X2.2	Pearson Correlation	.676**	1	.758**	.575**	.535**	.335	.565**	.219	.490**	.242	.371*	.592**	.266	.738**
	Sig. (2-tailed)	.000		.000	.001	.002	.070	.001	.244	.006	.198	.044	.001	.156	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.612**	.758**	1	.516**	.484**	.351	.685**	.134	.621**	.106	.400*	.671**	.404*	.745**
	Sig. (2-tailed)	.000	.000		.004	.007	.057	.000	.481	.000	.579	.029	.000	.027	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.646**	.575**	.516**	1	.583**	.581**	.372*	.353	.405*	.556**	.431*	.384*	.210	.729**
	Sig. (2-tailed)	.000	.001	.004		.001	.001	.043	.056	.026	.001	.017	.036	.264	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.383*	.535**	.484**	.583**	1	.496**	.365*	.093	.487**	.365*	.412*	.425*	.081	.611**
	Sig. (2-tailed)	.037	.002	.007	.001		.005	.047	.626	.006	.047	.024	.019	.671	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.331	.335	.351	.581**	.496**	1	.481**	.574**	.349	.432*	.515**	.428*	.462*	.682**

	Sig. (2-tailed)	.074	.070	.057	.001	.005		.007	.001	.059	.017	.004	.018	.010	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.658**	.565**	.685**	.372*	.365*	.481**	1	.440*	.578**	.087	.479**	.802**	.568**	.769**
	Sig. (2-tailed)	.000	.001	.000	.043	.047	.007		.015	.001	.649	.007	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.393*	.219	.134	.353	.093	.574**	.440*	1	.478**	.487**	.499**	.352	.557**	.609**
	Sig. (2-tailed)	.032	.244	.481	.056	.626	.001	.015		.007	.006	.005	.056	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.575**	.490**	.621**	.405*	.487**	.349	.578**	.478**	1	.330	.596**	.691**	.467**	.762**
	Sig. (2-tailed)	.001	.006	.000	.026	.006	.059	.001	.007		.075	.001	.000	.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	.286	.242	.106	.556**	.365*	.432*	.087	.487**	.330	1	.549**	.263	.339	.547**
	Sig. (2-tailed)	.125	.198	.579	.001	.047	.017	.649	.006	.075		.002	.161	.067	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

X2.11	Pearson Correlation	.452*	.371*	.400*	.431*	.412*	.515**	.479**	.499**	.596**	.549**	1	.512**	.789**	.758**
	Sig. (2-tailed)	.012	.044	.029	.017	.024	.004	.007	.005	.001	.002		.004	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.12	Pearson Correlation	.648**	.592**	.671**	.384*	.425*	.428*	.802**	.352	.691**	.263	.512**	1	.474**	.781**
	Sig. (2-tailed)	.000	.001	.000	.036	.019	.018	.000	.056	.000	.161	.004		.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.13	Pearson Correlation	.388*	.266	.404*	.210	.081	.462*	.568**	.557**	.467**	.339	.789**	.474**	1	.654**
	Sig. (2-tailed)	.034	.156	.027	.264	.671	.010	.001	.001	.009	.067	.000	.008		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL.X2	Pearson Correlation	.779**	.738**	.745**	.729**	.611**	.682**	.769**	.609**	.762**	.547**	.758**	.781**	.654**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	
	N	30	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).

Shopping Lifestyle

Correlations

		X3.1	X3.2	X3.3	TOTAL.X3
X3.1	Pearson Correlation	1	.567**	.575**	.841**
	Sig. (2-tailed)		.001	.001	.000
	N	30	30	30	30
X3.2	Pearson Correlation	.567**	1	.678**	.880**
	Sig. (2-tailed)	.001		.000	.000
	N	30	30	30	30
X3.3	Pearson Correlation	.575**	.678**	1	.853**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
TOTAL.X3	Pearson Correlation	.841**	.880**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Impulse Buying

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	TOTAL.Y
Y.1	Pearson Correlation	1	.131	.619**	.563**	.530**	.565**	.652**	.785**
	Sig. (2-tailed)		.490	.000	.001	.003	.001	.000	.000
	N	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.131	1	.301	.490**	.286	.013	-.011	.411*
	Sig. (2-tailed)	.490		.105	.006	.125	.944	.956	.024
	N	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.619**	.301	1	.771**	.741**	.474**	.638**	.885**
	Sig. (2-tailed)	.000	.105		.000	.000	.008	.000	.000
	N	30	30	30	30	30	30	30	30

Y.4	Pearson Correlation	.563**	.490**	.771**	1	.646**	.205	.408*	.781**
	Sig. (2-tailed)	.001	.006	.000		.000	.277	.025	.000
	N	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.530**	.286	.741**	.646**	1	.380*	.682**	.828**
	Sig. (2-tailed)	.003	.125	.000	.000		.038	.000	.000
	N	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.565**	.013	.474**	.205	.380*	1	.753**	.667**
	Sig. (2-tailed)	.001	.944	.008	.277	.038		.000	.000
	N	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.652**	-.011	.638**	.408*	.682**	.753**	1	.806**
	Sig. (2-tailed)	.000	.956	.000	.025	.000	.000		.000
	N	30	30	30	30	30	30	30	30
TOTAL.Y	Pearson Correlation	.785**	.411*	.885**	.781**	.828**	.667**	.806**	1
	Sig. (2-tailed)	.000	.024	.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).

Hasil Uji Reliabilitas

Sales Promotion

Reliability Statistics

Cronbach's Alpha	N of Items
.573	3

Visual Merchandising

Reliability Statistics

Cronbach's Alpha	N of Items
.890	13

Shopping Lifestyle

Reliability Statistics

Cronbach's Alpha	N of Items
.667	3

Impulse Buying

Reliability Statistics

Cronbach's Alpha	N of Items
.841	7

Keseluruhan Variabel

Reliability Statistics

Cronbach's Alpha	N of Items
.924	26

LAMPIRAN IV
DATA KARAKTERISTIK RESPONDEN

Karakteristik Responden Berdasarkan Usia

No.	Jenis Kelamin	Jumlah	Presentase (%)
1	Laki-laki	46	46%
2	Perempuan	54	54%
	Jumlah	**100**	**100%**

Karakteristik Responden Berdasarkan Interval Pembelian

No.	Interval Pembelian	Jumlah	Presentase
1	1 Kali	31	31%
2	2 Kali	15	15%
3	3 Kali	13	13%
4	>3 Kali	41	41%
	Jumlah	**100**	**100%**

Karakteristik Responden Berdasarkan Pendapatan/Gaji

No.	Usia	Jumlah	Presentase
1	18-20 tahun	13	13%
2	21-24 tahun	60	60%
3	25-27 tahun	15	15%
4	28-30 tahun	12	12%
Jumlah		**100**	**100%**

Karakteristik Responden Berdasarkan Pendidikan Terakhir

No	Pendapatan	Jumlah	Persentasi
1	SMA/SMK	64	64%
2	S1	36	36%
Total		**100**	**100%**

Karakteristik Responden Berdasarkan Pendidikan Terakhir

No	Pendapatan	Jumlah	Persentasi
1	Mahasiswa	18	18%
2	Pegawai Swasta	64	64%
3	Pegawai Negeri Sipil	1	1%
4	Wirausaha	17	17%
Total		**100**	**100%**

Karakteristik Responden Berdasarkan Pengeluaran Rutin

No	Pendapatan	Jumlah	Persentasi
1	Rp. 250.000 – Rp. 500.000	14	14%
2	Rp. 500.000 – Rp. 1.000.000	24	24%
3	Rp. 1.000.000 – Rp. 3.000.000	26	26%
4	> Rp. 3.000.000	36	36%
	Total	**100**	**100%**

LAMPIRAN V

HASIL UJI ASUMSI KLASIK

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	2.80913111
Most Extreme Differences	Absolute	.096
	Positive	.053
	Negative	-.096
Kolmogorov-Smirnov Z		.962
Asymp. Sig. (2-tailed)		.312

a. Test distribution is Normal.
b. Calculated from data.

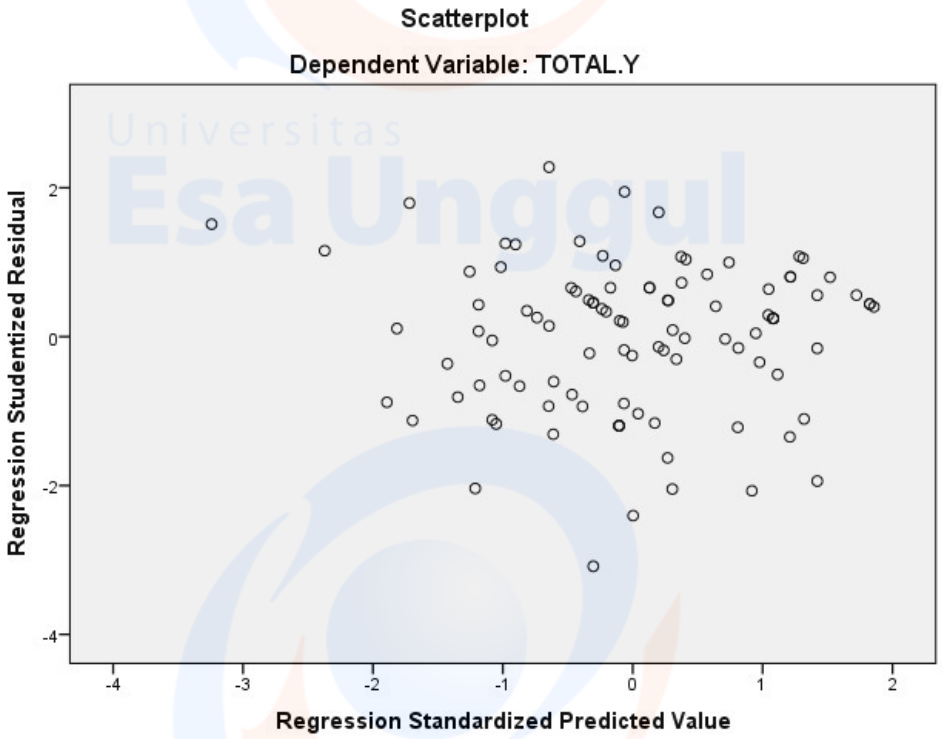
Uji Multikolinieritas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.484	2.104		-.705	.482		
	TOTAL.X1	-.107	.227	-.041	-.472	.638	.582	1.718
	TOTAL.X2	.337	.062	.484	5.466	.000	.554	1.804
	TOTAL.X3	1.002	.171	.439	5.843	.000	.771	1.298

a. Dependent Variable: TOTAL.Y

Uji Heterokedastisitas



Uji F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1088.479	3	362.826	44.585	.000[b]
	Residual	781.231	96	8.138		
	Total	1869.710	99			

a. Dependent Variable: TOTAL.Y

b. Predictors: (Constant), TOTAL.X3, TOTAL.X1, TOTAL.X2

Uji T

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.484	2.104		-.705	.482
	TOTAL.X1	-.107	.227	-.041	-.472	.638
	TOTAL.X2	.337	.062	.484	5.466	.000
	TOTAL.X3	1.002	.171	.439	5.843	.000

a. Dependent Variable: TOTAL.Y

Uji Koefisien Determinasi

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763[a]	.582	.569	2.853

a. Predictors: (Constant), TOTAL.X3, TOTAL.X1, TOTAL.X2

b. Dependent Variable: TOTAL.Y