BAB V

PENUTUP

Pada bab lima ini penulis mengambil kesimpulan dari hasil penelitian yang telah dilakukan. Selanjutnya penulis membuat implikasi manajerial dan merumuskan saran. Kesimpulan, implikasi manajerial, dan saran tersebut adalah sebagai berikut:

5.1. Kesimpulan

Berdasarkan hasil dari analisis data penelitian yang telah dilakukan, maka dapat disimpulkan sebagai berikut:

1. Berdasarkan hasil yang diperoleh dari uji *Chi-Square* dapat dilihat bahwa hasil olah data menjelaskan bahwa tidak terdapat perbedaan tipe pembelian impulsif (Dorongan murni, pembelian impulsif yang direncanakan, pengingat dan saran pembelian impulsif) ditinjau dari sosial-ekonomi responden. Dimana sosial-ekonomi responden terdapat variabel jenis kelamin dan uang saku/pendapatan rata-rata per bulan. H1 ditolak.
2. Berdasarkan hasil yang diperoleh dari uji *Chi-Square* dapat dilihat bahwa hasil olah data menjelaskan bahwa terdapat perbedaan tipe pembelian impulsif ditinjau dari familiaritas merek responden. Merek yang familiar menjadi pilihan oleh mayoritas responden dalam semua tipe pembelian

impulsif (Dorongan murni, pembelian impulsif yang direncanakan, pengingat dan saran pembelian impulsif). H2 diterima.

3. Hasil uji *independent sample t-test* menunjukan faktor utama dalam perilaku pembelian impulsif (*Trend-setters, Fashion Appearance, Self-image, Instant Gratification, Unplanned buying without prior thinking, Impulse Buying*) tidak terdapat perbedaan ditinjau dari jenis kelamin. Sedangkan pada variabel *Fashion-related Activities* disimpulkan terdapat perbedaan ditinjau dari jenis kelamin. Berdasarkan nilai *mean*, terlihat bahwa perempuan lebih tinggi dibandingkan dengan laki-laki, ini berarti konsumen perempuan lebih memperhatikan faktor *fashion-related activities*.
4. Hasil uji *one-way* ANOVA menunjukan faktor utama dalam pembelian impulsif (*Fashion Appearance, Self-Image, Instant Gratification, Impulse Buying*) tidak terdapat perbedaan ditinjau dari uang saku/pendapatan responden. Sedangkan pada variabel *Trend-setters, Fashion related-Activities, Unplanned Buying without prior thinking* terdapat perbedaan ditinjau dari uang saku/pendapatan per bulan. Berdasarkan *mean*, pada variabel *Trend-setters* dan *Fashion related-Activities* menunjukan bahwa uang saku/pendapatan per bulan sebesar ≥ Rp 1.500.001,00 memiliki nilai yang lebih tinggi. Sedangkan variabel *Unplanned Buying without prior thinking* nilai mean tertinggi pada uang saku/pendapatan per bulan sebesar Rp 1.250.001,00 – Rp 1.500.000,00 diikuti dengan ≥ Rp 1.500.001,00.

5.2. Implikasi Manajerial

1. Kategori produk yang paling sering dibeli secara impulsif oleh anak muda/generasi Y didominasi oleh minuman/makanan kemasan makanan ringan (ex: snack, dessert), makanan popular tradisional (ex: gudeg YU JUM, mie ayam BU TUMINI, sate klatak PAK PONG) dan pakaian diskon. Jadi, bagi perusahaan yang ingin menyasar anak muda/generasi Y, membangun bisnis kuliner atau fesyen menjadi pilihan yang tepat berdasarkan hasil penelitian ini.
2. Perusahaan atau pelaku bisnis perlu meningkatan aktivitas pemasarannya pada segmen konsumen perempuan dalam hal fesyen, dilihat dari terdapat perbedaan faktor utama perilaku pembelian impulsif ditinjau dari jenis kelamin. Menambah variasi pakaian dan asesoris terbaru pada segmen konsumen perempuan menjadi cara yang tepat.
3. Perusahaan atau pelaku bisnis perlu memperhatikan faktor utama perilaku pembelian impulsif seperti *trendsetters, fashion related activities* dan *unplanned buying without prior thinking* yang dilihat terdapat perbedaan ditinjau dari uang saku/pendapatan per bulan. Perlunya penyesuaian *targeting* yang tepat pada konsumen yang memiliki uang saku/pendapatan per bulan relatif tinggi, agar konsumen lebih terdorong untuk melakukan pembelian impulsif.
4. Melihat hasil temuan bahwa mayoritas konsumen melakukan pembelian impulsif ketika senang (contoh: menerima gaji atau nerima uang saku bulanan), ketika mempunyai waktu luang dan ketika sedang dengan

teman, perusahaan terkhusus pemasar perlu memanfaatkan momen-momen tersebut dengan lebih meningkatkan aktivitas pemasarannya ketika tanggal-tanggal menerima gaji/uang saku (biasanya awal bulan) dan pada jam-jam waktu luang (misalnya sore menjelang malam). Terkhusus untuk segmen anak muda atau generasi Y, *peer group* masih menjadi faktor penting bagaimana mereka berperilaku dalam melakukan pembelian. Mengadakan event khusus, pameran atau bazar baik di pusat perbelanjaan atau mall menjadi cara terbaik menarik perhatian anak muda/generasi Y untuk semakin mendorong mereka melakukan pembelian impulsif.

5. Stimulan internal mayoritas anak muda/generasi Y berasal dari rasa keinginan dan stimulan dari eksternal melihat faktor kualitas produk, diskon dan pengetahuan akan produk sebagai pemicu utama mereka melakukan pembelian impulsif. Maka para pemasar dapat memberikan stimulan yang sama kuat baik pada laki-laki maupun perempuan dalam memberikan kualitas produk yang baik, potongan harga/diskon serta terus memberikan pengetahuan akan produk pada konsumen anak muda/generasi Y.
6. Keempat tipe pembelian impulsif sama-sama dilakukan pada merek yang sudah familiar oleh konsumen anak muda/generasi Y, maka pemasar perlu memperhatikan dan meningkatan kekuatan merek mereka agar semakin familiar oleh konsumen anak muda/generasi Y dan mendorong pembelian impulsif di masa mendatang.

6.3. Keterbatasan Penelitian dan Saran untuk Penelitian Selanjutnya

Penelitian ini tidak terlepas dari keterbatasan maupun kelemahan. Adapun keterbatasan-keterbatasan yang ditemukan dalam penelitian ini adalah:

1. Responden dalam penelitian ini masih merupakan mayoritas pada usia mahasiswa strata 1 (S1), padahal menurut teori generasi di Indonesia, range usia generasi Y adalah 18-39 tahun pada tahun ini (2016). Penelitian selanjutnya dapat melakukan pengambilan sampe data yang lebih besar dengan range usia yang merata sesuai usia generasi Y.
2. Penelitian selanjutnya diharapkan bisa menambah variabel lain yang mendukung variabel familiaritas merek, dapat juga ditambah variabel seperti Citra Merek, Persepsi Kualitas, dan Kesetiaan Merek.
3. Variabel *Not a Fashion Leader* perlu diperbaiki instrumen item pernyataannya dikarenakan tidak realibel dalam uji kelayakan instrumen.
4. Penelitian ini masih bersifat umum, belum meneliti secara kongkrit sebuah perusahaan atau toko tertentu. Penelitian selanjutnya dapat mengambil contoh perusahaan atau toko tertentu sebagai objek penelitian seperti contoh Matahari departement store, Pusat kuliner disuatu daerah atau Pasar SunMor (Sunday Morning).

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LAMPIRAN 1
KUESIONER

KUESIONER PENELITIAN

"STUDI TIPE PERILAKU PEMBELIAN IMPULSIF PADA KONSUMEN GENERASI Y"

I. Profil Responden

1. Umur :
2. Gender : Pria [ ] Wanita [ ]
3. Uang saku/pendapatan per bulan (Rata-rata) :
   - ≤ Rp 750.000,00 [ ]
   - Rp 750.001,00 – Rp 1.000.000,00 [ ]
   - Rp 1.000.001,00 – Rp 1.250.000,00 [ ]
   - Rp 1.250.001,00 – Rp 1.500.000,00 [ ]
   - ≥ Rp 1.500.001,00 [ ]

II. Perilaku Pembelian Impulsif responden

Pembelian impulsif: pembelian **SPONTAN,** tiba-tiba atau tidak direncanakan sebelumnya.

1. Kategori produk pembelian impulsif saya : (Boleh pilih lebih dari 1)

Produk	YA	TIDAK
Makanan populer restoran (*ex:* bale ayu, gubug makan mang engking, jambon resto)		
Makanan popular tradisional (*ex:* gudeg yu jum, mie ayam bu tumini, sate klatak pak pong)		
Makanan ringan (*ex:* Snack, *dessert*)		
Minuman/makanan kemasan		
Film Bioskop		
Asesoris (*ex:* jepit rambut, bando,gelang)		
Asesoris HP (*ex:* soft/hard case, tongsis)		
Pakaian Diskon		
Pakaian dalam		
Majalah		
Alat Tulis		
Sepatu		
Perlengkapan Game (*ex:* Joystick, headset/headphone)		
Kosmetik		
Produk perawatan (*ex:* face/body Lotion,lulur,masker)		
Produk yang paling sering dibeli secara impulsif (pilih satu)		

***Untuk poin 2-5 jawablah berdasarkan produk yang paling sering dibeli secara impulsif!**

2. Tipe pembelian impulsif saya termasuk dalam kategori :

- Dorongan murni pembelian impulsif = pembeli benar-benar melakukan pembelian secara **spontan**.
- Pengingat pembelian impulsif = pembeli melihat suatu produk dan **teringat stok** di rumah sudah/hampir habis.
- Saran pembelian impulsif = pembeli **terdorong** oleh beberapa faktor eksternal seperti dari produk itu sendiri atau misal terpengaruh oleh penjual.
- Pembelian impulsif yang direncanakan = pembeli memasuki toko dengan niat untuk melakukan **pembelian yang bergantung** pada harga spesial seperti diskon dan sejenisnya.

(Beri tanda centang (√) pada kolom jawaban)

Tipe pembelian impulsif	Jawaban
Dorongan murni pembelian impulsif	
Pembelian impulsif yang direncanakan	
Saran pembelian impulsif	
Pengingat pembelian impulsif	

3. Familiaritas merek pembelian impulsif saya :

(Beri tanda centang (√) pada kolom jawaban)

Familiaritas Merek	Jawaban
Merek Baru	
Merek familiar	
Merek tidak familiar	

4. Saya melakukan pembelian impulsif pada saat : (Boleh pilih lebih dari 1)

Occasion of Purchased	YA	TIDAK
Sebelum bekerja/kuliah		
Setelah bekerja/kuliah		
Ketika senang (*ex:* gajian, terima kiriman uang saku)		
Ketika dengan teman		
Ketika sedih		
Ketika tergesa-gesa		
Ketika sendirian		
Ketika lapar		
Ketika mempunyai waktu luang		

5. Motivasi pembelian impulsif saya datang dari :
(Boleh pilih lebih dari 1)

Stimulasi dari diri saya	YA	TIDAK
Kebutuhan		
Keinginan		
Rasa ingin tahu		
Pengalaman Berbelanja		
Stimulasi dari faktor eksternal	**YA**	**TIDAK**
Tampilan Toko		
Musik Toko		
Desain produk		
Perhatian penjual (*ex:* SPG,salesman)		
Pengaruh Iklan		
Diskon		
Kualitas Produk		
Pengetahuan akan produk		

6. Berilah **tanda (✔)** pada kolom dengan keterangan sebagai berikut:
SS : Sangat Setuju TS : Tidak Setuju
S : Setuju STS : Sangat Tidak Setuju
N : Netral

Kode	Pernyataan	SS	S	N	TS	STS
TS1	Penting bagi saya untuk menjadi '*Trend-setters*'.					
TS2	Saya menyadari tren fesyen dan ingin menjadi salah satu yang pertama untuk mencobanya.					
TS3	Saya yakin dengan kemampuan saya untuk mengenali tren fesyen.					
FA1	Salah satu yang terpenting adalah saya dapat mengekspresikan individu saya					
FA2	Saya menjadi yang pertama mencoba fesyen terbaru: maka banyak orang menganggap saya sebagai '*Trend-setters*'.					
FA3	Karena gaya hidup saya yang aktif, saya perlu banyak variasi pakaian.					
FRA1	Saya membeli paling tidak satu pakaian yang terbaru.					
FRA2	Saya menghabiskan banyak uang untuk membeli baju dan asesoris.					
FRA3	Saya menghabiskan banyak waktu pada aktifitas berkaitan dengan fesyen: itu menjadi penting untuk berpakaian baik.					
SI1	Jika saya ingin maju, saya harus berpakaian dengan baik.					
SI2	Apa yang saya pakai merepresentasikan diri saya.					
NFL1	Saya tersugesti dengan apa yang dipakai oleh Trend-setters (Selebriti, model).					
NFL2	Fesyen merupakan salah satu cara meraup banyak uang dari konsumen.					
NFL3	Saya membeli pakaian terlepas dari fesyen saat ini.					
IG1	Saya sering membeli sesuatu secara spontan.					
IG2	"Just do it" mendeskripsikan cara saya membeli sesuatu.					
UB1	Saya sering membeli sesuatu tanpa berpikir terlebih dahulu.					
UB2	"Beli sekarang, pikikan nanti" mendeskripsikan diri saya.					
IB1	Kadang-kadang saya merasa seperti terpacu saat membeli sesuatu.					
IB2	Kadang-kadang saya agak ceroboh dengan apa yang saya beli.					

LAMPIRAN 2
DESKRIPTIF STATISTIK

Statistics

		gender	uangsaku	tipepembelian	katprodsering
N	Valid	237	237	237	237
	Missing	0	0	0	0

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	100	42.2	42.2	42.2
	perempuan	137	57.8	57.8	100.0
	Total	237	100.0	100.0	

uangsaku

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 750.000,00	52	21.9	21.9	21.9
	Rp 750.001,00 – Rp 1.000.000,00	60	25.3	25.3	47.3
	Rp 1.000.001,00 – Rp 1.250.000,00	47	19.8	19.8	67.1
	Rp 1.250.001,00 – Rp 1.500.000,00	34	14.3	14.3	81.4
	> Rp 1.500.001,00	44	18.6	18.6	100.0
	Total	237	100.0	100.0	

tipepembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dorongan murni pembelian impulsif	106	44.7	44.7	44.7
	Pembelian impulsif yang direncanakan	52	21.9	21.9	66.7
	Saran pembelian impulsif	19	8.0	8.0	74.7
	Pengingat pembelian impulsif	60	25.3	25.3	100.0
	Total	237	100.0	100.0	

katprodsering

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Makanan populer restoran	17	7.2	7.2	7.2
	Makanan popular tradisional	31	13.1	13.1	20.3
	Makanan ringan (ex: Snack, dessert)	58	24.5	24.5	44.7
	Minuman/makanan kemasan	62	26.2	26.2	70.9
	Film Bioskop	9	3.8	3.8	74.7
	Asesoris	2	.8	.8	75.5
	Asesoris HP	1	.4	.4	75.9
	Pakaian Diskon	24	10.1	10.1	86.1
	Pakaian dalam	1	.4	.4	86.5
	Majalah	1	.4	.4	86.9
	Alat Tulis	4	1.7	1.7	88.6
	Sepatu	3	1.3	1.3	89.9
	Perlengkapan Game	3	1.3	1.3	91.1
	Kosmetik	11	4.6	4.6	95.8
	Produk perawatan	10	4.2	4.2	100.0
	Total	237	100.0	100.0	

LAMPIRAN 3
UJI VALIDITAS DAN REALIBILITAS

1. Trend-setters

Case Processing Summary

		N	%
Cases	Valid	237	100.0
	Excluded[a]	0	.0
	Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.787	.787	3

Item Statistics

	Mean	Std. Deviation	N
TS1	2.85	1.030	237
TS2	2.87	1.155	237
TS3	3.11	1.030	237

Inter-Item Correlation Matrix

	TS1	TS2	TS3
TS1	1.000	.656	.474
TS2	.656	1.000	.524
TS3	.474	.524	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
TS1	5.97	3.643	.653	.454	.685
TS2	5.95	3.129	.688	.489	.643
TS3	5.72	3.958	.550	.305	.789

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.82	7.274	2.697	3

2. Fashion Appearance

Case Processing Summary

		N	%
Cases	Valid	237	100.0
	Excluded[a]	0	.0
	Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.693	.693	3

Item Statistics

	Mean	Std. Deviation	N
FA1	3.81	.980	237
FA2	2.54	1.103	237
FA3	3.13	1.140	237

Inter-Item Correlation Matrix

	FA1	FA2	FA3
FA1	1.000	.401	.405
FA2	.401	1.000	.483
FA3	.405	.483	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
FA1	5.67	3.730	.469	.220	.651
FA2	6.94	3.166	.530	.284	.572
FA3	6.35	3.042	.533	.286	.570

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.48	6.463	2.542	3

3. Fashion related-Activities

Case Processing Summary

		N	%
Cases	Valid	237	100.0
	Excluded[a]	0	.0
	Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.818	.818	3

Item Statistics

	Mean	Std. Deviation	N
FRA1	2.51	1.122	237
FRA2	2.43	1.175	237
FRA3	2.72	1.157	237

Inter-Item Correlation Matrix

	FRA1	FRA2	FRA3
FRA1	1.000	.641	.506
FRA2	.641	1.000	.650
FRA3	.506	.650	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
FRA1	5.14	4.488	.632	.425	.788
FRA2	5.23	3.914	.744	.553	.672
FRA3	4.94	4.331	.640	.436	.781

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.65	8.753	2.958	3

4. Self-Image

Case Processing Summary

		N	%
Cases	Valid	237	100.0
	Excluded[a]	0	.0
	Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.606	.609	2

Item Statistics

	Mean	Std. Deviation	N
SI1	4.02	.983	237
SI2	3.46	1.114	237

Inter-Item Correlation Matrix

	SI1	SI2
SI1	1.000	.438
SI2	.438	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SI1	3.46	1.241	.438	.192	.[a]
SI2	4.02	.966	.438	.192	.[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.48	3.166	1.779	2

5. Not a Fashion Leader

Case Processing Summary

		N	%
Cases	Valid	237	100.0
	Excluded[a]	0	.0
	Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.391	.378	3

Item Statistics

	Mean	Std. Deviation	N
NFL1	2.73	1.139	237
NFL2	3.54	1.047	237
NFL3	3.41	.887	237

Inter-Item Correlation Matrix

	NFL1	NFL2	NFL3
NFL1	1.000	.361	-.054
NFL2	.361	1.000	.198
NFL3	-.054	.198	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NFL1	6.95	2.252	.220	.147	.327
NFL2	6.15	1.974	.418	.178	-.111[a]
NFL3	6.27	3.257	.081	.058	.530

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.68	4.302	2.074	3

***Not a Fashion Leader (NFL3 dihilangkan)**

Case Processing Summary

		N	%
Cases	Valid	237	100.0
	Excluded[a]	0	.0
	Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.530	.531	2

Item Statistics

	Mean	Std. Deviation	N
NFL1	2.73	1.139	237
NFL2	3.54	1.047	237

Inter-Item Correlation Matrix

	NFL1	NFL2
NFL1	1.000	.361
NFL2	.361	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NFL1	3.54	1.097	.361	.131	.[a]
NFL2	2.73	1.298	.361	.131	.[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
6.27	3.257	1.805	2

6. Instant Gratification

Case Processing Summary

		N	%
Cases	Valid	237	100.0
	Excluded[a]	0	.0
	Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.666	.667	2

Item Statistics

	Mean	Std. Deviation	N
IG1	3.40	1.039	237
IG2	3.15	1.116	237

Inter-Item Correlation Matrix

	IG1	IG2
IG1	1.000	.500
IG2	.500	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IG1	3.15	1.245	.500	.250	.[a]
IG2	3.40	1.080	.500	.250	.[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
6.55	3.486	1.867	2

7. Unplanned Buying without prior thinking

Case Processing Summary

		N	%
Cases	Valid	237	100.0
	Excluded[a]	0	.0
	Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.826	.826	2

Item Statistics

	Mean	Std. Deviation	N
UB1	2.60	1.133	237
UB2	2.41	1.174	237

Inter-Item Correlation Matrix

	UB1	UB2
UB1	1.000	.704
UB2	.704	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
UB1	2.41	1.378	.704	.495	.[a]
UB2	2.60	1.284	.704	.495	.[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
5.01	4.534	2.129	2

8. Impulse Buying

Case Processing Summary

		N	%
Cases	Valid	237	100.0
	Excluded[a]	0	.0
	Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.637	.638	2

Item Statistics

	Mean	Std. Deviation	N
IB1	3.33	1.026	237
IB2	3.28	1.092	237

Inter-Item Correlation Matrix

	IB1	IB2
IB1	1.000	.469
IB2	.469	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IB1	3.28	1.193	.469	.220	.[a]
IB2	3.33	1.054	.469	.220	.[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
6.61	3.298	1.816	2

LAMPIRAN 4
CHI-SQUARE TEST

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * tipepembelian	237	100.0%	0	.0%	237	100.0%
uangsaku * tipepembelian	237	100.0%	0	.0%	237	100.0%

gender * tipepembelian

Crosstab

			tipepembelian				
			Dorongan murni pembelian impulsif	Pembelian impulsif yang direncanakan	Saran pembelian impulsif	Pengingat pembelian impulsif	Total
gender	laki-laki	Count	50	21	6	23	100
		Expected Count	44.7	21.9	8.0	25.3	100.0
	perempuan	Count	56	31	13	37	137
		Expected Count	61.3	30.1	11.0	34.7	137.0
Total		Count	106	52	19	60	237
		Expected Count	106.0	52.0	19.0	60.0	237.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.390[a]	3	.495
Likelihood Ratio	2.413	3	.491
Linear-by-Linear Association	1.611	1	.204
N of Valid Cases	237		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,02.

uangsaku * tipepembelian

Crosstab

			tipepembelian				
			Dorongan murni pembelian impulsif	Pembelian impulsif yang direncanakan	Saran pembelian impulsif	Pengingat pembelian impulsif	Total
uangsaku	< Rp 750.000,00	Count	21	17	5	9	52
		Expected Count	23.3	11.4	4.2	13.2	52.0
	Rp 750.001,00 – Rp 1.000.000,00	Count	24	13	6	17	60
		Expected Count	26.8	13.2	4.8	15.2	60.0
	Rp 1.000.001,00 – Rp 1.250.000,00	Count	20	10	4	13	47
		Expected Count	21.0	10.3	3.8	11.9	47.0
	Rp 1.250.001,00 – Rp 1.500.000,00	Count	17	5	3	9	34
		Expected Count	15.2	7.5	2.7	8.6	34.0
	> Rp 1.500.001,00	Count	24	7	1	12	44
		Expected Count	19.7	9.7	3.5	11.1	44.0
Total		Count	106	52	19	60	237
		Expected Count	106.0	52.0	19.0	60.0	237.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.053[a]	12	.611
Likelihood Ratio	10.668	12	.558
Linear-by-Linear Association	.092	1	.761
N of Valid Cases	237		

a. 5 cells (25,0%) have expected count less than 5. The minimum expected count is 2,73.

Responden dengan kategori produk yang paling sering dibeli secara impulsif berupa fesyen (pakaian diskon, pakaian dalam, sepatu dan asesoris (ex: jepit rambut, bando,gelang)

gender * tipedoronganimplusif Crosstabulation

			tipedoronganimplusif				
			dorongan murni	pem imp yang direncanakan	saran pembelian impulsif	pengingat pembelian impulsif	Total
gender	laki-laki	Count	4	3	0	2	9
		% within tipedoronganimplusif	28.6%	30.0%	.0%	40.0%	30.0%
		% of Total	13.3%	10.0%	.0%	6.7%	30.0%
	perempuan	Count	10	7	1	3	21
		% within tipedoronganimplusif	71.4%	70.0%	100.0%	60.0%	70.0%
		% of Total	33.3%	23.3%	3.3%	10.0%	70.0%
Total		Count	14	10	1	5	30
		% within tipedoronganimplusif	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	46.7%	33.3%	3.3%	16.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.680[a]	3	.878
Likelihood Ratio	.953	3	.813
Linear-by-Linear Association	.107	1	.743
N of Valid Cases	30		

a. 6 cells (75,0%) have expected count less than 5. The minimum expected count is ,30.

uangsaku * tipedoronganimplusif Crosstabulation

			tipedoronganimplusif				
			dorongan murni	pem imp yang direncanakan	saran pembelian impulsif	pengingat pembelian impulsif	Total
uangsaku	<750.000	Count	1	2	0	1	4
		% within tipedoronganimplusif	7.1%	20.0%	.0%	20.0%	13.3%
		% of Total	3.3%	6.7%	.0%	3.3%	13.3%
	750.000-1.000.000	Count	2	2	1	1	6
		% within tipedoronganimplusif	14.3%	20.0%	100.0%	20.0%	20.0%
		% of Total	6.7%	6.7%	3.3%	3.3%	20.0%
	1.000.000-1.250.000	Count	4	1	0	0	5
		% within tipedoronganimplusif	28.6%	10.0%	.0%	.0%	16.7%
		% of Total	13.3%	3.3%	.0%	.0%	16.7%
	1.250.000-1.500.000	Count	2	4	0	1	7
		% within tipedoronganimplusif	14.3%	40.0%	.0%	20.0%	23.3%
		% of Total	6.7%	13.3%	.0%	3.3%	23.3%
	>1.500.000	Count	5	1	0	2	8
		% within tipedoronganimplusif	35.7%	10.0%	.0%	40.0%	26.7%
		% of Total	16.7%	3.3%	.0%	6.7%	26.7%
Total		Count	14	10	1	5	30
		% within tipedoronganimplusif	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	46.7%	33.3%	3.3%	16.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.932[a]	12	.535
Likelihood Ratio	10.971	12	.531
Linear-by-Linear Association	.241	1	.624
N of Valid Cases	30		

a. 20 cells (100,0%) have expected count less than 5. The minimum expected count is ,13.

gender * familiaritasmerek Crosstabulation

			familiaritasmerek			
			merek baru	merek familiar	merek tidak familiar	Total
gender	laki-laki	Count	2	6	1	9
		% within familiaritasmerek	50.0%	26.1%	33.3%	30.0%
		% of Total	6.7%	20.0%	3.3%	30.0%
	perempuan	Count	2	17	2	21
		% within familiaritasmerek	50.0%	73.9%	66.7%	70.0%
		% of Total	6.7%	56.7%	6.7%	70.0%
Total		Count	4	23	3	30
		% within familiaritasmerek	100.0%	100.0%	100.0%	100.0%
		% of Total	13.3%	76.7%	10.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.945[a]	2	.623
Likelihood Ratio	.885	2	.642
Linear-by-Linear Association	.324	1	.569
N of Valid Cases	30		

a. 4 cells (66,7%) have expected count less than 5. The minimum expected count is ,90.

uangsaku * familiaritasmerek Crosstabulation

			familiaritasmerek			
			merek baru	merek familiar	merek tidak familiar	Total
uangsaku	<750.000	Count	0	4	0	4
		% within familiaritasmerek	.0%	17.4%	.0%	13.3%
		% of Total	.0%	13.3%	.0%	13.3%
	750.000-1.000.000	Count	1	4	1	6
		% within familiaritasmerek	25.0%	17.4%	33.3%	20.0%
		% of Total	3.3%	13.3%	3.3%	20.0%
	1.000.000-1.250.000	Count	0	5	0	5
		% within familiaritasmerek	.0%	21.7%	.0%	16.7%
		% of Total	.0%	16.7%	.0%	16.7%
	1.250.000-1.500.000	Count	2	5	0	7
		% within familiaritasmerek	50.0%	21.7%	.0%	23.3%
		% of Total	6.7%	16.7%	.0%	23.3%
	>1.500.000	Count	1	5	2	8
		% within familiaritasmerek	25.0%	21.7%	66.7%	26.7%
		% of Total	3.3%	16.7%	6.7%	26.7%

Total	Count	4	23	3	30
	% within familiaritasmerek	100.0%	100.0%	100.0%	100.0%
	% of Total	13.3%	76.7%	10.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.092[a]	8	.527
Likelihood Ratio	8.966	8	.345
Linear-by-Linear Association	.006	1	.936
N of Valid Cases	30		

a. 13 cells (86,7%) have expected count less than 5. The minimum expected count is ,40.

LAMPIRAN 5

INDEPENDENT-SAMPLES T TEST

Variabel Trend-setters

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
TS	laki-laki	100	2.91	.944	.094
	perempuan	137	2.96	.950	.081

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
TS	Equal variances assumed	.098	.754	-.429	235	.668	-.054	.125	-.299	.192
	Equal variances not assumed			-.430	214.304	.668	-.054	.124	-.299	.192

Variabel Fashion Apperance

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
FA	laki-laki	100	3.06	.962	.096
	perempuan	137	3.22	.864	.074

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
FA	Equal variances assumed	.008	.928	-1.334	235	.184	-.159	.119	-.394	.076
	Equal variances not assumed			-1.311	199.467	.191	-.159	.121	-.398	.080

Variabel Fashion-related Activities

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
FRA	laki-laki	100	2.35	.999	.100
	perempuan	137	2.72	1.036	.088

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
FRA	Equal variances assumed	.395	.530	-2.722	235	.007	-.365	.134	-.630	-.101
	Equal variances not assumed			-2.738	217.758	.007	-.365	.133	-.628	-.102

Variabel Self-image

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
SI	laki-laki	100	3.94	.941	.094
	perempuan	137	3.90	.893	.076

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SI	Equal variances assumed	.015	.902	.351	235	.726	.042	.120	-.195	.279
	Equal variances not assumed			.348	206.952	.728	.042	.121	-.197	.281

Variabel Instant Gratification

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
IG	laki-laki	100	3.43	.977	.098
	perempuan	137	3.53	.971	.083

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
IG	Equal variances assumed	.005	.946	-.803	235	.423	-.103	.128	-.355	.149
	Equal variances not assumed			-.803	212.656	.423	-.103	.128	-.355	.150

Variabel Unplanned buying without prior thinking

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
UB	laki-laki	100	2.69	1.116	.112
	perempuan	137	2.66	1.081	.092

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
UB	Equal variances assumed	.211	.646	.229	235	.819	.033	.144	-.251	.317
	Equal variances not assumed			.228	209.440	.820	.033	.145	-.253	.319

Variabel Impulse Buying

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
IB	laki-laki	100	3.59	.889	.089
	perempuan	137	3.46	.947	.081

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
IB	Equal variances assumed	.930	.336	1.072	235	.285	.130	.121	-.109	.369
	Equal variances not assumed			1.083	220.762	.280	.130	.120	-.107	.367

LAMPIRAN 6
One-Way ANOVA

Variabel Trend-setters

Descriptives

TS

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<=Rp 750.000,00	52	2.58	.936	.130	2.32	2.84	1	4
Rp 750.001,00 – Rp 1.000.000	60	2.93	.880	.114	2.71	3.16	1	5
Rp 1.000.001,00 – Rp 1.250.000,00	47	3.15	.908	.133	2.88	3.42	1	5
Rp 1.250.001,00 – Rp 1.500.000,00	34	2.88	.913	.157	2.56	3.20	1	5
>= Rp 1.500.001,00	44	3.20	1.002	.151	2.90	3.51	1	5
Total	237	2.94	.946	.061	2.82	3.06	1	5

ANOVA

TS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.101	4	3.025	3.526	.008
Within Groups	199.072	232	.858		
Total	211.173	236			

Variabel Fashion Apperance

Descriptives

FA

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<=Rp 750.000,00	52	2.88	.900	.125	2.63	3.14	1	5
Rp 750.001,00 – Rp 1.000.000	60	3.18	.792	.102	2.98	3.39	1	5
Rp 1.000.001,00 – Rp 1.250.000,00	47	3.23	.914	.133	2.97	3.50	1	5
Rp 1.250.001,00 – Rp 1.500.000,00	34	3.12	.913	.157	2.80	3.44	1	5
>= Rp 1.500.001,00	44	3.36	1.014	.153	3.06	3.67	1	5
Total	237	3.15	.908	.059	3.04	3.27	1	5

ANOVA

FA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.104	4	1.526	1.879	.115
Within Groups	188.428	232	.812		
Total	194.532	236			

Variabel Fashion-related Activities

Descriptives

FRA

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<=Rp 750.000,00	52	2.00	.816	.113	1.77	2.23	1	4
Rp 750.001,00 – Rp 1.000.000	60	2.70	1.030	.133	2.43	2.97	1	5
Rp 1.000.001,00 – Rp 1.250.000,00	47	2.77	.960	.140	2.48	3.05	1	5
Rp 1.250.001,00 – Rp 1.500.000,00	34	2.53	.961	.165	2.19	2.86	1	4
>= Rp 1.500.001,00	44	2.84	1.180	.178	2.48	3.20	1	5
Total	237	2.56	1.034	.067	2.43	2.69	1	5

ANOVA

FRA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.980	4	5.745	5.811	.000
Within Groups	229.382	232	.989		
Total	252.363	236			

Variabel Self-image

Descriptives

SI

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<=Rp 750.000,00	52	3.77	1.059	.147	3.47	4.06	1	5
Rp 750.001,00 – Rp 1.000.000	60	3.92	.850	.110	3.70	4.14	1	5
Rp 1.000.001,00 – Rp 1.250.000,00	47	3.94	.895	.130	3.67	4.20	1	5
Rp 1.250.001,00 – Rp 1.500.000,00	34	3.91	.753	.129	3.65	4.17	2	5
>= Rp 1.500.001,00	44	4.07	.950	.143	3.78	4.36	1	5
Total	237	3.92	.912	.059	3.80	4.03	1	5

ANOVA

SI

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.159	4	.540	.645	.631
Within Groups	194.153	232	.837		
Total	196.312	236			

Variabel Instant Gratification

Descriptives

IG

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<=Rp 750.000,00	52	3.33	1.061	.147	3.03	3.62	1	5
Rp 750.001,00 – Rp 1.000.000	60	3.37	.991	.128	3.11	3.62	1	5
Rp 1.000.001,00 – Rp 1.250.000,00	47	3.62	.922	.134	3.35	3.89	2	5
Rp 1.250.001,00 – Rp 1.500.000,00	34	3.56	.960	.165	3.22	3.89	2	5
>= Rp 1.500.001,00	44	3.66	.888	.134	3.39	3.93	1	5
Total	237	3.49	.973	.063	3.36	3.61	1	5

ANOVA

IG

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.473	4	1.118	1.186	.318
Within Groups	218.751	232	.943		
Total	223.224	236			

Variabel Unplanned buying without prior thinking

Descriptives

UB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<=Rp 750.000,00	52	2.23	.942	.131	1.97	2.49	1	4
Rp 750.001,00 – Rp 1.000.000	60	2.65	1.022	.132	2.39	2.91	1	5
Rp 1.000.001,00 – Rp 1.250.000,00	47	2.72	1.117	.163	2.40	3.05	1	5
Rp 1.250.001,00 – Rp 1.500.000,00	34	3.06	1.071	.184	2.68	3.43	1	5
>= Rp 1.500.001,00	44	2.86	1.212	.183	2.50	3.23	1	5
Total	237	2.67	1.094	.071	2.53	2.81	1	5

ANOVA

UB

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.980	4	4.245	3.711	.006
Within Groups	265.349	232	1.144		
Total	282.329	236			

Variabel Impulse Buying

Descriptives

IB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<=Rp 750.000,00	52	3.29	.915	.127	3.03	3.54	1	5
Rp 750.001,00 – Rp 1.000.000	60	3.67	.857	.111	3.45	3.89	1	5
Rp 1.000.001,00 – Rp 1.250.000,00	47	3.40	.993	.145	3.11	3.70	1	5
Rp 1.250.001,00 – Rp 1.500.000,00	34	3.76	.781	.134	3.49	4.04	2	5
>= Rp 1.500.001,00	44	3.50	1.000	.151	3.20	3.80	1	5
Total	237	3.51	.923	.060	3.40	3.63	1	5

ANOVA

IB

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.755	4	1.689	2.015	.093
Within Groups	194.443	232	.838		
Total	201.198	236			

LAMPIRAN 6
REKAP DATA KUESIONER

NO RESPONDEN	Umur	Gender	Uang saku	Kategori produk	Tipe	Familiaritas merek	Sebelumbekerja/kuliah	Setelahbekerja/kuliah	Ketikasenang	Ketikadengantemman	Ketikasedih	Ketikaterganggesa-gesa	Ketikasendirian	Ketikalapar	Ketikamempunyaiwaktuluang	Kebutuhan	Keinginan	Rasaingintahu	PengalamanBerbelanja	TampilanToko	MusikToko	Desainproduk	Perhatianpenjual	Penggaruhlklan	Diskon	KualitasProduk	Peng.Prod	TS1	TS2	TS3	FA1	FA2	FA3	FRA1	FRA2	FRA3	SI1	SI2	NFL1	NFL2	NFL3	IG1	IG2	UB1	UB2	IB1	IB2
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2	2	2	3	8	1	2			1	1	1				1	1	1								1	1	1	3	4	4	4	5	5	4	4	3	5	4	3	5	3	5	5	5	4	4	5
3	2	1	2	2	3	2			1							1		1				1		1			1	4	4	4	4	2	5	2	4	3	5	4	1	5	4	1	4	1	1	4	5
4	2	2	1	4	4	2		1		1							1										1	1	1	1	4	1	1	1	1	1	2	2	1	1	4	3	2	2	2	4	4
5	2	2	2	2	2	2		1		1					1		1			1					1	1		4	4	3	5	4	3	4	5	5	5	3	3	4	2	5	4	3	2	3	3
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14	2	2	4	4	1	2	1	1	1	1				1			1	1					1	1	1			4	5	5	5	4	5	4	4	5	5	5	5	4	4	4	5	5	5	5	5

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3																																															
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81	1	2	2	15	4	3									1	1											1	1	1	2	5	1	1	1	1	1	5	1	1	3	3	1	1	1	1	1	1
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83	2	2	3	14	1	2			1	1			1			1	1									1		4	3	4	4	4	3	4	4	4	4	3	4	5	4	5	5	4	4	5	4
84	2	2	1	2	2	3									1		1	1				1		1	1	1	1	1	1	3	3	1	3	1	2	2	2	2	1	2	4	3	2	2	1	3	2
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86	2	2	1	4	1	2								1			1										1	1	2	4	5	1	2	1	1	3	5	2	2	5	5	3	1	2	2	2	2
87	1	2	1	14	4	2									1	1						1				1		4	4	4	3	3	3	3	2	2	4	4	4	3	3	4	4	3	3	4	4
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90	2	1	4	3	4	2									1		1	1							1	1	1	2	4	4	4	2	4	2	3	4	4	1	2	4	2	2	2	4	4	4	4
91	1	1	2	3	4	2		1								1				1					1	1		3	2	3	4	3	3	2	2	3	3	3	3	2	2	2	2	2	3	3	2
92	2	1	1	4	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1				1					2	2	3	4	3	3	2	2	2	5	5	2	4	4	5	4	2	1	3	1

93	2	1	2	2	1	2				1		1				1				1	1	1	1	1	1	1		4	4	4	4	4	4	2	2	2	4	4	4	4	4	4	4	4	4	4	4
94	2	1	4	1	1	2	1	1	1	1			1		1	1	1	1	1	1		1	1	1	1	1	1	4	4	3	4	3	1	1	3	2	4	4	4	4	5	5	4	4	5	4	5
95	2	1	2	2	1	2			1						1	1	1					1	1	1	1	1		4	4	4	5	4	3	4	4	4	5	4	2	3	2	2	3	2	2	2	4
96	1	2	3	3	1	2				1						1	1								1	1		2	1	1	2	1	2	1	1	3	5	3	3	4	2	5	4	1	2	4	4
97	1	2	3	4	2	2									1	1	1									1	1	2	4	3	4	2	4	3	4	5	4	3	4	4	3	4	5	4	4	4	5
98	1	2	2	8	2	2		1	1	1						1	1					1			1	1		4	3	3	5	3	3	4	4	3	5	4	4	5	4	5	3	2	5	5	5
99	1	1	5	11	4	2								1	1	1				1		1		1	1			1	2	2	4	1	2	1	2	3	3	4	3	3	4	2	2	1	2	3	2
100	1	2	4	3	4	2			1				1		1	1	1	1	1						1	1		3	3	3	4	3	4	4	2	3	4	3	3	3	2	3	4	1	2	4	3
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103	2	1	2	4	4	2	1	1	1					1		1								1		1	1	3	4	3	4	2	3	2	2	2	3	4	3	3	3	3	3	2	2	3	2
104	1	2	2	15	2	1							1		1		1										1	4	5	5	5	5	5	4	2	1	5	2	4	3	4	5	5	1	1	5	5
105	1	1	2	4	1	2			1				1				1			1		1					1	3	3	2	3	2	1	1	1	2	4	3	1	3	3	4	4	2	2	4	3
106	2	1	1	4	1	2		1	1					1	1		1	1					1				1	2	2	2	3	2	2	2	2	2	5	3	1	3	4	3	3	3	3	3	4
107	2	2	1	6	4	2			1	1	1			1		1	1									1	1	2	2	2	2	1	1	2	1	1	3	4	2	4	4	2	2	2	1	2	2
1	2	1	2	7	1	2			1						1		1									1		1	1	1	5	2	2	1	1	1	5	3	1	4	3	3	4	4	2	3	4

08																																														
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110	2	1	2	4	2	3			1				1		1	1		1				1			1		1	1	2	3	5	3	2	1	1	3	5	4	3	4	5	5	4	4	4	3	4
111	2	1	5	13	1	2								1	1	1								1		1	1	1	1	1	1	1	1	1	1	1	1	1	5	5	5	1	5	5	1	1
112	2	1	3	2	4	2			1				1			1	1	1	1			1		1		1	1	5	3	4	4	3	3	2	2	4	5	4	3	4	4	3	1	3	3	3	4
113	2	1	1	3	1	2			1							1								1		1		4	2	4	5	2	2	1	1	2	4	4	2	4	4	3	4	2	2	4	4
114	2	1	1	3	4	2		1	1				1	1	1	1	1							1	1	1	1	1	3	2	4	1	2	3	2	1	4	4	3	4	3	3	4	4	4	4	4
115	2	1	1	4	2	2		1		1						1				1					1	1	1	1	1	1	1	1	1	1	1	4	2	1	4	5	3	2	1	1	2	3
116	1	2	5	3	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	3	3	4	3	3	3	2	3	4	3	3	3	3	3	3	2	2	3	3
117	1	1	2	4	1	2						1		1		1										1	1	2	1	4	1	3	2	1	1	1	1	2	4	5	1	2	1	1	3	2
118	1	2	4	2	1	2									1		1									1	2	2	3	4	2	2	2	2	2	4	3	2	4	4	2	2	4	4	4	4
119	2	1	2	3	1	2			1	1							1				1					3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
120	1	2	2	14	4	2			1							1	1	1	1	1		1	1	1	1	1	1	3	3	4	4	4	4	3	2	3	4	5	5	3	3	2	5	2	5	5	4
1	1	2	1	2	4	2		1							1	1	1					1				1	3	2	3	4	1	3	1	1	1	5	2	1	2	4	2	3	1	1	3	3

21																																														
122	1	1	1	4	4	2			1	1				1		1	1					1				1		2	2	3	3	2	3	2	2	2	4	2	3	2	4	3	2	2	2	4	2
123	1	2	4	5	1	2			1	1			1	1	1	1	1	1				1			1	1	2	2	4	4	2	5	4	3	3	4	4	1	3	4	4	4	4	4	4	4
124	1	2	5	8	1	3			1		1				1	1					1			1	1		3	4	4	4	3	3	3	3	4	4	4	5	5	2	5	4	1	1	4	3
125	1	2	1	3	1	2		1							1	1	1					1			1	1		3	2	4	4	2	4	2	2	4	3	4	2	4	3	4	1	4	4	2	2
126	2	2	1	5	1	2		1	1						1	1	1	1				1		1	1		1	2	1	2	4	2	4	2	1	2	4	2	2	2	4	4	5	2	2	2	2
127	1	2	3	3	2	2			1	1				1	1		1	1							1	1	1	3	3	3	4	2	3	2	2	2	4	2	2	2	4	3	3	4	4	3	3
128	2	1	1	4	4	2				1		1	1		1		1					1	1		1	1	1	2	1	4	2	1	1	1	1	2	4	5	2	2	4	4	4	4	4	4	4
129	1	2	5	3	4	2			1							1			1					1			3	3	3	3	3	4	4	4	4	4	3	3	4	3	3	3	3	4	3	5
130	1	2	3	2	1	2		1								1									1	1	3	3	3	3	3	3	3	3	3	5	5	3	3	3	4	4	5	3	3	3
131	1	1	3	3	1	2			1				1	1	1	1		1							1	1	2	2	4	3	2	3	1	1	2	3	3	1	3	4	4	4	2	1	2	4
132	1	1	4	12	1	1	1	1	1	1			1	1	1	1		1		1	1	1			1	1	1	4	5	4	5	5	5	3	2	1	5	5	5	4	4	4	5	4	3	5	5
133	2	2	2	1	2	1			1							1			1								2	2	3	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4
1	2	1	3	2	1	1	1									1				1							3	3	4	4	4	3	3	4	4	4	4	4	4	4	4	4	3	4	4	4	3

134																																														
135	2	1	4	2	1	2								1	1	1	1								1	1	1	3	4	3	4	3	3	2	3	4	4	4	2	4	2	5	5	1	1	5	4
136	1	2	5	6	1	2				1					1		1					1						3	3	3	4	3	4	3	5	4	4	4	3	4	4	5	5	4	4	4	3
137	2	1	1	3	2	2				1				1		1	1									1		3	1	2	3	1	2	1	2	1	1	1	1	1	3	3	3	1	2	2	3
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139	2	2	2	4	1	2		1	1	1						1									1	1	1	1	2	1	4	5	1	4	4	2	5	4	4	4	4	2	2	2	2	1	4	4
140	2	2	3	4	2	1	1		1	1				1	1	1		1							1	1	1	1	1	3	5	3	3	3	1	1	5	3	3	5	3	5	5	1	1	5	3
141	2	1	2	2	2	2				1				1	1	1	1			1					1	1		3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
142	2	2	1	2	1	2	1									1				1								2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
143	2	2	5	4	2	2			1	1					1		1	1				1		1	1			4	5	5	5	5	5	3	3	5	5	5	5	5	3	4	4	3	2	3	3
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146	2	2	4	8	2	2			1	1					1	1	1					1			1	1		2	3	4	4	2	4	4	5	2	4	4	2	5	3	4	3	2	2	4	4
1	2	1	5	4	4	2	1								1	1		1	1			1				1		3	2	4	3	3	3	3	1	1	4	3	3	2	3	2	2	1	1	3	2

47																																															
148	2	1	5	12	4	2			1						1	1											1	3	3	2	4	2	3	1	1	2	3	2	2	2	4	4	3	2	1	1	5
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150	2	2	1	3	2	2									1		1					1						1	2	2	5	4	3	2	1	2	3	2	3	4	3	2	2	2	2	3	3
151	2	2	3	1	3	2									1		1									1		3	1	3	3	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1
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154	2	2	1	4	3	2			1							1	1							1	1			4	3	2	4	2	2	2	2	3	2	2	4	4	4	4	4	4	4	4	4
155	1	1	5	8	1	1			1				1		1		1	1				1			1	1	1	1	2	2	2	2	4	1	1	1	4	4	2	2	3	3	2	3	3	3	4
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1	1	2	1	3	2	1								1				1						1				2	2	3	4	1	2	1	1	1	3	3	2	4	4	3	2	2	1	3	3

160																																														
161	2	2	4	3	1	2			1	1	1			1	1	1	1	1				1		1	1	1		2	1	1	5	3	4	2	3	4	5	4	4	5	4	2	4	4	2	3	5
162	1	2	3	4	4	1		1	1	1	1			1	1	1	1	1	1	1		1		1	1	1	1	2	3	2	5	3	3	2	2	4	5	4	2	4	4	4	4	2	1	3	2
163	1	2	4	8	4	2				1				1	1	1	1					1			1	1	1	2	2	2	3	2	2	2	2	2	4	2	2	2	3	4	4	3	2	4	4
164	1	1	2	1	1	1				1							1					1						3	4	3	3	4	4	4	4	4	3	4	3	4	3	4	3	4	3	3	4
165	1	2	1	8	1	2					1				1	1	1					1			1	1		2	3	4	4	3	3	2	5	3	5	5	4	4	4	4	5	4	4	4	5
166	1	1	5	8	2	3		1	1						1	1									1			3	3	3	5	3	3	3	1	1	5	3	3	3	3	3	3	1	1	1	3
167	2	1	5	8	1	2									1		1		1						1	1		5	5	4	5	5	4	5	4	3	4	3	1	3	5	5	1	3	2	4	3
168	1	1	4	12	2	2									1	1	1					1			1	1	1	3	3	4	3	3	3	3	2	2	4	5	3	4	3	3	3	3	3	4	4
169	2	2	4	3	4	2					1			1		1	1								1		1	2	1	3	3	1	1	1	2	1	4	3	3	3	3	2	2	2	1	3	2
170	1	2	4	15	1	2				1	1			1			1	1								1	1	4	5	4	5	4	2	4	3	3	5	3	4	5	5	5	3	5	3	5	5
171	2	2	2	4	2	3		1	1						1	1	1								1			3	2	3	3	2	1	1	1	3	4	3	1	3	3	2	3	2	1	3	2
172	2	2	1	1	3	2		1		1				1			1								1			3	3	3	4	3	3	2	2	2	4	2	2	4	2	4	4	2	2	3	3
1	2	2	3	1	4	2			1					1	1	1										1		4	5	5	5	5	3	2	2	2	4	4	3	3	4	4	4	1	1	3	3

73				4																																											
174	2	2	4	3	1	2			1						1		1								1	1		1	1	1	3	1	1	1	1	1	5	3	1	5	2	2	2	3	2	1	2
175	2	2	1	3	1	2						1		1		1	1									1	1	2	4	2	5	3	2	2	2	3	5	4	3	5	4	2	1	1	1	2	4
176	2	2	5	8	4	2		1							1		1			1					1			5	4	4	4	3	3	2	4	3	4	3	5	5	2	4	4	3	5	4	5
177	2	2	5	4	1	2			1				1		1	1	1	1				1		1	1	1	1	5	5	4	5	4	3	5	3	2	5	5	3	3	4	5	4	5	4	5	4
178	2	2	3	5	3	2			1	1					1		1	1	1						1		1	3	4	4	3	3	4	3	4	2	4	3	3	4	3	4	4	2	1	3	1
179	2	2	1	14	3	1	1			1							1								1		1	3	3	2	2	3	3	3	4	2	1	2	2	2	2	2	2	3	3	2	2
180	2	1	2	15	4	2		1								1				1		1				1	1	2	2	2	4	2	4	2	4	2	4	4	4	4	4	2	2	2	2	4	4
181	2	2	1	4	2	2		1	1		1		1	1	1		1								1		1	3	3	3	4	3	3	1	3	3	4	4	2	3	4	4	3	3	2	4	4
182	2	1	3	4	1	2		1	1						1	1	1									1	1	5	4	4	5	4	5	5	5	3	5	2	2	4	3	2	2	2	2	4	3
183	2	2	5	8	1	2				1					1		1	1							1	1		5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5
184	2	2	5	4	4	2			1					1	1	1	1	1		1		1		1	1	1	1	4	3	5	5	5	5	3	3	5	5	5	2	5	4	4	3	3	2	3	3
185	2	2	3	8	2	2				1						1									1			3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	2	3	3
1	2	2	1	3	2	1			1	1	1		1	1					1						1	1	1	1	1	1	5	1	5	1	1	5	5	5	3	5	3	5	5	4	3	4	4

86																																														
187	2	1	3	1	2	3			1						1	1	1								1	1	1	2	2	4	3	2	3	2	1	2	4	3	4	2	4	2	2	2	2	3	4
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189	2	2	5	4	1	2			1	1			1			1			1							4	5	5	5	4	5	5	5	5	5	5	4	5	3	4	4	4	1	5	5
190	1	2	1	3	2	2					1		1	1			1						1	1			2	1	1	4	3	3	1	1	3	3	3	1	3	5	2	1	1	1	3	2
191	2	2	5	3	1	2			1	1			1	1	1		1	1				1		1		1	1	4	3	3	4	2	2	2	2	2	5	4	2	2	4	4	4	2	2	4	4
192	2	1	3	3	1	2			1							1	1					1			1			4	3	3	4	4	4	4	1	1	5	3	2	1	5	1	5	1	1	2	1
193	2	1	1	5	3	2		1	1						1	1	1					1						5	5	3	5	4	5	3	1	3	5	5	4	4	1	1	1	1	1	1	4
194	2	2	5	3	4	2		1	1						1	1	1	1						1				3	3	4	4	2	5	5	3	4	5	5	3	3	3	3	5	3	3	3	1
195	1	2	1	3	1	2	1								1			1								1		3	4	4	5	2	3	3	2	4	5	2	2	5	5	2	1	2	1	5	4
196	2	1	2	3	1	2			1				1		1	1	1					1				1		3	3	3	4	2	2	2	1	2	4	4	2	3	3	3	3	2	3	4	3
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99																																															
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201	2	2	2	9	1	1		1		1			1		1		1			1					1	1	1	2	2	4	5	3	4	3	3	4	5	1	3	4	4	2	2	2	1	4	3
202	2	1	1	4	2	3	1							1	1		1	1				1						2	1	1	3	1	1	1	1	1	3	2	1	5	5	4	3	2	1	5	5
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12																																															
213	1	2	2	4	4	2				1			1	1		1	1	1								1		2	2	2	4	1	2	2	3	2	4	2	3	3	3	3	2	2	1	3	4
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25																																															
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