

LAMPIRAN IX

Hasil Uji Validitas 30 Responden
Validitas Variabel Harga Diskon (X1)
Correlations

		BPH1	BPH2	MPH1	MPH2	JPRODUK1	JPRODUK2	TOTAL
BPH1	Pearson Correlation	1	.149	.351	.216	.076	.326	.622**
	Sig. (2-tailed)		.433	.057	.253	.691	.078	.000
	N	30	30	30	30	30	30	30
BPH2	Pearson Correlation	.149	1	-.199	.270	.069	.252	.432*
	Sig. (2-tailed)	.433		.292	.149	.719	.180	.017
	N	30	30	30	30	30	30	30
MPH1	Pearson Correlation	.351	-.199	1	.275	.242	.037	.588**
	Sig. (2-tailed)	.057	.292		.141	.197	.845	.001
	N	30	30	30	30	30	30	30
MPH2	Pearson Correlation	.216	.270	.275	1	.214	.055	.623**
	Sig. (2-tailed)	.253	.149	.141		.256	.774	.000
	N	30	30	30	30	30	30	30
JPRODUK1	Pearson Correlation	.076	.069	.242	.214	1	.005	.537**
	Sig. (2-tailed)	.691	.719	.197	.256		.978	.002
	N	30	30	30	30	30	30	30
JPRODUK2	Pearson Correlation	.326	.252	.037	.055	.005	1	.446*
	Sig. (2-tailed)	.078	.180	.845	.774	.978		.013
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.622**	.432*	.588**	.623**	.537**	.446*	1
	Sig. (2-tailed)	.000	.017	.001	.000	.002	.013	
	N	30	30	30	30	30	30	30

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

**Hasil Uji Validitas 30 Responden
Validitas Variabel Gaya Hidup (X2)**

Correlations

		AKTIVIT AS1	AKTIVIT AS2	MINAT1	MINAT2	OPINI1	OPINI 2	DEMOGR AFI1	DEMOGR AFI2	TOTAL
AKTIVITAS 1	Pearson Correlati on Sig. (2- tailed) N	1 30	.292 .118 30	.206 .276 30	.399* .029 30	.522** .003 30	.200 .290 30	.580** .001 30	.554** .001 30	.705** .000 30
AKTIVITAS 2	Pearson Correlati on Sig. (2- tailed) N	.292 .118 30	1 30	.316 .089 30	.336 .069 30	.202 .285 30	.117 .537 30	.322 .082 30	.567** .001 30	.590** .001 30
MINAT1	Pearson Correlati on Sig. (2- tailed) N	.206 .276 30	.316 .089 30	1 30	.235 .212 30	.446* .014 30	.416* .022 30	.398* .029 30	.265 .157 30	.603** .000 30
MINAT2	Pearson Correlati on Sig. (2- tailed)	.399* .029	.336 .069	.235 .212	1 30	.414* .023	.498** .005	.414* .023	.524** .003	.701** .000

	N	30	30	30	30	30	30	30	30	30
OPINI1	Pearson Correlation	.522**	.202	.446*	.414*	1	.168	.443*	.163	.634**
	Sig. (2-tailed)	.003	.285	.014	.023		.374	.014	.389	.000
	N	30	30	30	30	30	30	30	30	30
OPINI2	Pearson Correlation	.200	.117	.416*	.498**	.168	1	.476**	.356	.605**
	Sig. (2-tailed)	.290	.537	.022	.005	.374		.008	.053	.000
	N	30	30	30	30	30	30	30	30	30
DEMOGRAF I1	Pearson Correlation	.580**	.322	.398*	.414*	.443*	.476**	1	.487**	.781**
	Sig. (2-tailed)	.001	.082	.029	.023	.014	.008		.006	.000
	N	30	30	30	30	30	30	30	30	30
DEMOGRAF I2	Pearson Correlation	.554**	.567**	.265	.524**	.163	.356	.487**	1	.730**
	Sig. (2-tailed)	.001	.001	.157	.003	.389	.053	.006		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.705**	.590**	.603**	.701**	.634**	.605**	.781**	.730**	1

Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	.000
N	30	30	30	30	30	30	30	30	30

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

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

Hasil Uji Validitas 30 Responden
Validitas Variabel *Emotional Shopping* (Z)

Correlations

		RASA SENANG 1	RASA SENANG 2	RASA NYAMAN 1	RASA NYAMAN 2	RASA PUAS 1	RASA PUAS 2	RASA ANTUSIAS 1	RASA ANTUSIAS 2	TOTA L
RASASENANG1	Pearson Correlation	1	.533**	.313	.532**	.344	.403*	.149	.247	.713**
	Sig. (2-tailed)		.002	.092	.002	.063	.027	.432	.189	.000
	N	30	30	30	30	30	30	30	30	30
RASASENANG2	Pearson Correlation	.533**	1	.301	.499**	.292	.431*	.486**	.112	.737**
	Sig. (2-tailed)	.002		.106	.005	.117	.017	.006	.556	.000
	N	30	30	30	30	30	30	30	30	30
RASANYAMAN1	Pearson Correlation	.313	.301	1	.300	.020	.222	-.099	.090	.464**

	Sig. (2-tailed)	.092	.106		.107	.916	.238	.603	.638	.010
	N	30	30	30	30	30	30	30	30	30
RASANYAMAN 2	Pearson Correlation	.532**	.499**	.300	1	.266	.323	.379*	.291	.733**
	Sig. (2-tailed)	.002	.005	.107		.156	.081	.039	.119	.000
	N	30	30	30	30	30	30	30	30	30
RASAPUAS1	Pearson Correlation	.344	.292	.020	.266	1	.405*	.131	.383*	.563**
	Sig. (2-tailed)	.063	.117	.916	.156		.027	.489	.037	.001
	N	30	30	30	30	30	30	30	30	30
RASAPUAS2	Pearson Correlation	.403*	.431*	.222	.323	.405*	1	.405*	.088	.672**
	Sig. (2-tailed)	.027	.017	.238	.081	.027		.026	.642	.000
	N	30	30	30	30	30	30	30	30	30
RASAANTUSIAS1	Pearson Correlation	.149	.486**	-.099	.379*	.131	.405*	1	.334	.559**
	Sig. (2-tailed)	.432	.006	.603	.039	.489	.026		.071	.001
	N	30	30	30	30	30	30	30	30	30

RASAANTUSIA S2	Pearson Correlation	.247	.112	.090	.291	.383*	.088	.334	1	.489**
	Sig. (2-tailed)	.189	.556	.638	.119	.037	.642	.071		.006
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.713**	.737**	.464**	.733**	.563**	.672**	.559**	.489**	1
	Sig. (2-tailed)	.000	.000	.010	.000	.001	.000	.001	.006	
	N	30	30	30	30	30	30	30	30	30

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

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

Hasil Uji Validitas 30 Responden
Validitas Variabel *Impulse Buying* (Y)

Correlations

	PUREIMP1	PUREIMP2	SUGEST1	SUGEST2	REMIND1	REMIND2	PLAN1	PLAN2	TOTAL
PUREIMP1 Pearson Correlation	1	.292	.501**	.619**	-.033	.297	.174	-.101	.704**
Sig. (2-tailed)		.118	.005	.000	.862	.111	.359	.595	.000
N	30	30	30	30	30	30	30	30	30

PUREIMP2	Pearson Correlation	.292	1	.109	.204	.070	-.019	-.115	-.248	.383*
	Sig. (2-tailed)	.118		.567	.280	.715	.922	.544	.186	.037
	N	30	30	30	30	30	30	30	30	30
SUGEST1	Pearson Correlation	.501**	.109	1	.231	.276	.281	.434*	-.085	.655**
	Sig. (2-tailed)	.005	.567		.220	.139	.133	.016	.656	.000
	N	30	30	30	30	30	30	30	30	30
SUGEST2	Pearson Correlation	.619**	.204	.231	1	.099	.217	-.007	.080	.658**
	Sig. (2-tailed)	.000	.280	.220		.601	.249	.973	.674	.000
	N	30	30	30	30	30	30	30	30	30
REMIND1	Pearson Correlation	-.033	.070	.276	.099	1	-.044	.008	.024	.349
	Sig. (2-tailed)	.862	.715	.139	.601		.817	.967	.898	.059
	N	30	30	30	30	30	30	30	30	30
REMIND2	Pearson Correlation	.297	-.019	.281	.217	-.044	1	.518**	.201	.585**
	Sig. (2-tailed)	.111	.922	.133	.249	.817		.003	.287	.001
	N	30	30	30	30	30	30	30	30	30
PLAN1	Pearson Correlation	.174	-.115	.434*	-.007	.008	.518**	1	.055	.463**
	Sig. (2-tailed)	.359	.544	.016	.973	.967	.003		.775	.010
	N	30	30	30	30	30	30	30	30	30
PLAN2	Pearson Correlation	-.101	-.248	-.085	.080	.024	.201	.055	1	.195
	Sig. (2-tailed)	.595	.186	.656	.674	.898	.287	.775		.302
	N	30	30	30	30	30	30	30	30	30

TOTAL	Pearson Correlation	.704**	.383*	.655**	.658**	.349	.585**	.463**	.195	1
	Sig. (2-tailed)	.000	.037	.000	.000	.059	.001	.010	.302	
	N	30	30	30	30	30	30	30	30	30

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

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

LAMPIRAN X

Hasil Uji Reliabilitas 30 Responden

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.862	30