

Lampiran 2
Tabulasi Data Karakteristik 30 dan 115 Responden

Jenis Kelamin

		JK			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	59	51.3	51.3	51.3
	Perempuan	56	48.7	48.7	100.0
	Total	115	100.0	100.0	

(Sumber: Data primer diolah, 2019)

Usia Responden

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-22 Tahun	64	55.7	55.7	55.7
	23-28 Tahun	36	31.3	31.3	87.0
	29-34 Tahun	15	13.0	13.0	100.0
	Total	115	100.0	100.0	

(Sumber: Data primer diolah, 2019)

Pekerjaan Responden

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Swasta	37	32.2	32.2	32.2
	Wirausaha	15	13.0	13.0	45.2
	Pegawai Negeri	4	3.5	3.5	48.7
	Mahasiswa	58	50.4	50.4	99.1
	Ibu Rumah Tangga	1	.9	.9	100.0
	Total	115	100.0	100.0	

(Sumber: Data primer diolah, 2019)

Terakhir Kunjungan

		KT			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Minggu Terakhir	18	15.7	15.7	15.7
	2 Minggu Terakhir	23	20.0	20.0	35.7
	1 Bulan Terakhir	35	30.4	30.4	66.1
	3 Bulan Terakhir	23	20.0	20.0	86.1
	6 Bulan Terakhir	16	13.9	13.9	100.0
	Total	115	100.0	100.0	

(Sumber: Data primer diolah, 2019)

Frekuensi Kunjungan

		SS			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setiap Hari	2	1.7	1.7	1.7
	1 Minggu Sekali	8	7.0	7.0	8.7
	2 Minggu Sekali	34	29.6	29.6	38.3
	1 Bulan Sekali	71	61.7	61.7	100.0
	Total	115	100.0	100.0	

(Sumber: Data primer diolah, 2019)

Lampiran 3
Tabulasi Data Pre-Test (30 responden)

<i>Store Atmosphere (X)</i>													
No	Butir Soal Pernyataan											Total Skor	Rata-rata
	1	2	3	4	5	6	7	8	9	10	11		
1	4	4	3	3	3	3	3	3	3	3	2	34	3.09
2	4	3	4	4	3	4	4	4	3	3	3	39	3.55
3	3	4	3	4	4	3	3	3	3	3	3	36	3.27
4	4	4	3	3	3	3	4	4	4	4	4	40	3.64
5	3	3	4	4	3	4	3	3	3	3	2	35	3.18
6	4	4	3	3	4	2	3	3	3	3	3	35	3.18
7	4	3	3	4	4	4	3	4	4	3	4	40	3.64
8	3	3	3	3	3	3	2	2	3	3	2	30	2.73
9	4	3	3	4	4	4	3	3	4	3	4	39	3.55
10	3	4	4	3	3	3	3	3	3	4	4	37	3.36
11	3	3	3	3	2	2	3	3	3	3	3	31	2.82
12	4	3	3	3	3	3	3	3	3	3	2	33	3.00
13	3	3	3	4	3	3	4	4	4	3	3	37	3.36
14	2	3	1	2	3	3	3	3	3	3	3	29	2.64
15	3	3	3	3	3	3	3	3	3	3	3	33	3.00
16	3	3	3	3	3	3	3	2	4	2	3	32	2.91
17	4	3	3	3	4	4	4	4	4	4	4	41	3.73
18	3	3	3	3	4	4	3	3	3	3	3	35	3.18
19	4	3	2	3	3	3	3	1	1	2	4	29	2.64
20	4	3	2	3	3	4	3	3	3	4	3	35	3.18
21	3	3	3	2	3	3	3	3	3	3	3	32	2.91
22	3	3	3	3	3	3	3	4	4	3	3	35	3.18
23	3	3	3	4	3	3	3	3	3	3	3	34	3.09
24	4	4	3	3	3	3	3	3	3	4	4	37	3.36
25	3	3	3	3	3	3	3	3	3	3	3	33	3.00
26	3	4	4	4	2	2	4	4	4	3	3	37	3.36
27	3	2	3	2	3	1	1	3	4	3	3	28	2.55
28	3	3	3	3	3	3	3	3	3	3	3	33	3.00
29	3	3	3	3	3	3	3	3	3	3	3	33	3.00
30	4	3	3	3	3	4	3	3	4	4	4	38	3.45

(Sumber: Data primer diolah, 2019)

Emosi Positif (Z)							
No	Butir Soal Pernyataan					Total Skor	Rata-rata
	1	2	3	4	5		
1	3	2	3	3	3	14	2.80
2	3	3	4	3	3	16	3.20
3	3	3	3	3	3	15	3.00
4	4	4	4	4	4	20	4.00
5	3	4	3	3	4	17	3.40
6	4	3	2	2	3	14	2.80
7	4	3	4	4	2	17	3.40
8	3	2	3	3	2	13	2.60
9	4	3	3	3	3	16	3.20
10	4	3	2	3	2	14	2.80
11	3	2	2	2	2	11	2.20
12	3	3	3	3	2	14	2.80
13	3	3	3	3	3	15	3.00
14	3	3	3	2	3	14	2.80
15	3	3	3	3	3	15	3.00
16	3	3	3	3	3	15	3.00
17	4	3	3	3	3	16	3.20
18	3	3	3	3	3	15	3.00
19	3	3	2	2	3	13	2.60
20	3	2	3	4	3	15	3.00
21	3	3	3	3	3	15	3.00
22	3	3	3	3	3	15	3.00
23	3	3	3	3	4	16	3.20
24	3	3	3	3	3	15	3.00
25	3	3	3	3	3	15	3.00
26	3	4	3	3	3	16	3.20
27	3	2	4	1	3	13	2.60
28	3	3	3	3	3	15	3.00
29	3	3	3	3	3	15	3.00
30	4	4	4	3	4	19	3.80

(Sumber: Data primer diolah, 2019)

<i>Impulse Buying (Y)</i>									
No	Butir Soal Pernyataan							Total Skor	Rata-rata
	1	2	3	4	5	6	7		
1	3	3	2	2	3	2	1	16	2.29
2	4	1	3	1	2	2	1	14	2.14
3	3	3	3	3	3	2	2	19	2.36
4	4	4	4	4	4	4	4	28	3.36
5	4	3	4	2	3	3	2	21	3.50
6	2	2	2	3	2	2	2	15	2.57
7	3	2	3	2	3	4	2	19	2.43
8	2	3	2	1	1	2	1	12	2.21
9	2	2	1	1	1	2	1	10	1.57
10	1	4	3	3	1	3	3	18	2.00
11	2	3	2	1	3	2	2	15	2.36
12	2	3	2	2	3	2	1	15	2.14
13	2	2	2	2	2	2	2	14	2.07
14	2	2	3	3	2	3	1	16	2.14
15	3	3	3	3	3	2	1	18	2.43
16	3	3	3	3	3	3	2	20	2.71
17	3	4	3	3	4	3	1	21	2.93
18	3	3	3	3	3	3	2	20	2.93
19	2	1	3	1	3	2	1	13	2.36
20	3	2	3	2	2	2	2	16	2.07
21	3	3	3	3	3	3	3	21	2.64
22	3	3	3	3	3	3	3	21	3.00
23	3	3	2	2	2	1	1	14	2.50
24	3	2	2	3	2	2	2	16	2.14
25	3	2	2	2	3	2	2	16	2.29
26	2	3	3	1	3	2	1	15	2.21
27	3	2	2	1	2	3	4	17	2.29
28	3	3	3	3	3	3	3	21	2.71
29	3	3	3	3	3	3	3	21	3.00
30	4	4	3	3	4	4	4	26	3.36

(Sumber: Data primer diolah, 2019)

Lampiran 4
Tabulasi Data 115 Responden
Store Atmosphere (X)

No	Butir Soal Pernyataan											Total Skor	Rata-rata
	1	2	3	4	5	6	7	8	9	10	11		
1	4	3	3	4	4	3	4	3	4	3	3	38	6.33
2	4	4	3	4	4	3	4	3	4	4	3	40	6.67
3	4	4	4	4	4	4	4	4	4	4	4	44	7.33
4	3	2	3	2	2	2	3	3	3	2	3	28	4.67
5	4	4	4	4	4	4	3	3	3	2	2	37	6.17
6	4	3	3	3	3	4	4	4	2	3	2	35	5.83
7	3	3	3	3	3	3	3	3	3	3	3	33	5.50
8	4	4	4	4	4	4	4	4	4	4	4	44	7.33
9	4	4	4	4	4	4	3	4	4	4	4	43	7.17
10	4	4	3	3	3	3	3	3	3	3	3	35	5.83
11	4	4	4	4	4	4	4	3	4	4	4	43	7.17
12	4	4	3	4	3	3	4	4	4	4	4	41	6.83
13	3	4	4	4	4	4	4	4	4	4	4	43	7.17
14	3	3	3	3	3	3	3	3	3	3	3	33	5.50
15	3	4	4	3	3	3	3	3	3	3	3	35	5.83
16	4	4	4	4	4	4	4	4	4	4	4	44	7.33
17	4	2	2	2	2	3	3	3	3	4	4	32	5.33
18	3	2	3	4	4	4	4	4	3	3	3	37	6.17
19	3	3	3	3	4	3	2	2	2	3	3	31	5.17
20	4	4	4	4	4	4	4	4	4	3	4	43	7.17
21	3	3	3	3	3	3	3	3	3	3	3	33	5.50
22	4	4	3	4	3	3	3	3	4	3	3	37	6.17
23	4	4	4	4	4	4	4	4	3	3	3	41	6.83
24	4	4	4	4	4	4	4	4	4	4	4	44	7.33
25	4	3	3	4	2	2	4	4	3	4	3	36	6.00
26	3	3	4	4	4	3	3	4	3	4	4	39	6.50
27	4	4	3	4	3	4	4	3	3	3	4	39	6.50
28	2	3	2	2	2	2	2	3	2	2	3	25	4.17
29	3	3	3	3	3	3	3	2	2	2	3	30	5.00
30	4	4	4	4	4	4	4	4	3	4	4	43	7.17
31	4	4	4	4	4	4	4	4	4	4	4	44	7.33
32	4	4	3	3	3	3	2	2	3	3	3	33	5.50
33	4	4	4	4	4	4	4	4	3	4	4	43	7.17
34	4	4	4	4	4	4	4	4	4	4	4	44	7.33
35	3	3	3	3	3	3	3	3	3	3	3	33	5.50
36	4	3	3	3	4	3	3	3	4	3	3	36	6.00
37	4	3	3	4	2	3	4	4	3	2	2	34	5.67
38	3	3	3	3	3	4	3	3	3	4	4	36	6.00

39	3	3	4	4	3	4	4	3	3	4	3	38	6.33
40	3	3	4	4	4	4	4	3	4	4	4	41	6.83
42	4	4	4	4	4	4	4	3	4	4	4	43	7.17
42	3	2	3	3	3	2	3	2	3	3	3	30	5.00
43	3	3	4	3	4	4	4	3	2	1	3	34	5.67
44	3	3	3	3	3	2	3	3	3	3	3	32	5.33
45	4	4	4	4	4	4	4	4	3	4	4	43	7.17
46	3	3	2	3	2	2	3	3	3	2	3	29	4.83
47	3	4	4	4	4	4	4	3	3	3	3	39	6.50
48	3	2	3	3	3	2	4	3	4	3	3	33	5.50
49	4	3	3	3	3	3	3	4	4	4	2	36	6.00
50	4	4	3	3	3	3	3	3	3	3	3	35	5.83
51	3	3	3	3	3	3	3	3	3	3	3	33	5.50
52	4	4	4	4	4	4	3	4	4	4	4	43	7.17
53	3	3	2	3	3	3	2	2	2	3	3	29	4.83
54	4	4	4	4	4	3	4	4	4	4	4	43	7.17
55	4	4	4	4	3	4	4	4	4	4	4	43	7.17
56	4	4	4	4	4	4	3	4	4	4	4	43	7.17
57	4	4	4	4	4	4	4	4	4	4	4	44	7.33
58	3	3	3	4	4	4	3	3	4	3	3	37	6.17
59	3	3	4	4	2	1	4	4	3	3	3	34	5.67
60	3	3	4	2	3	3	4	2	3	3	4	34	5.67
61	3	3	3	3	3	3	3	3	3	3	3	33	5.50
62	4	3	3	3	4	4	4	3	4	4	3	39	6.50
63	4	4	4	4	4	4	4	4	4	4	4	44	7.33
64	4	4	4	4	4	4	4	4	4	4	4	44	7.33
65	4	4	4	4	4	4	4	4	4	4	4	44	7.33
66	4	4	2	2	3	3	3	3	2	3	3	32	5.33
67	4	3	3	3	3	3	3	3	3	3	3	34	5.67
68	4	4	4	4	4	4	4	4	4	4	4	44	7.33
69	3	4	3	3	4	3	3	3	3	3	2	34	5.67
70	4	3	4	2	3	3	3	3	4	3	4	36	6.00
71	3	2	2	2	4	4	4	3	3	3	3	33	5.50
72	3	3	3	3	3	3	3	3	3	3	3	33	5.50
73	3	3	1	3	2	2	2	3	3	2	3	27	4.50
74	3	3	2	3	3	3	3	3	3	3	3	32	5.33
75	3	3	3	3	3	2	3	3	3	3	3	32	5.33
76	3	3	2	3	3	3	2	1	1	1	2	24	4.00
77	4	4	3	4	3	4	3	4	4	4	4	41	6.83
78	3	3	4	3	3	3	2	2	3	2	2	30	5.00
79	3	3	3	3	3	3	3	3	3	3	3	33	5.50
80	4	4	4	4	4	4	4	4	4	3	4	43	7.17
81	3	3	3	3	3	3	3	3	3	2	3	32	5.33

82	4	4	4	4	4	4	4	4	4	4	4	44	7.33
83	2	3	2	3	3	3	3	2	2	1	3	27	4.50
84	3	3	3	4	3	4	3	4	4	3	3	37	6.17
85	3	3	2	3	3	2	2	2	2	2	2	26	4.33
86	4	4	4	4	4	4	4	4	4	4	4	44	7.33
87	3	3	4	4	3	2	3	3	3	4	3	35	5.83
88	3	4	3	3	4	3	3	3	3	3	3	35	5.83
89	4	4	3	3	4	3	4	4	3	4	4	40	6.67
90	3	4	3	4	4	3	4	4	3	4	3	39	6.50
91	3	2	3	3	3	3	3	2	3	3	3	31	5.17
92	3	2	2	3	3	3	2	2	3	3	4	30	5.00
93	3	4	2	3	3	4	3	3	4	3	2	34	5.67
94	3	3	3	3	3	3	3	3	3	3	3	33	5.50
95	4	4	4	4	4	4	4	4	4	4	4	44	7.33
96	4	4	4	4	4	4	4	4	4	4	4	44	7.33
97	4	4	4	4	4	4	4	4	4	4	4	44	7.33
98	4	4	4	4	4	4	4	4	4	4	4	44	7.33
99	4	4	4	4	4	4	4	3	3	3	4	41	6.83
100	4	4	4	3	4	4	3	3	4	4	4	41	6.83
101	4	4	4	4	4	4	3	4	4	4	4	43	7.17
102	4	3	4	4	4	4	3	4	4	4	4	42	7.00
103	4	4	4	4	4	4	4	4	4	3	4	43	7.17
104	4	4	4	4	4	4	4	4	4	4	3	43	7.17
105	4	4	4	4	4	4	4	4	4	4	4	44	7.33
106	4	4	4	4	4	4	4	3	4	4	3	42	7.00
107	4	4	4	4	4	4	4	4	4	4	4	44	7.33
108	4	4	3	4	4	4	4	4	4	4	4	43	7.17
109	4	4	4	3	4	4	3	4	4	4	4	42	7.00
110	4	4	4	4	4	4	4	4	4	4	3	43	7.17
111	4	4	4	4	4	4	4	4	4	4	3	43	7.17
112	4	4	4	3	4	4	4	4	4	4	3	42	7.00
113	4	4	4	4	4	4	3	4	4	4	4	43	7.17
114	4	4	4	3	4	4	3	4	3	4	4	41	6.83
115	4	4	4	4	3	3	4	4	4	4	4	42	7.00

Emosi Positif (Z)

No	Butir Soal Pernyataan					Total Skor	Rata-rata
	1	2	3	4	5		
1	3	2	3	3	3	14	4.67
2	3	2	3	3	3	14	4.67
3	3	4	4	4	3	18	6.00
4	3	2	3	3	2	13	4.33
5	4	3	3	3	3	16	5.33
6	3	3	4	2	3	15	5.00

7	3	3	3	3	3	15	5.00
8	4	4	4	4	4	20	6.67
9	4	4	4	4	4	20	6.67
10	3	3	3	3	3	15	5.00
11	3	3	2	3	3	14	4.67
12	4	3	3	3	3	16	5.33
13	4	4	4	4	4	20	6.67
14	3	3	3	3	3	15	5.00
15	3	3	3	3	3	15	5.00
16	4	4	4	4	4	20	6.67
17	4	4	4	3	4	19	6.33
18	3	3	3	3	3	15	5.00
19	3	3	4	2	2	14	4.67
20	4	4	4	4	4	20	6.67
21	3	3	3	3	3	15	5.00
22	3	3	3	4	3	16	5.33
23	3	3	3	3	3	15	5.00
24	4	4	4	4	4	20	6.67
25	3	2	3	1	2	11	3.67
26	4	3	4	4	4	19	6.33
27	3	4	4	4	4	19	6.33
28	3	3	3	3	4	16	5.33
29	3	1	3	3	1	11	3.67
30	4	4	3	4	4	19	6.33
31	4	4	3	4	4	19	6.33
32	3	4	4	4	4	19	6.33
33	4	4	4	4	4	20	6.67
34	4	4	4	4	3	19	6.33
35	3	3	3	3	3	15	5.00
36	2	2	3	2	3	12	4.00
37	3	3	2	4	2	14	4.67
38	3	4	4	3	3	17	5.67
39	3	4	4	4	4	19	6.33
40	4	4	4	3	2	17	5.67
41	3	4	4	4	4	19	6.33
42	3	4	3	4	3	17	5.67
43	3	3	3	4	2	15	5.00
44	3	3	2	3	2	13	4.33
45	4	4	4	4	3	19	6.33
46	3	3	3	2	3	14	4.67
47	4	3	4	3	3	17	5.67
48	3	3	3	3	3	15	5.00
49	3	3	3	3	3	15	5.00

50	3	3	3	3	3	15	5.00
51	3	3	3	3	3	15	5.00
52	4	4	4	4	4	20	6.67
53	2	3	3	3	3	14	4.67
54	4	4	4	4	4	20	6.67
55	4	4	4	4	4	20	6.67
56	4	4	4	4	4	20	6.67
57	4	4	4	4	4	20	6.67
58	3	3	3	3	3	15	5.00
59	3	4	3	3	3	16	5.33
60	2	4	3	4	2	15	5.00
61	3	3	3	3	3	15	5.00
62	3	3	2	2	3	13	4.33
63	4	4	3	4	4	19	6.33
64	4	4	3	4	4	19	6.33
65	4	4	4	4	4	20	6.67
66	4	2	2	3	3	14	4.67
67	3	3	3	3	3	15	5.00
68	4	4	4	4	4	20	6.67
69	3	4	3	3	2	15	5.00
70	2	4	2	3	4	15	5.00
71	3	2	3	3	1	12	4.00
72	3	3	3	1	3	13	4.33
73	3	3	3	3	3	15	5.00
74	3	3	3	3	3	15	5.00
75	3	3	2	2	2	12	4.00
76	3	3	1	2	3	12	4.00
77	4	3	4	3	4	18	6.00
78	2	3	3	2	2	12	4.00
79	3	3	3	3	3	15	5.00
80	4	4	4	4	4	20	6.67
81	3	3	3	2	3	14	4.67
82	4	4	4	4	4	20	6.67
83	1	1	1	3	3	9	3.00
84	3	3	3	3	3	15	5.00
85	2	2	2	2	2	10	3.33
86	4	4	4	4	4	20	6.67
87	4	2	3	4	3	16	5.33
88	3	3	3	3	3	15	5.00
89	4	3	3	3	3	16	5.33
90	4	3	4	3	4	18	6.00
91	3	2	3	2	3	13	4.33
92	3	2	2	4	2	13	4.33

93	2	2	3	2	2	11	3.67
94	3	3	3	3	3	15	5.00
95	4	4	4	4	4	20	6.67
96	4	4	4	4	4	20	6.67
97	4	4	4	4	4	20	6.67
98	4	4	4	4	4	20	6.67
99	4	3	4	4	3	18	6.00
100	4	4	4	4	3	19	6.33
101	4	4	3	4	4	19	6.33
102	4	4	4	3	3	18	6.00
103	3	4	3	4	3	17	5.67
104	4	3	4	4	4	19	6.33
105	4	4	3	3	4	18	6.00
106	3	4	4	4	3	18	6.00
107	4	3	4	4	4	19	6.33
108	4	3	3	3	3	16	5.33
109	4	4	4	3	4	19	6.33
110	3	3	3	3	3	15	5.00
111	3	3	4	4	4	18	6.00
112	3	4	4	4	4	19	6.33
113	4	4	4	3	3	18	6.00
114	4	4	4	3	3	18	6.00
115	4	4	4	4	4	20	6.67

(Sumber: Data primer diolah, 2019)

<i>Impulse Buying (Y)</i>									
No	Butir Soal Pernyataan							Total Skor	Rata-rata
	1	2	3	4	5	6	7		
1	4	1	2	2	2	3	1	15	3.75
2	2	4	4	3	3	3	3	22	5.50
3	4	4	3	3	4	4	2	24	6.00
4	2	2	2	2	2	3	2	15	3.75
5	3	3	2	2	3	2	1	16	4.00
6	3	3	4	2	2	3	2	19	4.75
7	3	3	2	1	3	3	1	16	4.00
8	4	4	4	4	4	3	3	26	6.50
9	4	4	4	3	4	4	4	27	6.75
10	3	2	2	2	2	2	2	15	3.75
11	3	3	3	3	3	3	2	20	5.00
12	2	2	2	3	3	3	1	16	4.00
13	4	4	4	4	3	4	2	25	6.25
14	3	3	3	3	3	3	3	21	5.25
15	3	3	3	3	3	4	2	21	5.25

16	4	4	4	4	4	4	4	28	7.00
17	3	4	4	3	3	2	1	20	5.00
18	1	4	4	3	2	3	3	20	5.00
19	2	3	3	3	3	3	3	20	5.00
20	4	4	3	3	4	4	3	25	6.25
21	3	3	3	3	3	3	3	21	5.25
22	4	3	3	4	3	3	3	23	5.75
23	3	3	3	3	3	4	2	21	5.25
24	4	4	4	4	4	4	3	27	6.75
25	2	2	2	1	2	2	3	14	3.50
26	3	3	3	4	3	4	4	24	6.00
27	4	4	4	4	4	4	2	26	6.50
28	3	3	3	3	3	3	3	21	5.25
29	2	4	3	1	3	3	1	17	4.25
30	4	4	4	4	4	4	4	28	7.00
31	4	4	4	4	4	3	3	26	6.50
32	4	4	4	4	2	4	4	26	6.50
33	4	4	3	4	4	4	3	26	6.50
34	4	4	4	4	4	4	3	27	6.75
35	3	3	3	3	3	3	3	21	5.25
36	3	2	2	2	2	3	1	15	3.75
37	4	2	4	3	3	4	3	23	5.75
38	3	3	3	3	3	3	3	21	5.25
39	4	4	3	4	3	2	3	23	5.75
40	2	2	2	2	1	4	2	15	3.75
41	4	4	4	4	3	4	3	26	6.50
42	2	2	2	2	3	3	3	17	4.25
43	2	2	2	2	2	4	2	16	4.00
44	2	3	2	2	3	3	2	17	4.25
45	4	4	4	4	4	4	4	28	7.00
46	2	2	3	2	3	2	2	16	4.00
47	4	4	4	3	3	3	4	25	6.25
48	2	2	2	2	2	2	2	14	3.50
49	2	2	2	3	3	2	2	16	4.00
50	3	3	3	3	3	3	3	21	5.25
51	3	2	2	2	3	1	2	15	3.75
52	3	4	4	4	3	4	4	26	6.50
53	3	4	2	3	3	3	3	21	5.25
54	4	4	4	4	4	4	4	28	7.00
55	4	4	4	3	4	4	4	27	6.75
56	4	4	4	4	4	4	4	28	7.00
57	4	4	4	4	4	4	4	28	7.00
58	2	3	3	2	3	2	1	16	4.00

59	3	3	3	3	3	3	3	21	5.25
60	3	3	2	4	1	2	1	16	4.00
61	2	2	2	1	2	3	2	14	3.50
62	1	2	3	3	2	2	1	14	3.50
63	4	4	4	4	4	4	4	28	7.00
64	4	3	4	4	4	3	4	26	6.50
65	4	4	4	4	4	4	4	28	7.00
66	2	3	1	3	3	4	3	19	4.75
67	3	3	3	2	2	2	3	18	4.50
68	4	4	4	4	4	4	4	28	7.00
69	2	4	3	1	4	3	2	19	4.75
70	3	2	3	4	4	3	4	23	5.75
71	3	3	2	4	3	3	1	19	4.75
72	3	1	3	1	3	3	3	17	4.25
73	3	3	3	2	2	3	2	18	4.50
74	2	2	2	2	2	2	2	14	3.50
75	2	2	2	2	3	2	2	15	3.75
76	2	3	3	1	3	4	3	19	4.75
77	3	4	4	4	4	4	4	27	6.75
78	2	2	2	2	2	2	2	14	3.50
79	3	3	3	3	3	3	3	21	5.25
80	4	4	4	4	4	4	4	28	7.00
81	3	3	3	2	2	2	3	18	4.50
82	4	4	4	4	4	4	4	28	7.00
83	3	4	3	3	3	2	3	21	5.25
84	3	3	3	1	3	3	2	18	4.50
85	1	2	2	3	2	3	1	14	3.50
86	4	4	4	4	4	4	4	28	7.00
87	2	3	3	2	2	3	4	19	4.75
88	3	3	2	3	3	3	2	19	4.75
89	3	2	2	1	3	3	2	16	4.00
90	4	3	3	2	2	2	2	18	4.50
91	2	3	2	2	3	2	2	16	4.00
92	3	4	1	2	4	3	2	19	4.75
93	2	2	3	2	3	2	2	16	4.00
94	3	2	2	2	2	2	1	14	3.50
95	4	4	4	4	4	4	4	28	7.00
96	4	4	4	4	4	4	4	28	7.00
97	4	4	4	4	4	4	4	28	7.00
98	4	4	4	4	4	4	2	26	6.50
99	4	4	4	4	3	3	3	25	6.25
100	3	3	4	3	4	4	2	23	5.75
101	4	4	3	4	4	4	2	25	6.25

102	4	3	4	4	4	4	3	26	6.50
103	4	4	3	4	4	4	3	26	6.50
104	4	4	4	4	4	4	3	27	6.75
105	3	4	3	4	4	3	3	24	6.00
106	4	4	4	4	4	3	3	26	6.50
107	4	3	4	4	3	3	3	24	6.00
108	3	3	4	4	4	4	3	25	6.25
109	4	4	4	3	3	3	3	24	6.00
110	4	4	3	3	4	4	3	25	6.25
111	4	4	4	3	3	3	3	24	6.00
112	3	3	4	4	4	4	3	25	6.25
113	3	3	3	3	3	4	3	22	5.50
114	3	4	4	4	4	3	3	25	6.25
115	4	4	4	4	4	4	3	27	6.75

(Sumber: Data primer diolah, 2019)

Lampiran 5
Hasil Uji Validitas 30 Responden
Correlations

Correlations

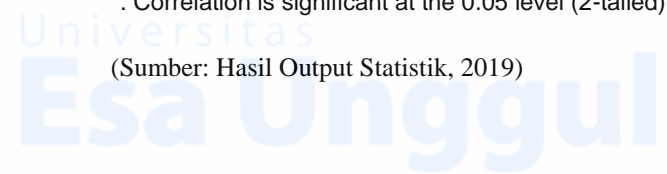
		SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	SA10	SA11	TOTAL
SA1	Pearson Correlation	1	.231	.106	.227	.310	.340	.241	.084	.006	.310	.348	.535**
	Sig. (2-tailed)		.220	.579	.228	.096	.066	.200	.658	.973	.096	.059	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
SA2	Pearson Correlation	.231	1	.243	.241	.028	-.060	.440*	.151	-.067	.309	.136	.414*
	Sig. (2-tailed)	.220		.197	.200	.883	.753	.015	.427	.726	.097	.474	.023
	N	30	30	30	30	30	30	30	30	30	30	30	30
SA3	Pearson Correlation	.106	.243	1	.496**	-.116	.000	.201	.355	.275	.116	-.093	.444*
	Sig. (2-tailed)	.579	.197		.005	.543	1.000	.286	.054	.141	.543	.624	.014
	N	30	30	30	30	30	30	30	30	30	30	30	30
SA4	Pearson Correlation	.227	.241	.496**	1	.153	.368*	.466**	.308	.152	-.077	.031	.587**
	Sig. (2-tailed)	.228	.200	.005		.419	.045	.009	.098	.423	.688	.871	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
SA5	Pearson Correlation	.310	.028	-.116	.153	1	.439*	-.031	.062	.099	.063	.267	.382*
	Sig. (2-tailed)	.096	.883	.543	.419		.015	.871	.746	.602	.743	.154	.037
	N	30	30	30	30	30	30	30	30	30	30	30	30
SA6	Pearson Correlation	.340	-.060	.000	.368*	.439*	1	.399*	.124	.015	.248	.200	.550**
	Sig. (2-tailed)	.066	.753	1.000	.045	.015		.029	.512	.937	.186	.289	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
SA7	Pearson Correlation	.241	.440*	.201	.466**	-.031	.399*	1	.518**	.136	.202	.257	.665**
	Sig. (2-tailed)	.200	.015	.286	.009	.871	.029		.003	.475	.285	.170	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
SA8	Pearson Correlation	.084	.151	.355	.308	.062	.124	.518**	1	.668**	.472**	.133	.682**
	Sig. (2-tailed)	.658	.427	.054	.098	.746	.512	.003		.000	.008	.485	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
SA9	Pearson Correlation	.006	-.067	.275	.152	.099	.015	.136	.668**	1	.312	.166	.497**
	Sig. (2-tailed)	.973	.726	.141	.423	.602	.937	.475	.000		.094	.381	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30
SA10	Pearson Correlation	.310	.309	.116	-.077	.063	.248	.202	.472**	.312	1	.375*	.560**
	Sig. (2-tailed)	.096	.097	.543	.688	.743	.186	.285	.008	.094		.041	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
SA11	Pearson Correlation	.348	.136	-.093	.031	.267	.200	.257	.133	.166	.375*	1	.484**
	Sig. (2-tailed)	.059	.474	.624	.871	.154	.289	.170	.485	.381	.041		.007

N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.535**	.414*	.444*	.587**	.382*	.550**	.665**	.682**	.497**	.560**	.484**	1
	Sig. (2-tailed)	.002	.023	.014	.001	.037	.002	.000	.000	.005	.001	.007	
N	30	30	30	30	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).

(Sumber: Hasil Output Statistik, 2019)



		Correlations					
		EP1	EP2	EP3	EP4	EP5	TOTAL
EP1	Pearson Correlation	1	.322	.111	.224	.034	.478**
	Sig. (2-tailed)		.083	.561	.233	.860	.008
	N	30	30	30	30	30	30
EP2	Pearson Correlation	.322	1	.227	.296	.554**	.757**
	Sig. (2-tailed)	.083		.228	.112	.001	.000
	N	30	30	30	30	30	30
EP3	Pearson Correlation	.111	.227	1	.316	.338	.642**
	Sig. (2-tailed)	.561	.228		.088	.067	.000
	N	30	30	30	30	30	30
EP4	Pearson Correlation	.224	.296	.316	1	.092	.634**
	Sig. (2-tailed)	.233	.112	.088		.629	.000
	N	30	30	30	30	30	30
EP5	Pearson Correlation	.034	.554**	.338	.092	1	.649**
	Sig. (2-tailed)	.860	.001	.067	.629		.000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.478**	.757**	.642**	.634**	.649**	1
	Sig. (2-tailed)	.008	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

(Sumber: Hasil Output Statistik, 2019)

Correlations

		IB1	IB2	IB3	IB4	IB5	IB6	IB7	TOTAL
IB1	Pearson Correlation	1	.113	.478**	.276	.553**	.372*	.337	.614**
	Sig. (2-tailed)		.551	.008	.141	.002	.043	.068	.000
	N	30	30	30	30	30	30	30	30
IB2	Pearson Correlation	.113	1	.328	.530**	.413*	.404*	.353	.641**
	Sig. (2-tailed)	.551		.076	.003	.023	.027	.055	.000
	N	30	30	30	30	30	30	30	30
IB3	Pearson Correlation	.478**	.328	1	.476**	.538**	.595**	.319	.726**
	Sig. (2-tailed)	.008	.076		.008	.002	.001	.086	.000
	N	30	30	30	30	30	30	30	30
IB4	Pearson Correlation	.276	.530**	.476**	1	.404*	.495**	.440*	.742**
	Sig. (2-tailed)	.141	.003	.008		.027	.005	.015	.000
	N	30	30	30	30	30	30	30	30
IB5	Pearson Correlation	.553**	.413*	.538**	.404*	1	.459*	.260	.718**
	Sig. (2-tailed)	.002	.023	.002	.027		.011	.165	.000
	N	30	30	30	30	30	30	30	30
IB6	Pearson Correlation	.372*	.404*	.595**	.495**	.459*	1	.673**	.805**
	Sig. (2-tailed)	.043	.027	.001	.005	.011		.000	.000
	N	30	30	30	30	30	30	30	30
IB7	Pearson Correlation	.337	.353	.319	.440*	.260	.673**	1	.710**
	Sig. (2-tailed)	.068	.055	.086	.015	.165	.000		.000
	N	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.614**	.641**	.726**	.742**	.718**	.805**	.710**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	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).

(Sumber: Hasil Output Statistik, 2019)

Lampiran 6
Hasil Uji Reliabilitas 30 Responden
Uji Reliabilitas *Store Atmosphere*

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.

(Sumber: Hasil Output Statistik, 2019)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.742	11

(Sumber: Hasil Output Statistik, 2019)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SA1	31.30	10.079	.404	.721
SA2	31.47	10.671	.288	.735
SA3	31.67	10.368	.292	.736
SA4	31.50	9.776	.456	.714
SA5	31.53	10.740	.246	.740
SA6	31.57	9.633	.379	.726
SA7	31.60	9.490	.553	.701
SA8	31.57	9.151	.556	.698
SA9	31.40	10.041	.337	.731
SA10	31.53	10.120	.446	.717
SA11	31.53	10.120	.325	.732

(Sumber: Hasil Output Statistik, 2019)

Uji Reliabilitas Emosi Positif

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.

(Sumber: Hasil Output Statistik, 2019)

Reliability Statistics

Cronbach's Alpha	N of Items
.631	5

(Sumber: Hasil Output Statistik, 2019)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EP1	11.87	2.464	.252	.632
EP2	12.13	1.844	.554	.485
EP3	12.07	2.064	.386	.576
EP4	12.20	2.028	.343	.602
EP5	12.13	2.051	.396	.571

(Sumber: Hasil Output Statistik, 2019)

Uji Reliabilitas *Impulse Buying*

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.
(Sumber: Hasil Output Statistik, 2019)

Reliability Statistics

Cronbach's Alpha	N of Items
.829	7

(Sumber: Hasil Output Statistik, 2019)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IB1	14.83	12.626	.478	.821
IB2	14.90	12.231	.498	.818
IB3	14.93	12.271	.631	.801
IB4	15.30	11.252	.613	.800
IB5	14.97	11.689	.594	.803
IB6	15.07	11.513	.723	.785
IB7	15.60	11.076	.548	.815

(Sumber: Hasil Output Statistik, 2019)

Lampiran 7 Uji Tahap

Sub Struktur 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 ^a	.621	.618	.57541

a. Predictors: (Constant), STORE ATMOSPHERE
(Sumber: Hasil Output Statistik, 2019)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.395	1	61.395	185.429	.000 ^b
	Residual	37.414	113	.331		
	Total	98.809	114			

a. Dependent Variable: EMOSI POSITIF

b. Predictors: (Constant), STORE ATMOSPHERE
(Sumber: Hasil Output Statistik, 2019)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.427	.376		1.136	.258
	STORE ATMOS	.805	.059	.788	13.617	.000

a. Dependent Variable: EMOSI POSITIF

(Sumber: Hasil Output Statistik, 2019)

Sub Struktur 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.674	.668	.67826

a. Predictors: (Constant), EMOSI POSITIF, STORE ATMOSPHERE
(Sumber: Hasil Output Statistik, 2019)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.576	2	53.288	115.833	.000 ^b
	Residual	51.524	112	.460		
	Total	158.100	114			

a. Dependent Variable: IMPULSE BUYING

b. Predictors: (Constant), EMOSI POSITIF, STORE ATMOSPHERE
(Sumber: Hasil Output Statistik, 2019)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.876	.446		-1.964	.052
	STORE ATMOSPHERE	.327	.113	.253	2.886	.005
	EMOSI POSITIF	.767	.111	.607	6.921	.000

a. Dependent Variable: IMPULSE BUYING

(Sumber: Hasil Output Statistik, 2019)