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LAMPIRAN

Lampiran Kuesioner Penelitian

Dengan hormat,

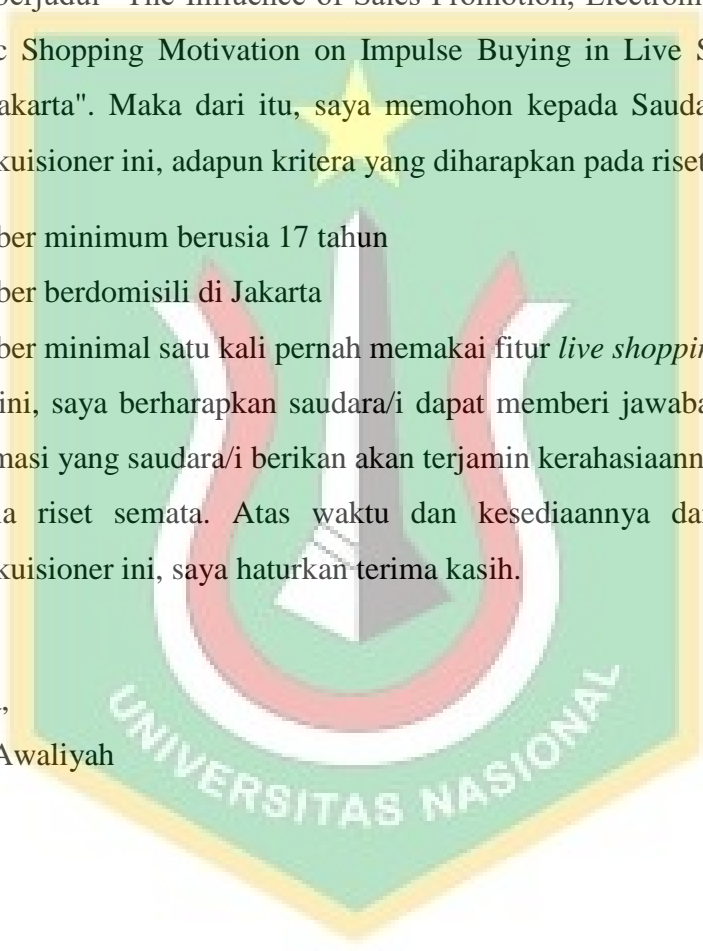
Nama saya Putri Nhira Awaliyah mahasiswi FEB (Fakultas Ekonomi dan Bisnis) program studi Manajemen Universitas Nasional. Dengan ini saya sedang menyusun tugas akhir berjudul "The Influence of Sales Promotion, Electronic Word of Mouth, and Hedonic Shopping Motivation on Impulse Buying in Live Shopping Features Lazada in Jakarta". Maka dari itu, saya memohon kepada Saudara guna berkenan mengisikan kuisisioner ini, adapun kriteria yang diharapkan pada riset ini adalah:

1. narasumber minimum berusia 17 tahun
2. narasumber berdomisili di Jakarta
3. narasumber minimal satu kali pernah memakai fitur *live shopping* Lazada

Dengan ini, saya berharap saudara/i dapat memberi jawaban sebaik-baiknya. Setiap informasi yang saudara/i berikan akan terjamin kerahasiaannya dan hanya akan dipakai guna riset semata. Atas waktu dan kesediaannya dari saudara/i guna mengisikan kuisisioner ini, saya haturkan terima kasih.

Hormat saya,

Putri Nhira Awaliyah



Bagian 1 : Identitas Responden

1. Nama Lengkap
2. Gender:
 - a. Laki-laki
 - b. Perempuan
3. Umur
 - a. 17 - 20
 - b. 21 - 30
 - c. 31 - 40
 - d. > 40
4. Domisili
 - a. Jakarta Utara
 - b. Jakarta Barat
 - c. Jakarta Pusat
 - d. Jakarta Selatan
 - e. Jakarta Timur
5. Pekerjaan
 - a. Pelajar / Mahasiswa
 - b. Pegawai Swasta
 - c. PNS / Pegawai BUMN
 - d. Wiraswasta
 - e. Lain-lain

Bagian 2 : Petunjuk Pengisian

Dimohonkan guna memberi pernyataan yang disesuaikan dengan kondisi anda dengan objektif dengan memilihkan suatu karakteristik bagi tiap pernyataan yang menurut Anda paling tepat. perolehan riset ini biasanya guna keperluan akademik saja. Identitas nantinya dirahasiakan serta biasanya diketahui oleh peneliti.

Pilihan jawaban yang tersedia adalah:

- 1 = Bila Anda merasa Sangat Tidak Setuju
- 2 = Bila Anda merasa Tidak Setuju
- 3 = Bila Anda merasa Netral
- 4 = Bila Anda merasa Setuju
- 5 = Bila Anda merasa Sangat Setuju

1. Sales Promotion (X1)

No	Pernyataan	STS	TS	N	S	SS
1	Saya merasa pesan promosi dari live shopping Lazada menarik perhatian saya.					
2	Saya melihat iklan live shopping Lazada di media sosial.					
3	Saya sering melihat promosi live shopping Lazada saat perayaan besar.					

2. Electronic Word of Mouth (X2)

No	Pernyataan	STS	TS	N	S	SS
1	Saya mencari informasi terkait produk yang akan saya beli pada fitur penilaian produk di Lazada.					
2	Saya senang memberikan rekomendasi kepada konsumen lain.					
3	Saya ingin beragam info dan berinteraksi dengan konsumen lain.					
4	Saya mencari saran dan rekomendasi dari konsumen lain.					

3. Hedonic Shopping Motivation (X3)

No	Pernyataan	STS	TS	N	S	SS
1	Saya berbelanja di live shopping Lazada karena menurut saya berbelanja dapat membangkitkan semangat					
2	Saya berbelanja di live shopping Lazada karena saya ingin beragam info pengalaman berbelanja pada orang-orang yang mempunyai peminatan yang sama.					
3	Saya berbelanja di live shopping Lazada karena saya ingin meredakan stress dan masalah yang sedang dihadapi.					
4	Saya berbelanja di live shopping Lazada dikarenakan mengikuti trend inovasi produk terbaru.					
5	Saya berbelanja di live shopping Lazada dikarenakan saya suka berbelanja bagi orang lain dibandingkan untuk saya sendiri.					
6	Saya berbelanja di live shopping Lazada dikarenakan menurut saya berbelanja ialah sebuah permainan (mencari diskon dan mencari harga murah).					

4. Impulse Buying (Y)

No	Pernyataan	STS	TS	N	S	SS
1	Ketika melihat live shopping di Lazada, saya cenderung spontan membeli suatu produk tanpa rencana sebelumnya.					
2	Ketika melihat suatu produk saat live shopping di Lazada yang menarik, saya biasanya membelikan meskipun produk itu belum meliputi dalam daftar barang yang akan saya beli.					
3	Saya cenderung langsung membeli sebuah barang saat live shopping di Lazada dikarenakan belum tentu pada hari berikutnya promosi masih tersedia.					
4	Saya merasa sulit guna pengendalian diri, ketika melihat tawaran barang menarik saat melihat live shopping di Lazada.					



LAMPIRAN 2
TABULASI JAWABAN RESPONDEN

A. Jawaban Koesioner Variabel *Sales Promotion* (X1)

NO. Respond	Sales Promotion (X1)			TotalX1
	X1.1	X1.2	X1.3	
1	3	2	3	8
2	3	3	3	9
3	5	5	5	15
4	4	4	3	11
5	3	4	4	11
6	5	5	5	15
7	4	4	4	12
8	4	3	2	9
9	4	3	5	12
10	3	3	3	9
11	4	4	4	12
12	3	3	3	9
13	3	4	4	11
14	2	4	4	10
15	2	3	4	9
16	2	5	4	11
17	3	4	4	11
18	5	5	4	14
19	4	4	4	12
20	4	4	4	12
21	4	4	4	12
22	4	4	4	12
23	3	3	3	9
24	3	4	4	11
25	3	5	5	13
26	3	3	3	9
27	4	5	5	14
28	3	4	4	11
29	4	5	3	12
30	4	4	4	12
31	4	4	4	12

32	4	4	3	11
33	4	4	4	12
34	4	4	4	12
35	5	4	5	14
36	3	3	3	9
37	5	5	4	14
38	2	4	3	9
39	5	5	5	15
40	3	3	3	9
41	3	3	3	9
42	5	5	5	15
43	5	4	4	13
44	4	4	5	13
45	4	4	3	11
46	5	5	5	15
47	5	5	5	15
48	3	4	5	12
49	4	4	4	12
50	4	4	4	12
51	3	3	3	9
52	3	3	3	9
53	4	4	4	12
54	4	4	4	12
55	2	3	2	7
56	3	5	3	11
57	4	4	4	12
58	4	4	4	12
59	4	4	3	11
60	3	4	4	11
61	4	4	4	12
62	3	4	4	11
63	4	4	4	12
64	4	4	5	13
65	4	4	4	12
66	4	4	4	12
67	5	4	4	13
68	4	4	4	12
69	4	5	4	13

70	4	4	4	12
71	4	4	4	12
72	4	4	4	12
73	4	4	4	12
74	4	4	5	13
75	4	4	4	12
76	4	4	4	12
77	4	4	4	12
78	5	5	5	15
79	4	4	4	12
80	4	4	4	12
81	3	5	4	12
82	5	4	5	14
83	4	4	4	12
84	3	4	4	11
85	4	4	4	12
86	4	4	5	13
87	4	4	5	13
88	3	4	4	11
89	4	3	4	11
90	4	4	5	13
91	4	4	4	12
92	4	4	4	12
93	4	4	4	12
94	4	4	4	12
95	4	4	4	12
96	4	3	2	9
97	5	4	3	12
98	4	4	4	12
99	4	3	4	11
100	4	3	2	9

B. Jawaban Koesioner Variabel *E-WoM* (X2)

NO. Respond	Electronic Word of Mouth (X2)				TotalX2
	X2.1	X2.2	X2.3	X2.4	
1	4	4	3	4	15
2	3	2	2	2	9
3	4	4	4	4	16
4	3	3	3	4	13
5	3	4	3	3	13
6	4	4	4	4	16
7	4	4	3	4	15
8	4	4	4	2	14
9	4	4	4	5	17
10	3	4	3	3	13
11	4	4	3	4	15
12	3	3	4	3	13
13	3	4	4	3	14
14	4	4	3	4	15
15	4	4	4	3	15
16	2	3	2	2	9
17	3	4	4	3	14
18	4	4	5	4	17
19	4	4	4	4	16
20	4	4	3	4	15
21	4	4	4	4	16
22	3	4	4	3	14
23	3	3	3	4	13
24	3	4	3	4	14
25	3	4	4	3	14
26	4	3	4	4	15
27	4	4	4	4	16
28	2	3	3	3	11
29	3	4	4	3	14
30	4	4	4	4	16
31	4	3	4	4	15
32	4	5	4	4	17
33	2	2	2	2	8
34	3	4	4	3	14

35	4	4	4	4	16
36	3	3	4	3	13
37	4	4	3	3	14
38	4	3	4	5	16
39	4	5	4	5	18
40	2	3	3	2	10
41	3	2	3	2	10
42	5	5	5	5	20
43	4	4	3	4	15
44	3	4	4	4	15
45	4	3	4	4	15
46	4	4	3	3	14
47	4	3	3	3	13
48	5	4	4	4	17
49	3	3	3	3	12
50	3	2	3	3	11
51	3	3	2	2	10
52	3	4	3	3	13
53	4	4	4	3	15
54	4	3	4	4	15
55	2	2	3	2	9
56	5	4	4	4	17
57	2	3	3	3	11
58	4	4	4	3	15
59	3	3	2	2	10
60	4	3	3	3	13
61	3	4	4	3	14
62	3	4	4	3	14
63	4	3	4	3	14
64	3	3	2	2	10
65	3	3	3	4	13
66	4	4	4	4	16
67	4	4	4	5	17
68	3	3	2	3	11
69	3	4	3	3	13
70	4	4	3	3	14
71	4	4	4	4	16
72	4	5	4	4	17

73	5	4	4	4	17
74	4	3	3	4	14
75	3	4	4	4	15
76	4	4	3	4	15
77	4	4	3	3	14
78	5	5	4	5	19
79	3	4	4	4	15
80	4	3	4	4	15
81	3	4	4	3	14
82	4	4	5	4	17
83	5	4	4	5	18
84	4	4	4	3	15
85	4	4	4	5	17
86	4	4	3	3	14
87	3	4	4	3	14
88	4	4	3	4	15
89	4	5	5	4	18
90	4	4	3	4	15
91	4	4	4	3	15
92	3	4	4	4	15
93	4	4	4	4	16
94	3	3	2	2	10
95	2	3	2	3	10
96	4	4	3	3	14
97	4	4	3	4	15
98	3	3	2	2	10
99	4	4	3	4	15
100	3	4	4	3	14

C. Jawaban Koesioner Variabel *Hedonic Shopping Motivation* (X3)

NO. Respond	Hedonic Shopping Motivation (X3)						TotalX3
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	
1	4	4	5	4	4	4	25
2	3	4	4	3	4	4	22
3	4	5	4	4	5	5	27
4	4	4	4	4	5	4	25
5	4	4	3	4	4	3	22
6	4	4	4	4	4	4	24
7	4	4	4	3	4	4	23
8	4	4	4	4	4	4	24
9	3	4	3	3	4	4	21
10	4	5	5	4	4	5	27
11	3	4	4	4	4	4	23
12	4	4	4	4	3	3	22
13	4	4	3	3	4	3	21
14	4	3	4	4	4	4	23
15	3	4	4	4	4	3	22
16	4	4	4	3	4	4	23
17	4	5	5	5	4	4	27
18	4	4	4	4	4	4	24
19	4	3	4	4	3	4	22
20	4	4	4	4	4	3	23
21	4	4	4	3	3	4	22
22	3	4	4	4	5	4	24
23	3	2	3	3	3	2	16
24	4	4	4	4	4	4	24
25	5	4	4	4	5	4	26
26	4	4	3	3	4	4	22
27	4	4	3	4	4	5	24
28	5	4	4	4	4	4	25
29	4	3	4	3	4	4	22
30	4	5	4	4	5	5	27
31	4	4	4	5	5	4	26
32	4	4	3	4	4	3	22
33	3	3	4	3	4	4	21
34	4	5	4	4	4	4	25

35	4	4	4	4	5	4	25
36	4	4	3	4	3	3	21
37	3	5	4	4	4	4	24
38	4	5	5	4	5	5	28
39	4	4	4	4	4	4	24
40	3	4	4	4	4	3	22
41	4	4	3	4	3	4	22
42	5	4	5	4	4	4	26
43	4	4	4	3	3	3	21
44	4	4	4	5	4	4	25
45	3	4	4	4	3	4	22
46	5	4	4	4	5	4	26
47	4	5	5	4	4	4	26
48	4	4	4	3	4	3	22
49	4	4	4	4	4	4	24
50	4	4	4	4	3	4	23
51	4	5	5	5	4	4	27
52	4	5	4	4	5	5	27
53	4	5	3	4	4	4	24
54	5	4	4	4	4	4	25
55	3	4	4	3	4	3	21
56	4	5	5	4	4	4	26
57	3	4	3	4	4	4	22
58	4	4	4	4	4	4	24
59	3	4	4	4	4	4	23
60	4	4	4	4	4	4	24
61	4	4	4	4	4	5	25
62	4	5	5	4	4	4	26
63	4	4	4	3	4	3	22
64	4	5	4	4	3	4	24
65	2	2	2	3	2	3	14
66	5	5	4	4	4	4	26
67	4	4	4	4	4	4	24
68	4	5	4	4	3	4	24
69	4	4	5	4	4	4	25
70	4	4	4	3	4	4	23
71	3	4	4	4	4	3	22
72	4	4	4	4	3	3	22

73	4	4	3	4	4	3	22
74	4	3	4	4	4	4	23
75	4	4	4	5	4	4	25
76	4	5	5	4	4	4	26
77	4	4	4	4	4	4	24
78	5	4	4	4	5	5	27
79	3	4	4	4	4	4	23
80	4	4	4	4	4	4	24
81	4	4	4	3	4	4	23
82	5	5	4	4	5	4	27
83	4	4	5	4	4	3	24
84	3	4	4	4	5	4	24
85	4	4	4	4	5	3	24
86	4	5	4	3	4	4	24
87	4	4	3	4	4	5	24
88	4	5	5	4	4	4	26
89	4	4	4	3	3	4	22
90	4	4	5	4	5	4	26
91	4	4	4	4	4	4	24
92	3	4	4	3	4	4	22
93	4	5	4	4	5	5	27
94	4	4	3	4	3	3	21
95	4	4	4	4	4	3	23
96	4	4	4	3	4	3	22
97	5	5	5	4	4	4	27
98	4	3	4	4	4	4	23
99	4	5	4	4	5	4	26
100	4	4	4	4	4	4	24

D. Jawaban Koesioner Variabel *Impulse Buying* (Y)

NO. Respond	Impulse Buying (Y)				TotalY
	Y.1	Y.2	Y.3	Y.4	
1	4	4	4	3	15
2	4	3	4	3	14
3	4	4	5	5	18
4	5	4	4	4	17
5	4	3	4	3	14
6	4	4	4	5	17
7	4	4	4	4	16
8	4	5	5	4	18
9	4	4	3	4	15
10	4	5	4	4	17
11	3	4	4	4	15
12	4	3	3	3	13
13	4	3	4	4	15
14	4	3	4	4	15
15	4	4	3	3	14
16	4	4	4	3	15
17	5	4	4	4	17
18	4	5	5	5	19
19	4	3	3	4	14
20	4	4	4	3	15
21	4	4	4	3	15
22	4	4	3	4	15
23	2	3	3	3	11
24	4	4	4	4	16
25	5	5	5	4	19
26	4	3	3	4	14
27	4	4	4	5	17
28	5	4	4	4	17
29	3	3	4	4	14
30	4	3	3	4	14
31	4	4	4	4	16
32	4	4	4	3	15
33	3	4	4	3	14
34	4	5	4	5	18

35	5	4	5	4	18
36	4	3	3	3	13
37	3	4	4	4	15
38	4	4	5	4	17
39	4	4	4	4	16
40	4	3	3	3	13
41	3	3	3	4	13
42	4	4	5	5	18
43	3	4	4	4	15
44	4	5	5	4	18
45	3	3	3	3	12
46	4	4	4	4	16
47	5	4	5	4	18
48	5	4	5	5	19
49	3	4	4	4	15
50	4	4	3	3	14
51	4	3	4	3	14
52	5	4	4	4	17
53	4	3	4	4	15
54	4	4	3	4	15
55	4	3	3	4	14
56	4	4	5	5	18
57	4	4	4	3	15
58	4	4	3	3	14
59	5	4	4	4	17
60	4	4	4	5	17
61	4	3	4	4	15
62	5	4	4	4	17
63	4	4	3	3	14
64	3	4	3	4	14
65	2	3	3	3	11
66	4	4	5	5	18
67	4	4	5	4	17
68	4	3	4	4	15
69	4	5	4	4	17
70	4	3	4	4	15
71	4	4	4	4	16
72	3	4	3	4	14

73	4	3	4	4	15
74	4	3	4	3	14
75	5	4	4	4	17
76	4	4	4	4	16
77	4	4	4	4	16
78	4	5	5	5	19
79	3	4	4	4	15
80	4	4	4	4	16
81	4	3	3	3	13
82	4	5	4	4	17
83	4	5	4	4	17
84	4	4	5	4	17
85	4	4	3	4	15
86	5	5	4	5	19
87	4	4	4	5	17
88	4	5	4	4	17
89	4	4	3	4	15
90	4	4	4	5	17
91	5	4	4	4	17
92	4	5	4	4	17
93	4	4	4	4	16
94	3	3	2	3	11
95	3	3	4	4	14
96	4	4	3	3	14
97	4	4	3	4	15
98	5	4	4	4	17
99	4	4	4	4	16
100	4	4	4	3	15

LAMPIRAN 3

HASIL OUTPUT PENGUJIAN PENELITIAN

A. Uji Validitas

1. Sales Promotion (X1)

		Correlations			
		X1.1	X1.2	X1.3	Sales Promotion
X1.1	Pearson Correlation	1	,425**	,417**	,778**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X1.2	Pearson Correlation	,425**	1	,571**	,804**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X1.3	Pearson Correlation	,417**	,571**	1	,830**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Sales Promotion	Pearson Correlation	,778**	,804**	,830**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

2. E-WoM (X2)

		Correlations			
		X2.1	X2.2	X2.3	X2.4
X2.1	Pearson Correlation	1	,527**	,465**	,632**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X2.2	Pearson Correlation	,527**	1	,546**	,520**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X2.3	Pearson Correlation	,465**	,546**	1	,545**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
X2.4	Pearson Correlation	,632**	,520**	,545**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100
Electronic Word of Mouth	Pearson Correlation	,810**	,786**	,790**	,848**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100

Correlations

		Electronic Word of Mouth
X2.1	Pearson Correlation	,810**
	Sig. (2-tailed)	,000
	N	100
X2.2	Pearson Correlation	,786**
	Sig. (2-tailed)	,000
	N	100
X2.3	Pearson Correlation	,790**
	Sig. (2-tailed)	,000
	N	100
X2.4	Pearson Correlation	,848**
	Sig. (2-tailed)	,000
	N	100
Electronic Word of Mouth	Pearson Correlation	1
	Sig. (2-tailed)	
	N	100

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

3. Hedonic Shopping Motivation (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4
X3.1	Pearson Correlation	1	,322**	,288**	,245*
	Sig. (2-tailed)		,001	,004	,014
	N	100	100	100	100
X3.2	Pearson Correlation	,322**	1	,443**	,316**
	Sig. (2-tailed)	,001		,000	,001
	N	100	100	100	100
X3.3	Pearson Correlation	,288**	,443**	1	,282**
	Sig. (2-tailed)	,004	,000		,004
	N	100	100	100	100
X3.4	Pearson Correlation	,245*	,316**	,282**	1
	Sig. (2-tailed)	,014	,001	,004	
	N	100	100	100	100
X3.5	Pearson Correlation	,254*	,338**	,295**	,250*
	Sig. (2-tailed)	,011	,001	,003	,012
	N	100	100	100	100
X3.6	Pearson Correlation	,248*	,399**	,268**	,248*
	Sig. (2-tailed)	,013	,000	,007	,013
	N	100	100	100	100
Hedonic Shopping Motivation	Pearson Correlation	,596**	,732**	,665**	,573**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	100	100	100	100

Correlations

		X3.5	X3.6	Hedonic Shopping Motivation
X3.1	Pearson Correlation	,254 [*]	,248 [*]	,596 ^{**}
	Sig. (2-tailed)	,011	,013	,000
	N	100	100	100
X3.2	Pearson Correlation	,338 ^{**}	,399 ^{**}	,732 ^{**}
	Sig. (2-tailed)	,001	,000	,000
	N	100	100	100
X3.3	Pearson Correlation	,295 ^{**}	,268 ^{**}	,665 ^{**}
	Sig. (2-tailed)	,003	,007	,000
	N	100	100	100
X3.4	Pearson Correlation	,250 [*]	,248 [*]	,573 ^{**}
	Sig. (2-tailed)	,012	,013	,000
	N	100	100	100
X3.5	Pearson Correlation	1	,414 ^{**}	,665 ^{**}
	Sig. (2-tailed)		,000	,000
	N	100	100	100
X3.6	Pearson Correlation	,414 ^{**}	1	,668 ^{**}
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Hedonic Shopping Motivation	Pearson Correlation	,665 ^{**}	,668 ^{**}	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

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

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

4. Impulse Buying (Y)

Correlations

		Y1	Y2	Y3	Y4	Impulse Buying
Y1	Pearson Correlation	1	,294 ^{**}	,354 ^{**}	,239 [*]	,640 ^{**}
	Sig. (2-tailed)		,003	,000	,017	,000
	N	100	100	100	100	100
Y2	Pearson Correlation	,294 ^{**}	1	,438 ^{**}	,388 ^{**}	,729 ^{**}
	Sig. (2-tailed)	,003		,000	,000	,000
	N	100	100	100	100	100
Y3	Pearson Correlation	,354 ^{**}	,438 ^{**}	1	,491 ^{**}	,797 ^{**}
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Y4	Pearson Correlation	,239 [*]	,388 ^{**}	,491 ^{**}	1	,732 ^{**}
	Sig. (2-tailed)	,017	,000	,000		,000
	N	100	100	100	100	100
Impulse Buying	Pearson Correlation	,640 ^{**}	,729 ^{**}	,797 ^{**}	,732 ^{**}	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

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

B. Uji Reliabilitas

1. Sales Promotion

Reliability Statistics	
Cronbach's Alpha	N of Items
,721	3

2. E-WoM

Reliability Statistics	
Cronbach's Alpha	N of Items
,799	5

3. Hedonic Shopping Motivation

Reliability Statistics	
Cronbach's Alpha	N of Items
,729	6

4. Impulse Buying

Reliability Statistics	
Cronbach's Alpha	N of Items
,701	4

C. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,26823060
Most Extreme Differences	Absolute	,059
	Positive	,059
	Negative	-,047
Test Statistic		,059
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

D. Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,438	1,540		,284	,777
	Sales Promotion	,221	,085	,206	2,603	,011
	Electronic Word of Mouth	,132	,060	,172	2,175	,032
	Hedonic Shopping Motivation	,452	,061	,552	7,370	,000

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Sales Promotion	,822	1,217
	Electronic Word of Mouth	,819	1,220
	Hedonic Shopping Motivation	,918	1,089

a. Dependent Variable: Impulse Buying

E. Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,438	1,540		,284	,777
	Sales Promotion	,221	,085	,206	2,603	,011
	Electronic Word of Mouth	,132	,060	,172	2,175	,032
	Hedonic Shopping Motivation	,452	,061	,552	7,370	,000

F. Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,711 ^a	,505	,490	1,288	1,936

- a. Predictors: (Constant), Hedonic Shopping Motivation, Sales Promotion, Electronic Word of Mouth
- b. Dependent Variable: Impulse Buying

G. Analisis Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	,438	1,540		,284	,777
	Sales Promotion	,221	,085	,206	2,603	,011
	Electronic Word of Mouth	,132	,060	,172	2,175	,032
	Hedonic Shopping Motivation	,452	,061	,552	7,370	,000

H. Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162,558	3	54,186	32,668	,000 ^b
	Residual	159,232	96	1,659		
	Total	321,790	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Hedonic Shopping Motivation, Sales Promotion, Electronic Word of Mouth

I. Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,711 ^a	,505	,490	1,288

a. Predictors: (Constant), Hedonic Shopping Motivation, Sales Promotion, Electronic Word of Mouth

b. Dependent Variable: Impulse Buying

J. Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	,438	1,540		,284	,777
	Sales Promotion	,221	,085	,206	2,603	,011
	Electronic Word of Mouth	,132	,060	,172	2,175	,032
	Hedonic Shopping Motivation	,452	,061	,552	7,370	,000

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Sales Promotion	,822	1,217
	Electronic Word of Mouth	,819	1,220
	Hedonic Shopping Motivation	,918	1,089

a. Dependent Variable: Impulse Buying



LAMPIRAN 4

Tabel t

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

Tabel R

Df (N-2)	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

Durbin Watson

n	k = 3		k = 4		k = 5	
	dL	dU	dL	dU	dL	dU
95	1.6015	1.7316	1.5795	1.7546	1.5572	1.7781
96	1.6039	1.7326	1.5821	1.7553	1.5600	1.7785
97	1.6063	1.7335	1.5847	1.7560	1.5628	1.7790
98	1.6086	1.7345	1.5872	1.7567	1.5656	1.7795
99	1.6108	1.7355	1.5897	1.7575	1.5683	1.7799
100	1.6131	1.7364	1.5922	1.7582	1.5710	1.7804

Tabel F

DF (n-k)	NUMERATOR (k-1)				
	1	2	3	4	5
90	3.9468757	3.0976980	2.7058381	2.4729270	2.3156892
91	3.9456942	3.0965527	2.7047034	2.4717915	2.3145472
92	3.9445389	3.0954328	2.7035940	2.4706812	2.3134306
93	3.9434088	3.0943374	2.7025090	2.4695953	2.3123385
94	3.9423033	3.0932659	2.7014476	2.4685330	2.3112702
95	3.9412215	3.0922174	2.7004091	2.4674936	2.3102248
96	3.9401627	3.0911913	2.6993926	2.4664763	2.3092018
97	3.9391261	3.0901867	2.6983975	2.4654805	2.3082002
98	3.9381111	3.0892030	2.6974232	2.4645054	2.3072195
99	3.9371169	3.0882396	2.6964690	2.4635504	2.3062591
100	3.9361430	3.0872959	2.6955343	2.4626149	2.3053182



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