Lampiran 1. Kuesioner Penelitian

Pengisian Kuesioner Penelitian

Program Studi Manajemen	Hari/Tanggal	:
Fakultas Ekonomi dan Bisnis	No Kuesioner	:
Universitas Esa Unggul		

ANALISIS PERBEDAAN *IMPULSE BUYING DI TOKOPEDIA BERDASARKAN JENIS KELAMIN*

Sehubungan dengan penyusunan skripsi dengan judul yang telah disebutkan di atas, maka dengan hormat, saya:

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NIM   : 2016-0101-026
Program Studi : Manajemen
Fakultas   : Ekonomi dan Bisnis Universitas Esa Unggul

Memohon kesediaan Ibu/bapak, Saudara/i untuk mengisi kuesioner (daftar pertanyaan) yang saya ajukan ini secara jujur dan terbuka.

Daftar pertanyaan ini saya ajukan semata-mata untuk keperluan penelitian sebagai salah satu syarat dalam menyelesaikan jenjang Strata satu (S1), Jurusan Manajemen, Fakultas Ekonomi, Universitas Esa Unggul Jakarta. Karenanya, kebenaran dan kelengkapan jawaban yang anda berikan akan sangat membantu bagi penulis, untuk selanjutnya akan menjadi masukan yang bermanfaat bagi hasil penelitian yang penulis lakukan.

Atas partisipasi Ibu/bapak, Saudara/i dalam mengisi pertanyaan/kuesioner ini, saya mengucapkan terimakasih.

Hormat Saya,

Aisyah Yuliyani

Petunjuk Pengisian Bagian I

Pilihlah salah satu jawaban yang menurut anda tepat dan memberi tanda centang (X) sesuai dengan kondisi saudara untuk setiap menjawab pertanyaan

Karakteristik Responden

1. Nama Responden : _____

2. Jenis Kelamin : a. Pria
   b. Wanita

3. Usia : a. 17 – 21 Tahun
   b. 22 – 26 Tahun
   c. 27 – 35 Tahun
   d. > 35 Tahun

4. Pekerjaan Saat Ini : a. Pelajar/ Mahasiswa
   b. Karyawan
   c. Wirausaha
   d. Lainnya.................................... (Tuliskan)

B. Uang Saku Perbulan : a. < Rp 500.000
   b. Rp 500.000 – Rp 1.000.000
   c. Rp 1.000.000 – Rp 2.000.000
   d. > Rp 2.000.000

Screening Question

Jawablah pertanyaan atau pernyataan berikut ini dengan memberi tanda centang (√) serta jawaban singkat yang sesuai dengan kondisi saudara

1. Pernahkah Anda membeli produk yang tidak direncanakan di online store Tokopedia?
   a. Iya, saya pernah
   b. Tidak, saya tidak pernah

   (jika jawaban anda "pernah", maka silahkan menjawab pertanyaan selanjutnya)

2. Apakah anda tertarik dengan pembelian secara tiba-tiba di Tokopedia?
   Berikan alasan anda: _____

   _____

3. Faktor apa yang membuat anda melakukan *impulse buying* di Tokopedia? Berikan alasan anda: _____

_____

4. Apakah anda merasa mendapatkan pemenuhan kesenangan pada saat berbelanja di online store Tokopedia?
   a. Iya, saya merasa senang
   b. Tidak, saya tidak merasa senang

5. Apakah anda membeli produk branded di online store Tokopedia?
   a. Iya, saya membeli produk branded
   b. Tidak, saya tidak membeli produk branded

Petunjuk Pengisian Bagian II

Saya mohon kesediaan Bapak/Ibu/Sdr/Sdri untuk menjawab pertanyaan-pertanyaan berikut ini. Masing-masing pertanyaan disediakan 4 alternatif jawaban dengan memberi tanda centang (√) pada kotak yang tersedia.

SS = Sangat setuju
S = Setuju
TS = Tidak setuju
STS = Sangat tidak setuju

No	Pernyataan	Penilaian			
		STS	TS	S	SS
		1	2	3	4
Shopping Lifestyle					
1	Saya termasuk orang yang suka mengejar moderenitas fisik				
2	Saya termasuk orang yang suka menghabiskan uang untuk berbelanja di Tokopedia				
3	Saya merasa harus memenuhi banyak keinginan spontan yang muncul dalam diri saya				
4	Saat saya berbelanja di Tokopedia, saya membeli merk sejenis				

No	Pernyataan	Penilaian			
		STS	TS	S	SS
		1	2	3	4
5	Saya berbelanja di Tokopedia untuk membeli merk terkenal				
6	Saya berbelanja di Tokopedia untuk membeli model terbaru				
Fashion Involvement					
7	Saya mencoba melihat-lihat model *trend fashion* terbaru lewat media				
8	Saya tertarik melihat gambar produk *fashion* di Tokopedia				
9	Sebelum membeli saya berkomunikasi terlebih dahulu dengan penjual di Tokopedia				
10	Sebelum membeli saya berkomunikasi dengan pembeli sebelumnya di Tokopedia				
11	Saya tertarik untuk melakukan pembelian produk fashion di Tokopedia				
12	Saya menggunakan produk sesuai dengan perkembangan fashion				
13	Saya mengatahui adanya fashion terbaru di Tokopedia				
14	Saya menyukai bahan yang nyaman ketika membeli produk				
15	Saya selalu berpakaian sesuai dengan keinginan atau selera				
16	Saya selalu mengikuti *trend fashion* sepanjang masa				
Faktor Situasional					
17	Saya tertarik dengan *design* tampilan pada Tokopedia				
18	Saya senang penjual di Tokopedia merespon dengan cepat				
19	Saya melihat deskripsi tentang produk yang dijual di Tokopedia sangat jelas				
20	Produk yang saya inginkan di Tokopedia mudah untuk ditemukan				
21	Saya sering menyarankan teman, keluarga dan kerabat untuk berbelanja di Tokopedia				

No	Pernyataan	Penilaian			
		STS	TS	S	SS
		1	2	3	4
22	Saya membeli produk yang sudah terkenal di Tokopedia				
23	Saya tertarik dengan kegiatan promosi di Tokopedia				
Positive Emotion					
24	Saya merasa senang ketika berbelanja di Tokopedia				
25	Tokopedia memberikan kenyaman saat saya berbelanja				
26	Saat berbelanja di Tokopedia, saya merasakan ada gairah berbelanja				
27	Ketika saya berbelanja di Tokopedia, saya mudah dipengaruhi				
28	Saat berbelanja di Tokopedia, saya tidak dapat mengendalikan diri saya				

Lampiran 2. Tabulasi Data Karakteristik 140 Responden

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Laki – Laki	70	140
	Perempuan	70	
Usia	17 – 21 Tahun	48	140
	22 – 26 Tahun	52	
	27 – 35 Tahun	29	
	>36 Tahun	11	
Status Pekerjaan	Pelajar / Mahasiswa	57	140
	Karyawan	62	
	Wirausaha	7	
	Ibu Rumah Tangga	5	
	Lainya...	5	
Fakor yang membuat *impulse buying* di Tokopedia	1. Promo diskon/ Potongan Harga/ Gratis ongkir	35	140
	2. Barang atau produk dengan kualitas dan harga bagus	23	
	3. Tertarik/ menarik dengan iklan, tampilan dll	12	
	4. Beli sesuai kebutuhan	37	
	5. Mengikuti pendapat teman/ kerabat/ keluarga dan influencer	29	
	6. Barang mudah dicari, tidak ada di pasaran/ toko	14	

Lampiran 3. Tabulasi Data Pre- Test (30 Responden)

Responden	Shopping Lifestyle						Fashion Involvement										Faktor Situasional							Positive Emotion					BUTOT
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	
1	2	2	3	3	2	1	1	1	3	1	1	1	1	4	4	2	3	4	3	3	3	3	2	3	4	3	1	1	65
2	3	1	2	2	1	3	2	3	4	1	4	4	4	2	4	4	4	4	4	4	1	1	2	2	1	1	1	1	70
3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	**109**
4	3	2	2	3	2	2	3	3	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	3	3	2	94
5	2	1	2	2	3	3	3	3	4	3	4	4	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3	3	84
6	3	2	3	1	2	3	4	3	4	4	2	3	2	4	4	2	2	3	3	4	3	4	3	3	3	4	3	2	83
7	2	3	2	1	2	2	3	2	3	3	2	2	2	2	2	2	3	2	2	2	2	3	3	3	3	3	3	3	67
8	3	1	1	2	1	2	3	4	4	1	3	3	2	4	4	3	3	4	2	3	3	2	3	3	3	2	2	1	72
9	2	1	3	3	3	3	4	3	4	4	2	3	2	4	4	2	3	3	3	2	3	3	3	3	3	3	4	3	83
10	2	1	3	2	1	2	2	2	2	2	2	3	2	3	3	2	3	2	3	2	2	2	2	2	2	2	2	2	60
11	3	2	2	3	3	2	3	1	3	2	3	2	2	4	3	2	3	3	3	3	3	4	3	2	2	2	1	1	70
12	2	1	2	2	2	3	3	2	4	1	2	2	1	4	4	1	4	4	4	3	3	3	3	3	3	3	2	1	72
13	3	1	1	3	1	2	1	2	3	3	2	2	1	3	4	1	3	3	3	3	2	3	3	3	3	3	2	1	65
14	3	2	2	2	2	3	3	3	4	2	3	3	3	4	3	2	3	4	2	3	3	3	4	3	4	2	2	1	78
15	2	2	2	2	2	2	2	2	3	2	2	2	2	4	3	2	3	3	3	3	3	3	3	3	3	3	2	2	70
16	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	**104**
17	3	1	2	1	1	2	4	2	3	2	3	2	3	4	4	2	3	3	3	2	1	1	2	2	1	2	1	2	62
18	1	1	1	4	1	1	2	1	4	2	1	1	2	4	4	1	3	3	4	4	3	2	2	4	3	1	1	1	62
19	3	1	3	1	1	1	3	1	1	1	3	3	1	4	4	3	1	2	1	1	1	1	1	1	1	1	1	1	47
20	3	2	4	2	2	3	4	3	2	2	3	3	2	4	4	3	3	3	3	3	2	2	3	3	3	3	2	3	79
21	2	1	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	2	4	1	81
22	2	1	1	2	1	1	3	3	4	2	1	1	2	4	4	4	3	4	3	3	3	3	2	2	2	2	3	3	69
23	4	2	2	2	1	1	1	3	4	4	4	3	1	2	4	3	1	2	3	3	3	3	2	3	3	3	2	2	71
24	2	2	2	2	2	2	2	2	3	3	3	2	2	4	3	2	3	3	3	3	3	3	3	3	3	3	3	3	74
25	3	2	3	4	4	4	4	3	3	2	2	2	3	3	3	3	3	4	4	3	2	3	3	3	3	4	4	2	86
26	3	3	3	3	2	3	3	3	4	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	87
27	2	2	1	2	3	4	3	3	2	2	3	3	2	4	4	4	3	3	3	3	3	3	3	3	3	3	2	2	78
28	4	4	4	3	2	3	3	3	3	2	4	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	2	87
29	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	54
30	2	2	3	2	2	2	3	3	3	2	3	3	3	4	3	2	3	2	3	3	3	3	3	3	3	4	3	3	78
TOTAL	77	54	71	72	62	73	85	77	98	74	82	81	70	106	107	78	90	94	91	89	80	84	83	85	84	81	72	61	139

Lampiran 4. Tabulasi Data 140 Responden

Responden	SHOPPING LIFESTYLE						FASHION INVOLVEMENT										FAKTOR SITUASIONAL							POSITIVE EMOTION					BUTOT	VAR.SL	VAR.FI	VAR.FS	VAR.PE
1	2	4	4	4	4	3	4	4	4	2	4	4	4	4	4	2	4	4	4	4	3	3	4	3	3	3	4	4	100	21	36	26	17
2	3	2	3	3	3	3	3	3	2	2	2	2	2	4	4	2	3	3	3	3	2	3	3	3	3	3	2	2	76	17	26	20	13
3	3	2	2	2	2	3	4	4	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	88	14	38	21	15
4	3	2	2	3	3	4	4	4	3	2	3	3	3	4	3	2	3	4	4	3	3	3	4	3	3	3	2	2	85	17	31	24	13
5	3	1	2	2	2	3	4	3	2	2	3	3	2	4	4	2	3	4	3	3	2	3	3	3	3	3	2	1	75	13	29	21	12
6	2	3	1	3	1	2	3	3	3	2	2	2	3	4	4	2	3	4	4	3	3	3	3	3	3	3	2	1	75	12	28	23	12
7	4	3	4	3	4	3	3	4	3	2	3	4	2	4	4	2	2	3	4	3	3	3	3	3	4	3	3	3	89	21	31	21	16
8	4	2	3	2	2	3	4	4	3	4	4	2	3	4	4	1	3	2	4	3	4	3	3	3	3	3	4	4	88	16	33	22	17
9	2	1	1	2	1	3	3	3	3	2	3	2	3	4	4	2	3	4	2	2	3	3	3	3	2	2	1	1	68	10	29	20	9
10	4	2	4	1	1	1	1	1	4	4	2	1	3	1	4	3	2	4	4	4	3	3	4	2	2	2	3	4	74	13	24	24	13
11	3	1	4	2	1	1	2	2	4	3	3	2	2	2	3	1	1	3	2	3	3	2	2	3	3	2	4	4	68	12	24	16	16
12	3	2	4	4	1	3	4	4	1	1	2	3	4	4	3	4	3	1	2	1	3	3	4	2	2	2	4	4	78	17	30	17	14
13	3	2	2	3	2	3	4	3	3	2	3	3	3	3	4	3	3	4	3	3	4	3	3	3	3	3	3	2	83	15	31	23	14
14	3	2	2	4	3	2	3	4	4	3	3	2	3	4	4	2	3	3	4	4	4	3	3	4	4	3	3	3	89	16	32	24	17
15	3	2	2	3	3	2	2	2	1	2	2	2	2	4	2	3	2	4	4	2	2	2	2	2	2	2	2	2	65	15	22	18	10
16	3	4	2	3	3	4	4	3	2	2	3	3	4	4	4	3	3	3	3	3	4	4	4	4	4	3	3	3	92	19	32	24	17
17	3	2	3	2	2	4	4	4	4	4	4	3	3	2	3	2	3	4	4	4	4	3	4	4	4	4	4	4	95	16	33	26	20
18	3	3	4	3	2	3	4	4	3	4	3	4	4	4	4	3	3	3	4	3	3	2	3	4	4	3	3	3	93	18	37	21	17
19	2	1	1	2	2	3	3	4	4	4	4	4	4	4	4	1	3	3	3	4	4	4	3	4	3	3	4	2	87	11	36	24	16
20	4	3	3	2	2	3	4	4	3	3	3	4	3	3	3	2	3	2	2	2	3	3	3	4	3	3	3	4	84	17	32	18	17
21	2	2	1	3	4	4	4	3	4	2	3	2	4	4	4	2	4	4	3	4	4	3	4	2	3	1	1	1	82	16	32	26	8
22	2	3	3	3	2	3	3	3	4	1	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	3	81	16	29	21	15
23	3	1	4	4	1	4	4	1	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	100	17	37	26	20
24	2	3	3	3	2	3	3	3	4	1	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	3	81	16	29	21	15
25	3	3	2	3	2	4	4	3	3	3	4	3	3	4	4	3	3	4	3	4	3	4	3	4	3	3	3	4	92	17	34	24	17
26	3	1	1	3	1	4	4	4	4	2	4	3	4	4	2	3	4	3	3	4	4	2	3	4	4	4	4	1	87	13	34	23	17
27	3	2	3	3	2	3	3	3	4	4	3	3	4	3	4	4	3	3	4	4	3	3	3	3	3	3	4	4	91	16	35	23	17
28	3	3	2	3	2	4	4	3	3	3	4	3	3	4	4	3	3	3	4	3	4	3	4	4	3	3	3	4	92	17	34	24	17
29	2	2	3	2	2	2	3	3	4	3	3	2	3	3	4	2	3	4	4	4	4	2	4	3	3	3	4	2	83	13	30	25	15
30	2	3	4	3	2	3	3	4	3	3	4	3	3	4	4	2	4	4	3	3	4	2	3	3	3	4	3	2	88	17	33	23	15

Lampiran 4. (lanjutan)

No																											Total				
31	3	2	2	2	2	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	77	14	28	20	15
32	2	2	2	2	2	4	4	4	4	1	3	3	4	4	4	3	3	4	3	3	4	2	2	3	2	2	81	14	34	22	11
33	3	2	3	2	2	2	3	3	2	2	2	3	2	3	3	3	3	3	3	2	2	4	2	3	3	3	74	14	26	20	14
34	2	2	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3	3	3	3	2	3	3	3	2	2	73	14	27	20	12
35	2	2	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3	3	3	3	2	3	3	3	2	2	73	14	27	20	12
36	3	2	2	4	3	4	4	4	4	2	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	102	18	36	28	20
37	3	3	2	2	2	2	3	3	3	2	3	3	3	3	2	3	3	3	3	3	3	4	4	4	3	3	81	14	28	21	18
38	4	2	3	2	4	4	4	4	4	2	2	2	2	4	4	2	3	2	4	4	2	4	4	4	2	2	88	19	30	23	16
39	2	2	1	2	1	3	3	3	3	2	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	72	11	28	21	12
40	3	2	2	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	4	3	3	3	3	2	2	82	16	31	22	13
41	2	2	2	3	2	2	3	3	3	3	4	2	1	4	4	2	3	3	3	2	3	2	4	3	3	2	76	13	29	20	14
42	1	1	2	2	2	3	3	3	3	2	3	2	3	4	3	2	3	4	3	3	2	2	2	2	2	3	72	11	28	21	12
43	2	1	1	2	2	3	4	4	4	4	3	2	3	3	3	2	3	4	4	4	4	4	3	2	2		83	11	32	25	15
44	2	1	2	2	2	1	2	3	4	4	3	2	3	3	3	2	3	3	3	3	3	3	3	2	2		73	10	29	21	13
45	3	3	3	2	2	3	4	4	3	2	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3		84	16	31	22	15
46	3	2	2	3	3	2	3	3	4	4	2	3	2	3	3	3	4	3	4	3	3	3	3	2	2		81	15	30	23	13
47	3	4	2	2	3	3	4	4	4	3	4	3	4	4	3	4	4	4	4	4	4	4	3	2			98	17	37	27	17
48	2	2	1	3	3	2	4	4	3	3	2	4	4	4	2	4	3	4	4	4	2	3	2	4	4		88	13	33	27	15
49	2	2	2	3	2	2	3	3	4	3	3	3	3	4	3	2	4	4	3	2	3	4	3	3	2		80	13	31	23	13
50	3	2	2	3	3	3	4	4	3	3	3	4	3	4	3	3	3	3	3	4	3	3	3	3	2		86	16	34	22	14
51	1	1	1	1	1	3	4	3	4	4	3	3	4	4	4	3	4	4	4	4	4	4	3	2	2	1	83	8	36	27	12
52	2	2	3	2	2	2	3	3	4	3	3	2	2	4	4	3	3	3	3	3	2	3	3	3	2	2	77	13	31	20	13
53	1	2	3	4	3	2	1	2	3	4	3	2	1	2	3	4	3	2	1	2	3	4	3	2	1	2	70	15	25	18	12
54	3	2	2	1	2	2	3	2	2	2	2	3	2	4	3	3	2	2	2	2	2	2	2	2	2	2	62	12	26	14	10
55	1	1	1	3	2	3	3	3	4	4	3	4	3	4	4	3	3	3	3	3	3	3	2	2	2		79	11	35	21	12
56	2	2	3	2	2	3	3	3	3	2	3	3	2	4	4	2	3	3	3	2	3	3	3	2	2	2	75	14	29	20	12
57	3	2	1	2	2	3	3	3	4	4	3	3	3	3	4	2	3	3	2	3	2	3	3	3	2	2	77	13	32	19	13
58	2	2	3	1	1	2	4	3	2	2	4	2	4	4	4	1	3	4	2	3	2	3	3	3	2	2	73	11	30	19	13
59	3	3	2	2	2	3	3	3	3	3	3	3	3	3	2	3	2	3	2	3	4	4	3	3	3	3	80	15	29	21	15
60	2	1	2	2	3	3	4	3	4	2	3	3	4	4	3	2	4	3	2	4	2	3	4	2	3	2	78	13	32	22	11

Lampiran 4. (Lanjutan)

No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	Σ				
61	3	4	3	4	3	3	3	4	4	3	4	3	4	3	3	3	4	4	3	4	4	3	3	4	4	3	3	2	95	20	34	25	16
62	2	3	3	4	3	3	3	3	1	1	2	2	3	3	3	2	3	3	3	2	3	2	4	3	3	3	3	2	75	18	23	20	14
63	3	2	1	3	2	2	2	2	3	2	2	2	3	4	4	2	3	4	4	4	3	3	3	4	4	3	3	2	79	13	26	24	16
64	3	3	3	2	1	2	3	3	2	2	3	3	2	3	4	3	3	3	4	4	3	4	4	4	4	4	4	3	86	14	28	25	19
65	2	2	2	2	2	3	4	4	4	3	2	3	3	4	3	3	3	4	4	3	3	4	4	3	2	1	4	3	84	13	33	25	13
66	3	2	2	2	3	2	3	3	3	3	3	3	3	4	4	3	4	4	4	4	4	4	4	4	4	4	2	2	90	14	32	28	16
67	2	1	1	3	1	2	4	3	4	4	4	4	3	4	4	2	3	4	3	2	3	4	4	3	2	2	3	2	81	10	36	23	12
68	3	1	1	2	2	2	3	2	3	3	2	3	1	2	2	2	1	2	2	3	2	2	2	2	2	2	2	2	58	11	23	14	10
69	2	3	3	3	3	3	3	2	2	2	2	2	2	2	3	3	2	3	2	3	3	3	3	3	3	4	3	3	76	17	23	20	16
70	1	2	3	4	4	3	2	1	1	2	3	4	4	3	2	1	1	2	3	4	4	3	2	1	1	2	3	4	70	17	23	19	11
71	3	3	2	2	4	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	88	17	32	21	18
72	3	2	2	2	3	3	4	3	3	3	4	3	3	4	4	3	4	4	3	4	4	4	3	3	4	4	2	1	89	15	34	26	14
73	3	2	3	2	3	3	4	2	2	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	76	16	27	21	12
74	2	1	3	1	1	1	4	4	2	4	2	1	3	4	4	1	4	2	3	4	1	4	4	3	3	3	3	3	75	9	29	22	15
75	4	1	1	2	2	2	4	3	3	2	3	2	3	4	3	4	3	4	4	3	3	2	3	2	3	2	2	1	75	12	31	22	10
76	3	2	3	3	3	2	4	3	2	1	3	2	3	4	4	3	3	4	4	4	3	3	3	4	3	3	4	2	85	16	29	24	16
77	3	1	2	2	2	3	3	2	4	2	2	2	2	3	4	2	3	3	3	3	3	3	3	3	3	3	2	1	72	13	26	21	12
78	4	3	3	4	4	3	4	4	4	4	3	3	3	3	4	4	4	3	3	3	4	4	3	3	4	4	3	4	99	21	36	24	18
79	2	2	1	2	1	1	4	4	3	3	3	3	1	4	4	3	3	4	4	4	4	3	3	3	3	3	1	3	79	9	32	25	13
80	2	2	2	3	2	3	3	3	4	4	3	3	3	4	4	2	3	4	3	3	3	4	4	4	3	3	2	1	84	14	33	24	13
81	3	1	3	2	2	3	4	4	4	1	3	3	2	4	4	2	2	3	4	4	2	2	4	3	2	1	2	2	76	14	31	21	10
82	3	3	3	3	3	3	3	2	3	3	3	2	4	3	3	3	3	3	3	2	4	3	3	3	3	3	3	4	84	18	29	21	16
83	4	3	2	1	2	3	4	3	2	1	2	3	4	3	2	1	2	3	4	3	2	1	2	3	4	3	2	1	70	15	25	17	13
84	3	2	3	4	2	4	4	4	3	4	4	4	4	3	4	3	4	4	4	4	4	3	3	4	4	4	4	2	99	18	37	26	18
85	3	1	1	1	2	4	4	4	2	1	2	3	3	2	2	2	3	2	2	3	3	2	3	3	2	2	2	1	65	12	25	18	10
86	2	2	2	3	3	3	4	3	4	2	2	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	2	2	79	15	30	21	13
87	3	2	3	2	3	4	4	4	2	2	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	2	2	86	17	35	21	13
88	3	2	1	2	3	2	1	2	3	2	1	2	3	1	2	3	2	1	2	3	2	1	2	3	2	1	2	3	57	13	20	13	11
89	2	2	2	3	2	3	2	3	3	3	3	3	3	4	4	3	3	3	3	3	2	3	3	3	2	2	2	2	77	14	31	20	12
90	1	1	2	2	3	3	4	4	1	1	2	2	3	3	4	4	1	1	2	2	3	3	4	4	1	1	2	2	66	12	28	16	10

Lampiran 4. (Lanjutan)

No																																	
91	4	3	2	1	2	3	4	3	2	1	2	3	4	3	2	1	2	3	4	3	2	1	2	3	4	3	2	1	70	15	25	17	13
92	1	2	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	42	9	15	11	7
93	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	42	9	15	10	8
94	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	42	9	15	10	8
95	3	1	3	3	1	3	3	3	4	1	3	3	3	3	4	3	3	2	3	3	3	3	3	3	3	2	2	2	76	14	30	20	12
96	2	2	2	3	2	3	3	3	4	4	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	2	2	2	81	14	32	23	12
97	4	3	3	3	3	3	4	4	4	3	3	2	3	4	3	2	2	4	4	4	4	3	3	3	3	3	3	3	90	19	32	24	15
98	3	2	3	3	2	3	4	3	4	4	4	3	3	3	4	3	3	4	4	4	4	3	3	3	3	2	2		90	16	35	26	13
99	3	2	2	3	2	3	3	3	4	4	3	3	3	4	4	2	3	4	3	3	3	3	3	3	3	3	2		84	15	33	22	14
100	1	2	1	2	1	2	1	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	63	9	24	17	13
101	4	2	3	2	4	4	4	4	4	2	2	2	2	4	4	2	3	2	4	4	4	2	4	4	4	4	2	2	88	19	30	23	16
102	3	2	2	1	2	2	3	3	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	4	3	3	2		92	12	37	27	16
103	2	3	2	1	2	2	3	2	3	3	2	2	2	2	2	2	3	2	2	2	2	2	3	3	3	3	3	3	66	12	23	16	15
104	3	2	3	1	2	4	4	3	4	4	2	3	2	4	4	2	2	3	3	4	3	4	3	3	3	4	3	2	84	15	32	22	15
105	3	1	1	2	1	2	3	4	4	1	3	3	2	2	2	3	3	4	2	3	3	2	3	3	3	2	2	1	68	10	27	20	11
106	2	1	3	2	1	2	2	2	2	2	2	3	2	3	3	2	3	2	3	3	3	3	3	2	2	2	2	2	64	11	23	20	10
107	3	2	2	3	3	2	4	3	1	3	2	3	2	3	4	3	2	3	3	3	3	3	4	3	2	2	1	1	73	15	28	21	9
108	3	1	3	2	3	4	3	2	3	3	2	4	3	4	3	4	3	4	3	3	1	1	4	3	3	2	1	1	76	16	31	19	10
109	3	3	4	4	3	4	2	2	3	2	3	3	2	2	4	3	2	3	3	4	2	4	2	2	3	4	4	2	82	21	26	20	15
110	3	3	4	4	3	4	2	2	3	2	3	3	2	2	4	3	2	3	3	4	2	4	2	2	3	4	4	2	82	21	26	20	15
111	3	4	3	1	1	2	1	1	1	1	2	1	1	1	1	4	4	4	4	4	4	3	3	2	3	3	4		70	14	14	27	15
112	3	2	3	2	1	2	3	1	3	3	2	3	2	4	3	2	3	2	1	2	3	2	4	3	3	3	2	1	68	13	26	17	12
113	3	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	3	3	3	3	3	4	3	3	3	4		99	23	37	22	17
114	3	3	2	2	3	3	2	2	3	3	2	2	3	3	2	2	3	3	2	2	3	3	2	2	3	3	1	1	68	16	24	18	10
115	2	1	2	1	2	3	3	4	3	2	3	3	1	4	3	2	3	4	3	3	1	1	4	3	2	3	2	2	70	11	28	19	12
116	4	4	1	1	4	4	1	1	4	4	1	1	4	4	1	1	4	4	1	1	4	4	1	1	4	4	1	1	70	18	22	19	11
117	3	2	3	2	2	3	3	1	1	4	4	1	3	2	4	3	2	1	4	2	3	1	3	1	4	2	3	2	69	15	26	16	12
118	1	1	3	3	2	2	4	4	1	1	2	2	3	3	4	4	1	1	2	2	4	1	4	1	4	2	3	1	66	12	28	15	11
119	1	2	3	2	2	2	3	3	4	3	3	2	2	3	3	2	2	4	3	3	4	2	2	3	3	2	2	2	72	12	28	20	12
120	1	3	3	3	3	4	1	4	4	3	1	3	2	3	4	3	1	3	3	3	1	2	3	4	3	2	3	2	75	17	28	16	14

Lampiran 4. (Lanjutan)

121	3	2	1	4	3	2	1	4	3	2	1	4	3	2	1	4	3	2	1	4	3	2	1	4	3	2	1	4	70	15	25	16	14
122	3	2	2	2	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3	3	3	3	4	3	3	3	3	2	83	15	31	23	14
123	3	1	3	3	1	3	1	3	1	3	1	3	1	3	1	3	1	3	1	3	1	3	1	3	1	3	1	3	58	14	20	13	11
124	2	3	1	1	2	3	1	2	1	3	2	1	2	3	1	2	1	3	2	1	2	3	1	2	3	3	1	2	54	12	18	13	11
125	3	1	1	1	1	1	1	2	2	2	3	3	3	3	3	4	4	4	4	4	1	1	1	1	1	2	2	2	61	8	26	19	8
126	2	3	2	1	1	3	3	4	4	3	3	3	4	4	3	3	4	3	4	3	3	3	4	3	4	3	2	1	83	12	34	24	13
127	4	2	3	2	3	4	4	4	4	2	3	4	2	4	4	3	3	4	4	3	4	4	3	4	3	3	2	1	90	18	34	25	13
128	1	1	1	3	2	3	4	4	2	1	3	1	1	4	4	2	2	4	4	4	1	4	2	2	3	2	1	1	67	11	26	21	9
129	4	3	2	1	1	2	3	4	4	3	2	1	1	2	3	4	4	3	2	1	1	2	3	4	4	3	2	1	70	13	27	16	14
130	1	2	1	3	1	4	1	2	1	3	1	4	1	2	1	3	1	4	1	2	1	3	1	4	1	2	1	3	55	12	19	13	11
131	2	1	2	3	2	4	2	1	2	3	2	4	2	1	2	3	2	4	2	1	2	3	2	4	2	1	2	3	64	14	22	16	12
132	3	1	3	2	3	4	3	1	3	4	3	1	3	4	3	1	3	4	3	1	3	4	3	2	3	2	3	4	76	16	26	21	13
133	3	2	3	3	4	3	3	3	3	1	3	3	3	3	4	3	3	3	3	3	4	4	4	3	4	4	4	4	89	18	29	23	19
134	1	2	3	4	2	3	4	1	3	4	1	2	3	4	3	4	1	2	4	1	2	3	4	1	4	2	3	1	72	15	29	17	11
135	3	2	3	1	3	2	3	4	3	1	3	2	3	4	3	1	3	2	3	4	3	1	3	2	3	4	3	1	73	14	27	19	13
136	2	2	2	2	2	2	3	1	3	2	3	2	2	3	3	3	3	4	4	4	2	2	2	2	3	2	1	1	67	12	25	21	9
137	2	2	2	3	2	3	3	3	4	1	3	3	3	3	3	2	3	3	3	4	3	2	3	3	3	2	2	1	74	14	28	21	11
138	1	3	2	4	1	3	2	4	1	3	2	4	1	3	2	4	1	3	2	4	1	3	2	4	1	3	2	4	70	14	26	16	14
139	1	2	1	4	2	3	1	4	1	3	2	4	2	1	3	1	2	3	4	2	4	1	3	1	2	4	3	2	66	13	22	19	12
140	1	4	2	3	1	4	2	3	1	4	2	3	1	4	2	3	1	4	2	3	1	4	2	3	1	4	2	3	70	15	25	17	13
TOTAL	356	295	322	342	310	395	430	420	417	364	385	385	382	459	455	358	394	440	427	428	407	393	426	415	411	386	350	324					

Lampiran 5. Pernyataan Responden Tertinggi

No.	Variabel	Pernyataan	Nilai Tertinggi
1	*Shopping Lifestyle*	Membeli dengan model terbaru	395
2	*Fashion Involvement*	Menyukai bahan yang nyaman saat membeli	459
3	Faktor Situasional	Respon yang cepat dari penjual	440
4	*Positive Emotion*	Merasakan senang	415

Lampiran 6. Uji Validitas (30 Responden)

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28
P1	Pearson Correlation	1	,523**	,289	,110	,088	,268	,236	,434*	,187	,260	,639**	,540**	,269	-,004	,453*	,421*	-,060	,228	,089	,221	,039	,074	,195	-,011	,022	,158	,055	,022
	Sig. (2-tailed)		,003	,122	,564	,644	,152	,209	,016	,323	,166	,000	,002	,151	,983	,012	,021	,753	,226	,640	,240	,837	,699	,302	,952	,908	,406	,772	,909
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	,523**	1	,402*	,322	,469**	,399*	,256	,335	,122	,403*	,387*	,348	,396*	,064	,025	,317	,157	,096	,173	,314	,462*	,404*	,435*	,360	,425*	,452*	,337	,446*
	Sig. (2-tailed)	,003		,028	,083	,009	,029	,173	,070	,520	,027	,035	,059	,030	,737	,896	,088	,407	,614	,360	,091	,010	,027	,016	,051	,019	,012	,068	,014
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	,289	,402*	1	,156	,380*	,341	,375*	,170	-,231	,181	,243	,394*	,278	,007	-,014	,141	-,052	-,131	,034	-,088	,034	,146	,089	-,010	,106	,278	,384*	,245
	Sig. (2-tailed)	,122	,028		,411	,038	,065	,041	,369	,219	,338	,195	,031	,138	,970	,940	,456	,784	,491	,858	,643	,858	,440	,638	,958	,578	,136	,036	,191
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,110	,322	,156	1	,539**	,322	,042	,189	,317	,274	,049	,067	,349	,137	,197	,157	,415*	,443*	,623**	,504**	,509**	,382*	,329	,536**	,450*	,158	,326	,069
	Sig. (2-tailed)	,564	,083	,411		,002	,083	,825	,318	,088	,143	,797	,723	,059	,470	,297	,407	,023	,014	,000	,004	,004	,037	,076	,002	,013	,404	,078	,716
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	,088	,469**	,380*	,539**	1	,747**	,533**	,377*	,109	,388*	,253	,303	,468**	,147	-,183	,306	,393*	,287	,352	,258	,514**	,578**	,563**	,357	,426*	,566**	,611**	,408*
	Sig. (2-tailed)	,644	,009	,038	,002		,000	,002	,040	,567	,034	,178	,103	,009	,439	,334	,101	,032	,125	,056	,170	,004	,001	,001	,053	,019	,001	,000	,025
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	,268	,399*	,341	,322	,747**	1	,613**	,629**	,157	,281	,409*	,560**	,612**	,054	,037	,364*	,496**	,367*	,388*	,330	,259	,287	,599**	,294	,256	,458*	,525**	,313
	Sig. (2-tailed)	,152	,029	,065	,083	,000		,000	,000	,406	,133	,025	,001	,000	,777	,845	,048	,005	,046	,034	,075	,166	,124	,000	,115	,171	,011	,003	,092
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	,236	,256	,375*	,042	,533**	,613**	1	,477**	,106	,230	,227	,351	,498**	,397*	,111	,324	,254	,241	,114	,044	,116	,134	,380*	,068	,000	,280	,468**	,432*
	Sig. (2-tailed)	,209	,173	,041	,825	,002	,000		,008	,575	,222	,228	,057	,005	,030	,561	,081	,175	,199	,549	,818	,541	,481	,038	,721	1,000	,134	,009	,017
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	,434*	,335	,170	,189	,377*	,629**	,477**	1	,459*	,427*	,533**	,663**	,606**	-,004	,216	,638**	,325	,370*	,248	,423*	,406*	,256	,531**	,362*	,319	,417*	,631**	,471**
	Sig. (2-tailed)	,016	,070	,369	,318	,040	,000	,008		,011	,019	,002	,000	,000	,985	,252	,000	,080	,044	,187	,020	,026	,172	,003	,049	,085	,022	,000	,009
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	,187	,122	-,231	,317	,109	,157	,106	,459*	1	,411*	,138	,155	,346	,099	,297	,098	,449*	,567**	,506**	,653**	,531**	,374*	,421*	,536**	,393*	,209	,293	,128
	Sig. (2-tailed)	,323	,520	,219	,088	,567	,406	,575	,011		,024	,466	,414	,061	,603	,111	,605	,013	,001	,004	,000	,003	,042	,020	,002	,032	,268	,117	,500
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	,260	,403*	,181	,274	,388*	,281	,230	,427*	,411*	1	,306	,369*	,275	-,021	,056	,199	,045	-,085	,255	,298	,466**	,579**	,452*	,477**	,403*	,498**	,629**	,578**
	Sig. (2-tailed)	,166	,027	,338	,143	,034	,133	,222	,019	,024		,100	,045	,142	,912	,767	,292	,815	,657	,174	,110	,009	,001	,012	,008	,027	,005	,000	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

Lampiran 6. (Lanjutan)

P11	Pearson Correlation	,639**	,387*	,243	,049	,253	,409*	,227	,533**	,138	,306	1	,862**	,564**	-,137	,148	,580**	,197	,053	,115	,241	,112	,060	,330	,094	,018	,150	,158	,216
	Sig. (2-tailed)	,000	,035	,195	,797	,178	,025	,228	,002	,466	,100		,000	,001	,471	,436	,001	,298	,780	,544	,200	,554	,751	,075	,621	,924	,429	,403	,251
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	,540**	,348	,394*	,067	,303	,560**	,351	,663**	,155	,369*	,862**	1	,597**	-,113	,187	,582**	,254	,062	,121	,246	,149	,098	,383*	,145	,103	,228	,335	,267
	Sig. (2-tailed)	,002	,059	,031	,723	,103	,001	,057	,000	,414	,045	,000		,001	,550	,324	,001	,176	,745	,526	,189	,432	,607	,037	,443	,588	,226	,071	,154
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	,269	,396*	,278	,349	,468**	,612**	,498**	,606**	,346	,275	,564**	,597**	1	-,018	-,042	,544**	,578**	,356	,416*	,452*	,171	,092	,421*	,221	,048	,133	,403*	,380*
	Sig. (2-tailed)	,151	,030	,138	,059	,009	,000	,005	,000	,061	,142	,001	,001		,926	,827	,002	,001	,053	,022	,012	,365	,628	,020	,241	,799	,482	,027	,038
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	-,004	,064	,007	,137	,147	,054	,397*	-,004	,099	-,021	-,137	-,113	-,018	1	,447*	-,030	,191	,379*	,096	,167	,394*	,178	,260	,194	,246	,097	-,020	,078
	Sig. (2-tailed)	,983	,737	,970	,470	,439	,777	,030	,985	,603	,912	,471	,550	,926		,013	,873	,313	,039	,612	,379	,031	,346	,166	,303	,189	,610	,919	,683
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	,453*	,025	-,014	,197	-,183	,037	,111	,216	,297	,056	,148	,187	-,042	,447*	1	,284	,074	,432*	,340	,350	,121	-,104	-,084	,156	,027	-,057	-,159	-,097
	Sig. (2-tailed)	,012	,896	,940	,297	,334	,845	,561	,252	,111	,767	,436	,324	,827	,013		,129	,697	,017	,066	,058	,524	,584	,660	,411	,886	,767	,401	,610
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	,421*	,317	,141	,157	,306	,364*	,324	,638**	,098	,199	,580**	,582**	,544**	-,030	,284	1	,199	,334	,175	,288	,146	,070	,120	,000	-,018	,059	,298	,349
	Sig. (2-tailed)	,021	,088	,456	,407	,101	,048	,081	,000	,605	,292	,001	,001	,002	,873	,129		,291	,071	,355	,122	,440	,714	,528	1,000	,923	,757	,110	,059
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	-,060	,157	-,052	,415*	,393*	,496**	,254	,325	,449*	,045	,197	,254	,578**	,191	,074	,199	1	,636**	,646**	,517**	,306	,219	,547**	,430*	,288	,212	,240	,209
	Sig. (2-tailed)	,753	,407	,784	,023	,032	,005	,175	,080	,013	,815	,298	,176	,001	,313	,697	,291		,000	,000	,003	,100	,244	,002	,018	,122	,261	,202	,268
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P18	Pearson Correlation	,228	,096	-,131	,443*	,287	,367*	,241	,370*	,567**	-,085	,053	,062	,356	,379*	,432*	,334	,636**	1	,517**	,600**	,332	,212	,413*	,340	,340	,065	,117	-,113
	Sig. (2-tailed)	,226	,614	,491	,014	,125	,046	,199	,044	,001	,657	,780	,745	,053	,039	,017	,071	,000		,003	,000	,073	,261	,023	,066	,066	,734	,538	,551
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P19	Pearson Correlation	,089	,173	,034	,623**	,352	,388*	,114	,248	,506**	,255	,115	,121	,416*	,096	,340	,175	,646**	,517**	1	,737**	,338	,295	,299	,531**	,250	,290	,228	,160
	Sig. (2-tailed)	,640	,360	,858	,000	,056	,034	,549	,187	,004	,174	,544	,526	,022	,612	,066	,355	,000	,003		,000	,068	,114	,108	,003	,182	,120	,226	,398
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P20	Pearson Correlation	,221	,314	-,088	,504**	,258	,330	,044	,423*	,653**	,298	,241	,246	,452*	,167	,350	,288	,517**	,600**	,737**	1	,549**	,442*	,478**	,655**	,465**	,257	,169	,056
	Sig. (2-tailed)	,240	,091	,643	,004	,170	,075	,818	,020	,000	,110	,200	,189	,012	,379	,058	,122	,003	,000	,000		,002	,014	,007	,000	,010	,170	,373	,770
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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Lampiran 6. (Lanjutan)

P21	Pearson Correlation	,039	,462*	,034	,509**	,514**	,259	,116	,406*	,531**	,466**	,112	,149	,171	,394*	,121	,146	,306	,332	,338	,549**	1	,752**	,581**	,655**	,734**	,467**	,470**	,324
	Sig. (2-tailed)	,837	,010	,858	,004	,004	,166	,541	,026	,003	,009	,554	,432	,365	,031	,524	,440	,100	,073	,068	,002		,000	,001	,000	,000	,009	,009	,081
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P22	Pearson Correlation	,074	,404*	,146	,382*	,578**	,287	,134	,256	,374*	,579**	,060	,098	,092	,178	-,104	,070	,219	,212	,295	,442*	,752**	1	,696**	,566**	,698**	,613**	,605**	,238
	Sig. (2-tailed)	,699	,027	,440	,037	,001	,124	,481	,172	,042	,001	,751	,607	,628	,346	,584	,714	,244	,261	,114	,014	,000		,000	,001	,000	,000	,000	,206
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P23	Pearson Correlation	,195	,435*	,089	,329	,563**	,599**	,380*	,531**	,421*	,452*	,330	,383*	,421*	,260	-,084	,120	,547**	,413*	,299	,478**	,581**	,696**	1	,693**	,732**	,573**	,566**	,299
	Sig. (2-tailed)	,302	,016	,638	,076	,001	,000	,038	,003	,020	,012	,075	,037	,020	,166	,660	,528	,002	,023	,108	,007	,001	,000		,000	,000	,001	,001	,109
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P24	Pearson Correlation	-,011	,360	-,010	,536**	,357	,294	,068	,362*	,536**	,477**	,094	,145	,221	,194	,156	,000	,430*	,340	,531**	,655**	,655**	,566**	,693**	1	,860**	,516**	,440*	,249
	Sig. (2-tailed)	,952	,051	,958	,002	,053	,115	,721	,049	,002	,008	,621	,443	,241	,303	,411	1,000	,018	,066	,003	,000	,000	,001	,000		,000	,004	,015	,184
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P25	Pearson Correlation	,022	,425*	,106	,450*	,426*	,256	,000	,319	,393*	,403*	,018	,103	,048	,246	,027	-,018	,288	,340	,250	,465**	,734**	,698**	,732**	,860**	1	,596**	,460*	,202
	Sig. (2-tailed)	,908	,019	,578	,013	,019	,171	1,000	,085	,032	,027	,924	,588	,799	,189	,886	,923	,122	,066	,182	,010	,000	,000	,000	,000		,001	,011	,284
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P26	Pearson Correlation	,158	,452*	,278	,158	,566**	,458*	,280	,417*	,209	,498**	,150	,228	,133	,097	-,057	,059	,212	,065	,290	,257	,467**	,613**	,573**	,516**	,596**	1	,633**	,588**
	Sig. (2-tailed)	,406	,012	,136	,404	,001	,011	,134	,022	,268	,005	,429	,226	,482	,610	,767	,757	,261	,734	,120	,170	,009	,000	,001	,004	,001		,000	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P27	Pearson Correlation	,055	,337	,384*	,326	,611**	,525**	,468**	,631**	,293	,629**	,158	,335	,403*	-,020	-,159	,298	,240	,117	,228	,169	,470**	,605**	,566**	,440*	,460*	,633**	1	,624**
	Sig. (2-tailed)	,772	,068	,036	,078	,000	,003	,009	,000	,117	,000	,403	,071	,027	,919	,401	,110	,202	,538	,226	,373	,009	,000	,001	,015	,011	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P28	Pearson Correlation	,022	,446*	,245	,069	,408*	,313	,432*	,471**	,128	,578**	,216	,267	,380*	,078	-,097	,349	,209	-,113	,160	,056	,324	,238	,299	,249	,202	,588**	,624**	1
	Sig. (2-tailed)	,909	,014	,191	,716	,025	,092	,017	,009	,500	,001	,251	,154	,038	,683	,610	,059	,268	,551	,398	,770	,081	,206	,109	,184	,284	,001	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	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).

Lampiran 7. Hasil Uji Reliabilitas

Case Processing Summary

		N	%
	Valid	30	100,0
Cases	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,925	27

Lampiran 8. Hasil Analisis Diskriminan

Discriminant

Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		140	100,0
Excluded	Missing or out-of-range group codes	0	,0
	At least one missing discriminating variable	0	,0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	,0
	Total	0	,0
Total		140	100,0

Group Statistics

Jenis_Kelamin		Mean	Std. Deviation	Valid N (listwise) Unweighted	Valid N (listwise) Weighted
Wanita	SI1_Moderenitas	2,5571	,73496	70	70,000
	SI2_Menghabiskan	2,1286	,79712	70	70,000
	SI3_Keinginan	2,3429	,93073	70	70,000
	SI4_Membeli	2,5714	,79073	70	70,000
	SI5_Merk	2,2143	,81459	70	70,000
	SI16_Model	2,8000	,75373	70	70,000
	Fi7_Trendfashion	3,2857	,72518	70	70,000
	Fi8_Gambarproduk	3,1429	,76681	70	70,000
	Fi9_BerkomunikasiPenjual	3,1714	,86764	70	70,000
	Fi10_BerkomunikasiPembeli	2,6571	,91502	70	70,000
	Fi11_Pembelianproduk	3,0286	,65875	70	70,000
	Fi12_Sesuaiperkembangan	2,8286	,70137	70	70,000
	Fi13_Fahionterbaru	2,9714	,81599	70	70,000
	Fi14_Berpakaian	3,5286	,60724	70	70,000
	Fi15_Trendfashion	2,4143	,73214	70	70,000
	Fs16_Design	3,0143	,62538	70	70,000
	Fs17_Responcepat	3,2286	,72575	70	70,000
	Fs18_Deskripsiproduk	3,2143	,69975	70	70,000
	Fs19_Produkmudahditemukan	3,1714	,70137	70	70,000
	Fs20_Menyarankan	3,1571	,67321	70	70,000
	Fs21_Membeliprodukterkenal	2,9286	,68781	70	70,000
	Fs22_Promosi	3,3000	,62206	70	70,000
	Pe23_Merasasenang	3,0857	,71714	70	70,000
	Pe24_Kenyamanan	3,0571	,69960	70	70,000
	Pe25_Gairahberbelanja	2,8143	,72817	70	70,000
	Pe26_Mudahdipengaruhi	2,7714	,80165	70	70,000
	Pe27_Tidakdapatmengendalikan	2,5714	,92582	70	70,000

Pria	SI1_Moderenitas	2,5286	,95889	70	70,000
	SI2_Menghabiskan	2,0857	,82958	70	70,000
	SI3_Keinginan	2,2571	,84589	70	70,000
	SI4_Membeli	2,3143	,97122	70	70,000
	SI5_Merk	2,2143	,91514	70	70,000
	SI16_Model	2,8429	,84503	70	70,000
	Fi7_Trendfashion	2,8571	1,10710	70	70,000
	Fi8_Gambarproduk	2,8571	1,02555	70	70,000
	Fi9_BerkomunikasiPenjual	2,7857	1,11502	70	70,000
	Fi10_BerkomunikasiPembeli	2,5429	1,05893	70	70,000
	Fi11_Pembelianproduk	2,4714	,82920	70	70,000
	Fi12_Sesuaiperkembangan	2,6714	,91242	70	70,000
	Fi13_Fahionterbaru	2,4857	,88043	70	70,000
	Fi14_Berpakaian	2,9714	1,02110	70	70,000
	Fi15_Trendfashion	2,7000	,92235	70	70,000
	Fs16_Design	2,6143	,93705	70	70,000
	Fs17_Responcepat	3,0571	,91502	70	70,000
	Fs18_Deskripsiproduk	2,8857	,94090	70	70,000
	Fs19_Produkmudahditemukan	2,9429	,93073	70	70,000
	Fs20_Menyarankan	2,6571	1,01989	70	70,000
	Fs21_Membeliprodukterkenal	2,6857	1,00062	70	70,000
	Fs22_Promosi	2,7857	,91514	70	70,000
	Pe23_Merasasenang	2,8429	,91105	70	70,000
	Pe24_Kenyamanan	2,8143	,88944	70	70,000
	Pe25_Gairahberbelanja	2,7000	,85719	70	70,000
	Pe26_Mudahdipengaruhi	2,2286	,83703	70	70,000
	Pe27_Tidakdapatmengendalikan	2,0571	,97632	70	70,000
Total	SI1_Moderenitas	2,5429	,85133	140	140,000
	SI2_Menghabiskan	2,1071	,81087	140	140,000
	SI3_Keinginan	2,3000	,88716	140	140,000
	SI4_Membeli	2,4429	,89178	140	140,000
	SI5_Merk	2,2143	,86320	140	140,000
	SI16_Model	2,8214	,79809	140	140,000
	Fi7_Trendfashion	3,0714	,95693	140	140,000
	Fi8_Gambarproduk	3,0000	,91353	140	140,000
	Fi9_BerkomunikasiPenjual	2,9786	1,01406	140	140,000
	Fi10_BerkomunikasiPembeli	2,6000	,98769	140	140,000
	Fi11_Pembelianproduk	2,7500	,79680	140	140,000
	Fi12_Sesuaiperkembangan	2,7500	,81466	140	140,000
	Fi13_Fahionterbaru	2,7286	,88018	140	140,000
	Fi14_Berpakaian	3,2500	,88248	140	140,000
	Fi15_Trendfashion	2,5571	,84199	140	140,000
	Fs16_Design	2,8143	,81872	140	140,000
	Fs17_Responcepat	3,1429	,82733	140	140,000
	Fs18_Deskripsiproduk	3,0500	,84244	140	140,000
	Fs19_Produkmudahditemukan	3,0571	,82907	140	140,000
	Fs20_Menyarankan	2,9071	,89681	140	140,000
	Fs21_Membeliprodukterkenal	2,8071	,86412	140	140,000
	Fs22_Promosi	3,0429	,82122	140	140,000
	Pe23_Merasasenang	2,9643	,82593	140	140,000
	Pe24_Kenyamanan	2,9357	,80654	140	140,000

Pe25_Gairahberbelanja	2,7571	,79451	140	140,000
Pe26_Mudahdipengaruhi	2,5000	,86082	140	140,000
Pe27_Tidakdapatmenge ndalikan	2,3143	,98248	140	140,000

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
SI1_Moderenitas	1,000	,039	1	138	,843
SI2_Menghabiskan	,999	,097	1	138	,756
SI3_Keinginan	,998	,325	1	138	,569
SI4_Membeli	,979	2,951	1	138	,088
SI5_Merk	1,000	,000	1	138	1,000
SI16_Model	,999	,100	1	138	,752
Fi7_Trendfashion	,949	7,340	1	138	,008
Fi8_Gambarproduk	,975	3,485	1	138	,064
Fi9_BerkomunikasiPenju al	,964	5,217	1	138	,024
Fi10_BerkomunikasiPem beli	,997	,467	1	138	,496
Fi11_Pembelianproduk	,877	19,374	1	138	,000
Fi12_Sesuaiperkembang an	,991	1,305	1	138	,255
Fi13_Fahionterbaru	,923	11,460	1	138	,001
Fi14_Berpakaian	,900	15,395	1	138	,000
Fi15_Trendfashion	,971	4,121	1	138	,044
Fs16_Design	,940	8,825	1	138	,004
Fs17_Responcepat	,989	1,508	1	138	,222
Fs18_Deskripsiproduk	,962	5,496	1	138	,020
Fs19_Produkmudahdite mukan	,981	2,693	1	138	,103
Fs20_Menyarankan	,922	11,718	1	138	,001
Fs21_Membeliprodukterk enal	,980	2,800	1	138	,097
Fs22_Promosi	,901	15,121	1	138	,000
Pe23_Merasasenang	,978	3,071	1	138	,082
Pe24_Kenyamanan	,977	3,224	1	138	,075
Pe25_Gairahberbelanja	,995	,723	1	138	,397
Pe26_Mudahdipengaruhi	,900	15,357	1	138	,000
Pe27_Tidakdapatmenge ndalikan	,931	10,227	1	138	,002

Pooled Within-Groups Matrices

		SI1_Moderenitas	SI2_Menghabiskan	SI3_Keinginan	SI4_Membeli	SI5_Merk	SI16_Model	Fi7_Trendfashion	Fi8_Gambarproduk	Fi9_BerkomunikasiPenjual	Fi10_BerkomunikasiPembeli	Fi11_Pembelianproduk	Fi12_Sesuaiperkembangan	Fi13_Fahionterbaru	Fi14_Berpakaian	Fi15_Trendfashion	Fs16_Design	Fs17_Responcepat	Fs18_Deskripsiproduk	Fs19_Produkmudahditemukan	Fs20_Menyarankan	Fs21_Membeliprodukterkenal	Fs22_Promosi	Pe23_Merasasenang	Pe24_Kenyamanan	Pe25_Gairahberbelanja	Pe26_Mudahdipengaruhi	Pe27_Tidakdapatmengendalikan
Correlation	SI1_Moderenitas	1,000	,186	,249	-,143	,271	,134	,273	,091	,240	,011	,164	,040	,231	,136	,050	,338	,061	,254	,138	,271	,014	,111	,212	,420	,388	,201	,077
	SI2_Menghabiskan	,186	1,000	,254	,161	,286	,186	-,083	,045	-,029	,025	,011	,028	,098	-,102	,054	,114	,028	,051	-,045	,141	,182	-,062	,154	,240	,431	,203	,258
	SI3_Keinginan	,249	,254	1,000	,217	,207	,139	,146	-,035	,047	-,004	,183	,050	,038	,299	,093	,016	-,133	,166	,088	,107	,004	,236	,028	,152	,234	,481	,345
	SI4_Membeli	-,143	,161	,217	1,000	,300	,291	-,011	,103	-,026	,064	,093	,323	,082	,141	,266	-,073	,026	,049	,083	,173	,198	,007	,080	-,012	,103	,271	,291
	SI5_Merk	,271	,286	,207	,300	1,000	,338	,177	,111	,181	-,051	,073	,067	,258	,164	-,027	,164	-,033	,136	,115	,308	,144	,136	,021	,261	,192	,112	,093
	SI16_Model	,134	,186	,139	,291	,338	1,000	,294	,184	,127	,038	,176	,367	,266	,109	,060	,068	,141	,085	-,003	,193	,227	,114	,248	,178	,229	,103	,044
	Fi7_Trendfashion	,273	-,083	,146	-,011	,177	,294	1,000	,468	,259	-,053	,467	,154	,387	,508	,053	,339	,084	,416	,207	,335	,138	,573	,252	,455	,124	,188	-,170
	Fi8_Gambarproduk	,091	,045	-,035	,103	,111	,184	,468	1,000	,217	-,074	,261	,299	,171	,299	,056	,221	,061	,190	,308	,167	,071	,295	,425	,196	,240	,123	-,018
	Fi9_BerkomunikasiPenjual	,240	-,029	,047	-,026	,181	,127	,259	,217	1,000	,310	,365	,117	,270	,347	-,004	,456	,326	,260	,318	,344	,179	,298	,297	,449	,153	,143	-,099
	Fi10_BerkomunikasiPembeli	,011	,025	-,004	,064	-,051	,038	-,053	-,074	,310	1,000	,193	,102	,059	,111	,117	,092	,207	,057	-,024	,142	,292	,078	,116	,123	,193	,115	,204
	Fi11_Pembelianproduk	,164	,011	,183	,093	,073	,176	,467	,261	,365	,193	1,000	,252	,354	,506	,047	,482	,324	,412	,347	,426	,197	,303	,201	,351	,271	,365	,061
	Fi12_Sesuaiperkembangan	,040	,028	,050	,323	,067	,367	,154	,299	,117	,102	,252	1,000	,187	,081	,257	,070	,141	,032	,203	,082	,082	,065	,385	-,040	,167	,125	,151
	Fi13_Fahionterbaru	,231	,098	,038	,082	,258	,266	,387	,171	,270	,059	,354	,187	1,000	,224	,021	,419	,067	,250	,127	,434	,085	,261	,068	,399	,095	,289	-,007
	Fi14_Berpakaian	,136	-,102	,299	,141	,164	,109	,508	,299	,347	,111	,506	,081	,224	1,00	,115	,289	,132	,508	,320	,314	,231	,545	,184	,372	,176	,304	-,118
	Fi15_Trendfashion	,050	,054	,093	,266	-,027	,060	,053	,056	-,004	,117	,047	,257	,021	,115	1,000	,125	,059	,046	,072	,043	,147	,153	,215	-,017	-,065	,079	,180
	Fs16_Design	,338	,114	,016	-,073	,164	,068	,339	,221	,456	,092	,482	,070	,419	,289	,125	1,000	,323	,282	,279	,396	,208	,394	,240	,477	,310	,149	-,058
	Fs17_Responcepat	,061	,028	-,133	,026	-,033	,141	,084	,061	,326	,207	,324	,141	,067	,132	,059	,323	1,000	,360	,325	,090	,300	,045	,228	,119	,189	-,088	-,133
	Fs18_Deskripsiproduk	,254	,051	,166	,049	,136	,085	,416	,190	,260	,057	,412	,032	,250	,508	,046	,282	,360	1,000	,488	,333	,077	,433	,133	,422	,224	,323	-,029
	Fs19_Produkmudahditemukan	,138	-,045	,088	,083	,115	-,003	,207	,308	,318	-,024	,347	,203	,127	,320	,072	,279	,325	,488	1,000	,221	,160	,175	,325	,204	,277	,189	,050
	Fs20_Menyarankan	,271	,141	,107	,173	,308	,193	,335	,167	,344	,142	,426	,082	,434	,314	,043	,396	,090	,333	,221	1,000	,227	,338	,177	,418	,272	,297	,071
	Fs21_Membeliprodukterkenal	,014	,182	,004	,198	,144	,227	,138	,071	,179	,292	,197	,082	,085	,231	,147	,208	,300	,077	,160	,227	1,000	,149	,206	,055	,238	,184	,232
	Fs22_Promosi	,111	-,062	,236	,007	,136	,114	,573	,295	,298	,078	,303	,065	,261	,545	,153	,394	,045	,433	,175	,338	,149	1,000	,269	,347	,121	,330	-,031
	Pe23_Merasasenang	,212	,154	,028	,080	,021	,248	,252	,425	,297	,116	,201	,385	,068	,184	,215	,240	,228	,133	,325	,177	,206	,269	1,000	,283	,320	,128	,160
	Pe24_Kenyamanan	,420	,240	,152	-,012	,261	,178	,455	,196	,449	,123	,351	-,040	,399	,372	-,017	,477	,119	,422	,204	,418	,055	,347	,283	1,000	,488	,264	-,196
	Pe25_Gairahberbelanja	,388	,431	,234	,103	,192	,229	,124	,240	,153	,193	,271	,167	,095	,176	-,065	,310	,189	,224	,277	,272	,238	,121	,320	,488	1,000	,365	,111
	Pe26_Mudahdipengaruhi	,201	,203	,481	,271	,112	,103	,188	,123	,143	,115	,365	,125	,289	,304	,079	,149	-,088	,323	,189	,297	,184	,330	,128	,264	,365	1,000	,458
	Pe27_Tidakdapatmengendalikan	,077	,258	,345	,291	,093	,044	-,170	-,018	-,099	,204	,061	,151	-,007	-,118	,180	-,058	-,133	-,029	,050	,071	,232	-,031	,160	-,196	,111	,458	1,000

Analysis 1

Box's Test of Equality of Covariance Matrices

Log Determinants

Jenis Kelamin	Rank	Log Determinant
Wanita	4	-2,702
Pria	4	-1,047
Pooled within-groups	4	-1,697

The ranks and natural logarithms of determinants printed are those of the group covariance matrices.

Test Results

Box's M		24,544
F	Approx.	2,378
	df1	10
	df2	91047,012
	Sig.	,708

Tests null hypothesis of equal population covariance matrices.

Stepwise Statistics

Variables Entered/Removed[a,b,c,d]

		Wilks' Lambda				Exact F			
Step	Entered	Statistic	df1	df2	df3	Statistic	df1	df2	Sig.
1	Fi11_Pembelianproduk	,877	1	1	138,000	19,374	1	138,000	,000
2	Pe27_Tidakdapatmengendalikan	,831	2	1	138,000	13,896	2	137,000	,000
3	Fs22_Promosi	,793	3	1	138,000	11,840	3	136,000	,000
4	Fi15_Trendfashion	,746	4	1	138,000	11,470	4	135,000	,000

At each step, the variable that minimizes the overall Wilks' Lambda is entered.

a. Maximum number of steps is 54.

b. Minimum partial F to enter is 3.84.

c. Maximum partial F to remove is 2.71.

d. F level, tolerance, or VIN insufficient for further computation.

Variables in the Analysis

Step		Tolerance	F to Remove	Wilks' Lambda
1	Fi11_Pembelianproduk	1,000	19,374	
2	Fi11_Pembelianproduk	,996	16,422	,931
	Pe27_Tidakdapatmenge ndalikan	,996	7,504	,877
3	Fi11_Pembelianproduk	,904	8,212	,841
	Pe27_Tidakdapatmenge ndalikan	,994	7,830	,839
	Fs22_Promosi	,906	6,595	,831
4	Fi11_Pembelianproduk	,903	7,425	,787
	Pe27_Tidakdapatmenge ndalikan	,959	10,420	,804
	Fs22_Promosi	,883	8,569	,794
	Fi15_Trendfashion	,942	8,421	,793

Variables Not in the Analysis

Step		Tolerance	Min. Tolerance	F to Enter	Wilks' Lambda
0	Sl1_Moderenitas	1,000	1,000	,039	1,000
	Sl2_Menghabiskan	1,000	1,000	,097	,999
	Sl3_Keinginan	1,000	1,000	,325	,998
	Sl4_Membeli	1,000	1,000	2,951	,979
	Sl5_Merk	1,000	1,000	,000	1,000
	Sl16_Model	1,000	1,000	,100	,999
	Fi7_Trendfashion	1,000	1,000	7,340	,949
	Fi8_Gambarproduk	1,000	1,000	3,485	,975
	Fi9_BerkomunikasiPenjual	1,000	1,000	5,217	,964
	Fi10_BerkomunikasiPembeli	1,000	1,000	,467	,997
	Fi11_Pembelianproduk	1,000	1,000	19,374	,877
	Fi12_Sesuaiperkembangan	1,000	1,000	1,305	,991
	Fi13_Fahionterbaru	1,000	1,000	11,460	,923
	Fi14_Berpakaian	1,000	1,000	15,395	,900
	Fi15_Trendfashion	1,000	1,000	4,121	,971
	Fs16_Design	1,000	1,000	8,825	,940
	Fs17_Responcepat	1,000	1,000	1,508	,989
	Fs18_Deskripsiproduk	1,000	1,000	5,496	,962
	Fs19_Produkmudahditemukan	1,000	1,000	2,693	,981
	Fs20_Menyarankan	1,000	1,000	11,718	,922
	Fs21_Membeliprodukterkenal	1,000	1,000	2,800	,980
	Fs22_Promosi	1,000	1,000	15,121	,901
	Pe23_Merasasenang	1,000	1,000	3,071	,978
	Pe24_Kenyamanan	1,000	1,000	3,224	,977
	Pe25_Gairahberbelanja	1,000	1,000	,723	,995
	Pe26_Mudahdipengaruhi	1,000	1,000	15,357	,900
	Pe27_Tidakdapatmengendalikan	1,000	1,000	10,227	,931
1	Sl1_Moderenitas	,973	,973	,244	,875
	Sl2_Menghabiskan	1,000	1,000	,061	,877
	Sl3_Keinginan	,966	,966	,050	,877
	Sl4_Membeli	,991	,991	1,506	,867
	Sl5_Merk	,995	,995	,089	,876
	Sl16_Model	,969	,969	1,072	,870
	Fi7_Trendfashion	,782	,782	,477	,874
	Fi8_Gambarproduk	,932	,932	,481	,874
	Fi9_BerkomunikasiPenjual	,866	,866	,459	,874
	Fi10_BerkomunikasiPembeli	,963	,963	,025	,877
	Fi12_Sesuaiperkembangan	,937	,937	,001	,877
	Fi13_Fahionterbaru	,875	,875	3,326	,856
	Fi14_Berpakaian	,744	,744	3,374	,856
	Fi15_Trendfashion	,998	,998	4,371	,850
	Fs16_Design	,767	,767	,816	,872
	Fs17_Responcepat	,895	,895	,038	,877
	Fs18_Deskripsiproduk	,830	,830	,293	,875
	Fs19_Produkmudahditemukan	,880	,880	,013	,877
	Fs20_Menyarankan	,819	,819	2,554	,861
	Fs21_Membeliprodukterkenal	,961	,961	,586	,873
	Fs22_Promosi	,908	,908	6,263	,839
	Pe23_Merasasenang	,960	,960	,684	,873
	Pe24_Kenyamanan	,877	,877	,063	,876
	Pe25_Gairahberbelanja	,927	,927	,110	,876
	Pe26_Mudahdipengaruhi	,867	,867	5,369	,844
	Pe27_Tidakdapatmengendalikan	,996	,996	7,504	,831

2	SI1_Moderenitas	,969	,969	,437	,829
	SI2_Menghabiskan	,934	,930	,212	,830
	SI3_Keinginan	,855	,855	1,420	,823
	SI4_Membeli	,909	,909	,198	,830
	SI5_Merk	,987	,987	,279	,830
	SI16_Model	,968	,966	1,200	,824
	Fi7_Trendfashion	,743	,743	1,689	,821
	Fi8_Gambarproduk	,931	,928	,588	,828
	Fi9_BerkomunikasiPenjual	,852	,852	1,025	,825
	Fi10_BerkomunikasiPembeli	,925	,925	,477	,828
	Fi12_Sesuaiperkembangan	,918	,918	,120	,831
	Fi13_Fahionterbaru	,874	,871	3,429	,811
	Fi14_Berpakaian	,722	,722	5,177	,801
	Fi15_Trendfashion	,966	,965	6,448	,794
	Fs16_Design	,760	,760	1,313	,823
	Fs17_Responcepat	,872	,872	,058	,831
	Fs18_Deskripsiproduk	,827	,825	,467	,829
	Fs19_Produkmudahditemukan	,879	,878	,001	,831
	Fs20_Menyarankan	,817	,817	2,013	,819
	Fs21_Membeliprodukterkenal	,913	,913	,023	,831
	Fs22_Promosi	,906	,904	6,595	,793
	Pe23_Merasasenang	,938	,938	,165	,830
	Pe24_Kenyamanan	,830	,830	,780	,827
	Pe25_Gairahberbelanja	,918	,918	,345	,829
	Pe26_Mudahdipengaruhi	,677	,677	1,289	,824
3	SI1_Moderenitas	,964	,888	,668	,789
	SI2_Menghabiskan	,931	,903	,094	,792
	SI3_Keinginan	,812	,812	3,110	,775
	SI4_Membeli	,909	,898	,204	,792
	SI5_Merk	,971	,892	,694	,789
	SI16_Model	,964	,884	1,524	,784
	Fi7_Trendfashion	,547	,547	,001	,793
	Fi8_Gambarproduk	,880	,857	,028	,793
	Fi9_BerkomunikasiPenjual	,815	,815	,229	,792
	Fi10_BerkomunikasiPembeli	,924	,878	,565	,790
	Fi12_Sesuaiperkembangan	,918	,853	,105	,792
	Fi13_Fahionterbaru	,848	,822	1,946	,782
	Fi14_Berpakaian	,559	,559	1,357	,785
	Fi15_Trendfashion	,942	,883	8,421	,746
	Fs16_Design	,694	,694	,158	,792
	Fs17_Responcepat	,868	,799	,164	,792
	Fs18_Deskripsiproduk	,724	,724	,054	,793
	Fs19_Produkmudahditemukan	,873	,816	,029	,793
	Fs20_Menyarankan	,767	,767	,624	,789
	Fs21_Membeliprodukterkenal	,902	,883	,017	,793
	Pe23_Merasasenang	,886	,856	,038	,793
	Pe24_Kenyamanan	,771	,771	,041	,793
	Pe25_Gairahberbelanja	,915	,851	,479	,790
	Pe26_Mudahdipengaruhi	,612	,612	,124	,792

	Pe26_Mudahdipengaruhi	,012	,012	,124	,752
4	SI1_Moderenitas	,964	,880	,534	,743
	SI2_Menghabiskan	,930	,880	,061	,746
	SI3_Keinginan	,812	,812	2,987	,730
	SI4_Membeli	,862	,862	1,225	,740
	SI5_Merk	,967	,867	1,001	,741
	SI16_Model	,962	,880	1,188	,740
	Fi7_Trendfashion	,547	,547	,001	,746
	Fi8_Gambarproduk	,880	,837	,043	,746
	Fi9_BerkomunikasiPenjual	,814	,814	,136	,746
	Fi10_BerkomunikasiPembeli	,919	,878	,270	,745
	Fi12_Sesuaiperkembangan	,866	,849	,136	,746
	Fi13_Fahionterbaru	,848	,822	1,689	,737
	Fi14_Berpakaian	,555	,555	1,795	,736
	Fs16_Design	,688	,688	,434	,744
	Fs17_Responcepat	,861	,798	,413	,744
	Fs18_Deskripsiproduk	,724	,724	,074	,746
	Fs19_Produkmudahditemukan	,872	,816	,002	,746
	Fs20_Menyarankan	,767	,767	,487	,744
	Fs21_Membeliprodukterkenal	,894	,875	,016	,746
	Pe23_Merasasenang	,864	,844	,065	,746
	Pe24_Kenyamanan	,770	,770	,008	,746
	Pe25_Gairahberbelanja	,904	,851	,964	,741
	Pe26_Mudahdipengaruhi	,609	,609	,019	,746

Wilks' Lambda

Step	Number of Variables	Lambda	df1	df2	df3	Exact F			
						Statistic	df1	df2	Sig.
1	1	,877	1	1	138	19,374	1	138,000	,000
2	2	,831	2	1	138	13,896	2	137,000	,000
3	3	,793	3	1	138	11,840	3	136,000	,000
4	4	,746	4	1	138	11,470	4	135,000	,000

Summary of Canonical Discriminant Functions

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1,740[a]	100,0	100,0	,804

a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	,746	39,789	4	,000

Standardized Canonical Discriminant Function Coefficients

	Function 1
Fi11_Pembelianproduk	,477
Fi15_Trendfashion	-,496
Fs22_Promosi	,516
Pe27_Tidakdapatmengendalikan	,543

Structure Matrix

	Function
	1
Fi11_Pembelianproduk	,643
Fs22_Promosi	,568
Pe26_Mudahdipengaruhi[a]	,554
Pe27_Tidakdapatmenge ndalikan	,467
Fi14_Berpakaian[a]	,402
Fi7_Trendfashion[a]	,400
Fs20_Menyarankan[a]	,395
Fs18_Deskripsiproduk[a]	,382
Sl3_Keinginan[a]	,350
Fs16_Design[a]	,340
Fi15_Trendfashion	-,296
Fi13_Fahionterbaru[a]	,289
Pe25_Gairahberbelanja[a]	,284
Fi9_BerkomunikasiPenju al[a]	,277
Pe24_Kenyamanan[a]	,249
Fs19_Produkmudahdite mukan[a]	,247
Fi8_Gambarproduk[a]	,239
Fs21_Membeliprodukterk enal[a]	,224
Pe23_Merasasenang[a]	,215
Fi10_BerkomunikasiPem beli[a]	,185
Sl5_Merk[a]	,169
Sl1_Moderenitas[a]	,152
Sl16_Model[a]	,137
Fi12_Sesuaiperkembang an[a]	,108
Sl2_Menghabiskan[a]	,086
Fs17_Responcepat[a]	,077
Sl4_Membeli[a]	,075

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions

Variables ordered by absolute size of correlation within function.

a. This variable not used in the analysis.

82

Canonical Discriminant Function Coefficients

	Function
	1
Fi11_Pembelian produk	,637
Fi15_Trend fashion	-,595
Fs22_Promosi	,660
Pe27_Tidak dapat mengendalikan diri	,570
(Constant)	-3,557

Unstandardized coefficients

Functions at Group Centroids

	Function
Jenis Kelamin	1
Wanita	,579
Pria	-,579

Unstandardized canonical discriminant functions evaluated at group means

Classification Statistics

Classification Processing Summary

Processed		140
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
Used in Output		140

Prior Probabilities for Groups

		Cases Used in Analysis	
Jenis Kelamin	Prior	Unweighted	Weighted
Wanita	,500	70	70,000
Pria	,500	70	70,000
Total	1,000	140	140,000

Casewise Statistics

	Case Number	Actual Group	Highest Group Predicted Group	P(D>d | G=g) p	P(D>d | G=g) df	P(G=g | D=d)	Squared Mahalanobis Distance to Centroid	Second Highest Group Group	P(G=g | D=d)	Squared Mahalanobis Distance to Centroid	Discriminant Scores Function 1
Original	1	0	0	,032	1	,959	4,589	1	,041	10,888	2,721
	2	0	1**	,822	1	,601	,051	0	,399	,870	-,354
	3	0	0	,751	1	,738	,100	1	,262	2,174	,896
	4	0	0	,716	1	,749	,133	1	,251	2,316	,943
	5	0	1**	,771	1	,582	,085	0	,418	,750	-,287
	6	0	1**	,730	1	,745	,119	0	,255	2,259	-,924
	7	0	0	,783	1	,729	,076	1	,271	2,052	,854
	8	0	0	,038	1	,956	4,317	1	,044	10,467	2,657
	9	0	1**	,771	1	,582	,085	0	,418	,750	-,287
	10	0	0	,785	1	,728	,074	1	,272	2,046	,852
	11	0	0	,435	1	,828	,610	1	,172	3,759	1,360
	12	0	0	,747	1	,574	,104	1	,426	,698	,256
	13	0	1**	,790	1	,589	,071	0	,411	,793	-,312
	14	0	0	,783	1	,729	,076	1	,271	2,052	,854
	15	0	1**	,303	1	,866	1,060	0	,134	4,784	-1,609
	16	0	0	,734	1	,743	,115	1	,257	2,241	,918
	17	0	0	,032	1	,959	4,589	1	,041	10,888	2,721
	18	0	0	,749	1	,574	,103	1	,426	,701	,259
	19	0	0	,349	1	,853	,877	1	,147	4,386	1,516
	20	0	0	,398	1	,839	,715	1	,161	4,012	1,424
	21	0	0	,837	1	,606	,043	1	,394	,905	,372
	22	0	0	,783	1	,729	,076	1	,271	2,052	,854
	23	0	0	,341	1	,855	,906	1	,145	4,449	1,530
	24	0	0	,783	1	,729	,076	1	,271	2,052	,854
	25	0	0	,122	1	,921	2,393	1	,079	7,314	2,126
	26	0	1**	,739	1	,571	,111	0	,429	,679	-,245
	27	0	0	,730	1	,567	,119	1	,433	,660	,234
	28	0	0	,122	1	,921	2,393	1	,079	7,314	2,126
	29	0	0	,716	1	,749	,133	1	,251	2,316	,943
	30	0	0	,733	1	,744	,117	1	,256	2,247	,920
	31	0	0	,749	1	,574	,103	1	,426	,701	,259
	32	0	1**	,695	1	,755	,154	0	,245	2,404	-,972
	33	0	0	,766	1	,581	,089	1	,419	,740	,281
	34	0	0	,768	1	,581	,087	1	,419	,743	,283
	35	0	0	,768	1	,581	,087	1	,419	,743	,283
	36	0	0	,032	1	,959	4,589	1	,041	10,888	2,721
	37	0	0	,783	1	,729	,076	1	,271	2,052	,854

35	0	0	,768	1	,581	,087	1	,419	,743	,283
36	0	0	,032	1	,959	4,589	1	,041	10,888	2,721
37	0	0	,783	1	,729	,076	1	,271	2,052	,854
38	0	0	,785	1	,588	,074	1	,412	,783	,306
39	0	0	,768	1	,581	,087	1	,419	,743	,283
40	0	1**	,790	1	,589	,071	0	,411	,793	-,312
41	0	0	,733	1	,744	,117	1	,256	2,247	,920
42	0	0	,783	1	,729	,076	1	,271	2,052	,854
43	0	0	,716	1	,749	,133	1	,251	2,316	,943
44	0	0	,768	1	,581	,087	1	,419	,743	,283
45	0	0	,734	1	,743	,115	1	,257	2,241	,918
46	0	1**	,711	1	,750	,137	0	,250	2,334	-,949
47	0	0	,685	1	,758	,165	1	,242	2,444	,985
48	0	0	,132	1	,918	2,265	1	,082	7,090	2,084
49	0	0	,716	1	,749	,133	1	,251	2,316	,943
50	0	1**	,790	1	,589	,071	0	,411	,793	-,312
51	0	1**	,811	1	,720	,057	0	,280	1,951	-,818
52	0	1**	,790	1	,589	,071	0	,411	,793	-,312
53	0	0	,730	1	,567	,119	1	,433	,660	,234
54	0	1**	,303	1	,866	1,060	0	,134	4,784	-1,609
55	0	1**	,790	1	,589	,071	0	,411	,793	-,312
56	0	0	,768	1	,581	,087	1	,419	,743	,283
57	0	0	,768	1	,581	,087	1	,419	,743	,283
58	0	0	,349	1	,853	,877	1	,147	4,386	1,516
59	0	0	,350	1	,852	,874	1	,148	4,377	1,513
60	0	0	,716	1	,749	,133	1	,251	2,316	,943
61	0	0	,800	1	,593	,064	1	,407	,817	,325
62	0	0	,785	1	,588	,074	1	,412	,783	,306
63	0	1**	,822	1	,601	,051	0	,399	,870	-,354
64	0	0	,734	1	,743	,115	1	,257	2,241	,918
65	0	0	,766	1	,581	,089	1	,419	,740	,281
66	0	0	,817	1	,599	,053	1	,401	,858	,348
67	0	0	,317	1	,862	1,002	1	,138	4,660	1,580
68	0	1**	,664	1	,764	,189	0	,236	2,535	-1,013
69	0	0	,717	1	,562	,131	1	,438	,633	,217
70	0	0	,435	1	,828	,610	1	,172	3,759	1,360
71	1	0**	,749	1	,574	,103	1	,426	,701	,259
72	1	1	,739	1	,571	,111	0	,429	,679	-,245
73	1	1	,790	1	,589	,071	0	,411	,793	-,312
74	1	0**	,372	1	,846	,797	1	,154	4,204	1,472
75	1	1	,369	1	,847	,808	0	,153	4,229	-1,478
76	1	1	,790	1	,589	,071	0	,411	,793	-,312
77	1	1	,730	1	,745	,119	0	,255	2,259	-,924
78	1	0**	,730	1	,567	,119	1	,433	,660	,234

79	1	0**	,749	1	,574	,103	1	,426	,701	,259
80	1	0**	,837	1	,606	,043	1	,394	,905	,372
81	1	0**	,716	1	,749	,133	1	,251	2,316	,943
82	1	0**	,802	1	,723	,063	1	,277	1,982	,829
83	1	1	,682	1	,758	,168	0	,242	2,457	-,989
84	1	0**	,800	1	,593	,064	1	,407	,817	,325
85	1	1	,730	1	,745	,119	0	,255	2,259	-,924
86	1	1	,711	1	,750	,137	0	,250	2,334	-,949
87	1	1	,743	1	,741	,108	0	,259	2,208	-,907
88	1	1	,273	1	,874	1,202	0	,126	5,080	-1,675
89	1	1	,790	1	,589	,071	0	,411	,793	-,312
90	1	1	,760	1	,736	,093	0	,264	2,141	-,885
91	1	1	,682	1	,758	,168	0	,242	2,457	-,989
92	1	1	,682	1	,758	,168	0	,242	2,457	-,989
93	1	1	,083	1	,935	2,997	0	,065	8,345	-2,310
94	1	1	,083	1	,935	2,997	0	,065	8,345	-2,310
95	1	1	,790	1	,589	,071	0	,411	,793	-,312
96	1	1	,790	1	,589	,071	0	,411	,793	-,312
97	1	0**	,783	1	,729	,076	1	,271	2,052	,854
98	1	0**	,800	1	,593	,064	1	,407	,817	,325
99	1	0**	,768	1	,581	,087	1	,419	,743	,283
100	1	1	,646	1	,769	,211	0	,231	2,614	-1,038
101	1	0**	,785	1	,588	,074	1	,412	,783	,306
102	1	0**	,850	1	,611	,036	1	,389	,938	,389
103	1	0**	,717	1	,562	,131	1	,438	,633	,217
104	1	1	,822	1	,601	,051	0	,399	,870	-,354
105	1	1	,761	1	,735	,092	0	,265	2,135	-,882
106	1	1	,822	1	,601	,051	0	,399	,870	-,354
107	1	1	,779	1	,730	,079	0	,270	2,069	-,860
108	1	1	,381	1	,843	,768	0	,157	4,136	-1,455
109	1	1	,695	1	,755	,154	0	,245	2,404	-,972
110	1	1	,695	1	,755	,154	0	,245	2,404	-,972
111	1	1	,861	1	,615	,031	0	,385	,964	-,403
112	1	1	,753	1	,576	,099	0	,424	,711	-,265
113	1	0**	,770	1	,733	,085	1	,267	2,101	,871
114	1	1	,315	1	,862	1,010	0	,138	4,677	-1,584
115	1	0**	,716	1	,749	,133	1	,251	2,316	,943
116	1	1	,088	1	,934	2,912	0	,066	8,202	-2,285
117	1	0**	,800	1	,593	,064	1	,407	,817	,325
118	1	1	,381	1	,843	,768	0	,157	4,136	-1,455
119	1	1	,840	1	,607	,041	0	,393	,912	-,376

120	1	1	,314	1	,862	1,014	0	,138	4,686	-1,586
121	1	1	,075	1	,939	3,171	0	,061	8,633	-2,359
122	1	0**	,817	1	,599	,053	1	,401	,858	,348
123	1	1	,079	1	,937	3,083	0	,063	8,488	-2,335
124	1	1	,274	1	,874	1,197	0	,126	5,070	-1,673
125	1	1	,099	1	,929	2,715	0	,071	7,869	-2,226
126	1	1	,722	1	,564	,127	0	,436	,643	-,223
127	1	1	,761	1	,735	,092	0	,265	2,135	-,882
128	1	1	,713	1	,750	,135	0	,250	2,327	-,947
129	1	1	,125	1	,920	2,359	0	,080	7,255	-2,115
130	1	1	,079	1	,937	3,083	0	,063	8,488	-2,335
131	1	1	,646	1	,769	,211	0	,231	2,614	-1,038
132	1	0**	,150	1	,912	2,076	1	,088	6,751	2,020
133	1	0**	,363	1	,849	,828	1	,151	4,274	1,489
134	1	1	,130	1	,918	2,290	0	,082	7,133	-2,092
135	1	0**	,787	1	,588	,073	1	,412	,786	,308
136	1	1	,335	1	,856	,928	0	,144	4,498	-1,542
137	1	1	,771	1	,582	,085	0	,418	,750	-,287
138	1	1	,628	1	,774	,234	0	,226	2,695	-1,063
139	1	0**	,736	1	,569	,114	1	,431	,673	,242
140	1	1	,646	1	,769	,211	0	,231	2,614	-1,038
Cross-validated[b] 1	0	0	,263	4	,960	5,242	1	,040	11,579	
2	0	1**	,834	4	,612	1,461	0	,388	2,368	
3	0	0	,540	4	,730	3,108	1	,270	5,095	
4	0	0	,816	4	,744	1,561	1	,256	3,694	
5	0	1**	,676	4	,597	2,324	0	,403	3,109	
6	0	1**	,685	4	,764	2,277	0	,236	4,625	
7	0	0	,958	4	,726	,645	1	,274	2,592	
8	0	0	,067	4	,957	8,781	1	,043	14,984	
9	0	1**	,676	4	,597	2,324	0	,403	3,109	
10	0	0	,131	4	,710	7,096	1	,290	8,885	
11	0	0	,066	4	,817	8,802	1	,183	11,798	
12	0	0	,047	4	,533	9,616	1	,467	9,883	
13	0	1**	,960	4	,595	,628	0	,405	1,398	
14	0	0	,958	4	,726	,645	1	,274	2,592	
15	0	1**	,833	4	,881	1,466	0	,119	5,467	
16	0	0	,837	4	,739	1,442	1	,261	3,520	
17	0	0	,263	4	,960	5,242	1	,040	11,579	
18	0	0	,930	4	,570	,859	1	,430	1,426	
19	0	0	,230	4	,847	5,613	1	,153	9,033	
20	0	0	,551	4	,835	3,038	1	,165	6,275	
21	0	0	,436	4	,591	3,783	1	,409	4,519	

21	0	0	,436	4	,591	3,783	1	,409	4,519
22	0	0	,958	4	,726	,645	1	,274	2,592
23	0	0	,140	4	,848	6,924	1	,152	10,363
24	0	0	,958	4	,726	,645	1	,274	2,592
25	0	0	,355	4	,920	4,394	1	,080	9,292
26	0	1**	,170	4	,606	6,413	0	,394	7,275
27	0	0	,220	4	,543	5,738	1	,457	6,081
28	0	0	,355	4	,920	4,394	1	,080	9,292
29	0	0	,816	4	,744	1,561	1	,256	3,694
30	0	0	,541	4	,736	3,101	1	,264	5,147
31	0	0	,930	4	,570	,859	1	,430	1,426
32	0	1**	,641	4	,775	2,521	0	,225	5,000
33	0	0	,330	4	,561	4,608	1	,439	5,101
34	0	0	,955	4	,578	,667	1	,422	1,297
35	0	0	,955	4	,578	,667	1	,422	1,297
36	0	0	,263	4	,960	5,242	1	,040	11,579
37	0	0	,958	4	,726	,645	1	,274	2,592
38	0	0	,338	4	,569	4,536	1	,431	5,091
39	0	0	,955	4	,578	,667	1	,422	1,297
40	0	1**	,960	4	,595	,628	0	,405	1,398
41	0	0	,541	4	,736	3,101	1	,264	5,147
42	0	0	,958	4	,726	,645	1	,274	2,592
43	0	0	,816	4	,744	1,561	1	,256	3,694
44	0	0	,955	4	,578	,667	1	,422	1,297
45	0	0	,837	4	,739	1,442	1	,261	3,520
46	0	1**	,946	4	,762	,746	0	,238	3,068
47	0	0	,555	4	,750	3,015	1	,250	5,214
48	0	0	,347	4	,917	4,465	1	,083	9,263
49	0	0	,816	4	,744	1,561	1	,256	3,694
50	0	1**	,960	4	,595	,628	0	,405	1,398
51	0	1**	,172	4	,760	6,382	0	,240	8,689
52	0	1**	,960	4	,595	,628	0	,405	1,398
53	0	0	,220	4	,543	5,738	1	,457	6,081
54	0	1**	,833	4	,881	1,466	0	,119	5,467
55	0	1**	,960	4	,595	,628	0	,405	1,398
56	0	0	,955	4	,578	,667	1	,422	1,297
57	0	0	,955	4	,578	,667	1	,422	1,297
58	0	0	,230	4	,847	5,613	1	,153	9,033
59	0	0	,776	4	,850	1,780	1	,150	5,244
60	0	0	,816	4	,744	1,561	1	,256	3,694
61	0	0	,419	4	,577	3,906	1	,423	4,527
62	0	0	,338	4	,569	4,536	1	,431	5,091
63	0	1**	,834	4	,612	1,461	0	,388	2,368
64	0	0	,837	4	,739	1,442	1	,261	3,520

64	0	0	,837	4	,739	1,442	1	,261	3,520
65	0	0	,330	4	,561	4,608	1	,439	5,101
66	0	0	,783	4	,592	1,741	1	,408	2,485
67	0	0	,595	4	,859	2,783	1	,141	6,391
68	0	1**	,803	4	,780	1,634	0	,220	4,165
69	0	0	,630	4	,551	2,583	1	,449	2,994
70	0	0	,066	4	,817	8,802	1	,183	11,798
71	1	0**	,934	4	,581	,831	1	,419	1,481
72	1	1	,156	4	,542	6,635	0	,458	6,976
73	1	1	,957	4	,586	,649	0	,414	1,345
74	1	0**	,067	4	,888	8,780	1	,112	12,922
75	1	1	,256	4	,841	5,323	0	,159	8,656
76	1	1	,957	4	,586	,649	0	,414	1,345
77	1	1	,676	4	,738	2,328	0	,262	4,400
78	1	0**	,236	4	,598	5,545	1	,402	6,340
79	1	0**	,934	4	,581	,831	1	,419	1,481
80	1	0**	,453	4	,629	3,664	1	,371	4,719
81	1	0**	,822	4	,764	1,527	1	,236	3,879
82	1	0**	,615	4	,744	2,666	1	,256	4,800
83	1	1	,221	4	,746	5,719	0	,254	7,869
84	1	0**	,437	4	,616	3,780	1	,384	4,724
85	1	1	,676	4	,738	2,328	0	,262	4,400
86	1	1	,944	4	,747	,762	0	,253	2,927
87	1	1	,532	4	,732	3,155	0	,268	5,169
88	1	1	,224	4	,870	5,682	0	,130	9,485
89	1	1	,957	4	,586	,649	0	,414	1,345
90	1	1	,204	4	,721	5,931	0	,279	7,826
91	1	1	,221	4	,746	5,719	0	,254	7,869
92	1	1	,221	4	,746	5,719	0	,254	7,869
93	1	1	,098	4	,935	7,819	0	,065	13,161
94	1	1	,098	4	,935	7,819	0	,065	13,161
95	1	1	,957	4	,586	,649	0	,414	1,345
96	1	1	,957	4	,586	,649	0	,414	1,345
97	1	0**	,960	4	,739	,630	1	,261	2,713
98	1	0**	,437	4	,616	3,780	1	,384	4,724
99	1	0**	,958	4	,587	,646	1	,413	1,347
100	1	1	,680	4	,763	2,305	0	,237	4,645
101	1	0**	,356	4	,613	4,388	1	,387	5,312
102	1	0**	,172	4	,648	6,395	1	,352	7,618
103	1	0**	,645	4	,577	2,496	1	,423	3,117
104	1	1	,825	4	,594	1,508	0	,406	2,273
105	1	1	,696	4	,729	2,215	0	,271	4,193
106	1	1	,825	4	,594	1,508	0	,406	2,273
107	1	1	,279	4	,717	5,085	0	,283	6,942

107	1	1	,279	4	,717	5,085	0	,283	6,942
108	1	1	,105	4	,835	7,663	0	,165	10,909
109	1	1	,631	4	,748	2,575	0	,252	4,753
110	1	1	,631	4	,748	2,575	0	,252	4,753
111	1	1	,140	4	,588	6,917	0	,412	7,627
112	1	1	,205	4	,551	5,918	0	,449	6,329
113	1	0**	,101	4	,779	7,763	1	,221	10,281
114	1	1	,603	4	,859	2,734	0	,141	6,352
115	1	0**	,822	4	,764	1,527	1	,236	3,879
116	1	1	,020	4	,933	11,662	0	,067	16,943
117	1	0**	,437	4	,616	3,780	1	,384	4,724
118	1	1	,105	4	,835	7,663	0	,165	10,909
119	1	1	,605	4	,596	2,726	0	,404	3,505
120	1	1	,279	4	,858	5,082	0	,142	8,678
121	1	1	,003	4	,939	15,680	0	,061	21,155
122	1	0**	,793	4	,611	1,686	1	,389	2,590
123	1	1	,059	4	,937	9,068	0	,063	14,472
124	1	1	,214	4	,870	5,813	0	,130	9,610
125	1	1	,012	4	,929	12,792	0	,071	17,924
126	1	1	,413	4	,547	3,949	0	,453	4,327
127	1	1	,696	4	,729	2,215	0	,271	4,193
128	1	1	,399	4	,740	4,052	0	,260	6,140
129	1	1	,273	4	,919	5,146	0	,081	10,015
130	1	1	,059	4	,937	9,068	0	,063	14,472
131	1	1	,680	4	,763	2,305	0	,237	4,645
132	1	0**	,152	4	,938	6,713	1	,062	12,150
133	1	0**	,471	4	,872	3,543	1	,128	7,382
134	1	1	,009	4	,916	13,514	0	,084	18,302
135	1	0**	,292	4	,617	4,957	1	,383	5,911
136	1	1	,350	4	,852	4,437	0	,148	7,935
137	1	1	,662	4	,572	2,402	0	,428	2,984
138	1	1	,101	4	,758	7,767	0	,242	10,054
139	1	0**	,310	4	,597	4,787	1	,403	5,569
140	1	1	,680	4	,763	2,305	0	,237	4,645

For the original data, squared Mahalanobis distance is based on canonical functions.
For the cross-validated data, squared Mahalanobis distance is based on observations.

**. Misclassified case

b. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

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Classification Results[a,c]

		Jenis Kelamin	Predicted Group Membership		Total
			Wanita	Pria	
Original	Count	Wanita	53	17	70
		Pria	22	48	70
	%	Wanita	75,7	24,3	100,0
		Pria	31,4	68,6	100,0
Cross-validated[b]	Count	Wanita	53	17	70
		Pria	22	48	70
	%	Wanita	75,7	24,3	100,0
		Pria	31,4	68,6	100,0

a. 72,1% of original grouped cases correctly classified.

b. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

c. 72,1% of cross-validated grouped cases correctly classified.