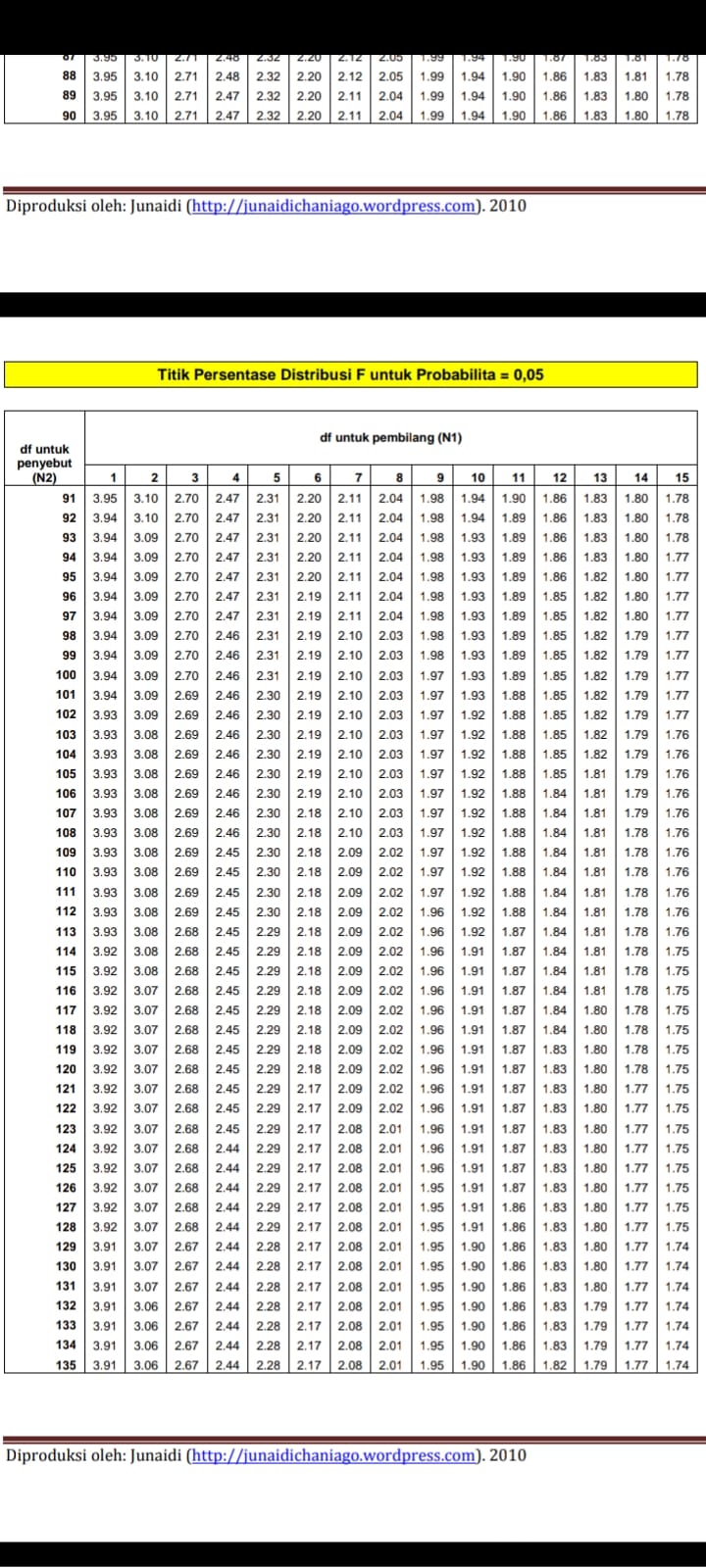
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .452a | .204 | .179 | 5.08573 |
| a. Predictors: (Constant), X3, X1, X2 | | | | |
| b. Dependent Variable: Y | | | | |

Lampiran 7: r tabel

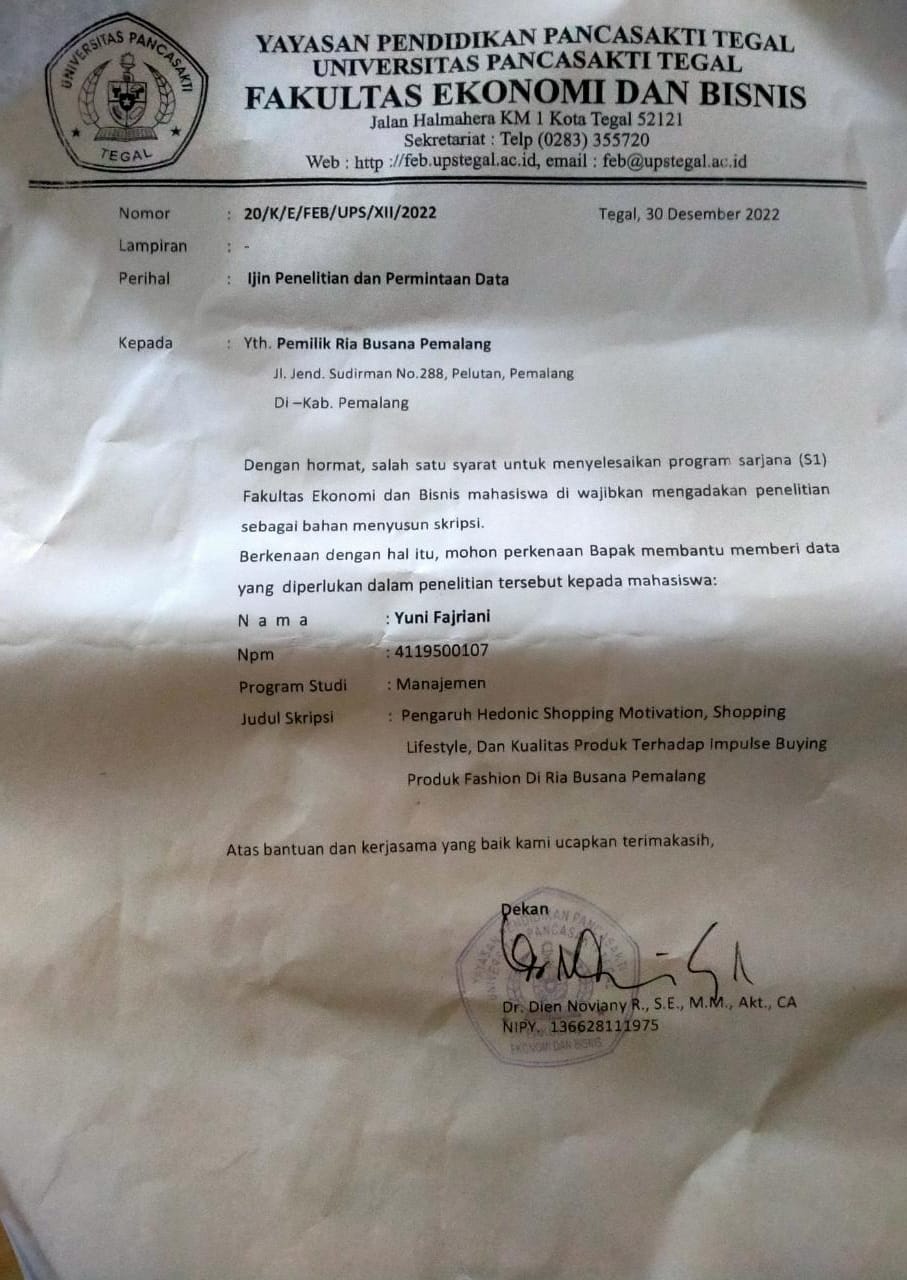
Lampiran 8: t tabel



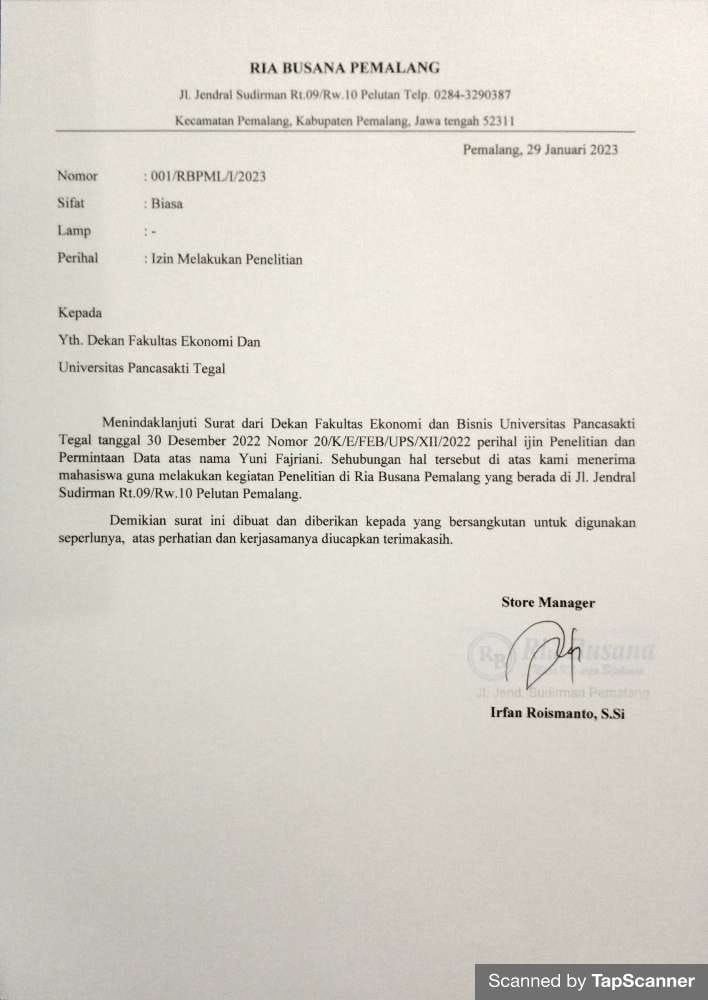
Lampiran 9: Ftabel

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Lampiran 10: Surat Izin Penelitian

****

Lampiran 11: Surat balasan penelitian

****

Lampiran 12: Surat Selesai Penelitian

****