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LAMPIRAN A

Skala Gaya Hidup *Brand Minded*

Nama :

Umur :

Berilah tanda silang (x) dari beberapa pilihan di bawah ini!

1. Uang saku saya per bulan, yaitu :

- a. Rp. 500.000 - Rp. 1.000.000 c. Rp. 1.500.000 – Rp. 2.000.000
b. Rp. 1.000.000 – Rp. 1.500.000 d. > Rp. 2.000.000

2. Saya mendapatkan uang saku tambahan dari orang tua saya

- a. Ya
b. Tidak

3. Produk *Fashion* bermerek yang paling banyak saya miliki **(Hanya boleh pilih 1 saja)**

- a. Pakaian d. Aksesoris
b. Sepatu e. Kosmetik
c. Tas

4. Merek – merek produk *fashion* yang saya miliki **(pilih lebih dari 2)**

(Nb : Merek yang di pilih harus di sesuaikan dengan produk *fashion* bermerek yang paling banyak dimiliki pada pertanyaan No. 2)

- | | | |
|-----------------|---------------------|-----------------|
| 1 | 2 | 3 |
| a. Aigner | M. Vinci | Y. Fossil |
| b. Louis Vitton | N. Ten Two | Z. Levi's |
| c. Hermes | O. Nevada | Aa. Maybeline |
| d. Channel | P. Victoria Beckham | Ab. Urban Decay |
| e. Prada | Q. Christian Dior | Ac. Avon |

f. 3 second	R. Calvin Klein	Ad. Covergirl
g. Michael Kors	S. Quicksilver	Ae. Oriflame
h. Converse	T. Longchamp	
i. Nike	U. Valentino	
J. Vans	V. Reebok	
K. Adidas	W. Seiko	
L. Fladeo	X. Alexandre christie	



Tata Cara Pengisian Angket / Kuisisioner

Pada angket terdapat beberapa pilihan jawaban yaitu :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

S : Setuju

SS : Sangat Setuju

Pilihlah salah satu jawaban dari 4 pilihan jawaban yang telah disediakan dengan tanda (√)

Contoh yang benar (√)

No	Pernyataan	STS	TS	S	SS
1	Saya sering pergi ke mall			√	

Contoh yang salah (X)

No	Pernyataan	STS	TS	S	SS
1	Saya sering pergi ke mall	√		√	

No	Pertanyaan	Jawaban			
		STS	TS	S	SS
1	Saya senang mengoleksi barang bermerek eksklusif				
2	<i>Shopping</i> sudah menjadi kebiasaan bagi saya				
3	Saat pergi ke sekolah, saya tetap menggunakan barang bermerek eksklusif				
4	Saya memilih untuk pergi <i>shopping</i> ketika bosan				
5	Saya memilih belanja di mall ataupun distro karena menjual barang bermerek eksklusif yang berkualitas				
6	Dalam 1 bulan, saya luangkan 2 – 4 kali untuk <i>shopping</i> membeli barang bermerek eksklusif di pusat perbelanjaan				
7	Dalam keseharian, saya hampir tidak pernah menggunakan barang bermerek eksklusif				
8	Saya kurang memperhatikan barang merek apa yang saya gunakan ketika pergi ke sekolah				
9	Mall ataupun butik bukan menjadi prioritas utama saya dalam membeli barang bermerek eksklusif				
10	<i>Shopping</i> bukan kebiasaan bagi saya				
11	Dalam aktivitas sehari – hari, saya selalu menggunakan barang bermerek eksklusif				

No	Pertanyaan	Jawaban			
		STS	TS	S	SS
12	Saya lebih mengutamakan membeli barang bermerek eksklusif				
13	Saya lebih sering menghabiskan waktu luang saya di rumah daripada harus pergi <i>shopping</i>				
14	Saya memiliki langganan majalah <i>fashion</i>				
15	Saya kurang memperhatikan merek saat pergi <i>shopping</i>				
16	Saya lebih memilih di rumah ketika bosan dibandingkan pergi <i>shopping</i>				
17	Saya memiliki minat yang tinggi pada <i>fashion</i>				
18	Saya kurang tertarik pada <i>fashion</i> karena saya kurang memperhatikan penampilan saya				
19	Saya merasa lebih dihargai, apabila menggunakan barang yang mereknya sama dengan teman – teman saya				
20	Saya menggunakan barang bermerek eksklusif agar menarik perhatian teman – teman saya ataupun orang lain				
21	Bagi saya barang bermerek eksklusif memilih kualitas yang lebih tahan lama				
22	Saya tidak memilih langganan majalah <i>fashion</i>				
23	Pengetahuan saya tentang barang bermerek eksklusif sangat minim				

No	Pertanyaan	Jawaban			
		STS	TS	S	SS
24	Saya merasa lebih percaya diri saat menggunakan barang bermerek eksklusif				
25	Bagi saya untuk mendapatkan perhatian orang lain bukan menggunakan barang bermerek eksklusif				
26	Saya kurang suka mencari info tentang <i>fashion</i>				
27	Bagi saya barang yang tidak bermerek eksklusif juga elegan				
28	Saya menyukai barang bermerek eksklusif karena <i>brand</i> nya sudah dikenal luas oleh masyarakat				
29	Bagi saya barang merek yang tidak terkenal juga memiliki kualitas yang tahan lama				
30	Saya membeli barang bermerek eksklusif karena lebih elegan				
31	Saya menyukai barang dengan harga yang relatif lebih murah, walaupun mereknya tidak terkenal				



LAMPIRAN B
Skala Perilaku Konsumtif

No	Pernyataan	Jawaban			
		STS	TS	S	SS
1	Saya menentukan sendiri produk <i>fashion</i> yang tepat buat saya bukan mengikuti idola saya				
2	Saya membeli produk <i>fashion</i> bukan karena hadiah yang ditawarkan				
3	Saya merasa produk <i>fashion</i> yang mahal akan meningkatkan kepercayaan diri saya				
4	Produk <i>fashion</i> yang dibeli dengan harga mahal akan membuat saya semakin percaya diri				
5	Saya merasa biasa saja memakai produk <i>fashion</i> yang bermerek terkenal				
6	Menurut saya bonus yang ditawarkan tidak menjadi faktor utama saya membeli produk <i>fashion</i> tertentu				
7	Saya senang mengoleksi produk <i>fashion</i> dengan harga mahal				
8	Menurut saya, penampilan saya tidak bergantung pada produk <i>fashion</i> bermerek				
9	Saya dapat menahan godaan untuk membeli produk <i>fashion</i> walaupun bentuknya menarik				
10	Saya membeli produk <i>fashion</i> bermerek bukan karena mengikuti teman – teman saya				

No	Pernyataan	Jawaban			
		STS	TS	S	SS
11	Menurut saya, untuk meningkatkan kepercayaan diri bukan hanya dengan membeli produk <i>fashion</i> bermerek eksklusif				
12	Saya bukan termasuk orang yang mudah terpengaruh dengan tampilan produk <i>fashion</i> yang menarik secara pandangan				
13	Menurut saya, idola yang saya gemari sangat membantu saya dalam memilih produk <i>fashion</i> yang tepat				
14	Saya kurang suka mengoleksi produk <i>fashion</i> dengan harga mahal				
15	Menurut saya, hadiah yang ditawarkan ketika membeli suatu produk <i>fashion</i> tidak begitu penting				
16	Menurut saya, menjadi percaya diri tidak harus dengan membeli produk <i>fashion</i> yang mahal				
17	Saya bangga memakai produk <i>fashion</i> yang bermerek terkenal				
18	Saya tetap merasa cantik, walaupun tidak menggunakan produk <i>fashion</i> bermerek				
19	Menurut saya, <i>fashionable</i> bukan dilihat dari produk <i>fashion</i> bermerek				
20	Saya senang mencoba produk <i>fashion</i> yang sama dengan idola				

No	Pernyataan	Jawaban			
		STS	TS	S	SS
21	Walaupun produk <i>fashion</i> tersebut sangat menarik perhatian, tapi saya memikirkan kembali sebelum memutuskan untuk membelinya				
22	Saya mencoba memilih produk <i>fashion</i> yang berbeda dari idola saya				
23	Saya membeli produk <i>fashion</i> bermerek eksklusif agar terlihat lebih <i>fashionable</i>				
24	Menurut saya produk <i>fashion</i> harga mahal terlihat lebih elegan				
25	Saya bukan termasuk orang yang mengikuti gaya teman – teman saya dalam menggunakan produk <i>fashion</i>				
26	Saya mengikuti produk <i>fashion</i> yang dipakai oleh idola saya sebagai acuan gaya saya				
27	Bagi saya harga mahal menjadi patokan saya dalam membeli produk <i>fashion</i>				
28	Walaupun idola saya menggunakan produk <i>fashion</i> tertentu, bukan berarti saya juga harus mengikutinya				

No	Pernyataan	Jawaban			
		STS	TS	S	SS
29	Bagi saya harga mahal bukan menjadi patokan saya membeli produk <i>fashion</i>				
30	Saya membeli produk <i>fashion</i> bermerek, supaya sama dengan teman – teman saya				
31	Bagi saya, <i>fashionable</i> bukan ditentukan dari berapa banyak barang bermerek yang dimiliki				
32	Saya tetap membeli produk <i>fashion</i> yang bermerek lain walau saya tidak membutuhkannya agar terlihat <i>fashionable</i>				
33	Bagi saya, tidak perlu membeli produk <i>fashion</i> dengan berbagai macam merek				
34	Saya memiliki banyak produk <i>fashion</i> bermerek eksklusif dengan merek yang berbeda – beda				

~~~~~TERIMA KASIH~~~~~



**LAMPIRAN C**  
**Hasil Data Mentah**

**Tabel Distribusi Gaya Hidup *Brand Minded***

| No | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|----|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1  | 4 | 2 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 2  | 3  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 4  | 3  | 4  | 2  | 3  | 4  | 3  | 4  | 3  | 3  | 4  | 4  | 4  |
| 2  | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 2  | 3  | 4  | 3  |
| 3  | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 3  | 2  |
| 4  | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3  | 2  | 3  | 4  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 4  | 4  | 3  | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 3  |
| 5  | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  | 3  |
| 6  | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2  | 2  | 2  | 2  | 4  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 2  | 2  | 4  | 3  | 2  | 3  | 3  | 2  | 2  |
| 7  | 2 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 4  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 2  |
| 8  | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 2 | 2  | 3  | 2  | 2  | 4  | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 2  |
| 9  | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 4 | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 3  |
| 10 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 4  | 3  | 2  | 2  | 2  | 2  | 2  |
| 11 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 4  | 2  | 3  | 2  | 1  | 3  | 2  | 3  | 2  | 3  | 2  |
| 12 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2  | 2  | 2  | 3  | 4  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 1  | 2  | 2  | 2  | 2  | 3  | 2  |
| 13 | 2 | 3 | 3 | 2 | 1 | 1 | 3 | 2 | 3 | 2  | 3  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 3  | 1  | 2  | 3  | 3  | 3  | 3  | 2  |
| 14 | 2 | 3 | 2 | 4 | 4 | 3 | 2 | 2 | 1 | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 1  | 3  | 1  | 3  | 2  | 2  | 2  | 2  |
| 15 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3  | 1  | 2  | 2  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 2  | 2  |
| 16 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 3  | 2  | 2  | 4  | 2  | 1  | 3  | 3  | 2  | 2  | 3  |
| 17 | 2 | 4 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 3  | 3  | 2  | 3  | 3  | 2  | 3  | 4  | 3  | 2  | 2  | 4  | 3  | 3  | 2  | 2  | 4  | 3  | 2  | 1  | 3  | 2  |
| 18 | 3 | 2 | 2 | 3 | 3 | 1 | 2 | 2 | 3 | 2  | 2  | 3  | 2  | 2  | 4  | 2  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 1  | 4  | 3  | 3  | 3  | 4  | 2  |
| 19 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3  | 2  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 4  | 2  | 2  | 3  | 2  | 3  | 2  | 3  | 2  | 3  | 3  |
| 20 | 1 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 4  | 2  | 2  | 3  | 2  | 2  | 2  | 4  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 2  | 3  | 2  | 3  | 2  |
| 21 | 2 | 2 | 1 | 2 | 2 | 2 | 4 | 3 | 3 | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 3  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 2  |
| 22 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 4  | 2  | 4  | 2  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 3  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 3  |
| 23 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 4  | 2  | 2  | 3  | 2  | 3  | 2  | 3  | 2  |
| 24 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 2  |
| 25 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3  | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 3  | 3  |
| 26 | 2 | 2 | 2 | 3 | 3 | 2 | 4 | 2 | 2 | 1  | 2  | 2  | 3  | 3  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 1  | 2  | 3  | 3  | 2  |
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**Tabel Distribusi Perilaku Konsumtif (Sesudah Uji Coba)**

|    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 |   |
|----|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
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| 58 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 |   |
| 59 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 |
| 60 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 4 |   |



LAMPIRAN D

Uji Validitas dan Reliabilitas Skala

Gaya Hidup *Brand Minded*

```

RELIABILITY
/VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007 VAR0000
8 VAR00009 VAR00010 VAR00011 VAR00012 VAR00013 VA
R00014 VAR00015 VAR00016 VAR00017 VAR00018 VAR00019 VAR00020 VAR00021 VAR00022 V
AR00023 VAR00024 VAR00025 VAR00026
VAR00027 VAR00028 VAR00029 VAR00030 VAR00031 VAR00032 VAR00033 VAR00034 VAR0003
5 VAR00036 VAR00037 VAR00038
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE

/SUMMARY=TOTAL.

```

## Reliability

| Notes                  |                                |                                                                                       |
|------------------------|--------------------------------|---------------------------------------------------------------------------------------|
| Output Created         |                                | 9-Apr-2016 15:06:12                                                                   |
| Comments               |                                |                                                                                       |
| Input                  | Active Dataset                 | DataSet0                                                                              |
|                        | Filter                         | <none>                                                                                |
|                        | Weight                         | <none>                                                                                |
|                        | Split File                     | <none>                                                                                |
|                        | N of Rows in Working Data File | 30                                                                                    |
|                        | Matrix Input                   |                                                                                       |
| Missing Value Handling | Definition of Missing          | User-defined missing values are treated as missing.                                   |
|                        | Cases Used                     | Statistics are based on all cases with valid data for all variables in the procedure. |

Syntax

RELIABILITY

```
/VARIABLES=VAR00001 VAR00002  
VAR00003 VAR00004 VAR00005  
VAR00006 VAR00007 VAR00008  
VAR00009 VAR00010 VAR00011  
VAR00012 VAR00013 VAR00014  
VAR00015 VAR00016 VAR00017  
VAR00018 VAR00019 VAR00020  
VAR00021 VAR00022 VAR00023  
VAR00024 VAR00025 VAR00026  
VAR00027 VAR00028 VAR00029  
VAR00030 VAR00031 VAR00032  
VAR00033 VAR00034 VAR00035  
VAR00036 VAR00037 VAR00038  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE  
/SUMMARY=TOTAL.
```

Resources

Processor Time

00:00:00.000

Elapsed Time

00:00:00.008

[DataSet0]

### Scale: ALL VARIABLES

Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .877             | 38         |

**Item Statistics**

|          | Mean   | Std. Deviation | N  |
|----------|--------|----------------|----|
| VAR00001 | 2.8333 | .64772         | 30 |
| VAR00002 | 2.5667 | .67891         | 30 |
| VAR00003 | 2.2000 | .55086         | 30 |
| VAR00004 | 2.9667 | .66868         | 30 |
| VAR00005 | 3.0333 | .71840         | 30 |
| VAR00006 | 2.5667 | .72793         | 30 |
| VAR00007 | 3.0667 | .52083         | 30 |
| VAR00008 | 2.4000 | .62146         | 30 |
| VAR00009 | 2.3333 | .71116         | 30 |
| VAR00010 | 2.4667 | .68145         | 30 |
| VAR00011 | 2.3000 | .70221         | 30 |
| VAR00012 | 2.5333 | .57135         | 30 |
| VAR00013 | 2.6333 | .61495         | 30 |
| VAR00014 | 2.1667 | .53067         | 30 |
| VAR00015 | 2.3667 | .61495         | 30 |
| VAR00016 | 2.5000 | .93772         | 30 |
| VAR00017 | 2.1667 | .59209         | 30 |
| VAR00018 | 2.7000 | .65126         | 30 |
| VAR00019 | 2.6333 | .88992         | 30 |
| VAR00020 | 2.7667 | .72793         | 30 |
| VAR00021 | 3.2000 | .61026         | 30 |
| VAR00022 | 2.4333 | .62606         | 30 |
| VAR00023 | 3.0333 | .76489         | 30 |
| VAR00024 | 2.0667 | .58329         | 30 |
| VAR00025 | 2.6000 | .72397         | 30 |
| VAR00026 | 3.1333 | .73030         | 30 |
| VAR00027 | 2.2333 | .85836         | 30 |
| VAR00028 | 2.8000 | .66436         | 30 |
| VAR00029 | 3.3000 | .46609         | 30 |
| VAR00030 | 2.5333 | .73030         | 30 |
| VAR00031 | 3.1333 | .43417         | 30 |
| VAR00032 | 2.3667 | 1.03335        | 30 |

|          |        |        |    |
|----------|--------|--------|----|
| VAR00033 | 3.0000 | .69481 | 30 |
| VAR00034 | 2.0000 | .74278 | 30 |
| VAR00035 | 2.9333 | .63968 | 30 |
| VAR00036 | 2.3333 | .80230 | 30 |
| VAR00037 | 2.6667 | .66089 | 30 |
| VAR00038 | 2.4667 | .77608 | 30 |

#### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00001 | 96.6000                    | 115.834                        | .599                             | .870                             |
| VAR00002 | 96.8667                    | 115.430                        | .597                             | .870                             |
| VAR00003 | 97.2333                    | 118.737                        | .463                             | .873                             |
| VAR00004 | 96.4667                    | 118.809                        | .367                             | .874                             |
| VAR00005 | 96.4000                    | 116.593                        | .483                             | .872                             |
| VAR00006 | 96.8667                    | 116.809                        | .461                             | .872                             |
| VAR00007 | 96.3667                    | 121.895                        | .211                             | .877                             |
| VAR00008 | 97.0333                    | 118.516                        | .421                             | .873                             |
| VAR00009 | 97.1000                    | 114.369                        | .639                             | .869                             |
| VAR00010 | 96.9667                    | 118.792                        | .360                             | .874                             |
| VAR00011 | 97.1333                    | 114.878                        | .613                             | .869                             |
| VAR00012 | 96.9000                    | 121.955                        | .184                             | .877                             |
| VAR00013 | 96.8000                    | 124.786                        | -.041                            | .881                             |
| VAR00014 | 97.2667                    | 118.340                        | .518                             | .872                             |
| VAR00015 | 97.0667                    | 118.478                        | .429                             | .873                             |
| VAR00016 | 96.9333                    | 116.271                        | .368                             | .875                             |
| VAR00017 | 97.2667                    | 117.375                        | .536                             | .872                             |
| VAR00018 | 96.7333                    | 115.513                        | .619                             | .870                             |
| VAR00019 | 96.8000                    | 115.200                        | .451                             | .872                             |
| VAR00020 | 96.6667                    | 118.575                        | .347                             | .875                             |
| VAR00021 | 96.2333                    | 119.978                        | .318                             | .875                             |
| VAR00022 | 97.0000                    | 119.379                        | .353                             | .874                             |
| VAR00023 | 96.4000                    | 124.524                        | -.030                            | .882                             |
| VAR00024 | 97.3667                    | 119.482                        | .375                             | .874                             |
| VAR00025 | 96.8333                    | 121.523                        | .160                             | .878                             |

|          |         |         |              |      |
|----------|---------|---------|--------------|------|
| VAR00026 | 96.3000 | 116.838 | .458         | .872 |
| VAR00027 | 97.2000 | 116.786 | .381         | .874 |
| VAR00028 | 96.6333 | 119.482 | .322         | .875 |
| VAR00029 | 96.1333 | 124.878 | <b>-.048</b> | .880 |
| VAR00030 | 96.9000 | 117.748 | .399         | .874 |
| VAR00031 | 96.3000 | 124.907 | <b>-.051</b> | .880 |
| VAR00032 | 97.0667 | 116.271 | .326         | .876 |
| VAR00033 | 96.4333 | 118.047 | .402         | .874 |
| VAR00034 | 97.4333 | 117.220 | .424         | .873 |
| VAR00035 | 96.5000 | 119.362 | .345         | .875 |
| VAR00036 | 97.1000 | 115.955 | .463         | .872 |
| VAR00037 | 96.7667 | 117.357 | .475         | .872 |
| VAR00038 | 96.9667 | 116.861 | .425         | .873 |

**Scale Statistics**

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 99.4333 | 124.599  | 11.16239       | 38         |



LAMPIRAN E

Uji Validitas dan Reliabilitas Skala

Perilaku Konsumtif

```

RELIABILITY
/VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007 VAR0000
8 VAR00009 VAR00010 VAR00011 VAR00012 VAR00013 VA
R00014 VAR00015 VAR00016 VAR00017 VAR00018 VAR00019 VAR00020 VAR00021 VAR00022 V
AR00023 VAR00024 VAR00025 VAR00026
VAR00027 VAR00028 VAR00029 VAR00030 VAR00031 VAR00032 VAR00033 VAR00034 VAR0003
5 VAR00036 VAR00037 VAR00038 VAR00039 VAR00040 VA
R00041 VAR00042 VAR00043 VAR00044
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE

/SUMMARY=TOTAL.

```

## Reliability

| Notes                  |                                |                                                                                       |
|------------------------|--------------------------------|---------------------------------------------------------------------------------------|
| Output Created         |                                | 09-Apr-2016 15:09:55                                                                  |
| Comments               |                                |                                                                                       |
| Input                  | Active Dataset                 | DataSet1                                                                              |
|                        | Filter                         | <none>                                                                                |
|                        | Weight                         | <none>                                                                                |
|                        | Split File                     | <none>                                                                                |
|                        | N of Rows in Working Data File | 30                                                                                    |
|                        | Matrix Input                   |                                                                                       |
| Missing Value Handling | Definition of Missing          | User-defined missing values are treated as missing.                                   |
|                        | Cases Used                     | Statistics are based on all cases with valid data for all variables in the procedure. |

Syntax

RELIABILITY

/VARIABLES=VAR00001 VAR00002

VAR00003 VAR00004 VAR00005

VAR00006 VAR00007 VAR00008

VAR00009 VAR00010 VAR00011

VAR00012 VAR00013 VAR00014

VAR00015 VAR00016 VAR00017

VAR00018 VAR00019 VAR00020

VAR00021 VAR00022 VAR00023

VAR00024 VAR00025 VAR00026

VAR00027 VAR00028 VAR00029

VAR00030 VAR00031 VAR00032

VAR00033 VAR00034 VAR00035

VAR00036 VAR00037 VAR00038

VAR00039 VAR00040 VAR00041

VAR00042 VAR00043 VAR00044

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE

/SUMMARY=TOTAL.

Resources

Processor Time

00:00:00.031

Elapsed Time

00:00:00.010

[DataSet1]

**Scale: ALL VARIABLES**

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .888             | 44         |

**Item Statistics**

|          | Mean   | Std. Deviation | N  |
|----------|--------|----------------|----|
| VAR00001 | 2.8000 | .76112         | 30 |
| VAR00002 | 2.4667 | .73030         | 30 |
| VAR00003 | 3.0000 | .74278         | 30 |
| VAR00004 | 2.2000 | .84690         | 30 |
| VAR00005 | 2.2333 | .72793         | 30 |
| VAR00006 | 2.6667 | .75810         | 30 |
| VAR00007 | 2.3333 | .71116         | 30 |
| VAR00008 | 2.5000 | .73108         | 30 |
| VAR00009 | 2.7000 | .79438         | 30 |
| VAR00010 | 2.6000 | .67466         | 30 |
| VAR00011 | 2.5667 | .85836         | 30 |
| VAR00012 | 2.8000 | .80516         | 30 |
| VAR00013 | 2.3333 | .66089         | 30 |
| VAR00014 | 2.2667 | .73968         | 30 |
| VAR00015 | 2.4667 | .57135         | 30 |
| VAR00016 | 2.6667 | .60648         | 30 |
| VAR00017 | 2.0667 | .78492         | 30 |
| VAR00018 | 2.4667 | .77608         | 30 |
| VAR00019 | 2.8333 | .69893         | 30 |
| VAR00020 | 2.1667 | .69893         | 30 |
| VAR00021 | 2.1000 | .71197         | 30 |
| VAR00022 | 2.5667 | .62606         | 30 |
| VAR00023 | 2.8333 | .79148         | 30 |
| VAR00024 | 2.4333 | .62606         | 30 |
| VAR00025 | 2.3333 | .75810         | 30 |
| VAR00026 | 1.9333 | .94443         | 30 |
| VAR00027 | 2.8000 | .76112         | 30 |
| VAR00028 | 2.3667 | .92786         | 30 |
| VAR00029 | 2.1000 | 1.06188        | 30 |
| VAR00030 | 2.4333 | .72793         | 30 |

|          |        |        |    |
|----------|--------|--------|----|
| VAR00031 | 2.2333 | .72793 | 30 |
| VAR00032 | 2.5667 | .81720 | 30 |
| VAR00033 | 2.4333 | .85836 | 30 |
| VAR00034 | 2.6667 | .88409 | 30 |
| VAR00035 | 2.3667 | .96431 | 30 |
| VAR00036 | 2.3333 | .88409 | 30 |
| VAR00037 | 2.3667 | .80872 | 30 |
| VAR00038 | 1.8667 | .81931 | 30 |
| VAR00039 | 2.3667 | .88992 | 30 |
| VAR00040 | 2.2667 | .90719 | 30 |
| VAR00041 | 2.0667 | .90719 | 30 |
| VAR00042 | 2.4333 | .93526 | 30 |
| VAR00043 | 2.4000 | .72397 | 30 |
| VAR00044 | 2.5667 | .67891 | 30 |

#### Item-Total Statistics

|          | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| VAR00001 | 104.1667                   | 204.351                        | <b>.130</b>                      | .889                             |
| VAR00002 | 104.5000                   | 202.810                        | <b>.212</b>                      | .888                             |
| VAR00003 | 103.9667                   | 203.757                        | <b>.163</b>                      | .889                             |
| VAR00004 | 104.7667                   | 195.978                        | .467                             | .884                             |
| VAR00005 | 104.7333                   | 198.961                        | .403                             | .886                             |
| VAR00006 | 104.3000                   | 208.838                        | <b>-.076</b>                     | .892                             |
| VAR00007 | 104.6333                   | 203.206                        | <b>.200</b>                      | .888                             |
| VAR00008 | 104.4667                   | 195.775                        | .560                             | .883                             |
| VAR00009 | 104.2667                   | 213.030                        | <b>-.255</b>                     | .895                             |
| VAR00010 | 104.3667                   | 206.378                        | <b>.048</b>                      | .890                             |
| VAR00011 | 104.4000                   | 193.972                        | .546                             | .883                             |
| VAR00012 | 104.1667                   | 216.420                        | <b>-.393</b>                     | .897                             |
| VAR00013 | 104.6333                   | 199.964                        | .394                             | .886                             |
| VAR00014 | 104.7000                   | 197.597                        | .462                             | .885                             |
| VAR00015 | 104.5000                   | 197.914                        | .592                             | .884                             |
| VAR00016 | 104.3000                   | 208.079                        | <b>-.039</b>                     | .891                             |
| VAR00017 | 104.9000                   | 197.679                        | .429                             | .885                             |

|          |          |         |      |      |
|----------|----------|---------|------|------|
| VAR00018 | 104.5000 | 199.914 | .330 | .887 |
| VAR00019 | 104.1333 | 205.154 | .106 | .889 |
| VAR00020 | 104.8000 | 196.786 | .535 | .884 |
| VAR00021 | 104.8667 | 195.913 | .569 | .883 |
| VAR00022 | 104.4000 | 197.559 | .557 | .884 |
| VAR00023 | 104.1333 | 197.154 | .449 | .885 |
| VAR00024 | 104.5333 | 199.499 | .445 | .885 |
| VAR00025 | 104.6333 | 199.551 | .356 | .886 |
| VAR00026 | 105.0333 | 196.309 | .399 | .886 |
| VAR00027 | 104.1667 | 197.592 | .448 | .885 |
| VAR00028 | 104.6000 | 191.490 | .600 | .882 |
| VAR00029 | 104.8667 | 192.602 | .476 | .884 |
| VAR00030 | 104.5333 | 199.637 | .369 | .886 |
| VAR00031 | 104.7333 | 198.202 | .440 | .885 |
| VAR00032 | 104.4000 | 198.386 | .378 | .886 |
| VAR00033 | 104.5333 | 193.223 | .578 | .883 |
| VAR00034 | 104.3000 | 195.114 | .480 | .884 |
| VAR00035 | 104.6000 | 195.903 | .405 | .885 |
| VAR00036 | 104.6333 | 196.378 | .428 | .885 |
| VAR00037 | 104.6000 | 193.697 | .596 | .882 |
| VAR00038 | 105.1000 | 198.438 | .375 | .886 |
| VAR00039 | 104.6000 | 196.869 | .404 | .885 |
| VAR00040 | 104.7000 | 192.562 | .571 | .882 |
| VAR00041 | 104.9000 | 192.783 | .562 | .883 |
| VAR00042 | 104.5333 | 190.051 | .653 | .881 |
| VAR00043 | 104.5667 | 197.564 | .475 | .885 |
| VAR00044 | 104.4000 | 200.179 | .370 | .886 |

**Scale Statistics**

| Mean     | Variance | Std. Deviation | N of Items |
|----------|----------|----------------|------------|
| 1.0697E2 | 207.757  | 14.41379       | 44         |



## LAMPIRAN F

### Uji Asumsi dan Uji Hipotesis

```

DESCRIPTIVES VARIABLES=Gayahidupbrandminded perilakukonsumtif

/STATISTICS=MEAN STDDEV MIN MAX.

MEANS TABLES=perilakukonsumtif BY Gayahidupbrandminded
/CELLS MEAN COUNT STDDEV

/STATISTICS LINEARITY.

NPAR TESTS
/K-S(NORMAL)=Gayahidupbrandminded perilakukonsumtif

/MISSING ANALYSIS.

CORRELATIONS
/VARIABLES=Gayahidupbrandminded perilakukonsumtif
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

## Correlations

| Notes                  |                                |                                                                                                                    |
|------------------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------|
| Output Created         |                                | 19-Apr-2016 14:37:44                                                                                               |
| Comments               |                                |                                                                                                                    |
| Input                  | Active Dataset                 | DataSet0                                                                                                           |
|                        | Filter                         | <none>                                                                                                             |
|                        | Weight                         | <none>                                                                                                             |
|                        | Split File                     | <none>                                                                                                             |
|                        | N of Rows in Working Data File | 60                                                                                                                 |
| Missing Value Handling | Definition of Missing          | User-defined missing values are treated as missing.                                                                |
|                        | Cases Used                     | Statistics for each pair of variables are based on all the cases with valid data for that pair.                    |
| Syntax                 |                                | CORRELATIONS<br>/VARIABLES=Gayahidupbrandminded<br>perilakukonsumtif<br>/PRINT=TWOTAIL NOSIG<br>/MISSING=PAIRWISE. |
| Resources              | Processor Time                 | 00:00:00.031                                                                                                       |
|                        | Elapsed Time                   | 00:00:00.016                                                                                                       |

[DataSet0]

### Correlations

|                      |                     | Gayahidupbrandmi<br>nded | perilakukonsumtif |
|----------------------|---------------------|--------------------------|-------------------|
| Gayahidupbrandminded | Pearson Correlation | 1                        | .586**            |
|                      | Sig. (2-tailed)     |                          | .000              |
|                      | N                   | 60                       | 60                |
| perilakukonsumtif    | Pearson Correlation | .586**                   | 1                 |
|                      | Sig. (2-tailed)     | .000                     |                   |
|                      | N                   | 60                       | 60                |

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

### NPar Tests

| Notes                  |                                      |                                                                                                        |                      |
|------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------|
| Output Created         |                                      |                                                                                                        | 19-Apr-2016 14:37:27 |
| Comments               |                                      |                                                                                                        |                      |
| Input                  | Active Dataset                       | DataSet0                                                                                               |                      |
|                        | Filter                               | <none>                                                                                                 |                      |
|                        | Weight                               | <none>                                                                                                 |                      |
|                        | Split File                           | <none>                                                                                                 |                      |
|                        | N of Rows in Working Data File       |                                                                                                        | 60                   |
| Missing Value Handling | Definition of Missing                | User-defined missing values are treated as missing.                                                    |                      |
|                        | Cases Used                           | Statistics for each test are based on all cases with valid data for the variable(s) used in that test. |                      |
| Syntax                 |                                      | NPAR TESTS<br>/K-S(NORMAL)=Gayahidupbrandminded<br>perilakukonsumtif<br>/MISSING ANALYSIS.             |                      |
| Resources              | Processor Time                       |                                                                                                        | 00:00:00.032         |
|                        | Elapsed Time                         |                                                                                                        | 00:00:00.009         |
|                        | Number of Cases Allowed <sup>a</sup> |                                                                                                        | 157286               |

a. Based on availability of workspace memory.

[DataSet0]

### One-Sample Kolmogorov-Smirnov Test

|                                 |                | Gayahidupbrandmi<br>nded | perilakukonsumtif |
|---------------------------------|----------------|--------------------------|-------------------|
| N                               |                | 60                       | 60                |
| Normal Parameters <sup>a</sup>  | Mean           | 80.18                    | 87.10             |
|                                 | Std. Deviation | 7.186                    | 8.953             |
| Most Extreme Differences        | Absolute       | .169                     | .159              |
|                                 | Positive       | .169                     | .159              |
|                                 | Negative       | -.094                    | -.112             |
| Kolmogorov-Smirnov Z            |                | 1.312                    | 1.235             |
| Asymp. Sig. (2-tailed)          |                | .064                     | .095              |
| a. Test distribution is Normal. |                |                          |                   |
|                                 |                |                          |                   |

## Means

### Notes

|                        |                                |                                                                                                                                          |
|------------------------|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Output Created         |                                | 19-Apr-2016 14:36:41                                                                                                                     |
| Comments               |                                |                                                                                                                                          |
| Input                  | Active Dataset                 | DataSet0                                                                                                                                 |
|                        | Filter                         | <none>                                                                                                                                   |
|                        | Weight                         | <none>                                                                                                                                   |
|                        | Split File                     | <none>                                                                                                                                   |
|                        | N of Rows in Working Data File | 60                                                                                                                                       |
| Missing Value Handling | Definition of Missing          | For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing. |
|                        | Cases Used                     | Cases used for each table have no missing values in any independent variable, and not all dependent variables have missing values.       |

|           |                                                                                                                 |              |  |
|-----------|-----------------------------------------------------------------------------------------------------------------|--------------|--|
| Syntax    | MEANS TABLES=perilakukonsumtif BY<br>Gayahidupbrandminded<br>/CELLS MEAN COUNT STDDEV<br>/STATISTICS LINEARITY. |              |  |
| Resources | Processor Time                                                                                                  | 00:00:00.016 |  |
|           | Elapsed Time                                                                                                    | 00:00:00.021 |  |

[DataSet0]

#### Case Processing Summary

|                                             | Cases    |         |          |         |       |         |
|---------------------------------------------|----------|---------|----------|---------|-------|---------|
|                                             | Included |         | Excluded |         | Total |         |
|                                             | N        | Percent | N        | Percent | N     | Percent |
| perilakukonsumtif *<br>Gayahidupbrandminded | 60       | 100.0%  | 0        | .0%     | 60    | 100.0%  |

#### Report

perilakukonsumtif

| Gayahid<br>upbrand<br>minded | Mean  | N | Std. Deviation |
|------------------------------|-------|---|----------------|
| 68                           | 76.00 | 1 | .              |
| 69                           | 91.00 | 1 | .              |
| 72                           | 82.50 | 4 | 5.000          |
| 73                           | 91.00 | 2 | 16.971         |
| 74                           | 85.25 | 4 | 4.272          |
| 75                           | 84.17 | 6 | 3.920          |
| 76                           | 83.20 | 5 | 8.258          |
| 77                           | 83.50 | 6 | 3.391          |
| 78                           | 86.25 | 4 | 6.076          |
| 80                           | 82.00 | 3 | 4.000          |
| 81                           | 85.67 | 3 | 3.786          |
| 82                           | 85.00 | 1 | .              |
| 83                           | 78.00 | 2 | 4.243          |

|       |        |    |        |
|-------|--------|----|--------|
| 84    | 84.50  | 4  | 6.856  |
| 85    | 90.00  | 2  | 2.828  |
| 86    | 81.00  | 2  | 1.414  |
| 88    | 103.00 | 1  | .      |
| 90    | 104.00 | 1  | .      |
| 91    | 92.00  | 1  | .      |
| 94    | 100.50 | 4  | 13.026 |
| 95    | 105.00 | 2  | .000   |
| 96    | 104.00 | 1  | .      |
| Total | 87.10  | 60 | 8.953  |

**ANOVA Table**

|                                                 |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|-------------------------------------------------|----------------|--------------------------|----------------|----|-------------|--------|------|
| perilakukonsumtif *<br>Gayahidupbrandmind<br>ed | Between Groups | (Combined)               | 3055.100       | 21 | 145.481     | 3.302  | .001 |
|                                                 |                | Linearity                | 1623.157       | 1  | 1623.157    | 36.839 | .000 |
|                                                 |                | Deviation from Linearity | 1431.943       | 20 | 71.597      | 1.625  | .097 |
|                                                 | Within Groups  |                          | 1674.300       | 38 | 44.061      |        |      |
|                                                 | Total          |                          | 4729.400       | 59 |             |        |      |

**Measures of Association**

|                                             | R    | R Squared | Eta  | Eta Squared |
|---------------------------------------------|------|-----------|------|-------------|
| perilakukonsumtif *<br>Gayahidupbrandminded | .586 | .343      | .804 | .646        |

## Descriptives

### Notes

|                |                      |
|----------------|----------------------|
| Output Created | 19-Apr-2016 14:36:28 |
| Comments       |                      |

|                        |                                |                                                                                                         |
|------------------------|--------------------------------|---------------------------------------------------------------------------------------------------------|
| Input                  | Active Dataset                 | DataSet0                                                                                                |
|                        | Filter                         | <none>                                                                                                  |
|                        | Weight                         | <none>                                                                                                  |
|                        | Split File                     | <none>                                                                                                  |
|                        | N of Rows in Working Data File | 60                                                                                                      |
| Missing Value Handling | Definition of Missing          | User defined missing values are treated as missing.                                                     |
|                        | Cases Used                     | All non-missing data are used.                                                                          |
| Syntax                 |                                | DESCRIPTIVES<br>VARIABLES=Gayahidupbrandminded<br>perilakukonsumtif<br>/STATISTICS=MEAN STDDEV MIN MAX. |
| Resources              | Processor Time                 | 00:00:00.000                                                                                            |
|                        | Elapsed Time                   | 00:00:00.004                                                                                            |

[DataSet0]

#### Descriptive Statistics

|                      | N  | Minimum | Maximum | Mean  | Std. Deviation |
|----------------------|----|---------|---------|-------|----------------|
| Gayahidupbrandminded | 60 | 68      | 96      | 80.18 | 7.186          |
| perilakukonsumtif    | 60 | 75      | 108     | 87.10 | 8.953          |
| Valid N (listwise)   | 60 |         |         |       |                |



**LAMPIRAN G**  
**Surat Keterangan Bukti Penelitian**



## UNIVERSITAS MEDAN AREA FAKULTAS PSIKOLOGI

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Email : [univ\\_medanarea@uma.ac.id](mailto:univ_medanarea@uma.ac.id) Website: [uma.ac.id](http://uma.ac.id)

Nomor : 573 /FPSI/01.10/V/2016  
Lampiran : -  
Hal : Pengambilan Data

Medan, 30 Maret 2016

Kepada Yth, k.a. SMA Harapan 1 Medan  
Jl. Imam Bonjol No. 35 Medan Petisah  
Di - Tempat

Dengan hormat, bersama ini kami mohon kesediaan Bapak/Tbu untuk memberikan izin dan kesempatan kepada mahasiswa kami:

Nama : M Fachri Rizky Wijaya  
NPM : 12 860 0111  
Progam Studi : Ilmu Psikologi  
Fakultas : Psikologi

Untuk melaksanakan pengambilan data di *SMA Harapan 1 Medan Jl. Imam Bonjol No. 35 Medan Petisah* guna penyusunan skripsi yang berjudul : *Hubungan Gaya Hidup "Brand Minded" dengan Perilaku Konsumtif Produk Fashion Pada Remaja Putri di SMA Harapan 1 Medan*

Perlu kami jelaskan bahwa penelitian dimaksud adalah semata-mata untuk tulisan ilmiah dan penyusunan skripsi, yang merupakan salah satu syarat bagi mahasiswa tersebut untuk mengikuti ujian Sarjana Psikologi di Fakultas Psikologi Universitas Medan Area.

Sehubungan dengan hal tersebut kami mohon kiranya Bapak/Ibu dapat memberikan kemudahan dalam pengambilan data yang diperlukan dan **Surat Keterangan** yang menyatakan bahwa mahasiswa tersebut telah selesai melaksanakan pengambilan data di Sekolah yang Bapak / Ibu pimpin.

Demikian kami sampaikan, atas perhatian dan kerjasama yang baik diucapkan terima kasih.

  
Wakil Dekan Bidang Akademik,  
**Zuhdi Budiman, S.Psi M.Psi**

Tembusan  
- Mahasiswa Ybs



**LAMPIRAN G**

**Surat Keterangan Selesai Penelitian**



YAYASAN PENDIDIKAN HARAPAN MEDAN  
( YASPENDHAR MEDAN )

**SMA HARAPAN**

PERINGKAT AKREDITASI : A ( AMAT BAIK )

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## **SURAT KETERANGAN**

Nomor : 155/F/SMA.YP - Har/2016

Yang bertandatangan di bawah ini, **Kepala Sekolah Menengah Atas ( SMA ) Harapan Medan**, Jalan. Imam Bonjol. No. 35. Medan Maimun, menerangkan bahwa :

**N a m a** : M. Fachri Rizki Wijaya  
**NPM** : 12 860 0111  
**Program Studi** : Ilmu Psikologi  
**Fakultas** : Psikologi

Telah selesai melakukan penelitian pada tanggal 7 dan 13 April 2016 di SMA Swasta Harapan Medan, yang diperuntukkan penyusunan skripsi dengan judul "**Hubungan Gaya Hidup Brand Minded Dengan Perilaku Konsumtif Produk Fashion Pada Remaja Putri di SMA Harapan 1 Medan**".

Demikian Surat Keterangan ini diperbuat agar dapat dipergunakan seperlunya.

Medan, 19 April 2016

SMA Swasta Harapan -1 Medan

Kepala Sekolah,

  
**Drs. Anwar**