

## LAMPIRAN

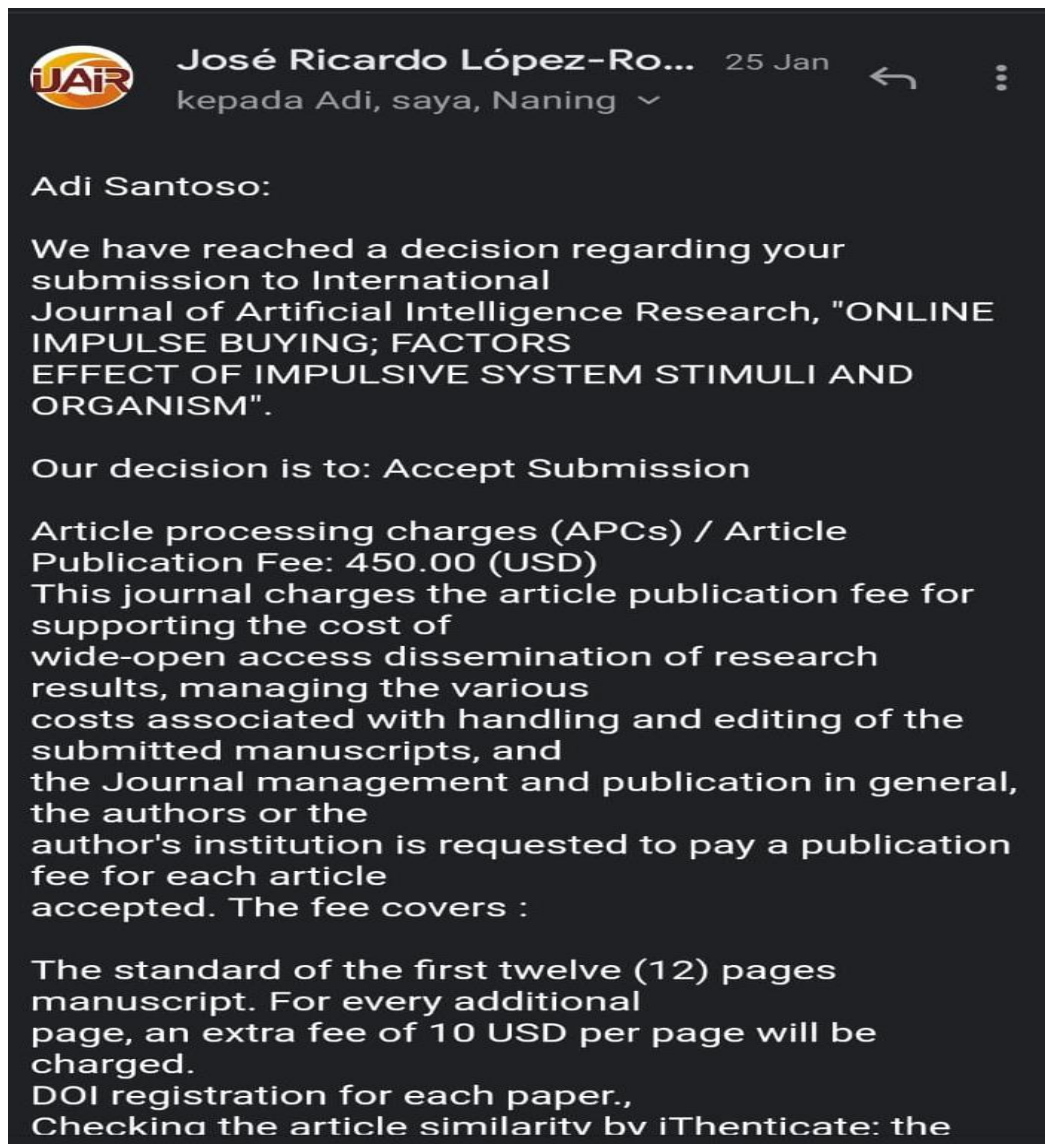
### Lampiran 1 : Bukti Penerimaan Artikel Publikasi

#### I. Bukti plagiasi artikel

Artikel siska



#### II. Screen Email "Latter of Accepted"



### III. Bukti artikel telah dipublikasi

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ONLINE IMPULSE BUYING; FACTORS EFFECT OF IMPULSIVE SYSTEM STIMULI AND ORGANISM

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**Abstract**

This study aims to explore the factors that influence impulse buying behavior on social commerce platforms caused by review quality, source credibility, and observational learning which are mediated by positive effects. The population of this study is consumers on social commerce platforms. A total sample of 318 respondents. This research method is path analysis with analysis tools using the statistical software AMOS 24. This research found that review quality and source credibility had no effect on the positive effect, but observational learning had a significant effect on the positive effect. The results of this research also found that review quality, source credibility, and positive effect affected impulse buying behavior, but observational learning had no significant effect on impulse buying behavior. Furthermore, the positive effect can mediate the relationship between observational learning and impulse buying behavior, but cannot mediate between review quality, and source credibility on impulse buying behavior. Marketers to increase impulsive buying behavior must create a positive effect on consumers and must also pay attention to review quality, source credibility, and observational learning because these three things can increase impulsive buying behavior. So that should be the full attention of the company. The results of this study have a novelty that can be used to extend theoretical research. Research with this new research model also reveals the understanding that social interaction can motivate impulsive buying behavior. Meanwhile, this research also discusses the effects of mediating variables.

**Keywords**

Quality Review, Source Credibility, Observational Learning, Positive Effect, Impulse Buying Behavior.

DOI  
<https://doi.org/10.29099/ijair-vol1.1.750>

Article metrics  
10.29099/ijair-vol1.1.750 Abstract views : 0

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**References**

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Lampiran 2 : Kuesioner

KUESIONER PENELITIAN SKRIPSI  
PROGRAM STRATA SATU (S-1)  
PADA PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI  
UNIVERSITAS MUHAMMADIYAH PONOROGO

ONLINE IMPULSE BUYING;  
FACTORS EFFECT OF IMPULSIVE SYSTEM STIMULI AND ORGANISM  
(Studi Empiris : Konsumen yang Berbelanja di Social Commerce)

I. Identitas Responden

No	Identitas	Keterangan
1	Jenis kelamin	Laki-laki Perempuan
2	Usia	<input type="checkbox"/> < 20 tahun <input type="checkbox"/> 21 – 30 tahun <input type="checkbox"/> 31 – 40 tahun <input type="checkbox"/> > 51 tahun
3	Pendidikan terakhir	<input type="checkbox"/> SMA Sederajat <input type="checkbox"/> D3 <input type="checkbox"/> S1 <input type="checkbox"/> S2
4	Pendapatan	<input type="checkbox"/> <Rp1.000.000 <input type="checkbox"/> Rp1.000.000 – Rp1.999.999 <input type="checkbox"/> Rp3.000.000 – Rp4.999.999 <input type="checkbox"/> <Rp5.000.000
5	Waktu yang dihabiskan dalam sehari untuk menjelajahi situs belanja social commerce	<input type="checkbox"/> < 1 jam <input type="checkbox"/> 1 – 5 jam <input type="checkbox"/> 6 – 10 jam <input type="checkbox"/> > 10 jam

Petunjuk Pengisian : Isi data diri dan beri tanda centang (v) pada suatu kolom yang tersedia sesuai dengan identitas diri saudara/i

II. Variabel Penelitian

### A. Impulse Buying Behavior

1. Saya membeli sesuatu secara **spontan**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

2. Saya langsung membeli produk yang disukai **tanpa berfikir panjang**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

3. Saya membeli **tanpa perencanaan** terlebih dahulu

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

4. Saya **sering melakukan pembelian impulsive**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

### B. Positive Effect

1. Saya selalu **bersemangat** saat berbelanja

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

2. Saya selalu **antusias** saat berbelanja

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

3. Saya selalu **merasa bangga** saat berbelanja

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

4. Berbelanja dapat **menginspirasi** saya

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

### C. Review Quality

1. Setiap ulasan memiliki alasan yang **lengkap**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

2. Setiap ulasan bersifat **objektif**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

3. Setiap ulasan **dapat dipercaya**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

4. Setiap ulasan **jelas**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----



#### D. Source Credibility

1. Saya senang berbelanja di tempat yang memiliki **kredibilitas tinggi**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

2. Saya senang berbelanja di tempat memiliki **pengalaman yang berkesan**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

3. Saya senang berbelanja di tempat yang **dapat dipercaya**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

4. Saya senang berbelanja di tempat yang **dapat diandalkan**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

#### E. Observational Lierning

1. Mudah bagi saya untuk **mengamati produk-produk** yang ada di situs web perdagangan sosial dibeli oleh banyak orang

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

2. Saya **mengamati bahwa volume penjualan produk** pada situs web perdagangan sosial tinggi

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

3. Seringkali ketika akan membeli produk dari suatu merek, saya **mengikuti konsumen sebelumnya** yang telah membeli produk

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

4. Seringkali ketika akan membeli produk dari suatu merek, saya **membaca komentar konsumen sebelumnya**

STS	1	2	3	4	5	SS
-----	---	---	---	---	---	----

#### Pernyataan :

1 = Sangat tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju



Lampiran 3 : Hasil Olah Data

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

**Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
PE	<---	RQ	,211	,125	1,685	,092	
PE	<---	SC	-,184	,202	-,915	,360	
PE	<---	OL	1,131	,423	2,672	,008	
IBB	<---	RQ	,403	,138	2,924	,003	
IBB	<---	SC	-,559	,224	-2,499	,012	
IBB	<---	OL	-,168	,469	-,358	,720	
IBB	<---	PE	,532	,086	6,161	***	
PE1	<---	PE	1,000				
PE2	<---	PE	,987	,049	20,254	***	
PE3	<---	PE	,917	,058	15,881	***	
PE4	<---	PE	,864	,059	14,567	***	
IBB1	<---	IBB	1,000				
IBB2	<---	IBB	1,171	,071	16,512	***	
IBB3	<---	IBB	1,096	,068	16,117	***	
IBB4	<---	IBB	,807	,058	13,805	***	
RQ4	<---	RQ	1,000				
RQ3	<---	RQ	,932	,080	11,594	***	
RQ2	<---	RQ	,688	,063	10,952	***	
RQ1	<---	RQ	,908	,078	11,658	***	
SC4	<---	SC	1,000				
SC3	<---	SC	,798	,062	12,867	***	
SC2	<---	SC	,797	,073	10,873	***	
SC1	<---	SC	,802	,080	9,977	***	
OL4	<---	OL	1,000				
OL3	<---	OL	1,057	,172	6,130	***	
OL2	<---	OL	1,454	,159	9,170	***	
OL1	<---	OL	1,335	,157	8,527	***	

**Standardized Regression Weights: (Group number 1 - Default model)**

		Estimate
PE	<--- RQ	,178
PE	<--- SC	-,123
PE	<--- OL	,503
IBB	<--- RQ	,299
IBB	<--- SC	-,327
IBB	<--- OL	-,066
IBB	<--- PE	,467
PE1	<--- PE	,878
PE2	<--- PE	,885
PE3	<--- PE	,752
PE4	<--- PE	,710
IBB1	<--- IBB	,800
IBB2	<--- IBB	,856
IBB3	<--- IBB	,837
IBB4	<--- IBB	,736
RQ4	<--- RQ	,784
RQ3	<--- RQ	,696
RQ2	<--- RQ	,657
RQ1	<--- RQ	,700
SC4	<--- SC	,817
SC3	<--- SC	,744
SC2	<--- SC	,632
SC1	<--- SC	,583
OL4	<--- OL	,574
OL3	<--- OL	,417
OL2	<--- OL	,740
OL1	<--- OL	,652

**Covariances: (Group number 1 - Default model)**

		Estimate	S.E.	C.R.	P	Label
RQ	<--> OL	,199	,030	6,570	***	
RQ	<--> SC	,203	,034	5,951	***	
SC	<--> OL	,178	,025	7,062	***	

**Correlations: (Group number 1 - Default model)**

		Estimate
RQ	<--> OL	,683
RQ	<--> SC	,466
SC	<--> OL	,774



**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
RQ	,551	,072	7,612	***	
SC	,344	,043	8,088	***	
OL	,153	,030	<u>5,081</u>	***	
e9	,539	,064	8,420	***	
e10	,680	,089	7,621	***	
e1	,232	,029	7,932	***	
e2	,209	,028	7,607	***	
e3	,500	,046	10,870	***	
e4	,570	,051	11,261	***	
e5	,566	,058	9,802	***	
e6	,505	,061	8,270	***	
e7	,518	,058	8,896	***	
e8	,554	,052	10,765	***	
e11	,345	,041	8,419	***	
e12	,509	,050	10,142	***	
e13	,343	,032	10,626	***	
e14	,472	,047	10,085	***	
e15	,172	,022	7,663	***	
e16	,177	,019	9,508	***	
e17	,329	,030	10,982	***	
e18	,429	,038	11,350	***	
e19	,312	,028	11,222	***	
e20	,812	,068	12,015	***	
e21	,268	,030	9,001	***	
e22	,370	,035	10,494	***	

**Total Effects (Group number 1 - Default model)**

	OL	SC	RQ	PE	IBB
PE	1,131	-,184	,211	,000	,000
IBB	,434	-,657	,516	,532	,000
OL1	1,335	,000	,000	,000	,000
OL2	1,454	,000	,000	,000	,000
OL3	1,057	,000	,000	,000	,000
OL4	1,000	,000	,000	,000	,000
SC1	,000	,802	,000	,000	,000
SC2	,000	,797	,000	,000	,000
SC3	,000	,798	,000	,000	,000
SC4	,000	1,000	,000	,000	,000
RQ1	,000	,000	,908	,000	,000
RQ2	,000	,000	,688	,000	,000
RQ3	,000	,000	,932	,000	,000
RQ4	,000	,000	1,000	,000	,000
IBB4	,350	-,530	,416	,429	,807
IBB3	,475	-,720	,565	,583	1,096
IBB2	,508	-,769	,604	,623	1,171

	OL	SC	RQ	PE	IBB
IBB1	,434	-,657	,516	,532	1,000
PE4	,977	-,159	,182	,864	,000
PE3	1,037	-,169	,193	,917	,000
PE2	1,116	-,182	,208	,987	,000
PE1	1,131	-,184	,211	1,000	,000

**Standardized Total Effects (Group number 1 - Default model)**

	OL	SC	RQ	PE	IBB
PE	,503	-,123	,178	,000	,000
IBB	,169	-,384	,382	,467	,000
OL1	,652	,000	,000	,000	,000
OL2	,740	,000	,000	,000	,000
OL3	,417	,000	,000	,000	,000
OL4	,574	,000	,000	,000	,000
SC1	,000	,583	,000	,000	,000
SC2	,000	,632	,000	,000	,000
SC3	,000	,744	,000	,000	,000
SC4	,000	,817	,000	,000	,000
RQ1	,000	,000	,700	,000	,000
RQ2	,000	,000	,657	,000	,000
RQ3	,000	,000	,696	,000	,000
RQ4	,000	,000	,784	,000	,000
IBB4	,125	-,283	,281	,344	,736
IBB3	,142	-,321	,319	,391	,837
IBB2	,145	-,329	,327	,400	,856
IBB1	,135	-,307	,305	,374	,800
PE4	,357	-,087	,126	,710	,000
PE3	,378	-,092	,134	,752	,000
PE2	,445	-,109	,157	,885	,000
PE1	,441	-,108	,156	,878	,000

**Direct Effects (Group number 1 - Default model)**

	OL	SC	RQ	PE	IBB
PE	1,131	-,184	,211	,000	,000
IBB	-,168	-,559	,403	,532	,000
OL1	1,335	,000	,000	,000	,000
OL2	1,454	,000	,000	,000	,000
OL3	1,057	,000	,000	,000	,000
OL4	1,000	,000	,000	,000	,000
SC1	,000	,802	,000	,000	,000
SC2	,000	,797	,000	,000	,000
SC3	,000	,798	,000	,000	,000
SC4	,000	1,000	,000	,000	,000
RQ1	,000	,000	,908	,000	,000
RQ2	,000	,000	,688	,000	,000
RQ3	,000	,000	,932	,000	,000

	OL	SC	RQ	PE	IBB
RQ4	,000	,000	1,000	,000	,000
IBB4	,000	,000	,000	,000	,807
IBB3	,000	,000	,000	,000	1,096
IBB2	,000	,000	,000	,000	1,171
IBB1	,000	,000	,000	,000	1,000
PE4	,000	,000	,000	,864	,000
PE3	,000	,000	,000	,917	,000
PE2	,000	,000	,000	,987	,000
PE1	,000	,000	,000	1,000	,000

**Standardized Direct Effects (Group number 1 - Default model)**

	OL	SC	RQ	PE	IBB
PE	,503	-,123	,178	,000	,000
IBB	-,066	-,327	,299	,467	,000
OL1	,652	,000	,000	,000	,000
OL2	,740	,000	,000	,000	,000
OL3	,417	,000	,000	,000	,000
OL4	,574	,000	,000	,000	,000
SC1	,000	,583	,000	,000	,000
SC2	,000	,632	,000	,000	,000
SC3	,000	,744	,000	,000	,000
SC4	,000	,817	,000	,000	,000
RQ1	,000	,000	,700	,000	,000
RQ2	,000	,000	,657	,000	,000
RQ3	,000	,000	,696	,000	,000
RQ4	,000	,000	,784	,000	,000
IBB4	,000	,000	,000	,000	,736
IBB3	,000	,000	,000	,000	,837
IBB2	,000	,000	,000	,000	,856
IBB1	,000	,000	,000	,000	,800
PE4	,000	,000	,000	,710	,000
PE3	,000	,000	,000	,752	,000
PE2	,000	,000	,000	,885	,000
PE1	,000	,000	,000	,878	,000

**Indirect Effects (Group number 1 - Default model)**

	OL	SC	RQ	PE	IBB
PE	,000	,000	,000	,000	,000
IBB	,602	-,098	,112	,000	,000
OL1	,000	,000	,000	,000	,000
OL2	,000	,000	,000	,000	,000
OL3	,000	,000	,000	,000	,000
OL4	,000	,000	,000	,000	,000
SC1	,000	,000	,000	,000	,000
SC2	,000	,000	,000	,000	,000
SC3	,000	,000	,000	,000	,000

	OL	SC	RQ	PE	IBB
SC4	,000	,000	,000	,000	,000
RQ1	,000	,000	,000	,000	,000
RQ2	,000	,000	,000	,000	,000
RQ3	,000	,000	,000	,000	,000
RQ4	,000	,000	,000	,000	,000
IBB4	,350	-,530	,416	,429	,000
IBB3	,475	-,720	,565	,583	,000
IBB2	,508	-,769	,604	,623	,000
IBB1	,434	-,657	,516	,532	,000
PE4	,977	-,159	,182	,000	,000
PE3	1,037	-,169	,193	,000	,000
PE2	1,116	-,182	,208	,000	,000
PE1	1,131	-,184	,211	,000	,000

**Standardized Indirect Effects (Group number 1 - Default model)**

	OL	SC	RQ	PE	IBB
PE	,000	,000	,000	,000	,000
IBB	,235	-,057	,083	,000	,000
OL1	,000	,000	,000	,000	,000
OL2	,000	,000	,000	,000	,000
OL3	,000	,000	,000	,000	,000
OL4	,000	,000	,000	,000	,000
SC1	,000	,000	,000	,000	,000
SC2	,000	,000	,000	,000	,000
SC3	,000	,000	,000	,000	,000
SC4	,000	,000	,000	,000	,000
RQ1	,000	,000	,000	,000	,000
RQ2	,000	,000	,000	,000	,000
RQ3	,000	,000	,000	,000	,000
RQ4	,000	,000	,000	,000	,000
IBB4	,125	-,283	,281	,344	,000
IBB3	,142	-,321	,319	,391	,000
IBB2	,145	-,329	,327	,400	,000
IBB1	,135	-,307	,305	,374	,000
PE4	,357	-,087	,126	,000	,000
PE3	,378	-,092	,134	,000	,000
PE2	,445	-,109	,157	,000	<u>,000</u>
PE1	,441	-,108	,156	,000	,000

## Model Fit Summary

### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	50	420,938	160	,000	2,631
Saturated model	210	,000	0		
Independence model	20	3148,223	190	,000	16,570

### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,070	,876	,837	,667
Saturated model	,000	1,000		
Independence model	,312	,339	,270	,307

### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,866	,841	,913	,895	,912
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,842	,730	,768
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

### NCP

Model	NCP	LO 90	HI 90
Default model	260,938	203,989	325,556
Saturated model	,000	,000	,000
Independence model	2958,223	2780,049	3143,729

### FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1,328	,823	,643	1,027
Saturated model	,000	,000	,000	,000
Independence model	9,931	9,332	8,770	9,917



**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,072	,063	,080	,000
Independence model	,222	,215	,228	,000

**Standardized Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)**

	OL	SC	RQ	PE	IBB
PE	...	...	...	...	...
IBB	,095	,767	,076	...	...
OL1	...	...	...	...	...
OL2	...	...	...	...	...
OL4	...	...	...	...	...
SC1	...	...	...	...	...
SC2	...	...	...	...	...
SC3	...	...	...	...	...
SC4	...	...	...	...	...
RQ1	...	...	...	...	...
RQ2	...	...	...	...	...
RQ3	...	...	...	...	...
RQ4	...	...	...	...	...
IBB4	,885	,075	,005	,005	...
IBB3	,878	,067	,007	,006	...
IBB2	,886	,070	,007	,007	...
IBB1	,886	,065	,007	,006	...
PE4	,124	<a href="#">.767</a>	,094	...	...
PE3	,119	,798	,094	...	...
PE2	,112	,791	,092	...	...
PE1	,110	,783	,084	...	...

