

Lampiran 1 Kuesioner Penelitian

KUESIONER PENELITIAN

Kepada Yth.

Bapak/Ibu/Saudara/i

Di

Universitas muhammadiyah Palopo

Dengan hormat,

Sehubungan dengan penelitian untuk skripsi pada strata 1 (S1) Universitas Muhammadiyah Palopo Fakultas Ekonomi dan Bisnis di bidang Akuntansi Syahria yang berjudul: “Pengaruh online shio dan gaya hidup terhadap perilaku konsumtif mahasiswa di era milenial” memohon kesediaan Bapak/Ibu/Saudara/i meluangkan waktu untuk mengisi kuesioner ini.

Bapak/ Ibu/Saudara/i dimohon membaca petunjuk pengisian pada bagian atas pengisian kuesioner dan jawaban pertanyaan yang sesuai dengan yang dirasakan selama ini. Tidak ada jawaban yang benar atau salah dalam pengisian kuesioner ini karena hanya menanyakan persepsi yang dirasakan, jawaban dan identitas responden hanya digunakan untuk kepentingan akademis dan akan dijaga kerahasiaannya. Keberhasilan penelitian ini sangat bergantung pada perhatian dan kesungguhan Bapak/ Ibu/ Saudara/i dalam mengisi kuesioner ini.

Atas bantuan dan kesedian Bapak/Ibu/Saudara/i dalam mengisi kuesioner penelitian ini, dengan rendah hati saya ucapkan terima kasih.

Hormat saya,

Afilla

KUESIONER PENELITIAN

PENGARUH ONLINE SHOP DAN GAYA HIDUP TERHADAP PERILAKU KONSUMTIF MAHASISWA DI ERA MILENIAL

I. Identitas Responden

Mohon dijawab sesuai dengan situasi sebenarnya, isilah titik-titik di bawah ini dan berikan tanda(✓) pada salah jawaban yang Anda pilih!

1. Nama :.....
2. NIM :
3. Umur :.....
4. Jenis kelamin : Perempuan Laki-Laki
5. Pendidikan Terakhir : SMA/SMK
: D3
: S1
: S2
6. No. telepon/ WA :

II. Petunjuk Pengisian

Jawablah pertanyaan dengan memilih salah satu dari 5 (Lima) alternative jawaban yang tersedia. Berikan tanda(✓) pada kolom yang sudah tersedia sesuai dengan pendapat saudara/i.

5 = Sangat Setuju (SS)

4 = Setuju (S)

3 = Kurang Setuju (KS)

2 = Tidak Setuju (TS)

1 = Sangat Tidak Setuju (STS)

A. Online Shop (X1)

NO	PERTANYAAN	SKOR				
		STS	TS	N	S	SS
		1	2	3	4	5
	<u>Akses media</u>					
1	Saya sering mengakses online shope pada media sosioal					
2	Saya mengakses online shop pada media sosial 4-5 kali dalam seminggu					
3	Alasan utama saya menggunakan media sosial adalah tred yang sedang booming saat ini					
4	Saya mengakses online shop pada media sosial setiap saya membukannya					
5	Saya mengikuti semua akun sosioal media yang menawarkan produk					
6	Saya sering mengakses online shop pada media sosial instgram					
7	Saya tertarik pada suatu barang ketika mengakses online shop pada media sosial instgram					
	<u>Orientasi Media</u>					
8	Produk online shop zone id atau identitas sebuah produk bagus dan unik sehingga saya tertarik untuk membeli produk dari online shop ini					
9	Berbelanja secara online dimedia sosial instgram tidak menghabiskan banyak waktu					
10	Pemilik dari toko online shop zone id					

	membuat saya percaya bahwa toko ini dapat dipercaya dan amanah					
11	Diaplikasi bukalapak.com aman dan terpercaya dengan jaminan 100% uang kembali apabila pelapak tidak mengirimkan barang dalam waktu 4X24 jam.					
12	Online shop yang ada di media sosial instgram terpercaya					
13	<p style="text-align: center;"><u>Kontrol Media</u></p> <p>Kemunculan iklan tentang marketplace dalam media sosial sering mempengaruhi keputusan saya untuk membeli sebuah produk</p>					

14	Ketika melihat sebuah iklan tentang suatu produk melalui aplikasi marketplace, saya suka memperhatikan dengan seksama					
15	Sebelum membeli suatu produk melalui aplikasi marketplace, saya menimbang apakah itu termasuk kedalam prioritas saya					
16	Dimana pun saya berada saya dapat mengakses akun sosial media instgram					

B. Gaya Hidup (X2)

NO	PERTANYAAN	SKOR
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		STS	TS	N	S	SS
		1	2	3	4	5
	<u>Dimensi Aktivitas</u>					
1	Berbelanja adalah kegiatan yang saya sukai					
2	Saya sering membuka instagram untuk melihat produk-produk yang di jual di toko online					
3	Saya menikmati waktu senggang dengan mengunjungi toko online di instgram					
4	Saya membuat instgram untuk mempermudah aktivitas belanja online saya di instgram					
5	Seringkali saya melakukan pembelian pada media online tanpa rencana sebelumnya					
	<u>Dimensi Minat</u>					
6	Saya tertarik untuk belanja fashion di instgram					
7	Saya mengikuti perkembangan media online					
8	Saya merasa lebih praktis berbelanja secara online lewat instgram dibandingkan belanja di toko offline atau situs media lain					
	<u>Dimensi Opini</u>					
9	Pembelian yang saya lakukan pada media online insagram adalah berdasarkan keinginan saya					

10	Menurut saya, dengan berbelanja online shop di insagram seseorang dapat menjadi konsumtif					
11	Penggunaan media sosial yang bijak dapat menjadi peluang untuk membuka bisnis pada bidang fashion dan menghasilkan keuntungan					

C. Perilaku Konsumtif (Y)

NO	PERTANYAAN	SKOR				
		STS	TS	N	S	SS
		1	2	3	4	5
1	<u>Aspek Pembelian Impulsive</u> Saya langsung membeli produk model terbaru yang benar-benar menarik perhatian saya					
2	Diskon besar besaran membuat saya tertarik untuk langsung membeli produk tersebut					
3	Saya merasa puas dan bangga bila menggunakan produk yang sedang tren					
4	<u>Aspek Pembelian tidak rasional</u> Saya merasa senang jika produk yang saya punya di puji teman					
5	Saya langsung membeli produk yang menarik perhatian meski menguras uang saku					
6	Saya senang membeli produk meskipun sudah mempunyai banyak tren yang sama manfaatnya dengan					

	produk tersebut					
7	Saya membeli barang atau jasa karena mengidolakan model yang mengiklan					
8	<p style="text-align: center;"><u>Aspek Pembelian boros dan berlebihan</u></p> <p>Saya cenderung tidak perhitungan menggunakan uang saku untuk membeli produk secara online</p>					
9	Saya lebih suka menyisihkan uang untuk bisa membeli produk yang diinginkan dari pada menabung					
10	Saya membeli produk yang sedang tren agar terlihat keren dan tidak ketinggalan jaman					
11	Saya terkadang rela meminjam uang teman demi mendapatkan produk yang diinginkan					
12	Saya membeli karena mahal, agar memiliki rasa percaya diri					

Lampiran 2. Jawaban Responden

Online shop X1

NO	X1 1	X1 2	X1 3	X1 4	X1 5	X1 6	X1 7	X1 8	X1 9	X1 10	X1 11	X1 12	X1 13	X1 14	X1 15	X1 16	TOTAL
1	5	5	3	3	3	2	4	2	4	3	3	2	2	4	5	3	53
2	2	5	4	5	4	3	3	3	4	4	4	3	3	3	4	2	56
3	4	3	3	4	3	3	3	3	3	3	3	3	3	4	3	4	52
4	3	2	4	4	4	4	4	4	4	3	2	2	4	4	1	2	49
5	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	59
6	5	5	5	4	5	5	5	5	4	3	3	5	5	5	5	5	73
7	2	2	2	2	2	1	1	1	1	1	1	2	1	1	1	1	24
8	4	2	4	4	4	4	2	2	2	4	4	2	4	2	4	4	50
9	4	3	3	3	3	3	3	3	4	3	4	4	3	4	4	5	57
10	4	4	4	4	3	4	3	3	3	4	4	3	4	3	4	3	56
11	3	2	3	3	3	3	2	3	4	4	3	3	3	4	4	4	51
12	5	4	5	5	5	5	3	3	4	3	3	3	4	4	4	5	65
13	1	3	2	3	2	3	1	2	2	3	3	2	2	1	1	1	32
14	5	4	4	4	4	4	5	5	5	4	5	4	5	5	5	5	73
15	5	2	4	4	4	4	5	5	5	5	4	4	5	5	5	5	72
16	4	4	2	4	2	1	3	3	3	3	5	5	2	3	2	1	46
17	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	46
18	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	66
19	4	3	3	3	3	3	2	2	2	3	2	2	3	2	4	2	41
20	2	4	1	2	1	2	2	2	5	2	4	2	2	5	2	1	39
21	4	5	5	5	5	5	5	5	4	2	2	2	5	4	3	1	62
22	5	3	3	4	3	4	3	4	3	3	3	3	3	4	4	4	57
23	4	3	5	4	5	4	4	4	4	4	4	4	3	4	4	4	64
24	5	4	4	4	4	4	1	2	3	1	2	2	3	3	5	5	52
25	4	3	4	4	4	4	3	4	4	3	3	4	4	4	4	4	60
26	4	4	2	2	2	2	4	4	4	4	2	3	3	4	5	5	56

27	4	2	4	2	4	2	4	3	4	3	3	2	3	5	5	5	55
28	3	4	4	4	4	3	3	3	3	3	4	3	3	4	4	5	57
29	4	5	4	5	4	5	5	4	5	4	5	4	4	5	3	4	70
30	3	2	4	1	4	2	4	2	1	1	2	1	2	1	3	3	36
31	3	4	4	4	4	3	4	3	4	4	4	3	3	4	3	3	57
32	4	3	4	3	4	3	4	4	5	4	4	4	4	4	4	4	62
33	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	62
34	3	3	5	3	5	3	4	3	4	3	2	3	3	2	3	3	52
35	4	2	5	2	5	2	4	4	5	4	5	4	4	4	3	2	59
36	5	5	3	2	3	4	5	4	3	4	3	3	4	4	4	5	61
37	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	63
38	2	2	3	3	3	3	3	3	4	3	3	3	4	4	5	5	53
39	5	5	3	4	3	4	4	4	4	4	4	3	4	5	5	5	66
40	4	4	4	4	4	5	5	5	5	3	5	4	5	4	5	5	71
41	4	2	4	3	4	3	4	4	4	3	4	3	4	3	4	3	56
42	4	3	2	3	2	1	3	2	3	4	3	3	2	4	5	3	47
43	2	3	4	4	4	5	3	3	2	2	2	2	3	1	4	4	48
44	4	4	4	4	4	2	3	4	4	4	4	4	4	4	5	5	63
45	4	5	3	4	3	5	5	5	5	4	5	4	5	5	5	2	69
46	2	1	1	2	1	2	2	2	3	2	3	3	2	2	2	3	33
47	4	5	2	4	2	5	5	5	3	3	3	4	5	4	4	4	62
48	4	3	5	4	5	4	4	4	5	5	5	4	4	4	5	4	69
49	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	65
50	4	3	3	1	3	2	5	4	3	4	3	2	4	3	4	2	50
51	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
52	4	3	4	3	4	4	2	4	4	4	3	4	4	4	4	3	58
53	3	4	3	4	3	4	4	4	5	3	4	4	4	3	5	4	61
54	4	4	4	3	4	3	4	4	4	4	4	3	4	4	4	5	62
55	5	2	2	3	2	4	2	2	2	4	3	4	2	5	3	4	49
56	3	2	3	2	3	3	3	4	2	3	3	3	4	3	2	4	47
57	4	5	3	5	3	4	4	2	5	3	4	4	2	1	5	4	58
58	4	4	5	3	5	3	3	2	3	3	4	4	2	5	4	3	57
59	4	3	4	3	4	3	3	4	3	4	4	4	4	4	5	4	60

60	3	4	4	2	4	3	3	2	4	3	3	1	2	5	3	5	51
61	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5	5	77
62	3	4	2	3	2	1	4	4	4	2	1	3	4	3	3	4	47
63	5	5	5	4	5	2	4	3	3	4	4	3	3	4	4	4	62
64	5	5	2	4	2	3	4	3	3	3	3	3	3	3	4	5	55
65	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	62
66	5	3	1	3	1	3	3	4	4	4	4	4	4	4	5	4	56
67	3	3	3	3	3	3	3	3	3	3	3	4	3	3	2	3	48
68	1	4	2	4	2	5	2	2	5	5	2	2	2	1	3	2	44
69	4	4	4	4	4	5	4	4	4	4	5	3	4	5	5	4	67
70	5	4	3	4	3	5	5	5	4	4	4	3	5	5	5	3	67
71	5	5	4	5	4	5	5	4	5	4	4	3	4	5	5	5	72
72	3	3	3	2	3	2	5	4	4	3	4	4	4	3	4	4	55
73	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	3	61
74	4	3	4	4	4	4	4	4	4	4	4	4	4	5	3	4	63
75	8	5	5	5	5	4	5	4	4	5	5	4	4	5	4	5	77

Gaya Hidup X2

NO	X2.1	X2.1	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	TOTAL
1	2	3	1	3	4	3	2	4	4	5	3	34
2	3	3	2	3	2	4	4	4	3	3	4	35
3	3	4	4	4	3	3	3	3	3	3	3	36
4	3	4	5	4	3	4	3	3	3	4	3	39
5	4	3	4	4	4	4	4	5	3	4	3	42
6	5	5	5	5	4	5	4	4	4	5	2	48
7	1	1	1	1	1	1	1	1	1	1	1	11
8	2	2	2	2	2	4	2	4	4	4	4	32
9	3	3	3	3	3	4	3	4	3	4	3	36
10	3	3	3	3	3	3	3	3	3	4	3	34
11	3	2	2	3	3	4	3	3	3	4	4	34
12	3	3	3	4	3	4	3	3	3	5	5	39
13	2	2	3	1	2	2	2	2	2	1	2	21
14	5	4	4	5	5	4	4	5	5	5	5	51
15	3	4	4	5	4	4	4	4	4	4	5	45
16	2	1	3	4	5	5	4	2	4	2	1	33
17	3	3	3	3	3	3	3	3	3	3	3	33
18	5	4	4	4	5	4	5	4	4	5	5	49
19	2	2	1	1	1	3	2	2	3	4	2	23
20	4	4	4	1	4	2	5	1	1	1	5	32
21	5	5	5	5	5	2	5	5	5	2	5	49
22	3	3	3	3	3	4	3	3	4	4	4	37
23	4	4	3	5	4	4	4	4	4	4	5	45
24	3	4	3	3	2	3	2	2	2	2	3	29
25	3	3	2	2	2	3	3	3	3	4	3	31
26	3	3	2	2	3	4	4	3	4	4	3	35
27	3	2	2	3	2	3	2	4	2	3	3	29

28	4	4	4	4	4	4	4	4	2	2	4	40
29	4	5	4	4	4	4	4	5	4	5	4	47
30	4	2	3	3	2	3	1	2	3	3	3	29
31	4	3	4	3	4	5	4	4	5	4	4	44
32	4	4	4	4	3	5	4	3	4	3	5	43
33	4	4	4	4	4	4	4	4	4	4	4	44
34	4	4	4	4	3	4	4	4	3	3	4	41
35	3	2	2	4	2	3	3	5	5	5	2	36
36	4	5	4	5	4	4	5	5	4	5	5	50
37	4	4	4	4	4	4	4	4	4	4	4	44
38	3	3	4	3	3	5	3	4	5	5	2	40
39	4	4	2	4	4	4	4	4	4	5	3	42
40	5	4	4	4	4	4	3	5	4	4	4	45
41	4	3	4	3	4	4	2	3	2	5	4	38
42	2	2	2	2	1	5	3	3	3	5	5	33
43	4	4	4	2	3	3	4	3	5	1	4	37
44	4	4	4	3	4	4	4	4	4	4	3	42
45	4	4	2	3	4	5	3	4	4	5	2	40
46	2	3	3	3	3	3	4	3	2	3	3	32
47	5	5	5	3	4	4	5	5	4	4	4	48
48	4	4	4	4	5	4	4	4	4	4	4	45
49	4	4	4	4	4	4	4	4	4	4	4	44
50	2	3	2	3	2	3	2	3	2	3	2	27
51	5	5	5	5	5	5	5	5	5	5	5	55
52	3	2	2	2	3	3	3	4	3	5	3	33
53	5	2	1	4	4	4	3	4	4	4	5	40
54	4	4	3	4	3	4	4	4	4	4	4	42
55	3	3	2	3	3	4	2	3	2	3	3	31
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57	2	2	1	3	4	2	4	3	4	5	5	35
58	3	4	3	4	4	4	3	4	5	4	3	41
59	3	3	3	3	4	4	3	4	3	4	3	37
60	4	4	3	4	3	3	2	4	3	4	4	38

61	4	4	4	4	5	5	4	4	5	5	4	48
62	2	2	3	3	3	3	2	4	3	4	3	32
63	4	3	4	3	3	4	3	3	3	4	4	38
64	3	3	3	3	3	3	3	4	3	4	4	36
65	4	4	4	4	4	5	4	4	4	4	4	45
66	4	4	4	4	4	4	4	4	4	5	4	45
67	3	3	3	2	3	3	3	4	4	4	3	35
68	3	3	1	3	1	1	3	2	2	1	1	21
69	5	4	4	5	5	4	4	5	4	5	4	49
70	3	4	3	3	4	4	3	4	3	5	4	40
71	5	4	3	4	4	4	3	4	4	4	4	43
72	3	4	5	4	3	3	4	3	3	4	3	39
73	3	3	4	3	4	3	4	4	3	4	3	38
74	4	4	4	4	4	4	4	4	4	4	4	44
75	5	4	4	4	4	5	5	4	4	5	5	49

Perilaku Konsumtif (Y)

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	TOTAL
1	2	3	2	4	2	1	3	4	3	1	2	27
2	3	3	3	4	5	4	4	5	4	4	5	44
3	3	3	3	3	3	3	3	3	3	3	3	33
4	3	3	3	3	3	3	3	3	3	4	3	34
5	4	3	4	4	4	3	3	3	2	2	2	34
6	5	5	5	3	3	2	3	5	4	1	2	38
7	1	1	1	1	1	1	1	1	1	1	1	11
8	2	2	2	2	4	2	2	2	2	2	2	24
9	4	3	4	3	3	3	1	1	1	1	1	25
10	3	3	3	3	3	3	3	4	4	1	3	33
11	3	3	3	3	3	3	3	3	3	2	2	31
12	5	5	5	5	3	3	4	5	3	1	1	40
13	2	2	2	3	2	3	1	2	3	4	3	27
14	4	4	4	5	4	5	5	5	4	5	4	49
15	5	4	5	4	4	5	4	4	4	4	1	44
16	5	3	5	5	5	4	5	5	3	4	5	49
17	3	3	3	3	3	3	3	3	3	3	4	34
18	5	4	5	4	4	5	4	5	4	2	2	44
19	1	1	1	2	2	1	1	5	1	1	1	17
20	4	2	4	4	4	4	4	2	2	4	4	38
21	4	5	4	5	5	3	5	5	5	5	5	51
22	4	4	4	4	4	4	4	4	4	4	4	44
23	4	5	4	4	4	4	4	4	4	2	4	43
24	3	2	3	2	2	3	3	2	3	3	2	28
25	2	3	2	2	3	3	2	2	2	2	2	25
26	3	3	3	2	3	3	3	3	4	2	2	31
27	4	4	4	3	3	2	3	3	2	1	1	30
28	4	4	4	4	5	5	5	5	5	5	5	51
29	4	3	4	4	4	4	4	4	3	3	3	40
30	2	3	2	2	3	2	2	4	3	3	3	29
31	4	4	4	5	4	4	4	4	4	4	4	45
32	4	4	4	4	5	5	4	4	4	5	4	47

33	4	4	4	4	4	4	4	4	4	4	3	43
34	4	3	4	4	4	2	3	4	3	1	1	33
35	2	3	2	2	2	2	3	2	3	3	2	26
36	5	3	5	3	3	3	5	3	1	1	1	33
37	4	4	4	4	4	4	4	4	4	4	4	44
38	4	3	4	1	1	2	1	1	2	1	1	21
39	3	3	3	4	3	2	3	2	2	1	3	29
40	4	4	4	3	3	3	3	2	4	1	2	33
41	5	3	5	4	4	3	3	4	3	4	1	39
42	3	3	3	2	1	1	3	2	3	1	1	23
43	3	3	3	5	4	4	4	4	4	4	5	43
44	4	3	4	4	3	2	1	3	2	1	1	28
45	3	3	3	2	3	2	2	3	2	1	2	26
46	4	3	4	3	4	4	3	2	3	2	2	34
47	5	3	5	3	3	2	4	4	3	2	2	36
48	4	4	4	4	4	4	4	4	4	4	4	44
49	4	4	4	4	4	4	4	4	4	4	4	44
50	1	1	1	1	1	1	1	3	2	2	1	15
51	5	5	5	5	5	5	5	5	5	5	5	55
52	4	3	4	2	2	2	2	2	3	1	1	26
53	1	2	1	1	3	3	4	3	4	1	1	24
54	4	4	4	4	4	4	3	4	4	4	4	43
55	1	2	1	1	1	1	2	4	1	1	1	16
56	3	3	3	4	3	4	3	4	4	4	5	40
57	3	3	3	3	3	3	3	3	3	4	3	34
58	3	5	3	4	4	3	4	3	3	5	4	41
59	2	4	2	3	3	4	4	3	3	1	2	31
60	3	4	3	3	3	3	2	3	4	1	3	32
61	4	4	4	2	3	3	3	3	3	3	3	35
62	2	2	2	2	1	1	1	2	2	2	1	18
63	5	3	5	1	3	3	5	5	5	5	5	45
64	5	4	5	5	5	4	5	5	3	1	3	45
65	4	4	4	4	4	4	4	4	4	4	4	44
66	4	5	4	5	5	4	4	4	4	4	4	47
67	3	3	3	3	3	3	3	3	3	3	3	33
68	1	2	1	2	1	1	2	5	4	2	1	22
69	4	5	4	5	5	4	5	5	4	4	4	49
70	3	3	3	3	4	3	3	5	3	3	3	36
71	4	5	4	4	4	3	4	5	4	1	1	39

72	4	2	4	3	3	4	4	4	3	2	4	37
73	4	3	4	3	3	2	2	2	2	2	1	28
74	4	4	4	4	4	4	4	4	4	4	4	44
75	4	4	4	4	2	3	3	3	3	3	3	36

Lampiran 3 Hasil Uji Deskripsi

Online Shop(X1)

Frequencies

Statistics																		
		X1 1	X1 2	X1 3	X1 4	X1 5	X1 6	X1 7	X1 8	X1 9	X1 10	X1 11	X1 12	X1 13	X1 14	X1.15	X1.16	TOTAL X1
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.88	3.52	3.51	3.49	3.51	3.35	3.65	3.59	3.61	3.49	3.48	3.39	3.59	3.73	3.83	3.63	57.24
Median		4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	57.00
Mode		4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	62
N	Valid	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Std. Deviation		1.090	1.070	1.045	0.964	1.045	1.180	1.020	0.960	0.999	0.921	0.950	0.914	0.960	1.189	1.167	1.037	10.682
Std. Error of Mean		0.126	0.124	0.121	0.111	0.121	0.136	0.118	0.111	0.115	0.106	0.110	0.106	0.111	0.137	0.135	0.120	1.233
Sum		291	264	263	262	263	251	274	269	271	262	261	254	269	280	287	272	4293
Variance		1.188	1.145	1.091	0.929	1.091	1.392	1.040	0.921	0.997	0.848	0.902	0.835	0.921	1.414	1.361	1.075	114.104

Frequency Table

X1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.7	2.7	2.7
	TS	6	8.0	8.0	10.7
	N	13	17.3	17.3	28.0
	S	35	46.7	46.7	74.7
	SS	18	24.0	24.0	98.7
	8	1	1.3	1.3	100.0
	Total	75	100.0	100.0	

X1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.3	1.3	1.3
	TS	14	18.7	18.7	20.0
	N	21	28.0	28.0	48.0
	S	23	30.7	30.7	78.7
	SS	16	21.3	21.3	100.0
	Total	75	100.0	100.0	

X1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	4.0	4.0	4.0
	TS	10	13.3	13.3	17.3
	N	20	26.7	26.7	44.0
	S	30	40.0	40.0	84.0
	SS	12	16.0	16.0	100.0
	Total	75	100.0	100.0	

X1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.7	2.7	2.7
	TS	10	13.3	13.3	16.0
	N	21	28.0	28.0	44.0
	S	33	44.0	44.0	88.0
	SS	9	12.0	12.0	100.0
	Total	75	100.0	100.0	

X1.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	4.0	4.0	4.0
	TS	10	13.3	13.3	17.3
	N	20	26.7	26.7	44.0
	S	30	40.0	40.0	84.0
	SS	12	16.0	16.0	100.0
	Total	75	100.0	100.0	

X1.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	6.7	6.7	6.7
	TS	13	17.3	17.3	24.0
	N	23	30.7	30.7	54.7
	S	19	25.3	25.3	80.0
	SS	15	20.0	20.0	100.0
	Total	75	100.0	100.0	

X1.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.7	2.7	2.7
	TS	8	10.7	10.7	13.3
	N	20	26.7	26.7	40.0
	S	29	38.7	38.7	78.7
	SS	16	21.3	21.3	100.0
	Total	75	100.0	100.0	

X1.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.3	1.3	1.3
	TS	12	16.0	16.0	17.3
	N	14	18.7	18.7	36.0
	S	38	50.7	50.7	86.7
	SS	10	13.3	13.3	100.0
	Total	75	100.0	100.0	

X1.9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	4.0	4.0	4.0
	TS	6	8.0	8.0	12.0
	N	21	28.0	28.0	40.0
	S	32	42.7	42.7	82.7
	SS	13	17.3	17.3	100.0
	Total	75	100.0	100.0	

X1.10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.7	2.7	2.7
	TS	8	10.7	10.7	13.3
	N	24	32.0	32.0	45.3
	S	33	44.0	44.0	89.3
	SS	8	10.7	10.7	100.0
	Total	75	100.0	100.0	

X1.11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.3	1.3	1.3
	TS	11	14.7	14.7	16.0
	N	24	32.0	32.0	48.0
	S	29	38.7	38.7	86.7
	SS	10	13.3	13.3	100.0
	Total	75	100.0	100.0	

X1.12					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	4.0	4.0	4.0
	TS	8	10.7	10.7	14.7
	N	26	34.7	34.7	49.3
	S	33	44.0	44.0	93.3
	SS	5	6.7	6.7	100.0
	Total	75	100.0	100.0	

X1.13					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.3	1.3	1.3
	TS	12	16.0	16.0	17.3
	N	14	18.7	18.7	36.0
	S	38	50.7	50.7	86.7
	SS	10	13.3	13.3	100.0
	Total	75	100.0	100.0	

X1.14					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	9.3	9.3	9.3
	TS	4	5.3	5.3	14.7
	N	11	14.7	14.7	29.3
	S	33	44.0	44.0	73.3
	SS	20	26.7	26.7	100.0
	Total	75	100.0	100.0	

X1.15					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	6.7	6.7	6.7
	TS	5	6.7	6.7	13.3
	N	13	17.3	17.3	30.7
	S	27	36.0	36.0	66.7
	SS	25	33.3	33.3	100.0
	Total	75	100.0	100.0	

X1.16					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.7	2.7	2.7
	TS	10	13.3	13.3	16.0
	N	17	22.7	22.7	38.7
	S	31	41.3	41.3	80.0
	SS	15	20.0	20.0	100.0
	Total	75	100.0	100.0	

Gaya Hidup (X2)

Frequencies

Statistics													
		X2 1	X2 1	X2 3	X2 4	X2 5	X2 6	X2 7	X2 8	X2 9	X2 10	X2 11	TOTAL X2
N	Valid	75	75	75	75	75	75	75	75	75	75	75	75
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.49	3.39	3.21	3.39	3.39	3.68	3.39	3.63	3.48	3.83	3.56	38.43
Std. Error of Mean		0.110	0.109	0.125	0.114	0.117	0.103	0.109	0.105	0.110	0.128	0.119	0.894
Median		4.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	39.00
Mode		4	4	4	3 ^a	4	4	4	4	4	4	4	45
Std. Deviation		0.950	0.943	1.082	0.985	1.012	0.888	0.943	0.912	0.950	1.107	1.030	7.739
Variance		0.902	0.889	1.170	0.970	1.024	0.788	0.889	0.832	0.902	1.226	1.061	59.897
Sum		262	254	241	254	254	276	254	272	261	287	267	2882

Frequency Table

X2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.3	1.3	1.3
	TS	10	13.3	13.3	14.7
	N	26	34.7	34.7	49.3
	S	27	36.0	36.0	85.3
	SS	11	14.7	14.7	100.0
	Total	75	100.0	100.0	

X2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.7	2.7	2.7
	TS	12	16.0	16.0	18.7
	N	22	29.3	29.3	48.0
	S	33	44.0	44.0	92.0
	SS	6	8.0	8.0	100.0
	Total	75	100.0	100.0	

X2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	8.0	8.0	8.0
	TS	13	17.3	17.3	25.3
	N	21	28.0	28.0	53.3
	S	29	38.7	38.7	92.0
	SS	6	8.0	8.0	100.0
	Total	75	100.0	100.0	

X2.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	5.3	5.3	5.3
	TS	7	9.3	9.3	14.7
	N	28	37.3	37.3	52.0
	S	28	37.3	37.3	89.3
	SS	8	10.7	10.7	100.0
	Total	75	100.0	100.0	

X2.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	5.3	5.3	5.3
	TS	9	12.0	12.0	17.3
	N	24	32.0	32.0	49.3
	S	30	40.0	40.0	89.3
	SS	8	10.7	10.7	100.0
	Total	75	100.0	100.0	

X2.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.7	2.7	2.7
	TS	4	5.3	5.3	8.0
	N	21	28.0	28.0	36.0
	S	37	49.3	49.3	85.3
	SS	11	14.7	14.7	100.0
	Total	75	100.0	100.0	

X2.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.7	2.7	2.7
	TS	11	14.7	14.7	17.3
	N	25	33.3	33.3	50.7
	S	30	40.0	40.0	90.7
	SS	7	9.3	9.3	100.0
	Total	75	100.0	100.0	

X2.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.7	2.7	2.7
	TS	6	8.0	8.0	10.7
	N	20	26.7	26.7	37.3
	S	37	49.3	49.3	86.7
	SS	10	13.3	13.3	100.0
	Total	75	100.0	100.0	

X2.9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.7	2.7	2.7
	TS	9	12.0	12.0	14.7
	N	24	32.0	32.0	46.7
	S	31	41.3	41.3	88.0
	SS	9	12.0	12.0	100.0
	Total	75	100.0	100.0	

X2.10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	6.7	6.7	6.7
	TS	4	5.3	5.3	12.0
	N	11	14.7	14.7	26.7
	S	34	45.3	45.3	72.0
	SS	21	28.0	28.0	100.0
	Total	75	100.0	100.0	

X2.11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	4.0	4.0	4.0
	TS	7	9.3	9.3	13.3
	N	24	32.0	32.0	45.3
	S	27	36.0	36.0	81.3
	SS	14	18.7	18.7	100.0
	Total	75	100.0	100.0	

Perilaku Konsumtif (Y)

Frequencies

Statistics													
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	TOTAL Y
N	Valid	75	75	75	75	75	75	75	75	75	75	75	75
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.45	3.32	3.45	3.28	3.28	3.07	3.23	3.49	3.17	2.67	2.71	35.12
Std. Error of Mean		0.129	0.113	0.129	0.132	0.127	0.128	0.132	0.131	0.114	0.163	0.157	1.110
Median		4.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	34.00
Mode		4	3	4	4	3	3	3	4	3 ^a	1	1	44
Std. Deviation		1.119	0.975	1.119	1.146	1.097	1.107	1.146	1.132	0.991	1.408	1.363	9.616
Variance		1.251	0.950	1.251	1.312	1.204	1.225	1.313	1.280	0.983	1.982	1.859	92.458
Sum		259	249	259	246	246	230	242	262	238	200	203	2634

Frequency Table

Y1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	8.0	8.0	8.0
	TS	8	10.7	10.7	18.7
	N	18	24.0	24.0	42.7
	S	32	42.7	42.7	85.3
	SS	11	14.7	14.7	100.0
	Total	75	100.0	100.0	

Y2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	4.0	4.0	4.0
	TS	9	12.0	12.0	16.0
	N	33	44.0	44.0	60.0
	S	21	28.0	28.0	88.0
	SS	9	12.0	12.0	100.0
	Total	75	100.0	100.0	

Y3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	8.0	8.0	8.0
	TS	8	10.7	10.7	18.7
	N	18	24.0	24.0	42.7
	S	32	42.7	42.7	85.3
	SS	11	14.7	14.7	100.0
	Total	75	100.0	100.0	

Y4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	8.0	8.0	8.0
	TS	13	17.3	17.3	25.3
	N	20	26.7	26.7	52.0
	S	26	34.7	34.7	86.7
	SS	10	13.3	13.3	100.0
	Total	75	100.0	100.0	

Y5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	9.3	9.3	9.3
	TS	7	9.3	9.3	18.7
	N	28	37.3	37.3	56.0
	S	24	32.0	32.0	88.0
	SS	9	12.0	12.0	100.0
	Total	75	100.0	100.0	

Y6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	8	10.7	10.7	10.7
	TS	13	17.3	17.3	28.0
	N	26	34.7	34.7	62.7
	S	22	29.3	29.3	92.0
	SS	6	8.0	8.0	100.0
	Total	75	100.0	100.0	

Y7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	8	10.7	10.7	10.7
	TS	9	12.0	12.0	22.7
	N	25	33.3	33.3	56.0
	S	24	32.0	32.0	88.0
	SS	9	12.0	12.0	100.0
	Total	75	100.0	100.0	

Y8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	4.0	4.0	4.0
	TS	13	17.3	17.3	21.3
	N	19	25.3	25.3	46.7
	S	24	32.0	32.0	78.7
	SS	16	21.3	21.3	100.0
	Total	75	100.0	100.0	

Y9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	6.7	6.7	6.7
	TS	12	16.0	16.0	22.7
	N	27	36.0	36.0	58.7
	S	27	36.0	36.0	94.7
	SS	4	5.3	5.3	100.0
	Total	75	100.0	100.0	

Y10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	23	30.7	30.7	30.7
	TS	14	18.7	18.7	49.3
	N	10	13.3	13.3	62.7
	S	21	28.0	28.0	90.7
	SS	7	9.3	9.3	100.0
	Total	75	100.0	100.0	

Y11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	20	26.7	26.7	26.7
	TS	15	20.0	20.0	46.7
	N	15	20.0	20.0	66.7
	S	17	22.7	22.7	89.3
	SS	8	10.7	10.7	100.0
	Total	75	100.0	100.0	

Lampiran 4 Hasil Uji Validitas

Online Shop (X1)

Correlations

Correlations																		
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	TOTAL X1
X1.1	Pearson Correlation	1	.379**	.351**	.353**	.351**	.243	.509**	.365**	.242	.369**	.396**	.427**	.365**	.632**	.493**	.510**	.681**
	Sig. (2-tailed)		0.001	0.002	0.002	0.002	0.036	0.000	0.001	0.036	0.001	0.000	0.000	0.001	0.000	0.000	0.000	0.000
	Covariance	1.188	0.442	0.399	0.371	0.399	0.312	0.566	0.382	0.264	0.371	0.410	0.425	0.382	0.819	0.628	0.576	7.935
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
X1.2	Pearson Correlation	.379**	1	0.172	.534**	0.172	.369**	.440**	.252	.279	.298**	.256	0.151	.252	.248	.268	.336**	.526**
	Sig. (2-tailed)	0.001		0.140	0.000	0.140	0.001	0.000	0.029	0.015	0.009	0.026	0.196	0.029	0.032	0.020	0.003	0.000
	Covariance	0.442	1.145	0.192	0.551	0.192	0.466	0.480	0.258	0.298	0.294	0.261	0.148	0.258	0.316	0.335	0.372	6.009
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
X1.3	Pearson Correlation	.351**	0.172	1	.393**	1.000**	.283	.408**	.239	.281	0.200	.310**	.372**	.239	.328**	.284	.327**	.599**
	Sig. (2-tailed)	0.002	0.140		0.000	0.000	0.014	0.000	0.039	0.015	0.085	0.007	0.001	0.039	0.004	0.014	0.004	0.000
	Covariance	0.399	0.192	1.091	0.395	1.091	0.349	0.435	0.239	0.293	0.193	0.308	0.355	0.239	0.407	0.346	0.354	6.688
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
X1.4	Pearson Correlation	.353**	.534**	.393**	1	.393**	.537**	.286	.282	.369**	.362**	.358**	.502**	.282	0.222	.281	.308**	.620**
	Sig. (2-tailed)	0.002	0.000	0.000		0.000	0.000	0.013	0.014	0.001	0.001	0.002	0.000	0.014	0.055	0.014	0.007	0.000

	Covariance	0.371	0.551	0.395	0.929	0.395	0.610	0.281	0.261	0.355	0.321	0.328	0.442	0.261	0.255	0.316	0.308	6.380
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
X1.5	Pearson Correlation	.351	0.172	1.000	.393	1	.283	.408	.239	.281	0.200	.310	.372	.239	.328	.284	.327	.599
	Sig. (2-tailed)	0.002	0.140	0.000	0.000		0.014	0.000	0.039	0.015	0.085	0.007	0.001	0.039	0.004	0.014	0.004	0.000
	Covariance	0.399	0.192	1.091	0.395	1.091	0.349	0.435	0.239	0.293	0.193	0.308	0.355	0.239	0.407	0.346	0.354	6.688
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
X1.6	Pearson Correlation	.243	.369	.283	.537	.283	1	.517	.522	.437	.326	.344	.476	.522	.250	.309	.350	.655
	Sig. (2-tailed)	0.036	0.001	0.014	0.000	0.014		0.000	0.000	0.000	0.004	0.003	0.000	0.000	0.031	0.007	0.002	0.000
	Covariance	0.312	0.466	0.349	0.610	0.349	1.392	0.622	0.591	0.514	0.354	0.385	0.513	0.591	0.350	0.426	0.428	8.254
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
X1.7	Pearson Correlation	.509	.440	.408	.286	.408	.517	1	.652	.517	.271	.453	.421	.652	.357	.437	.464	.752
	Sig. (2-tailed)	0.000	0.000	0.000	0.013	0.000	0.000		0.000	0.000	0.019	0.000	0.000	0.000	0.002	0.000	0.000	0.000
	Covariance	0.566	0.480	0.435	0.281	0.435	0.622	1.040	0.639	0.526	0.254	0.439	0.393	0.639	0.433	0.520	0.490	8.192
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
X1.8	Pearson Correlation	.365	.252	.239	.282	.239	.522	.652	1	.409	.387	.413	.554	1.000	.423	.394	.345	.714
	Sig. (2-tailed)	0.001	0.029	0.039	0.014	0.039	0.000	0.000		0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.002	0.000
	Covariance	0.382	0.258	0.239	0.261	0.239	0.591	0.639	0.921	0.392	0.342	0.377	0.486	0.921	0.483	0.441	0.344	7.317
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
X1.9	Pearson Correlation	.242	.279	.281	.369	.281	.437	.517	.409	1	.563	.569	.433	.409	.367	.487	0.185	.654
	Sig. (2-tailed)	0.036	0.015	0.015	0.001	0.015	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.001	0.000	0.112	0.000
	Covariance	0.264	0.298	0.293	0.355	0.293	0.514	0.526	0.392	0.997	0.518	0.539	0.395	0.392	0.436	0.567	0.192	6.972

X1.15	Pearson Correlation	.493**	.268*	.284*	.281*	.284*	.309**	.437**	.394**	.487**	.307**	.405**	.343**	.394**	.580**	1	.460**	.660**
	Sig. (2-tailed)	0.000	0.020	0.014	0.014	0.014	0.007	0.000	0.000	0.000	0.007	0.000	0.003	0.000	0.000		0.000	0.000
	Covariance	0.628	0.335	0.346	0.316	0.346	0.426	0.520	0.441	0.567	0.330	0.449	0.365	0.441	0.805	1.361	0.556	8.231
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
X1.16	Pearson Correlation	.510**	.336**	.327**	.308**	.327**	.350**	.464**	.345**	0.185	0.096	.253	.269	.345**	.433**	.460**	1	.589**
	Sig. (2-tailed)	0.000	0.003	0.004	0.007	0.004	0.002	0.000	0.002	0.112	0.410	0.028	0.020	0.002	0.000	0.000		0.000
	Covariance	0.576	0.372	0.354	0.308	0.354	0.428	0.490	0.344	0.192	0.092	0.249	0.254	0.344	0.534	0.556	1.075	6.523
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
TOTAL X1	Pearson Correlation	.681**	.526**	.599**	.620**	.599**	.655**	.752**	.714**	.654**	.583**	.664**	.673**	.714**	.674**	.660**	.589**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	Covariance	7.935	6.009	6.688	6.380	6.688	8.254	8.192	7.317	6.972	5.731	6.735	6.568	7.317	8.565	8.231	6.523	114.104
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
**. Correlation is significant at the 0.01 level (2-tailed).																		
*. Correlation is significant at the 0.05 level (2-tailed).																		

X2.5	Pearson Correlation	.628**	.549**	.566**	.634**	1	.455**	.648**	.554**	.536**	.374**	.451**	.810**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.001	0.000	0.000
	Covariance	0.604	0.524	0.619	0.632	1.024	0.409	0.619	0.511	0.515	0.419	0.470	6.346
	N	75	75	75	75	75	75	75	75	75	75	75	75
X2.6	Pearson Correlation	.414**	.311**	.382**	.453**	.455**	1	.360**	.451**	.521**	.561**	.317**	.657**
	Sig. (2-tailed)	0.000	0.007	0.001	0.000	0.000		0.002	0.000	0.000	0.000	0.006	0.000
	Covariance	0.349	0.261	0.366	0.396	0.409	0.788	0.301	0.365	0.439	0.552	0.290	4.517
	N	75	75	75	75	75	75	75	75	75	75	75	75
X2.7	Pearson Correlation	.569**	.620**	.581**	.492**	.648**	.360**	1	.437**	.469**	0.182	.512**	.740**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.002		0.000	0.000	0.119	0.000	0.000
	Covariance	0.509	0.551	0.592	0.457	0.619	0.301	0.889	0.376	0.420	0.190	0.497	5.400
	N	75	75	75	75	75	75	75	75	75	75	75	75
X2.8	Pearson Correlation	.543**	.484**	.369**	.629**	.554**	.451**	.437**	1	.631**	.604**	.384**	.768**
	Sig. (2-tailed)	0.000	0.000	0.001	0.000	0.000	0.000	0.000		0.000	0.000	0.001	0.000
	Covariance	0.470	0.417	0.365	0.565	0.511	0.365	0.376	0.832	0.546	0.610	0.361	5.418
	N	75	75	75	75	75	75	75	75	75	75	75	75
X2.9	Pearson Correlation	.453**	.363**	.307**	.507**	.536**	.521**	.469**	.631**	1	.504**	.316**	.705**
	Sig. (2-tailed)	0.000	0.001	0.007	0.000	0.000	0.000	0.000	0.000		0.000	0.006	0.000
	Covariance	0.409	0.325	0.315	0.474	0.515	0.439	0.420	0.546	0.902	0.530	0.309	5.184
	N	75	75	75	75	75	75	75	75	75	75	75	75
X2.10	Pearson Correlation	.249	0.194	0.099	.384**	.374**	.561**	0.182	.604**	.504**	1	.311**	.570**

	Sig. (2-tailed)	0.031	0.095	0.398	0.001	0.001	0.000	0.119	0.000	0.000		0.007	0.000
	Covariance	0.262	0.203	0.119	0.419	0.419	0.552	0.190	0.610	0.530	1.226	0.355	4.886
	N	75	75	75	75	75	75	75	75	75	75	75	75
X2.11	Pearson Correlation	.515**	.428**	.352**	.396**	.451**	.317**	.512**	.384**	.316**	.311**	1	.634**
	Sig. (2-tailed)	0.000	0.000	0.002	0.000	0.000	0.006	0.000	0.001	0.006	0.007		0.000
	Covariance	0.504	0.416	0.392	0.402	0.470	0.290	0.497	0.361	0.309	0.355	1.061	5.055
	N	75	75	75	75	75	75	75	75	75	75	75	75
TOTAL X2	Pearson Correlation	.791**	.751**	.694**	.785**	.810**	.657**	.740**	.768**	.705**	.570**	.634**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	Covariance	5.814	5.481	5.813	5.981	6.346	4.517	5.400	5.418	5.184	4.886	5.055	59.897
	N	75	75	75	75	75	75	75	75	75	75	75	75
**. Correlation is significant at the 0.01 level (2-tailed).													
*. Correlation is significant at the 0.05 level (2-tailed).													

Perilaku Konsumtif (Y)

Correlations

Correlations													
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	TOTAL Y
Y1	Pearson Correlation	1	.634**	1.000**	.596**	.589**	.565**	.583**	.323**	.355**	.260**	.274**	.721**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.005	0.002	0.024	0.017	0.000
	Covariance	1.251	0.691	1.251	0.763	0.723	0.699	0.747	0.408	0.393	0.410	0.419	7.756
	N	75	75	75	75	75	75	75	75	75	75	75	75
Y2	Pearson Correlation	.634**	1	.634**	.657**	.610**	.544**	.600**	.431**	.599**	.305**	.387**	.743**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.008	0.001	0.000
	Covariance	0.691	0.950	0.691	0.734	0.652	0.586	0.670	0.475	0.579	0.419	0.514	6.961
	N	75	75	75	75	75	75	75	75	75	75	75	75
Y3	Pearson Correlation	1.000**	.634**	1	.596**	.589**	.565**	.583**	.323**	.355**	.260**	.274**	.721**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000	0.005	0.002	0.024	0.017	0.000
	Covariance	1.251	0.691	1.251	0.763	0.723	0.699	0.747	0.408	0.393	0.410	0.419	7.756
	N	75	75	75	75	75	75	75	75	75	75	75	75
Y4	Pearson Correlation	.596**	.657**	.596**	1	.764**	.656**	.630**	.517**	.444**	.452**	.538**	.811**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	Covariance	0.763	0.734	0.763	1.312	0.961	0.832	0.828	0.671	0.505	0.730	0.840	8.939

Y10	Pearson Correlation	.260*	.305**	.260*	.452**	.542**	.621**	.508**	.359**	.565**	1	.772**	.696**
	Sig. (2-tailed)	0.024	0.008	0.024	0.000	0.000	0.000	0.000	0.002	0.000		0.000	0.000
	Covariance	0.410	0.419	0.410	0.730	0.838	0.968	0.820	0.572	0.788	1.982	1.482	9.419
	N	75	75	75	75	75	75	75	75	75	75	75	75
Y11	Pearson Correlation	.274*	.387**	.274*	.538**	.625**	.658**	.605**	.437**	.618**	.772**	1	.756**
	Sig. (2-tailed)	0.017	0.001	0.017	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000
	Covariance	0.419	0.514	0.419	0.840	0.935	0.993	0.946	0.674	0.835	1.482	1.859	9.914
	N	75	75	75	75	75	75	75	75	75	75	75	75
TOTAL Y	Pearson Correlation	.721**	.743**	.721**	.811**	.865**	.847**	.852**	.652**	.743**	.696**	.756**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	Covariance	7.756	6.961	7.756	8.939	9.128	9.019	9.391	7.089	7.087	9.419	9.914	92.458
	N	75	75	75	75	75	75	75	75	75	75	75	75
**. Correlation is significant at the 0.01 level (2-tailed).													
*. Correlation is significant at the 0.05 level (2-tailed).													

Lampiran 5 Realibilitas**Online Shop (X1)****Reliability****Scale: ALL VARIABLES**

Case Processing Summary			
		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	0.0
	Total	75	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
0.757	17

Gaya Hidup (X2)**Reliability****Scale: ALL VARIABLES**

Case Processing Summary			
		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	0.0
	Total	75	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
0.770	12

Perilaku Konsumtif (Y)

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	0.0
	Total	75	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
0.775	12

Lampiran 6 Hasil Uji Regresi Linear Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.099	4.467		1.365	0.176
	TOTAL X1	-0.273	0.140	-0.303	-1.944	0.056
	TOTAL X2	1.162	0.194	0.935	5.994	0.000

a. Dependent Variable: TOTAL Y

Lampiran 7 Hasil Uji T Parsial

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.099	4.467		1.365	0.176
	TOTAL X1	-0.273	0.140	-0.303	-1.944	0.056
	TOTAL X2	1.162	0.194	0.935	5.994	0.000

a. Dependent Variable: TOTAL Y

Lampiran 8 Hasil Uji F Simultan

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3346.275	2	1673.138	34.462	.000 ^b
	Residual	3495.645	72	48.551		
	Total	6841.920	74			
a. Dependent Variable: TOTAL Y						
b. Predictors: (Constant), TOTAL X2, TOTAL X1						

Lampiran 9 Hasil Uji Koefisien Determinasi R²

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699 ^a	0.489	0.475	6.968
a. Predictors: (Constant), TOTAL X2, TOTAL X1				
b. Dependent Variable: TOTAL Y				