

Lampiran Distribusi Jawaban Responden

Gender X1

Statistics

		X1.1	TOTALX1
N	Valid	160	160
	Missing	0	0
Mean		1.4188	1.4188
Median		1.0000	1.0000
Mode		1.00	1.00
Sum		227.00	227.00

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	93	58.1	58.1	58.1
	PEREMPUAN	67	41.9	41.9	100.0
Total		160	100.0	100.0	

TOTALX1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	93	58.1	58.1	58.1
	PEREMPUAN	67	41.9	41.9	100.0
Total		160	100.0	100.0	

Hedonic Shopping Value X2

Statistics

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTALX2
N	Valid	160	160	160	160	160	160	160
	Missing	0	0	0	0	0	0	0
Mean		3.9688	3.7125	4.1062	3.5062	3.4812	4.1500	22.9250
Median		4.0000	4.0000	4.0000	3.5000	4.0000	4.0000	23.0000
Mode		4.00	3.00	5.00	3.00	4.00	4.00	24.00
Sum		635.00	594.00	657.00	561.00	557.00	664.00	3668.00

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	3.1	3.1	3.1
	NETRAL	30	18.8	18.8	21.9
	SETUJU	90	56.2	56.2	78.1
	SANGAT SETUJU	35	21.9	21.9	100.0
Total		160	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	2	1.2	1.2	1.2
	TIDAK SETUJU	5	3.1	3.1	4.4
	NETRAL	64	40.0	40.0	44.4
	SETUJU	55	34.4	34.4	78.8
	SANGAT SETUJU	34	21.2	21.2	100.0
Total		160	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	.6	.6	.6
	TIDAK SETUJU	3	1.9	1.9	2.5
	NETRAL	38	23.8	23.8	26.2
	SETUJU	54	33.8	33.8	60.0
	SANGAT SETUJU	64	40.0	40.0	100.0
	Total	160	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	5	3.1	3.1	3.1
	TIDAK SETUJU	15	9.4	9.4	12.5
	NETRAL	60	37.5	37.5	50.0
	SETUJU	54	33.8	33.8	83.8
	SANGAT SETUJU	26	16.2	16.2	100.0
	Total	160	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	6	3.8	3.8	3.8
	TIDAK SETUJU	19	11.9	11.9	15.6
	NETRAL	49	30.6	30.6	46.2
	SETUJU	64	40.0	40.0	86.2
	SANGAT SETUJU	22	13.8	13.8	100.0
	Total	160	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	.6	.6	.6
	TIDAK SETUJU	2	1.2	1.2	1.9
	NETRAL	31	19.4	19.4	21.2
	SETUJU	64	40.0	40.0	61.2
	SANGAT SETUJU	62	38.8	38.8	100.0
	Total	160	100.0	100.0	

TOTALX2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	1	.6	.6	.6
	17	4	2.5	2.5	3.1
	18	4	2.5	2.5	5.6
	19	4	2.5	2.5	8.1
	20	5	3.1	3.1	11.2
	21	20	12.5	12.5	23.8
	22	29	18.1	18.1	41.9
	23	21	13.1	13.1	55.0
	24	36	22.5	22.5	77.5
	25	23	14.4	14.4	91.9
	26	7	4.4	4.4	96.2
	27	1	.6	.6	96.9
	28	1	.6	.6	97.5
	30	4	2.5	2.5	100.0
	Total	160	100.0	100.0	

Shoping Lifestyle X3

Statistics

		X3.1	X3.2	X3.3	TOTALX3
N	Valid	160	160	160	160
	Missing	0	0	0	0
Mean		3.6750	3.7500	4.0125	11.4375
Median		4.0000	4.0000	4.0000	12.0000
Mode		4.00	4.00	4.00	12.00
Sum		588.00	600.00	642.00	1830.00

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	5	3.1	3.1	3.1
	TIDAK SETUJU	6	3.8	3.8	6.9
	NETRAL	56	35.0	35.0	41.9
	SETUJU	62	38.8	38.8	80.6
	SANGAT SETUJU	31	19.4	19.4	100.0
Total		160	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	4	2.5	2.5	2.5
	TIDAK SETUJU	5	3.1	3.1	5.6
	NETRAL	53	33.1	33.1	38.8
	SETUJU	63	39.4	39.4	78.1
	SANGAT SETUJU	35	21.9	21.9	100.0
Total		160	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	5	3.1	3.1	3.1
	NETRAL	38	23.8	23.8	26.9
	SETUJU	67	41.9	41.9	68.8
	SANGAT SETUJU	50	31.2	31.2	100.0
	Total	160	100.0	100.0	

TOTALX3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1	.6	.6	.6
	7	3	1.9	1.9	2.5
	8	3	1.9	1.9	4.4
	9	10	6.2	6.2	10.6
	10	16	10.0	10.0	20.6
	11	44	27.5	27.5	48.1
	12	54	33.8	33.8	81.9
	13	17	10.6	10.6	92.5
	14	4	2.5	2.5	95.0
	15	8	5.0	5.0	100.0
	Total	160	100.0	100.0	

Impulse Buying

Statistics

		Y.1	Y.2	Y.3	Y.4	Y.5	TOTALY
N	Valid	160	160	160	160	160	160
	Missing	0	0	0	0	0	0
Mean		3.7062	3.6500	3.7875	3.8125	3.8188	18.7750
Median		4.0000	4.0000	4.0000	4.0000	4.0000	19.0000
Mode		4.00	4.00	4.00	4.00	4.00	18.00
Sum		593.00	584.00	606.00	610.00	611.00	3004.00

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	3	1.9	1.9	1.9
	TIDAK SETUJU	8	5.0	5.0	6.9
	NETRAL	52	32.5	32.5	39.4
	SETUJU	67	41.9	41.9	81.2
	SANGAT SETUJU	30	18.8	18.8	100.0
Total		160	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	10	6.2	6.2	6.2
	TIDAK SETUJU	8	5.0	5.0	11.2
	NETRAL	44	27.5	27.5	38.8
	SETUJU	64	40.0	40.0	78.8
	SANGAT SETUJU	34	21.2	21.2	100.0
Total		160	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	2	1.2	1.2	1.2
	TIDAK SETUJU	5	3.1	3.1	4.4
	NETRAL	53	33.1	33.1	37.5
	SETUJU	65	40.6	40.6	78.1
	SANGAT SETUJU	35	21.9	21.9	100.0
	Total	160	100.0	100.0	

Y.4

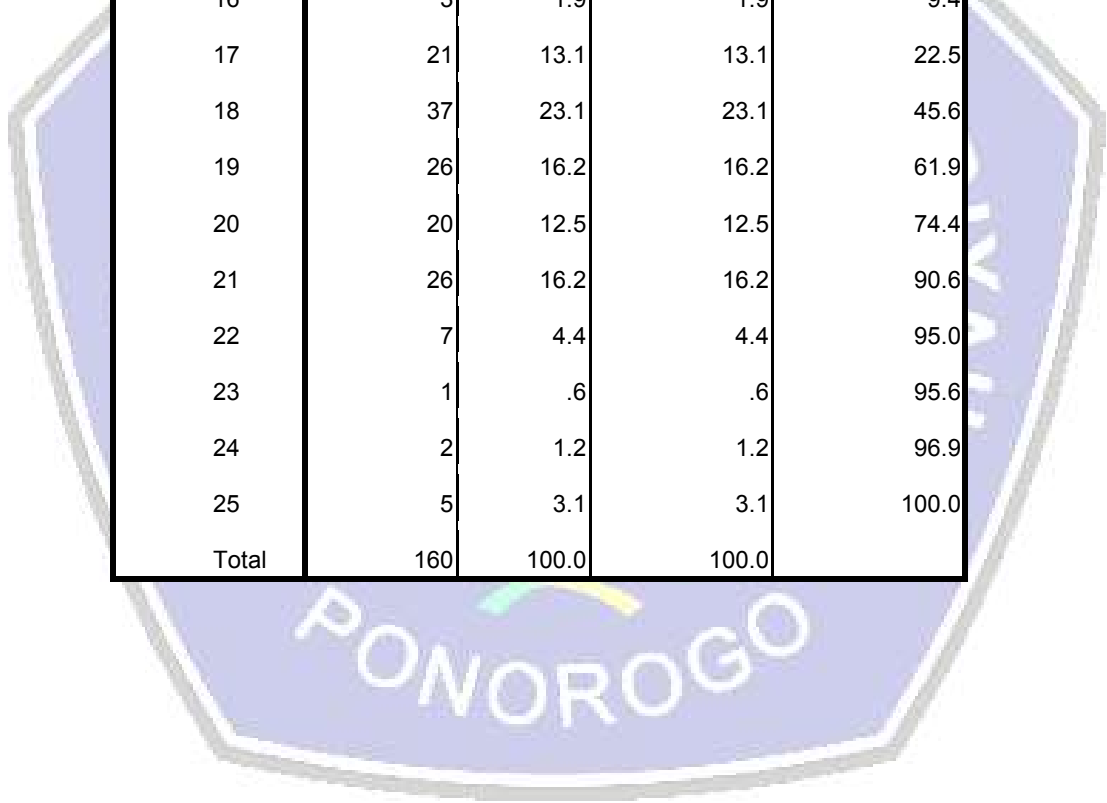
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	2	1.2	1.2	1.2
	TIDAK SETUJU	7	4.4	4.4	5.6
	NETRAL	48	30.0	30.0	35.6
	SETUJU	65	40.6	40.6	76.2
	SANGAT SETUJU	38	23.8	23.8	100.0
	Total	160	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	5	3.1	3.1	3.1
	TIDAK SETUJU	5	3.1	3.1	6.2
	NETRAL	41	25.6	25.6	31.9
	SETUJU	72	45.0	45.0	76.9
	SANGAT SETUJU	37	23.1	23.1	100.0
	Total	160	100.0	100.0	

TOTALLY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1	.6	.6	.6
	7	1	.6	.6	1.2
	9	1	.6	.6	1.9
	11	2	1.2	1.2	3.1
	12	1	.6	.6	3.8
	13	1	.6	.6	4.4
	14	1	.6	.6	5.0
	15	4	2.5	2.5	7.5
	16	3	1.9	1.9	9.4
	17	21	13.1	13.1	22.5
	18	37	23.1	23.1	45.6
	19	26	16.2	16.2	61.9
	20	20	12.5	12.5	74.4
	21	26	16.2	16.2	90.6
	22	7	4.4	4.4	95.0
	23	1	.6	.6	95.6
	24	2	1.2	1.2	96.9
	25	5	3.1	3.1	100.0
Total		160	100.0	100.0	



Lampiran

UjiValidasi

Correlations

		X1	TOTAL_X1
X1	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	160	160
TOTAL_X1	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	160	160

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

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL_X2
X2.1	Pearson Correlation	1	.123	.005	.172*	.038	.039	.442**
	Sig. (2-tailed)		.121	.948	.030	.633	.620	.000
	N	160	160	160	160	160	160	160
X2.2	Pearson Correlation	.123	1	-.148	.185*	.274**	.008	.531**
	Sig. (2-tailed)	.121		.061	.019	.000	.921	.000
	N	160	160	160	160	160	160	160
X2.3	Pearson Correlation	.005	-.148	1	-.049	-.066	.251**	.342**
	Sig. (2-tailed)	.948	.061		.541	.404	.001	.000
	N	160	160	160	160	160	160	160
X2.4	Pearson Correlation	.172*	.185*	-.049	1	.226**	-.025	.583**
	Sig. (2-tailed)	.030	.019	.541		.004	.756	.000
	N	160	160	160	160	160	160	160

X2.5	Pearson Correlation	.038	.274**	-.066	.226**	1	-.213**	.512**
	Sig. (2-tailed)	.633	.000	.404	.004		.007	.000
	N	160	160	160	160	160	160	160
X2.6	Pearson Correlation	.039	.008	.251**	-.025	-.213**	1	.342**
	Sig. (2-tailed)	.620	.921	.001	.756	.007		.000
	N	160	160	160	160	160	160	160
TO TA X2	Pearson Correlation	.442**	.531**	.342**	.583**	.512**	.342**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160	160

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

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

Correlations

		X3.1	X3.2	X3.3	TOTALX3
X3.1	Pearson Correlation	1	.051	.160*	.693**
	Sig. (2-tailed)		.520	.043	.000
	N	160	160	160	160
X3.2	Pearson Correlation	.051	1	-.096	.552**
	Sig. (2-tailed)	.520		.229	.000
	N	160	160	160	160
X3.3	Pearson Correlation	.160*	-.096	1	.551**
	Sig. (2-tailed)	.043	.229		.000
	N	160	160	160	160
TOTALX3	Pearson Correlation	.693**	.552**	.551**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	160	160	160	160

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

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

Correlations

		Y1	Y2	Y3	Y4	Y5	TOTAL_Y
Y1	Pearson Correlation	1	.063	.374**	.270**	.223**	.609**
	Sig. (2-tailed)		.428	.000	.001	.005	.000
	N	160	160	160	160	160	160
Y2	Pearson Correlation	.063	1	.021	.248**	.418**	.615**
	Sig. (2-tailed)	.428		.790	.002	.000	.000
	N	160	160	160	160	160	160
Y3	Pearson Correlation	.374**	.021	1	.185*	.280**	.579**
	Sig. (2-tailed)	.000	.790		.019	.000	.000
	N	160	160	160	160	160	160
Y4	Pearson Correlation	.270**	.248**	.185*	1	.110	.583**
	Sig. (2-tailed)	.001	.002	.019		.165	.000
	N	160	160	160	160	160	160
Y5	Pearson Correlation	.223**	.418**	.280**	.110	1	.673**
	Sig. (2-tailed)	.005	.000	.000	.165		.000
	N	160	160	160	160	160	160
TOTAL_Y	Pearson Correlation	.609**	.615**	.579**	.583**	.673**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160

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

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



**Lampiran
Uji Reabilitas**

Reliability Statistics

Cronbach's Alpha	N of Items
.694	4

Gender X1

Reliability Statistics

Cronbach's Alpha	N of Items
.751	1

Hedonic Shopping Value X2

Reliability Statistics

Cronbach's Alpha	N of Items
.485	6

Shoping Lifestyle X3

Reliability Statistics

Cronbach's Alpha	N of Items
.607	3

Impulse Buying Y

Reliability Statistics

Cronbach's Alpha	N of Items
.549	5

Lampiran

Uji Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.475	1.721		.857	.393
	<i>Gender</i>	.707	.369	.123	1.919	.057
	<i>Hedonic Shopping Value</i>	.561	.086	.482	6.509	.000
	<i>Shopping Lifestyle</i>	.301	.130	.170	2.311	.022

a. Dependent Variable: TOTAL_Y



Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 ^a	.401	.389	2.224

a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.475	1.721		.857	.393
	Gender	.707	.369	.123	1.919	.057
	Hedonic Shopping Value	.561	.086	.482	6.509	.000
	Shopping Lifestyle	.301	.130	.170	2.311	.022

a. Dependent Variable: TOTAL_Y

Uji F

Hasil Uji F (Simultan)

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	516.292	3	172.097	34.794	.000 ^a
	Residual	771.608	156	4.946		
	Total	1287.900	159			

a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

b. Dependent Variable: TOTAL_Y

