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LAMPIRAN

Kuesioner Penelitian

Assalamu'alaikum Warahmatullahi Wabarakatuh

Dengan hormat,

Saya Aliya Vashia Akenaka, mahasiswa Program Studi Ekonomi Islam tahun 2020, bermaksud mengadakan penelitian skripsi dengan judul "Analisis Pengaruh Persepsi Harga, Pengaruh Sosial, Persepsi Kenyamanan, dan Pemahaman Konsumsi Islam Terhadap *Pure Impulsive Buying* (Studi pada Generasi Z Muslim di Kota Semarang)" sebagai salah satu persyaratan untuk meraih gelar Sarjana Strata 1 (S-1) pada Fakultas Ekonomika dan Bisnis Universitas Diponegoro. Saya memohon kesediaan Saudara/i unutk mengisi kuesioner penelitian ini dengan jujur dan sesuai dengan kondisi yang sebenarnya. Data yang Saudara/I berikan akan dijaga kerahasiaannya dan semata-mata digunakan untuk pengembangan ilmu pengetahuan sesuai dengan etika penelitian ilmiah. Atas perhatian, waktu, dan ketersediaan Anda, saya ucapkan terima kasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Hormat saya,

Aliya Vashia Akenaka

Lampiran A Kuesioner Penelitian

1. Apakah anda berdomisili
   di Kota Semarang   : Ya/Tidak
2. Apakah anda beragama Islam   : Ya/Tidak
3. Nama Lengkap   :
4. Jenis kelamin   : L/P
5. Usia   :
   - ☐ 12-15 tahun
   - ☐ 16-19 tahun
   - ☐ 20-23 tahun
   - ☐ 24-27 tahun
6. Kecamatan   :
   - ☐ Banyumanik
   - ☐ Candisari
   - ☐ Gajahmungkur
   - ☐ Gayamsari
   - ☐ Genuk
   - ☐ Gunungpati
   - ☐ Mijen
   - ☐ Ngaliyan
   - ☐ Pedurungan
   - ☐ Semarang Barat
   - ☐ Semarang Selatan
   - ☐ Semarang Tengah
   - ☐ Semarang Timur
   - ☐ Semarang Utara
   - ☐ Tembalang
   - ☐ Tugu
7. Pendidikan Terakhir   :
   - ☐ SMP/Sederajat

☐ SMA/Sederajat

☐ Diploma (D1-D4)

☐ Sarjana (S1)

☐ Magister (S2)

8. Pekerjaan   :

☐ Pelajar/Mahasiswa

☐ Pegawai Negeri (PNS)/BUMN

☐ Pegawai Swasta

☐ Wiraswasta

☐ Lainnya:

9. Pendapatan Perbulan   :

10. Berapa kali anda melakukan pembelian secara spontan atau tanpa rencana dalam satu bulan   :

☐ < 2 kali

☐ 2 – 4 kali

☐ 5 -7 kali

☐ 8 – 10 kali

☐ > 10 kali

11. Berapa pengeluaran anda ketika bertransaksi pada pembelian *secara spontan* atau *tanpa terencana* dalam satu bulan:

☐ < 100.000

☐ 100.000 – 500.000

☐ 600.000 – 1.000.000

☐ > 1.000.000

PETUNJUK PENGISIAN

Anda diminta untuk memilih jawaban yang sesuai dengan apa yang anda rasakan. Jawaban setiap pertanyaan berupa skala likert dengan keterangan sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Pilihlah satu jawaban yang paling sesuai dengan keadaan anda dengan cara memberi centang pada salah satu kolom yang tersedia.

Persepsi Harga

No.	Pernyataan	STS	TS	N	S	SS
1	Saat melakukan pembelian saya mencari produk dengan harga termurah					
2	Adanya potongan harga memotivasi saya untuk melakukan pembelian yang tidak direncanakan					
3	Ketika harga produk yang ditawarkan terjangkau, saya cenderung melakukan pembelian relatif banyak					

Pengaruh Sosial

No.	Pernyataan	STS	TS	N	S	SS
1	Jejaring sosial menginspirasi saya dalam pembelian suatu produk					

No.	Pernyataan	STS	TS	N	S	SS
2	Penawaran dan promosi yang menarik, memotivasi saya untuk melakukan pembelian lebih banyak					
3	Saya membeli sebuah merek berdasarkan saran yang diberikan oleh influencer yang saya ikuti					
4	Pembelian yang disebutkan teman saya di media sosial membuat saya melakukan pembelian yang tidak direncanakan					
5	Jika saya ingin menjadi seperti seseorang, saya sering mencoba membeli merek yang sama dengan yang mereka beli					

Persepsi Kenyamanan

No.	Pernyataan	STS	TS	N	S	SS
1	Bagi saya berbelanja adalah cara untuk menghilangkan stres					
2	Belanja merupakan kegiatan yang menyenangkan dan nyaman bagi saya					
3	Saya memperoleh kesenangan saat membeli sesuatu yang menarik					
4	Salah satu aktivitas yang saya sukai adalah belanja online					

Pemahaman Konsumsi Islam

No.	Pernyataan	STS	TS	N	S	SS
1	Sebelum melakukan pembelian saya memastikan bahwa barang yang saya beli merupakan barang halal					
2	Ketika melakukan pembelian, saya memastikan membeli barang yang Thayyib (menyenangkan, diizinkan, suci)					
3	Saya membelanjakan harta hanya secukupnya, tidak berlebihan, dan tidak berlaku kikir maupun boros					

Impulsive Buying

No.	Pernyataan	STS	TS	N	S	SS
1	Pembelian saya terjadi secara spontan					
2	Pembelian saya terjadi tidak direncanakan					
3	Saya ingin membeli sesuatu yang saya sukai ketika saya melihatnya langsung					
4	Saya sering membeli sesuatu tanpa berfikir panjang					
5	Terkadang, saya agak gebagah dengan apa yang saya beli					

Lampiran B Tabulasi Data Penelitian

NO	H1	H2	H3	H	S1	S2	S3	S4	S5	S	K1	K2	K3	K4	K
1	4	5	4	13	4	4	4	4	3	19	3	4	4	4	15
2	4	5	4	13	3	3	3	3	2	14	3	3	3	3	12
3	4	5	4	13	3	3	3	3	2	14	5	5	5	5	20
4	4	4	5	13	3	4	3	3	3	16	3	3	4	3	13
5	5	5	4	14	4	4	4	4	4	20	4	5	5	4	18
6	5	5	5	15	5	5	5	5	5	25	5	5	5	5	20
7	4	4	3	11	4	4	4	4	3	19	4	4	5	4	17
8	5	5	4	14	4	4	4	4	3	19	4	4	4	4	16
9	4	4	4	12	4	4	3	3	3	17	5	5	5	5	20
10	4	5	4	13	5	5	4	3	4	21	5	5	5	5	20
11	3	3	3	9	3	3	2	2	2	12	3	3	4	3	13
12	5	5	2	12	4	4	4	5	4	21	3	3	3	3	12
13	5	5	3	13	4	4	4	4	4	20	3	4	4	3	14
14	5	4	3	12	4	4	4	4	4	20	4	4	4	4	16
15	5	5	5	15	4	4	4	5	5	22	5	4	4	5	18
16	5	5	5	15	4	4	4	4	3	19	4	4	4	4	16
17	3	3	4	10	4	4	4	3	4	19	4	4	4	3	15
18	4	3	3	10	4	3	3	3	3	16	3	4	4	3	14
19	5	4	3	12	4	4	3	4	3	18	4	4	4	3	15
20	4	4	4	12	4	4	4	4	4	20	4	4	4	4	16
21	4	4	3	11	3	3	3	3	3	15	5	4	5	4	18
22	5	5	5	15	5	5	4	4	4	22	4	5	4	4	17
23	3	3	3	9	3	3	3	3	3	15	3	3	3	3	12
24	3	4	4	11	2	2	2	2	2	10	2	2	2	2	8
25	3	4	3	10	3	3	3	3	3	15	3	3	4	3	13
26	5	5	5	15	4	4	3	3	3	17	5	5	5	5	20
27	5	5	3	13	5	3	5	4	4	21	5	5	5	5	20
28	4	3	3	10	4	4	4	4	3	19	3	3	5	2	13
29	3	4	3	10	3	3	4	4	4	18	3	3	4	4	14
30	4	4	4	12	3	4	3	3	3	16	5	5	5	4	19
31	4	4	3	11	5	4	4	4	5	22	3	5	5	3	16
32	5	5	4	14	3	4	5	3	4	19	4	4	5	5	18
33	4	4	4	12	3	3	3	3	3	15	4	4	5	4	17
34	4	4	3	11	3	4	3	3	4	17	2	2	3	3	10
35	5	4	4	13	5	5	5	4	4	23	1	3	3	3	10
36	4	4	4	12	4	4	3	3	3	17	4	5	5	4	18
37	5	4	4	13	2	2	2	2	2	10	1	2	4	1	8
38	5	4	4	13	4	3	4	3	3	17	5	4	5	5	19
39	4	5	4	13	4	4	3	4	3	18	4	4	4	4	16
40	4	4	4	12	4	3	4	4	3	18	4	4	4	4	16

NO	H1	H2	H3	H	S1	S2	S3	S4	S5	S	K1	K2	K3	K4	K
41	3	4	3	10	4	4	4	4	4	20	5	4	4	2	15
42	2	3	3	8	3	3	2	2	2	12	2	3	2	2	9
43	5	5	4	14	4	5	4	4	4	21	3	3	5	4	15
44	5	5	5	15	5	5	3	3	2	18	5	5	5	5	20
45	5	5	5	15	5	5	5	5	5	25	5	5	5	4	19
46	5	4	4	13	4	3	3	3	2	15	5	5	5	5	20
47	5	5	5	15	5	5	5	5	4	24	5	5	5	5	20
48	4	4	3	11	3	1	2	1	2	9	4	5	4	3	16
49	5	5	4	14	5	5	5	3	4	22	4	4	5	4	17
50	5	4	4	13	5	5	5	3	4	22	4	4	4	3	15
51	4	4	5	13	4	4	5	4	5	22	5	4	4	5	18
52	4	4	4	12	4	4	3	4	4	19	4	5	5	5	19
53	4	4	4	12	4	4	4	4	4	20	3	3	4	3	13
54	4	4	3	11	5	4	3	2	2	16	5	5	5	3	18
55	4	3	4	11	3	5	1	3	1	13	5	5	5	5	20
56	5	4	4	13	3	3	3	3	3	15	4	4	5	3	16
57	3	3	2	8	4	4	4	4	1	17	4	4	4	4	16
58	3	4	4	11	4	4	3	4	4	19	3	3	5	3	14
59	3	4	3	10	1	2	1	2	1	7	5	5	5	5	20
60	5	5	5	15	4	5	5	4	3	21	5	4	5	4	18
61	5	5	4	14	3	3	2	3	2	13	3	2	3	1	9
62	3	4	4	11	4	3	3	3	2	15	4	4	4	3	15
63	3	4	3	10	4	4	3	3	1	15	4	5	4	4	17
64	3	3	3	9	4	4	4	3	4	19	2	4	4	4	14
65	4	5	3	12	4	3	3	4	4	18	4	4	5	4	17
66	4	3	4	11	5	3	2	1	5	16	4	4	5	3	16
67	5	4	4	13	5	5	4	5	4	23	5	4	5	5	19
68	5	4	4	13	5	4	4	5	4	22	4	5	4	5	18
69	2	2	2	6	3	4	3	3	4	17	3	4	5	5	17
70	4	5	4	13	4	5	5	4	5	23	3	4	3	3	13
71	5	4	4	13	4	4	5	4	4	21	3	4	3	4	14
72	5	4	5	14	4	5	5	5	4	23	2	3	5	4	14
73	3	3	4	10	3	4	5	4	5	21	4	5	4	3	16
74	3	4	3	10	5	4	5	4	4	22	5	5	4	4	18
75	3	3	3	9	4	5	4	5	5	23	4	4	5	5	18
76	4	4	4	12	2	4	1	4	5	16	4	4	5	4	17
77	4	4	4	12	2	4	1	3	5	15	4	4	5	4	17
78	4	4	4	12	4	5	4	3	2	18	4	5	4	5	18
79	4	5	4	13	1	2	3	4	5	15	5	4	3	4	16
80	4	5	4	13	4	5	4	3	2	18	2	4	5	4	15
81	3	3	2	8	4	5	4	3	4	20	4	2	4	2	12
82	4	4	3	11	4	2	3	2	1	12	4	5	4	5	18

NO	H1	H2	H3	H	S1	S2	S3	S4	S5	S	K1	K2	K3	K4	K
83	2	1	2	5	4	5	4	5	4	22	4	5	4	5	18
84	5	4	4	13	5	2	1	5	4	17	5	4	5	3	17
85	4	4	4	12	5	3	4	4	5	21	4	5	4	3	16
86	4	4	4	12	4	5	3	4	5	21	2	1	4	5	12
87	4	3	3	10	4	4	5	4	3	20	1	2	5	3	11
88	5	4	5	14	2	4	1	2	3	12	5	4	4	5	18
89	4	4	4	12	5	4	5	2	4	20	3	5	4	5	17
90	5	4	5	14	1	2	3	1	2	9	5	4	5	5	19
91	4	5	3	12	2	5	3	4	1	15	4	5	3	4	16
92	4	3	4	11	3	1	5	2	4	15	4	5	2	3	14
93	2	3	3	8	4	5	2	4	3	18	5	1	4	2	12
94	4	4	4	12	5	3	4	5	4	21	5	4	5	3	17
95	4	4	3	11	2	3	1	4	3	13	5	4	5	4	18
96	5	4	4	13	3	5	2	1	2	13	3	4	5	4	16
97	4	5	5	14	3	4	2	3	1	13	2	4	3	5	14
98	4	4	3	11	4	5	3	4	1	17	4	4	5	4	17
99	4	4	4	12	3	4	3	1	2	13	2	3	3	4	12
100	4	4	4	12	5	3	2	4	5	19	1	5	3	4	13
101	4	5	4	13	5	4	5	4	2	20	2	5	4	5	16
102	4	4	4	12	3	4	2	2	1	12	4	5	3	4	16
103	4	4	4	12	5	4	3	4	5	21	5	4	3	4	16
104	2	3	3	8	5	4	5	3	4	21	5	3	4	5	17
105	4	4	4	12	5	3	4	5	2	19	3	5	3	4	15
106	4	4	4	12	5	4	5	3	4	21	5	3	4	5	17
107	4	4	4	12	5	3	4	5	4	21	4	5	3	4	16
108	5	4	4	13	5	4	5	4	4	22	4	5	5	5	19
109	4	4	4	12	4	5	4	5	5	23	4	4	5	5	18
110	3	4	3	10	3	3	2	2	1	11	2	2	3	2	9
111	4	4	3	11	5	5	3	3	2	18	3	4	4	3	14
112	5	5	4	14	3	4	2	3	1	13	3	3	4	5	15
113	5	4	4	13	3	2	1	4	5	15	4	5	4	5	18
114	5	4	5	14	4	3	2	1	4	14	5	5	4	5	19
115	4	4	3	11	4	4	3	5	4	20	4	5	4	2	15
116	4	5	4	13	5	4	3	5	4	21	3	4	5	4	16
117	4	4	4	12	5	4	4	5	3	21	5	4	5	4	18
118	4	4	4	12	4	5	3	4	2	18	1	4	4	2	11
119	4	4	4	12	4	3	3	2	2	14	5	5	4	5	19
120	5	4	4	13	4	4	4	2	1	15	3	3	4	3	13
121	4	4	3	11	5	3	4	2	1	15	2	4	4	4	14
122	4	4	4	12	4	4	3	2	3	16	4	4	5	4	17
123	5	4	3	12	5	4	5	3	5	22	4	5	5	4	18
124	4	3	5	12	5	4	5	3	4	21	5	3	5	4	17

NO	H1	H2	H3	H	S1	S2	S3	S4	S5	S	K1	K2	K3	K4	K
125	5	3	5	13	2	5	4	4	5	20	5	4	4	5	18
126	4	5	4	13	4	3	4	2	4	17	4	5	4	4	17
127	4	4	3	11	5	5	5	4	3	22	5	5	5	4	19
128	4	5	3	12	4	2	4	5	4	19	4	2	4	4	14
129	5	4	5	14	4	3	1	4	5	17	4	3	4	5	16
130	2	5	4	11	5	4	5	3	4	21	3	5	4	5	17
131	4	5	4	13	3	5	4	3	5	20	5	3	5	4	17
132	4	5	4	13	1	2	5	3	4	15	4	5	5	3	17
133	4	5	4	13	5	4	4	5	1	19	4	5	4	4	17
134	4	5	5	14	4	4	2	4	2	16	4	4	4	3	15
135	4	5	4	13	5	5	3	5	1	19	5	5	5	4	19
136	4	5	3	12	4	4	2	2	2	14	5	4	4	4	17
137	3	4	3	10	4	4	4	2	3	17	4	5	5	3	17

Lanjutan Lampiran B Tabulasi Data Penelitian

NO	KI1	KI2	KI3	KI	IB1	IB2	IB3	IB4	IB5	IB
1	4	3	3	10	4	4	3	2	3	16
2	5	4	4	13	4	4	4	3	3	18
3	5	5	4	14	4	4	3	3	5	19
4	5	5	5	15	3	3	2	2	2	12
5	5	5	4	14	4	4	3	3	3	17
6	5	5	5	15	5	3	4	3	5	20
7	4	4	4	12	3	3	3	3	2	14
8	5	5	4	14	3	2	4	4	5	18
9	5	5	5	15	2	2	4	1	2	11
10	5	5	4	14	3	3	4	3	4	17
11	4	4	3	11	3	3	3	3	3	15
12	5	5	5	15	4	3	5	1	3	16
13	3	3	3	9	3	3	3	3	3	15
14	5	5	4	14	4	3	4	4	3	18
15	5	5	5	15	4	5	5	5	4	23
16	5	5	5	15	3	3	3	2	3	14
17	4	4	5	13	2	4	5	2	2	15
18	4	4	5	13	3	4	2	1	2	12
19	4	4	4	12	4	3	4	3	4	18
20	4	4	4	12	4	3	4	2	2	15
21	5	5	5	15	2	3	2	1	2	10
22	5	4	4	13	3	3	3	4	4	17
23	4	4	5	13	3	3	3	3	3	15

NO	KI1	KI2	KI3	KI	IB1	IB2	IB3	IB4	IB5	IB
24	4	4	3	11	4	2	3	4	4	17
25	3	4	3	10	3	4	3	4	4	18
26	5	5	5	15	1	1	5	3	5	15
27	5	4	5	14	4	4	4	3	3	18
28	3	3	4	10	3	3	3	3	4	16
29	5	5	5	15	3	2	2	2	4	13
30	5	5	5	15	3	3	3	2	4	15
31	4	4	4	12	4	3	3	3	2	15
32	5	4	4	13	3	2	5	2	4	16
33	5	4	4	13	3	3	3	3	4	16
34	4	4	5	13	2	2	3	3	2	12
35	5	5	5	15	5	5	3	3	5	21
36	4	4	4	12	4	4	3	4	4	19
37	3	4	4	11	4	4	2	2	3	15
38	5	5	4	14	4	3	3	5	5	20
39	5	5	4	14	3	3	1	1	1	9
40	5	4	4	13	3	4	3	2	3	15
41	5	5	4	14	4	4	5	3	2	18
42	4	4	4	12	2	2	2	3	3	12
43	5	5	4	14	5	5	5	5	4	24
44	4	4	4	12	4	3	2	2	4	15
45	5	5	5	15	5	5	5	5	5	25
46	5	5	5	15	3	3	5	3	4	18
47	5	5	5	15	3	3	5	5	5	21
48	4	4	4	12	4	4	4	3	4	19
49	4	4	5	13	3	3	2	2	2	12
50	5	5	5	15	5	5	4	5	5	24
51	4	4	5	13	4	3	5	3	5	20
52	5	5	5	15	4	3	4	1	1	13
53	4	3	3	10	3	3	4	2	3	15
54	5	5	5	15	3	3	3	3	4	16
55	5	5	5	15	4	3	4	4	3	18
56	5	4	4	13	3	3	4	3	2	15
57	4	4	4	12	3	3	4	3	4	17
58	5	5	4	14	4	4	5	5	4	22
59	5	5	4	14	5	5	5	5	5	25
60	5	5	5	15	3	3	4	3	3	16
61	5	4	5	14	3	2	3	5	3	16
62	5	5	4	14	3	3	4	3	3	16
63	4	4	4	12	4	4	4	4	4	20
64	5	5	4	14	4	2	4	1	2	13
65	3	3	3	9	3	3	3	4	4	17

NO	KI1	KI2	KI3	KI	IB1	IB2	IB3	IB4	IB5	IB
66	3	2	3	8	5	3	4	5	3	20
67	4	3	3	10	4	5	4	5	4	22
68	4	4	3	11	4	5	4	4	5	22
69	4	4	3	11	5	4	5	5	3	22
70	4	4	5	13	3	3	2	3	3	14
71	4	4	4	12	4	4	4	5	4	21
72	3	3	4	10	5	1	4	5	5	20
73	4	5	4	13	5	4	3	4	2	18
74	3	2	2	7	5	4	4	5	4	22
75	3	2	3	8	4	5	5	4	5	23
76	5	5	4	14	4	5	4	5	5	23
77	4	5	5	14	5	4	5	5	4	23
78	4	3	3	10	5	4	3	4	5	21
79	4	4	4	12	4	5	4	5	4	22
80	3	3	4	10	2	1	2	1	2	8
81	4	3	3	10	2	1	2	1	2	8
82	4	5	4	13	2	1	2	3	2	10
83	2	1	2	5	4	5	4	5	4	22
84	5	4	5	14	1	1	4	2	5	13
85	4	4	4	12	1	2	2	1	1	7
86	4	4	3	11	2	1	3	2	3	11
87	4	4	4	12	2	3	4	3	4	16
88	4	4	4	12	4	4	5	4	5	22
89	5	4	3	12	3	4	1	3	5	16
90	4	5	4	13	2	1	3	2	3	11
91	5	4	5	14	4	5	3	4	2	18
92	4	4	4	12	1	4	5	2	3	15
93	4	5	4	13	5	4	2	3	4	18
94	2	2	2	6	5	4	5	3	4	21
95	4	5	4	13	4	5	2	4	5	20
96	4	5	4	13	4	2	3	1	3	13
97	4	5	5	14	1	3	4	4	3	15
98	5	4	4	13	2	3	4	4	5	18
99	4	4	5	13	3	2	4	1	3	13
100	4	4	5	13	2	2	4	5	3	16
101	4	4	3	11	5	3	5	4	4	21
102	5	4	5	14	4	5	4	5	2	20
103	4	4	3	11	5	4	4	5	3	21
104	4	4	4	12	5	4	2	3	5	19
105	4	4	4	12	3	5	4	3	5	20
106	4	4	4	12	4	3	4	5	4	20
107	4	4	4	12	5	4	3	4	5	21

NO	KI1	KI2	KI3	KI	IB1	IB2	IB3	IB4	IB5	IB
108	5	4	5	14	4	5	4	5	4	22
109	5	4	4	13	4	5	4	5	4	22
110	5	5	5	15	2	4	5	2	1	14
111	5	5	4	14	3	3	4	4	4	18
112	5	5	4	14	5	5	5	4	3	22
113	3	5	4	12	2	3	4	5	4	18
114	4	5	4	13	1	2	4	3	5	15
115	4	5	4	13	4	5	4	3	4	20
116	5	4	5	14	3	5	4	5	5	22
117	3	4	5	12	5	4	5	4	2	20
118	4	5	4	13	2	3	4	2	3	14
119	5	5	4	14	3	3	3	2	3	14
120	5	4	5	14	2	3	2	3	4	14
121	5	4	4	13	1	2	4	2	3	12
122	3	3	3	9	4	4	4	5	5	22
123	5	4	4	13	3	4	4	3	4	18
124	5	4	4	13	4	5	4	5	3	21
125	5	3	5	13	3	5	4	5	4	21
126	4	3	1	8	4	5	4	4	5	22
127	4	2	1	7	4	5	4	4	4	21
128	4	5	2	11	2	4	3	2	4	15
129	4	3	4	11	2	3	5	4	2	16
130	5	4	3	12	3	5	4	5	4	21
131	3	5	4	12	3	5	4	5	3	20
132	4	3	5	12	2	5	5	3	4	19
133	5	2	2	9	4	5	4	5	5	23
134	5	5	4	14	3	3	3	3	3	15
135	5	5	5	15	3	3	4	5	5	20
136	5	5	5	15	2	2	3	2	4	13
137	5	5	4	14	2	1	4	2	2	11

Lampiran C Hasil Olah Data

Analisis Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
H1	137	2	5	4.08	.786
H2	137	1	5	4.12	.722
H3	137	2	5	3.78	.735
S1	137	1	5	3.87	.984
S2	137	1	5	3.82	.925
S3	137	1	5	3.46	1.138
S4	137	1	5	3.44	1.049
S5	137	1	5	3.27	1.240
K1	137	1	5	3.82	1.073
K2	137	1	5	4.04	.943
K3	137	2	5	4.24	.762
K4	137	1	5	3.88	.958
KI1	137	2	5	4.34	.720
KI2	137	1	5	4.18	.851
KI3	137	1	5	4.06	.864
IB1	137	1	5	3.37	1.085
IB2	137	1	5	3.42	1.142
IB3	137	1	5	3.64	.968
IB4	137	1	5	3.34	1.268
IB5	137	1	5	3.55	1.091
Valid N (listwise)	137				

Uji Validitas Variabel Persepsi Harga (X1)

Correlations

		H1	H2	H3	H
H1	Pearson Correlation	1	.500**	.514**	.844**
	Sig. (2-tailed)		.000	.000	.000
	N	137	137	137	137
H2	Pearson Correlation	.500**	1	.398**	.779**
	Sig. (2-tailed)	.000		.000	.000
	N	137	137	137	137
H3	Pearson Correlation	.514**	.398**	1	.790**
	Sig. (2-tailed)	.000	.000		.000
	N	137	137	137	137
H	Pearson Correlation	.844**	.779**	.790**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	137	137	137	137

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

Uji Validitas Variabel Pengaruh Sosial (X2)

Correlations

		S1	S2	S3	S4	S5	S
S1	Pearson Correlation	1	.377**	.481**	.370**	.198*	.694**
	Sig. (2-tailed)		.000	.000	.000	.020	.000
	N	137	137	137	137	137	137
S2	Pearson Correlation	.377**	1	.325**	.333**	.114	.595**
	Sig. (2-tailed)	.000		.000	.000	.185	.000
	N	137	137	137	137	137	137
S3	Pearson Correlation	.481**	.325**	1	.329**	.339**	.739**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	137	137	137	137	137	137
S4	Pearson Correlation	.370**	.333**	.329**	1	.395**	.713**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	137	137	137	137	137	137
S5	Pearson Correlation	.198*	.114	.339**	.395**	1	.646**
	Sig. (2-tailed)	.020	.185	.000	.000		.000
	N	137	137	137	137	137	137
S	Pearson Correlation	.694**	.595**	.739**	.713**	.646**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	137	137	137	137	137	137

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

*. Correlation is significant at the 0.05 level (2-tailed).

Uji Validitas Variabel Persepsi Kenyamanan (X3)

Correlations

		K1	K2	K3	K4	K
K1	Pearson Correlation	1	.421**	.414**	.400**	.790**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	137	137	137	137	137
K2	Pearson Correlation	.421**	1	.254**	.445**	.734**
	Sig. (2-tailed)	.000		.003	.000	.000
	N	137	137	137	137	137
K3	Pearson Correlation	.414**	.254**	1	.323**	.640**
	Sig. (2-tailed)	.000	.003		.000	.000
	N	137	137	137	137	137
K4	Pearson Correlation	.400**	.445**	.323**	1	.748**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	137	137	137	137	137
K	Pearson Correlation	.790**	.734**	.640**	.748**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	137	137	137	137	137

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

Uji Validitas Variabel Pemahaman Konsumsi Islam (X4)

Correlations

		KI1	KI2	KI3	KI
KI1	Pearson Correlation	1	.595**	.464**	.800**
	Sig. (2-tailed)		.000	.000	.000
	N	137	137	137	137
KI2	Pearson Correlation	.595**	1	.576**	.873**
	Sig. (2-tailed)	.000		.000	.000
	N	137	137	137	137
KI3	Pearson Correlation	.464**	.576**	1	.829**
	Sig. (2-tailed)	.000	.000		.000
	N	137	137	137	137
KI	Pearson Correlation	.800**	.873**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	137	137	137	137

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

Uji Validitas Variabel Impulsive Buying (Y)

Correlations

		IB1	IB2	IB3	IB4	IB5	IB
IB1	Pearson Correlation	1	.531**	.177*	.443**	.261**	.694**
	Sig. (2-tailed)		.000	.039	.000	.002	.000
	N	137	137	137	137	137	137
IB2	Pearson Correlation	.531**	1	.264**	.505**	.285**	.749**
	Sig. (2-tailed)	.000		.002	.000	.001	.000
	N	137	137	137	137	137	137
IB3	Pearson Correlation	.177*	.264**	1	.386**	.208*	.558**
	Sig. (2-tailed)	.039	.002		.000	.015	.000
	N	137	137	137	137	137	137
IB4	Pearson Correlation	.443**	.505**	.386**	1	.493**	.829**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	137	137	137	137	137	137
IB5	Pearson Correlation	.261**	.285**	.208*	.493**	1	.647**
	Sig. (2-tailed)	.002	.001	.015	.000		.000
	N	137	137	137	137	137	137
IB	Pearson Correlation	.694**	.749**	.558**	.829**	.647**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	137	137	137	137	137	137

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

*. Correlation is significant at the 0.05 level (2-tailed).

Hasil Uji Realibilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.728	3

Reliability Statistics

Cronbach's Alpha	N of Items
.702	5

Reliability Statistics

Cronbach's Alpha	N of Items
.707	4

Reliability Statistics

Cronbach's Alpha	N of Items
.780	3

Reliability Statistics

Cronbach's Alpha	N of Items
.740	5
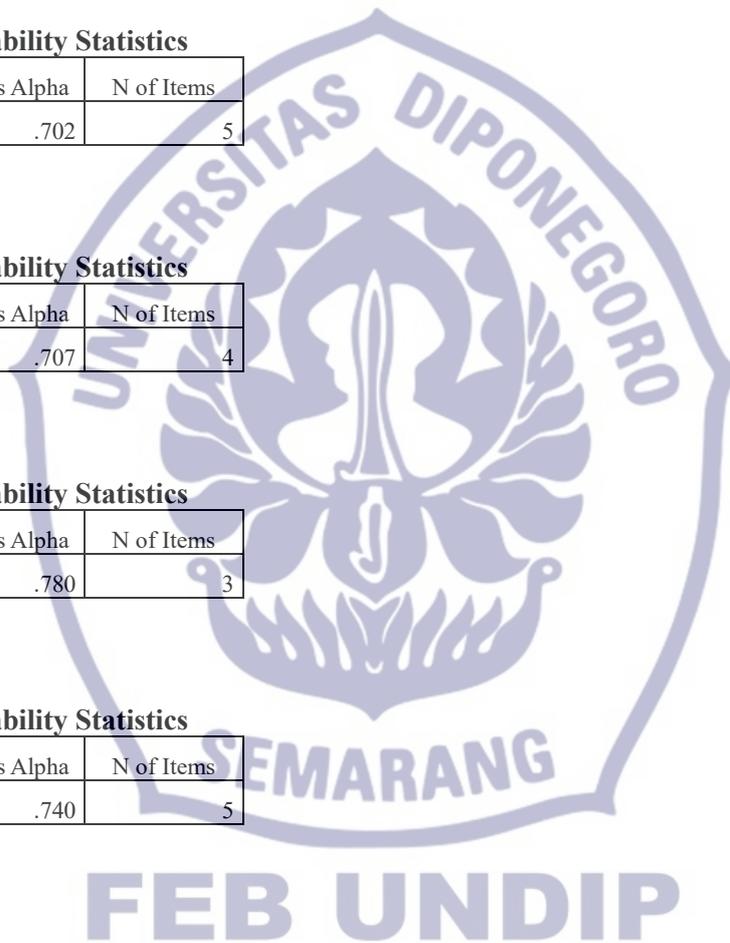
Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		137
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.57257420
Most Extreme Differences	Absolute	.060
	Positive	.048
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Uji Multikolinearitas

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	H	.826	1.210
	S	.913	1.095
	K	.906	1.103
	KI	.861	1.161

a. Dependent Variable: IB

Uji Heteroskedastisitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.927	1.862		.498	.619
	H	.068	.113	.057	.598	.551
	S	-.040	.054	-.067	-.741	.460
	K	.024	.071	.030	.336	.738
	KI	.114	.098	.107	1.158	.249

a. Dependent Variable: ABSRES

Hasil Uji F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	338.062	4	84.515	6.427	.000[b]
	Residual	1735.807	132	13.150		
	Total	2073.869	136			

a. Dependent Variable: IB

b. Predictors: (Constant), KI, K, S, H

Hasil Uji (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.404[a]	.163	.138	3.626

a. Predictors: (Constant), KI, K, S, H

b. Dependent Variable: IB

Hasil Uji t

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11.351	3.124		3.634	.000
	H	.103	.189	.047	.542	.589
	S	.182	.090	.169	2.029	.044
	K	.383	.119	.269	3.217	.002
	KI	-.368	.165	-.192	-2.236	.027

a. Dependent Variable: IB