* Uji Validitas dan Reliabilitas
1. Pembelian Impulsif

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .784 | 5 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Pembelian Implusif 1 | 15.61 | 6.139 | .514 | .765 |
| Pembelian Implusif 2 | 15.90 | 6.370 | .641 | .719 |
| Pembelian Implusif 3 | 15.81 | 6.078 | .657 | .711 |
| Pembelian Implusif 4 | 15.67 | 6.982 | .463 | .774 |
| Pembelian Impulsif 5 | 15.65 | 6.787 | .550 | .748 |

1. Harga

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .705 | 4 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Harga 1 | 12.29 | 3.245 | .525 | .621 |
| Harga 2 | 12.22 | 3.797 | .353 | .717 |
| Harga 3 | 12.35 | 2.408 | .680 | .503 |
| Harga 4 | 12.30 | 3.656 | .436 | .674 |

1. Atmosfer Toko

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .737 | 5 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Atmosfer Toko 1 | 15.79 | 5.182 | .561 | .666 |
| Atmosfer Toko 2 | 15.65 | 5.547 | .523 | .682 |
| Atmosfer Toko 3 | 15.95 | 5.390 | .552 | .671 |
| Atmosfer Toko 4 | 15.85 | 5.344 | .527 | .680 |
| Atmosfer Toko 5 | 15.66 | 6.252 | .334 | .748 |

1. Motivasi Belanja

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .742 | 10 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Motivasi belanja 1 | 34.26 | 18.120 | .683 | .678 |
| Motivasi belanja 2 | 34.18 | 19.311 | .478 | .709 |
| Motivasi belanja 3 | 34.26 | 19.791 | .395 | .722 |
| Motivasi belanja 4 | 34.40 | 19.914 | .406 | .720 |
| Motivasi belanja 5 | 34.89 | 19.114 | .329 | .739 |
| Motivasi belanja 6 | 34.07 | 20.222 | .413 | .720 |
| Motivasi belanja 7 | 34.10 | 20.066 | .461 | .714 |
| Motivasi belanja 8 | 34.05 | 20.352 | .419 | .719 |
| Motivasi belanja 9 | 34.62 | 19.225 | .473 | .710 |
| Motivasi belanja 10 | 34.18 | 22.602 | .057 | .768 |