

Lampiran A

Kuesioner

KARAKTERISTIK RESPONDEN

Petunjuk Pengisian:

Pilihlah jawaban yang paling sesuai menurut Anda dengan memberikan tanda silang (X) pada kolom yang telah disediakan.

Jenis Kelamin:

- a. Laki-laki b. Perempuan

Usia:

- a. < 18 tahun b. 18-40 tahun c. > 40 tahun

Frekuensi pembelian dalam 3 bulan terakhir:

- a. 1 kali per bulan b. 1-5 kali per bulan c. 5-10 kali per bulan d. > 10 kali per bulan

KUESIONER

Petunjuk Pengisian:

Berilah tanda (√) pada skala yang tersedia yang menurut Anda paling sesuai dengan keadaan Anda sekarang.

Dimana:

- 1 = Sangat Tidak Setuju 2 = Tidak Setuju 3 = Ragu-ragu 4 = Setuju 5 = Sangat Setuju

No.	Pernyataan	1	2	3	4	5
1.	Saya mengetahui ketika sebuah tawaran di Hypermart CITO Surabaya mengenai SilverQueen tidak masuk akal.					
2.	Ketika saya berbelanja di Hypermart CITO Surabaya, pemasar yang menawarkan SilverQueen seakan-akan menekan saya.					
3.	Saya menggunakan logika dalam menilai promosi SilverQueen di Hypermart CITO Surabaya.					
4.	Saya sering membeli produk SilverQueen yang paling murah di Hypermart CITO Surabaya.					
5.	Saya sering membeli produk SilverQueen yang ada di Hypermart CITO Surabaya.					
6.	Saya dapat menghemat lebih banyak dengan belanja produk SilverQueen yang murah di Hypermart CITO Surabaya.					
7.	Saya akan tertarik untuk membaca tentang promo SilverQueen di Hypermart CITO Surabaya.					
8.	Saya sering memperhatikan promosi SilverQueen yang ada di Hypermart CITO Surabaya.					
9.	Saya sering membicarakan tentang SilverQueen di Hypermart CITO Surabaya dengan orang lain.					
10.	Saya sering memperhatikan kemasan produk untuk diperhitungkan sebelum membeli SilverQueen di Hypermart CITO Surabaya.					
11.	Saya sering mencari nasehat dari orang lain sebelum membeli SilverQueen di Hypermart CITO Surabaya.					
12.	Saya sering menghabiskan banyak waktu untuk memilih jenis SilverQueen yang akan dibeli di Hypermart CITO Surabaya.					

13.	Pernyataan seperti “Ketika saya melihat SilverQueen di Hypermart CITO Surabaya, saya membelinya” menggambarkan diri saya.					
14.	Pernyataan seperti “Beli SilverQueen di Hypermart CITO Surabaya sekarang, berpikir kemudian” menggambarkan diri saya.					
15.	Saya membeli SilverQueen di Hypermart CITO Surabaya sesuai dengan perasaan saya saat itu.					
16.	Saya berhati-hati dalam merencanakan sebagian besar pembelian saya akan produk SilverQueen di Hypermart CITO Surabaya.					
17.	Saya sering membeli SilverQueen di Hypermart CITO Surabaya tanpa ada niat sebelumnya.					
18.	Saya sering membeli SilverQueen di Hypermart CITO Surabaya tanpa berpikir.					
19.	Jika saya melihat SilverQueen di Hypermart CITO Surabaya, saya pasti membelinya.					

Lampiran B

Hasil Kuesioner

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
2	2	1	4	4	5	4	4	4	5	4	4	4	3	4	5	4	4	5
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Lampiran C

Mahalanodis Distance

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.964623	4.487972	3.456000	.4942412	125
Std. Predicted Value	-3.018	2.088	.000	1.000	125
Standard Error of Predicted Value	.064	.208	.105	.031	125
Adjusted Predicted Value	2.006317	4.530710	3.456922	.4937490	125
Residual	-2.0706487	1.7403268	.0000000	.7008946	125
Std. Residual	-2.930	2.463	.000	.992	125
Stud. Residual	-2.959	2.515	.000	1.004	125
Deleted Residual	-2.1110864	1.8153844	-.0009224	.7181744	125
Stud. Deleted Residual	-3.058	2.573	-.001	1.012	125
Mahal. Distance	.017	9.772	1.984	1.874	125
Cook's Distance	.000	.091	.008	.013	125
Centered Leverage Value	.000	.079	.016	.015	125

a. Dependent Variable: IB

Sumber: Printout SPSS

DATE: 11/16/2012
TIME: 10:54

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\LISREL\orinuji8syntax.pr2:

System File from File orinuji8.dsf

Latent variables: consumerknowledge priceconsciousness impulsetendency
productinvolvement impulse

Relationships

x1 = 1*consumerknowledge
x2-x3 = consumerknowledge
x4 = 1*priceconsciousness
x5-x6 = priceconsciousness
y1 = 1*impulsetendency
y2-y4 = impulsetendency
x7 = 1*productinvolvement
x8-x12 = productinvolvement
y5 = 1*impulse
y6-y7 = impulse

impulsetendency = consumerknowledge
impulsetendency = priceconsciousness
impulse = impulsetendency
impulse = productinvolvement

Path Diagram
LISREL OUTPUT ss ef
End of Problem

Covariance Matrix

	y1	y2	y3	y4	y5	y6
-----	-----	-----	-----	-----	-----	-----
y1	1.45					
y2	0.91	1.46				
y3	0.69	0.76	1.32			
y4	0.72	0.62	0.75	1.35		
y5	0.60	0.54	0.47	0.39	1.46	
y6	0.48	0.41	0.42	0.45	0.58	1.12
y7	0.22	0.12	0.25	0.41	0.30	0.53
x1	-0.08	-0.13	-0.23	-0.02	-0.14	-0.06
x2	-0.01	0.03	0.08	-0.01	0.08	0.02
x3	-0.04	-0.01	0.08	0.02	-0.04	0.12
x4	0.38	0.44	0.18	0.22	0.17	0.10
x5	0.53	0.44	0.17	0.21	0.27	0.26
x6	0.34	0.16	0.15	0.22	0.30	0.04
x7	0.18	0.30	0.25	0.28	0.23	0.15
x8	0.04	0.08	0.00	-0.07	0.17	0.14
x9	0.05	0.02	0.00	0.08	0.39	0.28
x10	-0.11	-0.07	0.01	0.12	0.23	0.27
x11	0.14	0.05	0.11	0.18	0.13	0.37
x12	0.15	-0.03	0.08	0.17	0.12	0.35

Covariance Matrix

	y7	x1	x2	x3	x4	x5
-----	-----	-----	-----	-----	-----	-----
y7	1.24					
x1	-0.12	1.25				
x2	-0.12	0.66	1.17			
x3	0.17	0.57	0.54	1.51		
x4	0.04	-0.03	-0.07	-0.06	1.25	
x5	0.17	-0.10	-0.11	0.00	0.62	1.42
x6	0.26	0.11	0.07	0.00	0.59	0.79
x7	0.14	0.22	0.26	0.11	0.17	0.23
x8	0.04	0.10	-0.01	0.07	0.00	0.12
x9	0.26	0.08	0.10	0.04	0.17	0.01
x10	0.36	0.22	0.22	0.19	-0.08	-0.11
x11	0.37	-0.02	0.12	0.07	0.11	0.05
x12	0.21	0.20	0.22	0.19	0.05	0.15

Covariance Matrix

	x6	x7	x8	x9	x10	x11
-----	-----	-----	-----	-----	-----	-----
x6	1.36					
x7	0.27	1.43				
x8	0.14	0.64	1.10			
x9	0.25	0.27	0.50	1.34		
x10	0.08	0.45	0.48	0.47	1.61	
x11	0.11	0.42	0.23	0.54	0.47	1.27
x12	0.22	0.35	0.34	0.28	0.45	0.40

Covariance Matrix

	x12
-----	-----
x12	1.13

Parameter Specifications

LAMBDA-Y

	impulset	impulse
	-----	-----
y1	0	0
y2	1	0
y3	2	0
y4	3	0
y5	0	0
y6	0	4
y7	0	5

LAMBDA-X

	consumer	pricecon	producti
	-----	-----	-----
x1	0	0	0
x2	6	0	0
x3	7	0	0
x4	0	0	0
x5	0	8	0
x6	0	9	0
x7	0	0	0
x8	0	0	10
x9	0	0	11
x10	0	0	12
x11	0	0	13
x12	0	0	14

BETA

	impulset	impulse
	-----	-----
impulset	0	0
impulse	15	0

GAMMA

	consumer	pricecon	producti
	-----	-----	-----
impulset	16	17	0
impulse	0	0	18

PHI

	consumer	pricecon	producti
	-----	-----	-----
consumer	19		
pricecon	20	21	
producti	22	23	24

PSI

impulset	impulse
-----	-----
25	26

THETA-EPS

y1	y2	y3	y4	y5	y6
-----	-----	-----	-----	-----	-----
27	28	29	30	31	32

THETA-EPS

y7

33

THETA-DELTA

x1	x2	x3	x4	x5	x6
-----	-----	-----	-----	-----	-----
34	35	36	37	38	39

THETA-DELTA

x7	x8	x9	x10	x11	x12
-----	-----	-----	-----	-----	-----
40	41	42	43	44	45

Number of Iterations = 20

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	impulset	impulse
	-----	-----
y1	1.00	- -
y2	0.95	- -
	(0.12)	
	7.98	
y3	0.84	- -
	(0.11)	
	7.47	
y4	0.82	- -
	(0.11)	
	7.14	
y5	- -	1.00
y6	- -	1.12
		(0.21)
		5.27
y7	- -	0.77
		(0.18)
		4.24

LAMBDA-X

	consumer	pricecon	producti
	-----	-----	-----
x1	1.00	- -	- -
x2	0.94	- -	- -

	(0.19)		
	4.96		
x3	0.82	- -	- -
	(0.17)		
	4.74		
x4	- -	1.00	- -
x5	- -	1.35	- -
		(0.24)	
		5.59	
x6	- -	1.21	- -
		(0.22)	
		5.57	
x7	- -	- -	1.00
x8	- -	- -	0.97
			(0.21)
			4.63
x9	- -	- -	1.00
			(0.23)
			4.46
x10	- -	- -	1.13
			(0.25)
			4.53
x11	- -	- -	0.94
			(0.22)
			4.36
x12	- -	- -	0.86
			(0.20)
			4.28

BETA

	impulset	impulse
	-----	-----
impulset	- -	- -
impulse	0.46	- -
	(0.10)	
	4.45	

GAMMA

	consumer	pricecon	producti
	-----	-----	-----
impulset	-0.06	0.57	- -
	(0.12)	(0.17)	
	-0.47	3.39	
impulse	- -	- -	0.45
			(0.15)
			3.10

Covariance Matrix of ETA and KSI

	impulset	impulse	consumer	pricecon	producti
	-----	-----	-----	-----	-----
impulset	0.91				
impulse	0.43	0.52			
consumer	-0.05	0.04	0.70		
pricecon	0.27	0.17	-0.02	0.48	
producti	0.04	0.22	0.13	0.09	0.44

PHI

	consumer	pricecon	producti
consumer	0.70 (0.19) 3.66		
pricecon	-0.02 (0.07) -0.31	0.48 (0.14) 3.31	
producti	0.13 (0.07) 1.85	0.09 (0.06) 1.56	0.44 (0.15) 2.90

PSI

Note: This matrix is diagonal.

impulset	impulse
0.75 (0.16) 4.62	0.22 (0.09) 2.51

Squared Multiple Correlations for Structural Equations

impulset	impulse
0.18	0.57

Squared Multiple Correlations for Reduced Form

impulset	impulse
0.18	0.27

Reduced Form

	consumer	pricecon	producti
impulset	-0.06 (0.12) -0.47	0.57 (0.17) 3.39	- -
impulse	-0.03 (0.06) -0.47	0.26 (0.09) 2.84	0.45 (0.15) 3.10

THETA-EPS

y1	y2	y3	y4	y5	y6
0.54 (0.10) 5.28	0.64 (0.11) 5.88	0.67 (0.10) 6.40	0.74 (0.11) 6.63	0.93 (0.15) 6.40	0.46 (0.11) 4.07

THETA-EPS

y7
0.93 (0.13) 7.03

Squared Multiple Correlations for Y - Variables

y1	y2	y3	y4	y5	y6
-----	-----	-----	-----	-----	-----
0.63	0.56	0.49	0.45	0.36	0.59

Squared Multiple Correlations for Y - Variables

y7

0.25

THETA-DELTA

x1	x2	x3	x4	x5	x6
-----	-----	-----	-----	-----	-----
0.56	0.56	1.04	0.77	0.55	0.66
(0.14)	(0.13)	(0.16)	(0.12)	(0.14)	(0.13)
3.86	4.20	6.55	6.36	3.94	5.06

THETA-DELTA

x7	x8	x9	x10	x11	x12
-----	-----	-----	-----	-----	-----
0.99	0.69	0.90	1.05	0.88	0.80
(0.15)	(0.11)	(0.14)	(0.16)	(0.13)	(0.12)
6.77	6.37	6.64	6.54	6.77	6.85

Squared Multiple Correlations for X - Variables

x1	x2	x3	x4	x5	x6
-----	-----	-----	-----	-----	-----
0.56	0.53	0.31	0.38	0.61	0.51

Squared Multiple Correlations for X - Variables

x7	x8	x9	x10	x11	x12
-----	-----	-----	-----	-----	-----
0.31	0.37	0.33	0.35	0.31	0.29

Goodness of Fit Statistics

Degrees of Freedom = 145
 Minimum Fit Function Chi-Square = 212.30 (P = 0.00023)
 Normal Theory Weighted Least Squares Chi-Square = 200.46 (P = 0.0016)
 Estimated Non-centrality Parameter (NCP) = 55.46
 90 Percent Confidence Interval for NCP = (22.22 ; 96.74)

Minimum Fit Function Value = 1.71
 Population Discrepancy Function Value (F0) = 0.45
 90 Percent Confidence Interval for F0 = (0.18 ; 0.78)
 Root Mean Square Error of Approximation (RMSEA) = 0.056
 90 Percent Confidence Interval for RMSEA = (0.035 ; 0.073)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.30

Expected Cross-Validation Index (ECVI) = 2.34
 90 Percent Confidence Interval for ECVI = (2.07 ; 2.68)
 ECVI for Saturated Model = 3.06

ECVI for Independence Model = 9.08

Chi-Square for Independence Model with 171 Degrees of Freedom = 1088.01

Independence AIC = 1126.01

Model AIC = 290.46

Saturated AIC = 380.00

Independence CAIC = 1198.74

Model CAIC = 462.73

Saturated CAIC = 1107.38

Normed Fit Index (NFI) = 0.80

Non-Normed Fit Index (NNFI) = 0.91

Parsimony Normed Fit Index (PNFI) = 0.68

Comparative Fit Index (CFI) = 0.93

Incremental Fit Index (IFI) = 0.93

Relative Fit Index (RFI) = 0.77

Critical N (CN) = 110.53

Root Mean Square Residual (RMR) = 0.094

Standardized RMR = 0.071

Goodness of Fit Index (GFI) = 0.85

Adjusted Goodness of Fit Index (AGFI) = 0.81

Parsimony Goodness of Fit Index (PGFI) = 0.65

Standardized Solution

LAMBDA-Y

	impulset	impulse
	-----	-----
y1	0.95	- -
y2	0.91	- -
y3	0.80	- -
y4	0.78	- -
y5	- -	0.72
y6	- -	0.81
y7	- -	0.55

LAMBDA-X

	consumer	pricecon	producti
	-----	-----	-----
x1	0.83	- -	- -
x2	0.79	- -	- -
x3	0.69	- -	- -
x4	- -	0.69	- -
x5	- -	0.93	- -
x6	- -	0.84	- -
x7	- -	- -	0.66
x8	- -	- -	0.64
x9	- -	- -	0.66
x10	- -	- -	0.75
x11	- -	- -	0.62
x12	- -	- -	0.57

BETA

	impulset	impulse
	-----	-----
impulset	- -	- -
impulse	0.60	- -

GAMMA

	consumer	pricecon	producti
	-----	-----	-----
impulset	-0.05	0.41	- -
impulse	- -	- -	0.42

Correlation Matrix of ETA and KSI

	impulset	impulse	consumer	pricecon	producti
	-----	-----	-----	-----	-----
impulset	1.00				
impulse	0.63	1.00			
consumer	-0.07	0.06	1.00		
pricecon	0.42	0.33	-0.04	1.00	
producti	0.07	0.46	0.24	0.20	1.00

PSI

Note: This matrix is diagonal.

impulset	impulse
-----	-----
0.82	0.43

Regression Matrix ETA on KSI (Standardized)

	consumer	pricecon	producti
	-----	-----	-----
impulset	-0.05	0.41	- -
impulse	-0.03	0.25	0.42

Total and Indirect Effects

Total Effects of KSI on ETA

	consumer	pricecon	producti
	-----	-----	-----
impulset	-0.06	0.57	- -
	(0.12)	(0.17)	
	-0.47	3.39	
impulse	-0.03	0.26	0.45
	(0.06)	(0.09)	(0.15)
	-0.47	2.84	3.10

Indirect Effects of KSI on ETA

	consumer	pricecon	producti
	-----	-----	-----
impulset	- -	- -	- -
impulse	-0.03	0.26	- -
	(0.06)	(0.09)	

-0.47 2.84

Total Effects of ETA on ETA

	impulset	impulse
	-----	-----
impulset	- -	- -
impulse	0.46	- -
	(0.10)	
	4.45	

Largest Eigenvalue of B*B' (Stability Index) is 0.208

Total Effects of ETA on Y

	impulset	impulse
	-----	-----
y1	1.00	- -
y2	0.95	- -
	(0.12)	
	7.98	
y3	0.84	- -
	(0.11)	
	7.47	
y4	0.82	- -
	(0.11)	
	7.14	
y5	0.46	1.00
	(0.10)	
	4.45	
y6	0.51	1.12
	(0.10)	(0.21)
	5.29	5.27
y7	0.35	0.77
	(0.09)	(0.18)
	3.97	4.24

Indirect Effects of ETA on Y

	impulset	impulse
	-----	-----
y1	- -	- -
y2	- -	- -
y3	- -	- -
y4	- -	- -
y5	0.46	- -
	(0.10)	
	4.45	
y6	0.51	- -
	(0.10)	
	5.29	
y7	0.35	- -
	(0.09)	
	3.97	

Total Effects of KSI on Y

	consumer	pricecon	producti
	-----	-----	-----
y1	-0.06	0.57	- -

	(0.12)	(0.17)	
	-0.47	3.39	
y2	-0.06	0.54	- -
	(0.12)	(0.16)	
	-0.47	3.36	
y3	-0.05	0.48	- -
	(0.10)	(0.15)	
	-0.47	3.31	
y4	-0.05	0.47	- -
	(0.10)	(0.14)	
	-0.47	3.28	
y5	-0.03	0.26	0.45
	(0.06)	(0.09)	(0.15)
	-0.47	2.84	3.10
y6	-0.03	0.29	0.51
	(0.06)	(0.10)	(0.15)
	-0.47	3.03	3.35
y7	-0.02	0.20	0.35
	(0.04)	(0.07)	(0.12)
	-0.47	2.70	2.93

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	consumer	pricecon	producti
	-----	-----	-----
impulset	-0.05	0.41	- -
impulse	-0.03	0.25	0.42

Standardized Indirect Effects of KSI on ETA

	consumer	pricecon	producti
	-----	-----	-----
impulset	- -	- -	- -
impulse	-0.03	0.25	- -

Standardized Total Effects of ETA on ETA

	impulset	impulse
	-----	-----
impulset	- -	- -
impulse	0.60	- -

Standardized Total Effects of ETA on Y

	impulset	impulse
	-----	-----
y1	0.95	- -
y2	0.91	- -
y3	0.80	- -
y4	0.78	- -
y5	0.43	0.72
y6	0.49	0.81
y7	0.33	0.55

Standardized Indirect Effects of ETA on Y

	impulset	impulse
	-----	-----
y1	- -	- -
y2	- -	- -
y3	- -	- -
y4	- -	- -
y5	0.43	- -
y6	0.49	- -
y7	0.33	- -

Standardized Total Effects of KSI on Y

	consumer	pricecon	producti
	-----	-----	-----
y1	-0.05	0.40	- -
y2	-0.05	0.38	- -
y3	-0.04	0.33	- -
y4	-0.04	0.32	- -
y5	-0.02	0.18	0.30
y6	-0.02	0.20	0.34
y7	-0.02	0.14	0.23

Time used: 0.094 Seconds