

BAB V

PENUTUP

Dalam bab ini akan dibahas mengenai kesimpulan dan implikasi manajerial dari hasil. Pada bab ini juga akan memberikan hasil dan kesimpulan yang menjawab permasalahan yang ada dalam penelitian ini.

5.1. Kesimpulan

Setelah melakukan analisis data dari 136 responden yaitu yang terdiri dari uji validitas dan uji reliabilitas, analisis regresi berganda, analisis *One Sample T-test*, *Oneway Anova* dan *Chisquare* maka dapat ditarik kesimpulan sebagai berikut:

1. Hasil temuan yang berbeda terjadi pada penelitian ini dimana *Consumer self confidence* tidak memediasi sepenuhnya tetapi hanya sebagian yaitu pengaruh *hedonic value* terhadap *information sharing* yang dimediasi sebagian oleh *social self confidence* dan itupun pengaruh mediasinya relatif kecil dibandingkan pengaruh langsung *hedonic value* terhadap *information sharing*. Pada penelitian Paridon 2006 pendapatan memoderasi pengaruh *hedonic value* terhadap *social self-confidence*, sedangkan dalam penelitian ini pendapatan sama sekali tidak menjadi variabel moderator. Yang artinya antusiasme konsumen (mahasiswa) dalam mengejar nilai-nilai hedonis yang menganggap bahwa kegiatan berbelanja itu sesuatu yang

- menggembirakan, belanja merupakan pelarian daripada kesibukan, dan juga kenikmatan tersendiri pada saat berbelanja tanpa memperhitungkan nilai manfaat lagi, sudah menjadi budaya daripada mahasiswi sekarang ini pada tingkatan pendapatan berapapun. Selain itu penilaian orang lain terhadap kemampuan dirinya (mahasiswi) dalam melakukan pembelian hanya memiliki pengaruh yang kecil dalam proses berbagi informasi yang dilakukan oleh mahasiswi. Pengaruh langsung dari luapan nilai hedonis lebih mendominasi motif mahasiswi dalam berbagi informasi, jadi untuk menyebarkan informasi mahasiswi tidak lagi menunggu dirinya merasa yakin terlebih dahulu atas keputusan maupun kemampuannya dalam berbelanja tetapi langsung menceritakan pengalamannya tersebut kepada temannya.
2. Ditinjau dari karakteristik pendapatan, ada perbedaan penilaian seseorang dalam menilai *utilitarian value* dan *personal shopping value*. Hal ini menunjukkan bahwa konsumen pada tingkat pendapatan tertentu menilai berbeda tentang nilai manfaat dalam belanja serta kepercayaan diri mereka secara personal.
 3. Ditinjau dari frekuensi belanja responden, ada perbedaan signifikan antara penilaian responden terhadap *hedonic value*, *utilitarian value*, *social self-confidence*, *consumer self-confidence* dan *information sharing*. Hal ini menunjukkan bahwa konsumen dengan frekuensi belanja tertentu menilai berbeda tentang kelima atribut tersebut.

5.2 Implikasi Manajerial

Melalui kesimpulan tersebut, maka penulis mencoba untuk mengemukakan beberapa implikasi manajerial yang berkaitan dengan penelitian ini, di antaranya adalah sebagai berikut:

1. Pengelola mall sebaiknya berupaya memberikan untuk memberikan stimulan-stimulan yang menunjuk pada nilai hedonis konsumen. Hal ini dikarenakan kuatnya orientasi hedonis seseorang membuat seseorang menceritakan secara langsung pengalamannya tanpa lagi menungu dirinya merasa yakin. Hal ini sangat menguntungkan bagi perusahaan dalam usahanya melakukan promosi secara cuma-cuma melalui *word of mouth communication*. *WOM* sangat penting bagi marketing perusahaan dalam menciptakan profit, oleh sebab itu sebaiknya perusahaan tidak hanya berfokus pada kualitas layanan fungsional, tetapi juga menyediakan lingkungan berbelanja yang memasukkan unsur dari nilai-nilai hedonik.
2. Dalam usaha membangkitkan orientasi hedonis konsumen maka pihak pengelola mall sebaiknya membuat program dimana konsumen dapat menikmati kegiatan berbelanja yang dikaitkan dengan orientasi hedonis dengan cara mendesain suasana mall semenarik dan seatraktif, misalnya:
 - a) Mendesain mall nyaman mungkin dengan pencahayaan yang bagus, alunan musik yang tepat, aroma yang harum yang membuat seseorang pada

saat berbelanja benar-benar merasa bahagia dan rileks sehingga konsumen dapat meraskan bahwa dengan berbelanja dapat terlepas dari kesibukan sehari-hari.

- b) Menyediakan layanan yang bersifat menghibur, misalnya *live music* dari band-band yang sedang naik daun, perlombaan-perlombaan sesuai dengan event yang tepat. Misalnya untuk hari natal diadakan lomba foto bersama sinterklas, pada saat imlek di buat lomba foto dengan nuansa oriental dan lain-lain.
- c) Menyediakan kafe-kafe yang memiliki layanan hotspot yang di dukung dengan sarana dan prasarana yang memadai.
- d) Menayangkan siaran sepak bola pada saat ada liga-liga baik nasional maupun internasional, sehingga pada saat kaum pria ingin melihat liga sepak bola para wanita tetap bias berbelanja.
- e) Pengelola mall sebaiknya sering menggelar promo-promo maupun diskon secara besar-besaran karena hal tersebut dimungkinkan mampu mengundang rasa penasaran konsumen untuk kemudian pergi ke mall.

5.3 Saran

Bagi peneliti selanjutnya disarankan untuk dapat mengganti subyek penelitian yang lebih luas tidak terbatas hanya pada mahasiswi tetapi juga wanita yang sudah bekerja

ataupun ibu rumah tangga, atau dapat juga memasukkan variabel moderator yang lain seperti jenis kelamin, usia dan lain-lain.



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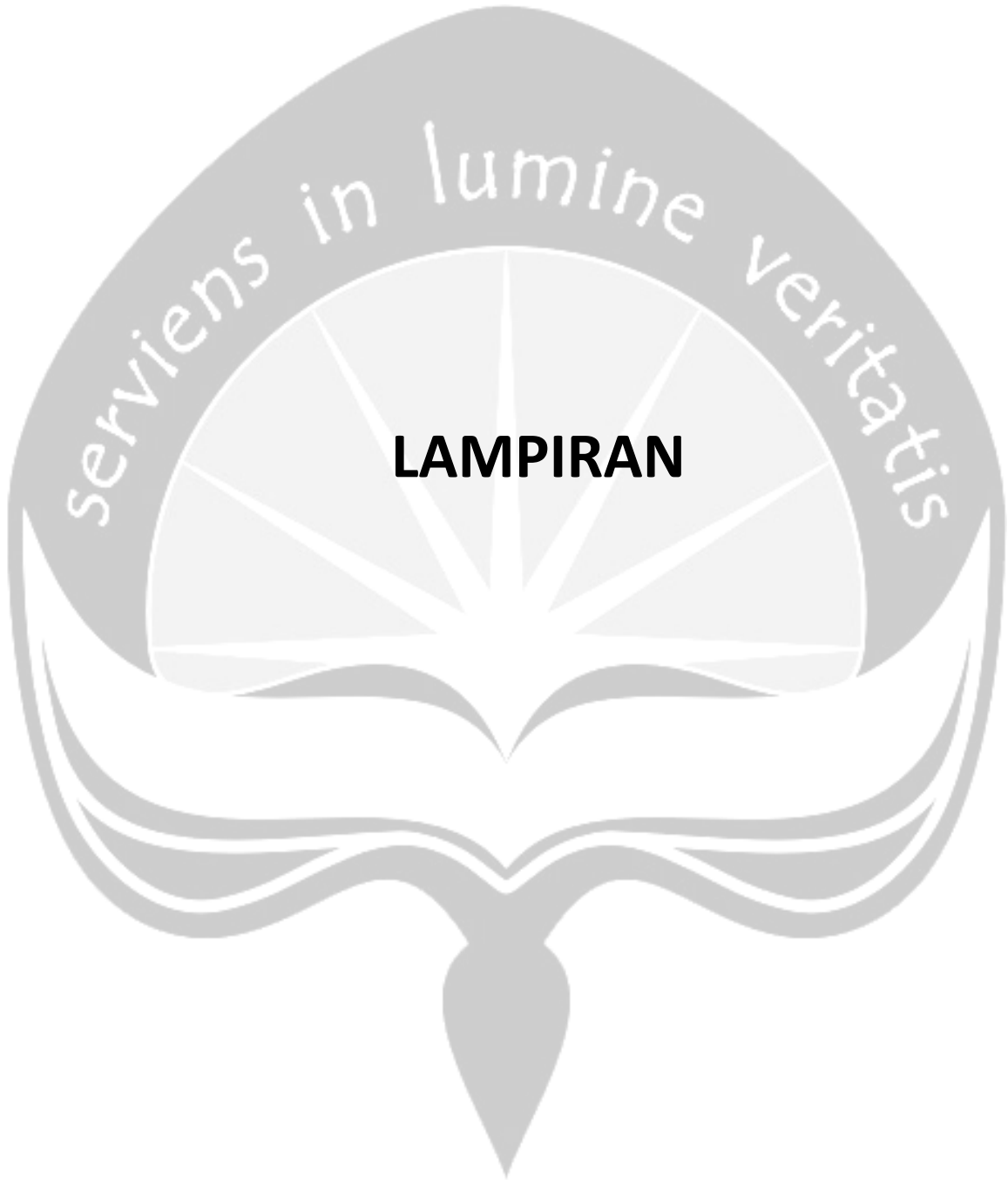
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Responden yang terhormat, kuesioner ini dibuat untuk meneliti tentang nilai berbelanja (*personal shopping value*). Berdasarkan pengalaman anda selama berbelanja, anda diminta untuk mengisi pernyataan-pernyataan berikut sesuai penilaian yang sesuai dengan diri anda masing-masing. Dalam survey ini tidak ada jawaban yang benar atau salah, maka anda dipersilahkan memberi tanda silang (x) pada kolom yang sesuai dengan penilaian anda, informasi anda akan sangat berguna bagi penelitian ini.

Keterangan:

Sangat Tidak Setuju	(STS)
Tidak Setuju	(TS)
Netral	(N)
Setuju	(S)
Sangat Setuju	(SS)

Uang saku rata-rata perbulan saya adalah sebesar:

- \leq Rp.500.000,00
- Rp.500.100,00 – Rp.600.000,00
- Rp.600.100,00 – Rp.700.000,00
- Rp.700.100,00 – Rp.800.000,00
- Rp.800.100,00 – Rp.900.000,00
- Rp.900.100,00 – Rp.1.000.000,00
- \geq Rp.1.000.100,00

Dalam sebulan saya berbelanja di mall sebanyak:

- \leq 2 kali
- 3 – 5 kali
- 6 – 8 kali
- 9 – 11 kali
- \geq 12 kali

Keterangan		STS	TS	N	S	SS
Hedonic Value						
1	Kegiatan berbelanja sungguh menggembirakan.					
2	Kegiatan berbelanja benar-benar terasa sebagai pelarian diri dari kesibukan.					
3	Saya merasa senang karena saya dapat berbelanja pada saat-saat yang tidak terencana/tiba-tiba.					
4	Saya menikmati saat-saat berbelanja saya, bukan hanya karena barang-barang yang saya beli.					
Utilitarian Value						
1	Kegiatan berbelanja adalah sesuatu yang berguna/bermanfaat.					
2	Saya merasa puas dengan barang yang saya beli.					
3	Saat berbelanja, saya hanya membeli barang-barang yang saya inginkan sebelumnya.					
4	Ketika berbelanja, saya hanya mencari barang-barang yang saya butuhkan					
Social self- confidence						
1	Saya membuat kagum orang-orang dengan pembelian-pembelian yang saya lakukan.					
2	Saya mendapat pujian dari orang lain atas keputusan saya dalam melakukan pembelian.					
3	Teman-teman saya terkesan dengan kemampuan saya dalam melakukan pembelian yang memuaskan.					
4	Tetangga-tetangga saya mengagumi kemampuan dekoratif saya.					
Personal self- confidence						
1	Saya rasanya tidak pernah membeli produk yang tepat bagi diri saya sendiri.					
2	Terlampau sering produk-produk yang saya beli tidak memuaskan.					
3	Saya sering meragukan apakah saya telah melakukan pilihan pembelian yang tepat.					
4	Saya sering merasa ragu atas keputusan pembelian yang saya buat.					

Information sharing						
1	Ketika teman saya memberikan saran dalam berbelanja yang dapat saya gunakan, saya biasanya akan melakukannya.					
2	Ketika saya membantu teman dengan menceritakan pengalaman berbelanja saya, saya merasa senang					
3	Saya dan teman saya menikmati pembicaraan mengenai mode dan fashion yang kami lihat pada saat berbelanja.					
4	Ketika saya dan teman saya menemukan kualitas layanan yang baik di suatu toko, saya dan teman saya saling memberitahukan pengalaman itu.					



TERIMA KASIH

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
personal_shopping	1.00	63	3.5417	.47941	.06040	3.4209	3.6624	2.38	4.75
	2.00	60	3.5938	.56356	.07276	3.4482	3.7393	2.25	4.88
	3.00	11	3.1477	.50255	.15152	2.8101	3.4853	2.25	3.75
	4.00	1	2.8750	2.88	2.88
	5.00	1	3.5000	3.50	3.50
	Total		136	3.5276	.52917	.04538	3.4378	3.6173	2.25
hedonik	1.00	63	3.4405	.74827	.09427	3.2520	3.6289	1.25	5.00
	2.00	60	3.8208	.62621	.08084	3.6591	3.9826	2.25	5.00
	3.00	11	3.3864	.71906	.21680	2.9033	3.8694	2.00	4.75
	4.00	1	3.7500	3.75	3.75
	5.00	1	5.0000	5.00	5.00
	Total		136	3.6176	.72004	.06174	3.4955	3.7398	1.25
utilitarian	1.00	63	3.6429	.74286	.09359	3.4558	3.8299	2.00	5.00
	2.00	60	3.3667	1.03689	.13386	3.0988	3.6345	1.00	5.00
	3.00	11	2.9091	1.06813	.32205	2.1915	3.6267	1.00	5.00
	4.00	1	2.0000	2.00	2.00
	5.00	1	2.0000	2.00	2.00
	Total		136	3.4375	.93973	.08058	3.2781	3.5969	1.00
consumer_confidence	1.00	63	2.9802	.49095	.06185	2.8565	3.1038	1.88	3.88
	2.00	60	3.1417	.54290	.07009	3.0014	3.2819	2.00	4.50
	3.00	11	3.2386	.45912	.13843	2.9302	3.5471	2.50	4.00
	4.00	1	4.2500	4.25	4.25
	5.00	1	4.6250	4.63	4.63
	Total		136	3.0938	.53958	.04627	3.0022	3.1853	1.88
personal_confidence	1.00	63	3.3333	.87529	.11028	3.1129	3.5538	1.50	5.00
	2.00	60	3.4083	.85118	.10989	3.1885	3.6282	1.00	5.00
	3.00	11	3.3636	.59544	.17953	2.9636	3.7637	2.00	4.00
	4.00	1	4.5000	4.50	4.50
	5.00	1	4.5000	4.50	4.50
	Total		136	3.3860	.84539	.07249	3.2427	3.5294	1.00
social_confidence	1.00	63	2.6270	.67929	.08558	2.4559	2.7981	1.00	3.75
	2.00	60	2.8750	.67883	.08764	2.6996	3.0504	1.25	4.00
	3.00	11	3.1136	.71031	.21417	2.6364	3.5908	1.50	4.00
	4.00	1	4.0000	4.00	4.00
	5.00	1	4.7500	4.75	4.75
	Total		136	2.8015	.71694	.06148	2.6799	2.9231	1.00
information_sharing	1.00	63	3.5132	.59214	.07460	3.3641	3.6624	1.33	4.67
	2.00	60	3.8833	.49413	.06379	3.7557	4.0110	3.00	4.67
	3.00	11	3.4848	.63881	.19261	3.0557	3.9140	2.00	4.33
	4.00	1	5.0000	5.00	5.00
	5.00	1	4.0000	4.00	4.00
	Total		136	3.6887	.58823	.05044	3.5890	3.7885	1.33

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
personal_shopping	Between Groups	2.289	4	.572	2.111	.083
	Within Groups	35.514	131	.271		
	Total	37.803	135			
hedonik	Between Groups	6.971	4	1.743	3.623	.008
	Within Groups	63.021	131	.481		
	Total	69.993	135			
utilitarian	Between Groups	10.162	4	2.541	3.052	.019
	Within Groups	109.057	131	.832		
	Total	119.219	135			
consumer_confidence	Between Groups	4.863	4	1.216	4.624	.002
	Within Groups	34.441	131	.263		
	Total	39.305	135			
personal_confidence	Between Groups	2.692	4	.673	.940	.443
	Within Groups	93.791	131	.716		
	Total	96.483	135			
social_confidence	Between Groups	8.548	4	2.137	4.601	.002
	Within Groups	60.842	131	.464		
	Total	69.390	135			
information_sharing	Between Groups	6.486	4	1.622	5.281	.001
	Within Groups	40.225	131	.307		
	Total	46.712	135			



Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
hedonik	5.00	18	3.7361	.82903	.19540	3.3238	4.1484	2.25	5.00
	6.00	28	3.6071	.69198	.13077	3.3388	3.8755	2.00	5.00
	7.00	15	3.4667	.73719	.19034	3.0584	3.8749	2.50	5.00
	8.00	14	3.5000	.54596	.14592	3.1848	3.8152	2.50	4.50
	9.00	14	3.7857	.57893	.15473	3.4514	4.1200	2.50	4.50
	10.00	24	3.6667	.85232	.17398	3.3068	4.0266	2.00	5.00
	11.00	23	3.5543	.72283	.15072	3.2418	3.8669	1.25	5.00
	Total	136	3.6176	.72004	.06174	3.4955	3.7398	1.25	5.00
utilitarian	5.00	18	3.1944	.97225	.22916	2.7110	3.6779	1.50	4.50
	6.00	28	3.7321	.88696	.16762	3.3882	4.0761	2.00	5.00
	7.00	15	3.6000	.76064	.19640	3.1788	4.0212	2.00	4.50
	8.00	14	3.8571	.74495	.19910	3.4270	4.2873	3.00	5.00
	9.00	14	3.6429	.88641	.23690	3.1311	4.1547	2.00	5.00
	10.00	24	3.2708	1.07318	.21906	2.8177	3.7240	1.00	5.00
	11.00	23	2.9565	.87792	.18306	2.5769	3.3362	1.00	4.00
	Total	136	3.4375	.93973	.08058	3.2781	3.5969	1.00	5.00
social_confidence	5.00	18	2.7500	.70189	.16544	2.4010	3.0990	1.50	3.75
	6.00	28	2.8929	.60640	.11460	2.6577	3.1280	1.75	4.00
	7.00	15	2.7000	.59911	.15469	2.3682	3.0318	1.75	3.50
	8.00	14	2.3750	.88660	.23695	1.8631	2.8869	1.00	4.00
	9.00	14	3.0179	.55004	.14700	2.7003	3.3354	2.25	4.00
	10.00	24	2.7813	.79507	.16229	2.4455	3.1170	1.25	4.75
	11.00	23	2.9457	.77590	.16179	2.6101	3.2812	1.00	4.00
	Total	136	2.8015	.71694	.06148	2.6799	2.9231	1.00	4.75
personal_confidence	5.00	18	3.3056	.80693	.19020	2.9043	3.7068	1.50	4.00
	6.00	28	2.8929	.79765	.15074	2.5836	3.2022	2.00	4.50
	7.00	15	3.5667	.45774	.11819	3.3132	3.8202	2.50	4.00
	8.00	14	3.8214	.79921	.21360	3.3600	4.2829	2.50	5.00
	9.00	14	3.3214	.89027	.23793	2.8074	3.8355	1.00	4.00
	10.00	24	3.4167	.78942	.16114	3.0833	3.7500	2.00	5.00
	11.00	23	3.6739	.96069	.20032	3.2585	4.0893	2.00	5.00
	Total	136	3.3860	.84539	.07249	3.2427	3.5294	1.00	5.00
information_sharing	5.00	18	3.6481	.63113	.14876	3.3343	3.9620	3.00	4.67
	6.00	28	3.7381	.48311	.09130	3.5508	3.9254	2.67	4.67
	7.00	15	3.4889	.72228	.18649	3.0889	3.8889	2.00	4.33
	8.00	14	3.7619	.47911	.12805	3.4853	4.0385	3.00	4.67
	9.00	14	3.7143	.55249	.14766	3.3953	4.0333	2.67	4.67
	10.00	24	3.6111	.57874	.11814	3.3667	3.8555	2.33	4.67
	11.00	23	3.8116	.68774	.14340	3.5142	4.1090	1.33	5.00
	Total	136	3.6887	.58823	.05044	3.5890	3.7885	1.33	5.00
personal_shopping	5.00	18	3.4653	.50148	.11820	3.2159	3.7147	2.38	4.38
	6.00	28	3.6696	.48138	.09097	3.4830	3.8563	2.50	4.63
	7.00	15	3.5333	.42381	.10943	3.2986	3.7680	3.00	4.75
	8.00	14	3.6786	.38827	.10377	3.4544	3.9028	3.13	4.50
	9.00	14	3.7143	.40853	.10918	3.4784	3.9502	2.75	4.25
	10.00	24	3.4688	.68391	.13960	3.1800	3.7575	2.25	4.88
	11.00	23	3.2554	.54938	.11455	3.0179	3.4930	2.25	4.25
	Total	136	3.5276	.52917	.04538	3.4378	3.6173	2.25	4.88
consumer_confidence	5.00	18	3.0278	.56483	.13313	2.7469	3.3087	2.00	3.88
	6.00	28	2.8929	.53545	.10119	2.6852	3.1005	1.88	4.25
	7.00	15	3.1333	.33563	.08666	2.9475	3.3192	2.63	3.75
	8.00	14	3.0982	.43627	.11660	2.8463	3.3501	2.50	4.00
	9.00	14	3.1696	.56459	.15089	2.8437	3.4956	2.00	4.00
	10.00	24	3.0000	.50000	.10000	2.7000	3.3000	2.00	4.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
hedonik	Between Groups	1.337	6	.223	.419	.866
	Within Groups	68.656	129	.532		
	Total	69.993	135			
utilitarian	Between Groups	12.934	6	2.156	2.616	.020
	Within Groups	106.285	129	.824		
	Total	119.219	135			
social_confidence	Between Groups	4.126	6	.688	1.359	.236
	Within Groups	65.264	129	.506		
	Total	69.390	135			
personal_confidence	Between Groups	12.057	6	2.010	3.071	.008
	Within Groups	84.426	129	.654		
	Total	96.483	135			
information_sharing	Between Groups	1.273	6	.212	.602	.728
	Within Groups	45.439	129	.352		
	Total	46.712	135			
personal_shopping	Between Groups	3.229	6	.538	2.008	.069
	Within Groups	34.574	129	.268		
	Total	37.803	135			
consumer_confidence	Between Groups	2.387	6	.398	1.390	.223
	Within Groups	36.918	129	.286		
	Total	39.305	135			

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
hedonik	136	3.6176	.72004	.06174
utilitarian	136	3.4375	.93973	.08058
social_confidence	136	2.8015	.71694	.06148
personal_confidence	136	3.3860	.84539	.07249
information_sharing	136	3.6887	.58823	.05044
personal_shopping	136	3.5276	.52917	.04538
consumer_confidence	136	3.0938	.53958	.04627

One-Sample Test

	Test Value = 3.41					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
hedonik	3.363	135	.001	.20765	.0855	.3298
utilitarian	.341	135	.733	.02750	-.1319	.1869
social_confidence	-9.899	135	.000	-.60853	-.7301	-.4869
personal_confidence	-.331	135	.741	-.02397	-.1673	.1194
information_sharing	5.526	135	.000	.27873	.1790	.3785
personal_shopping	2.591	135	.011	.11757	.0278	.2073
consumer_confidence	-6.835	135	.000	-.31625	-.4078	-.2247

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frekuensi * pendapatan	136	100.0%	0	.0%	136	100.0%

frekuensi * pendapatan Crosstabulation

Count

		pendapatan						Total	
		5.00	6.00	7.00	8.00	9.00	10.00		11.00
frekuensi	1.00	12	15	8	8	4	9	7	63
	2.00	6	11	6	5	10	11	11	60
	3.00	0	2	1	1	0	3	4	11
	4.00	0	0	0	0	0	0	1	1
	5.00	0	0	0	0	0	1	0	1
Total		18	28	15	14	14	24	23	136

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.697 ^a	24	.479
Likelihood Ratio	22.836	24	.530
Linear-by-Linear Association	10.623	1	.001
N of Valid Cases	136		

a. 21 cells (60.0%) have expected count less than 5. The minimum expected count is .10.



Regression (Personal shopping value → Information sharing)

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	personal_a shopping	.	Enter

a. All requested variables entered.

b. Dependent Variable: information_sharing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.187 ^a	.035	.028	.57996

a. Predictors: (Constant), personal_shopping

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.641	1	1.641	4.878	.029 ^a
	Residual	45.071	134	.336		
	Total	46.712	135			

a. Predictors: (Constant), personal_shopping

b. Dependent Variable: information_sharing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.954	.336		8.780	.000
	personal_shopping	.208	.094	.187	2.209	.029

a. Dependent Variable: information_sharing

Regression (Personal shopping value → consumer self confidence)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	personal_a shopping	.	Enter

a. All requested variables entered.

b. Dependent Variable: consumer_confidence

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.024 ^a	.001	-.007	.54144

a. Predictors: (Constant), personal_shopping

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.022	1	.022	.075	.784 ^a
	Residual	39.283	134	.293		
	Total	39.305	135			

a. Predictors: (Constant), personal_shopping

b. Dependent Variable: consumer_confidence

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.008	.314		9.578	.000
	personal_shopping	.024	.088	.024	.275	.784

a. Dependent Variable: consumer_confidence

Regression (Personal shopping value + consumer self confidence → Information sharing)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	consumer_confidence	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	personal_shopping	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: information_sharing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.274 ^a	.075	.068	.56774
2	.329 ^b	.108	.095	.55969

a. Predictors: (Constant), consumer_confidence

b. Predictors: (Constant), consumer_confidence, personal_shopping

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.519	1	3.519	10.917	.001 ^a
	Residual	43.193	134	.322		
	Total	46.712	135			
2	Regression	5.048	2	2.524	8.058	.000 ^b
	Residual	41.663	133	.313		
	Total	46.712	135			

a. Predictors: (Constant), consumer_confidence

b. Predictors: (Constant), consumer_confidence, personal_shopping

c. Dependent Variable: information_sharing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.763	.284		9.717	.000
	consumer_confidence	.299	.091	.274	3.304	.001
2	(Constant)	2.068	.421		4.907	.000
	consumer_confidence	.295	.089	.270	3.298	.001
	personal_shopping	.201	.091	.181	2.210	.029

a. Dependent Variable: information_sharing

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	personal_shopping	.181 ^a	2.210	.029	.188	.999

a. Predictors in the Model: (Constant), consumer_confidence

b. Dependent Variable: information_sharing

Regression (Hedonik + utilitarian → Information Sharing)

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	hedonik	.	Stepwise (Criteria: Probabilit y-of-F-to-enter <= .050, Probabilit y-of-F-to-remo ve >= .100).

a. Dependent Variable: information_sharing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 ^a	.167	.161	.53873

a. Predictors: (Constant), hedonik

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.821	1	7.821	26.948	.000 ^a
	Residual	38.890	134	.290		
	Total	46.712	135			

a. Predictors: (Constant), hedonik

b. Dependent Variable: information_sharing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.479	.237		10.440	.000
	hedonik	.334	.064	.409	5.191	.000

a. Dependent Variable: information_sharing

Excluded Variables^b

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
1	utilitarian	-.018 ^a	-.224	.823	-.019	.957

a. Predictors in the Model: (Constant), hedonik

b. Dependent Variable: information_sharing



Regression (Hedonik + Utilitarian → Consumer Self-Confidence)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	utilitariag, hedonik	.	Enter

a. All requested variables entered.

b. Dependent Variable: consumer_confidence

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.106 ^a	.011	-.004	.54053

a. Predictors: (Constant), utilitarian, hedonik

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.445	2	.223	.762	.469 ^a
	Residual	38.859	133	.292		
	Total	39.305	135			

a. Predictors: (Constant), utilitarian, hedonik

b. Dependent Variable: consumer_confidence

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.898	.327		8.866	.000
	hedonik	.071	.066	.095	1.081	.281
	utilitarian	-.018	.051	-.032	-.358	.721

a. Dependent Variable: consumer_confidence

Regression (Hedonic Value + Utilitarian Value + Consumer Confidence → Information Sharing)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	hedonik	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	consumer_confidence	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: information_sharing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 ^a	.167	.161	.53873
2	.471 ^b	.222	.210	.52267

a. Predictors: (Constant), hedonik

b. Predictors: (Constant), hedonik, consumer_confidence



ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.821	1	7.821	26.948	.000 ^a
	Residual	38.890	134	.290		
	Total	46.712	135			
2	Regression	10.379	2	5.189	18.996	.000 ^b
	Residual	36.333	133	.273		
	Total	46.712	135			

a. Predictors: (Constant), hedonik

b. Predictors: (Constant), hedonik, consumer_confidence

c. Dependent Variable: information_sharing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.479	.237		10.440	.000
	hedonik	.334	.064	.409	5.191	.000
2	(Constant)	1.757	.330		5.325	.000
	hedonik	.315	.063	.385	5.011	.000
	consumer_confidence	.256	.084	.235	3.060	.003

a. Dependent Variable: information_sharing

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	utilitarian	-.018 ^a	-.224	.823	-.019	.957
	consumer_confidence	.235 ^a	3.060	.003	.256	.990
2	utilitarian	-.011 ^b	-.137	.892	-.012	.956

a. Predictors in the Model: (Constant), hedonik

b. Predictors in the Model: (Constant), hedonik, consumer_confidence

c. Dependent Variable: information_sharing

Regression (Hedonic Value + Utilitarian Value → Personal Confidence)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	utilitarian, hedonik	.	Enter

a. All requested variables entered.

b. Dependent Variable: personal_confidence

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.034 ^a	.001	-.014	.85123

a. Predictors: (Constant), utilitarian, hedonik

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.114	2	.057	.078	.925 ^a
	Residual	96.370	133	.725		
	Total	96.483	135			

a. Predictors: (Constant), utilitarian, hedonik

b. Dependent Variable: personal_confidence

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.580	.515		6.956	.000
	hedonik	-.028	.104	-.024	-.267	.790
	utilitarian	-.027	.080	-.030	-.342	.733

a. Dependent Variable: personal_confidence

Regression (Hedonic Value + Utilitarian Value + Personal Self-Confidence → Information Sharing)

Variables Entered/Removed^f

Model	Variables Entered	Variables Removed	Method
1	hedonik	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: information_sharing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 ^a	.167	.161	.53873

a. Predictors: (Constant), hedonik

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.821	1	7.821	26.948	.000 ^a
	Residual	38.890	134	.290		
	Total	46.712	135			

a. Predictors: (Constant), hedonik

b. Dependent Variable: information_sharing



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.479	.237		10.440	.000
	hedonik	.334	.064	.409	5.191	.000

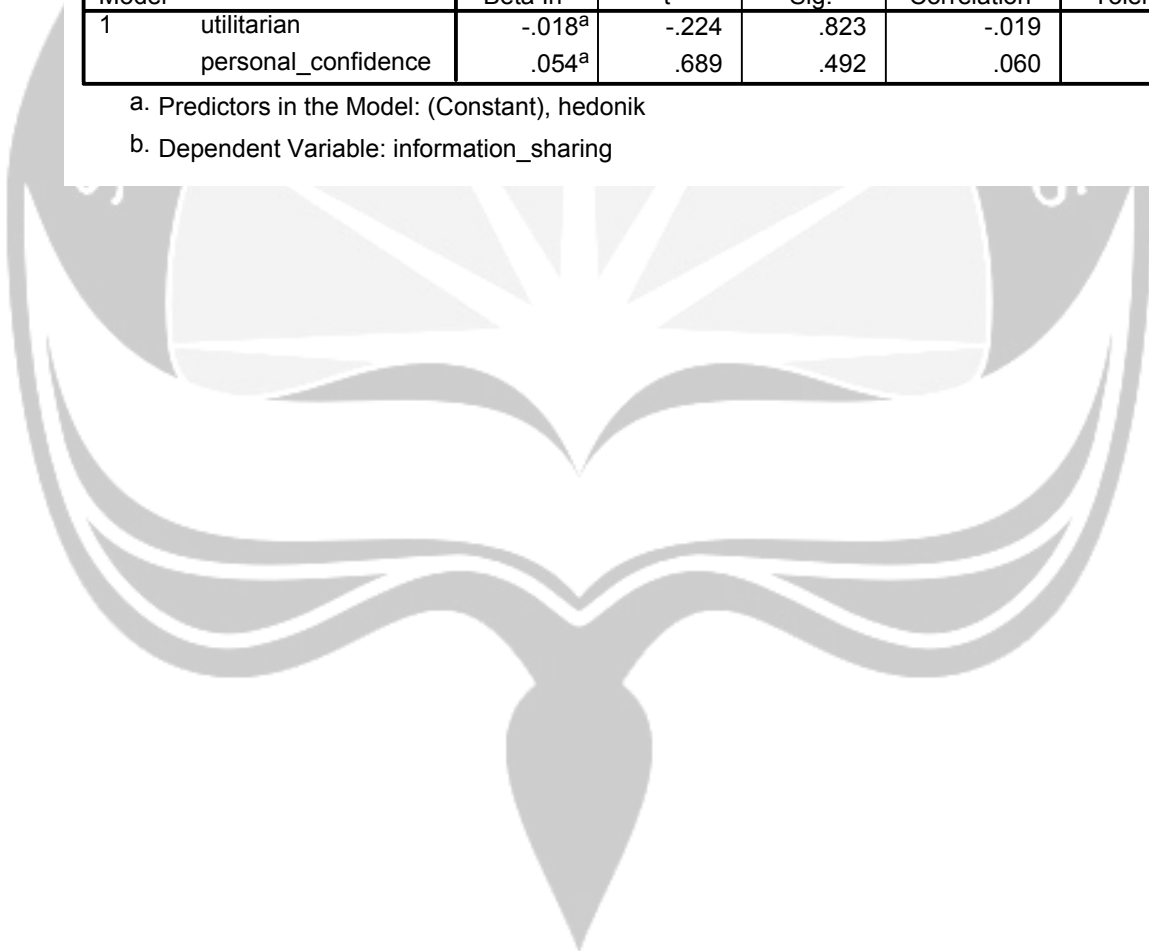
a. Dependent Variable: information_sharing

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	utilitarian	-.018 ^a	-.224	.823	-.019	.957
	personal_confidence	.054 ^a	.689	.492	.060	1.000

a. Predictors in the Model: (Constant), hedonik

b. Dependent Variable: information_sharing



Regression (Hedonik Value + Utilitarian Value → Social Self-Confidence)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	hedonik	.	Stepwise (Criteria: Probabilit y-of-F-to-enter <= .050, Probabilit y-of-F-to-remove >= .100).

a. Dependent Variable: social_confidence

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.174 ^a	.030	.023	.70865

a. Predictors: (Constant), hedonik

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.097	1	2.097	4.175	.043 ^a
	Residual	67.293	134	.502		
	Total	69.390	135			

a. Predictors: (Constant), hedonik

b. Dependent Variable: social_confidence



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.175	.312		6.963	.000
	hedonik	.173	.085	.174	2.043	.043

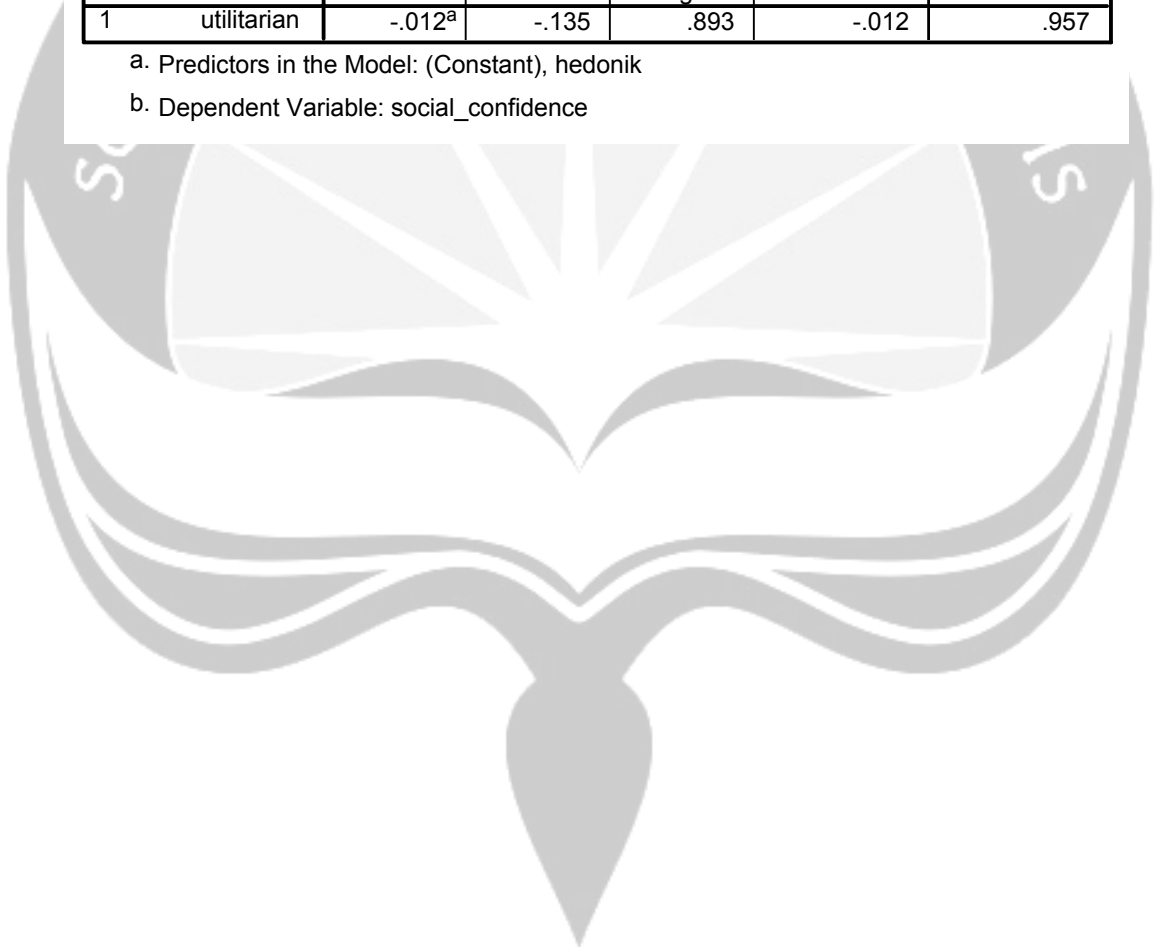
a. Dependent Variable: social_confidence

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	utilitarian	-.012 ^a	-.135	.893	-.012	.957

a. Predictors in the Model: (Constant), hedonik

b. Dependent Variable: social_confidence



Regression (Hedonic Value + Utilitarian Value + Social Self Confidence → Information Sharing)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	hedonik	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	social_confidence	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: information_sharing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 ^a	.167	.161	.53873
2	.502 ^b	.252	.241	.51258

a. Predictors: (Constant), hedonik

b. Predictors: (Constant), hedonik, social_confidence

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.821	1	7.821	26.948	.000 ^a
	Residual	38.890	134	.290		
	Total	46.712	135			
2	Regression	11.768	2	5.884	22.394	.000 ^b
	Residual	34.944	133	.263		
	Total	46.712	135			

a. Predictors: (Constant), hedonik

b. Predictors: (Constant), hedonik, social_confidence

c. Dependent Variable: information_sharing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.479	.237		10.440	.000
	hedonik	.334	.064	.409	5.191	.000
2	(Constant)	1.953	.264		7.405	.000
	hedonik	.292	.062	.358	4.699	.000
	social_confidence	.242	.062	.295	3.876	.000

a. Dependent Variable: information_sharing

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	utilitarian	-.018 ^a	-.224	.823	-.019	.957
	social_confidence	.295 ^a	3.876	.000	.319	.970
2	utilitarian	-.015 ^b	-.190	.849	-.017	.957

a. Predictors in the Model: (Constant), hedonik

b. Predictors in the Model: (Constant), hedonik, social_confidence

c. Dependent Variable: information_sharing

Regression moderasi hedonik+ pendapatan--> information sharing

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	hedonik	.	Stepwise (Criteria: Probabilit y-of-F-to-enter <= .050, Probabilit y-of-F-to-remove >= .100).

a. Dependent Variable: information_sharing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 ^a	.167	.161	.53873

a. Predictors: (Constant), hedonik

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.821	1	7.821	26.948	.000 ^a
	Residual	38.890	134	.290		
	Total	46.712	135			

a. Predictors: (Constant), hedonik

b. Dependent Variable: information_sharing



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.479	.237		10.440	.000
	hedonik	.334	.064	.409	5.191	.000

a. Dependent Variable: information_sharing

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	pendapatan	.051 ^a	.648	.518	.056	1.000

a. Predictors in the Model: (Constant), hedonik

b. Dependent Variable: information_sharing



Regression moderasi hedonik+pendapatan+hedonik*pendapatan--> information sharing

Variables Entered/Removed^f

Model	Variables Entered	Variables Removed	Method
1	hedonik	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: information_sharing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 ^a	.167	.161	.53873

a. Predictors: (Constant), hedonik

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.821	1	7.821	26.948	.000 ^a
	Residual	38.890	134	.290		
	Total	46.712	135			

a. Predictors: (Constant), hedonik

b. Dependent Variable: information_sharing



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.479	.237		10.440	.000
	hedonik	.334	.064	.409	5.191	.000

a. Dependent Variable: information_sharing

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	pendapatan	.051 ^a	.648	.518	.056	1.000
	hedonik_pendapatan	.089 ^a	.910	.364	.079	.657

a. Predictors in the Model: (Constant), hedonik

b. Dependent Variable: information_sharing



Regression moderasi hedonik + pendapatan--> social confidence

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	hedonik	.	Stepwise (Criteria: Probabilit y-of-F-to-enter <= .050, Probabilit y-of-F-to-remo ve >= .100).

a. Dependent Variable: social_confidence

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.174 ^a	.030	.023	.70865

a. Predictors: (Constant), hedonik

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.097	1	2.097	4.175	.043 ^a
	Residual	67.293	134	.502		
	Total	69.390	135			

a. Predictors: (Constant), hedonik

b. Dependent Variable: social_confidence

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.175	.312		6.963	.000
	hedonik	.173	.085	.174	2.043	.043

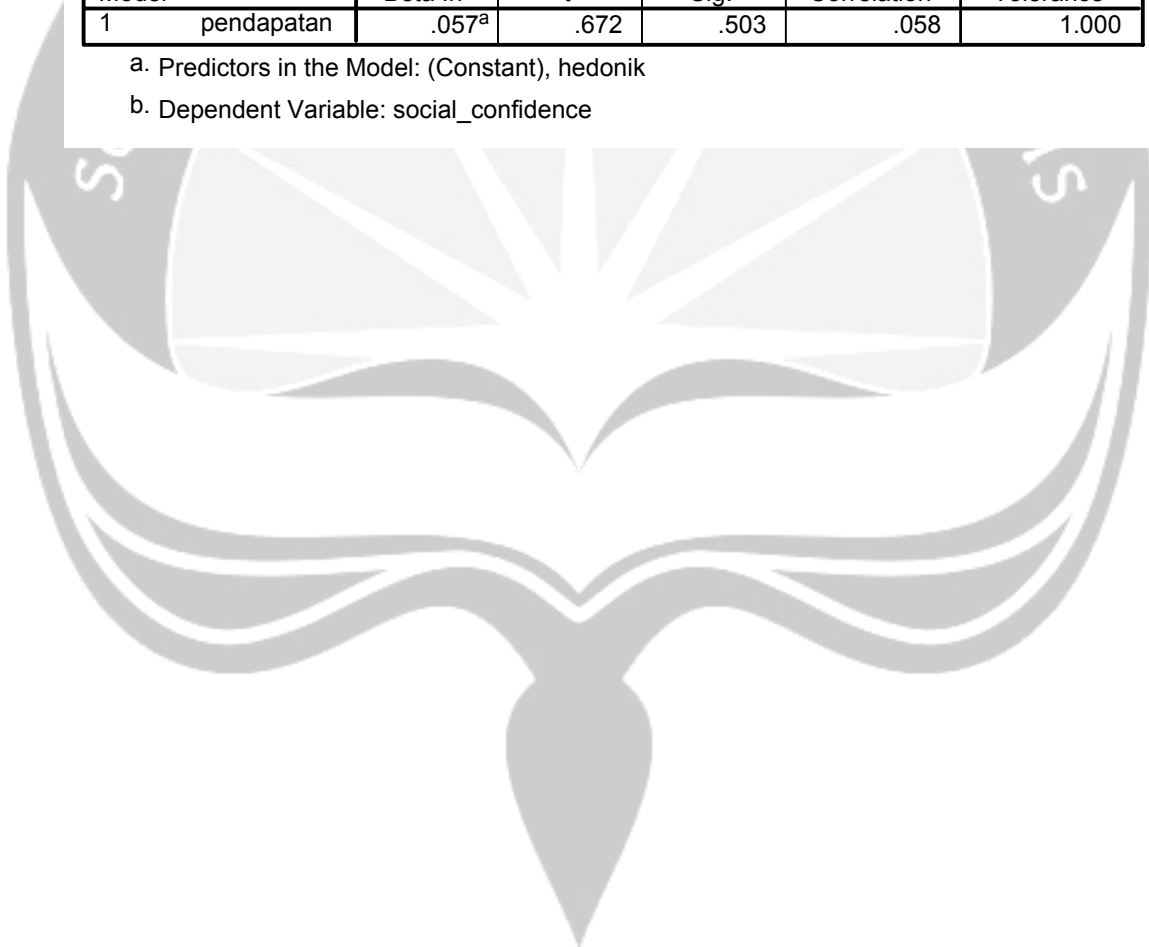
a. Dependent Variable: social_confidence

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	pendapatan	.057 ^a	.672	.503	.058	1.000

a. Predictors in the Model: (Constant), hedonik

b. Dependent Variable: social_confidence



Regression moderasi hedonik+ pendapatan+ hedonic*pendapatan--> social confidence

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	hedonik	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: social_confidence

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.174 ^a	.030	.023	.70865

a. Predictors: (Constant), hedonik

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.097	1	2.097	4.175	.043 ^a
	Residual	67.293	134	.502		
	Total	69.390	135			

a. Predictors: (Constant), hedonik

b. Dependent Variable: social_confidence



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.175	.312		6.963	.000
	hedonik	.173	.085	.174	2.043	.043

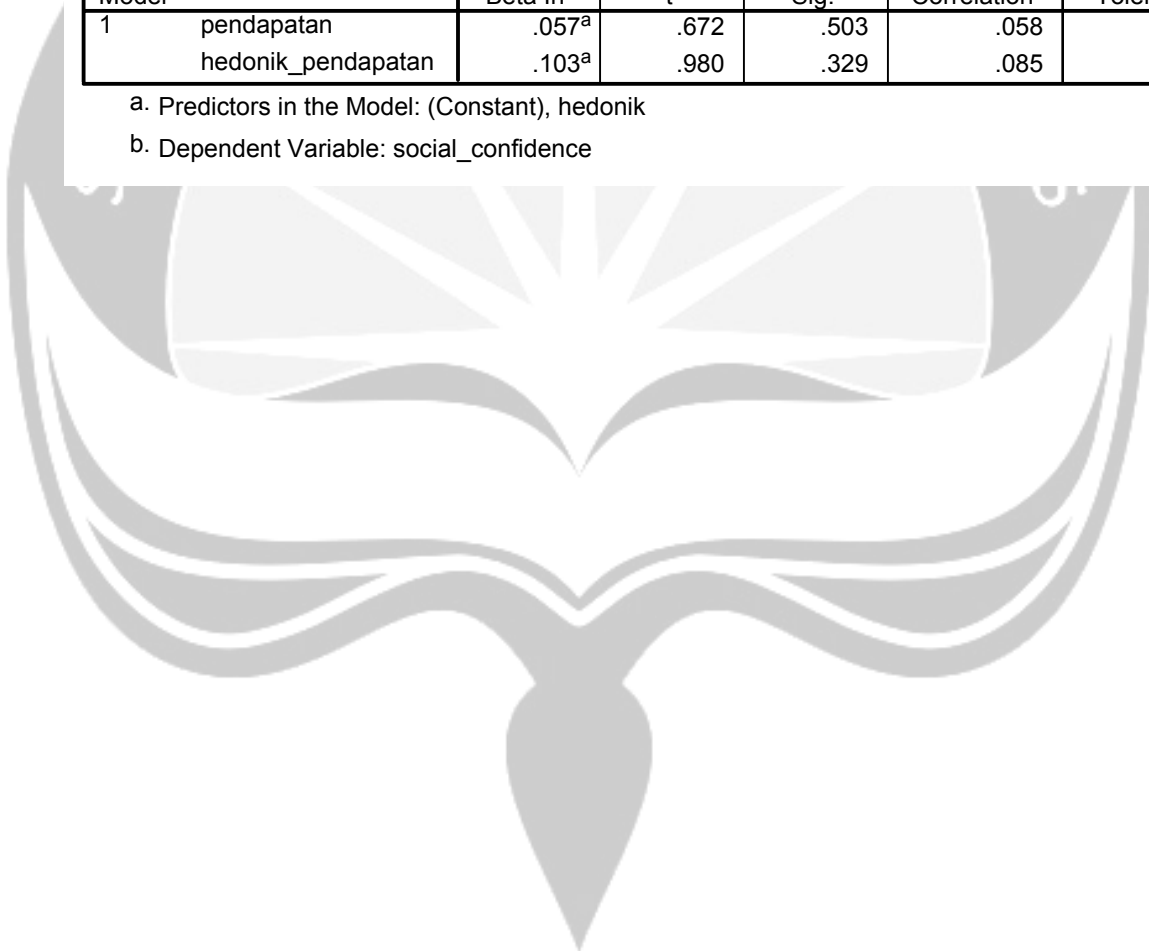
a. Dependent Variable: social_confidence

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	pendapatan	.057 ^a	.672	.503	.058	1.000
	hedonik_pendapatan	.103 ^a	.980	.329	.085	.657

a. Predictors in the Model: (Constant), hedonik

b. Dependent Variable: social_confidence



Regression moderasi social confidence+ pendapatan--> information sharing

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	social_confidence	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: information_sharing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.357 ^a	.128	.121	.55143

a. Predictors: (Constant), social_confidence

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.965	1	5.965	19.618	.000 ^a
	Residual	40.746	134	.304		
	Total	46.712	135			

a. Predictors: (Constant), social_confidence

b. Dependent Variable: information_sharing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.867	.191		14.982	.000
	social_confidence	.293	.066	.357	4.429	.000

a. Dependent Variable: information_sharing

Excluded Variables^b

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
1	pendapatan	.025 ^a	.313	.755	.027	.997

a. Predictors in the Model: (Constant), social_confidence

b. Dependent Variable: information_sharing



Regression moderasi social confidence+ pendapatan+ social*pendapatan--> information sharing

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	social_confidence	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: information_sharing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.357 ^a	.128	.121	.55143

a. Predictors: (Constant), social_confidence

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.965	1	5.965	19.618	.000 ^a
	Residual	40.746	134	.304		
	Total	46.712	135			

a. Predictors: (Constant), social_confidence

b. Dependent Variable: information_sharing



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.867	.191		14.982	.000
	social_confidence	.293	.066	.357	4.429	.000

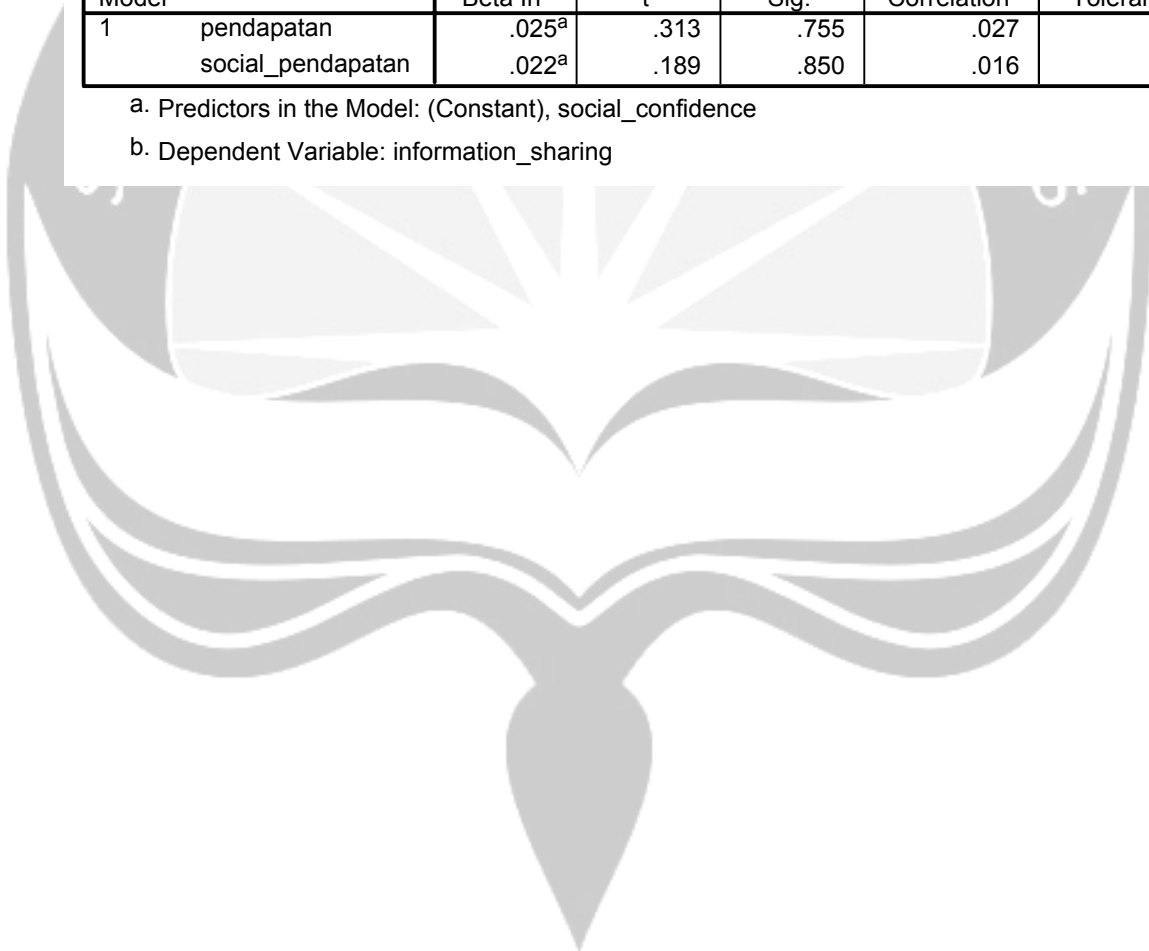
a. Dependent Variable: information_sharing

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	pendapatan	.025 ^a	.313	.755	.027	.997
	social_pendapatan	.022 ^a	.189	.850	.016	.491

a. Predictors in the Model: (Constant), social_confidence

b. Dependent Variable: information_sharing



Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	136	100.0
	Excluded ^a	0	.0
	Total	136	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.687	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	10.4191	5.282	.571	.569
VAR00002	11.0956	4.576	.467	.632
VAR00003	11.2279	5.096	.461	.627
VAR00004	10.6691	5.660	.411	.657

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	136	100.0
	Excluded ^a	0	.0
	Total	136	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.797	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00007	3.4485	1.034	.662	. ^a
VAR00008	3.4265	1.091	.662	. ^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.

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	136	100.0
	Excluded ^a	0	.0
	Total	136	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.850	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00009	8.5294	4.592	.719	.796
VAR00010	8.3015	4.775	.689	.809
VAR00011	8.3603	4.869	.723	.795
VAR00012	8.4265	5.195	.627	.834

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	136	100.0
	Excluded ^a	0	.0
	Total	136	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.817	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00015	3.3676	.871	.690	. ^a
VAR00016	3.4044	.820	.690	. ^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.

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	136	100.0
	Excluded ^a	0	.0
	Total	136	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.688	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00018	7.5956	1.769	.493	.612
VAR00019	7.4191	1.445	.559	.519
VAR00020	7.1176	1.586	.465	.646