

**Lampiran 8**  
**Uji Analisis Jalur Tahap I**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.640 <sup>a</sup>	0.410	0.404	2.12365

a. Predictors: (Constant), Motivasi Hedonis (X)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.811	1.235		7.941	0.000
	Motivasi Hedonis (X)	0.675	0.084	0.640	8.041	0.000

a. Dependent Variable: Shopping Lifestyle (Z)

**Lampiran 9**  
**Uji Analisis Jalur Tahap II**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.649 <sup>a</sup>	0.422	0.409	2.90455

a. Predictors: (Constant), *Shopping Lifestyle* (Z), *Motivasi Hedonis* (X)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.25	2.189		1.942	0.055
	<i>Motivasi Hedonis</i> (X)	0.358	0.15	0.247	2.391	0.019
	<i>Shopping Lifestyle</i> (Z)	0.636	0.142	0.463	4.483	0.000

a. Dependent Variable: *Pembelian Impulsif* (Y)