

## LAMPIRAN 1

### KUISIONER

Responden Yth,

Bersama dengan ini saya, Amanda Budi Ksatria mahasiswa Universitas Muhammadiyah Yogyakarta Fakultas Ekonomi dan Bisnis, Program studi Manajemen, bermaksud menyebarkan kuesioner untuk melengkapi data-data yang diperlukan dalam penyusunan skripsi yang sedang saya lakukan dengan judul: “PENGARUH ATMOSFER TOKO DAN PROMOSI PENJUALAN TERHADAP PEMBELIAN IMPULSIF DENGAN EMOSI POSITIF SEBAGAI VARIABEL INTERVENING (Studi Pada Centro Lifestyle Departement Store Ambarrukmo Plaza Yogyakarta)”.

Saya mohon kesediaan responden yang terhormat agar kiranya sudi membantu mengisi kuesioner yang telah saya susun ini. Responden diharapkan membaca dengan cermat dan teliti setiap pertanyaan sebelum mengisinya. Atas segala perhatian dan bantuannya saya ucapkan terimakasih.

Hormat saya

Amanda Budi Ksatria

## I. Data Responden

Beritanda (√) pada kolom yang telah disediakan sesuai dengan jawaban anda.

1. Jenis kelamin:

Pria

Wanita

2. Usia (boleh tidak diisi) :

< 17 Tahun

40-49 Tahun

18-28 Tahun

>50 Tahun

29-39 Tahun

3. Telah beberapa kali anda membeli produk di Centro Lifestyle Departement Store Ambarrukmo Plaza Yogyakarta:

$\geq 1$  Kali

>5 Kali

>3 Kali

## II. Petunjuk Pengisian

Isilah pertanyaan di bawah ini dengan member tanda contreng (√) pada kotak jawaban yang anda pilih.

Keterangan :

- 1 = Sangat tidak setuju
- 2 = Tidak setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

### Atmosfer Toko

No	Pertanyaan	1	2	3	4	5
1	Saya merasa penataan cahaya di Centro Lifestyle Departement Store Ambarrukmo Plaza Yogyakarta meperjelas penglihatan sehingga memudahkan memilih produk					
2	Musik di Centro Lifestyle Departement Store Ambarrukmo Plaza Yogyakarta membuat nyaman					
3	Menurut saya AC (Air Conditioner) di Centro Lifestyle Departement Store Ambarrukmo Plaza Yogyakarta					

	membuat suasana sejuk					
<b>4</b>	Penataan rak di Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta rapi					
<b>5</b>	Produk di Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta dipajang sesuai kategorinya					

### **Promosi Penjualan**

<b>No</b>	<b>Pertanyaan</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>1</b>	Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta sering memberikan kupon potongan harga					
<b>2</b>	Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta sering memberikan diskon					
<b>3</b>	Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta sering memberikan promo beli dua gratis satu					

### ***Emosi Positif***

<b>No</b>	<b>Pertanyaan</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>1</b>	Saya merasa senang saat berbelanja di Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta					
<b>2</b>	Saya merasa puas dengan pelayanan yang diberikan oleh Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta					

3	Saya tertarik untuk melakukan pembelian ulang di Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta					
4	Saya merasa bangga menggunakan produk dari Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta					

***Pembelian Impulsif***

No	Pertanyaan	1	2	3	4	5
1	Ketika saya mengunjungi Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta saya membeli produk secara tiba-tiba tanpa terencana					
2	Saya merasa ingin secepatnya memiliki produk dari Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta dengan mengesampingkan akibatnya					
3	Saya merasa mendapat gairah dan dorongan membeli produk di Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta ketika mendapat penawaran menarik					
4	Saya membeli produk di Centro Lifestyle Departement Stroe Ambarrukmo Plaza Yogyakarta meskipun saya sudah memiliki model serupa					

**LAMPIRAN 2****KARAKTERISTIK RESPONDEN****Jenis Kelamin**

		Frequency	Percent	Valid Percent
Valid	Laki-Laki	91	45	45
	Perempuan	111	55	55
	Total	202	100,0	100,0

**Usia Responden**

		Frequency	Percent	Valid Percent
Valid		65	30,7	30,7
		102	50,5	50,5
		34	17,2	17,2
		1	1,6	1,6
		202	100,0	100,0

### Lampiran 3

#### STATISTIK DESKRIPTIF

##### Variabel Atmosfer toko

	N	Descriptive Statistics			
		Minimum	Maximum	Mean	Std. Deviation
AT1	203	2	5	3.72	.768
AT2	203	2	5	3.72	.853
AT3	203	2	5	3.80	.738
AT4	203	2	5	3.80	.771
Valid N (listwise)	203				

##### Variabel Promosi Penjualan

	N	Descriptive Statistics			
		Minimum	Maximum	Mean	Std. Deviation
PP1	203	2	5	3.82	.759
PP2	203	2	5	3.94	.736
PP3	203	2	5	3.85	.831
PP4	203	2	5	3.87	.727
Valid N (listwise)	203				

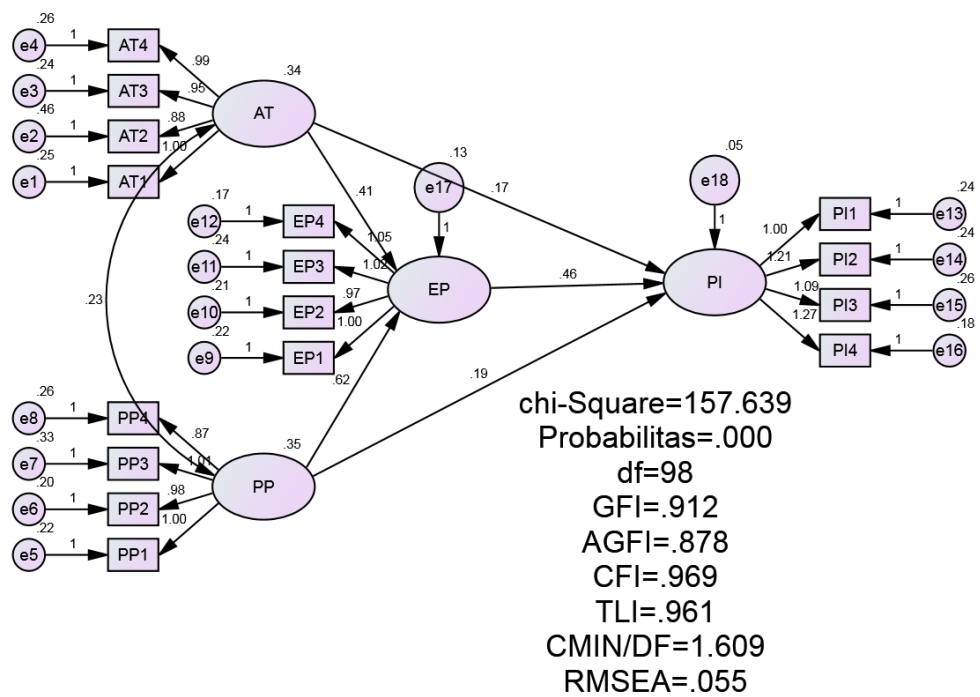
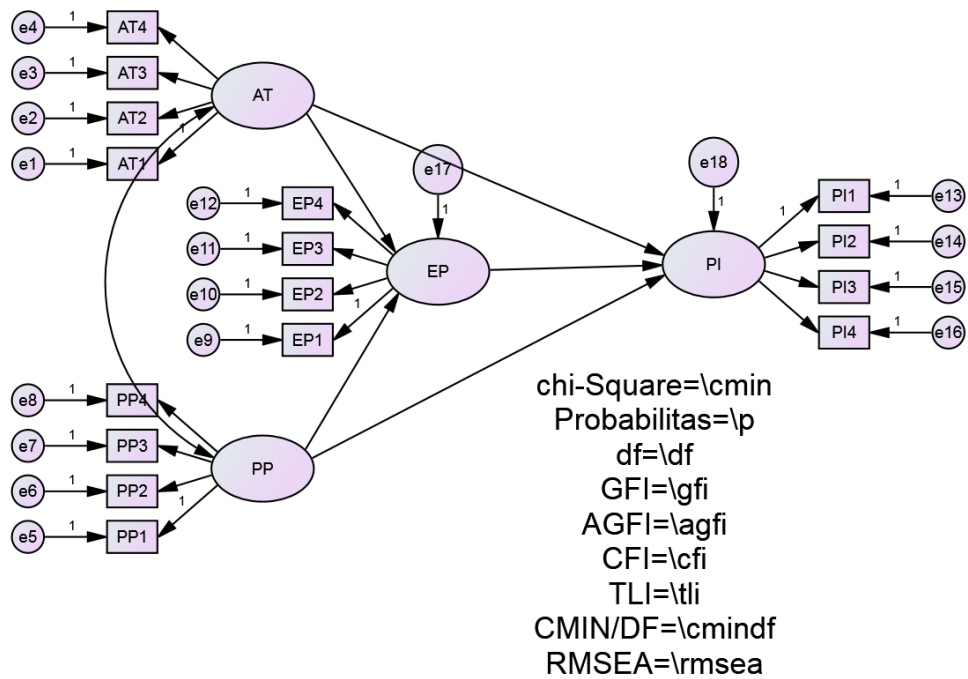
##### Variabel Emosi Positif

	N	Descriptive Statistics			
		Minimum	Maximum	Mean	Std. Deviation
EP1	203	2	5	3.84	.817
EP2	203	2	5	3.84	.795
EP3	203	2	5	3.85	.839
EP4	203	2	5	3.79	.814
Valid N (listwise)	203				

	N	Descriptive Statistics			
		Minimum	Maximum	Mean	Std. Deviation
PI1	203	2	5	3.84	.723
PI2	203	2	5	3.79	.806
PI3	203	2	5	3.78	.774
PI4	203	2	5	3.80	.796
Valid N (listwise)	203				

LAMPIRAN 4

Model Penelitian





## LAMPIRAN 5

## Uji Kualitas Instrumen

## Uji Validitas

**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
EP <--- AT	.357
EP <--- PP	.556
PI <--- EP	.578
PI <--- AT	.185
PI <--- PP	.208
AT1 <--- AT	.761
AT2 <--- AT	.601
AT3 <--- AT	.752
AT4 <--- AT	.747
PP1 <--- PP	.784
PP2 <--- PP	.789
PP3 <--- PP	.723
PP4 <--- PP	.715
EP1 <--- EP	.817
EP2 <--- EP	.816
EP3 <--- EP	.809
EP4 <--- EP	.864
PI1 <--- PI	.733
PI2 <--- PI	.797
PI3 <--- PI	.749
PI4 <--- PI	.845

## Uji Reliabilitas

		sum est	kuadrat est	1- kuadrat est	m error	kuadrat sum est		cr
AT1	0.761	2.861	0.579121	0.420879	1.936165	8.185321	10.121486	0.808707437
AT2	0.601		0.361201	0.638799				
AT3	0.752		0.565504	0.434496				
AT4	0.747		0.558009	0.441991				
PP1	0.784	3.011	0.614656	0.385344	1.728869	9.066121	10.79499	0.839845243
PP2	0.789		0.622521	0.377479				
PP3	0.723		0.522729	0.477271				
PP4	0.715		0.511225	0.488775				
EP1	0.817	3.306	0.667489	0.332511	1.265678	10.929636	12.195314	0.896216038
EP2	0.816		0.665856	0.334144				
EP3	0.809		0.654481	0.345519				
EP4	0.864		0.746496	0.253504				
PI1	0.733	3.124	0.537289	0.462711	1.552476	9.759376	11.311852	0.862756691
PI2	0.797		0.635209	0.364791				
PI3	0.749		0.561001	0.438999				
PI4	0.845		0.714025	0.285975				

## LAMPIRAN 6

## UJI DEGRER OF FREEDOM

## DEGREE OF FREEDOM

**Computation of degrees of freedom (Default model)**

Number of distinct sample moments:	136
Number of distinct parameters to be estimated:	38
Degrees of freedom (136 - 38):	98

## LAMPIRAN 7

## UJI NORMALITAS

## UJI NORMALITAS

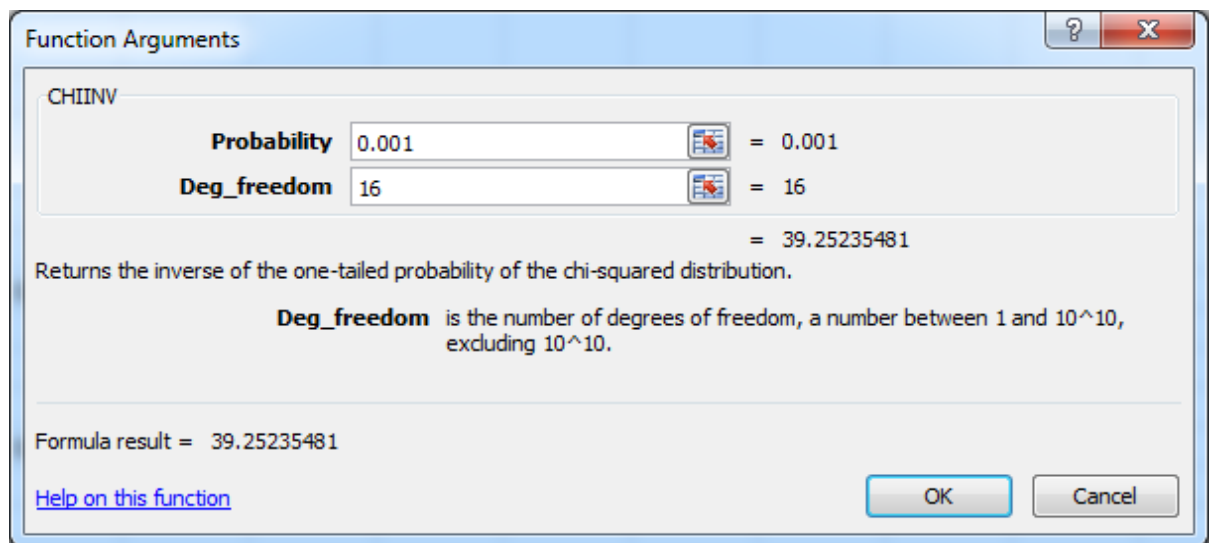
## Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
PI4	2.000	5.000	-.164	-.955	-.518	-1.507
PI3	2.000	5.000	.018	.106	-.667	-1.940
PI2	2.000	5.000	-.007	-.039	-.771	-2.242
PI1	2.000	5.000	-.297	-1.726	-.027	-.080
EP4	2.000	5.000	-.037	-.213	-.745	-2.166
EP3	2.000	5.000	-.211	-1.226	-.677	-1.968
EP2	2.000	5.000	-.177	-1.028	-.545	-1.586
EP1	2.000	5.000	.024	.138	-.978	-2.845
PP4	2.000	5.000	-.189	-1.097	-.289	-.840
PP3	2.000	5.000	.074	.429	-1.138	-3.310
PP2	2.000	5.000	-.356	-2.073	-.061	-.176
PP1	2.000	5.000	.043	.251	-.741	-2.156
AT4	2.000	5.000	-.037	-.217	-.622	-1.810
AT3	2.000	5.000	.033	.190	-.621	-1.805
AT2	2.000	5.000	-.245	-1.427	-.541	-1.573
AT1	2.000	5.000	.063	.366	-.593	-1.725
Multivariate					-5.790	-1.719

## LAMPIRAN 8

## UJI OUTLIER

## UJI OUTLIER



## Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
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168	33.397	.007	.736
131	30.365	.016	.842
18	30.165	.017	.679
183	28.085	.031	.875
109	27.681	.035	.832
136	26.710	.045	.896
180	26.302	.050	.884
184	26.118	.052	.839
193	25.451	.062	.890
46	25.448	.062	.818
172	24.573	.078	.923
23	23.551	.100	.985
47	23.551	.100	.972
67	23.403	.103	.964
202	23.387	.104	.940
159	22.772	.120	.977
178	22.752	.121	.963
44	22.598	.125	.958
49	22.141	.139	.980

Observation number	Mahalanobis d-squared	p1	p2
21	22.031	.142	.975
24	22.031	.142	.958
182	21.924	.146	.951
122	21.868	.148	.934
66	21.803	.150	.916
84	21.709	.153	.901
140	21.376	.165	.936
187	21.364	.165	.910
86	21.197	.171	.914
110	20.921	.182	.940
50	20.895	.183	.918
34	20.816	.186	.905
89	20.803	.186	.873
132	20.569	.196	.902
26	20.508	.198	.884
141	20.277	.208	.912
48	20.209	.211	.898
13	20.129	.214	.887
59	20.115	.215	.854
71	20.052	.218	.835
192	20.009	.220	.806
157	19.992	.221	.763
36	19.641	.237	.862
181	19.586	.239	.842
139	19.573	.240	.804
57	19.567	.240	.757
117	19.544	.241	.715
63	19.452	.246	.708
201	19.395	.249	.682
115	19.353	.251	.648
151	19.228	.257	.662
199	19.198	.259	.620
135	19.187	.259	.565
22	18.871	.275	.701
78	18.733	.283	.726
153	18.704	.284	.689
20	18.606	.290	.692
16	18.606	.290	.635
179	18.541	.293	.618
174	18.528	.294	.567

Observation number	Mahalanobis d-squared	p1	p2
10	18.444	.299	.564
189	18.302	.307	.600
97	18.293	.307	.546
116	18.180	.313	.564
162	18.174	.314	.508
102	18.040	.322	.543
65	17.966	.326	.536
2	17.954	.327	.485
6	17.877	.331	.480
45	17.827	.334	.457
62	17.785	.337	.428
127	17.780	.337	.375
120	17.757	.338	.335
60	17.688	.342	.327
43	17.576	.349	.349
35	17.326	.365	.471
25	17.321	.365	.418
125	17.311	.366	.369
3	17.125	.378	.448
190	17.117	.378	.398
7	17.107	.379	.350
53	16.993	.386	.378
111	16.856	.395	.423
12	16.852	.395	.371
188	16.852	.395	.318
38	16.836	.396	.279
9	16.735	.403	.297
108	16.610	.411	.332
150	16.580	.413	.302
119	16.326	.430	.436
76	16.244	.436	.444
123	16.240	.436	.392
4	16.090	.447	.453
197	15.788	.468	.635
58	15.786	.468	.583
80	15.747	.471	.559
171	15.720	.473	.525
142	15.584	.482	.579
170	15.531	.486	.566
31	15.372	.498	.637



Observation number	Mahalanobis d-squared	p1	p2
169	15.338	.500	.611

## LAMPIRAN 9

## UJI HIPOTESIS

## Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
EP	<--- AT	.409	.099	4.112	***	par_14
EP	<--- PP	.625	.104	5.983	***	par_16
PI	<--- EP	.459	.091	5.042	***	par_15
PI	<--- AT	.168	.077	2.176	.030	par_17
PI	<--- PP	.185	.089	2.088	.037	par_18
AT1	<--- AT	1.000				
AT2	<--- AT	.878	.107	8.197	***	par_1
AT3	<--- AT	.951	.097	9.847	***	par_2
AT4	<--- AT	.986	.102	9.699	***	par_3
PP1	<--- PP	1.000				
PP2	<--- PP	.977	.084	11.570	***	par_4
PP3	<--- PP	1.011	.100	10.126	***	par_5
PP4	<--- PP	.875	.085	10.266	***	par_6
EP1	<--- EP	1.000				
EP2	<--- EP	.970	.073	13.380	***	par_7
EP3	<--- EP	1.017	.078	13.047	***	par_8
EP4	<--- EP	1.053	.072	14.617	***	par_9
PI1	<--- PI	1.000				
PI2	<--- PI	1.212	.111	10.933	***	par_10
PI3	<--- PI	1.094	.108	10.147	***	par_11
PI4	<--- PI	1.269	.106	11.968	***	par_12

## LAMPIRAN 10

## UJIGOODNESS OF FIT

## CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	38	157.639	98	.000	1.609
Saturated model	136	.000	0		
Independence model	16	2013.548	120	.000	16.780

## RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.024	.912	.878	.657
Saturated model	.000	1.000		
Independence model	.284	.216	.112	.191

## Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.922	.904	.969	.961	.969
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

## RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.055	.038	.070	<u>.294</u>
Independence model	.279	.269	.290	.000

**LAMPIRAN 11**

## Standardized Direct Effects (Group number 1 - Default model)

	PP	AT	EP	PI
EP	.556	.357	.000	.000
PI	.208	.185	.578	.000
PI4	.000	.000	.000	.845
PI3	.000	.000	.000	.749
PI2	.000	.000	.000	.797
PI1	.000	.000	.000	.733
EP4	.000	.000	.864	.000
EP3	.000	.000	.809	.000
EP2	.000	.000	.816	.000
EP1	.000	.000	.817	.000
PP4	.715	.000	.000	.000
PP3	.723	.000	.000	.000
PP2	.789	.000	.000	.000
PP1	.784	.000	.000	.000
AT4	.000	.747	.000	.000
AT3	.000	.752	.000	.000
AT2	.000	.601	.000	.000
AT1	.000	.761	.000	.000

## Standardized Indirect Effects (Group number 1 - Default model)

	PP	AT	EP	PI
EP	.000	.000	.000	.000
PI	.321	.207	.000	.000
PI4	.447	.331	.488	.000
PI3	.396	.293	.433	.000
PI2	.421	.312	.461	.000
PI1	.387	.287	.424	.000
EP4	.480	.309	.000	.000
EP3	.450	.289	.000	.000
EP2	.453	.292	.000	.000
EP1	.454	.292	.000	.000
PP4	.000	.000	.000	.000
PP3	.000	.000	.000	.000
PP2	.000	.000	.000	.000
PP1	.000	.000	.000	.000

AT4	.000	.000	.000	.000
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AT3	.000	.000	.000	.000
AT2	.000	.000	.000	.000
AT1	.000	.000	.000	.000