





LAMPIRAN A

Skala Penelitian

- A-1 SKALA PENELITIAN PERILAKU MEMBELI
PRODUK DI STARBUCKS COFFEE
- A-2 SKALA PENELITIAN GAYA HIDUP HEDONIS

NO	PERNYATAAN	PILIHAN			
		JAWABAN			
1	Saya merasa perlu untuk mengonsumsi produk di Starbucks Coffee agar <i>kekinian</i> .	SS	S	J	SJ
2	Saya tidak butuh dibilang keren dengan membeli makanan atau minuman di Starbucks Coffee.	SS	S	J	SJ
3	Saya bertanya kepada teman yang pernah jajan di Starbucks Coffee mengenai harga dari produk-produknya.	SS	S	J	SJ
4	Menurut saya kopi yang ditawarkan di Starbucks Coffee kurang lebih sama dengan kedai kopi lain, sehingga tidak perlu repot untuk mencari informasi tentang kopi tersebut.	SS	S	J	SJ
5	Tempat yang nyaman di Starbucks Coffee membuat saya ingin <i>nongkrong</i> di tempat tersebut.	SS	S	J	SJ
6	Meskipun diberi tahu teman mengenai minuman dan makanan di Starbucks Coffee, saya tidak tertarik untuk mengetahuinya lebih jauh.	SS	S	J	SJ
7	Rasa kopi yang mantab menjadi pertimbangan saya dalam membeli minuman di Starbucks Coffee.	SS	S	J	SJ
8	Saya enggan membeli produk di Starbucks Coffee karena rasa makanan/ minumannya kurang enak.	SS	S	J	SJ
9	Saya puas dalam mengonsumsi minuman atau	SS	S	J	SJ

	makanan di Starbucks Coffee karena rasanya yang enak.				
10	Saya kecewa membeli minuman atau makanan di Starbucks Coffee karena tidak sebanding dengan harganya.	SS	S	J	SJ
11	Agar dibilang gaul oleh teman-teman, saya merasa perlu <i>nongkrong</i> di Starbucks Coffee.	SS	S	J	SJ
12	Saya rasa tidak ada masalah jika dianggap kuno karena tidak pernah jajan di Starbucks Coffee.	SS	S	J	SJ
13	Saya mencari informasi makanan atau minuman favorit di Starbucks Coffee.	SS	S	J	SJ
14	Saya tidak tertarik untuk mencari informasi mengenai varian makanan atau minuman yang diujakan di Starbucks Coffee.	SS	S	J	SJ
15	Rasa minuman/ makanan yang enak menjadi ketertarikan buat saya untuk mencicipinya.	SS	S	J	SJ
16	Informasi tawaran promosi produk dari Starbucks Coffee saya abaikan karena tidak tertarik untuk membelinya.	SS	S	J	SJ
17	Saya membeli minuman atau makanan di Starbucks Coffee karena saya menyukainya.	SS	S	J	SJ
18	Saya lebih memilih kafe kopi lain (selain Starbucks Coffee) karena harga yang ditawarkan lebih murah.	SS	S	J	SJ
19	Saya senang <i>nongkrong</i> di Starbucks Coffee karena fasilitasnya yang nyaman.	SS	S	J	SJ

20	Mahalnya harga minuman atau makanan di Starbucks Coffee membuat saya menyesal dan ingin beralih ke kedai kopi lainnya yang lebih murah.	SS	S	J	SJ
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TERIMA KASIH, LANJUTKAN HALAMAN BERIKUTNYA



NO	PERNYATAAN	PILIHAN JAWABAN			
		SS	S	TS	STS
1	Saya senang menghabiskan waktu untuk santai di suatu tempat, misalnya di pantai/ taman/ kafe/ dsb.	SS	S	TS	STS
2	Ketika memiliki waktu luang, saya memanfaatkan untuk menyelesaikan tugas kuliah.	SS	S	TS	STS
3	Meski telah memiliki banyak pakaian, saya tetap tertarik untuk membeli lagi ketika ada model fashion baru yang keluar.	SS	S	TS	STS
4	Saya lebih tertarik dengan kegiatan yang menunjang keberhasilan studi saya daripada kegiatan yang hanya bersifat senang-senang saja.	SS	S	TS	STS
5	Menurut saya memanjakan diri dengan bersenang-senang adalah hal yang wajar.	SS	S	TS	STS
6	Menurut saya penggunaan uang harus dilakukan secara bijak agar tidak terjerumus dalam pemborosan.	SS	S	TS	STS
7	Saya mengalokasikan uang yang ada untuk membeli barang yang menyenangkan saya.	SS	S	TS	STS
8	Saya usahakan untuk menabung daripada harus membeli barang yang tidak penting.	SS	S	TS	STS
9	Pergi untuk rekreasi lebih saya minati daripada untuk mengerjakan tugas.	SS	S	TS	STS

10	Pertimbangan dalam membeli suatu produk, saya lebih tertarik yang harganya tidak terlalu mahal.	SS	S	TS	STS
11	Masalah sosial politik yang pelik merupakan materi yang kurang menyenangkan dibahas.	SS	S	TS	STS
12	Masa depan merupakan hal yang penting sehingga harus dikejar meski mengeluarkan tenaga dan pikiran yang banyak.	SS	S	TS	STS
13	Saya senantiasa mencari hiburan untuk menghilangkan rasa bosan terhadap rutinitas harian.	SS	S	TS	STS
14	Saya membeli produk yang betul-betul dibutuhkan.	SS	S	TS	STS
15	Saya lebih suka makanan yang berkelas dibanding makanan yang hanya mengenyangkan	SS	S	TS	STS
16	Saya memilih kumpul bersama keluarga ketimbang keluar rumah yang akan menghabiskan banyak biaya.	SS	S	TS	STS
17	Membeli barang dengan merek yang <i>branded</i> adalah hal yang menyenangkan.	SS	S	TS	STS
18	Budaya hidup hemat adalah hal yang baik sehingga perlu dipertahankan.	SS	S	TS	STS
TERIMA KASIH ATAS PARTISIPASINYA					



LAMPIRAN B

Data Awal/ Kasar

- B-1 DATA AWAL/ KASAR PERILAKU MEMBELI PRODUK DI STARBUCKS COFFEE
- B-2 DATA AWAL/ KASAR GAYA HIDUP HEDONIS

Lampiran B - 1



No.	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Y17	Y18	Y19	Y20	PM
1	3	4	1	2	3	2	2	4	4	3	1	2	3	4	3	4	3	3	4	4	59
2	2	3	4	4	4	2	2	4	4	3	1	1	3	3	4	3	4	2	4	4	61
3	3	3	2	3	4	3	2	3	3	3	2	2	1	3	3	4	3	3	4	3	57
4	3	3	3	3	4	3	3	3	3	3	1	4	3	3	3	3	3	3	4	3	61
5	2	3	4	2	4	4	3	4	4	2	1	2	3	2	4	2	4	2	4	3	59
6	3	3	2	2	4	2	3	3	3	3	2	2	3	2	3	3	3	3	4	3	56
7	3	3	2	4	4	4	3	1	4	4	2	2	3	3	3	4	4	4	4	4	65
8	4	1	2	2	2	1	1	2	2	2	4	4	3	3	3	1	1	2	3	1	44
9	2	1	4	1	4	1	1	4	3	4	1	1	4	1	4	1	2	2	4	2	47
10	2	2	1	3	4	4	4	4	4	4	1	4	3	4	3	3	3	4	3	4	64
11	2	2	1	3	4	3	4	4	4	3	1	4	1	3	4	3	4	3	3	3	59
12	1	1	1	2	4	4	2	4	3	3	1	1	3	3	2	3	3	3	3	2	49
13	1	1	1	2	4	3	3	4	3	4	1	2	3	3	3	2	3	3	4	3	53
14	1	1	2	2	3	2	3	3	3	2	1	2	1	4	2	3	3	1	3	3	45
15	3	2	2	3	3	2	3	4	4	4	2	2	2	1	2	3	3	4	3	4	56
16	3	3	3	4	4	3	4	4	3	3	1	2	4	4	4	3	4	4	4	4	68
17	3	3	1	2	4	4	2	4	3	3	1	1	2	2	4	2	4	3	4	3	55
18	2	3	3	4	3	2	3	4	3	3	2	4	3	2	3	2	3	3	3	4	59
19	3	2	3	1	4	3	2	3	3	3	3	2	2	3	3	2	3	3	4	3	55
20	3	2	3	3	3	4	3	4	3	3	2	2	3	3	3	4	3	4	4	4	63
21	2	4	2	4	4	2	4	4	2	2	4	4	4	4	4	2	4	4	4	4	68
22	4	4	2	3	2	4	4	2	2	3	4	2	4	4	2	2	3	2	4	4	61
23	2	4	4	4	4	4	2	2	2	3	2	2	2	2	4	2	4	4	4	4	61
24	1	2	2	2	2	3	2	1	2	4	4	1	2	2	2	2	2	2	2	2	42
25	1	2	2	2	2	4	2	2	4	3	2	2	2	2	2	3	2	2	2	2	45
26	2	4	4	2	4	1	4	2	2	4	2	1	4	2	4	2	2	4	4	2	56
27	4	4	2	2	4	3	2	2	3	2	4	2	3	2	4	4	2	4	3	3	59
28	4	4	2	4	4	4	3	4	4	2	2	3	4	4	3	1	4	4	4	4	68
29	4	4	2	2	2	4	4	2	3	2	2	2	4	2	2	4	2	2	4	2	55
30	2	4	2	4	4	4	2	2	4	3	4	4	4	4	2	2	4	4	4	2	65
31	4	4	2	4	2	4	2	4	4	4	2	4	1	4	4	4	4	2	2	2	63
32	1	4	2	2	4	1	4	1	2	4	2	1	1	3	2	2	2	4	2	2	46
33	4	4	2	4	4	3	4	4	4	4	1	3	3	3	4	3	4	4	4	4	70
34	4	2	4	4	2	4	3	2	2	4	2	4	2	4	4	2	4	2	2	4	61
35	2	4	4	4	2	2	3	2	1	2	2	1	2	2	2	4	4	2	2	2	49
36	1	4	2	2	4	1	2	4	4	4	2	4	1	2	2	4	2	4	4	4	57
37	4	4	4	4	4	4	3	4	4	2	4	2	3	4	4	4	4	4	4	4	74
38	4	2	2	4	3	3	4	4	4	2	2	4	4	2	4	2	4	3	4	2	63
39	4	4	4	3	4	4	4	4	4	4	4	4	2	4	4	4	3	4	4	4	76
40	2	2	2	4	2	3	4	2	4	2	2	1	2	2	4	3	4	2	2	2	51
41	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	3	4	4	4	4	77
42	4	3	4	4	2	4	4	2	4	4	4	1	2	2	4	4	4	2	2	2	62
43	4	3	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	77
44	4	4	2	4	4	4	4	2	2	4	4	1	4	4	4	2	4	4	2	2	65
45	4	2	4	3	2	4	4	4	2	4	2	4	4	4	4	4	3	2	4	4	68
46	4	2	4	2	4	4	4	2	4	4	2	4	4	2	4	4	2	4	2	4	66
47	4	3	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	77
48	2	2	2	2	2	1	2	1	2	2	1	1	1	1	4	3	2	2	2	2	37

Lampiran B - 2

No.	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	GHH
1	4	2	3	2	4	2	3	2	2	2	2	2	3	2	3	2	1	2	43
2	4	4	4	3	4	1	4	2	4	1	2	2	4	3	1	2	3	1	49
3	4	3	3	3	4	2	3	3	4	3	2	2	3	2	2	3	3	2	51
4	3	1	2	1	3	1	3	1	2	2	2	1	4	1	2	2	3	1	35
5	4	1	3	1	3	1	4	1	4	1	3	1	4	1	1	1	2	1	37
6	4	2	3	1	4	2	3	2	3	2	3	2	4	2	3	3	3	2	48
7	2	2	4	2	3	2	3	2	3	2	3	2	3	2	3	3	3	2	46
8	2	2	4	3	3	2	3	2	4	1	3	1	3	4	3	4	3	3	50
9	4	1	1	2	3	2	3	2	2	2	2	1	4	1	2	2	1	2	37
10	4	2	2	2	3	2	2	2	2	3	2	1	3	1	1	2	2	2	38
11	4	2	1	3	3	1	3	2	3	3	2	1	3	1	2	3	2	1	40
12	4	2	2	3	3	2	4	3	3	2	2	1	4	2	4	1	2	2	46
13	4	2	3	3	3	2	3	2	2	2	3	1	3	2	2	2	3	2	44
14	3	2	2	2	3	1	3	2	3	1	4	1	3	1	4	3	3	2	43
15	3	1	3	1	1	1	4	1	1	1	1	2	4	1	4	1	4	1	35
16	4	1	4	2	4	2	4	2	3	1	2	1	4	2	4	2	3	1	46
17	4	2	3	2	3	1	4	1	4	2	3	1	4	1	2	2	3	1	43
18	4	3	4	4	3	2	3	3	3	2	4	1	4	1	2	3	3	2	51
19	3	1	4	1	4	1	4	1	3	3	4	1	4	1	3	2	4	2	46
20	4	1	2	2	3	3	3	2	2	2	3	2	2	2	2	2	3	2	42
21	4	2	4	4	4	4	4	4	2	3	4	4	4	4	4	4	4	4	67
22	2	3	4	4	3	4	3	2	1	3	4	3	4	1	4	1	3	4	53
23	4	4	4	2	4	4	4	4	4	4	4	4	4	2	4	4	4	4	68
24	2	3	4	2	4	2	2	2	1	2	4	2	2	1	1	1	1	2	38
25	4	4	2	2	2	4	2	2	4	4	2	4	3	2	4	2	4	2	53
26	4	2	2	4	2	4	2	2	4	4	4	2	4	2	4	2	4	4	56
27	3	4	4	4	2	4	4	4	4	3	4	4	4	2	4	4	4	4	66
28	4	4	4	2	4	3	4	4	2	4	3	4	4	4	4	4	4	3	65
29	3	4	1	4	4	4	4	4	2	2	4	2	4	4	4	4	4	4	62
30	3	4	4	2	4	4	4	4	2	4	4	4	4	2	3	4	4	4	64
31	4	4	2	4	2	4	2	2	4	4	4	4	3	4	4	2	4	4	61
32	3	2	2	4	2	2	2	2	2	3	4	3	3	4	4	3	4	2	51
33	4	4	4	2	4	4	4	4	2	4	2	4	4	4	4	4	4	4	66
34	4	4	2	4	2	4	4	4	2	4	2	4	4	4	2	2	4	4	60
35	4	2	2	4	2	3	3	2	4	3	3	2	2	4	4	1	2	3	50
36	4	4	2	2	2	4	4	4	2	2	4	4	4	2	2	4	4	2	56
37	4	3	4	2	3	3	3	3	4	3	4	3	3	4	3	2	4	3	58
38	4	4	4	4	2	4	4	4	2	4	4	4	4	2	4	4	4	4	66
39	3	3	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	3	65
40	3	4	2	2	2	2	4	4	2	2	2	4	3	2	3	2	4	4	51
41	4	2	4	4	4	4	4	4	2	3	4	4	4	4	4	4	4	4	67
42	3	4	4	1	4	4	3	2	4	4	4	4	4	3	4	4	3	4	63
43	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	71
44	4	4	2	4	2	2	4	4	2	4	2	4	4	4	4	2	4	4	60
45	2	4	2	4	4	4	2	4	2	4	2	2	4	2	4	2	4	2	54
46	2	4	4	4	2	4	4	4	2	4	4	4	3	4	4	2	4	3	62
47	4	4	4	2	4	4	4	4	4	4	4	4	4	2	4	4	4	4	68
48	2	2	2	2	2	4	2	2	4	2	2	4	2	2	2	2	2	2	42

The logo of Universitas Katolik Soegijapranata is a yellow shield with a white border. Inside the shield, there is a central emblem featuring a cross and a book. The text "UNIVERSITAS KATOLIK" is written along the top inner edge, and "SOEGIJAPRANATA" is written along the bottom inner edge.

LAMPIRAN C

Validitas dan Reliabilitas

C-1 VALIDITAS DAN RELIABILITAS SKALA
PERILAKU MEMBELI PRODUK DI
STARBUCKS COFFEE

C-2 VALIDITAS DAN RELIABILITAS SKALA
GAYA HIDUP HEDONIS

Perilaku Membeli Produk di Starbucks Coffee - I Reliability

Case Processing Summary

		N	%
Cases	Valid	48	100,0
	Excluded ^a	0	,0
	Total	48	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,830	20

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
59,46	90,764	9,527	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	56,65	78,744	,551	,814
Y2	56,56	82,464	,384	,823
Y3	56,90	85,500	,214	,832
Y4	56,48	79,957	,563	,814
Y5	56,08	84,589	,341	,825
Y6	56,42	81,142	,439	,820
Y7	56,44	82,166	,456	,820
Y8	56,40	82,074	,385	,823
Y9	56,27	84,202	,365	,824
Y10	56,31	87,879	,150	,832
Y11	57,23	85,500	,190	,834
Y12	56,96	79,445	,452	,820
Y13	56,67	81,887	,409	,822
Y14	56,56	80,719	,520	,817
Y15	56,17	83,887	,411	,822
Y16	56,56	85,826	,229	,830
Y17	56,25	81,894	,530	,817
Y18	56,38	81,176	,528	,817
Y19	56,08	84,035	,390	,823
Y20	56,35	79,893	,603	,813

Perilaku Membeli Produk di Starbucks Coffee - II Reliability

Case Processing Summary

		N	%
Cases	Valid	48	100,0
	Excluded ^a	0	,0
	Total	48	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,844	16

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
48,63	73,346	8,564	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	45,81	63,475	,492	,834
Y2	45,73	66,542	,339	,843
Y4	45,65	63,808	,549	,831
Y5	45,25	67,043	,392	,839
Y6	45,58	65,014	,416	,838
Y7	45,60	65,904	,433	,837
Y8	45,56	64,209	,461	,836
Y9	45,44	67,102	,387	,839
Y12	46,13	63,048	,455	,837
Y13	45,83	65,078	,422	,838
Y14	45,73	64,117	,532	,832
Y15	45,33	67,333	,394	,839
Y17	45,42	64,759	,575	,830
Y18	45,54	64,722	,526	,832
Y19	45,25	66,447	,452	,836
Y20	45,52	63,531	,605	,828

Gaya Hidup Hedonis - I Reliability

Case Processing Summary

		N	%
Cases	Valid	48	100,0
	Excluded ^a	0	,0
	Total	48	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,881	18

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
52,77	111,074	10,539	18

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	49,29	109,573	,061	,887
X2	50,00	94,681	,684	,868
X3	49,77	102,819	,344	,881
X4	50,06	100,953	,407	,879
X5	49,69	108,177	,118	,887
X6	49,98	92,829	,738	,865
X7	49,44	105,315	,336	,880
X8	50,04	93,573	,776	,864
X9	49,98	109,000	,053	,890
X10	50,02	96,574	,655	,870
X11	49,71	101,828	,445	,877
X12	50,17	91,716	,731	,865
X13	49,23	106,138	,336	,880
X14	50,35	95,851	,597	,872
X15	49,65	98,446	,557	,873
X16	50,13	96,750	,632	,870
X17	49,50	98,170	,664	,870
X18	50,10	93,414	,775	,864

Gaya Hidup Hedonis - II Reliability

Case Processing Summary

		N	%
Cases	Valid	48	100,0
	Excluded ^a	0	,0
	Total	48	100,0

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

Reliability Statistics

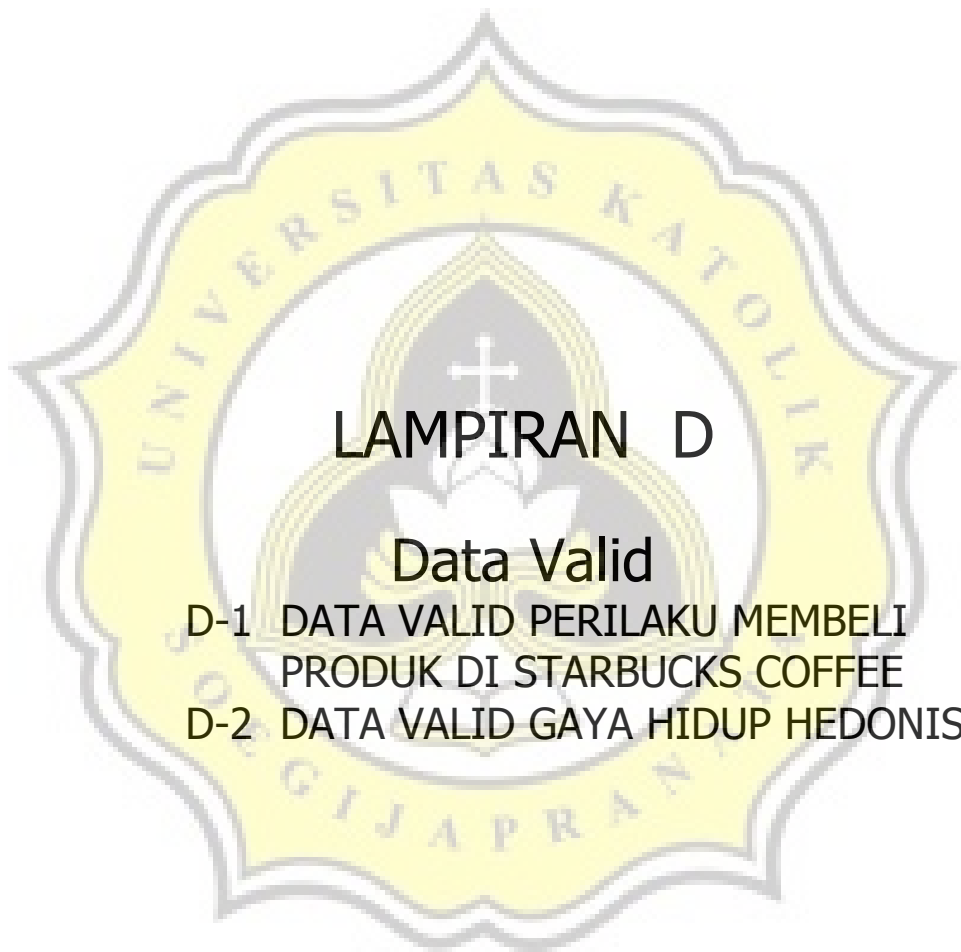
Cronbach's Alpha	N of Items
,905	15

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
43,42	105,099	10,252	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2	40,65	88,914	,696	,895
X3	40,42	97,610	,315	,908
X4	40,71	94,551	,441	,904
X6	40,63	86,878	,762	,892
X7	40,08	99,738	,319	,907
X8	40,69	87,709	,797	,891
X10	40,67	90,950	,658	,896
X11	40,35	96,191	,440	,904
X12	40,81	85,432	,771	,891
X13	39,88	100,622	,310	,907
X14	41,00	90,340	,595	,899
X15	40,29	92,339	,582	,899
X16	40,77	91,883	,594	,899
X17	40,15	92,085	,692	,896
X18	40,75	87,383	,804	,890



LAMPIRAN D

Data Valid

D-1 DATA VALID PERILAKU MEMBELI
PRODUK DI STARBUCKS COFFEE

D-2 DATA VALID GAYA HIDUP HEDONIS



No.	Y1	Y2	Y4	Y5	Y6	Y7	Y8	Y9	Y12	Y13	Y14	Y15	Y17	Y18	Y19	Y20	PM
1	3	4	2	3	2	2	4	4	2	3	4	3	3	3	4	4	50
2	2	3	4	4	2	2	4	4	1	3	3	4	4	2	4	4	50
3	3	3	3	4	3	2	3	3	2	1	3	3	3	3	4	3	46
4	3	3	3	4	3	3	3	3	4	3	3	3	3	3	4	3	51
5	2	3	2	4	4	3	4	4	2	3	2	4	4	2	4	3	50
6	3	3	2	4	2	3	3	3	2	3	2	3	3	3	4	3	46
7	3	3	4	4	4	3	1	4	2	3	3	3	4	4	4	4	53
8	4	1	2	2	1	1	2	2	4	3	3	3	1	2	3	1	35
9	2	1	1	4	1	1	4	3	1	4	1	4	2	2	4	2	37
10	2	2	3	4	4	4	4	4	4	3	4	3	3	4	3	4	55
11	2	2	3	4	3	4	4	4	4	1	3	4	4	3	3	3	51
12	1	1	2	4	4	2	4	3	1	3	3	2	3	3	3	2	41
13	1	1	2	4	3	3	4	3	2	3	3	3	3	3	4	3	45
14	1	1	2	3	2	3	3	3	2	1	4	2	3	1	3	3	37
15	3	2	3	3	2	3	4	4	2	2	1	2	3	4	3	4	45
16	3	3	4	4	3	4	4	3	2	4	4	4	4	4	4	4	58
17	3	3	2	4	4	2	4	3	1	2	2	4	4	3	4	3	48
18	2	3	4	3	2	3	4	3	4	3	2	3	3	3	3	4	49
19	3	2	1	4	3	2	3	3	2	2	3	3	3	3	4	3	44
20	3	2	3	3	4	3	4	3	2	3	3	3	3	4	4	4	51
21	2	4	4	4	2	4	4	2	4	4	4	4	4	4	4	4	58
22	4	4	3	2	4	4	2	2	2	4	4	2	3	2	4	4	50
23	2	4	4	4	4	2	2	2	2	2	2	4	4	4	4	4	50
24	1	2	2	2	3	2	1	2	1	2	2	2	2	2	2	2	30
25	1	2	2	2	4	2	2	4	2	2	2	2	2	2	2	2	35
26	2	4	2	4	1	4	2	2	1	4	2	4	2	4	4	2	44
27	4	4	2	4	3	2	2	3	2	3	2	4	2	4	3	3	47
28	4	4	4	4	4	3	4	4	3	4	4	3	4	4	4	4	61
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33	4	4	4	4	3	4	4	4	3	3	3	4	4	4	4	4	60
34	4	2	4	2	4	3	2	2	4	2	4	4	4	2	2	4	49
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41	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	63
42	4	3	4	2	4	4	2	4	1	2	2	4	4	2	2	2	46
43	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	63
44	4	4	4	4	4	4	2	2	1	4	4	4	4	4	2	2	53
45	4	2	3	2	4	4	4	2	4	4	4	4	3	2	4	4	54
46	4	2	2	4	4	4	2	4	4	4	2	4	2	4	2	4	52
47	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	63
48	2	2	2	2	1	2	1	2	1	1	1	4	2	2	2	2	29

Lampiran D - 2

No.	X2	X3	X4	X6	X7	X8	X10	X11	X12	X13	X14	X15	X16	X17	X18	GHH
1	2	3	2	2	3	2	2	2	2	3	2	3	2	1	2	33
2	4	4	3	1	4	2	1	2	2	4	3	1	2	3	1	37
3	3	3	3	2	3	3	3	2	2	3	2	2	3	3	2	39
4	1	2	1	1	3	1	2	2	1	4	1	2	2	3	1	27
5	1	3	1	1	4	1	1	3	1	4	1	1	1	2	1	26
6	2	3	1	2	3	2	2	3	2	4	2	3	3	3	2	37
7	2	4	2	2	3	2	2	3	2	3	2	3	3	3	2	38
8	2	4	3	2	3	2	1	3	1	3	4	3	4	3	3	41
9	1	1	2	2	3	2	2	2	1	4	1	2	2	1	2	28
10	2	2	2	2	2	2	3	2	1	3	1	1	2	2	2	29
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12	2	2	3	2	4	3	2	2	1	4	2	4	1	2	2	36
13	2	3	3	2	3	2	2	3	1	3	2	2	2	3	2	35
14	2	2	2	1	3	2	1	4	1	3	1	4	3	3	2	34
15	1	3	1	1	4	1	1	1	2	4	1	4	1	4	1	30
16	1	4	2	2	4	2	1	2	1	4	2	4	2	3	1	35
17	2	3	2	1	4	1	2	3	1	4	1	2	2	3	1	32
18	3	4	4	2	3	3	2	4	1	4	1	2	3	3	2	41
19	1	4	1	1	4	1	3	4	1	4	1	3	2	4	2	36
20	1	2	2	3	3	2	2	3	2	2	2	2	2	3	2	33
21	2	4	4	4	4	4	3	4	4	4	4	4	4	4	4	57
22	3	4	4	4	3	2	3	4	3	4	1	4	1	3	4	47
23	4	4	2	4	4	4	4	4	4	4	2	4	4	4	4	56
24	3	4	2	2	2	2	2	4	2	2	1	1	1	1	2	31
25	4	2	2	4	2	2	4	2	4	3	2	4	2	4	2	43
26	2	2	4	4	2	2	4	4	2	4	2	4	2	4	4	46
27	4	4	4	4	4	4	3	4	4	4	2	4	4	4	4	57
28	4	4	2	3	4	4	4	3	4	4	4	4	4	4	3	55
29	4	1	4	4	4	4	2	4	2	4	4	4	4	4	4	53
30	4	4	2	4	4	4	4	4	4	4	2	3	4	4	4	55
31	4	2	4	4	2	2	4	4	4	3	4	4	2	4	4	51
32	2	2	4	2	2	2	3	4	3	3	4	4	3	4	2	44
33	4	4	2	4	4	4	4	2	4	4	4	4	4	4	4	56
34	4	2	4	4	4	4	4	2	4	4	4	2	2	4	4	52
35	2	2	4	3	3	2	3	3	2	2	4	4	1	2	3	40
36	4	2	2	4	4	4	2	4	4	4	2	2	4	4	2	48
37	3	4	2	3	3	3	3	4	3	3	4	3	2	4	3	47
38	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	58
39	3	4	4	4	4	4	3	3	3	4	4	4	4	4	3	55
40	4	2	2	2	4	4	2	2	4	3	2	3	2	4	4	44
41	2	4	4	4	4	4	3	4	4	4	4	4	4	4	4	57
42	4	4	1	4	3	2	4	4	4	4	3	4	4	3	4	52
43	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	59
44	4	2	4	2	4	4	4	2	4	4	4	4	2	4	4	52
45	4	2	4	4	2	4	4	2	2	4	2	4	2	4	2	46
46	4	4	4	4	4	4	4	4	4	3	4	4	2	4	3	56
47	4	4	2	4	4	4	4	4	4	4	2	4	4	4	4	56



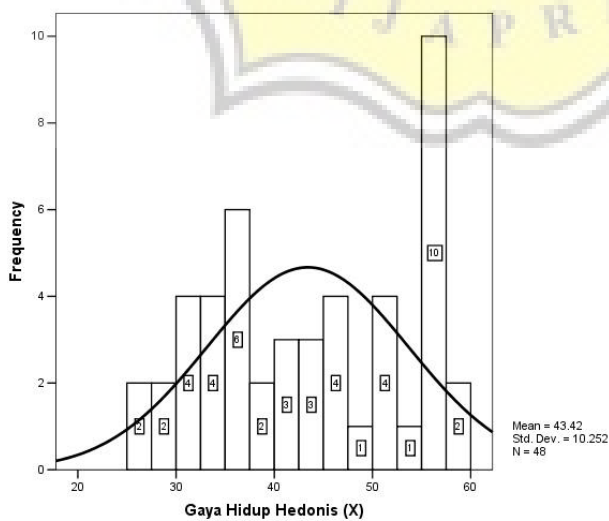
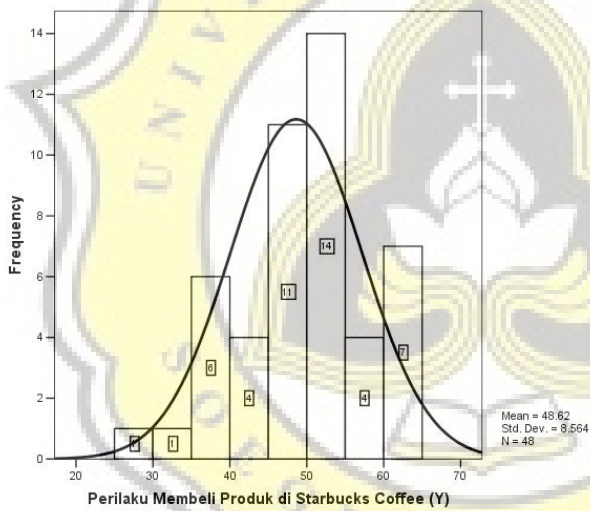
Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

	Perilaku Membeli Produk di Starbucks Coffee (Y)	Gaya Hidup Hedonis (X)
N	48	48
Normal Parameters ^{a,b}	Mean	48,63
	Std. Deviation	8,564
Most Extreme Differences	Absolute	,086
	Positive	,079
	Negative	-,086
Kolmogorov-Smirnov Z	,598	,915
Asymp. Sig. (2-tailed)	,867	,372

a. Test distribution is Normal.

b. Calculated from data.



Uji Linearitas

Case Processing Summary

	N
Total Cases	48
Excluded Cases ^a	0
Forecasted Cases	0
Newly Created Cases	0

a. Cases with a missing value in any variable are excluded from the analysis.

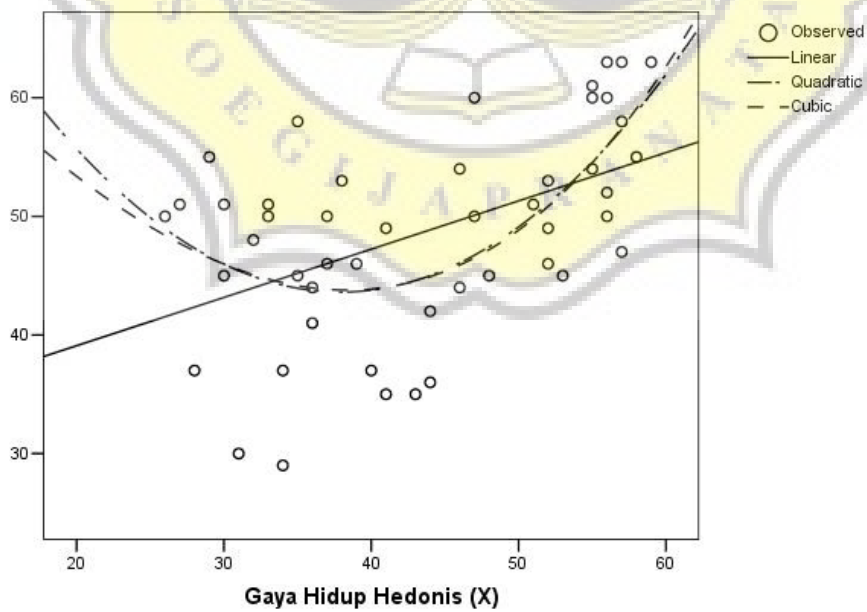
Model Summary and Parameter Estimates

Dependent Variable: Perilaku Membeli Produk di Starbucks Coffee (Y)

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	,237	14,318	1	46	,000	30,954	,407		
Quadratic	,365	12,937	2	45	,000	97,691	-2,852	,038	
Cubic	,365	12,933	2	45	,000	76,995	-1,299	,000	,000

The independent variable is Gaya Hidup Hedonis (X).

Perilaku Membeli Produk di Starbucks Coffee (Y)



Lampiran F

Correlations

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gaya Hidup Hedonis (X)	48	26	59	43,42	10,252
Perilaku Membeli Produk di Starbucks Coffee (Y)	48	29	63	48,63	8,564

Correlations

		Gaya Hidup Hedonis (X)	Perilaku Membeli Produk di Starbucks Coffee (Y)
Gaya Hidup Hedonis (X)	Pearson Correlation	1	,487**
	Sig. (1-tailed)		,000
	N	48	48
Perilaku Membeli Produk di Starbucks Coffee (Y)	Pearson Correlation	,487**	1
	Sig. (1-tailed)	,000	
	N	48	48

** . Correlation is significant at the 0.01 level (1-tailed).



LAMPIRAN G

Surat Izin dan Bukti Penelitian
G-1 SURAT IZIN PENELITIAN



FAKULTAS PSIKOLOGI
UNIVERSITAS KATOLIK SOEGIJAPRANATA
SEMARANG
2017

JUDUL PENELITIAN:

**“PERILAKU MEMBELI PRODUK DI STARBUCKS COFFEE
DITINJAU DARI GAYA HIDUP HEDONIS
PADA MAHASISWA”**

SURAT KESANGGUPAN SEBAGAI RESPONDEN

Dengan Hormat,

Saya, Hendro Kristiady Hardjono meminta Anda sebagai responden pada penelitian tentang “Perilaku Membeli Produk di Starbucks Coffee Ditinjau dari Gaya Hidup Hedonis pada Mahasiswa” . Bersama surat ini saya sampaikan bahwa semua jawaban dan identitas Anda dijamin kerahasiaannya dan jawaban yang Anda berikan hanya digunakan untuk penelitian. Maksud dari surat ini sebagai surat ijin dan surat keterangan kesanggupan dari responden.

1. Umur / Jenis kelamin : Th, L/P
2. Status : Mahasiswa / Non Mahasiswa
3. Pendidikan (universitas) :

Semarang,..... 2017

Filename:

Hendro_Kristiady_H_13.40.0032_PERILAKU_MEMBELI_PRODUK_DI_STARBUCKS_COFFEE_DITINJAU_DARI_GAYA_HIDUP_H

EDONIS_PADA_MAH.docx

Date: 2017-06-21 02:34 UTC

Results of plagiarism analysis from 2017-06-21 02:43 UTC

4105 matches from 106 sources, of which 7 are online sources.

PlagLevel: 9.9%/33.7%

- [0] (150 matches, 6.4%/20.2%) from a PlagScan document of your organisation...0146 Sintia.docx" dated 2016-05-12
- [1] (77 matches, 4.0%/10.4%) from a PlagScan document of your organisation...15 Adella AW.docx" dated 2016-05-16 (+ 1 documents with identical matches)
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- [8] (83 matches, 6.6%/10.4%) from a PlagScan document of your organisation...I FIX wisuda.docx" dated 2016-03-02
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- [12] (78 matches, 5.9%/9.3%) from a PlagScan document of your organisation...40.0056 Feby.docx" dated 2016-03-29
- [13] (72 matches, 5.0%/8.6%) from a PlagScan document of your organisation...038 Feliciana.pdf" dated 2016-03-29
- [14] (81 matches, 5.9%/9.3%) from a PlagScan document of your organisation...09.40.0079.docx" dated 2016-02-29
- [15] (68 matches, 4.8%/8.4%) from a PlagScan document of your organisation...1 ADE PERMATA.pdf" dated 2016-07-27
- [16] (80 matches, 5.8%/9.2%) from a PlagScan document of your organisation...40.0079 Vio.docx" dated 2016-05-02
- [17] (67 matches, 5.8%/8.5%) from your PlagScan document "Gwenny_Unta...aya_Semarang.docx" dated 2017-06-13 (+ 2 documents with identical matches)
- [20] (64 matches, 4.5%/7.5%) from a PlagScan document of your organisation...40.0078 Hanif.doc" dated 2016-05-11
- [21] (66 matches, 4.9%/7.4%) from a PlagScan document of your organisation...160 monica 2.docx" dated 2016-07-25
- [22] (63 matches, 4.8%/7.1%) from a PlagScan document of your organisation...Monica Titis.docx" dated 2016-04-05
- [23] (62 matches, 5.0%/6.8%) from a PlagScan document of your organisation...tika Yuliana.docx" dated 2016-09-13
- [24] (60 matches, 4.9%/6.5%) from a PlagScan document of your organisation...ka Yuliana 2.docx" dated 2016-09-13
- [25] (56 matches, 4.5%/6.5%) from a PlagScan document of your organisation... Ika Endarosa.doc" dated 2016-07-25
- [26] (52 matches, 4.5%/6.3%) from a PlagScan document of your organisation... Ika Endarosa.doc" dated 2016-07-22
- [27] (53 matches, 4.7%/6.3%) from a PlagScan document of your organisation...0139 Anggun.docx" dated 2016-09-26
- [28] (43 matches, 3.2%/4.4%) from a PlagScan document of your organisation...0.0229 Gadis.docx" dated 2016-07-13
- [29] (40 matches, 2.2%/4.0%) from your PlagScan document "Gloryanti_R...sif_Orangtua.docx" dated 2017-06-07
- [30] (36 matches, 3.2%/4.4%) from a PlagScan document of your organisation...BAB 1 kartika.doc" dated 2016-07-14
- [31] (39 matches, 2.7%/4.1%) from a PlagScan document of your organisation...236 Florensi.docx" dated 2016-04-26
- [32] (37 matches, 0.9%/4.0%) from your PlagScan document "Rukiyana_Re...Konformitas.docx" dated 2017-06-07
- [33] (34 matches, 2.1%/4.0%) from a PlagScan document of your organisation...0.0071 Nimas.docx" dated 2016-05-03
- [34] (33 matches, 3.1%/4.1%) from a PlagScan document of your organisation...artikani 2103.pdf" dated 2016-10-21
- [35] (34 matches, 2.2%/3.6%) from a PlagScan document of your organisation...071 widowati.docx" dated 2016-03-16
- [36] (37 matches, 2.4%/3.7%) from a PlagScan document of your organisation...udita Hapsari.doc" dated 2016-06-22
- [37] (35 matches, 2.2%/3.5%) from a PlagScan document of your organisation...g 09.40.0076.docx" dated 2016-03-03
- [38] (36 matches, 1.1%/3.4%) from a PlagScan document of your organisation...0.0123 Lucky.docx" dated 2016-05-04
- [39] (35 matches, 2.5%/3.3%) from a PlagScan document of your organisation...ika Wesareak.docx" dated 2016-06-21
- [40] (30 matches, 0.0%/3.7%) from repository.usu.ac.id/bitstream/123456789/60389/4/Chapter II.pdf
- [41] (26 matches, 0.8%/3.0%) from a PlagScan document of your organisation...0076 M Dwina.pdf" dated 2016-03-10
- [42] (25 matches, 0.8%/2.9%) from a PlagScan document of your organisation...76 M Dwina 2.docx" dated 2016-03-10
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- [44] (29 matches, 1.3%/2.8%) from your PlagScan document "Anastasia_L...Pada_Mahasisw.doc" dated 2017-06-05
- [45] (29 matches, 1.9%/2.9%) from a PlagScan document of your organisation...tella Inggar.docx" dated 2016-09-14
- [46] (32 matches, 2.2%/3.0%) from a PlagScan document of your organisation...a Eka Pratiwi.pdf" dated 2016-05-23
- [47] (27 matches, 1.8%/2.8%) from a PlagScan document of your organisation...1 Maria Alin.docx" dated 2016-07-20
- [48] (30 matches, 2.3%/3.0%) from a PlagScan document of your organisation...umen di_BKPM.docx" dated 2016-02-09
- [49] (30 matches, 2.2%/3.0%) from a PlagScan document of your organisation...UMEN_DI_BKPM.docx" dated 2016-03-03
- [50] (27 matches, 1.9%/2.8%) from a PlagScan document of your organisation...tella Inggar.docx" dated 2016-09-13
- [51] (25 matches, 0.0%/3.0%) from rushysyam-motivasi.blogspot.com/p/manajemen-pemasaran.html
- [52] (26 matches, 2.0%/2.8%) from a PlagScan document of your organisation...Saraswati (2).pdf" dated 2016-06-23
- [53] (25 matches, 2.0%/2.7%) from a PlagScan document of your organisation...Saraswati (2).doc" dated 2016-06-23 (+ 2 documents with identical matches)
- [56] (28 matches, 1.5%/2.7%) from a PlagScan document of your organisation...k Triyuliani.docx" dated 2016-08-03
- [57] (27 matches, 1.6%/2.5%) from a PlagScan document of your organisation...40.0171 Ayu C.doc" dated 2016-07-13
- [58] (21 matches, 1.9%/2.5%) from a PlagScan document of your organisation...0.0198 Gerry.docx" dated 2016-05-18
- [59] (28 matches, 0.9%/2.5%) from a PlagScan document of your organisation...abeth putrie.docx" dated 2016-10-18
- [60] (27 matches, 1.5%/2.5%) from a PlagScan document of your organisation...Puspa Ariani.docx" dated 2016-06-21
- [61] (25 matches, 1.8%/2.6%) from a PlagScan document of your organisation...ul Hidayati 3.pdf" dated 2016-06-21
- [62] (23 matches, 1.0%/2.4%) from your PlagScan document "Yurike_Medi...erjaKaryawan.docx" dated 2017-06-18
- [63] (23 matches, 0.0%/2.8%) from wahyuindrapemataa.blogspot.com/
- [64] (25 matches, 1.7%/2.4%) from a PlagScan document of your organisation...Ilda Kharisma.docx" dated 2016-09-05
- [65] (28 matches, 0.8%/2.5%) from your PlagScan document "Christ_Imma...sia_Remaja_A.docx" dated 2017-06-06
- [66] (27 matches, 1.9%/2.8%) from a PlagScan document of your organisation...0.0174 Cindy.docx" dated 2016-03-29
- [67] (26 matches, 1.5%/2.5%) from a PlagScan document of your organisation...Anggi Nugroho.pdf" dated 2016-05-23 (+ 1 documents with identical matches)
- [69] (27 matches, 0.8%/2.4%) from your PlagScan document "Christ_Imma...sia_Remaja_A.docx" dated 2017-05-31
- [70] (18 matches, 1.8%/2.4%) from a PlagScan document of your organisation...0.0047 anggi.docx" dated 2016-03-17
- [71] (25 matches, 1.3%/2.3%) from a PlagScan document of your organisation...bary Giantara.pdf" dated 2016-02-24
- [72] (25 matches, 1.3%/2.1%) from a PlagScan document of your organisation...Veti Aristi.docx" dated 2016-07-19