

Lampiran 1

PRA SURVEY

Assalamualaikum Wr. Wb

Perkenalkan saya Rizqi Hidayatullah, mahasiswa Fakultas Ekonomi dan Bisnis, Jurusan Manajemen, Universitas Esa Unggul. Sehubungan dengan penyelesaian tugas akhir saya yang berjudul "**Pengaruh *Store Atmosphere* dan *Price Discount* terhadap *Purchase Decision* dengan *Hedonic Shopping Motivation* sebagai Variabel Intervening**", maka saya bermaksud untuk meminta kesediaan saudara/i untuk mengisi kuesioner ini sesuai dengan pendapat dan perasaan saudara/i yang sebenarnya, Karena Pra Survey ini sangat berpengaruh besar terhadap hasil penelitian saya. Saudara/i tidak perlu merasa khawatir dalam memberikan penilaian karena semua informasi yang didapatkan ini akan menjadi bahan penelitian secara akademis dan semua jawaban akan dirahasiakan. Atas perhatian dan waktu saudara/i saya ucapkan terima kasih.

Wassalamualaikum Wr. Wb

1. Apakah anda menjadikan Sports Station sebagai tujuan utama ketika ingin membeli perlengkapan olahraga?
 Ya
 Tidak

Jika Jawaban anda ya/tidak berikan alasannya.

.....
.....
.....

2. Apakah anda sering melakukan pembelian di Sports Station?
 Ya
 Tidak

Jika Jawaban anda ya/tidak berikan alasannya.

.....
.....
.....

3. Apakah faktor yang mempengaruhi anda untuk melakukan pembelian di Sports Station?

- Suasana/lingkungan yang nyaman
- Adanya diskon/potongan harga
- Adanya kesenangan/kepuasan
- Yang lain:

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Lampiran 2

Kuesioner Penelitian

Assalamualaikum Wr. Wb

Responden yang terhormat. Perkenalkan, saya Rizqi Hidayatullah mahasiswa Fakultas Ekonomi dan Bisnis, Jurusan Manajemen, Universitas Esa Unggul. Sehubungan dengan penyelesaian tugas akhir saya yang berjudul "**Pengaruh Store Atmosphere dan Price Discount terhadap Purchase Decision dengan Hedonic Shopping Motivation sebagai Variabel Intervening**", maka saya bermaksud untuk meminta kesediaan saudara/i untuk mengisi kuesioner ini. Penelitian ini dilakukan dalam rangka penyusunan skripsi yang menjadi salah satu syarat kelulusan pada Fakultas Ekonomi dan Bisnis Universitas Esa Unggul. Saudara/i tidak perlu merasa khawatir dalam memberikan penilaian karena semua informasi yang didapatkan ini akan menjadi bahan penelitian secara akademis.

Responden diharapkan mengisi kuesioner secara lengkap dan sesuai dengan keadaan yang sebenarnya, karena hasil survey ini sangat berpengaruh terhadap hasil penelitian saya. Atas kerjasama dan kesediaan saudara/i untuk berpartisipasi mengisi kuesioner ini. Saya mengucapkan terima kasih.

Wassalamualaikum Wr. Wb

Petunjuk Pengisian:

- 1) Isilah data responden berikut berdasarkan kriteria yang Saudara/i miliki
- 2) Pilihlah salah satu jawaban yang memenuhi persepsi Saudara/i dengan cara memberi tanda centang (✓)
- 3) Keterangan jawaban:
 - 1) STS : Sangat Tidak Setuju
 - 2) TS : Tidak Setuju
 - 3) S : Setuju
 - 4) SS : Sangat Setuju
- 4) Jawaban Saudara/I akan dijamin kerahasiaannya, untuk itu saya mengharapkan jawaban yang sejujur-jujurnya.

Data Responden:

1. Jenis Kelamin:
 - Laki-laki
 - Perempuan

2. Usia:
 - 17-21 tahun
 - 22-26 tahun
 - 27-31 tahun
 - >31 tahun

3. Pekerjaan:
 - Pelajar/Mahasiswa
 - Pengawai Swasta
 - Wiraswasta
 - Lainnya.....

4. Rata-rata Penghasilan Perbulan:
 - < Rp 1.000.000
 - Rp 1.000.001 – Rp 3.000.000
 - Rp 3.000.001 – Rp 5.000.000
 - > Rp 5.000.000

5. Sudah berapa kali anda berkunjung dan membeli produk di Sports Station?
 - 1-2 kali
 - 3-4 kali
 - 5-6 kali
 - >6 kali

6. Jenis/kategori barang apa yang pernah anda beli di Sports Station?
 - Sepatu
 - Pakaian (Kaos, Jersey Olahraga, dll)
 - Sandal
 - Lainnya.....

No	Pernyataan	Jawaban			
		STS	TS	S	SS
Store Atmosphere					
1	Papan nama toko Sports Station terlihat jelas				
2	Area toko Sports Station cukup luas				
3	Pencahayaan yang ada di dalam toko Sports Station sudah cukup baik				
4	Suhu udara di dalam toko Sports Station sangat sejuk				
5	Musik yang ada di dalam toko Sports Station membuat suasana menjadi lebih nyaman saat berbelanja				
6	Display barang di dalam toko Sports Station tertata dengan rapi				
7	Penempatan rak barang di dalam toko Sports Station tidak mengganggu gerak konsumen saat berbelanja				
8	Desain warna toko Sports Station enak untuk dilihat				
9	Dekorasi ruang toko Sports Station cukup unik				
Price Discount					
1	Selalu ada diskon menarik yang diberikan oleh Sports Station				
2	Pemberian diskon di Sports Station sangat sering dilakukan				
3	Saya tertarik melakukan pembelian saat ada diskon besar di Sports Station				
4	Diskon yang diberikan Sports Station lebih besar daripada toko yang lain				
5	Sports Station memberikan diskon di setiap akhir tahun				
6	Sports Station memberikan diskon saat mendekati hari raya				

No	Pernyataan	Jawaban			
		STS	TS	S	SS
<i>Hedonic Shopping Motivation</i>					
1	Saya merasa bahagia ketika berbelanja barang di Sports Station				
2	Saya merasa antusias ketika berbelanja di Sports Station				
3	Saya sering mengajak orang lain ketika ingin berbelanja ke Sports Station				
4	Saya sering meminta saran dari teman ketika berbelanja di Sports Station				
5	Perasaan saya menjadi lebih baik setelah berbelanja di Sports Station				
6	Saya merasa bersemangat ketika ingin berbelanja di Sports Station				
7	Berbelanja di Sports Station membuat stress saya menjadi hilang				
8	Saya membeli produk di Sports Station untuk mengikuti trend				
9	Saya berbelanja di Sports Station karena selalu menawarkan produk terbaru				
10	Saya sering memberi saran kepada teman ketika berbelanja di Sports Station				
11	Saya membeli barang di Sports Station sebagai hadiah untuk orang lain				
12	Saya merasa puas setelah berbelanja di Sports Station				
13	Saya merasa senang ketika mendapatkan barang yang saya inginkan di Sports Station				

No	Pernyataan	Jawaban			
		STS	TS	S	SS
<i>Purchase Decision</i>					
1	Saya berbelanja di Sports Station karena adanya kebutuhan				
2	Saya tertarik dengan produk yang ada di Sports Station				
3	Saya memperoleh informasi tentang Sports Station dari media sosial				
4	Saya memperoleh informasi tentang Sport Station dari teman				
5	Saya merasa Sports Station lebih baik dibanding toko lain				
6	Saya merasa Sports Station adalah pilihan yang tepat untuk berbelanja perlengkapan olahraga				
7	Saya yakin sudah membuat keputusan yang tepat untuk berbelanja di Sports Station				
8	Saya memutuskan berbelanja di Sports Station karena jenis produk yang bervariasi				
9	Saya akan berbelanja kembali ke Sports Station				
10	Saya akan merekomendasikan Sports Station ke orang lain				

Lampiran 3

Hasil Tabulasi Karakteristik 190 Responden

	Keterangan	Jumlah Responden	Total
Jenis Kelamin	Laki –laki	80	190
	Perempuan	110	
Usia	17 – 21 Tahun	32	190
	22 – 26 Tahun	141	
	27 – 31 Tahun	12	
	>31 Tahun	5	
Pekerjaan	Pelajar/Mahasiswa	106	190
	Pegawai Swasta	64	
	Wiraswasta	15	
	PNS	1	
	Freelancer	2	
	Fresh Graduate	2	
Rata-rata Penghasilan Perbulan	< Rp 1.000.000	63	190
	Rp 1.000.001 – Rp 3.000.000	57	
	Rp 3.000.001 – Rp 5.000.000	44	
	>Rp 5.000.000	26	
Frekuensi Kunjungan dan Pembelian	1 – 2 kali	83	190
	3 – 4 kali	47	
	5 – 6 kali	19	
	>6 kali	41	
Jenis Barang yang Dibeli	Sepatu	154	190
	Pakaian (Kaos, Jersey Olahraga, dll)	24	
	Sandal	9	
	Tas	2	
	Kaos Kaki	1	

Lampiran 4

Tabulasi Data *Pre Test* 30 Responden

Responden	<i>Store Atmosphere (X1)</i>									Total
	SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	
1	3	3	3	3	3	3	3	3	3	27
2	3	2	3	3	2	3	3	3	3	25
3	4	3	4	3	2	3	3	3	2	27
4	3	2	3	3	2	3	3	3	3	25
5	4	4	4	4	4	4	4	4	4	36
6	4	3	3	3	4	4	3	4	3	31
7	4	3	3	4	3	3	3	3	3	29
8	4	4	4	4	4	4	4	3	4	35
9	4	3	3	3	2	2	4	3	3	27
10	4	3	4	3	4	4	4	4	4	34
11	3	4	3	4	3	4	3	3	2	29
12	3	4	3	3	3	4	3	4	2	29
13	4	4	4	4	4	3	4	3	3	33
14	4	3	4	3	2	3	3	3	3	28
15	4	4	4	4	3	4	4	4	4	35
16	4	4	4	3	1	3	4	4	4	31
17	4	4	3	4	3	4	3	2	2	29
18	3	3	3	3	3	3	2	3	2	25
19	4	4	4	4	4	3	3	3	3	32
20	4	3	3	3	4	4	4	3	3	31
21	3	3	3	4	4	3	3	3	2	28
22	4	4	4	4	4	4	4	4	4	36
23	4	4	4	4	4	4	4	4	4	36
24	4	3	4	4	3	4	3	3	4	32
25	4	3	4	3	3	3	4	4	3	31
26	4	3	4	4	4	4	4	4	4	35
27	3	4	4	3	3	3	2	3	3	28
28	3	3	3	4	4	4	3	2	2	28
29	4	4	3	4	3	3	4	3	4	32
30	4	4	4	3	3	4	3	3	3	31

Responden	<i>Price Discount (X2)</i>						Total
	PD1	PD2	PD3	PD4	PD5	PD6	
1	3	3	3	3	3	3	18
2	2	2	3	2	3	3	15
3	3	3	2	2	3	2	15
4	2	2	3	2	3	3	15
5	4	4	4	4	4	4	24
6	3	2	4	2	3	3	17
7	3	3	4	3	3	3	19
8	4	3	4	3	4	4	22
9	3	3	3	2	3	3	17
10	3	2	2	2	3	1	13
11	2	2	3	2	3	3	15
12	3	4	4	3	3	3	20
13	4	3	4	3	4	3	21
14	4	3	4	4	4	4	23
15	3	2	4	2	2	3	16
16	4	4	4	4	4	4	24
17	3	2	4	2	3	3	17
18	3	3	3	2	3	3	17
19	4	3	3	3	4	4	21
20	3	4	4	4	4	3	22
21	2	3	4	2	3	3	17
22	3	3	3	3	3	3	18
23	4	4	4	4	4	4	24
24	3	3	4	4	3	3	20
25	4	3	4	3	4	4	22
26	3	3	3	3	4	4	20
27	2	2	3	2	3	3	15
28	2	2	2	2	3	3	14
29	4	3	4	3	3	3	20
30	3	3	3	3	3	3	18

Responden	<i>Hedonic Shopping Motivation (Z)</i>													Total
	HSM1	HSM2	HSM3	HSM4	HSM5	HSM6	HSM7	HSM8	HSM9	HSM10	HSM11	HSM12	HSM13	
1	3	3	3	3	2	2	2	2	2	4	2	3	3	34
2	3	3	2	3	3	3	2	2	2	3	2	3	3	34
3	3	3	2	2	2	3	2	2	2	3	2	3	3	32
4	3	3	2	3	3	3	2	2	2	3	2	3	3	34
5	4	4	4	4	4	4	4	4	4	4	4	4	4	52
6	3	3	2	4	3	3	3	2	3	3	1	3	3	36
7	3	3	2	2	3	3	3	1	3	2	2	3	3	33
8	4	4	3	4	4	4	4	4	4	4	4	4	4	51
9	3	2	2	1	3	2	1	1	3	2	3	3	4	30
10	4	1	3	3	2	4	1	1	4	3	4	4	2	36
11	2	2	2	3	2	2	1	1	2	1	2	2	2	24
12	3	2	3	3	2	4	3	2	3	3	2	3	3	36
13	4	4	4	4	4	3	3	3	3	4	3	3	3	45
14	3	4	4	4	2	3	3	2	3	3	2	3	4	40
15	2	3	3	3	2	3	2	2	2	2	2	4	4	34
16	4	4	4	1	3	2	1	1	1	1	4	4	4	34
17	2	2	2	3	2	2	2	3	2	2	3	2	3	30
18	3	2	3	3	3	2	3	2	2	2	2	3	3	33
19	3	3	3	3	4	4	4	3	4	4	3	4	4	46
20	4	3	4	4	3	3	3	4	4	4	3	3	4	46
21	3	2	2	3	3	2	2	2	2	2	3	2	3	31
22	3	3	3	4	4	3	3	2	2	3	3	3	3	39
23	4	3	4	4	3	4	4	4	4	4	4	4	4	50
24	4	4	3	3	3	3	4	4	3	4	4	3	4	46
25	4	3	4	3	4	4	3	3	3	4	4	3	4	46
26	3	3	4	3	3	3	3	3	3	3	3	3	3	40
27	3	3	4	2	2	3	2	2	2	3	2	4	3	35
28	3	3	2	2	2	3	2	1	2	2	2	3	3	30
29	2	3	4	4	3	2	2	3	4	4	3	4	3	41
30	3	3	4	3	3	3	3	2	2	2	2	4	4	38

Responden	<i>Purchase Decision (Y)</i>										Total
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	
1	3	3	4	4	3	3	3	3	3	3	32
2	3	3	2	3	3	3	3	3	2	2	27
3	4	3	1	3	2	3	3	2	3	3	27
4	3	3	2	3	3	3	3	3	2	2	27
5	4	4	4	4	4	4	4	4	4	4	40
6	3	3	3	4	2	3	3	3	3	3	30
7	4	3	3	2	3	4	3	3	3	3	31
8	4	4	3	3	4	4	4	3	3	4	36
9	4	3	1	1	3	2	3	2	3	3	25
10	3	3	1	2	4	1	2	1	1	4	22
11	3	3	2	2	3	3	2	3	2	3	26
12	4	3	3	3	2	4	3	3	2	3	30
13	3	4	4	3	3	3	3	3	4	3	33
14	4	3	2	4	2	3	2	3	2	3	28
15	4	4	2	4	3	4	4	2	4	4	35
16	4	3	1	1	3	4	4	4	4	4	32
17	3	3	2	4	2	4	3	3	3	3	30
18	4	3	3	3	2	3	3	3	3	3	30
19	3	4	3	4	3	4	3	3	3	3	33
20	4	3	2	3	3	3	4	4	3	3	32
21	2	3	3	3	3	4	3	4	3	2	30
22	3	3	4	4	2	3	3	2	3	4	31
23	4	4	4	4	4	4	4	4	3	4	39
24	4	3	3	3	4	3	3	4	4	3	34
25	4	4	2	3	2	2	3	3	3	4	30
26	3	3	3	3	3	4	4	4	3	3	33
27	2	3	2	2	2	3	3	3	4	3	27
28	2	3	2	1	2	2	2	3	3	2	22
29	3	4	3	4	4	4	3	4	3	4	36
30	4	3	3	3	2	2	3	3	3	3	29

Lampiran 5

Hasil Uji Validitas

Hasil Uji Validitas Store Atmosphere

	SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	Total SA
SA1	1	.310	.554**	.218	.133	.155	.638**	.304	.575**	.659**
		.096	.001	.247	.483	.412	.000	.102	.001	.000
	30	30	30	30	30	30	30	30	30	30
SA2	.310	1	.394**	.436**	.266	.330	.235	.171	.205	.584**
	.096		.031	.016	.155	.075	.212	.366	.278	.001
	30	30	30	30	30	30	30	30	30	30
SA3	.554**	.394**	1	.134	.109	.182	.346	.435**	.573**	.636**
	.001	.031		.481	.568	.335	.061	.016	.001	.000
	30	30	30	30	30	30	30	30	30	30
SA4	.218	.436**	.134	1	.529**	.356	.276	-.116	.223	.545**
	.247	.016	.481		.003	.053	.140	.541	.235	.002
	30	30	30	30	30	30	30	30	30	30
SA5	.133	.266	.109	.529**	1	.555**	.213	.118	.136	.586**
	.483	.155	.568	.003		.001	.259	.534	.473	.001
	30	30	30	30	30	30	30	30	30	30
SA6	.155	.330	.182	.356	.555**	1	.183	.235	.207	.582**
	.412	.075	.335	.053	.001		.333	.212	.273	.001
	30	30	30	30	30	30	30	30	30	30
SA7	.638**	.235	.346	.276	.213	.183	1	.487**	.658**	.713**
	.000	.212	.061	.140	.259	.333		.006	.000	.000
	30	30	30	30	30	30	30	30	30	30
SA8	.304	.171	.435**	-.116	.118	.235	.487**	1	.561**	.570**
	.102	.366	.016	.541	.534	.212	.006		.001	.001
	30	30	30	30	30	30	30	30	30	30
SA9	.575**	.205	.573**	.223	.136	.207	.658**	.561**	1	.737**
	.001	.278	.001	.235	.473	.273	.000	.001		.000
	30	30	30	30	30	30	30	30	30	30
Total SA	.659**	.584**	.636**	.545**	.586**	.582**	.713**	.570**	.737**	1
	.000	.001	.000	.002	.001	.001	.000	.001	.000	.000
	30	30	30	30	30	30	30	30	30	30

Hasil Uji Validitas *Price Discount*

	PD1	PD2	PD3	PD4	PD5	PD6	Total PD
PD1							
Pearson Correlation	1	.597**	.478**	.670**	.643**	.486**	.816**
Sig. (2-tailed)		.000	.008	.000	.000	.006	.000
N	30	30	30	30	30	30	30
PD2							
Pearson Correlation	.597**	1	.427**	.789**	.586**	.443**	.812**
Sig. (2-tailed)	.000		.019	.000	.001	.014	.000
N	30	30	30	30	30	30	30
PD3							
Pearson Correlation	.478**	.427**	1	.527**	.294**	.536**	.692**
Sig. (2-tailed)	.008	.019		.003	.114	.002	.000
N	30	30	30	30	30	30	30
PD4							
Pearson Correlation	.670**	.789**	.527**	1	.675**	.562**	.894**
Sig. (2-tailed)	.000	.000	.003		.000	.001	.000
N	30	30	30	30	30	30	30
PD5							
Pearson Correlation	.643**	.586**	.294**	.675**	1	.647**	.789**
Sig. (2-tailed)	.000	.001	.114	.000		.000	.000
N	30	30	30	30	30	30	30
PD6							
Pearson Correlation	.486**	.443**	.536**	.562**	.647**	1	.760**
Sig. (2-tailed)	.006	.014	.002	.001	.000		.000
N	30	30	30	30	30	30	30
Total PD							
Pearson Correlation	.816**	.812**	.692**	.894**	.789**	.760**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30	30

Hasil Uji Validitas *Hedonic Shopping Motivation*

	HSM1	HSM2	HSM3	HSM4	HSM5	HSM6	HSM7	HSM8	HSM9	HSM10	HSM11	HSM12	HSM13	Total HSM
HSM1	Pearson Correlation Sig. (2-tailed) N	.384 .036 30	.428 .018 30	.115 .546 30	.486 .006 30	.531 .003 30	.408 .025 30	.393 .032 30	.388 .034 30	.470 .009 30	.634 .000 30	.326 .079 30	.380 .038 30	.659 .000 30
HSM2	Pearson Correlation Sig. (2-tailed) N	1 .036 30	.442 .014 30	.223 .236 30	.430 .018 30	.190 .314 30	.505 .004 30	.453 .012 30	.079 .679 30	.388 .034 30	.186 .325 30	.333 .073 30	.589 .001 30	.577 .001 30
HSM3	Pearson Correlation Sig. (2-tailed) N	.428 .018 30	1 .014 30	.332 .073 30	.285 .127 30	.284 .066 30	.341 .066 30	.476 .008 30	.339 .067 30	.432 .017 30	.433 .017 30	.568 .001 30	.446 .014 30	.659 .000 30
HSM4	Pearson Correlation Sig. (2-tailed) N	.442 .014 30	.332 .073 30	1 .073 30	.341 .127 30	.341 .066 30	.582 .001 30	.639 .000 30	.526 .003 30	.604 .000 30	.106 .578 30	.050 .794 30	.045 .815 30	.596 .001 30
HSM5	Pearson Correlation Sig. (2-tailed) N	.430 .018 30	.285 .127 30	.341 .066 30	1 .066 30	.320 .085 30	.569 .001 30	.491 .006 30	.377 .040 30	.437 .016 30	.486 .007 30	.221 .240 30	.415 .023 30	.663 .000 30
HSM6	Pearson Correlation Sig. (2-tailed) N	.190 .314 30	.284 .128 30	.341 .066 30	.320 .085 30	1 .001 30	.594 .001 30	.402 .028 30	.593 .001 30	.556 .001 30	.317 .088 30	.478 .008 30	.264 .159 30	.663 .000 30
HSM7	Pearson Correlation Sig. (2-tailed) N	.505 .004 30	.366 .047 30	.582 .001 30	.569 .001 30	.594 .001 30	1 .000 30	.754 .000 30	.532 .002 30	.630 .000 30	.235 .211 30	.238 .206 30	.507 .004 30	.803 .000 30
HSM8	Pearson Correlation Sig. (2-tailed) N	.453 .012 30	.476 .008 30	.639 .000 30	.491 .006 30	.402 .028 30	.754 .000 30	1 .000 30	.586 .001 30	.759 .000 30	.506 .004 30	.203 .282 30	.496 .005 30	.844 .000 30
HSM9	Pearson Correlation Sig. (2-tailed) N	.079 .679 30	.339 .067 30	.526 .003 30	.377 .040 30	.593 .001 30	.532 .002 30	.586 .001 30	1 .000 30	.692 .000 30	.451 .012 30	.372 .043 30	.240 .201 30	.723 .000 30
HSM10	Pearson Correlation Sig. (2-tailed) N	.388 .034 30	.432 .017 30	.604 .000 30	.437 .016 30	.556 .001 30	.630 .000 30	.759 .000 30	.692 .000 30	1 .000 30	.356 .054 30	.319 .086 30	.281 .133 30	.813 .000 30
HSM11	Pearson Correlation Sig. (2-tailed) N	.186 .325 30	.433 .017 30	.106 .578 30	.486 .007 30	.317 .088 30	.235 .211 30	.506 .004 30	.451 .012 30	.356 .054 30	1 .000 30	.309 .097 30	.371 .044 30	.611 .000 30
HSM12	Pearson Correlation Sig. (2-tailed) N	.333 .073 30	.568 .001 30	.050 .794 30	.221 .240 30	.478 .008 30	.238 .206 30	.203 .282 30	.372 .043 30	.319 .086 30	.309 .097 30	1 .000 30	.424 .020 30	.520 .003 30
HSM13	Pearson Correlation Sig. (2-tailed) N	.589 .001 30	.446 .014 30	.045 .815 30	.415 .023 30	.264 .159 30	.507 .004 30	.496 .005 30	.240 .201 30	.281 .133 30	.371 .044 30	.424 .020 30	1 .000 30	.597 .001 30
Total HSM	Pearson Correlation Sig. (2-tailed) N	.659 .000 30	.577 .001 30	.596 .001 30	.663 .000 30	.663 .000 30	.803 .000 30	.844 .000 30	.723 .000 30	.813 .000 30	.611 .000 30	.520 .003 30	.597 .001 30	1 .000 30

Hasil Uji Validitas *Purchase Decision*

	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	Total KP
KP1	Pearson Correlation Sig. (2-tailed) N	1 .205 30	-.044 .819 30	.108 .570 30	.137 .471 30	.102 .593 30	.404 .027 30	.014 .942 30	.100 .601 30	.473 ^{**} .008 30	.383 ^{**} .037 30
KP2	Pearson Correlation Sig. (2-tailed) N	1 .205 30	.366 ^{**} .047 30	.405 ^{**} .026 30	.445 ^{**} .014 30	.324 ^{**} .081 30	.404 ^{**} .027 30	.152 .423 30	.349 .059 30	.552 ^{**} .002 30	.669 ^{**} .000 30
KP3	Pearson Correlation Sig. (2-tailed) N	1 .819 30	1 .047 30	.584 ^{**} .001 30	.189 .316 30	.394 ^{**} .031 30	.261 .164 30	.392 ^{**} .032 30	.286 .126 30	.123 .516 30	.655 ^{**} .000 30
KP4	Pearson Correlation Sig. (2-tailed) N	1 .570 30	.584 ^{**} .001 30	1 .001 30	.049 .798 30	.407 ^{**} .026 30	.240 .202 30	.148 .436 30	.051 .790 30	.225 .232 30	.593 ^{**} .001 30
KP5	Pearson Correlation Sig. (2-tailed) N	1 .471 30	.189 .316 30	.049 .798 30	1 .001 30	.229 .223 30	.342 .064 30	.271 .148 30	.054 .779 30	.345 .062 30	.493 ^{**} .006 30
KP6	Pearson Correlation Sig. (2-tailed) N	1 .593 30	.394 ^{**} .031 30	.407 ^{**} .026 30	.229 .223 30	1 .001 30	.592 ^{**} .001 30	.556 ^{**} .001 30	.370 .044 30	.132 .486 30	.714 ^{**} .000 30
KP7	Pearson Correlation Sig. (2-tailed) N	1 .027 30	.261 .164 30	.407 ^{**} .026 30	.342 .064 30	.592 ^{**} .001 30	1 .001 30	.445 ^{**} .014 30	.561 ^{**} .001 30	.394 ^{**} .031 30	.757 ^{**} .000 30
KP8	Pearson Correlation Sig. (2-tailed) N	1 .942 30	.392 ^{**} .032 30	.148 .436 30	.271 .148 30	.556 ^{**} .001 30	.445 ^{**} .014 30	1 .031 30	.394 .031 30	-.096 .614 30	.574 ^{**} .001 30
KP9	Pearson Correlation Sig. (2-tailed) N	1 .601 30	.286 .126 30	.051 .790 30	.054 .779 30	.370 ^{**} .044 30	.561 ^{**} .001 30	.394 ^{**} .031 30	1 .212 30	.235 .212 30	.554 ^{**} .002 30
KP10	Pearson Correlation Sig. (2-tailed) N	1 .008 30	.123 .516 30	.225 .232 30	.345 .062 30	.132 .486 30	.394 ^{**} .031 30	-.096 .614 30	.235 .212 30	1 .002 30	.522 ^{**} .003 30
Total KP	Pearson Correlation Sig. (2-tailed) N	.383 ^{**} .037 30	.655 ^{**} .000 30	.593 ^{**} .001 30	.493 ^{**} .006 30	.714 ^{**} .000 30	.757 ^{**} .000 30	.574 ^{**} .001 30	.554 ^{**} .002 30	.522 ^{**} .003 30	1 .003 30

**Tabel r Product Moment
Pada sig 0,05 (Two Tail)**

N	r	N	r	N	r	N	r	N	r	N	r
1	0.997	41	0.301	81	0.216	121	0.177	161	0.154	201	0.138
2	0.95	42	0.297	82	0.215	122	0.176	162	0.153	202	0.137
3	0.878	43	0.294	83	0.213	123	0.176	163	0.153	203	0.137
4	0.811	44	0.291	84	0.212	124	0.175	164	0.152	204	0.137
5	0.754	45	0.288	85	0.211	125	0.174	165	0.152	205	0.136
6	0.707	46	0.285	86	0.21	126	0.174	166	0.151	206	0.136
7	0.666	47	0.282	87	0.208	127	0.173	167	0.151	207	0.136
8	0.632	48	0.279	88	0.207	128	0.172	168	0.151	208	0.135
9	0.602	49	0.276	89	0.206	129	0.172	169	0.15	209	0.135
10	0.576	50	0.273	90	0.205	130	0.171	170	0.15	210	0.135
11	0.553	51	0.271	91	0.204	131	0.17	171	0.149	211	0.134
12	0.532	52	0.268	92	0.203	132	0.17	172	0.149	212	0.134
13	0.514	53	0.266	93	0.202	133	0.169	173	0.148	213	0.134
14	0.497	54	0.263	94	0.201	134	0.168	174	0.148	214	0.134
15	0.482	55	0.261	95	0.2	135	0.168	175	0.148	215	0.133
16	0.468	56	0.259	96	0.199	136	0.167	176	0.147	216	0.133
17	0.456	57	0.256	97	0.198	137	0.167	177	0.147	217	0.133
18	0.444	58	0.254	98	0.197	138	0.166	178	0.146	218	0.132
19	0.433	59	0.252	99	0.196	139	0.165	179	0.146	219	0.132
20	0.423	60	0.25	100	0.195	140	0.165	180	0.146	220	0.132
21	0.413	61	0.248	101	0.194	141	0.164	181	0.145	221	0.131
22	0.404	62	0.246	102	0.193	142	0.164	182	0.145	222	0.131
23	0.396	63	0.244	103	0.192	143	0.163	183	0.144	223	0.131
24	0.388	64	0.242	104	0.191	144	0.163	184	0.144	224	0.131
25	0.381	65	0.24	105	0.19	145	0.162	185	0.144	225	0.13
26	0.374	66	0.239	106	0.189	146	0.161	186	0.143	226	0.13
27	0.367	67	0.237	107	0.188	147	0.161	187	0.143	227	0.13
28	0.361	68	0.235	108	0.187	148	0.16	188	0.142	228	0.129
29	0.355	69	0.234	109	0.187	149	0.16	189	0.142	229	0.129
30	0.349	70	0.232	110	0.186	150	0.159	190	0.142	230	0.129
31	0.344	71	0.23	111	0.185	151	0.159	191	0.141	231	0.129
32	0.339	72	0.229	112	0.184	152	0.158	192	0.141	232	0.128
33	0.334	73	0.227	113	0.183	153	0.158	193	0.141	233	0.128
34	0.329	74	0.226	114	0.182	154	0.157	194	0.14	234	0.128
35	0.325	75	0.224	115	0.182	155	0.157	195	0.14	235	0.127
36	0.32	76	0.223	116	0.181	156	0.156	196	0.139	236	0.127
37	0.316	77	0.221	117	0.18	157	0.156	197	0.139	237	0.127
38	0.312	78	0.22	118	0.179	158	0.155	198	0.139	238	0.127
39	0.308	79	0.219	119	0.179	159	0.155	199	0.138	239	0.126
40	0.304	80	0.217	120	0.178	160	0.154	200	0.138	240	0.126

Lampiran 6

Uji Reliabilitas

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	0.0
	Total	30	100.0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.944	0.946	38

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SA1	113.8667	240.671	.571		.943
SA2	114.1667	240.833	.411		.943
SA3	114.0333	240.585	.528		.943
SA4	114.0667	243.168	.361		.944
SA5	114.4000	238.800	.375		.944
SA6	114.1000	244.024	.269		.944
SA7	114.2000	238.510	.540		.943
SA8	114.3000	241.459	.406		.943
SA9	114.4667	233.844	.635		.942
PD1	114.4667	232.189	.758		.941
PD2	114.7000	235.941	.609		.942
PD3	114.1333	237.016	.558		.942
PD4	114.8000	230.717	.759		.941
PD5	114.2667	238.478	.629		.942
PD6	114.4000	237.490	.563		.942
HSM1	114.4000	238.662	.503		.943
HSM2	114.6333	235.895	.559		.942

HSM3	114.5333	231.568	.652		.942
HSM4	114.5333	234.395	.539		.943
HSM5	114.7000	234.976	.609		.942
HSM6	114.6000	237.766	.491		.943
HSM7	115.0000	227.586	.733		.941
HSM8	115.2333	224.530	.793		.940
HSM9	114.8333	232.213	.612		.942
HSM10	114.6333	230.171	.631		.942
HSM11	114.8333	232.626	.595		.942
HSM12	114.3333	239.609	.472		.943
HSM13	114.2333	237.840	.585		.942
KP1	114.1667	240.695	.382		.944
KP2	114.3000	239.252	.697		.942
KP3	115.0000	233.172	.529		.943
KP4	114.5667	235.426	.441		.944
KP5	114.7333	237.926	.463		.943
KP6	114.3667	238.723	.393		.944
KP7	114.4667	237.085	.625		.942
KP8	114.5000	238.741	.431		.943
KP9	114.6000	240.041	.386		.944
KP10	114.4000	236.938	.591		.942

Lampiran 7

Tabulasi Data 190 Responden

Responden	Store Atmosphere (X1)									Total
	SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	
1	4	4	4	3	3	2	3	4	4	31
2	4	3	3	3	3	3	4	4	3	30
3	4	3	3	3	3	4	3	3	2	28
4	3	3	4	3	3	3	3	2	3	27
5	4	4	3	4	4	3	4	3	4	33
6	4	4	4	4	4	4	4	4	4	36
7	4	3	3	4	4	3	3	3	3	30
8	4	4	4	4	4	4	4	4	4	36
9	4	4	3	4	3	4	4	3	4	33
10	4	3	3	4	4	3	3	3	3	30
11	4	3	3	2	3	3	3	3	3	27
12	3	3	2	2	4	3	3	2	4	26
13	4	4	4	3	3	4	4	3	3	32
14	3	3	3	4	4	4	3	3	3	30
15	4	3	3	4	3	3	3	4	2	29
16	3	2	3	3	2	3	3	3	3	25
17	4	3	3	3	3	3	3	3	3	28
18	4	3	4	4	3	3	3	4	3	31
19	4	3	4	3	4	4	4	4	3	33
20	3	3	3	3	3	4	3	3	3	28
21	3	2	3	3	3	3	3	3	3	26
22	3	2	4	3	4	3	3	3	3	28
23	4	4	4	4	4	4	4	4	4	36
24	3	3	3	3	3	3	3	3	3	27
25	4	4	4	4	4	4	4	4	3	35
26	4	3	3	4	3	3	4	3	3	30
27	3	2	3	2	2	3	3	3	3	24
28	4	4	4	3	3	4	4	4	4	34
29	3	3	3	3	3	3	3	3	3	27
30	3	3	3	3	3	3	3	3	3	27
31	4	4	4	4	4	4	4	4	4	36
32	3	3	3	3	3	3	2	3	3	26
33	4	3	4	4	4	4	4	4	4	35
34	4	4	4	4	4	4	4	4	4	36
35	4	2	3	3	3	2	3	4	3	27
36	4	3	3	3	3	4	4	3	2	29

37	4	4	3	3	3	3	3	3	3	29
38	4	4	4	3	4	4	4	4	3	34
39	4	2	3	3	3	2	3	4	3	27
40	4	4	4	3	2	3	3	3	3	29
41	4	4	4	3	3	3	4	4	4	33
42	3	3	3	4	4	4	3	4	2	30
43	3	3	3	3	3	3	3	3	3	27
44	3	2	3	3	2	3	3	3	3	25
45	4	3	2	1	2	1	3	4	3	23
46	4	3	4	4	4	3	2	3	3	30
47	4	3	3	3	1	2	2	3	3	24
48	4	4	4	4	4	4	4	4	4	36
49	4	3	2	3	2	3	3	2	2	24
50	3	4	4	3	3	3	3	3	3	29
51	3	2	3	3	4	4	1	3	3	26
52	4	3	4	4	3	3	2	3	3	29
53	4	3	3	3	3	4	4	3	2	29
54	3	3	3	3	3	2	2	3	2	24
55	4	4	4	4	3	3	3	3	2	30
56	3	4	4	3	3	3	3	3	3	29
57	4	3	3	3	3	4	3	3	2	28
58	4	4	4	4	3	4	3	4	3	33
59	4	4	4	4	4	4	4	4	4	36
60	4	4	4	3	3	4	4	3	3	32
61	3	3	3	2	3	2	2	3	3	24
62	4	4	4	3	3	4	3	4	3	32
63	4	3	3	3	2	3	4	3	3	28
64	4	4	4	4	4	4	4	4	4	36
65	3	3	4	3	4	4	4	4	4	33
66	3	4	3	3	3	3	3	4	2	28
67	4	4	4	4	4	4	4	4	4	36
68	3	4	3	3	3	3	4	3	3	29
69	4	4	4	4	4	4	4	4	4	36
70	4	4	4	3	3	4	4	4	3	33
71	4	3	3	4	4	4	3	4	3	32
72	4	3	2	4	3	2	3	2	3	26
73	3	3	4	3	3	4	3	3	1	27
74	4	3	4	4	3	4	4	2	3	31
75	4	3	4	4	3	2	3	4	2	29
76	3	3	3	3	3	3	3	3	2	26
77	4	4	4	4	4	4	4	4	4	36
78	3	3	3	3	3	3	2	2	2	24
79	3	3	3	3	3	3	3	3	3	27

80	4	3	3	4	3	4	4	3	3	31
81	3	3	3	3	3	3	3	3	3	27
82	4	4	4	4	3	4	4	4	3	34
83	3	3	4	3	3	3	4	4	3	30
84	4	4	4	4	4	4	4	4	4	36
85	4	4	4	4	4	4	4	3	4	35
86	3	3	3	3	3	4	3	3	3	28
87	4	4	4	4	3	3	3	2	2	29
88	4	4	4	4	4	3	3	3	4	33
89	4	3	3	3	2	3	3	2	3	26
90	3	3	3	3	3	3	3	3	3	27
91	4	3	3	3	3	3	3	3	2	27
92	3	3	3	3	3	3	3	3	3	27
93	3	3	4	4	3	4	2	3	3	29
94	4	3	4	4	4	4	4	4	4	35
95	4	3	3	3	4	4	3	3	3	30
96	4	3	3	3	3	3	3	3	3	28
97	4	2	4	4	2	2	3	4	3	28
98	4	4	4	4	4	3	4	4	4	35
99	4	4	4	4	4	3	3	3	2	31
100	4	4	1	4	4	4	4	4	4	33
101	4	4	4	3	3	3	3	4	3	31
102	3	3	3	3	3	3	3	3	3	27
103	3	3	3	3	4	3	3	3	2	27
104	4	3	3	3	3	3	3	3	3	28
105	2	3	4	3	3	3	3	3	2	26
106	4	4	4	4	3	3	4	4	3	33
107	4	4	3	4	3	3	4	4	4	33
108	4	4	3	3	3	3	4	3	4	31
109	3	3	3	4	2	2	3	4	3	27
110	4	3	4	4	3	3	3	4	3	31
111	4	3	3	3	3	3	3	3	3	28
112	4	3	3	4	3	3	3	3	3	29
113	3	3	3	3	2	3	2	3	3	25
114	4	4	3	3	3	2	2	4	3	28
115	3	4	3	3	3	3	3	3	3	28
116	3	3	3	3	3	3	3	3	3	27
117	3	3	3	3	3	3	3	3	3	27
118	4	4	4	4	4	4	4	4	4	36
119	4	4	4	4	4	4	4	4	4	36
120	4	3	3	3	3	3	3	3	3	28
121	4	4	3	3	4	4	3	4	3	32
122	3	3	3	3	3	3	3	4	3	28

123	4	4	3	3	2	4	4	3	2	29
124	4	3	3	4	3	3	4	3	4	31
125	4	3	3	4	3	3	3	3	2	28
126	3	3	4	3	3	4	3	3	3	29
127	4	4	4	3	4	4	4	4	3	34
128	3	3	4	3	4	4	4	4	3	32
129	4	4	4	4	4	4	4	4	4	36
130	3	3	3	3	3	3	2	3	3	26
131	4	3	4	4	4	4	4	4	4	35
132	3	3	3	3	3	4	3	3	3	28
133	3	3	3	4	3	3	3	3	3	28
134	4	4	2	3	4	4	2	3	3	29
135	4	4	4	4	4	3	4	4	4	35
136	3	3	3	3	4	3	3	3	2	27
137	3	3	3	4	4	4	4	4	4	33
138	3	4	4	3	3	3	4	2	3	29
139	4	3	4	4	4	3	4	4	4	34
140	4	4	4	4	4	4	4	4	4	36
141	3	4	3	4	3	4	4	3	3	31
142	4	3	4	3	4	4	4	3	3	32
143	4	3	3	3	3	3	2	3	2	26
144	4	4	4	4	4	3	4	4	4	35
145	4	4	4	4	4	4	4	4	4	36
146	4	4	3	3	3	3	3	3	3	29
147	4	4	4	4	4	4	4	4	4	36
148	4	3	3	4	3	4	4	4	3	32
149	3	3	3	3	3	2	3	3	3	26
150	4	3	4	3	3	4	3	2	2	28
151	4	4	4	4	4	4	4	4	4	36
152	4	3	4	4	4	3	3	4	4	33
153	3	3	3	3	3	3	2	3	3	26
154	4	3	3	3	3	2	2	3	3	26
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Responden	<i>Price Discount (X2)</i>						Total
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Responden	<i>Hedonic Shopping Motivation (Z)</i>													Total
	HSM1	HSM2	HSM3	HSM4	HSM5	HSM6	HSM7	HSM8	HSM9	HSM10	HSM11	HSM12	HSM13	
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5	3	4	4	3	3	4	4	3	4	4	3	4	3	46
6	4	3	3	4	3	4	4	3	4	3	2	3	3	43
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9	2	3	2	3	3	3	2	3	3	2	3	3	3	35
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14	3	4	4	4	4	4	4	4	4	4	4	4	4	51
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Responden	<i>Purchase Decision (Y)</i>										Total
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	
1	3	3	3	3	2	2	3	3	3	3	28
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3	4	3	4	2	2	4	4	4	4	4	35
4	3	3	3	3	2	3	3	3	3	2	28
5	4	4	3	3	4	4	3	4	3	3	35
6	3	3	3	4	3	3	4	3	3	3	32
7	4	4	3	3	3	4	3	4	3	4	35
8	4	4	4	4	4	4	4	4	4	4	40
9	4	3	3	3	3	3	3	4	3	3	32
10	4	3	1	4	3	3	3	3	3	4	31
11	4	4	4	4	4	4	3	3	3	3	36
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13	4	4	3	3	4	3	4	3	3	3	34
14	3	3	4	3	4	4	4	4	4	4	37
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16	3	3	3	3	2	3	3	3	2	3	28
17	3	3	3	3	3	3	3	3	3	4	31
18	4	3	3	2	3	3	3	3	3	3	30
19	4	4	4	4	3	3	4	4	4	3	37
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22	3	3	2	2	3	2	4	3	3	3	28
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Lampiran 8

Hasil Uji Analisis Jalur (*Path Analysis*)

1. Tahap 1

Uji *Store Atmosphere* dan *Price Discount* Terhadap *Hedonic Shopping Motivation*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.815	3.457		1.104	.271
	Store Atmosphere	.669	.135	.355	4.959	.000
	Price Discount	.779	.172	.324	4.529	.000

a. Dependent Variable: Hedonic Shopping Motivation

Nilai Koefisien Determinasi *Store Atmosphere* dan *Price Discount* Terhadap *Hedonic Shopping Motivation*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.364	.357	5.16732

a. Predictors: (Constant), Price Discount, Store Atmosphere

b. Dependent Variable: Hedonic Shopping Motivation

2. Tahap 2

Uji *Store Atmosphere*, *Price Discount* dan *Hedonic Shopping Motivation* Terhadap *Purchase Decision*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.984	1.761		4.533	.000
	Store Atmosphere	.063	.073	.050	.861	.390
	Price Discount	.192	.092	.120	2.089	.038
	Hedonic Shopping Motivation	.461	.037	.694	12.416	.000

a. Dependent Variable: Purchase Decision

Nilai Koefisien Determinasi *Store Atmosphere*, *Price Discount* dan *Hedonic Shopping Motivation* Terhadap *Purchase Decision*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.631	.625	2.62418

a. Predictors: (Constant), Hedonic Shopping Motivation, Price Discount, Store Atmosphere

b. Dependent Variable: Purchase Decision

3. Tahap 2 (Metode Trimming)

Uji *Price Discount* dan *Hedonic Shopping Motivation* Terhadap *Purchase Decision*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.806	1.479		5.956	.000
	Price Discount	.225	.084	.141	2.680	.008
	Hedonic Shopping Motivation	.472	.035	.710	13.528	.000

a. Dependent Variable: Purchase Decision

Nilai Koefisien Determinasi *Price Discount* dan *Hedonic Shopping Motivation* Terhadap *Purchase Decision*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.630	.626	2.62236

a. Predictors: (Constant), Hedonic Shopping Motivation, Price Discount

b. Dependent Variable: Purchase Decision