

LAMPIRAN

Lampiran 1

Hasil uji validitas

Point of purchase display dimensi daya tarik pesan (X1)

		Correlations				
		P1_X1	P2_X1	P3_X1	P4_X1	P5_X1
P1_X1	Pearson Correlation	1	.214	.183	-.028	.0
	Sig. (2-tailed)		.056	.104	.808	.7
	N	80	80	80	80	
P2_X1	Pearson Correlation	.214	1	-.072	.142	-.0
	Sig. (2-tailed)	.056		.525	.210	.3
	N	80	80	80	80	
P3_X1	Pearson Correlation	.183	-.072	1	.213	.0
	Sig. (2-tailed)	.104	.525		.057	.7
	N	80	80	80	80	
P4_X1	Pearson Correlation	-.028	.142	.213	1	.0
	Sig. (2-tailed)	.808	.210	.057		.8
	N	80	80	80	80	
P5_X1	Pearson Correlation	.043	-.098	.037	.020	.0
	Sig. (2-tailed)	.708	.388	.743	.860	.0
	N	80	80	80	80	
P6_X1	Pearson Correlation	-.037	.101	-.027	.114	.0
	Sig. (2-tailed)	.741	.373	.813	.314	.4
	N	80	80	80	80	
Daya tarik pesan point of purchase display	Pearson Correlation	.498**	.463**	.480**	.517**	.36
	Sig. (2-tailed)	.000	.000	.000	.000	.0
	N	80	80	80	80	

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

Lampiran 2

Point of purchase display daya tarik visual

		P1_X2	P2_X2	P3_X2	P4_X2
P1_X2	Pearson Correlation	1	.438**	.123	.212
	Sig. (2-tailed)		.000	.277	.059
	N	80	80	80	80
P2_X2	Pearson Correlation	.438**	1	-.123	.140
	Sig. (2-tailed)	.000		.279	.214
	N	80	80	80	80
P3_X2	Pearson Correlation	.123	-.123	1	.297**
	Sig. (2-tailed)	.277	.279		.008
	N	80	80	80	80
P4_X2	Pearson Correlation	.212	.140	.297**	1
	Sig. (2-tailed)	.059	.214	.008	
	N	80	80	80	80
P5_X2	Pearson Correlation	.267*	.071	.342**	.195
	Sig. (2-tailed)	.016	.529	.002	.084
	N	80	80	80	80
P6_X2	Pearson Correlation	.016	-.121	.009	.124
	Sig. (2-tailed)	.885	.285	.937	.272
	N	80	80	80	80
P7_X2	Pearson Correlation	.078	-.030	-.019	.345**
	Sig. (2-tailed)	.491	.789	.867	.002
	N	80	80	80	80
P8_X2	Pearson Correlation	.158	-.043	.384**	.026
	Sig. (2-tailed)	.163	.703	.000	.821
	N	80	80	80	80
P9_X2	Pearson Correlation	.099	-.105	.182	.173
	Sig. (2-tailed)	.380	.354	.105	.126
	N	80	80	80	80
P10_X2	Pearson Correlation	.221*	-.037	.191	.352**
	Sig. (2-tailed)	.048	.745	.090	.001

	N		80	80	80	80
P11_X2	Pearson Correlation		.235*	.008	.128	.266*
	Sig. (2-tailed)		.036	.942	.257	.017
	N		80	80	80	80
P12_X2	Pearson Correlation		.351**	.154	.059	.170
	Sig. (2-tailed)		.001	.173	.605	.132
	N		80	80	80	80
Daya tarik visual point of purchase display	Pearson Correlation		.517**	.208	.436**	.534**
	Sig. (2-tailed)		.000	.064	.000	.000
	N		80	80	80	80

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

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 3

Hasil Validitas *Bonus Pack*

Correlations

		P1_X3	P2_X3	Bonus pack
P1_X3	Pearson Correlation	1	.483**	.830**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
P2_X3	Pearson Correlation	.483**	1	.889**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
Bonus pack	Pearson Correlation	.830**	.889**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

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

Lampiran 4

Hasil uji validitas *impulse buying behaviour*

Correlations

		P1_Y	P2_Y	P3_Y	P4_Y	Impulse buying behaviour
P1_Y	Pearson Correlation	1	.573**	.427**	.664**	.784**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	80	80	80	80	80
P2_Y	Pearson Correlation	.573**	1	.473**	.563**	.803**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	80	80	80	80	80
P3_Y	Pearson Correlation	.427**	.473**	1	.585**	.789**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	80	80	80	80	80
P4_Y	Pearson Correlation	.664**	.563**	.585**	1	.870**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	80	80	80	80	80
Impulse buying behaviour	Pearson Correlation	.784**	.803**	.789**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

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

Lampiran 5

Hasil uji regresi linear berganda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Bonus pack, Daya tarik pesan point of purchase display , Daya tarik visual point of purchase display ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Impulse buying behaviour

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.500 ^a	.250	.221	2.661

a. Predictors: (Constant), Bonus pack, Daya tarik pesan point of purchase display , Daya tarik visual point of purchase display

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	179.619	3	59.873	8.454	.000 ^a
	Residual	538.269	76	7.082		
	Total	717.887	79			

a. Predictors: (Constant), Bonus pack, Daya tarik pesan point of purchase display , Daya tarik visual point of purchase display

b. Dependent Variable: Impulse buying behaviour

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.513	5.257		1.810	.074
	Daya tarik pesan point of purchase display	.262	.126	.207	2.080	.041
	Daya tarik visual point of purchase display	-.152	.075	-.204	-2.041	.045
	Bonus pack	.946	.242	.390	3.911	.000

a. Dependent Variable: Impulse buying behaviour

Lampiran 6

Gambar *point of purchase display* dimensi daya tarik pesan





Lampiran 7

Gambar *point of purchase display* dimensi daya tarik visual



Lampiran 8

Bonus pack

