

LAMPIRAN

Lampiran 1 : Kuesioner Penelitian

KUESIONER PENELITIAN

Berikut ini adalah kuesioner yang berkaitan tentang *impulse buying* (pembelian yang tidak direncanakan) yang terjadi pada konsumen yang berbelanja di Pand's Muslim *Department Store* Semarang. Oleh karena itu, disela – sela kesibukan Saudara/i, saya memohon dengan hormat kesediaannya untuk dapat mengisi kuesioner sebagai berikut ini. Atas kesediaan Saudara/i sekalian untuk mengisi kuesioner ini saya ucapkan banyak terima kasih.

KARAKTERISTIK RESPONDEN

1.	Nama :
2.	Agama :
3.	Usia : a. 18-25 tahun b. 26-32 tahun c. 33-39 tahun d. 40 tahun – ke atas
4.	Pekerjaan : a. Pelajar b. Swasta c. Wiraswasta d. PNS
5.	Penghasilan per bulan : a. Rp. 0 – Rp. 699.000 b. Rp. 700.000 – Rp. 1.499.000 c. Rp. 1.500.000 – Rp. 2.499.000 d. Lebih dari Rp. 2.500.000 ke atas
6.	Pendidikan terakhir : a. SMP b. SMA c. S1 d. Diploma e. S2

DAFTAR KUESIONER:

Mohon untuk memberikan tanda (√) pada setiap pertanyaan yang Anda pilih.

Keterangan :

SS = Sangat Setuju N = Netral STS = Sangat Tidak Setuju

S = Setuju TS = Tidak Setuju

No.	Pertanyaan	SS	S	N	TS	STS
<i>Islamic Store Atmosphere (suasana toko Islami)</i>						
1.	Pand's memiliki daya tarik Islami					
2.	Pand's memiliki nilai estetika (seni) Islami					
3.	Pand's menerapkan kegiatan – kegiatan Islami					
4.	Pand's menampilkan <i>dress code</i> (aturan berbusana) Islami					
<i>Sales Promotion (promosi penjualan)</i>						
1.	Pand's menawarkan barang gratis atau barang harga murah setelah membeli produk tertentu					
2.	Pand's memberikan bonus tambahan produk ketika membeli barang tertentu					
3.	Pand's memberikan kupon berbelanja pada waktu tertentu					
<i>Price Discount (potongan harga)</i>						
1.	Pand's menawarkan diskon yang diberikan ketika membeli produk dengan jumlah yang banyak					
2.	Pand's menawarkan potongan harga yang akan diberikan ketika menyerahkan barang lama saat membeli barang baru					
3.	Pand's memberikan diskon ketika membeli produk diluar musim tertentu					
<i>Shopping Emotion (emosi berbelanja)</i>						
1.	Saya merasa senang ketika berbelanja di Pand's					
2.	Saya merasa tertarik berbelanja di Pand's					
3.	Saya merasa nyaman ketika berbelanja di					

	Pand's					
	<i>Impulse Buying</i>(pembelian tidak direncana)					
1.	Saya membeli barang tanpa merencanakan sebelumnya ketika berbelanja di Pand's					
2.	Saya membeli barang tanpa memikirkan akibatnya setelah melakukan pembelian					
3.	Saya membeli barang ketika ada penawaran yang menarik perhatian saya					
4.	Saya membeli barang karena ada dorongan emosional untuk membeli barang tersebut					

Lampiran 2 : Tabulasi Data

Tabulasi Data Variabel *Islamic Store Atmosphere*

No	Islamic Store Atmosphere				Total
1	5	4	5	5	19
2	4	4	4	4	16
3	4	4	4	5	17
4	5	5	5	5	20
5	4	4	5	4	17
6	5	5	4	5	19
7	3	4	4	3	14
8	4	3	4	4	15
9	4	4	4	4	16
10	4	3	5	3	15
11	4	3	4	5	16
12	3	3	3	4	13
13	3	4	4	4	15
14	4	3	3	3	13
15	5	4	5	4	18
16	4	4	4	3	15
17	4	4	5	5	18
18	4	4	3	4	15
19	4	5	5	5	19
20	4	4	4	4	16
21	3	4	4	3	14
22	4	4	5	5	18
23	4	3	4	4	15
24	3	3	3	4	13
25	4	4	3	3	14
26	4	3	5	4	16
27	5	4	4	4	17
28	5	4	5	4	18
29	5	4	5	5	19
30	5	5	5	5	20
31	3	3	3	4	13
32	4	4	4	3	15
33	3	3	3	4	13
34	4	3	3	4	14
35	3	4	4	5	16

No	Islamic Store Atmosphere				Total
36	4	3	3	4	14
37	4	3	4	4	15
38	4	4	5	4	17
39	4	3	4	3	14
40	3	3	3	3	12
41	3	3	2	3	11
42	3	2	2	3	10
43	4	4	4	4	16
44	4	3	3	4	14
45	3	4	3	3	13
46	4	4	4	4	16
47	4	5	5	4	18
48	4	3	4	3	14
49	4	4	5	3	16
50	4	4	4	5	17
51	4	4	5	3	16
52	3	3	4	4	14
53	4	3	5	4	16
54	4	4	4	5	17
55	4	3	4	3	14
56	3	4	4	5	16
57	4	3	4	3	14
58	5	5	4	5	19
59	4	4	5	4	17
60	4	4	4	4	16
61	4	3	3	3	13
62	5	5	5	3	18
63	4	4	4	4	16
64	4	5	5	5	19
65	5	5	4	3	17
66	4	3	3	3	13
67	5	4	4	5	18
68	4	4	5	4	17
69	4	3	4	4	15
70	4	4	4	4	16

No	Islamic Store Atmosphere				Total
71	5	4	5	5	19
72	4	3	3	4	14
73	3	3	3	4	13
74	5	4	4	4	17
75	4	3	4	3	14
76	3	3	3	4	13
77	3	3	3	3	12
78	5	5	5	4	19
79	5	5	5	5	20
80	4	3	5	5	17
81	5	4	5	5	19
82	4	4	3	4	15
83	4	3	4	3	14
84	4	5	5	4	18
85	4	4	4	3	15
86	3	3	3	3	12
87	5	4	4	4	17
88	4	3	4	4	15
89	4	4	4	4	16
90	4	3	4	3	14
91	3	4	3	3	13
92	3	3	2	3	11
93	3	2	2	2	9
94	3	4	4	4	15
95	4	4	5	5	18
96	4	4	3	3	14
97	3	3	3	4	13
98	5	4	4	4	17
99	3	3	4	4	14
100	5	5	5	5	20

Tabulasi Data Variabel *Sales Promotion*

No	Sales Promotion			Total
1	5	5	4	14
2	4	3	4	11
3	4	4	4	12
4	5	5	4	14
5	4	4	3	11
6	4	5	4	13
7	3	4	3	10
8	4	3	5	12
9	3	4	4	11
10	4	4	4	12
11	4	3	3	10
12	4	4	3	11
13	4	5	4	13
14	3	4	3	10
15	3	3	3	9
16	4	4	3	11
17	3	3	4	10
18	4	4	4	12
19	3	5	5	13
20	3	3	4	10
21	3	3	3	9
22	4	3	4	11
23	4	3	3	10
24	3	2	3	8
25	4	4	4	12
26	4	4	5	13
27	4	5	5	14
28	3	4	4	11
29	4	3	5	12
30	4	5	4	13
31	3	4	4	11
32	4	4	4	12
33	3	3	4	10
34	4	4	5	13
35	4	5	5	14

No	Sales Promotion			Total
36	4	3	4	11
37	5	5	4	14
38	5	5	5	15
39	4	4	3	11
40	3	4	3	10
41	3	3	3	9
42	2	3	2	7
43	4	3	3	10
44	2	2	4	8
45	4	4	3	11
46	5	4	4	13
47	5	5	5	15
48	4	5	4	13
49	5	4	5	14
50	5	5	5	15
51	5	4	4	13
52	3	3	4	10
53	4	5	5	14
54	5	5	5	15
55	3	3	3	9
56	4	4	3	11
57	4	3	3	10
58	4	4	5	13
59	3	4	4	11
60	3	3	4	10
61	3	3	3	9
62	5	4	4	13
63	4	5	5	14
64	3	3	3	9
65	4	4	4	12
66	3	4	4	11
67	5	5	5	15
68	4	4	4	12
69	3	3	3	9
70	4	4	5	13

No	Sales Promotion			Total
71	5	5	5	15
72	5	4	4	13
73	4	4	4	12
74	4	5	5	14
75	4	4	3	11
76	3	3	4	10
77	3	3	3	9
78	5	5	4	14
79	5	5	5	15
80	4	4	4	12
81	4	4	5	13
82	4	3	4	11
83	4	3	3	10
84	4	4	4	12
85	4	3	3	10
86	3	2	3	8
87	4	5	4	13
88	3	4	4	11
89	4	5	5	14
90	5	4	3	12
91	4	4	3	11
92	3	3	4	10
93	3	3	3	9
94	4	4	4	12
95	5	5	5	15
96	4	4	4	12
97	4	3	4	11
98	5	5	4	14
99	3	3	3	9
100	5	5	5	15

Tabulasi Data Variabel *Price Discount*

No	Price Discount			Total
1	5	5	5	15
2	4	4	3	11
3	4	4	4	12
4	5	4	5	14
5	5	4	4	13
6	4	5	4	13
7	3	3	3	9
8	3	4	4	11
9	4	4	4	12
10	3	3	3	9
11	4	4	5	13
12	3	4	4	11
13	3	3	3	9
14	4	4	4	12
15	4	4	3	11
16	3	4	4	11
17	4	4	5	13
18	4	4	4	12
19	5	5	5	15
20	4	3	4	11
21	3	3	3	9
22	4	5	4	13
23	4	4	4	12
24	4	3	4	11
25	4	5	4	13
26	4	5	5	14
27	5	5	5	15
28	3	3	4	10
29	4	4	4	12
30	5	4	4	13
31	4	3	4	11
32	5	4	4	13
33	4	3	4	11
34	4	4	4	12
35	5	5	5	15

No	Price Discount			Total
36	3	4	4	11
37	4	5	4	13
38	5	4	5	14
39	4	4	4	12
40	3	3	3	9
41	3	3	2	8
42	2	2	3	7
43	4	4	4	12
44	4	3	4	11
45	5	3	4	12
46	5	4	5	14
47	5	5	5	15
48	4	3	4	11
49	3	5	4	12
50	4	3	4	11
51	3	4	3	10
52	3	3	3	9
53	5	4	4	13
54	4	5	5	14
55	3	2	3	8
56	3	3	4	10
57	4	4	4	12
58	5	4	5	14
59	4	5	3	12
60	4	3	4	11
61	3	3	3	9
62	5	4	5	14
63	4	4	4	12
64	5	5	4	14
65	3	4	4	11
66	3	3	3	9
67	5	4	5	14
68	4	4	4	12
69	3	3	4	10
70	4	5	5	14

No	Price Discount			Total
71	5	5	5	15
72	4	4	4	12
73	4	3	4	11
74	5	4	5	14
75	4	4	4	12
76	3	3	4	10
77	3	3	3	9
78	5	4	4	13
79	5	5	5	15
80	4	4	3	11
81	4	5	5	14
82	3	3	4	10
83	3	3	3	9
84	4	4	5	13
85	4	3	3	10
86	3	3	3	9
87	4	5	5	14
88	3	4	4	11
89	4	4	4	12
90	4	3	4	11
91	3	3	4	10
92	3	3	3	9
93	3	2	3	8
94	5	4	5	14
95	5	5	5	15
96	5	4	4	13
97	3	4	4	11
98	5	4	5	14
99	4	4	4	12
100	5	5	5	15

Tabulasi Data Variabel *Shopping Emotion*

No	Shopping Emotion			Total
1	5	4	5	14
2	4	3	4	11
3	4	4	5	13
4	5	5	4	14
5	4	4	3	11
6	5	4	4	13
7	4	3	3	10
8	4	4	3	11
9	4	4	5	13
10	4	3	3	10
11	4	4	4	12
12	3	3	3	9
13	4	4	5	13
14	3	3	4	10
15	4	5	5	14
16	3	3	3	9
17	5	4	4	13
18	3	4	4	11
19	5	4	4	13
20	3	3	3	9
21	2	2	2	6
22	4	4	4	12
23	4	4	3	11
24	3	3	4	10
25	4	5	4	13
26	4	5	5	14
27	5	4	4	13
28	4	3	3	10
29	4	4	3	11
30	3	3	3	9
31	4	5	4	13
32	4	3	3	10
33	4	4	4	12
34	4	4	5	13
35	5	5	5	15

No	Shopping Emotion			Total
36	4	4	4	12
37	4	5	4	13
38	5	4	5	14
39	4	4	4	12
40	4	3	3	10
41	3	3	3	9
42	3	2	3	8
43	3	4	4	11
44	4	3	3	10
45	3	3	3	9
46	5	4	4	13
47	5	5	5	15
48	4	4	5	13
49	3	4	4	11
50	5	5	4	14
51	4	4	5	13
52	4	3	4	11
53	5	5	3	13
54	4	5	5	14
55	3	3	3	9
56	4	5	4	13
57	5	4	5	14
58	5	5	5	15
59	5	4	4	13
60	4	3	5	12
61	3	3	3	9
62	5	4	4	13
63	4	4	3	11
64	5	4	5	14
65	4	4	4	12
66	3	4	4	11
67	4	5	4	13
68	5	4	3	12
69	4	3	4	11
70	4	4	4	12

No	Shopping Emotion			Total
71	5	5	5	15
72	4	3	3	10
73	3	4	4	11
74	5	5	4	14
75	4	4	3	11
76	3	4	3	10
77	3	3	3	9
78	4	4	4	12
79	5	5	4	14
80	3	3	4	10
81	5	5	3	13
82	4	4	3	11
83	3	3	3	9
84	4	4	4	12
85	3	4	3	10
86	3	3	3	9
87	5	5	4	14
88	4	4	4	12
89	4	4	5	13
90	3	3	4	10
91	3	3	3	9
92	2	3	3	8
93	2	2	3	7
94	3	4	5	12
95	5	5	5	15
96	4	4	3	11
97	3	3	4	10
98	5	5	4	14
99	3	3	4	10
100	5	5	5	15
66	3	4	4	11
67	4	5	4	13
68	5	4	3	12
69	4	3	4	11
70	4	4	4	12

Tabulasi Data Variabel *Impulse Buying*

No	Impulse Buying				Total
1	4	5	4	5	18
2	3	4	3	4	14
3	4	4	4	3	15
4	4	5	4	4	17
5	4	4	3	4	15
6	5	4	4	5	18
7	3	3	4	3	13
8	4	4	3	3	14
9	4	4	4	5	17
10	4	4	4	4	16
11	5	4	4	5	18
12	4	3	3	4	14
13	5	4	3	4	16
14	4	3	4	3	14
15	4	5	4	5	18
16	4	4	3	4	15
17	4	4	5	4	17
18	5	4	3	4	16
19	4	5	5	5	19
20	4	4	3	4	15
21	3	3	3	2	11
22	5	5	4	5	19
23	4	4	3	4	15
24	4	4	3	3	14
25	4	3	5	5	17
26	5	5	4	4	18
27	5	5	5	5	20
28	4	4	3	4	15
29	4	4	4	4	16
30	4	4	4	5	17
31	4	4	3	4	15
32	4	4	3	4	15
33	3	3	3	4	13
34	4	4	4	5	17
35	5	4	5	4	18

No	Impulse Buying				Total
36	4	4	4	4	16
37	5	4	5	5	19
38	5	5	5	5	20
39	5	5	4	5	19
40	4	4	4	5	17
41	4	3	4	4	15
42	3	3	3	2	11
43	4	5	3	3	15
44	3	4	3	3	13
45	4	4	4	4	16
46	4	5	4	4	17
47	5	4	4	5	18
48	4	4	4	4	16
49	4	5	5	4	18
50	5	5	4	5	19
51	4	4	4	5	17
52	4	3	4	3	14
53	5	4	4	3	16
54	3	5	5	5	18
55	4	4	3	3	14
56	5	3	5	4	17
57	4	4	3	4	15
58	4	5	5	5	19
59	5	4	4	4	17
60	4	3	4	3	14
61	3	4	3	3	13
62	4	4	4	5	17
63	4	3	3	4	14
64	5	4	5	5	19
65	4	3	4	4	15
66	4	3	4	3	14
67	5	4	4	5	18
68	3	4	4	4	15
69	3	4	3	4	14
70	5	4	5	5	19

No	Impulse Buying				Total
71	5	5	5	5	20
72	5	4	5	4	18
73	4	4	3	5	16
74	5	4	5	5	19
75	4	3	4	4	15
76	3	4	3	3	13
77	3	3	3	3	12
78	4	4	4	4	16
79	5	4	4	5	18
80	3	4	4	5	16
81	4	5	5	5	19
82	5	3	3	3	14
83	4	3	3	3	13
84	4	5	5	5	19
85	3	4	4	4	15
86	3	2	3	2	10
87	5	5	3	3	16
88	4	3	3	5	15
89	4	4	4	4	16
90	4	3	4	3	14
91	3	3	3	3	12
92	3	3	2	3	11
93	3	2	2	3	10
94	5	3	3	4	15
95	4	4	5	5	18
96	5	4	4	4	17
97	4	4	4	4	16
98	5	4	5	5	19
99	3	3	2	3	11
100	5	5	5	5	20

Lampiran 3 : Hasil Pengolahan Data

Hasil Uji Validitas

Islamic Store Atmosphere

		Correlations				Islamic Store Atmosphere
		x1.1	x1.2	x1.3	x1.4	
x1.1	Pearson Correlation	1	.549**	.585**	.376**	.777**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x1.2	Pearson Correlation	.549**	1	.587**	.439**	.807**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x1.3	Pearson Correlation	.585**	.587**	1	.483**	.851**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x1.4	Pearson Correlation	.376**	.439**	.483**	1	.731**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Islamic Store Atmosphere	Pearson Correlation	.777**	.807**	.851**	.731**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Sales Promotion

		Correlations			
		x2.1	x2.2	x2.3	Sales Promotion
x2.1	Pearson Correlation	1	.630**	.461**	.827**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.630**	1	.563**	.882**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.461**	.563**	1	.802**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Sales Promotion	Pearson Correlation	.827**	.882**	.802**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Price Discount

		Correlations			
		x3.1	x3.2	x3.3	Price Discount
x3.1	Pearson Correlation	1	.562**	.675**	.865**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x3.2	Pearson Correlation	.562**	1	.617**	.847**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x3.3	Pearson Correlation	.675**	.617**	1	.877**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Price Discount	Pearson Correlation	.865**	.847**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Shopping Emotion**Correlations**

		y1.1	y1.2	y1.3	Shopping Emotion
y1.1	Pearson Correlation	1	.680**	.454**	.853**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.680**	1	.528**	.879**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.454**	.528**	1	.782**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Shopping Emotion	Pearson Correlation	.853**	.879**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Impulse Buying

		Correlations				
		y2.1	y2.2	y2.3	y2.4	Impulse Buying
y2.1	Pearson Correlation	1	.362**	.457**	.461**	.713**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y2.2	Pearson Correlation	.362**	1	.450**	.543**	.748**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y2.3	Pearson Correlation	.457**	.450**	1	.591**	.810**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y2.4	Pearson Correlation	.461**	.543**	.591**	1	.846**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Impulse Buying	Pearson Correlation	.713**	.748**	.810**	.846**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Hasil Uji Reliabilitas***Islamic Store Atmosphere*****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.800	4

Sales Promotion**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.787	3

Price Discount**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.827	3

Shopping Emotion**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.789	3

Impulse Buying**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.787	4

Hasil Uji Multikolinearitas

Islamic Store Atmosphere, Sales Promotion, Price Discount terhadap Shopping Emotion

Model		Collinearity Statistics	
		Tolerance	VIF
1	Islamic Store Atmosphere	.446	2.244
	Sales Promotion	.475	2.106
	Price Discount	.364	2.747

a. Dependent Variable: Shopping Emotion

Islamic Store Atmosphere, Sales Promotion, Price Discount, Shopping Emotion terhadap Impulse Buying

Model		Collinearity Statistics	
		Tolerance	VIF
1	Islamic Store Atmosphere	.424	2.359
	Sales Promotion	.439	2.278
	Price Discount	.317	3.153
	Shopping Emotion	.391	2.558

a. Dependent Variable: Impulse Buying

Hasil Uji Heteroskedastisitas

Islamic Store Atmosphere, Sales Promotion, Price Discount terhadap Shopping Emotion

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.005	.561		1.791	.076
	Islamic Store Atmosphere	.066	.050	.199	1.323	.189
	Sales Promotion	.009	.058	.024	.161	.872
	Price Discount	-.100	.066	-.253	-1.515	.133

a. Dependent Variable: Residual1

Islamic Store Atmosphere, Sales Promotion, Price Discount, Shopping Emotion terhadap Impulse Buying

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.391	.563		2.470	.015
	Islamic Store Atmosphere	-.067	.051	-.202	-1.303	.196
	Sales Promotion	-.004	.060	-.009	-.060	.952
	Price Discount	.109	.071	.275	1.535	.128
	Shopping Emotion	-.045	.063	-.115	-.712	.478

a. Dependent Variable: Residual2

Hasil Uji Normalitas

Islamic Store Atmosphere, Sales Promotion, Price Discount terhadap Shopping Emotion

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.24269356
Most Extreme Differences	Absolute	.041
	Positive	.041
	Negative	-.040
Kolmogorov-Smirnov Z		.406
Asymp. Sig. (2-tailed)		.997

a. Test distribution is Normal.

b. Calculated from data.

Islamic Store Atmosphere, Sales Promotion, Price Discount, Shopping Emotion terhadap Impulse Buying

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.32649148
Most Extreme Differences	Absolute	.056
	Positive	.056
	Negative	-.036
Kolmogorov-Smirnov Z		.556
Asymp. Sig. (2-tailed)		.917

a. Test distribution is Normal.

b. Calculated from data.

Hasil Uji Regresi Linier Berganda

Islamic Store Atmosphere, Sales Promotion, Price Discount terhadap Shopping Emotion

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Price Discount, Sales Promotion, Islamic Store Atmosphere ^b		Enter

a. Dependent Variable: Shopping Emotion

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.609	.597	1.26196

a. Predictors: (Constant), Price Discount, Sales Promotion, Islamic Store Atmosphere

b. Dependent Variable: Shopping Emotion

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238.156	3	79.385	49.848	.000 ^b
	Residual	152.884	96	1.593		
	Total	391.040	99			

a. Dependent Variable: Shopping Emotion

b. Predictors: (Constant), Price Discount, Sales Promotion, Islamic Store Atmosphere

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.020	.904		1.129	.262
	Islamic Store Atmosphere	.180	.081	.213	2.225	.028
	Sales Promotion	.263	.094	.259	2.799	.006
	Price Discount	.402	.107	.398	3.764	.000

a. Dependent Variable: Shopping Emotion

Islamic Store Atmosphere, Sales Promotion, Price Discount, Shopping Emotion terhadap Impulse Buying

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Shopping Emotion, Islamic Store Atmosphere , Sales Promotion, Price Discount ^b		Enter

a. Dependent Variable: Impulse Buying

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.691	.678	1.35413

a. Predictors: (Constant), Shopping Emotion, Islamic Store Atmosphere , Sales Promotion, Price Discount

b. Dependent Variable: Impulse Buying

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	388.802	4	97.200	53.009	.000 ^b
	Residual	174.198	95	1.834		
	Total	563.000	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Shopping Emotion, Islamic Store Atmosphere , Sales Promotion, Price Discount

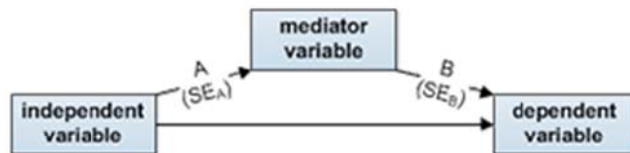
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.242	.977		2.296	.024
	Islamic Store Atmosphere	.184	.089	.182	2.071	.041
	Sales Promotion	.262	.105	.215	2.498	.014
	Price Discount	.250	.123	.206	2.036	.045
	Shopping Emotion	.411	.110	.342	3.749	.000

a. Dependent Variable: Impulse Buying

Hasil Uji Sobel

Islamice Store Atmospher terhadap Impulse Buying melalui Shopping Emotion



A: ?

B: ?

SE_A: ?

SE_B: ?

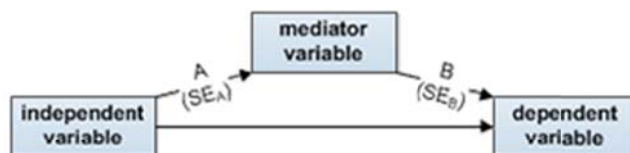
Calculate!

Sobel test statistic: 2.00778604

One-tailed probability: 0.02233302

Two-tailed probability: 0.04466603

Sales Promotion terhadap Impulse Buying melalui Shopping Emotion



A: ?

B: ?

SE_A: ?

SE_B: ?

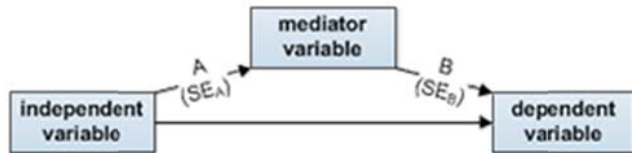
Calculate!

Sobel test statistic: 2.06208805

One-tailed probability: 0.01959968

Two-tailed probability: 0.03919935

Price Discount terhadap Impulse Buying melalui Shopping Emotion



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 2.38550155

One-tailed probability: 0.00852793

Two-tailed probability: 0.01705585