

LAMPIRAN 1. KUESIONER PENELITIAN

KUESIONER PENELITIAN

PENGARUH *PRICE DISCOUNT*, *BONUS PACK*, DAN *STORE ATMOSPHERE*  
TERHADAP *IMPULS BUYING* (STUDI KASUS PADA INDOMARET

DI KABUPATEN PONOROGO)



UNIVERSITAS MUHAMMADIYAH PONOROGO

2021

**KUESIONER PENELITIAN**  
**PENGARUH *PRICE DISCOUNT, BONUS PACK, DAN STORE ATMOSPHERE***  
**TERHADAP *IMPULS BUYING* (STUDI KASUS PADA INDOMARET**  
**DI KABUPATEN PONOROGO)**

**Universitas Muhammadiyah Ponorogo**

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Kepada Yth:

Bapak / Ibu / Saudara(i) Responden

Di tempat

Dengan hormat,

Dalam rangka memenuhi tugas akhir/skripsi demi memperoleh gelar sarjana ekonomi (S.E) jurusan Manajemen pada Universitas Muhammadiyah Ponorogo Fakultas Ekonomi. Maka dengan segala kerendahan hati saya memohon kepada Bapak/Ibu/Saudara(i) untuk memberikan sumbangan pemikiran dalam bentuk tanggapan terhadap beberapa pernyataan yang tersediadalam kuesioner ini mengenai topic “***pengaruh price discount, bonus pack, dan store atmosphere terhadap impuls buying (studi kasus pada indomaret di kabupaten ponorogo)***”. Adapun pengumpulan data dari kuesioner ini semata-mata hanya digunakan untuk keperluan akademis dan penelitian guna menyelesaikan penyusunan skripsi ini. Semua data dalam kuesioner ini akan dijamin kerahasiaannya oleh peneliti.

Kesediaan dan kerjasama yang Bapak / Ibu / Saudara(i) berikan dalam bentuk informasi yang benar dan lengkap akan sangat mendukung keberhasilan penelitian ini. Selain itu, jawaban yang Bapak / Ibu / Saudara(i) berikan juga merupakan sumbangan yang sangat berharga bagi penulis.

Akhir kata, saya mengucapkan terimakasih yang sebesar-besarnya atas bantuan dan kesediaan Bapak / Ibu / Saudara(i) yang telah meluangkan waktunya dalam pengisian kuesioner ini.

Ponorogo, 18 Januari 2021

Hormat saya,

Peneliti

**DATA KUESIONER RESPONDEN**

- 1. No. Responden : .....
- 2. Nama (bolehtidakdiisi) : .....
- 3. Jeniskelamin :  Laki-laki  Perempuan
- 4. Usia : .....
- 5. Lokasi Indomaret :



- Niken Gandini  Ir. Juanda
- Batoro Katong  Gajah Mada
- Soekarno  Sultan Agung Hatta
- Ahmad Yani  Gatot Subroto
- Basuki Rahma  Alon – alon Ponorogo
- Suromenggold  Ahmad dahlan
- Trunojoyo  Yos Sudarso
- Siman  Arif Rachman
- Hakim
- Jetis  Soekarno
- Sumoroto  Hatta 1
- Jenes

- 6. Berapa kali dalam satu bulan  1 – 3  3 – 5  > 5

**PETUNJUK PENGISIAN KUESIONER**

Adapun bentuk pengisian kuesioner adalah sebagai berikut :

- 1. KepadaBapak / Ibu / Saudara(i) diharapkan untuk menjawab seluruh pernyataan yang adadengan jujur dan apa adanya.

2. Berilah tanda (✓) pada kolom yang tersedia dan pilih satu alternative jawaban paling sesuai dengan kondisi yang sebenarnya.
3. Semakin tinggi tingkat kesetujuan Bapak / Ibu / Saudara(i) pada pernyataan tersebut maka akan semakin tinggi derajat kesesuaian terhadap penelitian ini.
4. Terdapat 5 (lima) alternative jawaban yang dapat dipilih yaitu sebagai berikut :

no	Keterangan	Skor
1	SS	5
2	S	4
3	N	3
4	TS	2
5	STS	1

1. Variabelindependen

a. *Price Discount*

No	Pertanyaan	STS	TS	N	S	SS
1	Indomaret memberi potongan harga yang besar					
2	Jangka waktu potongan indomaret lama					
3	Banyak jenis produk yang mendapatkan potongan harga di indomaret					

b. *Bonus Pack*

No	Pertanyaan	STS	TS	N	S	SS
1	Indomaret memberikan bonus yang menarik					
2	Jenis bonus yang diberikan indomaret berbagai macam					
3	Bonus yang diberikan indomaret bermanfaat					

c. *Store Atmosphere*

No	Pertanyaan	STS	TS	N	S	SS
1	Desain exterior indomaret menarik perhatian mata					
2	Suasana dalam gerai indomaret yang sejuk dan harum membuat anda nyaman berada di dalamnya					
3	Alokasi ruangan seperti AC ruangan, sound system, tempat kasir, display produk, papan promosi, dsb tertata dengan baik					
4	Barang - barang di letakkan dengan baik dan tertata dengan rapi					
5	Di dalam gerai indomart terdapat tv arau monitor					

	sebagai informasi tentang produk					
6	Setiap barang memiliki informasi terkait barang tersebut seperti spesifikasi dan harga					
7	Barang barang yang dijual di posisikan secara menarik, dan memudahlan untuk melihat atau mengambilnya					
8	Barang barang yang di jual di indomaret dikelompokan sesuai kategori barang					

## 2. VariabelDependen (Y)

### a. *Impuls Buying*

No	Pertanyaan	STS	TS	N	S	SS
1	Selalu melakukan pembelian dengan spontan					
2	Sering membeli tanpa niat beli sebelumnya					
3	Membeli dengan spontan sangat menyenangkan					
4	Kadang kadang membeli produk tanpa perencanaan sebelumnya					

## LAMPIRAN 2 Rekapitulasi Jawaban Responden

### a. Price discount

No Responden	Jenis kelamin	Usia	lokasi	kunjungan perbulan	Price Discount (X1)			
					X1.1	X1.2	X1.3	Total X1
1	1	1	1	1	4	3	4	11
2	1	2	1	3	4	4	4	12
3	2	2	1	1	4	4	4	12
4	1	4	1	3	4	4	4	12
5	2	4	1	3	4	4	4	12
6	2	4	2	3	4	4	4	12
7	2	1	2	1	2	2	3	7
8	1	2	2	2	4	4	4	12
9	1	4	2	3	4	4	4	12
10	2	2	2	2	4	4	4	12
11	2	1	3	3	4	4	3	11
12	2	4	3	1	4	4	3	11
13	1	2	3	2	4	4	4	12
14	1	1	3	3	4	4	5	13
15	2	1	3	3	4	4	5	13
16	2	4	4	1	5	5	4	14
17	2	3	4	2	5	5	5	15
18	1	2	4	2	4	4	4	12
19	1	2	4	3	4	4	5	13
20	2	3	4	3	5	5	5	15
21	1	2	5	1	4	4	5	13
22	2	4	5	3	4	4	4	12
23	2	2	5	2	5	3	5	13
24	2	2	5	2	4	4	5	13
25	1	2	5	3	4	4	5	13
26	1	2	6	2	3	4	5	12
27	2	2	6	3	3	3	3	9
28	2	2	6	1	3	4	5	12
29	2	4	6	2	5	4	3	12
30	1	2	6	3	5	4	3	12
31	1	4	7	3	4	4	4	12
32	2	4	7	1	4	4	5	13
33	1	4	7	2	3	4	5	12
34	2	2	7	3	4	4	5	13
35	2	2	7	1	5	5	5	15
36	2	2	8	2	4	4	4	12

37	2	2	8	3	3	5	5	13
38	1	2	8	3	5	3	4	12
39	1	2	8	3	1	3	3	7
40	1	4	8	1	4	4	5	13
41	1	4	9	2	3	4	4	11
42	2	2	9	3	4	3	3	10
43	2	2	9	3	5	4	3	12
44	2	4	9	2	4	4	4	12
45	1	3	9	2	4	4	5	13
46	1	4	10	1	3	5	5	13
47	1	4	10	1	4	4	4	12
48	2	3	10	2	4	5	5	14
49	1	4	10	3	3	4	4	11
50	2	4	10	2	5	5	5	15
51	2	2	11	3	4	4	5	13
52	1	2	11	3	4	4	4	12
53	2	2	11	2	4	3	4	11
54	2	2	11	2	4	4	4	12
55	1	2	11	3	4	5	4	13
56	1	2	12	3	4	4	3	11
57	2	2	12	2	4	5	3	12
58	2	2	12	3	4	5	3	12
59	2	4	12	1	4	4	4	12
60	2	3	12	2	4	3	4	11
61	2	3	13	1	4	5	4	13
62	2	2	13	2	4	5	4	13
63	1	2	13	2	3	5	4	12
64	2	3	13	3	4	5	4	13
65	1	3	13	1	4	5	4	13
66	2	2	14	1	4	5	4	13
67	2	1	14	3	4	5	4	13
68	1	3	14	2	4	3	4	11
69	2	4	14	3	4	3	4	11
70	2	2	14	2	4	4	4	12
71	2	3	15	2	4	4	4	12
72	2	2	15	3	4	4	4	12
73	2	3	15	1	4	4	4	12
74	1	2	15	3	2	2	3	7
75	1	3	15	3	4	4	4	12
76	2	4	16	2	4	4	4	12
77	1	2	16	3	4	4	4	12
78	1	3	16	2	4	4	3	11

79	1	3	16	2	4	4	3	11
80	2	3	16	1	4	4	4	12
81	1	3	17	3	4	4	5	13
82	2	4	17	2	4	4	5	13
83	2	4	17	2	5	5	4	14
84	1	2	17	2	5	5	5	15
85	1	3	17	2	4	4	4	12
86	2	3	18	1	4	4	5	13
87	2	2	18	3	5	5	5	15
88	1	2	18	2	4	4	5	13
89	2	4	18	3	4	4	4	12
90	2	3	18	3	5	3	5	13
91	1	4	19	3	4	4	5	13
92	2	2	19	2	4	4	5	13
93	1	4	19	1	3	4	5	12
94	2	3	19	2	3	3	3	9
95	2	4	19	3	3	4	5	12
96	2	3	20	1	5	4	3	12
97	2	3	20	2	5	4	3	12
98	2	4	20	3	4	4	4	12
99	2	3	20	1	4	4	5	13
100	2	2	20	2	3	4	5	12

*b. Bonus pack*

No Responden	Jenis kelamin	Usia	lokasi	kunjungan perbulan	<i>Bonus Pack (X2)</i>			
					X2.1	X2.2	X2.3	Total X2
1	1	1	1	1	5	5	4	14
2	1	2	1	3	4	4	4	12
3	2	2	1	1	4	5	4	13
4	1	4	1	3	4	4	4	12
5	2	4	1	3	4	4	4	12
6	2	4	2	3	5	4	4	13
7	2	1	2	1	3	2	1	6
8	1	2	2	2	4	4	4	12
9	1	4	2	3	5	5	5	15
10	2	2	2	2	4	4	4	12
11	2	1	3	3	4	5	3	12
12	2	4	3	1	4	5	3	12
13	1	2	3	2	5	5	4	14
14	1	1	3	3	4	5	4	13



15	2	1	3	3	4	5	4	13
16	2	4	4	1	4	5	5	14
17	2	3	4	2	5	5	5	15
18	1	2	4	2	3	3	4	10
19	1	2	4	3	4	5	4	13
20	2	3	4	3	5	5	5	15
21	1	2	5	1	5	5	4	14
22	2	4	5	3	4	3	4	11
23	2	2	5	2	4	5	3	12
24	2	2	5	2	5	5	5	15
25	1	2	5	3	5	5	5	15
26	1	2	6	2	4	3	4	11
27	2	2	6	3	3	3	3	9
28	2	2	6	1	4	4	4	12
29	2	4	6	2	5	3	4	12
30	1	2	6	3	5	3	4	12
31	1	4	7	3	4	4	4	12
32	2	4	7	1	5	5	5	15
33	1	4	7	2	4	3	4	11
34	2	2	7	3	4	5	4	13
35	2	2	7	1	5	5	5	15
36	2	2	8	2	4	4	4	12
37	2	2	8	3	5	5	4	14
38	1	2	8	3	5	5	5	15
39	1	2	8	3	3	3	3	9
40	1	4	8	1	4	4	4	12
41	1	4	9	2	4	5	4	13
42	2	2	9	3	4	4	4	12
43	2	2	9	3	5	5	5	15
44	2	4	9	2	5	5	5	15
45	1	3	9	2	5	3	4	12
46	1	4	10	1	4	4	4	12
47	1	4	10	1	5	5	4	14
48	2	3	10	2	4	4	4	12
49	1	4	10	3	4	5	4	13
50	2	4	10	2	5	5	5	15
51	2	2	11	3	5	5	5	15
52	1	2	11	3	4	4	4	12
53	2	2	11	2	4	4	4	12
54	2	2	11	2	4	5	4	13
55	1	2	11	3	5	4	4	13
56	1	2	12	3	4	5	5	14

57	2	2	12	2	5	5	5	15
58	2	2	12	3	4	4	5	13
59	2	4	12	1	5	4	5	14
60	2	3	12	2	4	4	5	13
61	2	3	13	1	4	5	5	14
62	2	2	13	2	4	5	4	13
63	1	2	13	2	4	4	4	12
64	2	3	13	3	4	4	5	13
65	1	3	13	1	4	4	5	13
66	2	2	14	1	4	4	4	12
67	2	1	14	3	4	5	5	14
68	1	3	14	2	4	4	4	12
69	2	4	14	3	5	5	4	14
70	2	2	14	2	4	4	4	12
71	2	3	15	2	4	4	4	12
72	2	2	15	3	4	4	4	12
73	2	3	15	1	5	4	4	13
74	1	2	15	3	3	2	1	6
75	1	3	15	3	4	4	4	12
76	2	4	16	2	5	5	5	15
77	1	2	16	3	4	4	4	12
78	1	3	16	2	4	5	3	12
79	1	3	16	2	4	5	3	12
80	2	3	16	1	5	5	4	14
81	1	3	17	3	4	5	4	13
82	2	4	17	2	4	5	4	13
83	2	4	17	2	4	5	5	14
84	1	2	17	2	5	5	5	15
85	1	3	17	2	3	3	4	10
86	2	3	18	1	4	5	4	13
87	2	2	18	3	5	5	5	15
88	1	2	18	2	5	5	4	14
89	2	4	18	3	4	3	4	11
90	2	3	18	3	4	5	3	12
91	1	4	19	3	5	5	5	15
92	2	2	19	2	5	5	5	15
93	1	4	19	1	4	3	4	11
94	2	3	19	2	3	3	3	9
95	2	4	19	3	4	4	4	12
96	2	3	20	1	5	3	4	12
97	2	3	20	2	5	3	4	12
98	2	4	20	3	4	4	4	12

99	2	3	20	1	5	5	5	15
100	2	2	20	2	4	3	4	11

c. *Store atmosphere*

No Responden	Jenis Kelamin	Usia	lokasi	kunjungan perbulan	Store Atmosphere(X3)								Total X3
					X3 .1	X3.2	X3 .3	X3 .4	X3 .5	X3 .6	X3.7	X3 .8	
1	1	1	1	1	3	4	3	3	3	4	3	4	27
2	1	2	1	3	4	3	4	4	4	3	4	5	31
3	2	2	1	1	4	3	4	4	3	4	4	4	30
4	1	4	1	3	4	4	4	4	4	4	5	4	33
5	2	4	1	3	5	4	4	3	4	5	4	4	33
6	2	4	2	3	4	4	4	4	5	5	5	5	36
7	2	1	2	1	3	3	2	2	2	2	2	1	17
8	1	2	2	2	4	4	4	3	3	3	4	4	29
9	1	4	2	3	4	4	4	4	4	5	4	4	33
10	2	2	2	2	4	4	4	4	4	3	4	4	31
11	2	1	3	3	4	3	4	4	4	3	3	4	29
12	2	4	3	1	4	3	4	4	4	3	3	4	29
13	1	2	3	2	4	3	3	4	3	3	4	4	28
14	1	1	3	3	4	4	4	4	4	4	4	5	33
15	2	1	3	3	4	4	4	4	4	4	4	5	33
16	2	4	4	1	4	5	5	4	4	4	5	5	36
17	2	3	4	2	5	4	4	5	4	4	4	5	35
18	1	2	4	2	4	4	4	4	4	3	4	4	31
19	1	2	4	3	4	4	4	4	4	4	4	4	32
20	2	3	4	3	3	4	5	4	4	4	5	5	34
21	1	2	5	1	3	3	4	4	4	4	5	4	31
22	2	4	5	3	4	4	4	4	3	4	4	4	31
23	2	2	5	2	5	4	4	5	4	5	3	4	34
24	2	2	5	2	3	4	4	4	4	4	5	5	33
25	1	2	5	3	3	4	4	3	4	4	5	5	32
26	1	2	6	2	4	4	3	3	3	3	4	3	27
27	2	2	6	3	1	2	3	2	3	2	2	2	17
28	2	2	6	1	4	5	5	4	5	4	4	3	34
29	2	4	6	2	4	3	4	4	4	5	4	5	33
30	1	2	6	3	4	3	4	4	4	4	4	5	32
31	1	4	7	3	4	4	4	4	3	3	3	4	29
32	2	4	7	1	3	4	4	4	4	4	4	4	31

33	1	4	7	2	4	4	3	3	3	3	4	3	27
34	2	2	7	3	5	4	4	3	4	4	4	5	33
35	2	2	7	1	3	4	5	4	4	4	5	5	34
36	2	2	8	2	4	4	4	4	3	3	3	4	29
37	2	2	8	3	3	5	4	5	3	5	3	3	31
38	1	2	8	3	3	4	3	3	4	4	4	5	30
39	1	2	8	3	1	3	2	3	2	3	3	3	20
40	1	4	8	1	4	3	4	4	5	4	4	4	32
41	1	4	9	2	3	4	4	4	4	4	4	4	31
42	2	2	9	3	3	5	4	5	3	5	4	4	33
43	2	2	9	3	4	3	4	4	5	4	4	4	32
44	2	4	9	2	3	3	3	3	3	3	4	3	25
45	1	3	9	2	4	4	4	4	4	4	4	4	32
46	1	4	10	1	3	4	4	4	4	4	4	3	30
47	1	4	10	1	3	4	4	4	4	3	4	4	30
48	2	3	10	2	4	3	4	5	4	5	5	5	35
49	1	4	10	3	3	4	4	4	4	4	4	4	31
50	2	4	10	2	3	4	5	4	4	4	5	5	34
51	2	2	11	3	3	4	4	4	4	4	4	4	31
52	1	2	11	3	4	4	4	4	3	3	3	4	29
53	2	2	11	2	4	3	5	4	4	5	3	4	32
54	2	2	11	2	5	4	4	4	3	4	4	4	32
55	1	2	11	3	4	3	4	3	4	3	3	4	28
56	1	2	12	3	4	4	4	5	3	4	4	4	32
57	2	2	12	2	4	4	4	4	4	5	3	3	31
58	2	2	12	3	5	4	4	3	4	5	4	3	32
59	2	4	12	1	4	3	4	4	3	4	3	2	27
60	2	3	12	2	4	4	4	4	5	4	4	4	33
61	2	3	13	1	2	2	2	2	5	4	4	3	24
62	2	2	13	2	4	4	4	4	5	4	4	3	32
63	1	2	13	2	4	4	3	4	5	4	3	3	30
64	2	3	13	3	3	4	3	5	4	5	3	3	30
65	1	3	13	1	4	4	5	4	4	3	5	4	33
66	2	2	14	1	4	4	5	3	4	4	4	4	32
67	2	1	14	3	5	4	4	4	4	4	4	5	34
68	1	3	14	2	5	5	5	5	3	4	4	3	34
69	2	4	14	3	3	4	3	3	3	4	3	4	27
70	2	2	14	2	4	3	4	4	4	3	4	5	31
71	2	3	15	2	4	4	4	4	4	4	5	4	33
72	2	2	15	3	5	4	4	3	4	5	4	4	33
73	2	3	15	1	4	4	4	4	5	5	5	5	36

74	1	2	15	3	3	3	2	2	2	2	2	1	17
75	1	3	15	3	4	4	4	3	3	3	4	4	29
76	2	4	16	2	4	4	4	4	4	5	4	4	33
77	1	2	16	3	4	4	4	4	4	3	4	4	31
78	1	3	16	2	4	3	4	4	4	3	3	4	29
79	1	3	16	2	4	3	4	4	4	3	3	4	29
80	2	3	16	1	4	3	3	4	3	3	4	4	28
81	1	3	17	3	4	4	4	4	4	4	4	5	33
82	2	4	17	2	4	4	4	4	4	4	4	5	33
83	2	4	17	2	4	5	5	4	4	4	5	5	36
84	1	2	17	2	5	4	4	5	4	4	4	5	35
85	1	3	17	2	4	4	4	4	4	3	4	4	31
86	2	3	18	1	4	4	4	4	4	4	4	4	32
87	2	2	18	3	3	4	5	4	4	4	5	5	34
88	1	2	18	2	3	3	4	4	4	4	5	4	31
89	2	4	18	3	4	4	4	4	3	4	4	4	31
90	2	3	18	3	5	4	4	5	4	5	3	4	34
91	1	4	19	3	3	4	4	4	4	4	5	5	33
92	2	2	19	2	3	4	4	3	4	4	5	5	32
93	1	4	19	1	4	4	3	3	3	3	4	3	27
94	2	3	19	2	1	2	3	2	3	2	2	2	17
95	2	4	19	3	4	5	5	4	5	4	4	3	34
96	2	3	20	1	4	3	4	4	4	5	4	5	33
97	2	3	20	2	4	3	4	4	4	4	4	5	32
98	2	4	20	3	4	4	4	4	3	3	3	4	29
99	2	3	20	1	3	4	4	4	4	4	4	4	31
100	2	2	20	2	4	4	3	3	3	3	4	3	27

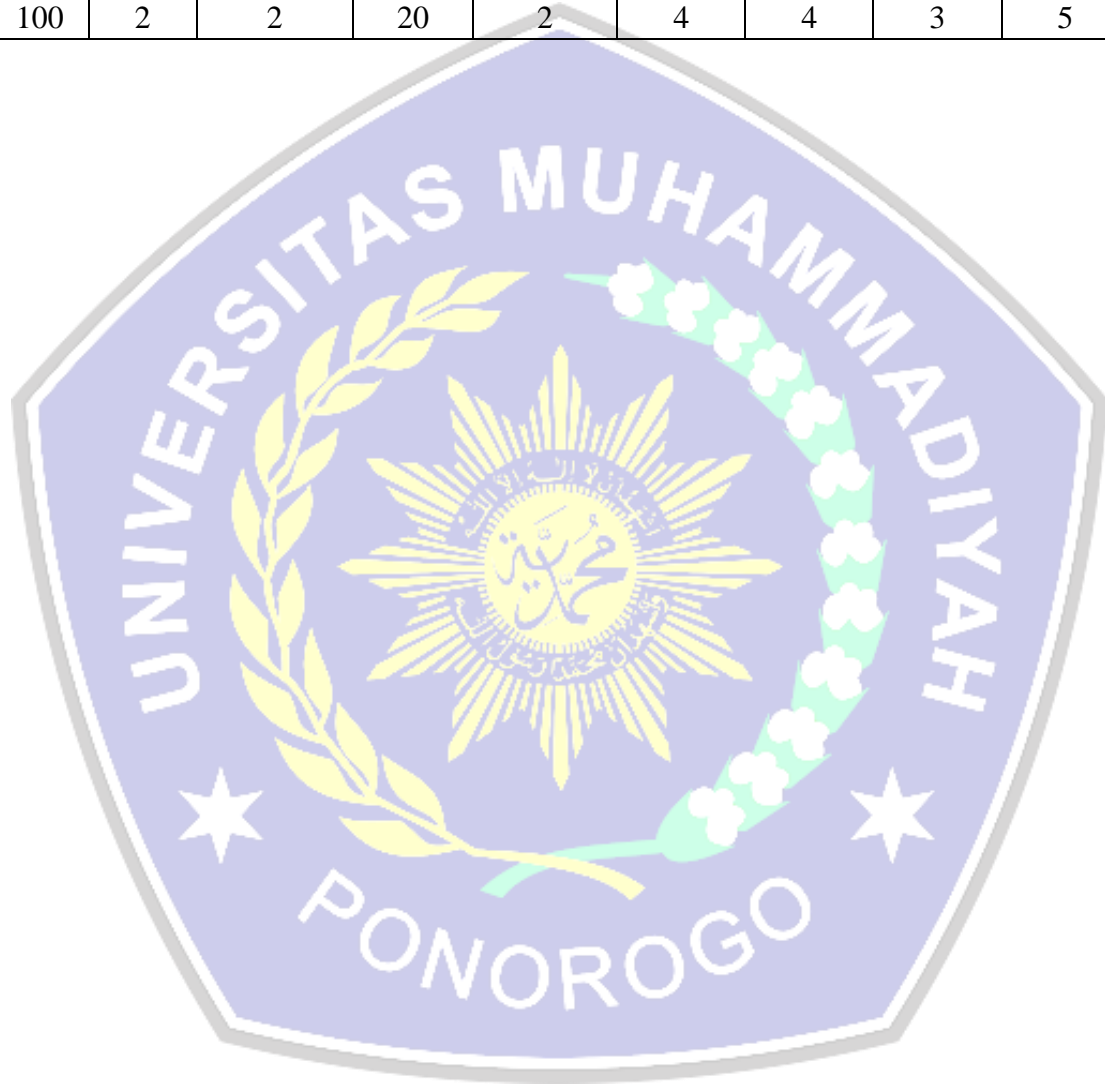
d. *Impulse buying*

No Responden	Jenis Kelamin	Usia	Lokasi	kunjungan perbulan	<i>Impuls Buying (Y)</i>				
					Y.1	Y.2	Y.3	Y.4	Total Y
1	1	1	1	1	4	4	5	4	17
2	1	2	1	3	4	4	4	4	16
3	2	2	1	1	5	5	4	5	19
4	1	4	1	3	4	4	4	4	16
5	2	4	1	3	5	3	4	4	16
6	2	4	2	3	5	5	5	5	20
7	2	1	2	1	3	3	2	2	10

8	1	2	2	2	4	4	5	5	18
9	1	4	2	3	4	4	4	4	16
10	2	2	2	2	4	4	4	4	16
11	2	1	3	3	4	3	4	4	15
12	2	4	3	1	4	4	3	4	15
13	1	2	3	2	4	5	4	4	17
14	1	1	3	3	5	5	4	4	18
15	2	1	3	3	5	5	4	4	18
16	2	4	4	1	5	5	5	5	20
17	2	3	4	2	5	5	5	5	20
18	1	2	4	2	4	4	4	4	16
19	1	2	4	3	4	4	4	4	16
20	2	3	4	3	4	4	4	5	17
21	1	2	5	1	5	4	4	5	18
22	2	4	5	3	4	4	4	4	16
23	2	2	5	2	4	3	4	3	14
24	2	2	5	2	5	5	4	5	19
25	1	2	5	3	5	5	4	5	19
26	1	2	6	2	5	5	3	4	17
27	2	2	6	3	3	2	3	3	11
28	2	2	6	1	5	3	3	5	16
29	2	4	6	2	5	4	4	4	17
30	1	2	6	3	5	4	4	4	17
31	1	4	7	3	4	4	4	4	16
32	2	4	7	1	5	5	4	5	19
33	1	4	7	2	4	4	3	5	16
34	2	2	7	3	5	4	4	4	17
35	2	2	7	1	4	4	4	5	17
36	2	2	8	2	4	4	4	4	16
37	2	2	8	3	5	5	4	3	17
38	1	2	8	3	4	4	4	4	16
39	1	2	8	3	3	3	2	1	9
40	1	4	8	1	3	3	4	4	14
41	1	4	9	2	4	3	3	4	14
42	2	2	9	3	3	3	4	4	14
43	2	2	9	3	5	4	4	4	17
44	2	4	9	2	4	4	4	4	16
45	1	3	9	2	5	5	4	5	19
46	1	4	10	1	5	5	4	3	17
47	1	4	10	1	4	4	4	4	16
48	2	3	10	2	5	4	4	4	17
49	1	4	10	3	4	3	3	4	14

50	2	4	10	2	4	4	4	5	17
51	2	2	11	3	5	5	4	5	19
52	1	2	11	3	4	4	4	4	16
53	2	2	11	2	3	4	4	4	15
54	2	2	11	2	4	5	4	4	17
55	1	2	11	3	3	4	4	5	16
56	1	2	12	3	5	4	3	4	16
57	2	2	12	2	4	4	5	3	16
58	2	2	12	3	4	4	5	3	16
59	2	4	12	1	3	4	5	4	16
60	2	3	12	2	3	4	5	4	16
61	2	3	13	1	3	5	4	4	16
62	2	2	13	2	4	5	3	4	16
63	1	2	13	2	4	4	3	4	15
64	2	3	13	3	4	4	3	4	15
65	1	3	13	1	4	5	4	4	17
66	2	2	14	1	3	4	4	5	16
67	2	1	14	3	4	3	4	5	16
68	1	3	14	2	4	3	4	5	16
69	2	4	14	3	4	4	5	4	17
70	2	2	14	2	4	4	4	4	16
71	2	3	15	2	4	4	4	4	16
72	2	2	15	3	5	3	4	4	16
73	2	3	15	1	5	5	5	5	20
74	1	2	15	3	3	3	2	2	10
75	1	3	15	3	4	4	5	5	18
76	2	4	16	2	4	4	4	4	16
77	1	2	16	3	4	4	4	4	16
78	1	3	16	2	4	3	4	4	15
79	1	3	16	2	4	4	3	4	15
80	2	3	16	1	4	5	4	4	17
81	1	3	17	3	5	5	4	4	18
82	2	4	17	2	5	5	4	4	18
83	2	4	17	2	5	5	5	5	20
84	1	2	17	2	5	5	5	5	20
85	1	3	17	2	4	4	4	4	16
86	2	3	18	1	4	4	4	4	16
87	2	2	18	3	4	4	4	5	17
88	1	2	18	2	5	4	4	5	18
89	2	4	18	3	4	4	4	4	16
90	2	3	18	3	4	3	4	3	14
91	1	4	19	3	5	5	4	5	19

92	2	2	19	2	5	5	4	5	19
93	1	4	19	1	5	5	3	4	17
94	2	3	19	2	3	2	3	3	11
95	2	4	19	3	5	3	3	5	16
96	2	3	20	1	5	4	4	4	17
97	2	3	20	2	5	4	4	4	17
98	2	4	20	3	4	4	4	4	16
99	2	3	20	1	5	5	4	5	19
100	2	2	20	2	4	4	3	5	16





### LAMPIRAN 3 Distribusi Jawaban Responden

#### Jenis Kelamin

	Jumlah	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	40	40,0	40,0	40,0
Perempuan	60	60,0	60,0	100,0
Total	100	100,0	100,0	

#### Usia

	Jumlah	Percent	Valid Percent	Cumulative Percent
Valid 15-20Tahun	6	6,0	6,0	6,0
20-25Tahun	43	43,0	43,0	49,0
25-30Tahun	23	23,0	23,0	72,0
>30Tahun	28	28,0	28,0	100,0
Total	100	100,0	100,0	

#### Lokasi Indomaret

	Jumlah	Percent	Valid Percent	Cumulative Percent
Valid Niken Gandini	5	5,0	5,0	5,0
Ir. Juanda	5	5,0	5,0	10,0
Batoro Katong	5	5,0	5,0	15,0
Gajah Mada	5	5,0	5,0	20,0
Soekarno Hatta	5	5,0	5,0	25,0
Sultan Agung	5	5,0	5,0	30,0
Ahmad Yani	5	5,0	5,0	35,0
Gatot Subroto	5	5,0	5,0	40,0
Basuki Rahmat	5	5,0	5,0	45,0
Alon – alon Ponorogo	5	5,0	5,0	50,0
Suromenggolo	5	5,0	5,0	55,0
Ahmad Dahlan	5	5,0	5,0	60,0
Trunojoyo	5	5,0	5,0	65,0
Yos Sudarso	5	5,0	5,0	70,0
Siman	5	5,0	5,0	75,0
Arif Rachman	5	5,0	5,0	80,0
Hakim	5	5,0	5,0	85,0
Jetis	5	5,0	5,0	90,0
Soekarno Hatta 1	5	5,0	5,0	95,0

Sumoroto	5	5,0	5,0	95,0
Jenes	5	5,0	5,0	100,0
Total	100	100,0	100,0	

Kunjungan Perbulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-3 kali	22	22,0	22,0	22,0
3-5 kali	37	37,0	37,0	59,0
>5 kali	41	41,0	41,0	100,0
Total	100	100,0	100,0	

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1,0	1,0	1,0
TS	2	2,0	2,0	3,0
N	13	13,0	13,0	16,0
S	68	68,0	68,0	84,0
SS	16	16,0	16,0	100,0
Total	100	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2,0	2,0	2,0
N	12	12,0	12,0	14,0
S	65	65,0	65,0	79,0
SS	21	21,0	21,0	100,0
Total	100	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	18	18,0	18,0	18,0
S	47	47,0	47,0	65,0
SS	35	35,0	35,0	100,0
Total	100	100,0	100,0	

Price Discount

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 7	3	3,0	3,0	3,0
9	2	2,0	2,0	5,0
10	1	1,0	1,0	6,0
11	12	12,0	12,0	18,0
12	44	44,0	44,0	62,0
13	29	29,0	29,0	91,0
14	3	3,0	3,0	94,0
15	6	6,0	6,0	100,0
Total	100	100,0	100,0	

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	7	7,0	7,0	7,0
S	57	57,0	57,0	64,0
SS	36	36,0	36,0	100,0
Total	100	100,0	100,0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2,0	2,0	2,0
N	16	16,0	16,0	18,0
S	32	32,0	32,0	50,0
SS	50	50,0	50,0	100,0
Total	100	100,0	100,0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2,0	2,0	2,0
N	9	9,0	9,0	11,0
S	60	60,0	60,0	71,0
SS	29	29,0	29,0	100,0
Total	100	100,0	100,0	

Bonus Pack

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6	2	2,0	2,0	2,0
9	3	3,0	3,0	5,0
10	2	2,0	2,0	7,0
11	6	6,0	6,0	13,0
12	35	35,0	35,0	48,0
13	19	19,0	19,0	67,0
14	14	14,0	14,0	81,0
15	19	19,0	19,0	100,0
Total	100	100,0	100,0	

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	3	3,0	3,0	3,0
TS	1	1,0	1,0	4,0
N	26	26,0	26,0	30,0
S	59	59,0	59,0	89,0
SS	11	11,0	11,0	100,0
Total	100	100,0	100,0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	3,0	3,0	3,0
N	25	25,0	25,0	28,0
S	65	65,0	65,0	93,0
SS	7	7,0	7,0	100,0
Total	100	100,0	100,0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	5,0	5,0	5,0
N	19	19,0	19,0	24,0
S	66	66,0	66,0	90,0
SS	10	10,0	10,0	100,0

Total	100	100,0	100,0	
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X3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	3,0	3,0	3,0
N	26	26,0	26,3	29,3
S	60	60,0	60,6	89,9
SS	10	10,0	10,1	100,0
Total	99	99,0	100,0	
Missing System	1	1,0		
Total	100	100,0		

X3.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4,0	4,0	4,0
N	27	27,0	27,0	31,0
S	52	52,0	52,0	83,0
SS	17	17,0	17,0	100,0
Total	100	100,0	100,0	

X3.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4,0	4,0	4,0
N	27	27,0	27,0	31,0
S	52	52,0	52,0	83,0
SS	17	17,0	17,0	100,0
Total	100	100,0	100,0	

X3.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4,0	4,0	4,0
N	20	20,0	20,0	24,0
S	58	58,0	58,0	82,0
SS	18	18,0	18,0	100,0
Total	100	100,0	100,0	

X3.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	2,0	2,0	2,0
TS	3	3,0	3,0	5,0
N	17	17,0	17,0	22,0
S	50	50,0	50,0	72,0
SS	28	28,0	28,0	100,0
Total	100	100,0	100,0	

Store Atmosphere

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17	4	4,0	4,0	4,0
20	1	1,0	1,0	5,0
24	1	1,0	1,0	6,0
25	1	1,0	1,0	7,0
27	7	7,0	7,0	14,0
28	3	3,0	3,0	17,0
29	10	10,0	10,0	27,0
30	6	6,0	6,0	33,0
31	17	17,0	17,0	50,0
32	15	15,0	15,0	65,0
33	18	18,0	18,0	83,0
34	10	10,0	10,0	93,0
35	3	3,0	3,0	96,0
36	4	4,0	4,0	100,0
Total	100	100,0	100,0	

Y.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	13	13,0	13,0	13,0
S	50	50,0	50,0	63,0
SS	37	37,0	37,0	100,0
Total	100	100,0	100,0	

Y.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2,0	2,0	2,0
N	17	17,0	17,0	19,0
S	52	52,0	52,0	71,0
SS	29	29,0	29,0	100,0
Total	100	100,0	100,0	

Y.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	3,0	3,0	3,0
N	16	16,0	16,0	19,0
S	67	67,0	67,0	86,0
SS	14	14,0	14,0	100,0
Total	100	100,0	100,0	

Y.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1,0	1,0	1,0
TS	2	2,0	2,0	3,0
N	8	8,0	8,0	11,0
S	58	58,0	58,0	69,0
SS	31	31,0	31,0	100,0
Total	100	100,0	100,0	

Impuls Buying

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 9	1	1,0	1,0	1,0
10	2	2,0	2,0	3,0
11	2	2,0	2,0	5,0
14	6	6,0	6,0	11,0
15	7	7,0	7,0	18,0
16	38	38,0	38,0	56,0
17	21	21,0	21,0	77,0
18	8	8,0	8,0	85,0
19	9	9,0	9,0	94,0

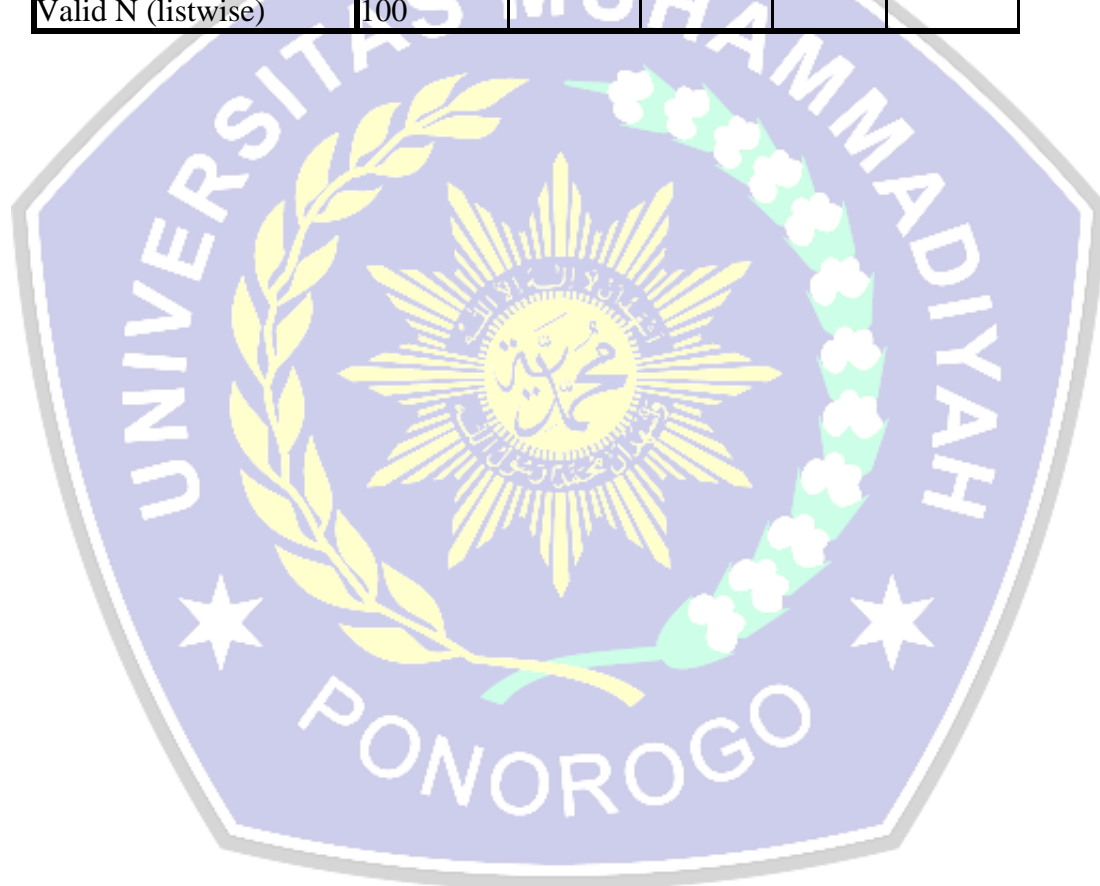
20	6	6,0	6,0	100,0
Total	100	100,0	100,0	





#### LAMPIRAN 4 Uji Statistik Deskriptif

	N	Mean	Median	Mode	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
<i>Price Discount</i>	100	12,18	12,00	12	1,424
<i>Bonus Pack</i>	100	12,73	13,00	12	1,757
<i>Store Atmosphere</i>	100	30,7	31,50	33	3,881
<i>Impuls Buying</i>	100	16,40	16,00	16	2,050
Valid N (listwise)	100				



**LAMPIRAN 5 Uji Validitas**

<i>Price Discount(X1)</i>				
KETERANGAN	Item	R.hitung	R.tabel	Kriteria
<i>Price Discount (X1)</i>	X1.1	0,685	0,1966	Valid
	X1.2	0,753	0,1966	Valid
	X1.3	0,667	0,1966	Valid
<i>Bonus Pack(X2)</i>				
KETERANGAN	Item	R.hitung	R.table	Kriteria
<i>Bonus Pack (X2)</i>	X2.1	0,796	0,1966	Valid
	X2.2	0,824	0,1966	Valid
	X2.3	0,839	0,1966	Valid
<i>Store Atmosphere (X3)</i>				
KETERANGAN	Item	R hitung	R. tabel	Kriteria
<i>Store Atmosphere (X3)</i>	X3.1	0,586	0,1966	Valid
	X3.2	0,577	0,1966	Valid
	X3.3	0,773	0,1966	Valid
	X3.4	0,701	0,1966	Valid
	X3.5	0,624	0,1966	Valid
	X3.6	0,696	0,1966	Valid
	X3.7	0,690	0,1966	Valid
	X3.8	0,741	0,1966	Valid
<i>Impuls Buying (Y)</i>				
KETERANGAN	Item	R hitung	R tabel	Kriteria
<i>Impuls Buying (Y)</i>	Y.1	0,725	0,1966	Valid
	Y.2	0,784	0,1966	Valid
	Y.3	0,665	0,1966	Valid
	Y.4	0,762	0,1966	Valid

## LAMPIRAN 6 Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,773	4

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	20,40	5,919	,522	,754
X1.2	20,31	5,772	,626	,721
X1.3	20,19	5,913	,489	,764
Price Discount	12,18	2,028	1,000	,479

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,832	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	21,17	9,395	,720	,815
X2.2	21,16	8,318	,723	,782
X2.3	21,32	8,543	,756	,781
Bonus Pack	12,73	3,088	1,000	,746

Case Processing Summary

		N	%
Cases	Valid	99	99,0
	Excluded <sup>a</sup>	1	1,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,766	9

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	57,61	53,955	,525	,746
X3.2	57,60	55,427	,519	,752
X3.3	57,45	53,271	,736	,737
X3.4	57,55	53,679	,652	,741
X3.5	57,58	54,635	,568	,747
X3.6	57,54	52,966	,641	,738
X3.7	57,46	53,353	,636	,740
X3.8	57,37	51,379	,683	,729
Store Atmosphere	30,68	15,160	1,000	,827

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0

Total	100	100,0
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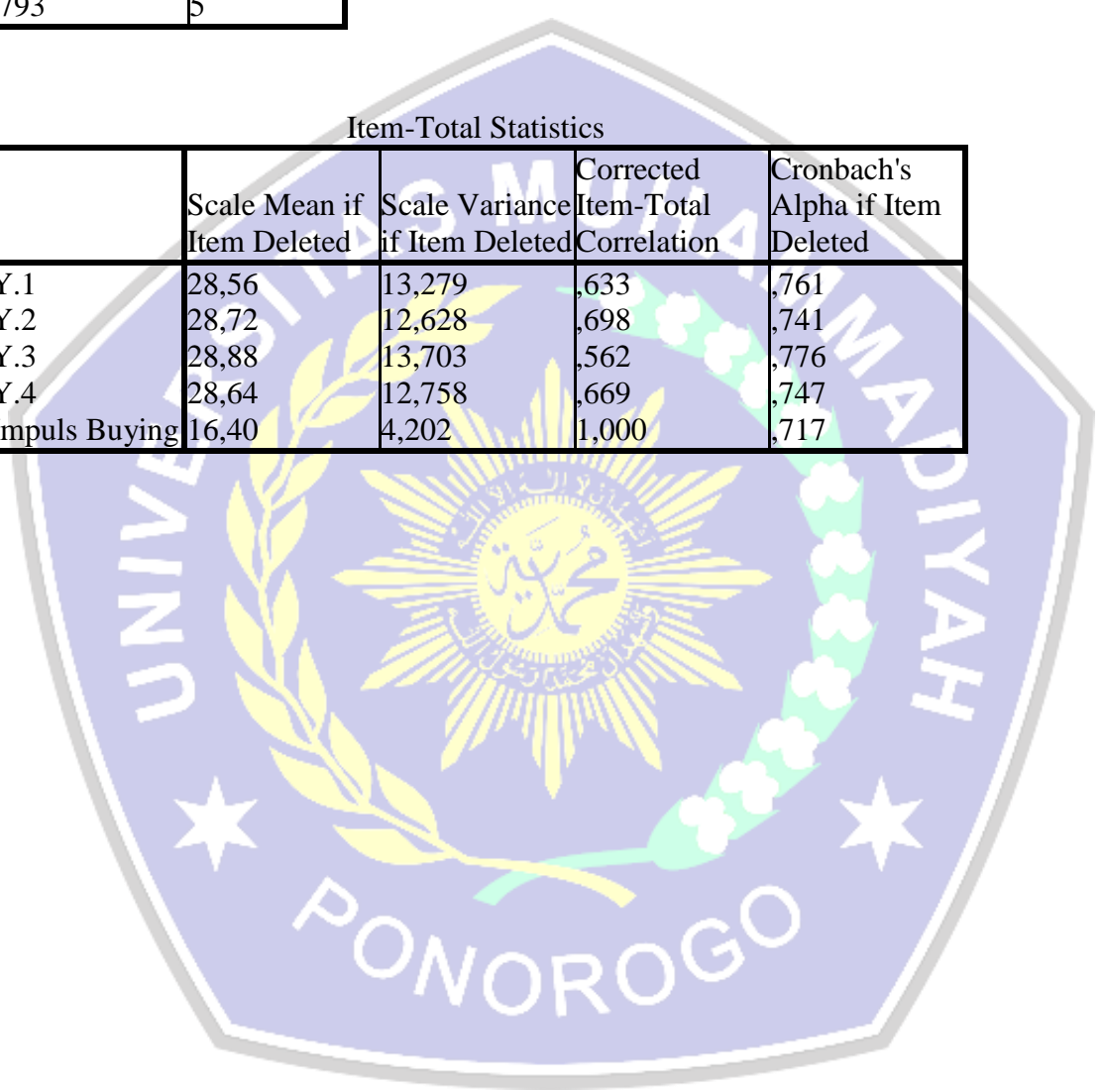
a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,793	5

#### 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	28,56	13,279	,633	,761
Y.2	28,72	12,628	,698	,741
Y.3	28,88	13,703	,562	,776
Y.4	28,64	12,758	,669	,747
Impuls Buying	16,40	4,202	1,000	,717



**LAMPIRAN 7 Uji Analisis Regresiliner Berganda, Uji T, Uji F, Koefisien Determinasi**

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	<i>Store Atmosphere, Bonus Pack, Price Discount<sup>b</sup></i>	.	Enter

- a. Dependent Variable: *Impuls Buying*  
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,796 <sup>a</sup>	,634	,622	1,260

- a. Predictors: (Constant), *Store Atmosphere, Bonus Pack, Price Discount*

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	263,569	3	87,856	55,332	,000 <sup>b</sup>
	Residual	152,431	96	1,588		
	Total	416,000	99			

- a. Dependent Variable: *Impuls Buying*  
 b. Predictors: (Constant), *Store Atmosphere, Bonus Pack, Price Discount*

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,794	1,147		1,564	,121
	<i>Price Discount</i>	,540	,150	,375	3,594	,001
	<i>Bonus Pack</i>	,332	,103	,284	3,226	,002
	<i>Store Atmosphere</i>	,124	,048	,235	2,577	,011

- a. Dependent Variable: *Impuls Buying*

LAMPIRAN 8 Contoh foto Price Discount, Bonus Pack dan Store Atmosphere

a. Contoh Foto Price Discount



## Milk & Breakfast

Periode 9 - 15 Juni 2021

### Susu Sehat, Harga Hemat

 <p><b>SGM EKSPLO 1+</b> Pro-Gress Maxx Vanila/Madu 900g box</p> <p><del>Rp 79.000</del> <b>Rp 76.000</b></p>	 <p><b>SGM EKSPLO 3+</b> Pro-Gress Maxx Vanila/Madu 900g box</p> <p><del>Rp 74.000</del> <b>Rp 71.500</b></p>	 <p><b>SGM EKSPLO</b> Soya 1-5 Pro-Gress Maxx Madu/Vanila 700g box</p> <p>Beli 1 <del>Rp 93.500</del> <b>Rp 91.500</b></p> <p>Beli 2 <b>@ Rp 88.500</b></p>	 <p><b>BEBELAC 4</b> Vanila/Madu 800g klg</p> <p>Beli 1 <del>Rp 112.500</del> <b>Rp 109.000</b></p> <p>Beli 2 <b>@ Rp 106.500</b></p>
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<p><b>INDOMILK/ENAAK</b> Kental Manis Putih/Cokelat 6x37g pck</p>  <p><del>Rp 9.000</del> <b>Rp 8.500</b></p>	<p><b>CAP ENAAK</b> Kental Manis Putih/Cokelat 370g klg</p>  <p><del>Rp 9.500</del> <b>Rp 9.000</b></p>	<p><b>INDOMILK</b> Kental Manis Putih/Cokelat 370g klg</p>  <p><del>Rp 69.300</del> <b>Rp 62.400</b></p>	<p><b>VIDORAN XSMART 1+</b> ImunUp Vanilla/Madu 950g box</p>  <p><del>Rp 69.300</del> <b>Rp 62.400</b></p>
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www.harga-diskon.com

<p><b>LACTAMIL LACTASIS</b> Susu Bubuk Ibu Menyusui Cokelat 400g box</p>  <p><del>Rp 39.000</del> <b>Rp 36.000</b></p>	<p><b>MORINAGA CHIL KID</b> Platinum 3 Moricare Madu/Vanila 800g klg</p>  <p><del>Rp 270.000</del> <b>Rp 253.000</b></p>	<p><b>MORINAGA CHIL GO</b> Powder 3+ Madu 700g box</p>  <p><del>Rp 66.500</del> <b>Rp 63.000</b></p>	<p><b>MORINAGA CHIL SCHOOL 4</b> Vanila/Madu/Coklat 800g</p>  <p><del>Rp 138.500</del> <b>Rp 129.500</b></p>
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<p><b>NESCAFE</b> Kopi Instant 3 in 1 Coffeemix Original 10's box</p>  <p><del>Rp 26.400 / 2 box</del> <b>Rp 19.800 / 2 box</b></p> <p style="color: orange; font-weight: bold; font-size: 1.2em;">2 Lebih Hemat</p>	<p><b>TOP COFFEE</b> Cappuccino 6x25g pck</p>  <p><del>Rp 9.400</del> <b>Rp 7.900</b></p>	<p><b>BENG BENG</b> Chocolate Drink 4's pck</p>  <p><del>Rp 8.400</del> <b>Rp 4.900</b></p>
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2 EDISI KE - 23 : 9 - 15 JUNI 2021
Promosi I.saku wajib menggunakan I.saku yang ada di aplikasi **pointku**

b. Contoh Foto Bonus Pack

**Prime Bread**

**Indomaret**  
mudah dan hemat

# Lebih Sehat

## Temukan Kebaikan Gandum

**Rasa Baru!**

**Mengandung:**

- Kaya Serat**  
▼  
Melancarkan Pencernaan
- Protein**  
▼  
Pertumbuhan
- Karbohidrat**  
▼  
Penghasil Energi

**Roti GANDUM KEJU**  
ISI KIM BASA

**Roti GANDUM SAPI PANGGANG**  
ISI KIM BASA

**Beli 2 Rasa Baru Gratis 1**

16 - 22 SEP 2017  
GANDUM KEJU

23 - 30 SEP 2017  
GANDUM SAPI PANGGANG  
GANDUM KEJU

Hadiah : 1 pc PRIME BREAD Semua varian, kecuali varian Gandum



c. Contoh Foto Store Atmosphere



**LAMPIRAN 9. Berita Acara Bimbingan**



**UNIVERSITAS MUHAMMADIYAH PONOROGO  
FAKULTAS EKONOMI**

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Akreditasi Institusi B oleh BAN-PT  
(SK Nomor : 77/SK/BAN-PT/Ak-PPJ/PT/IV/2020)


**BERITA ACARA BIMBINGAN SKRIPSI**

1. Nama Mahasiswa : **HIMAWAN ROSHADI NAZHARUDIN**
2. NIM : 16414160
3. Jurusan : Manajemen
4. Bidang : Pemasaran
5. Alamat : Dkh Trenceng RT03/RW01, Ds Mrican, Kecamatan Jenangan, Kabupaten Ponorogo.
6. Judul Skripsi : Pengaruh Price Discount, Bonus Pack, Dan Store Atmosphere Terhadap Impuls Buying (Studi Kasus Pada Indomaret Di Kabupaten Ponorogo)
7. Masa Pembimbingan : September 2020. s/d Agustus 2021
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
20/12/2020	Acc proposal	[Signature]
08/01/2021	Revisi	[Signature]
11/01/2021	Acc Kerangka	[Signature]
15/1/2021	Acc Bab 1, 2, 3	[Signature]
15/3/2021	Acc IV, V	[Signature]
03/06/2021	Kelap 1 - 2	[Signature]
07/06/2021	Kelap 2 - 3	[Signature]
07/06/2021	Survei lapangan	[Signature]
27/07/2021	Acc Bab IV, V	[Signature]

Tanggal Disetujui	BAB	Paraf Pembimbing

- 10. Tanggal Selesai Penulisan Skripsi : \_\_\_\_\_
- 11. Keterangan Bimbingan Telah Selesai : \_\_\_\_\_
- 12. Telah Di Evaluasi/Di Uji Dengan Nilai : \_\_\_\_\_ (angka)  
\_\_\_\_\_ (huruf)

Pembimbing,  
  
**Dr. HADI SUMARSONO, SE., M.Si**  
NIDN. 0008057601

Ponorogo, 4 Januari 2021  
Dekan,  
  
**Dr. HADI SUMARSONO, SE., M.Si**  
NIP. 19760508 200501 1 002