

Lampiran 5 Hasil Uji Analisis Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	emosipositifX3, displayX1, lifestyleX2 ^b		Enter

a. Dependent Variable: impulsebuyingY

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 ^a	.248	.233	4.37625

a. Predictors: (Constant), emosipositifX3, displayX1, lifestyleX2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	984.261	3	328.087	17.131	.000 ^b
	Residual	2987.639	156	19.152		
	Total	3971.900	159			

a. Dependent Variable: impulsebuyingY

b. Predictors: (Constant), emosipositifX3, displayX1, lifestyleX2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.900	3.838		2.840	.005
displayX1	-.215	.199	-.077	-1.082	.281
lifestyleX2	.460	.096	.460	4.770	.000
emosipositifX3	.067	.104	.063	.644	.520