**Lampiran 3**

**PROFIL RESPONDEN**

| **umur** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 18-22 tahun | 26 | 32.5 | 32.5 | 32.5 |
| 23-28 tahun | 44 | 55.0 | 55.0 | 87.5 |
| 29-34 tahun | 9 | 11.2 | 11.2 | 98.8 |
| 35-40 tahun | 1 | 1.2 | 1.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **jenis kelamin** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | laki-laki | 5 | 6.2 | 6.2 | 6.2 |
| perempuan | 75 | 93.8 | 93.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **pendidikan terakhir** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sma | 29 | 36.2 | 36.2 | 36.2 |
| diploma | 11 | 13.8 | 13.8 | 50.0 |
| sarjana (S1) | 32 | 40.0 | 40.0 | 90.0 |
| pasca sarjana (S2) | 8 | 10.0 | 10.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **penghasilan / uang saku** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Rp 1.000.000 - Rp 1.500.000 | 17 | 21.2 | 21.2 | 21.2 |
| Rp 1.500.000 - Rp 2.000.000 | 18 | 22.5 | 22.5 | 43.8 |
| Rp 2.000.000 - Rp 3.000.000 | 33 | 41.2 | 41.2 | 85.0 |
| > Rp 3.000.000 | 12 | 15.0 | 15.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **pekerjaan** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | pegawai swasta | 16 | 20.0 | 20.0 | 20.0 |
| pegawai negri | 23 | 28.8 | 28.8 | 48.8 |
| wiraswasta | 6 | 7.5 | 7.5 | 56.2 |
| angkatan / TNI / polri | 1 | 1.2 | 1.2 | 57.5 |
| ibu rumah tangga | 6 | 7.5 | 7.5 | 65.0 |
| pelajar / mahasiswa | 19 | 23.8 | 23.8 | 88.8 |
| lainnya | 9 | 11.2 | 11.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**Lampiran 4**

**UJI VALIDITAS & REABILITAS**

* Impulsive Buying

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .779 | 5 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| impulsive buying 1 | 15.48 | 6.835 | .458 | .768 |
| impulsive buying 2 | 15.85 | 5.876 | .529 | .751 |
| impulsive buying 3 | 15.55 | 5.972 | .671 | .701 |
| impulsive buying 4 | 15.66 | 6.480 | .564 | .737 |
| impulsive buying 5 | 15.86 | 5.918 | .570 | .734 |

* Display Toko

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .840 | 6 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| display toko 1 | 19.91 | 10.790 | .522 | .831 |
| display toko 2 | 20.05 | 10.529 | .635 | .813 |
| display toko 3 | 20.09 | 9.980 | .653 | .807 |
| display toko 4 | 20.14 | 9.715 | .752 | .789 |
| display toko 5 | 20.37 | 8.339 | .722 | .794 |
| display toko 6 | 20.19 | 10.534 | .472 | .842 |

* Motivasi Belanja Hedonis

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .790 | 6 |

| **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 | 19.74 | 10.297 | .441 | .783 |
| motivasi belanja 2 | 19.95 | 10.757 | .337 | .810 |
| motivasi belanja 3 | 19.72 | 9.620 | .664 | .729 |
| motivasi belanja 4 | 19.70 | 10.086 | .628 | .740 |
| motivasi belanja 5 | 19.92 | 9.665 | .650 | .732 |
| motivasi belanja 6 | 19.84 | 9.809 | .586 | .747 |

* Diskon

| **Case Processing Summary** |
| --- |
|  |  | N | % |
| Cases | Valid | 80 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 80 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

| **Reliability Statistics** |
| --- |
| Cronbach's Alpha | N of Items |
| .746 | 5 |

| **Item-Total Statistics** |
| --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| diskon 1 | 15.74 | 5.639 | .550 | .687 |
| diskon 2 | 16.07 | 5.716 | .398 | .747 |
| diskon 3 | 15.64 | 5.728 | .579 | .680 |
| diskon 4 | 15.85 | 4.965 | .649 | .644 |
| diskon 5 | 15.90 | 5.990 | .406 | .738 |

**Lampiran 5**

**ANALISIS DESKRIPTIF**

Frequencies Impulsive Buying (Y)

| **Statistics** |
| --- |
|  |  | impulsive buying 1 | impulsive buying 2 | impulsive buying 3 | impulsive buying 4 | impulsive buying 5 |
| N | Valid | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | 4.12 | 3.75 | 4.05 | 3.94 | 3.74 |

Frequency Table

| **impulsive buying 1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 4 | 5.0 | 5.0 | 5.0 |
| ragu-ragu | 6 | 7.5 | 7.5 | 12.5 |
| Setuju | 46 | 57.5 | 57.5 | 70.0 |
| sangat setuju | 24 | 30.0 | 30.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **impulsive buying 2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidak setuju | 1 | 1.2 | 1.2 | 1.2 |
| tidak setuju | 7 | 8.8 | 8.8 | 10.0 |
| ragu-ragu | 21 | 26.2 | 26.2 | 36.2 |
| Setuju | 33 | 41.2 | 41.2 | 77.5 |
| sangat setuju | 18 | 22.5 | 22.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **impulsive buying 3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 4 | 5.0 | 5.0 | 5.0 |
| ragu-ragu | 11 | 13.8 | 13.8 | 18.8 |
| Setuju | 42 | 52.5 | 52.5 | 71.2 |
| sangat setuju | 23 | 28.8 | 28.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **impulsive buying 4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 4 | 5.0 | 5.0 | 5.0 |
| ragu-ragu | 13 | 16.2 | 16.2 | 21.2 |
| Setuju | 47 | 58.8 | 58.8 | 80.0 |
| sangat setuju | 16 | 20.0 | 20.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **impulsive buying 5** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidak setuju | 1 | 1.2 | 1.2 | 1.2 |
| tidak setuju | 4 | 5.0 | 5.0 | 6.2 |
| ragu-ragu | 27 | 33.8 | 33.8 | 40.0 |
| Setuju | 31 | 38.8 | 38.8 | 78.8 |
| sangat setuju | 17 | 21.2 | 21.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

Frequencies Display Toko (X1)

| **Statistics** |
| --- |
|  |  | display toko 1 | display toko 2 | display toko 3 | display toko 4 | display toko 5 | display toko 6 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | 4.24 | 4.10 | 4.06 | 4.01 | 3.78 | 3.96 |

Frequency Table

| **display toko 1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 4 | 5.0 | 5.0 | 5.0 |
| ragu-ragu | 3 | 3.8 | 3.8 | 8.8 |
| Setuju | 43 | 53.8 | 53.8 | 62.5 |
| sangat setuju | 30 | 37.5 | 37.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **display toko 2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 2 | 2.5 | 2.5 | 2.5 |
| ragu-ragu | 10 | 12.5 | 12.5 | 15.0 |
| Setuju | 46 | 57.5 | 57.5 | 72.5 |
| sangat setuju | 22 | 27.5 | 27.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **display toko 3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 4 | 5.0 | 5.0 | 5.0 |
| ragu-ragu | 11 | 13.8 | 13.8 | 18.8 |
| Setuju | 41 | 51.2 | 51.2 | 70.0 |
| sangat setuju | 24 | 30.0 | 30.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |
| **display toko 4** |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 4 | 5.0 | 5.0 | 5.0 |
| ragu-ragu | 11 | 13.8 | 13.8 | 18.8 |
| Setuju | 45 | 56.2 | 56.2 | 75.0 |
| sangat setuju | 20 | 25.0 | 25.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **display toko 5** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidak setuju | 4 | 5.0 | 5.0 | 5.0 |
| tidak setuju | 6 | 7.5 | 7.5 | 12.5 |
| ragu-ragu | 14 | 17.5 | 17.5 | 30.0 |
| Setuju | 36 | 45.0 | 45.0 | 75.0 |
| sangat setuju | 20 | 25.0 | 25.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **display toko 6** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidak setuju | 1 | 1.2 | 1.2 | 1.2 |
| tidak setuju | 4 | 5.0 | 5.0 | 6.2 |
| ragu-ragu | 13 | 16.2 | 16.2 | 22.5 |
| Setuju | 41 | 51.2 | 51.2 | 73.8 |
| sangat setuju | 21 | 26.2 | 26.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

Frequencies Motivasi Belanja Hedonis (X2)

| **Statistics** |
| --- |
|  |  | motivasi belanja 1 | motivasi belanja 2 | motivasi belanja 3 | motivasi belanja 4 | motivasi belanja 5 | motivasi belanja 6 |
| N | Valid | 80 | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | 4.04 | 3.82 | 4.05 | 4.08 | 3.85 | 3.94 |

Frequency Table

| **motivasi belanja 1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidak setuju | 1 | 1.2 | 1.2 | 1.2 |
| tidak setuju | 8 | 10.0 | 10.0 | 11.2 |
| ragu-ragu | 4 | 5.0 | 5.0 | 16.2 |
| Setuju | 41 | 51.2 | 51.2 | 67.5 |
| sangat setuju | 26 | 32.5 | 32.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **motivasi belanja 2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidak setuju | 2 | 2.5 | 2.5 | 2.5 |
| tidak setuju | 6 | 7.5 | 7.5 | 10.0 |
| ragu-ragu | 16 | 20.0 | 20.0 | 30.0 |
| Setuju | 36 | 45.0 | 45.0 | 75.0 |
| sangat setuju | 20 | 25.0 | 25.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **motivasi belanja 3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 5 | 6.2 | 6.2 | 6.2 |
| ragu-ragu | 12 | 15.0 | 15.0 | 21.2 |
| Setuju | 37 | 46.2 | 46.2 | 67.5 |
| sangat setuju | 26 | 32.5 | 32.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **motivasi belanja 4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidak setuju | 1 | 1.2 | 1.2 | 1.2 |
| tidak setuju | 3 | 3.8 | 3.8 | 5.0 |
| ragu-ragu | 7 | 8.8 | 8.8 | 13.8 |
| Setuju | 47 | 58.8 | 58.8 | 72.5 |
| sangat setuju | 22 | 27.5 | 27.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **motivasi belanja 5** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidak setuju | 1 | 1.2 | 1.2 | 1.2 |
| tidak setuju | 2 | 2.5 | 2.5 | 3.8 |
| ragu-ragu | 24 | 30.0 | 30.0 | 33.8 |
| Setuju | 34 | 42.5 | 42.5 | 76.2 |
| sangat setuju | 19 | 23.8 | 23.8 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **motivasi belanja 6** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidak setuju | 1 | 1.2 | 1.2 | 1.2 |
| tidak setuju | 5 | 6.2 | 6.2 | 7.5 |
| ragu-ragu | 13 | 16.2 | 16.2 | 23.8 |
| setuju | 40 | 50.0 | 50.0 | 73.8 |
| sangat setuju | 21 | 26.2 | 26.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

Frequencies Diskon (X3)

| **Statistics** |
| --- |
|  |  | diskon 1 | diskon 2 | diskon 3 | diskon 4 | diskon 5 |
| N | Valid | 80 | 80 | 80 | 80 | 80 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | 4.06 | 3.72 | 4.16 | 3.95 | 3.90 |

Frequency Table

| **diskon 1** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | sangat tidak setuju | 1 | 1.2 | 1.2 | 1.2 |
| tidak setuju | 3 | 3.8 | 3.8 | 5.0 |
| ragu-ragu | 6 | 7.5 | 7.5 | 12.5 |
| Setuju | 50 | 62.5 | 62.5 | 75.0 |
| sangat setuju | 20 | 25.0 | 25.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **diskon 2** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 8 | 10.0 | 10.0 | 10.0 |
| ragu-ragu | 22 | 27.5 | 27.5 | 37.5 |
| Setuju | 34 | 42.5 | 42.5 | 80.0 |
| sangat setuju | 16 | 20.0 | 20.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **diskon 3** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 3 | 3.8 | 3.8 | 3.8 |
| ragu-ragu | 6 | 7.5 | 7.5 | 11.2 |
| Setuju | 46 | 57.5 | 57.5 | 68.8 |
| sangat setuju | 25 | 31.2 | 31.2 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **diskon 4** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 4 | 5.0 | 5.0 | 5.0 |
| ragu-ragu | 20 | 25.0 | 25.0 | 30.0 |
| Setuju | 32 | 40.0 | 40.0 | 70.0 |
| sangat setuju | 24 | 30.0 | 30.0 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

| **diskon 5** |
| --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | tidak setuju | 4 | 5.0 | 5.0 | 5.0 |
| ragu-ragu | 18 | 22.5 | 22.5 | 27.5 |
| Setuju | 40 | 50.0 | 50.0 | 77.5 |
| sangat setuju | 18 | 22.5 | 22.5 | 100.0 |
| Total | 80 | 100.0 | 100.0 |  |

**Lampiran 6**

**UJI ASUMSI KLASIK**

* Uji Normalitas

| **One-Sample Kolmogorov-Smirnov Test** |
| --- |
|  |  | impulsivebuying | displaytoko | motivasibelanja | diskon |
| N | 80 | 80 | 80 | 80 |
| Normal Parametersa | Mean | 3.9200 | 4.0250 | 3.9625 | 3.9600 |
| Std. Deviation | .60680 | .62197 | .62077 | .57404 |
| Most Extreme Differences | Absolute | .098 | .134 | .112 | .097 |
| Positive | .078 | .084 | .070 | .097 |
| Negative | -.098 | -.134 | -.112 | -.091 |
| Kolmogorov-Smirnov Z | .877 | 1.198 | 1.005 | .870 |
| Asymp. Sig. (2-tailed) | .425 | .113 | .265 | .435 |
| a. Test distribution is Normal. |

* Uji Multikolianiaritas

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .487 | .348 |  | 1.397 | .166 |  |  |
| displaytoko | -.088 | .098 | -.091 | -.901 | .370 | .464 | 2.157 |
| motivasibelanja | .636 | .114 | .651 | 5.606 | .000 | .347 | 2.880 |
| Diskon | .320 | .089 | .303 | 3.592 | .001 | .659 | 1.518 |
| a. Dependent Variable: impulsivebuying |  |  |  |  |  |

* Uji Heteroskedastisitas



**Lampiran 7**

**PENGUJIAN HIPOTESIS**

Regresi Linear Berganda

| **Variables Entered/Removedb** |
| --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | diskon, displaytoko, motivasibelanjaa | . | Enter |
| a. All requested variables entered. |  |
| b. Dependent Variable: impulsivebuying |

| **Model Summaryb** |
| --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .803a | .644 | .630 | .36905 |
| a. Predictors: (Constant), diskon, displaytoko, motivasibelanja |
| b. Dependent Variable: impulsivebuying |  |

| **ANOVAb** |
| --- |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 18.737 | 3 | 6.246 | 45.859 | .000a |
| Residual | 10.351 | 76 | .136 |  |  |
| Total | 29.088 | 79 |  |  |  |
| a. Predictors: (Constant), diskon, displaytoko, motivasibelanja |  |  |
| b. Dependent Variable: impulsivebuying |  |  |  |

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .487 | .348 |  | 1.397 | .166 |
| displaytoko | -.088 | .098 | -.091 | -.901 | .370 |
| motivasibelanja | .636 | .114 | .651 | 5.606 | .000 |
| diskon | .320 | .089 | .303 | 3.592 | .001 |
| a. Dependent Variable: impulsivebuying |  |  |  |