



Lampiran 1

KUESIONER PENELITIAN

Dengan hormat,

Dalam rangka melengkapi syarat-syarat guna memperoleh Gelar Sarjana Program Strata (S-1) pada Program Studi Manajemen, saya akan melakukan penelitian mengenai “Pengaruh *Fashion Involvement*, *Sales Promotion* dan *Shopping Lifestyle* Terhadap *Impulse Buying* Dengan *Positive Emotion* Sebagai Variabel Mediasi Pada Konsumen Produk BUTI”. Dengan hal tersebut, saya mohon kesediaan Saudara/i untuk dapat mengisi kuesioner penelitian ini.

Diharapkan penelitian ini dapat memberikan hasil yang bermanfaat, khususnya bagi pihak BUTI di Ponorogo *City Center*, oleh karena itu dimohon untuk memberikan jawaban pada kuesioner ini dengan sebenar-benarnya tanpa adanya manipulasi. Hasil kuesioner ini tidak untuk dipublikasikan, melainkan hanya digunakan untuk kepentingan penelitian dan jawaban Saudara/i berikan akan dijamin kerahasiaannya.

Atas kesediaan waktu, bantuan dan kerjasamanya saya ucapkan terima kasih.

Hormat saya,

Zulma Trihastuti N.F

NIM. 17414505

A. DATA RESPONDEN :

Petunjuk pengisian data responden :

1. Mohon untuk mengisi data responden di bawah ini dengan sebenar-benarnya.
2. Berilah tanda (✓) pada kotak pilihan yang telah disediakan.

Format data responden :

1. Nama : -----
2. Alamat : -----
3. Jenis Kelamin : Pria Wanita
4. Usia : < 20 tahun 30 – 35 tahun
 21 - 25 tahun > 35 tahun
 26 – 30 tahun
5. Pekerjaan : Pegawai Negeri Sipil Pelajar
 Karyawan Mahasiswa
 Wiraswasta Lainnya (sebutkan)
6. Penghasilan / bulan : < Rp. 500.000
 Rp. 500.000 – Rp. 1.000.000
 Rp. 1.000.000 – Rp. 1.500.000
 Rp. 1.500.000 – Rp. 2.000.000
 > Rp. 2.000.000
7. Apakah anda pernah berkunjung dan melakukan pembelian produk *fashion* di BUTI Ponorogo City Center?
 YA TIDAK

B. KUESIONER

Petunjuk pengisian kuesioner :

1. Mohon untuk menjawab semua pernyataan yang telah disediakan dengan menjawab pada kolom (SS, S, R, TS, FasSTS).
2. Responden hanya dapat memilih 1 jawaban pada setiap pernyataan dengan memberi tanda (✓) pada kolom yang telah disediakan.

Keterangan :

ALTERNATIF JAWABAN	SKOR
Sangat Setuju (SS)	5
Setuju (S)	4
Ragu-ragu (R)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

Butir pernyataan :

FASHION INVOLVEMENT (X1)

NO	PERNYATAAN	SKOR				
		STS	TS	R	S	SS
		1	2	3	4	5
1	Saya mempunyai lebih dari satu model produk <i>fashion</i> terbaru					
2	<i>Fashion</i> merupakan karakteristik dan hal penting yang mendukung penampilan saya					
3	Saya tertarik apabila model pakaian yang saya pakai berbeda dengan yang lain					

4	Saya mengetahui banyak tentang model <i>fashion</i> dari style yang digunakan oleh seseorang					
5	Saya cenderung mengamati perkembangan <i>fashion</i> dan mencoba produk <i>fashion</i> terlebih dahulu sebelum melakukan pembelian					

SALES PROMOTION (X2)

NO	PERNYATAAN	SKOR				
		STS	TS	R	S	SS
		1	2	3	4	5
1	Saya tertarik untuk berbelanja ketika ada diskon/potongan harga					
2	Saya tertarik untuk berbelanja ketika ada kupon hadiah yang menarik					
3	Saya tertarik untuk berbelanja produk <i>fashion</i> dari BUTI ketika mengadakan penjualan langsung kepada konsumen					
4	Saya tertarik untuk berbelanja ketika terdapat <i>frequent shopper program</i> / <i>loyalty program</i> (program pelanggan setia)					

SHOPPING LIFESTYLE (X3)

NO	PERNYATAAN	SKOR				
		STS	TS	R	S	SS
		1	2	3	4	5

1	Saya cenderung menanggapi dan membeli produk <i>fashion</i> ketika ada tawaran iklan yang menarik					
2	Saya cenderung berbelanja produk <i>fashion</i> dengan model terbaru ketika saya berada di BUTI Ponorogo City Center					
3	Saya cenderung berbelanja produk <i>fashion</i> dengan merek terkenal					
4	Saya yakin bahwa merek produk yang saya beli mempunyai kualitas terbaik					

POSITIVE EMOTION (Z)

NO	PERNYATAAN	SKOR				
		STS	TS	R	S	SS
		1	2	3	4	5
1	Saya mengalami perasaan senang ketika berbelanja di BUTI Ponorogo City Center					
2	Saya mengalami perasaan puas ketika berbelanja di BUTI Ponorogo City Center					
3	Saya mengalamai perasaan rileks (santai) ketika berbelanja di BUTI Ponorogo City Center					
4	Saya merasa terangsang (terdorong) untuk membeli produk ketika berbelanja di BUTI Ponorogo City Center					

5	Saya merasa bergairah (bersemangat) untuk berbelanja ketika berada di BUTI Ponorogo City Center					
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IMPULSE BUYING (Y)

NO	PERNYATAAN	SKOR				
		STS	TS	R	S	SS
		1	2	3	4	5
1	Saya melakukan pembelian produk <i>fashion</i> di BUTI Ponorogo City Center tanpa adanya perencanaan terlebih dahulu (spontan/tiba-tiba)					
2	Saya tidak memikirkan konsekuensi terlebih dahulu dari akibat ketika berbelanja di BUTI Ponorogo City Center					
3	Saya cenderung terobsesi ketika melihat produk <i>fashion</i> di BUTI Ponorogo City Center yang kemudian membelanjakan sebagian uang atau seluruhnya untuk membeli produk tersebut					
4	Saya cenderung mengesampingkan hal lain dan membeli produk <i>fashion</i> ketika ada penawaran menarik di BUTI Ponorogo City Center					

Lampiran 2

DATA TABULASI KUESIONER PENELITIAN

NO	Fashion Involvement (X1)						Sales Promotion (X2)					Shopping Lifestyle (X3)					Positive Emotion (Z)					Impulse Buying (Y)					
	X1.1	X1.2	X1.3	X1.4	X1.5	X1	X2.1	X2.2	X2.3	X2.4	X2	X3.1	X3.2	X3.3	X3.4	X3	Z.1	Z.2	Z.3	Z.4	Z.5	Z	Y.1	Y.2	Y.3	Y.4	Y
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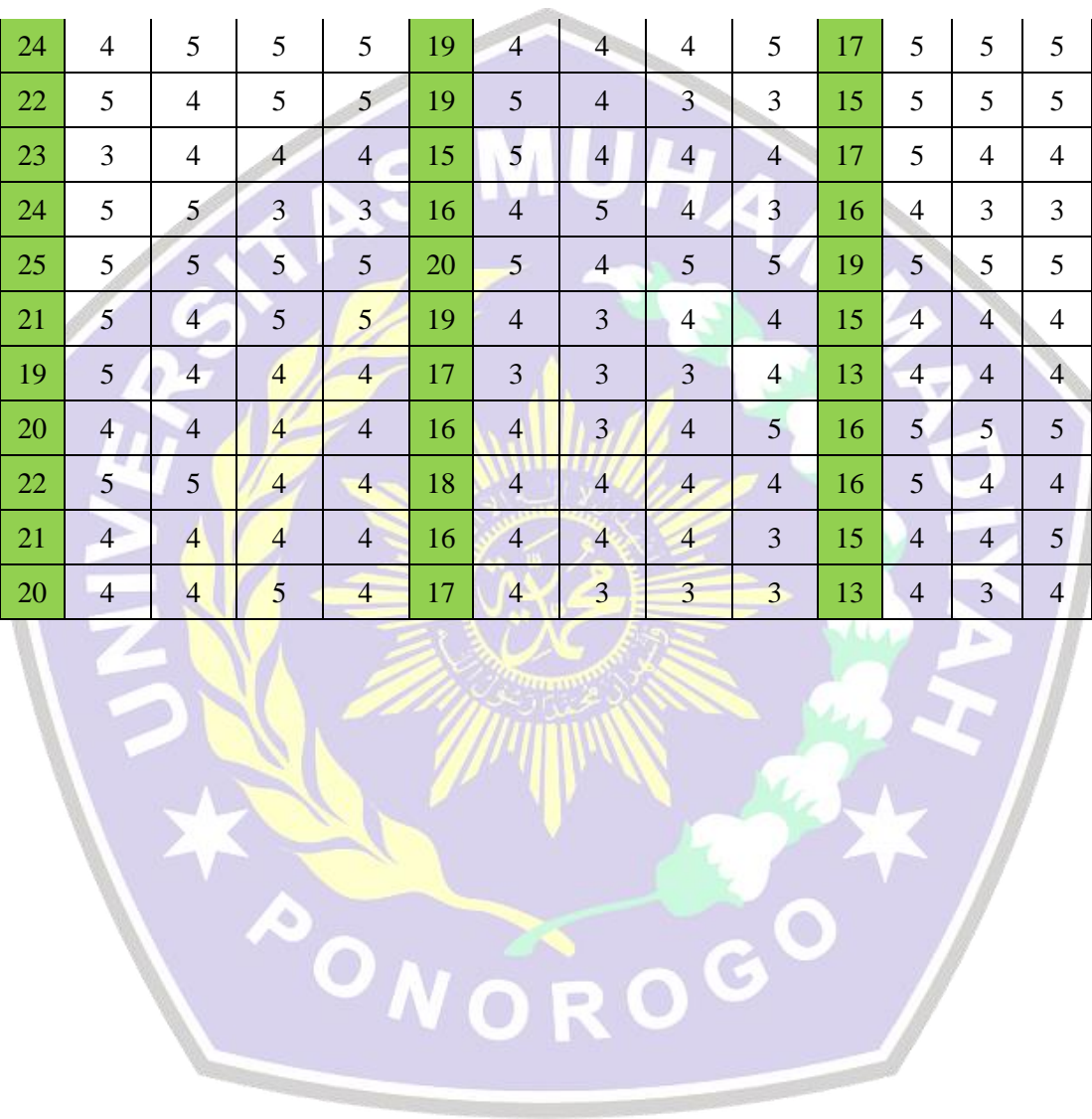
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Lampiran 3

HASIL UI VALIDITAS DAN UJI RELIABILITAS

A. Uji Validitas

1. Fashion Involvement (X1)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.360**	.279**	.428**	.428**	.702**
	Sig. (2-tailed)		.000	.005	.000	.000	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.360**	1	.358**	.387**	.420**	.698**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.279**	.358**	1	.323**	.328**	.645**
	Sig. (2-tailed)	.005	.000		.001	.001	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.428**	.387**	.323**	1	.419**	.736**
	Sig. (2-tailed)	.000	.000	.001		.000	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.428**	.420**	.328**	.419**	1	.731**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	100	100	100	100	100	100
X1	Pearson Correlation	.702**	.698**	.645**	.736**	.731**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).							

2. Sales Promotion (X2)

Correlations						
		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.633**	.239*	.392**	.752**
	Sig. (2-tailed)		.000	.017	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.633**	1	.369**	.491**	.829**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.239*	.369**	1	.437**	.656**
	Sig. (2-tailed)	.017	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.392**	.491**	.437**	1	.772**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X2	Pearson Correlation	.752**	.829**	.656**	.772**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

3. Shopping Lifestyle (X3)

Correlations						
		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	.394**	.560**	.447**	.752**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.394**	1	.550**	.422**	.744**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.560**	.550**	1	.497**	.864**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.447**	.422**	.497**	1	.751**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X3	Pearson Correlation	.752**	.744**	.864**	.751**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).						

4. Positive Emotion (Z)

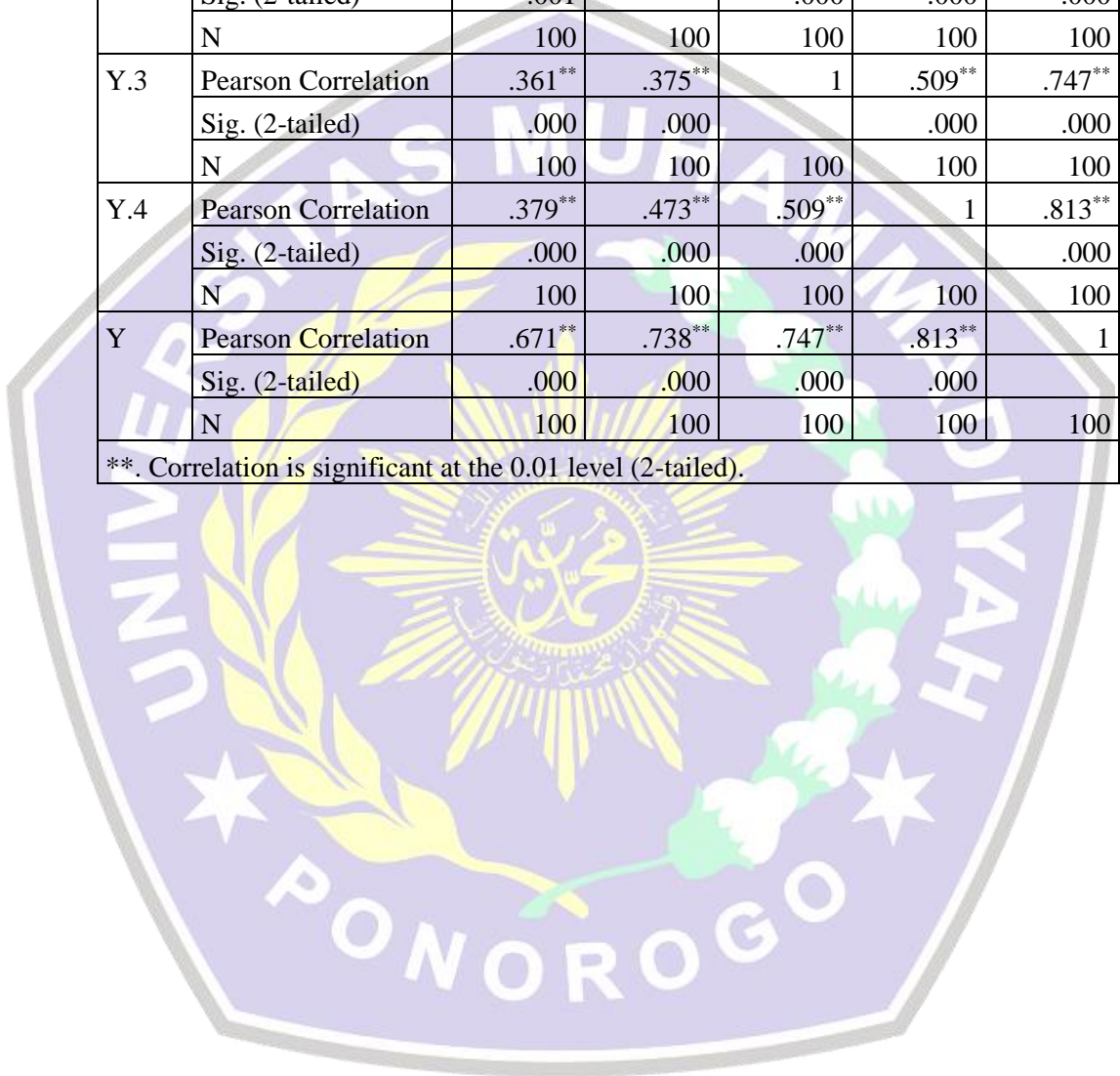
		Correlations					
		Z.1	Z.2	Z.3	Z.4	Z.5	Z
Z.1	Pearson Correlation	1	.627**	.569**	.576**	.656**	.824**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Z.2	Pearson Correlation	.627**	1	.657**	.430**	.565**	.778**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Z.3	Pearson Correlation	.569**	.657**	1	.588**	.686**	.832**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Z.4	Pearson Correlation	.576**	.430**	.588**	1	.732**	.817**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Z.5	Pearson Correlation	.656**	.565**	.686**	.732**	1	.890**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Z	Pearson Correlation	.824**	.778**	.832**	.817**	.890**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

5. *Impulse Buying (Y)*

Correlations						
		Y.1	Y.2	Y.3	Y.4	Y
Y.1	Pearson Correlation	1	.329**	.361**	.379**	.671**
	Sig. (2-tailed)		.001	.000	.000	.000
	N	100	100	100	100	100
Y.2	Pearson Correlation	.329**	1	.375**	.473**	.738**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	100	100	100	100	100
Y.3	Pearson Correlation	.361**	.375**	1	.509**	.747**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y.4	Pearson Correlation	.379**	.473**	.509**	1	.813**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Y	Pearson Correlation	.671**	.738**	.747**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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



B. Uji Reliabilitas

1. Fashion Involvement (X1)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.748	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	16.17	5.274	.517	.703
X1.2	16.12	5.622	.524	.700
X1.3	16.01	5.909	.430	.732
X1.4	16.27	5.209	.541	.693
X1.5	16.15	5.361	.556	.688

2. Sales Promotion (X2)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.751	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.17	3.334	.539	.696
X2.2	12.19	2.984	.660	.625
X2.3	12.34	3.681	.427	.754
X2.4	12.29	3.198	.563	.683

3. Shopping Lifestyle (X3)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.784	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	11.31	4.216	.582	.738
X3.2	11.31	4.216	.565	.745
X3.3	11.62	3.208	.682	.685
X3.4	11.21	4.067	.558	.748

4. *Positive Emotion (Z)*

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.884	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z.1	15.10	8.030	.723	.858
Z.2	15.15	8.331	.658	.872
Z.3	15.14	8.344	.747	.856
Z.4	15.44	7.643	.693	.866
Z.5	15.33	7.031	.804	.838

5. *Impulse Buying (Y)*

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.732	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	10.86	3.859	.447	.713
Y.2	11.14	3.516	.507	.681
Y.3	11.16	3.530	.542	.662
Y.4	11.33	3.011	.603	.622

Lampiran 4

HASIL UJI ANALISIS JALUR (*PATH ANALYSIS*)

A. Sub Struktural I

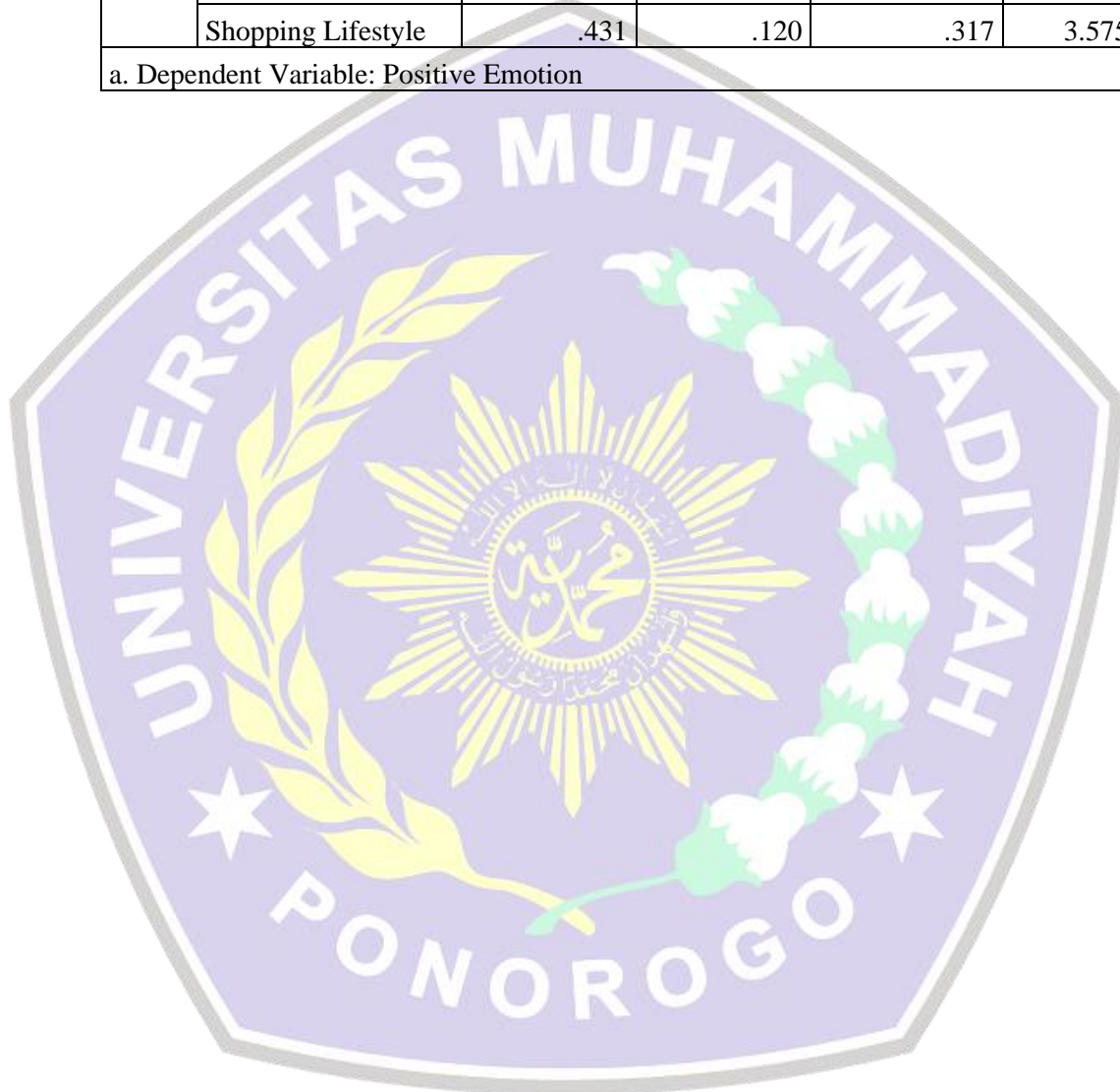
Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Shopping Lifestyle, Sales Promotion, Fashion Involvement ^b		Enter
a. Dependent Variable: Positive Emotion			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649 ^a	.422	.404	2.670
a. Predictors: (Constant), Shopping Lifestyle, Sales Promotion, Fashion Involvement				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	499.335	3	166.445	23.343	.000 ^b
	Residual	684.505	96	7.130		
	Total	1183.840	99			
a. Dependent Variable: Positive Emotion						
b. Predictors: (Constant), Shopping Lifestyle, Sales Promotion, Fashion Involvement						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.116	2.310		.050	.960
	Fashion Involvement	.319	.115	.259	2.761	.007
	Sales Promotion	.365	.130	.250	2.803	.006
	Shopping Lifestyle	.431	.120	.317	3.575	.001

a. Dependent Variable: Positive Emotion



B. Sub Struktural II

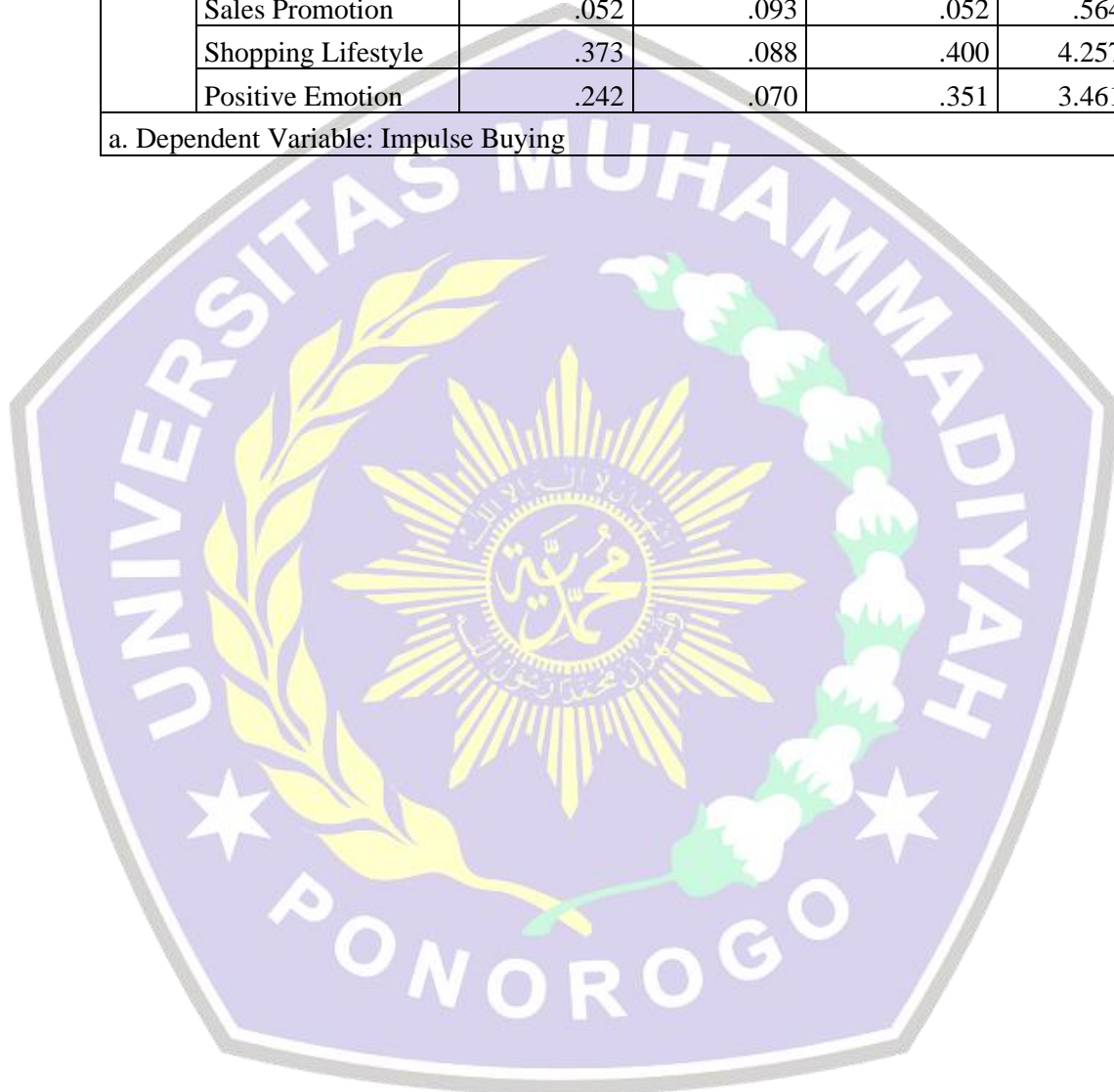
Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Positive Emotion, Sales Promotion, Shopping Lifestyle, Fashion Involvement ^b		Enter
a. Dependent Variable: Impulse Buying			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 ^a	.434	.410	1.826
a. Predictors: (Constant), Positive Emotion, Sales Promotion, Shopping Lifestyle, Fashion Involvement				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	242.689	4	60.672	18.197	.000 ^b
	Residual	316.751	95	3.334		
	Total	559.440	99			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Positive Emotion, Sales Promotion, Shopping Lifestyle, Fashion Involvement						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.475	1.580		2.832	.006
	Fashion Involvement	-.037	.082	-.043	-.447	.656
	Sales Promotion	.052	.093	.052	.564	.574
	Shopping Lifestyle	.373	.088	.400	4.257	.000
	Positive Emotion	.242	.070	.351	3.461	.001

a. Dependent Variable: Impulse Buying



Lampiran 5

DAFTAR R TABEL & T TABEL

1. R Tabel

Tabel Nilai r Product Moment

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	10%		5%	10%		5%	10%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

2. T Tabel

Titik Persentase Distribusi t (df = 81 – 120)

Pr df	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

