

LAMPIRAN 1: KUESIONER

A. Identitas Diri

1. Nama :
2. Usia :
3. Prodi :

B. Petunjuk Pengisian

Petunjuk pengisian kuesioner :

1. Bacalah sejumlah pernyataan di bawah ini dengan teliti.
2. Anda dimohon untuk memberikan jawaban sesuai dengan keadaan anda secara objektif dengan memberikan tanda (√) pada salah satu kriteria yang paling mewakili diri Anda untuk setiap pernyataan di bawah ini!
3. Pilihan jawaban yang tersedia adalah:
 - a. SS = apabila Anda merasa Sangat Setuju
 - b. S = apabila Anda merasa Setuju
 - c. TS = apabila Anda merasa Tidak Setuju
 - d. STS = apabila Anda merasa Sangat Tidak Setuju
4. Skor yang diberikan tidak mengandung nilai jawaban benar-salah melainkan menunjukkan kesesuaian penilaian Anda terhadap isi setiap pernyataan.
5. Dimohon dalam memberikan penilaian tidak ada pernyataan yang terlewatkan.
6. Hasil penelitian ini hanya untuk kepentingan akademis saja. Identitas diri Anda akan dirahasiakan dan hanya diketahui oleh peneliti.

C. Daftar Pernyataan

Perilaku Konsumtif (Y)		Keterangan			
No	Pernyataan	SS	S	TS	STS
1	Saya membeli produk karena hadiah				
2	Saya membeli produk karena diskon				
3	Saya membeli produk karena kemasan menarik				
4	Saya membeli produk untuk menjaga penampilan dan gengsi				
5	Saya membeli produk dan menggunakannya agar memiliki rasa percaya diri				
6	Saya membeli produk karena idola yang mengiklankan				
7	Saya pernah membeli produk yang sejenis namun beda merek				
Gaya Hidup (X₁)					
1	Berbelanja (shopping) merupakan kegiatan yang saya sukai, Saya sering meluangkan waktu jalan-jalan (hangout) berbelanja atau sekedar melihat-lihat produk (windows shopping) di berbagai tempat perbelanjaan bersama teman atau kelompok saya				
2	Saya selalu <i>up date</i> trend mode <i>fashion</i> dan <i>gadget</i> terbaru yang menjadi gaya hidup				

	sosialita saat ini				
3	Saya membeli suatu produk atau layanan jasa tertentu untuk menjaga penampilan dan gengsi dimata teman-teman saya				
Penggunaan <i>E-money</i> (X₂)					
1	Saya menggunakan <i>E-money</i> karena menghemat waktu saya dalam berbelanja				
2	Saya berbelanja menggunakan <i>E-money</i> karena dapat mempermudah pembayaran				
3	Saya berbelanja menggunakan <i>E-money</i> karena merasa aman dalam bertransaksi				

LAMPIRAN 2: TABULASI DATA

Responden	jenis kelamin	PERILAKU KONSUMTIF							TOTAL Y	GAYA HIDUP			TOTAL X1	PENGGUNAAN E-MONEY			TOTAL X2
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7		X1.1	X1.2	X1.3		X2.1	X2.2	X2.3	
1	P	3	3	3	3	3	3	3	21	4	4	4	12	3	3	3	9
2	P	3	3	3	3	4	4	3	23	3	3	4	10	4	4	4	12
3	P	2	3	3	3	3	4	3	21	3	4	3	10	2	3	4	9
4	P	4	4	4	4	4	4	4	28	3	3	3	9	4	4	4	12
5	P	4	4	4	4	4	4	4	28	3	3	3	9	3	3	3	9
6	L	3	3	3	3	3	3	3	21	4	4	4	12	4	4	4	12
7	P	4	3	4	4	4	4	4	27	3	3	3	9	3	3	3	9
8	L	3	3	3	3	3	3	3	21	4	4	3	11	4	3	4	11
9	L	2	2	2	2	2	2	2	14	3	3	4	10	4	4	3	11
10	L	4	4	4	4	4	4	4	28	4	4	3	11	3	3	3	9
11	L	3	3	3	3	3	3	3	21	3	3	3	9	4	4	4	12
12	L	3	3	3	3	3	3	3	21	4	4	4	12	4	4	4	12
13	P	4	4	4	4	4	4	4	28	3	4	3	10	4	4	4	12
14	L	3	4	4	4	4	3	3	25	3	3	3	9	3	4	4	11
15	L	4	4	3	3	3	2	3	22	4	4	4	12	4	4	3	11
16	L	3	3	3	4	3	3	3	22	3	4	3	10	3	3	3	9
17	P	4	4	4	4	4	4	4	28	4	4	4	12	4	4	4	12
18	L	2	2	2	2	2	2	2	14	4	4	3	11	3	3	3	9
19	L	3	3	3	3	3	3	3	21	3	3	3	9	4	4	4	12
20	L	4	3	3	4	2	4	3	23	4	3	4	11	4	4	4	12
21	L	4	4	4	3	3	4	3	25	4	4	3	11	4	4	4	12
22	L	4	4	4	4	3	3	3	25	3	3	3	9	4	3	3	10
23	P	4	4	4	4	4	4	4	28	4	4	4	12	3	3	3	9
24	L	3	3	3	3	4	3	4	23	4	4	4	12	4	4	4	12
25	P	4	4	3	4	3	4	3	25	4	3	4	11	3	3	3	9
26	L	2	4	3	4	2	3	4	22	3	3	3	9	3	4	4	11
27	P	3	3	3	3	3	3	3	21	3	3	4	10	4	3	3	10
28	L	3	3	3	4	4	4	4	25	4	3	3	10	4	3	4	11
29	L	4	4	4	4	4	4	4	28	2	4	3	9	4	3	3	10
30	L	3	4	3	4	4	4	4	26	3	3	2	8	3	3	3	9
31	P	4	3	3	3	3	4	4	24	4	3	2	9	3	3	3	9
32	L	3	3	3	4	3	3	3	22	4	4	4	12	3	3	3	9
33	L	2	2	2	2	2	2	2	14	3	3	3	9	4	4	3	11
34	L	3	3	3	3	3	3	3	21	3	2	3	8	4	4	4	12
35	L	3	2	3	4	3	4	4	23	4	4	3	11	3	4	4	11
36	P	3	3	3	3	3	3	3	21	3	3	3	9	4	4	3	11
37	P	4	4	4	3	4	4	3	26	3	3	3	9	4	3	2	9
38	P	3	3	3	3	3	4	4	23	4	3	2	9	3	4	4	11
39	P	3	3	4	3	3	3	3	22	3	4	3	10	4	4	4	12
40	P	4	4	4	4	4	4	4	28	4	4	2	10	4	4	4	12
41	P	4	4	3	3	3	4	3	24	3	4	3	10	4	4	3	11
42	L	3	3	3	3	4	4	4	24	4	3	3	10	3	3	3	9
43	P	4	4	4	3	3	3	4	25	4	4	4	12	4	4	4	12
44	P	4	4	4	4	4	2	3	25	3	3	3	9	4	4	4	12
45	L	4	2	4	3	3	3	3	22	4	4	4	12	4	4	3	11
46	L	3	3	3	2	4	4	4	23	3	3	4	10	4	4	3	11
47	L	3	3	4	4	2	3	4	23	4	4	3	11	4	4	4	12
48	P	4	4	4	3	3	3	3	24	3	4	4	11	4	4	4	12
49	L	1	2	2	2	2	2	2	13	3	3	2	8	3	3	3	9
50	L	3	3	3	3	4	4	3	23	4	4	4	12	2	2	2	6
51	L	3	4	4	4	3	3	3	24	3	4	3	10	4	3	4	11
52	P	4	4	4	2	3	2	3	22	4	4	2	10	4	4	4	12
53	L	3	3	3	4	4	4	4	25	3	3	2	8	4	4	4	12
54	L	4	2	3	2	4	4	4	23	3	4	4	11	3	3	3	9
55	L	3	4	3	4	3	2	4	23	4	4	4	12	3	4	3	10
56	L	3	4	4	4	4	4	4	27	4	3	3	10	3	3	3	9
57	P	4	4	4	2	3	3	3	23	3	3	3	9	3	3	3	9
58	L	3	3	3	3	4	4	3	23	3	3	4	10	4	4	3	11
59	L	4	4	4	4	3	3	3	25	3	4	3	10	3	3	3	9
60	L	3	3	3	3	3	3	3	21	4	4	4	12	4	4	4	12
61	P	4	4	4	4	4	4	4	28	4	4	3	11	4	4	4	12
62	L	3	3	3	3	4	4	3	23	3	4	3	10	3	3	3	9
63	L	3	3	3	3	3	3	3	21	4	4	4	12	4	4	3	11
64	L	1	2	1	1	1	1	1	8	3	3	2	8	4	4	4	12
65	P	4	4	4	4	4	4	4	28	4	4	4	12	4	4	3	11

LAMPIRAN 3: HASIL ANALISIS UJI INSTRUMEN

1. UJI VALIDITAS

a. Uji Validitas Variabel Gaya Hidup (X_1)

		X1.1	X1.2	X1.3	Total_X1
X1.1	Pearson Correlation	1	.577**	.406**	.806**
	Sig. (2-tailed)		.000	.001	.000
	N	65	65	65	65
X1.2	Pearson Correlation	.577**	1	.446**	.826**
	Sig. (2-tailed)	.000		.000	.000
	N	65	65	65	65
X1.3	Pearson Correlation	.406**	.446**	1	.787**
	Sig. (2-tailed)	.001	.000		.000
	N	65	65	65	65
Total_X1	Pearson Correlation	.806**	.826**	.787**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	65	65	65	65

** . Correlation is significant at the 0.01 level (2-tailed).

b. Uji Validitas Variabel Penggunaan *E-money* (X_2)

		X2.1	X2.2	X2.3	Total_X2
X2.1	Pearson Correlation	1	.743**	.540**	.867**
	Sig. (2-tailed)		.000	.000	.000
	N	65	65	65	65
X2.2	Pearson Correlation	.743**	1	.698**	.924**
	Sig. (2-tailed)	.000		.000	.000
	N	65	65	65	65
X2.3	Pearson Correlation	.540**	.698**	1	.848**
	Sig. (2-tailed)	.000	.000		.000
	N	65	65	65	65
Total_X2	Pearson Correlation	.867**	.924**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	65	65	65	65

** . Correlation is significant at the 0.01 level (2-tailed).

c. Uji Validitas Variabel Perilaku Konsumtif (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Total_Y
Y.1	Pearson Correlation	1	.633**	.783**	.457**	.542**	.483**	.527**	.805**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	65	65	65	65	65	65	65	65
Y.2	Pearson Correlation	.633**	1	.723**	.571**	.442**	.290*	.446**	.742**
	Sig. (2-tailed)	.000		.000	.000	.000	.019	.000	.000
	N	65	65	65	65	65	65	65	65
Y.3	Pearson Correlation	.783**	.723**	1	.591**	.557**	.426**	.569**	.841**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	65	65	65	65	65	65	65	65
Y.4	Pearson Correlation	.457**	.571**	.591**	1	.453**	.483**	.623**	.762**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	65	65	65	65	65	65	65	65
Y.5	Pearson Correlation	.542**	.442**	.557**	.453**	1	.685**	.657**	.790**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	65	65	65	65	65	65	65	65
Y.6	Pearson Correlation	.483**	.290*	.426**	.483**	.685**	1	.678**	.742**
	Sig. (2-tailed)	.000	.019	.000	.000	.000		.000	.000
	N	65	65	65	65	65	65	65	65
Y.7	Pearson Correlation	.527**	.446**	.569**	.623**	.657**	.678**	1	.817**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	65	65	65	65	65	65	65	65
Total_Y	Pearson Correlation	.805**	.742**	.841**	.762**	.790**	.742**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	65	65	65	65	65	65	65	65

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

2. UJI RELIABILITAS

a. Uji Reliabilitas Variabel Gaya Hidup (X_1)

Case Processing Summary

		N	%
Cases	Valid	65	100.0
	Excluded ^a	0	.0
	Total	65	100.0

Reliability Statistics

Cronbach's	
Alpha	N of Items
.726	3

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

b. Uji Reliabilitas Variabel Penggunaan *E-money* (X_2)

Case Processing Summary

		N	%
Cases	Valid	65	100.0
	Excluded ^a	0	.0
	Total	65	100.0

Reliability Statistics

Cronbach's	
Alpha	N of Items
.853	3

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

c. Uji Reliabilitas Variabel Perilaku Konsumtif (Y)

Case Processing Summary

		N	%
Cases	Valid	65	100.0
	Excluded ^a	0	.0
	Total	65	100.0

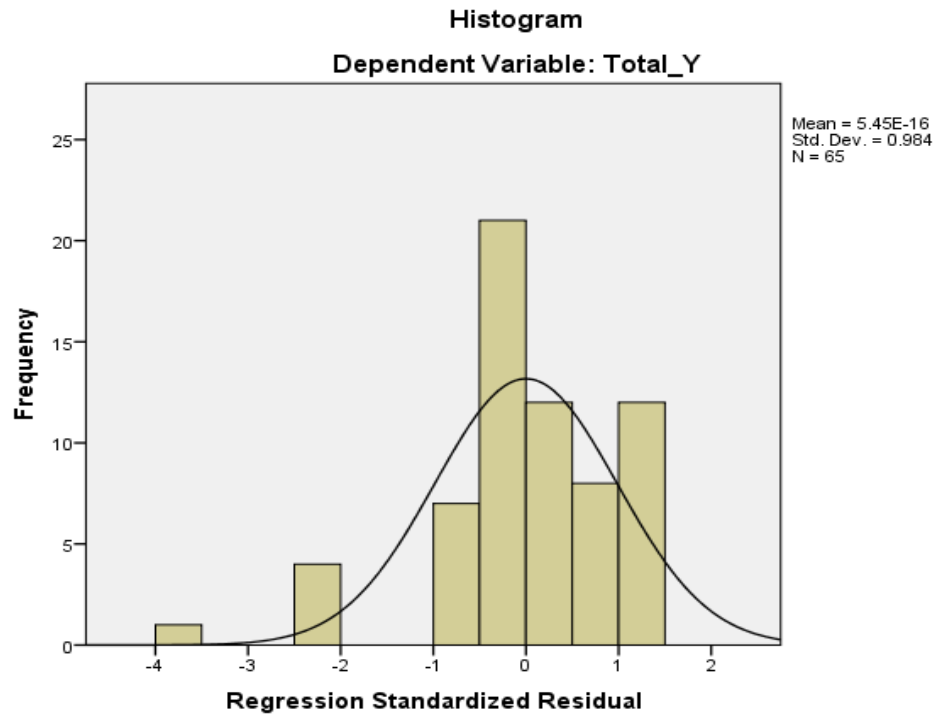
Reliability Statistics

Cronbach's	
Alpha	N of Items
.895	7

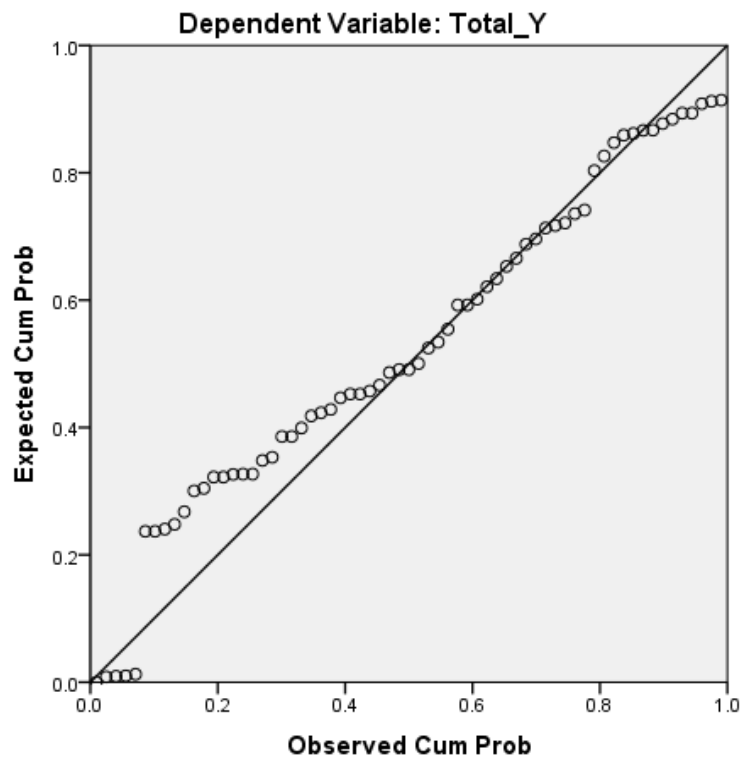
a. Listwise deletion based on all variables in the procedure.

LAMPIRAN 4: HASIL ANALISIS UJI ASUMSI KLASIK

1. UJI NORMALITAS



Normal P-P Plot of Regression Standardized Residual



2. UJI MULTIKOLONEARITAS

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Total_X2, Total_X1 ^b		Enter

a. Dependent Variable: Total_Y

b. All requested variables entered.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19.269	.168		114.812	.000		
	Total_X1	.332	.012	.942	27.126	.000	.994	1.006
	Total_X2	.046	.012	.134	3.865	.000	.994	1.006

a. Dependent Variable: Total_Y

3. UJI AUTOKORELASI

Model Summary^b

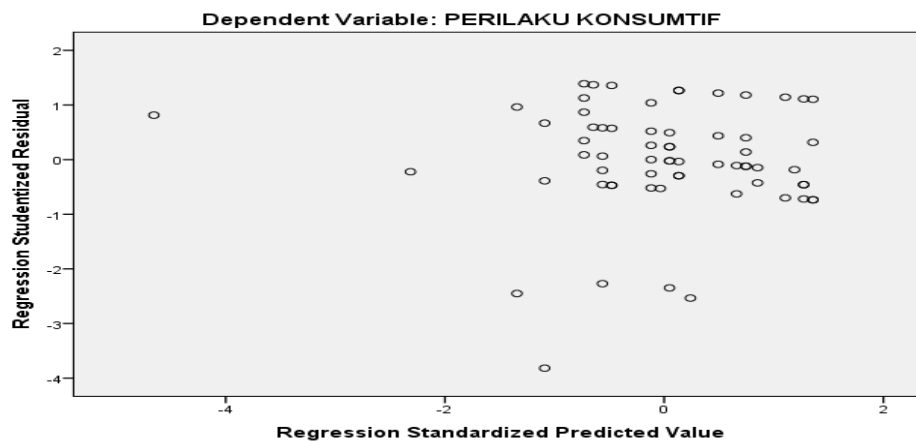
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.140 ^a	.020	-.012	3.90398	2.022

a. Predictors: (Constant), PENGGUNAAN E-MONEY, GAYA HIDUP

b. Dependent Variable: PERILAKU KONSUMTIF

4. UJI HETEROKEDASTISITAS

Scatterplot



5. UJI LINEARITAS

a. Uji Linearitas Gaya Hidup (X_1) Terhadap Perilaku Konsumtif (Y)

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Total_Y* Total_X1	65	100.0%	0	0.0%	65	100.0%
Total_Y* Total_X2	65	100.0%	0	0.0%	65	100.0%

Report

Total_Y

Total_X1	Mean	N	Std. Deviation
3	20.6362	1	.
6	21.7746	1	.
8	22.2630	5	.31390
9	22.7768	16	.13519
10	23.0763	18	.14012
11	23.3938	11	.21139
12	23.7030	13	.15284
Total	23.0615	65	.56349

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_Y *	Between	(Combined)	18.592	6	3.099	103.929	.000
Total_X1	Groups	Linearity	18.445	1	18.445	618.646	.000
		Deviation from Linearity	.147	5	.029	.985	.435
	Within Groups		1.729	58	.030		
	Total		20.321	64			

b. Uji Linearitas Penggunaan *E-money* (X₂) Terhadap Perilaku Konsumtif (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_Y *	Between	(Combined)	579.342	3	193.114	30.644	.000
Total_X2	Groups	Linearity	531.261	1	531.261	84.303	.000
		Deviation from Linearity	48.081	2	24.041	3.815	.027
Within Groups			384.412	61	6.302		
Total			963.754	64			

Report

Total_Y

Total_X2	Mean	N	Std. Deviation
8	2.5870	1	.
13	2.8275	1	.
14	2.8793	3	.00465
21	3.0826	12	.01381
22	3.1106	7	.00734
23	3.1249	13	.02513
24	3.1500	5	.00561
25	3.1696	9	.00855
26	3.1780	2	.00560
27	3.2044	2	.00501
28	3.2303	10	.00827
Total	3.1198	65	.10767

LAMPIRAN 5: HASIL ANALISIS DATA

1. HASIL ANALISIS REGRESI SEDERHANA

a. Analisis Regresi Sederhana Pengaruh Gaya Hidup (X_1) Terhadap Perilaku Konsumtif (Y)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953 ^a	.908	.906	.17257

a. Predictors: (Constant), Total_X1

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	18.445	1	18.445	619.362	.000 ^b
	Residual	1.876	63	.030		
	Total	20.321	64			

a. Dependent Variable: Y

b. Predictors: (Constant), Total_X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.708	.136		144.438	.000
	Total_X1	.335	.013	.953	24.887	.000

a. Dependent Variable: Y

b. Analisis Regresi Sederhana Pengaruh Penggunaan *E-money* (X_2) Terhadap Perilaku Konsumtif (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.403	.394	.43874

a. Predictors: (Constant), Total_X2

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.194	1	8.194	42.570	.000 ^b
	Residual	12.127	63	.192		
	Total	20.321	64			

a. Dependent Variable: Y

b. Predictors: (Constant), Total_X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.577	.096		245.647	.000
	Total_X2	2.906	.445	.635	6.525	.000

a. Dependent Variable: Y

2. HASIL ANALISIS REGRESI BERGANDA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 ^a	.940	.938	.14065

a. Predictors: (Constant), Total_X2, Total_X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.095	2	9.547	482.643	.000 ^b
	Residual	1.226	62	.020		
	Total	20.321	64			

a. Dependent Variable: Y

b. Predictors: (Constant), Total_X2, Total_X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.244	.145		139.322	.000
	Total_X1	.299	.013	.848	23.474	.000
	Total_X2	.948	.165	.207	5.731	.000

a. Dependent Variable: Y

3. KOEFISIEN DETERMINASI (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 ^a	.940	.938	.14065

a. Predictors: (Constant), Total_X2, Total_X1