LAMPIRAN

Uji Reliability

Item Statistics

	Mean	Std. Deviation	N
Personal selling-X1	21.0101	1.21004	90
Store environment-X2	18.8612	1.46118	90
Promotion-X3	19.0103	1.45414	90
Impulse buying decision -Y	23.3002	1.05727	90

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Personal selling- X1	57.2355	5.281	.808	.812
Store environment-X2	56.4011	4.723	.764	.787
Promotion-X3	55.2350	4.734	.811	.848
Impulse buying decision-Y	54.9701	6.532	.814	.846

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Promotion (X3) Store environment (X2) Personal selling (X1)[b]	.	Enter

a. Dependent Variable: Impulse buying decision (Y)

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864[a]	.746	.734	.108

a. Predictors: (Constant), Personal selling (X1), Store environment (X2), Promotion (X3)

b. Dependent Variable: Impulse buying decision (Y)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.355	3	10.785	61.983	.000[b]
	Residual	14.964	86	.174		
	Total	47.319	89			

a. Predictors: (Constant), Personal selling (X1), Store environment (X2), Promotion (X3)

b. Dependent Variable: Impulse buying decision (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.514	2.177		11.260	.000
	Personal selling (X1)	.402	.068	.462	5.912	.021
	Store environment (X2)	.395	.075	.458	5.267	.012
	Promotion (X3)	.428	.072	.645	5.944	.020

a. Dependent Variable: Impulse buying decision (Y)