DAFTAR LAMPIRAN

Lampiran 1 Kuesioner Penelitian

KUISIONER PENELITIAN

PENGARUH *FLASH SALE*, *CASHBACK*, DAN FITUR *PAYLATER* TERHADAP PERILAKU *IMPULSE BUYING* PADA *MARKETPLACE SHOPEE* (STUDI PADA MAHASISWA FAKULTAS EKONOMI UNIVERSITAS TRIBHUWANA TUNGGADEWI MALANG)

Saya Aulia Nurazlina (2021120237) selaku mahasiswa dari Fakultas Ekonomi Jurusan Manajemen Universitas Tribhuwana Tunggadewi Malang, akan mengadakan penelitian mengenai "Pengaruh *Flash Sale, Cashback*, dan Fitur *Paylater* Terhadap Perilaku *Impulse Buying* pada *Marketplace Shopee* pada Mahasiswa Universitas Tribhuwana Tunggadewi Malang". Saya sangat mengharapkan ketersediaan saudarah/i untuk meluangkan waktu sejenak untuk mengisi kuisioner penelitian ini. Informasi yang saudarah/i berikan akan saya jaga kerahasiaanya dan hanya akan digunakan untuk kepentingan akademis. Atas kesediaan saudarah/i saya ucapkan terima kasih.

Kriteria Responden:

a. Mahasiswa Universitas Tribhuwana Tunggadewi Malang Fakultas Ekonomi yang masih AKTIF kuliah
b. Menggunakan Aplikasi *Shopee.*
c. Melakukan pembelian dalam waktu 3 bulan paling lama.

Identitas Responden

Nama :

Nim :

Program studi :

Jenis kelamin :

Umur :

Berilah tanda centang (√) sesuai dengan penilaian anda pada kolom yang tersedia. Adapun makna tanda kolom adalah sebagai berikut :

Kategori	Kode	Bobot Nilai
Sangat setuju	SS	5
Setuju	S	4
Kurang setuju	KS	3
Tidak setuju	TS	2
Sangat tidak setuju	STS	1

1. KUISIONER *FLASH SALE*

No	Pernyataan	STS	TS	KS	S	SS
		1	2	3	4	5
	Frekuensi promosi					
1	*Flash sale* sering diadakan oleh *Shopee* sehingga membuat saya mengingat promosi tersebut					
2	Saya tertarik berbelanja di *Shopee* karena seringnya promosi *flash sale*					
	Kualitas promosi					
3	Produk dan diskon yang ditawarkan dalam *flash sale* memiliki daya tarik dan menggungah minat saya untuk belanja					
4	*Flash sale* menyediakan informasi produk yang relevan (sesuai) dengan apa yang saya butuhkan					
	Waktu promosi					
5	Saya menyadari bahwa durasi penjualan produk ketika *flash sale* tidak berlangsung lama					
6	*Flash sale* yang diadakan *Shopee* berlangsung diwaktu yang tepat					
	Ketepatan atau kesesuaian sasaran promosi					
7	Program *flash sale* membuat saya terdorong untuk berbelanja di *Shopee* karena sesuai dengan keinginan saya					
8	*Flash sale* memungkinkan saya menghemat uang yang dikeluarkan untuk membeli produk					

2. KUISIONER *CASHBACK*

No	Pernyataan	STS	TS	KS	S	SS
		1	2	3	4	5
Jumlah nominal dari pengembalian dana						
1	Saya puas dengan aplikasi *Shopee* yang menyediakan *cashback* untuk berbagai produk					
2	Saya menyadari nominal dari *cashback* yang ditawarkan *Shopee* membuat saya sering tertarik untuk melakukan transaksi pembelian					
Kesesuaian dengan kesepakatan						
3	Saya menyadari *cashback* yang diberikan *Shopee* sudah sesuai dengan kesepakatan dan tidak memalsukan janji					
4	Saya membeli produk dengan promosi *cashback* tanpa ragu karna tidak ada resiko penipuan					
Ketepatan waktu dalam pengembalian dana						
5	*Cashback Shopee* sangat menghormati waktu, karna pengembalian dananya tepat waktu					
6	Saya percaya *Shopee* mempunyai kualitas pelayanan yang baik dalam memberikan promosi *cashback*					

3. KUISIONER FITUR *PAYLATER*

No	Pernyataan	STS	TS	KS	S	SS
		1	2	3	4	5
Lama penggunaan						
1	Saya telah menggunakan fitur *paylater* pada *Shopee* cukup lama					
2	Frekuensi penggunaan *Shopee Paylater* saya meningkat seiring waktu sejak pertama kali saya mengaktifkannya					
Intensitas						
3	Saya sering menggunakan fitur *paylater* untuk berbelanja di *Shopee*					
4	Saya akan terus memanfaatkan fitur *paylater* untuk memenuhi kebutuhan saya					
Kemudahan dalam pengoperasian						
5	Tampilan halaman fitur *paylater* pada *Shopee* mudah dipahami					
6	Fitur *paylater* membuat transaksi yang saya lakukan di *Shopee* menjadi lebih mudah dan					

	efektif					
Kepuasan Penggunaan						
7	Saya puas menggunakan fitur *paylater* saat bertransaksi di *Shopee*					
8	Menggunakan fitur *paylater* tidak pernah mengecewakan saya karena manfaat dan kemudahan yang saya terima					

4. KUISIONER PERILAKU *IMPULSE BUYING*

No	Pernyataan	STS	TS	KS	S	SS
		1	2	3	4	5
Spontanitas						
1	Saya sering membeli produk tanpa merencanakannya terlebih dahulu					
2	Saat berbelanja *online*, saya cenderung berbelanja tanpa berpikir panjang					
Kekuatan, kompulsi, dan intensitas						
3	Saya sering berbelanja di *Shopee* ketika banyak tawaran promo					
4	Saya sering tergiur dengan promo dan diskon yang ditawarkan di *Shopee*					
Kegairahan dan stimulasi						
5	Saya cenderung tidak dapat menahan diri terhadap produk yang saya rasa menarik walaupun belum membutuhkannya					
6	Saya antusias saat melihat promo dan diskon pada *Shopee*					
Ketidakpedulian akan akibat						
7	Saya sering membeli produk tanpa mempertimbangkan akibat yang akan datang					
8	Saya sering membeli produk hanya karna sedang diskon, tanpa memikirkan akibat setelahnya					

Lampiran 2 Tabulasi Hasil Penyebaran Kuesioner untuk Uji Validitas dan Reliabilitas (Sebanyak 30 Responden)

No	Identitas Responden					*Flash Sale* (X_1)									*Cashback* (X_2)							*Fitur Paylater* (X_3)									*Impulse Buying* (Y)								
	Nama	Prodi	U	JK	Peng-guna *Shopee*	1	2	3	4	5	6	7	8	X_1	1	2	3	4	5	6	X_2	1	2	3	4	5	6	7	8	X_3	1	2	3	4	5	6	7	8	Y
1	Linda Wahyu L	Ars.Lanskap	22	P	Ya	5	5	5	5	5	5	5	4	39	4	3	3	3	3	3	19	3	3	3	2	2	2	2	2	19	5	4	5	5	5	4	5	5	38
2	Frengki Funan	T.Sipil	26	L	Ya	5	5	5	4	5	5	5	4	38	3	5	5	5	4	4	26	4	4	3	4	4	4	5	4	32	1	4	4	4	5	3	4	4	29
3	Tia Kuchi F	Agroteknologi	21	P	Ya	4	4	4	5	5	4	4	4	34	5	4	3	3	3	4	22	5	4	5	3	3	3	3	3	29	3	4	4	4	5	5	5	3	33
4	Santika	Adm.Publik	22	P	Ya	5	5	5	5	5	5	5	3	38	5	5	5	5	5	5	30	3	3	4	3	3	4	3	3	26	5	5	5	5	5	4	3	3	35
5	Yustina Imelda S	Akuntansi	19	P	Ya	5	5	5	4	4	4	5	5	37	5	5	4	4	5	5	28	4	4	4	3	5	5	5	5	35	5	4	5	5	3	5	3	3	33
6	Koriana Noviana	Adm.Publik	21	P	Ya	4	5	5	4	4	4	5	4	35	5	4	3	4	4	4	24	3	3	4	4	3	4	4	4	29	5	5	4	3	3	4	4	4	32
7	Piliani Sevianti	Adm.Publik	21	P	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	3	4	4	4	4	4	4	31	4	4	4	4	4	4	4	4	32
8	Novela Renota	T.Industri	20	P	Ya	4	5	5	5	5	5	4	5	38	5	4	5	5	5	4	28	3	3	3	4	3	3	3	2	24	4	3	4	4	3	3	2	2	25
9	Yanuar Vandiani	Adm.Publik	21	L	Ya	5	5	5	4	4	4	4	4	35	5	5	5	5	4	5	29	3	3	3	3	4	4	3	4	27	5	5	5	5	5	4	5	5	39
10	Chistia Wahyuni	Adm.Publik	21	P	Ya	5	5	5	4	5	4	5	3	36	3	5	3	3	3	4	21	3	4	3	3	3	3	3	3	25	5	5	5	5	5	5	5	5	40
11	Yulita Esika	TIP	22	P	Ya	4	4	5	5	5	4	3	3	33	4	3	5	4	4	3	23	4	3	3	3	3	3	4	3	26	4	3	3	4	4	4	3	2	27
12	Yeni	Adm.Publik	20	P	Ya	5	4	4	3	3	3	5	3	30	4	4	4	4	3	4	23	4	4	3	3	5	3	4	2	28	4	3	5	5	3	5	4	3	32
13	Clearesta M	PGSD	17	P	Ya	5	5	4	4	4	4	4	4	34	3	3	3	3	4	4	20	3	3	3	3	4	4	3	3	26	2	3	3	3	3	4	2	2	22
14	Dessy Pratiwi	PGSD	20	P	Ya	3	4	3	4	4	4	3	4	29	4	3	4	4	4	4	23	3	3	3	4	3	3	4	3	26	3	3	3	3	4	4	3	3	26
15	Zahrotun Nisa	T.Sipil	20	P	Ya	4	4	4	4	4	4	4	4	32	4	4	3	4	5	4	24	4	4	3	3	3	4	4	4	29	5	4	3	4	3	4	4	4	31
16	Nikodemus Rizky	I.Kom	21	L	Ya	4	4	4	3	3	4	3	3	28	4	4	4	3	3	4	22	5	4	4	5	4	4	4	5	35	4	5	4	4	5	5	4	4	35
17	Wiranto	P.Mtmtk	22	L	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	3	3	36
18	Clara Winna A	PGSD	18	P	Ya	5	4	5	4	5	4	4	3	34	3	3	3	3	3	3	18	3	3	3	4	3	3	3	4	26	3	3	2	3	3	4	3	3	24
19	Gregorius Evaldo	I.Kom	21	L	Ya	5	4	4	4	5	5	3	3	33	3	2	5	5	5	5	25	3	3	5	3	5	5	5	5	34	3	3	3	3	4	3	5	5	29
20	Risma Juitasari P	PGSD	18	P	Ya	4	4	4	4	3	4	4	3	30	5	5	5	4	4	5	28	4	3	3	4	4	5	4	4	31	5	4	5	5	3	4	5	5	36
21	Kurniawati	Ekonomi Islam	21	P	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	3	3	3	3	3	2	2	2	21	2	2	3	3	3	4	2	2	21
22	Indah Larasati	Agribisnis	18	P	Ya	4	4	5	4	4	4	4	3	32	4	4	3	4	4	3	22	4	3	4	4	3	4	4	4	30	3	3	4	4	4	5	3	4	30
23	Stefen Calvin	Manajemen	23	L	Ya	4	4	4	4	4	4	4	4	32	3	4	4	4	4	4	23	4	4	4	4	4	4	4	4	32	4	4	4	4	4	5	4	3	32
24	Tasya Tamara	Kedokteran	19	P	Ya	4	4	4	4	4	4	4	4	32	4	4	4	3	4	4	23	3	3	3	4	3	3	3	3	25	3	3	4	4	3	4	2	2	25

25	Nanda Elda	I.Kom	21	P	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	3	4	4	4	4	4	4	31	4	4	4	4	4	4	4	4	32
26	Betty Kristianty	I.Kom	19	P	Ya	4	5	4	3	4	4	4	4	32	4	4	4	4	4	4	24	3	3	3	2	4	3	2	4	24	4	4	4	4	4	5	4	4	33
27	Lusiana Enjel	Agroteknologi	22	P	Ya	4	4	4	4	5	4	5	4	34	5	4	3	3	4	5	24	4	4	4	4	4	5	5	3	33	3	4	5	5	3	5	3	5	33
28	Rosalia Regina	Adm.Publik	19	P	Ya	5	5	5	5	5	4	5	4	38	5	4	4	4	4	4	25	4	4	3	3	4	4	4	4	30	3	3	4	4	3	4	3	3	27
29	Fatma Neriati M	I.Kom	19	P	Ya	5	5	5	5	5	4	4	4	37	5	5	4	3	4	4	25	3	4	3	3	3	3	4	3	26	5	5	5	5	5	5	3	3	36
30	Yelvin Diana S	D3 RM	21	P	Ya	4	4	4	5	5	5	4	5	36	5	4	3	5	5	5	27	5	3	3	2	2	3	3	3	24	3	3	4	4	4	5	3	3	29

Lampiran 3 Hasil Uji Validitas Kuesioner

Hasil Uji Validitas X1

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1
X1.1	Pearson Correlation	1	,583**	,625**	,161	,330	,202	,516**	-,095	,615**
	Sig. (2-tailed)		,001	,000	,397	,075	,284	,004	,619	,000
	N	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,583**	1	,646**	,269	,331	,339	,556**	,334	,752**
	Sig. (2-tailed)	,001		,000	,150	,074	,067	,001	,071	,000
	N	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,625**	,646**	1	,437*	,475**	,301	,493**	,016	,745**
	Sig. (2-tailed)	,000	,000		,016	,008	,106	,006	,935	,000
	N	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,161	,269	,437*	1	,744**	,560**	,153	,349	,702**
	Sig. (2-tailed)	,397	,150	,016		,000	,001	,419	,059	,000
	N	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,330	,331	,475**	,744**	1	,618**	,217	,226	,751**
	Sig. (2-tailed)	,075	,074	,008	,000		,000	,249	,231	,000
	N	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,202	,339	,301	,560**	,618**	1	,086	,330	,633**
	Sig. (2-tailed)	,284	,067	,106	,001	,000		,652	,075	,000
	N	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	,516**	,556**	,493**	,153	,217	,086	1	,240	,628**
	Sig. (2-tailed)	,004	,001	,006	,419	,249	,652		,201	,000
	N	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	-,095	,334	,016	,349	,226	,330	,240	1	,468**
	Sig. (2-tailed)	,619	,071	,935	,059	,231	,075	,201		,009
	N	30	30	30	30	30	30	30	30	30
X1	Pearson Correlation	,615**	,752**	,745**	,702**	,751**	,633**	,628**	,468**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,009	
	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 X2

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2
X2.1	Pearson Correlation	1	,462*	,139	,208	,325	,447*	,624**
	Sig. (2-tailed)		,010	,465	,269	,079	,013	,000
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	,462*	1	,234	,187	,133	,421*	,596**
	Sig. (2-tailed)	,010		,214	,323	,485	,021	,001
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	,139	,234	1	,645**	,399*	,368*	,680**
	Sig. (2-tailed)	,465	,214		,000	,029	,045	,000
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	,208	,187	,645**	1	,702**	,465**	,768**
	Sig. (2-tailed)	,269	,323	,000		,000	,010	,000
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	,325	,133	,399*	,702**	1	,563**	,733**
	Sig. (2-tailed)	,079	,485	,029	,000		,001	,000
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	,447*	,421*	,368*	,465**	,563**	1	,765**
	Sig. (2-tailed)	,013	,021	,045	,010	,001		,000
	N	30	30	30	30	30	30	30
X2	Pearson Correlation	,624**	,596**	,680**	,768**	,733**	,765**	1
	Sig. (2-tailed)	,000	,001	,000	,000	,000	,000	
	N	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 X3

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3
X3.1	Pearson Correlation	1	,540**	,426*	,272	,218	,325	,420*	,341	,589**
	Sig. (2-tailed)		,002	,019	,147	,248	,079	,021	,065	,001
	N	30	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	,540**	1	,311	,264	,418*	,311	,503**	,274	,592**
	Sig. (2-tailed)	,002		,094	,159	,021	,094	,005	,142	,001
	N	30	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	,426*	,311	1	,359	,402*	,539**	,457*	,506**	,685**
	Sig. (2-tailed)	,019	,094		,051	,028	,002	,011	,004	,000
	N	30	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	,272	,264	,359	1	,307	,440*	,521**	,400*	,623**
	Sig. (2-tailed)	,147	,159	,051		,099	,015	,003	,029	,000
	N	30	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	,218	,418*	,402*	,307	1	,683**	,605**	,560**	,741**
	Sig. (2-tailed)	,248	,021	,028	,099		,000	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	,325	,311	,539**	,440*	,683**	1	,770**	,742**	,859**
	Sig. (2-tailed)	,079	,094	,002	,015	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	,420*	,503**	,457*	,521**	,605**	,770**	1	,578**	,855**
	Sig. (2-tailed)	,021	,005	,011	,003	,000	,000		,001	,000
	N	30	30	30	30	30	30	30	30	30
X3.8	Pearson Correlation	,341	,274	,506**	,400*	,560**	,742**	,578**	1	,788**
	Sig. (2-tailed)	,065	,142	,004	,029	,001	,000	,001		,000
	N	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	,589**	,592**	,685**	,623**	,741**	,859**	,855**	,788**	1
	Sig. (2-tailed)	,001	,001	,000	,000	,000	,000	,000	,000	
	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 Y

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y
Y.1	Pearson Correlation	1	,662**	,548**	,595**	,201	,280	,369*	,312	,730**
	Sig. (2-tailed)		,000	,002	,001	,286	,133	,045	,093	,000
	N	30	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	,662**	1	,610**	,546**	,598**	,300	,478**	,484**	,844**
	Sig. (2-tailed)	,000		,000	,002	,000	,107	,008	,007	,000
	N	30	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	,548**	,610**	1	,898**	,355	,409*	,294	,372*	,782**
	Sig. (2-tailed)	,002	,000		,000	,054	,025	,114	,043	,000
	N	30	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	,595**	,546**	,898**	1	,358	,421*	,279	,328	,770**
	Sig. (2-tailed)	,001	,002	,000		,052	,021	,136	,077	,000
	N	30	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	,201	,598**	,355	,358	1	,182	,450*	,304	,611**
	Sig. (2-tailed)	,286	,000	,054	,052		,336	,013	,103	,000
	N	30	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	,280	,300	,409*	,421*	,182	1	,049	,026	,426*
	Sig. (2-tailed)	,133	,107	,025	,021	,336		,797	,890	,019
	N	30	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	,369*	,478**	,294	,279	,450*	,049	1	,792**	,703**
	Sig. (2-tailed)	,045	,008	,114	,136	,013	,797		,000	,000
	N	30	30	30	30	30	30	30	30	30
Y.8	Pearson Correlation	,312	,484**	,372*	,328	,304	,026	,792**	1	,685**
	Sig. (2-tailed)	,093	,007	,043	,077	,103	,890	,000		,000
	N	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	,730**	,844**	,782**	,770**	,611**	,426*	,703**	,685**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,019	,000	,000	
	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 4 Hasil Uji Reliabilitas Kuesioner

Hasil Uji Reliabilitas X1

Reliability
Scale: ALL VARIABLES

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
,762	9

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	63,7333	34,616	,554	,742
X1.2	63,7000	34,148	,713	,734
X1.3	63,7000	33,666	,700	,731
X1.4	63,9333	33,651	,647	,732
X1.5	63,7667	32,806	,698	,724
X1.6	63,9333	35,030	,582	,744
X1.7	63,9333	33,857	,557	,737
X1.8	64,3000	35,252	,381	,753
X1	34,0667	9,651	1,000	,810

Hasil Uji Reliabilitas X2

Reliability
Scale: ALL VARIABLES

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
,773	7

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	44,3333	30,989	,537	,750
X2.2	44,5000	31,224	,504	,754
X2.3	44,6000	30,317	,600	,741
X2.4	44,6000	29,834	,710	,731
X2.5	44,5000	30,672	,675	,740
X2.6	44,4000	30,731	,716	,739
X2	24,2667	9,030	1,000	,779

Hasil Uji Reliabilitas X3

Reliability
Scale: ALL VARIABLES

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
,776	9

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	53,2667	73,995	,534	,763
X3.2	53,5000	75,293	,549	,766
X3.3	53,4333	73,082	,641	,757
X3.4	53,5000	72,948	,566	,759
X3.5	53,3667	70,792	,696	,748
X3.6	53,2667	68,685	,831	,737
X3.7	53,2667	68,202	,825	,735
X3.8	53,4000	69,076	,745	,741
X3	28,4667	20,257	1,000	,868

Hasil Uji Reliabilitas Y

Reliability
Scale: ALL VARIABLES

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
,770	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	58,3333	81,264	,670	,736
Y.2	58,3333	82,437	,816	,735
Y.3	58,0667	83,720	,746	,740
Y.4	58,0000	85,241	,736	,746
Y.5	58,2333	86,323	,552	,753
Y.6	57,8333	90,695	,370	,768
Y.7	58,5667	83,289	,647	,742
Y.8	58,6333	83,206	,624	,743
Y	31,0667	23,926	1,000	,845

Lampiran 5 Tabulasi Hasil Penyebaran Kuesioner Untuk Analisis Regresi dan Pengujian Hipotesis (Sebanyak 100 Responden)

No	Identitas Responden					*Flash Sale* (X_1)									*Cashback* (X_2)							*Fitur Paylater* (X_3)									*Impulse Buying* (Y)								
	Inisial	Prodi	Umur	JK	Peng-guna *Shopee*	1	2	3	4	5	6	7	8	X_1	1	2	3	4	5	6	X_2	1	2	3	4	5	6	7	8	X_3	1	2	3	4	5	6	7	8	Y
1	Maria A.J	Manajemen	21	P	Ya	5	5	4	5	5	4	5	4	37	5	5	5	5	4	5	29	5	5	5	5	4	5	5	4	38	5	5	4	4	5	4	5	4	36
2	Hendra R	Manajemen	21	L	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
3	Hubban J	Manajemen	21	L	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
4	Sisilia S.J	Manajemen	21	P	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
5	Maria Fitriani V	Manajemen	21	P	Ya	1	1	1	1	1	1	1	1	8	1	2	2	2	1	1	9	2	5	2	3	1	4	2	4	23	3	2	1	5	3	1	1	3	19
6	Virginia E.L	Akuntansi	21	P	Ya	4	4	4	4	4	4	4	5	33	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	3	3	5	4	4	31
7	Andriana O.Z	Manajemen	22	P	Ya	5	5	4	3	4	4	4	4	33	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	5	5	5	4	3	5	4	5	36
8	Aulia	Manajemen	21	P	Ya	4	4	4	5	4	4	4	5	34	5	4	4	5	5	4	27	5	4	4	5	5	4	3	3	33	4	5	4	4	5	4	4	3	33
9	Desminto T.N	Manajemen	23	L	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	3	23	4	4	4	3	4	4	4	4	31	4	4	4	4	4	4	4	4	32
10	Irma Awung	Akuntansi	23	P	Ya	3	3	3	4	3	4	4	4	28	4	4	2	3	4	3	20	3	1	3	2	4	2	4	4	23	3	3	3	3	2	3	3	3	23
11	Fransiskus Yoga	Manajemen	21	L	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	3	23	2	2	2	2	2	3	3	4	20	4	4	4	4	4	4	3	4	31
12	Goro	Manajemen	21	L	Ya	4	5	5	4	4	5	5	5	37	5	5	5	4	5	5	29	5	5	5	5	4	5	5	3	37	5	5	5	5	4	5	4	5	38
13	Tri E.O.K	Manajemen	21	P	Ya	4	4	4	4	4	4	5	5	34	4	3	4	5	4	3	23	2	3	3	3	4	4	4	4	27	4	5	4	4	4	4	3	4	32
14	Yerinta M.J	Manajemen	24	P	Ya	5	5	4	4	4	4	5	3	34	4	5	5	5	5	5	29	4	4	4	4	5	5	3	4	33	4	5	4	5	4	5	5	4	36
15	Elya Fitri Y	Manajemen	22	P	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
16	Salma	Manajemen	20	P	Ya	4	5	4	5	5	5	4	5	37	5	5	4	5	5	5	29	5	5	5	5	4	5	5	5	39	5	4	5	5	5	5	4	5	38
17	Viktoria A. H	Manajemen	22	P	Ya	4	5	3	3	4	4	5	2	30	5	3	3	1	3	1	16	1	1	1	2	2	2	4	4	17	4	3	3	5	5	4	1	2	27
18	Emiliana	Manajemen	22	P	Ya	5	4	4	4	2	4	4	4	31	4	2	4	4	4	4	22	4	4	4	4	4	2	4	4	30	4	4	4	4	4	4	2	4	30
19	Sarmila	Manajemen	24	P	Ya	5	5	4	5	5	4	4	5	37	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
20	Brigita I. L	Manajemen	21	P	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
21	Muhamad R	Akuntansi	23	L	Ya	4	4	4	2	4	4	4	4	30	3	4	4	3	4	4	22	4	4	3	4	5	5	5	4	34	4	3	4	4	3	5	4	4	31
22	Memelia Elvira	Manajemen	22	P	Ya	5	4	4	5	4	4	5	5	36	4	4	4	5	4	3	24	2	2	2	3	3	4	4	4	24	4	4	5	3	4	5	3	3	31

23	Geraldus Yesaya	Akuntansi	22	L	Ya	5	5	4	4	4	5	4	4	35	5	5	5	5	5	5	30	4	4	4	4	4	5	5	5	35	5	4	4	4	4	5	4	4	34
24	Adriana Bulu	Manajemen	22	P	Ya	5	5	4	4	3	4	4	5	34	5	4	4	3	5	4	25	4	4	4	5	5	4	4	3	33	5	5	4	3	3	5	4	3	32
25	Yuliana Priska	Manajemen	23	P	Ya	4	4	3	4	3	3	4	4	29	3	3	4	3	4	2	19	2	3	4	3	3	3	3	3	24	3	4	3	3	4	4	2	3	26
26	Jerison Malo	Manajemen	21	L	Ya	4	4	5	5	3	4	5	5	35	5	4	5	4	5	3	26	4	4	5	5	5	5	3	4	35	5	5	5	3	3	5	4	3	33
27	Arianto	Manajemen	21	L	Ya	5	4	5	5	4	5	5	5	38	5	5	5	5	5	4	29	5	5	5	5	4	5	5	5	39	5	5	4	5	5	5	5	5	39
28	Rizky Ardianto	Akuntansi	22	L	Ya	4	4	3	4	3	4	3	3	28	4	3	3	3	3	1	17	1	1	1	1	1	1	1	1	8	4	3	3	1	1	4	1	1	18
29	Robertus Cio	Akuntansi	23	L	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
30	Herwantaruna	Manajemen	22	L	Ya	5	4	5	4	5	5	5	4	37	5	4	4	5	5	4	27	4	4	5	5	5	4	4	4	35	5	5	5	4	4	4	5	5	37
31	Yufilda Maya S	Akuntansi	22	P	Ya	4	4	4	4	4	4	4	5	33	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
32	Maria Della S	Manajemen	22	P	Ya	5	5	5	5	5	5	5	5	40	5	5	4	5	4	4	27	4	4	4	4	4	4	5	5	34	5	5	5	5	5	5	4	5	39
33	Yupita Eka S.D	Akuntansi	20	P	Ya	5	5	5	5	5	5	5	5	40	5	5	3	5	4	1	23	1	1	3	2	2	2	5	5	21	5	5	5	4	4	5	1	5	34
34	Onik	Manajemen	22	P	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
35	Wando Erlangga	Manajemen	20	L	Ya	5	5	5	4	4	5	5	5	38	5	5	5	4	5	3	27	3	3	3	4	4	4	4	4	29	4	4	4	4	5	5	3	4	33
36	Pilipus Ogas	Manajemen	22	L	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
37	Maria Defira S	Manajemen	21	P	Ya	5	5	5	5	5	5	4	4	38	5	5	5	5	4	4	28	4	4	4	4	4	4	4	3	31	3	3	3	3	3	5	4	3	27
38	Sulastri Min D	Akuntansi	21	P	Ya	3	3	4	4	4	3	4	5	30	4	4	4	3	3	3	21	5	3	3	5	5	3	4	4	32	4	5	4	3	3	4	4	5	32
39	Neti Ayu N	Manajemen	21	P	Ya	1	1	1	1	1	1	1	1	8	1	1	1	1	1	1	6	1	1	1	1	1	1	1	1	8	1	1	1	1	1	1	1	1	8
40	Maria Yasinta J	Manajemen	21	P	Ya	5	5	4	5	4	4	5	5	37	5	5	5	4	5	5	29	5	4	4	5	5	5	4	5	37	4	4	5	5	4	4	4	5	35
41	Florianus Marto	Manajemen	25	L	Ya	4	4	5	4	5	5	4	5	36	5	4	5	4	4	4	26	5	5	4	4	5	5	5	4	37	4	5	5	4	5	5	4	4	36
42	Hidayatullah	Manajemen	24	L	Ya	5	5	5	5	5	5	4	3	37	3	3	3	2	4	2	17	2	1	1	1	2	3	2	2	14	5	5	4	3	3	5	2	4	31
43	Bernadila E	Akuntansi	22	P	Ya	3	5	5	4	5	4	4	5	35	5	4	4	4	4	1	22	1	1	1	1	1	1	1	1	8	5	5	5	1	1	4	1	2	24
44	Teronimus L	Manajemen	25	L	Ya	3	3	3	4	4	2	2	3	24	4	2	2	3	4	3	18	4	2	3	3	4	2	3	4	25	4	3	3	2	2	4	4	4	26
45	Valensia B	Manajemen	24	P	Ya	5	5	4	4	4	4	5	5	36	5	5	5	5	5	2	27	2	2	2	2	2	2	2	3	17	4	4	3	2	4	5	2	2	26
46	Jessica F	Manajemen	21	P	Ya	4	4	4	5	3	4	4	3	31	4	4	3	3	3	1	18	2	3	4	3	3	3	4	3	25	4	5	4	4	4	4	2	4	31
47	Ach Kholis	Manajemen	25	L	Ya	5	5	4	3	4	5	5	5	36	4	4	3	4	4	5	24	4	3	5	5	5	4	3	2	31	5	5	4	4	3	5	5	3	34
48	Ani R	Manajemen	21	P	Ya	5	4	4	4	5	5	5	5	37	4	4	5	4	4	2	23	2	2	4	3	2	3	4	3	23	5	5	4	3	4	5	2	4	32
49	Febrianus R	Manajemen	22	L	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
50	Agnes R.B	Manajemen	22	P	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
51	Lusiana Ega	Manajemen	22	P	Ya	4	4	5	4	4	4	4	5	34	4	4	5	4	4	4	25	5	5	4	4	5	5	5	5	38	4	4	4	5	4	5	4	4	34
52	Finsensia R	Manajemen	22	P	Ya	5	5	5	4	5	4	5	5	38	4	5	4	5	4	5	27	5	5	5	5	5	5	4	5	39	5	5	5	4	4	5	5	5	38
53	Ezsra Y.E	Akuntansi	21	P	Ya	4	4	4	4	3	4	4	4	31	4	4	4	4	4	4	24	4	3	4	3	3	3	2	2	24	4	4	4	4	4	4	4	4	32

54	A. Rifal	Manajemen	21	L	Ya	5	5	5	3	5	3	5	3	34	5	5	3	2	2	1	18	3	2	5	3	2	4	3	2	24	3	2	2	3	2	3	3	3	21
55	Fransiskus S	Manajemen	23	L	Ya	4	4	4	4	3	4	4	4	31	3	4	4	5	4	3	23	3	4	5	4	4	4	3	3	30	5	5	4	3	4	5	4	4	34
56	Aloysius G.S.S	Manajemen	22	L	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	4	4	4	5	5	5	5	36	4	4	4	4	5	4	4	4	33
57	Inda Ramgun	Manajemen	23	P	Ya	3	3	2	4	4	3	4	4	27	3	4	4	4	4	1	20	1	1	2	1	1	1	4	4	15	4	4	3	4	4	4	1	4	28
58	Heribertus	Manajemen	21	L	Ya	4	4	4	5	4	4	5	4	34	4	4	5	5	4	4	26	4	5	4	4	4	4	4	4	33	5	5	5	5	4	5	4	5	38
59	Metilda Laura	Akuntansi	21	P	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	1	26	1	1	1	1	1	1	1	5	12	5	5	5	3	5	5	1	5	34
60	Melda A	Manajemen	23	P	Ya	4	4	4	4	3	4	4	5	32	4	4	4	4	4	2	22	2	2	4	4	3	4	5	5	29	5	5	4	3	4	5	2	4	32
61	Aprilia A.T	Akuntansi	21	P	Ya	5	5	5	4	5	5	5	5	39	5	5	5	5	5	1	26	1	1	1	1	1	1	5	4	15	5	5	5	5	4	5	5	5	39
62	Maria R B.A	Manajemen	24	P	Ya	4	4	4	4	5	4	4	4	33	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	5	4	4	33
63	Hasipuddin	Manajemen	22	L	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
64	Oktayona Yuvita	Akuntansi	19	P	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
65	Elmarista Mauk	Akuntansi	21	P	Ya	2	3	4	4	4	4	3	3	27	3	1	3	4	4	1	16	1	1	1	1	1	1	1	5	12	4	5	5	5	4	3	1	5	32
66	Gabriel L.M	Akuntansi	20	L	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	2	27	3	4	4	4	4	4	2	2	27	4	5	4	4	4	4	1	5	31
67	Fransiska R.N	Manajemen	23	P	Ya	4	3	4	4	3	4	3	3	28	3	4	2	4	3	2	18	3	3	4	4	3	4	3	3	27	3	4	4	3	3	4	3	3	27
68	Fraulina M	Manajemen	21	P	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
69	Pebriana I.S	Manajemen	22	P	Ya	5	4	5	4	5	5	4	4	36	4	4	4	4	4	4	24	4	4	5	5	4	4	5	5	36	4	4	4	5	4	4	4	3	32
70	Marianus J	Manajemen	21	L	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
71	Maria M	Manajemen	20	P	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
72	Nadila Putri E	Manajemen	21	P	Ya	4	5	3	5	3	5	4	5	34	3	5	5	5	5	5	28	5	5	5	5	5	5	5	5	40	5	5	5	5	5	4	5	5	39
73	Mateus C	Manajemen	22	L	Ya	4	4	5	5	4	5	4	4	35	4	4	4	4	5	5	26	5	5	5	4	4	4	4	5	36	5	5	5	4	4	4	5	5	37
74	Aprilius Yogi P	Manajemen	21	L	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
75	Djebrande P	Manajemen	19	L	Ya	4	4	4	5	4	3	3	4	31	4	3	4	4	4	4	23	3	4	4	4	4	3	4	4	30	3	4	4	3	2	3	3	4	26
76	Paskalian A.L	Manajemen	22	P	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	3	23	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
77	Sinta A	Manajemen	21	P	Ya	4	5	4	5	1	4	5	5	33	4	3	4	4	3	1	19	1	1	1	1	1	1	1	2	9	4	5	4	1	1	5	1	3	24
78	Rizki Audiva	Manajemen	22	L	Ya	5	4	3	4	4	3	4	5	32	3	4	3	4	5	3	22	3	3	4	4	4	4	3	3	28	3	3	4	3	3	4	3	3	26
79	Paskalia V.R	Manajemen	22	P	Ya	4	5	4	5	4	4	4	4	34	5	4	4	4	4	4	25	4	4	4	5	5	4	5	5	36	5	5	5	5	5	5	4	5	39
80	Suriani	Manajemen	23	P	Ya	5	5	4	4	3	5	3	4	33	4	3	3	3	3	1	17	1	1	1	1	1	1	5	5	16	5	5	5	5	4	5	1	5	35
81	Emilia Jelita	Akuntansi	22	P	Ya	4	4	5	3	4	5	4	4	33	3	4	5	4	4	5	25	4	4	4	3	5	5	3	3	31	3	4	4	4	4	3	5	5	32
82	Yohana M.D	Akuntansi	21	P	Ya	5	5	4	4	5	5	5	4	37	5	3	4	4	4	4	24	2	2	2	2	2	5	5	5	25	5	5	5	5	5	5	4	5	39
83	Gudelia T.G	Akuntansi	22	P	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	5	5	40
84	Maria M.W	Akuntansi	23	P	Ya	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	30	5	5	5	5	5	5	5	5	40	5	5	5	5	5	5	3	5	38

85	Sonia Maria R	Manajemen	21	P	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
86	Anggreni F.D	Manajemen	19	P	Ya	4	4	4	5	3	4	2	4	30	4	5	4	5	5	1	24	1	3	1	1	1	1	5	3	16	4	4	5	3	3	4	1	4	28
87	Alfonsiana Y.N	Akuntansi	24	P	Ya	3	4	4	5	4	4	4	4	32	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
88	Petronela T.I	Manajemen	22	P	Ya	4	4	3	3	3	4	3	4	28	4	3	3	4	3	3	20	3	4	3	3	4	3	4	4	28	3	4	3	3	3	3	4	5	28
89	Alfridus M	Manajemen	20	L	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	4	4	4	4	4	5	4	33	4	4	4	4	4	4	4	4	32
90	Onisimus B	Manajemen	19	L	Ya	4	4	4	2	4	4	4	4	30	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
91	Sellyana	Manajemen	20	P	Ya	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
92	Daniel L	Manajemen	21	L	Ya	4	4	4	5	4	4	4	4	33	4	5	4	5	4	4	26	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
93	Nur Jaisi A	Manajemen	20	L	Ya	4	3	2	4	2	5	5	4	29	4	4	4	3	3	3	21	2	2	2	2	3	4	3	4	22	4	4	3	4	4	4	3	4	30
94	Flea Awang N	Manajemen	27	P	Ya	4	3	3	4	4	3	4	4	29	3	4	4	4	4	2	21	2	2	2	2	2	2	2	2	16	2	2	2	2	2	3	2	2	17
95	Apriyani	Manajemen	19	P	Ya	5	5	4	4	5	5	4	5	37	5	5	5	5	5	4	29	3	5	5	5	5	5	1	1	30	4	5	5	4	4	5	5	4	36
96	Samsul Rizal	Manajemen	23	L	Ya	5	5	4	5	4	5	5	4	37	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	32	4	4	4	3	3	5	4	4	31
97	Fransiska Nia	Manajemen	18	P	Ya	5	4	3	4	3	4	3	4	30	4	3	3	3	4	3	20	3	3	3	3	3	3	3	3	24	3	3	3	3	3	4	3	3	25
98	Afenita Icha	Manajemen	18	P	Ya	4	4	4	4	4	4	5	4	33	4	4	4	4	4	2	22	1	2	2	2	2	2	3	3	17	4	4	4	4	3	5	2	4	30
99	Alexsandro A	Manajemen	23	L	Ya	4	4	4	4	3	4	4	4	31	3	3	4	4	4	4	22	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	4	32
100	Regina Resyanti	Akuntansi	21	P	Ya	4	4	3	4	4	4	5	4	32	4	3	3	4	4	4	22	3	4	4	4	4	4	4	3	30	4	4	4	3	3	4	4	4	30

Lampiran 6: Deskripsi Hasil Tabulasi Kuesioner

Program.Studi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Akuntansi	22	22,0	22,0	22,0
	Manajemen	78	78,0	78,0	100,0
	Total	100	100,0	100,0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18,00	2	2,0	2,0	2,0
	19,00	5	5,0	5,0	7,0
	20,00	8	8,0	8,0	15,0
	21,00	34	34,0	34,0	49,0
	22,00	28	28,0	28,0	77,0
	23,00	13	13,0	13,0	90,0
	24,00	6	6,0	6,0	96,0
	25,00	3	3,0	3,0	99,0
	27,00	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

Jenis.Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	36	36,0	36,0	36,0
	P	64	64,0	64,0	100,0
	Total	100	100,0	100,0	

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	6	6,0	6,0	9,0
	4,00	47	47,0	47,0	56,0
	5,00	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	3,00	8	8,0	8,0	10,0
	4,00	47	47,0	47,0	57,0
	5,00	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

X1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	11	11,0	11,0	15,0
	4,00	52	52,0	52,0	67,0
	5,00	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

X1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	6	6,0	6,0	10,0
	4,00	52	52,0	52,0	62,0
	5,00	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

X1.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,0	3,0	3,0
	2,00	2	2,0	2,0	5,0
	3,00	16	16,0	16,0	21,0
	4,00	46	46,0	46,0	67,0
	5,00	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

X1.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	7	7,0	7,0	10,0
	4,00	52	52,0	52,0	62,0
	5,00	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

X1.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	7	7,0	7,0	11,0
	4,00	48	48,0	48,0	59,0
	5,00	41	41,0	41,0	100,0
	Total	100	100,0	100,0	

X1.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	8	8,0	8,0	11,0
	4,00	45	45,0	45,0	56,0
	5,00	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

X2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	3,00	12	12,0	12,0	14,0
	4,00	47	47,0	47,0	61,0
	5,00	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

X2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	3	3,0	3,0	5,0
	3,00	13	13,0	13,0	18,0
	4,00	47	47,0	47,0	65,0
	5,00	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

X2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	4	4,0	4,0	5,0
	3,00	13	13,0	13,0	18,0
	4,00	48	48,0	48,0	66,0
	5,00	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

X2.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	3	3,0	3,0	5,0
	3,00	11	11,0	11,0	16,0
	4,00	47	47,0	47,0	63,0
	5,00	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

X2.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	1	1,0	1,0	3,0
	3,00	9	9,0	9,0	12,0
	4,00	54	54,0	54,0	66,0
	5,00	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

X2.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	15	15,0	15,0	15,0
	2,00	9	9,0	9,0	24,0
	3,00	15	15,0	15,0	39,0
	4,00	36	36,0	36,0	75,0
	5,00	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

X3.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	13	13,0	13,0	13,0
	2,00	13	13,0	13,0	26,0
	3,00	12	12,0	12,0	38,0
	4,00	36	36,0	36,0	74,0
	5,00	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X3.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	13	13,0	13,0	13,0
	2,00	11	11,0	11,0	24,0
	3,00	11	11,0	11,0	35,0
	4,00	39	39,0	39,0	74,0
	5,00	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

X3.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	11	11,0	11,0	11,0
	2,00	9	9,0	9,0	20,0
	3,00	9	9,0	9,0	29,0
	4,00	43	43,0	43,0	72,0
	5,00	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

X3.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	11	11,0	11,0	11,0
	2,00	9	9,0	9,0	20,0
	3,00	13	13,0	13,0	33,0
	4,00	37	37,0	37,0	70,0
	5,00	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

X3.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	11	11,0	11,0	11,0
	2,00	10	10,0	10,0	21,0
	3,00	8	8,0	8,0	29,0
	4,00	40	40,0	40,0	69,0
	5,00	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

X3.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	10	10,0	10,0	10,0
	2,00	8	8,0	8,0	18,0
	3,00	10	10,0	10,0	28,0
	4,00	41	41,0	41,0	69,0
	5,00	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

X3.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	7	7,0	7,0	7,0
	2,00	6	6,0	6,0	13,0
	3,00	15	15,0	15,0	28,0
	4,00	38	38,0	38,0	66,0
	5,00	34	34,0	34,0	100,0
	Total	100	100,0	100,0	

X3.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	4,0	4,0	4,0
	2,00	7	7,0	7,0	11,0
	3,00	16	16,0	16,0	27,0
	4,00	41	41,0	41,0	68,0
	5,00	32	32,0	32,0	100,0
	Total	100	100,0	100,0	

Y.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	3,00	11	11,0	11,0	13,0
	4,00	47	47,0	47,0	60,0
	5,00	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

Y.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	3	3,0	3,0	4,0
	3,00	8	8,0	8,0	12,0
	4,00	40	40,0	40,0	52,0
	5,00	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

Y.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	11	11,0	11,0	15,0
	4,00	48	48,0	48,0	63,0
	5,00	37	37,0	37,0	100,0
	Total	100	100,0	100,0	

Y.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	4,0	4,0	4,0
	2,00	3	3,0	3,0	7,0
	3,00	22	22,0	22,0	29,0
	4,00	40	40,0	40,0	69,0
	5,00	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

Y.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	4,0	4,0	4,0
	2,00	5	5,0	5,0	9,0
	3,00	18	18,0	18,0	27,0
	4,00	46	46,0	46,0	73,0
	5,00	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

Y.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	3,00	7	7,0	7,0	9,0
	4,00	42	42,0	42,0	51,0
	5,00	49	49,0	49,0	100,0
	Total	100	100,0	100,0	

Y.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	13	13,0	13,0	13,0
	2,00	9	9,0	9,0	22,0
	3,00	12	12,0	12,0	34,0
	4,00	42	42,0	42,0	76,0
	5,00	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

Y.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	4	4,0	4,0	6,0
	3,00	15	15,0	15,0	21,0
	4,00	43	43,0	43,0	64,0
	5,00	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Flash Sale (X1)	100	8,00	40,00	33,7200	5,32590
Cash Back (X2)	100	6,00	30,00	24,1900	4,48047
Fitur Paylater (X3)	100	8,00	40,00	29,5800	8,64470
Impulse Buying (Y)	100	8,00	40,00	32,4700	5,80222
Valid N (listwise)	100				

Lampiran 7 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,92931865
Most Extreme Differences	Absolute	,078
	Positive	,078
	Negative	-,071
Test Statistic		,078
Asymp. Sig. (2-tailed)		,092[c]

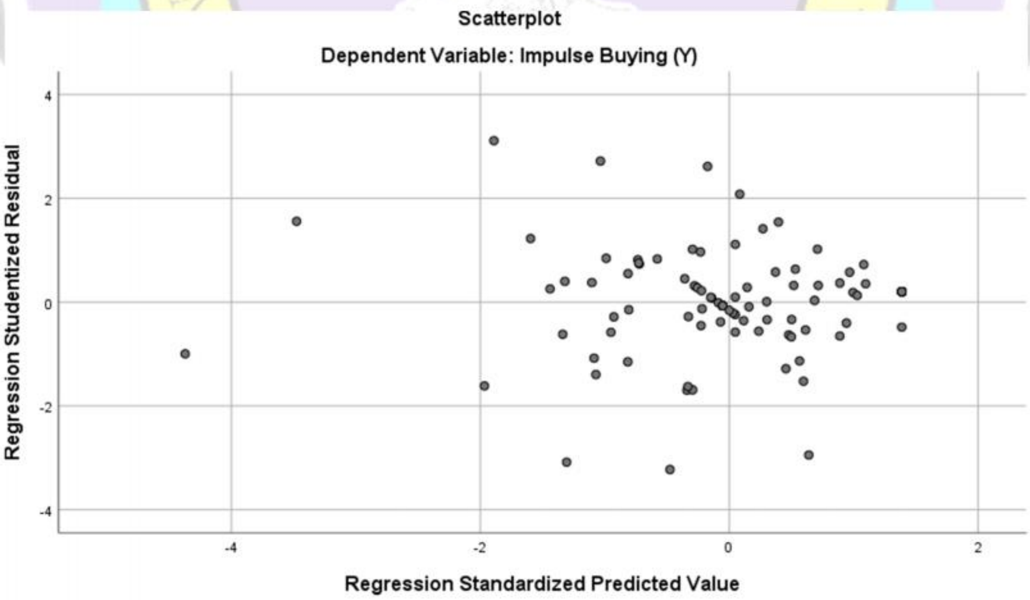
a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Lampiran 8 Hasil Uji Multikolinearitas

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,365	1,924		2,749	,003		
	Flash Sale (X1)	,509	,113	,467	4,493	,000	,245	4,075
	Cash Back (X2)	,199	,050	,231	2,388	,008	,150	6,645
	Fitur Paylater (X3)	,265	,054	,395	4,900	,000	,408	2,448

a. Dependent Variable: Impulse Buying (Y)

Lampiran 9 Hasil Uji Heteroskedastisitas



Lampiran 10 Hasil Uji Regresi Linear Berganda

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,365	1,924		2,749	,003
	Flash Sale (X1)	,509	,113	,467	4,493	,000
	Cash Back (X2)	,199	,050	,231	2,388	,008
	Fitur Paylater (X3)	,265	,054	,395	4,900	,000

a. Dependent Variable: Impulse Buying (Y)

Lampiran 11 Hasil Uji F

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2483,400	3	827,800	93,547	,000[b]
	Residual	849,510	96	8,849		
	Total	3332,910	99			

a. Dependent Variable: Impulse Buying (Y)
b. Predictors: (Constant), Fitur Paylater (X3), Cash Back (X2), Flash Sale (X1)

Lampiran 12 Hasil Uji t

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,365	1,924		2,749	,003
	Flash Sale (X1)	,509	,113	,467	4,493	,000
	Cash Back (X2)	,199	,050	,231	2,388	,008
	Fitur Paylater (X3)	,265	,054	,395	4,900	,000

a. Dependent Variable: Impulse Buying (Y)

Lampiran 13 Hasil Uji Koefisien Determinasi (R^2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,863[a]	,745	,737	2,97474

a. Predictors: (Constant), Fitur Paylater (X3), Cash Back (X2), Flash Sale (X1)
b. Dependent Variable: Impulse Buying (Y)