



Lampiran 1

KUESIONER PENELITIAN

Yth. Saudara/i Responden

Di tempat

Dengan Hormat,

Saya Diah Ayu Rahmawati mahasiswi jurusan Manajemen Fakultas Ekonomi Universitas Muhammadiyah Ponorogo saat ini sedang melakukan penelitian dengan judul Skripsi “ Implementasi *Silent Salesman, Psychological Pricing, Store Environment* berpengaruh terhadap *Impulse Buying* dengan *Positive Emotion* sebagai variabel intervening (Studi Kasus Pada Konsumen MR.DIY Ponorogo City Center)”.

Saya memohon kesediaan saudara/i responden untuk menjawab pernyataan sebagaimana terlampir dibawah ini pada jawaban yang paling anda anggap tepat. Informasi dan jawaban yang anda berikan merupakan bantuan yang sangat penting dalam melengkapi penelitian yang saya lakukan. Jawaban saudara/i akan saya jamin kerahasiaanya, karena semata hanya untuk kepentingan akademik. Atas perhatian dan partisipasi saudara/i, saya ucapkan terima kasih.

Hormat Saya,

Diah Ayu Rahmawati

Lampiran 1

KUESIONER PENELITIAN

IDENTITAS RESPONDEN

Kriteria Responden :

1. Apakah anda pernah berkunjung ke MR.DIY Ponorogo City Center ?
 - Ya
 - Tidak
2. Berapa kali anda berkunjung ke MR.DIY Ponorogo City Center ?
 - 1 kali
 - 2 kali
 - Lebih dari 2 kali
3. Apakah anda pernah membeli produk MR.DIY tanpa direncanakan sebelumnya ?
 - Ya
 - Tidak
4. Nama Responden :
Jenis Kelamin :
 - Perempuan
 - Laki-lakiUsia :
 - >20 tahun
 - 21-25 tahun
 - 25-30 tahun
 - 30-35 tahun

Pekerjaan :

- Pelajar
- Wirausaha
- Pegawai Negeri Sipil (PNS)
- Lainnya

Pendapatan :

- > 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. < Rp.2.000.000

Berikan tanda centang (✓) pada jawaban yang anda anggap paling sesuai.

Keterangan :

Sangat Tidak Setuju (STS) skor 1

Tidak Setuju (TS) skor 2

Ragu-Ragu (R) skor 3

Setuju (S) skor 4

Sangat Setuju (SS) skor 5

Silent Salesman (X1)

Keterangan :

Mannequin Display : Penataan Barang menggunakan Patung

Display : Penataan Barang

NO	PERNYATAAN	TANGGAPAN				
		STS	TS	R	S	SS
1	Saya merasa tertarik berkunjung ketika melihat barang pajangan dari jendela kaca toko					
2	Saya mendapatkan ide akan apa yang ingin saya beli melalui produk yang dipajang dengan Mannequin Display					
3	Saya cenderung tertarik pada produk ketika terdapat tanda promo khusus					
4	Saya cenderung menyentuh produk yang dekat dengan saya ketika melewati lorong diantara display					
5	Saya cenderung mencoba barang yang menarik mata saya ketika saya lewat					

Psychological Pricing (X2)

NO	PERNYATAAN	TANGGAPAN				
		STS	TS	R	S	SS
1	Saya membandingkan harga barang yang saya lihat dengan ingatan saya pada harga sebelumnya					
2	Saya menganggap harga yang tinggi akan memberikan barang yang lebih berkualitas					
3	Saya menganggap harga yang murah akan memberikan kalitas barang lebih rendah					
4	Saya tertarik melihat harga dengan akhiran ganjil seperti Rp. 9.999 yang terlihat lebih murah					
5	Saya cenderung melihat harga dari sebelah kiri untuk menentukan apakah harga barang lebih murah atau mahal					

Store Environment (X3)

NO	PERNYATAAN	TANGGAPAN				
		STS	TS	R	S	SS
1	Menurut saya penataan produk pada MR.DIY memudahkan saya dalam mencari produk yang saya inginkan					
2	Menurut saya pencahayaan di toko MR.DIY sudah mencukupi					
3	Musik yang dimainkan dalam toko MR.DIY dapat membuat suasana menjadi lebih nyaman dalam berbelanja					
4	Aroma di dalam toko MR.DIY tidak mengganggu dan menambah kenyamanan dalam berbelanja					
5	Menurut saya suasana dalam toko MR.DIY cukup bersih					

Positive Emotion (Z)

NO	PERNYATAAN	TANGGAPAN				
		STS	TS	R	S	SS
1	Saya merasa senang ketika berbelanja di MR.DIY					
2	Saya merasa puas ketika berbelanja di MR.DIY					
3	Saya merasa santai (rileks) ketika berbelanja di MR.DIY					
4	Saya merasa terdorong untuk membeli produk ketika berkunjung di MR.DIY					
5	Saya merasa antusias (bersemangat) untuk berbelanja di MR.DIY					

Impulse Buying (Y)

NO	PERNYATAAN	TANGGAPAN				
		STS	TS	R	S	SS
1	Saya membeli produk di MR.DIY tanpa direncanakan sebelumnya (spontan/tiba-tiba)					
2	Saya tidak memikirkan akibat yang terjadi apabila berbelanja di MR.DIY					
3	Saya cenderung terobsesi ketika melihat produk di MR.DIY sehingga membelanjakan sebagian uang atau seluruhnya untuk membeli produk tersebut					
4	Saya cenderung mengesampingkan hal lain dan membeli produk MR.DIY ketika ada penawaran yang menarik					
5	Saya cenderung sulit menahan keinginan untuk membeli produk di MR.DIY					



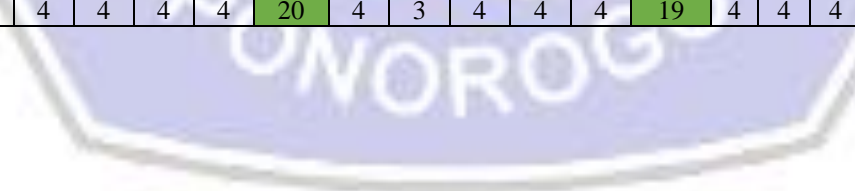
Lampiran 2

DATA TABULASI KUESIONER PENELITIAN

N O	Silent Salesman (X1)						Psychological Pricing (X2)					Store Environment (X3)					Positive Emotion (Z)					Impulse Buying (Y)								
	X 1. 1	X 1. 2	X 1. 3	X 1. 4	X 1. 5	X1	X 2. 1	X 2. 2	X 2. 3	X 2. 4	X 2. 5	X2	X 3. 1	X 3. 2	X 3. 3	X 3. 4	X 3. 5	X3	Z 1	Z 2	Z 3	Z 3	Z 5	Z	Y 1	Y 2	Y 3	Y 4	Y 5	Y
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96	4	4	4	4	4	20	4	4	4	4	4	20	4	3	4	4	4	19	4	4	4	4	4	20	4	4	4	4	4	20



Lampiran 3

HASIL UJI VALIDITAS DAN UJI RELIABILITAS

A. Uji Validitas

1. *Silent Salesman* (X1)

Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.118	.263**	.242*	.081	.588* *
	Sig. (2-tailed)		.254	.010	.018	.430	.000
	N	96	96	96	96	96	96
X1.2	Pearson Correlation	.118	1	.220*	.354**	.130	.607* *
	Sig. (2-tailed)	.254		.031	.000	.208	.000
	N	96	96	96	96	96	96
X1.3	Pearson Correlation	.263* *	.220*	1	.185	.121	.626* *
	Sig. (2-tailed)	.010	.031		.071	.240	.000
	N	96	96	96	96	96	96
X1.4	Pearson Correlation	.242*	.354**	.185	1	.146	.615* *
	Sig. (2-tailed)	.018	.000	.071		.155	.000
	N	96	96	96	96	96	96
X1.5	Pearson Correlation	.081	.130	.121	.146	1	.513* *
	Sig. (2-tailed)	.430	.208	.240	.155		.000
	N	96	96	96	96	96	96
X1	Pearson Correlation	.588* *	.607**	.626**	.615**	.513**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96
**. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).							

2. Psychological Pricing (X2)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	.328**	.241*	.280**	.215*	.572**
	Sig. (2-tailed)		.001	.018	.006	.036	.000
	N	96	96	96	96	96	96
X2.2	Pearson Correlation	.328**	1	.246*	.466**	.294**	.745**
	Sig. (2-tailed)	.001		.016	.000	.004	.000
	N	96	96	96	96	96	96
X2.3	Pearson Correlation	.241*	.246*	1	.265**	.364**	.649**
	Sig. (2-tailed)	.018	.016		.009	.000	.000
	N	96	96	96	96	96	96
X2.4	Pearson Correlation	.280**	.466**	.265**	1	.197	.688**
	Sig. (2-tailed)	.006	.000	.009		.055	.000
	N	96	96	96	96	96	96
X2.5	Pearson Correlation	.215*	.294**	.364**	.197	1	.620**
	Sig. (2-tailed)	.036	.004	.000	.055		.000
	N	96	96	96	96	96	96
X2	Pearson Correlation	.572**	.745**	.649**	.688**	.620**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

3. Store Environment (X3)

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1	Pearson Correlation	1	.201*	.286**	.127	.212*	.592*
	Sig. (2-tailed)		.049	.005	.216	.038	.000
	N	96	96	96	96	96	96
X3.2	Pearson Correlation	.201*	1	.137	.359**	.195	.642*
	Sig. (2-tailed)	.049		.182	.000	.057	.000
	N	96	96	96	96	96	96

X3.3	Pearson Correlation	.286 [*]	.137	1	.216 [*]	.275 ^{**}	.616 [*]
	Sig. (2-tailed)	.005	.182		.034	.007	.000
	N	96	96	96	96	96	96
X3.4	Pearson Correlation	.127	.359 [*]	.216 [*]	1	.189	.654 [*]
	Sig. (2-tailed)	.216	.000	.034		.065	.000
	N	96	96	96	96	96	96
X3.5	Pearson Correlation	.212 [*]	.195	.275 ^{**}	.189	1	.551 [*]
	Sig. (2-tailed)	.038	.057	.007	.065		.000
	N	96	96	96	96	96	96
X3	Pearson Correlation	.592 [*]	.642 [*]	.616 ^{**}	.654 ^{**}	.551 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96
<p>*. Correlation is significant at the 0.05 level (2-tailed). ***. Correlation is significant at the 0.01 level (2-tailed).</p>							

4. Positive Emotion (Z)

		Correlations					
		Z.1	Z.2	Z.3	Z.4	Z.5	Z
Z.1	Pearson Correlation	1	.231 [*]	.314 ^{**}	.209 [*]	.170	.654 ^{**}
	Sig. (2-tailed)		.023	.002	.041	.097	.000
	N	96	96	96	96	96	96
Z.2	Pearson Correlation	.231 [*]	1	.215 [*]	.515 ^{**}	.127	.671 ^{**}
	Sig. (2-tailed)	.023		.035	.000	.219	.000
	N	96	96	96	96	96	96
Z.3	Pearson Correlation	.314 [*]	.215 [*]	1	.195	.194	.607 ^{**}
	Sig. (2-tailed)	.002	.035		.057	.058	.000
	N	96	96	96	96	96	96
Z.4	Pearson Correlation	.209 [*]	.515 ^{**}	.195	1	.247 [*]	.690 ^{**}
	Sig. (2-tailed)	.041	.000	.057		.015	.000
	N	96	96	96	96	96	96
Z.5	Pearson Correlation	.170	.127	.194	.247 [*]	1	.507 ^{**}
	Sig. (2-tailed)	.097	.219	.058	.015		.000

	N	96	96	96	96	96	96
Z	Pearson Correlation	.654*	.671**	.607**	.690**	.507*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96
<p>*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).</p>							

5. Impulse Buying (Y)

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	Y
Y.1	Pearson Correlation	1	.252*	.207*	.183	.315**	.620**
	Sig. (2-tailed)		.013	.043	.075	.002	.000
	N	96	96	96	96	96	96
Y.2	Pearson Correlation	.252*	1	.200	.439**	.187	.684**
	Sig. (2-tailed)	.013		.051	.000	.068	.000
	N	96	96	96	96	96	96
Y.3	Pearson Correlation	.207*	.200	1	.183	.231*	.535**
	Sig. (2-tailed)	.043	.051		.075	.024	.000
	N	96	96	96	96	96	96
Y.4	Pearson Correlation	.183	.439**	.183	1	.249*	.692**
	Sig. (2-tailed)	.075	.000	.075		.014	.000
	N	96	96	96	96	96	96
Y.5	Pearson Correlation	.315**	.187	.231*	.249*	1	.606**
	Sig. (2-tailed)	.002	.068	.024	.014		.000
	N	96	96	96	96	96	96
Y	Pearson Correlation	.620**	.684**	.535**	.692**	.606**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96
<p>*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).</p>							

B. UJI RELIABILITAS

1. *Silent Salesman* (X1)

2. Case Processing Summary			
		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.682	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	16.6771	2.200	.450	.626
X1.2	16.8021	2.034	.520	.593
X1.3	16.8438	2.302	.395	.649
X1.4	16.8438	2.344	.427	.638
X1.5	16.7083	2.061	.406	.651

3. *Psychological Pricing* (X2)

Case Processing Summary			
		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.669	5

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	15.6354	2.087	.388	.638
X2.2	15.8125	1.564	.499	.581
X2.3	15.8750	1.816	.400	.629
X2.4	15.8438	1.754	.456	.602
X2.5	15.7917	1.914	.390	.632

4. Store Environment (X3)

Case Processing Summary			
		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.654	5

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	16.7500	1.937	.334	.637
X3.2	16.8438	1.923	.421	.596
X3.3	16.8854	1.829	.386	.614
X3.4	16.8021	1.760	.484	.563
X3.5	16.8021	1.992	.426	.596

5. *Positive Emotion (Z)*

Case Processing Summary			
		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.615	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	16.1458	1.284	.350	.576
Z.2	16.0208	1.326	.429	.529
Z.3	15.9688	1.420	.352	.569
Z.4	15.9688	1.294	.452	.516
Z.5	16.0208	1.579	.271	.604

6. *Impulse Buying (Y)*

Case Processing Summary			
		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.619	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	16.0625	1.659	.355	.575
Y.2	16.1563	1.544	.432	.533
Y.3	16.1458	1.852	.302	.598
Y.4	16.1250	1.479	.412	.545
Y.5	16.0938	1.728	.370	.568



Lampiran 4

HASIL UJI ANALISIS JALUR (PATH ANALYSIS)

A. Sub Struktural I

Variables Entered/Removed^a			
Model	Variables Entered	Variables Removed	Method
1	STORE ENVIRONMENT, SILENT SALESMAN, PSYCHOLOGICAL PRICING ^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	.848 ^a	.720	.711	.75309

a. Predictors: (Constant), STORE ENVIRONMENT, SILENT SALESMAN, PSYCHOLOGICAL PRICING

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.979	3	44.660	78.744	.000 ^b
	Residual	52.178	92	.567		
	Total	186.156	95			

a. Dependent Variable: POSITIVE EMOTION
b. Predictors: (Constant), STORE ENVIRONMENT, SILENT SALESMAN, PSYCHOLOGICAL PRICING

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	3.228	1.123		2.874
	SILENT SALESMAN	.215	.100	.218	2.145
	PSYCHOLOGICAL PRICING	.208	.098	.232	2.113
	STORE ENVIRONMENT	.432	.091	.460	4.747

Coefficients ^a		
Model		Sig.
1	(Constant)	.005
	SILENT SALESMAN	.035
	PSYCHOLOGICAL PRICING	.037
	STORE ENVIRONMENT	.000
a. Dependent Variable: POSITIVE EMOTION		

B. Sub Struktural II

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	POSITIVE EMOTION , PSYCHOLOGICAL PRICING, SILENT SALESMAN, STORE ENVIRONMENT ^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	.850 ^a	.722	.710	.83678
a. Predictors: (Constant), POSITIVE EMOTION, PSYCHOLOGICAL PRICING, SILENT SALESMAN, STORE ENVIRONMENT				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	165.521	4	41.380	59.097	.000 ^b
	Residual	63.719	91	.700		
	Total	229.240	95			
a. Dependent Variable: IMPULSE BUYING						
b. Predictors: (Constant), POSITIVE EMOTION, PSYCHOLOGICAL PRICING, SILENT SALESMAN, STORE ENVIRONMENT						

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.711	1.303		.546
	SILENT SALESMAN	.274	.114	.250	2.404
	PSYCHOLOGICAL PRICING	.229	.104	.236	2.202
	STORE ENVIRONMENT	.235	.113	.225	2.087
	POSITIVE EMOTION	.241	.115	.217	2.105

Coefficients ^a		
Model		Sig.
1	(Constant)	.587
	SILENT SALESMAN	.018
	PSYCHOLOGICAL PRICING	.030
	STORE ENVIRONMENT	.040
	POSITIVE EMOTION	.038
a. Dependent Variable: IMPULSE BUYING		



Lampiran 5

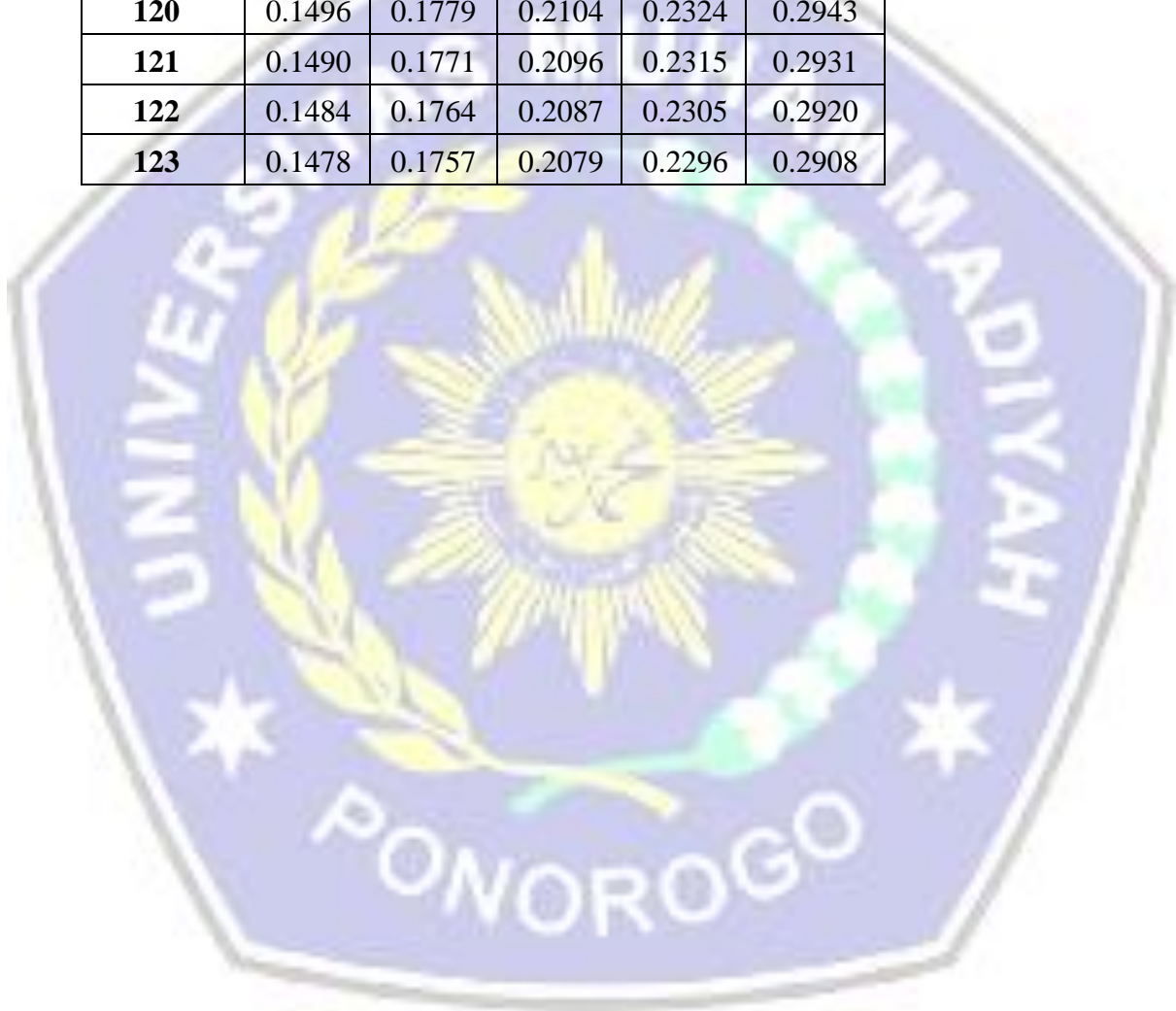
Tabel r

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254

35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678

76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211
101	0.1630	0.1937	0.2290	0.2528	0.3196
102	0.1622	0.1927	0.2279	0.2515	0.3181
103	0.1614	0.1918	0.2268	0.2504	0.3166
104	0.1606	0.1909	0.2257	0.2492	0.3152
105	0.1599	0.1900	0.2247	0.2480	0.3137
106	0.1591	0.1891	0.2236	0.2469	0.3123
107	0.1584	0.1882	0.2226	0.2458	0.3109
108	0.1576	0.1874	0.2216	0.2446	0.3095
109	0.1569	0.1865	0.2206	0.2436	0.3082
110	0.1562	0.1857	0.2196	0.2425	0.3068

111	0.1555	0.1848	0.2186	0.2414	0.3055
112	0.1548	0.1840	0.2177	0.2403	0.3042
113	0.1541	0.1832	0.2167	0.2393	0.3029
114	0.1535	0.1824	0.2158	0.2383	0.3016
115	0.1528	0.1816	0.2149	0.2373	0.3004
116	0.1522	0.1809	0.2139	0.2363	0.2991
117	0.1515	0.1801	0.2131	0.2353	0.2979
118	0.1509	0.1793	0.2122	0.2343	0.2967
119	0.1502	0.1786	0.2113	0.2333	0.2955
120	0.1496	0.1779	0.2104	0.2324	0.2943
121	0.1490	0.1771	0.2096	0.2315	0.2931
122	0.1484	0.1764	0.2087	0.2305	0.2920
123	0.1478	0.1757	0.2079	0.2296	0.2908



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Tabel t

Pr Df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127

42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
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



Lampiran 7

Berita Acara



**UNIVERSITAS MUHAMMADIYAH PONOROGO
FAKULTAS EKONOMI**

Jl. Budi Utomo No. 10 Ponorogo 63471 Jawa Timur Indonesia
Telp (0352) 481124, Fax. (0352) 461796, e-mail : akademik@umpo.ac.id Website :www.umpo.ac.id
Akreditasi Institusi B oleh BAN-PT
(SK Nomor : 77/SK/BAN-PT/Ak-PPJ/PT/IV/2020)

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : **DIAH AYU RAHMAWATI**
2. NIM : 17414356
3. Jurusan : Manajemen SI
4. Bidang : Pemasaran
5. Alamat : Bedagan, Pulung, Ponorogo
6. Judul Skripsi : Implementasi Silent Salesman, Psychological Pricing dan Store Environment Berpengaruh Pada Impulse Buying Dengan Positive Emotion Sebagai Variable Intervening Pada Konsumen MR.DIY Ponorogo City Centre
7. Masa Pembimbingan : September 2021 s/d Agustus 2022
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
3/1 2022	Revisi Proposal Ace proposal mana buku Ace dr Pembimbing 2 ?	
JANGKA TANGGUH PEM BIMBING 2 MANA		
12/01 2022	Revisi Proposal Ace Proposal	
14/01 2022	Revisi Bab I, II, III	
15/01 2022	Ace bab I, II, III	
31/01 2022	Revisi bab I, II, III Ace bab 1, 2, 3	
6/06 2022	Ace bab 4, 5	

