

## Lampiran 1. Kuesioner

Salam hormat,

Perkenalkan nama saya Elia Cahyo Aji mahasiswa Fakultas Ekonomika dan Bisnis Universitas Kristen Satya Wacana Salatiga. Pada saat ini saya sedang melakukan penelitian untuk Tugas Akhir (Skripsi) saya yang berjudul “PENGARUH *FLASH SALE* TERHADAP PERILAKU IMPULSE BUYING ONLINE PRODUK *FASHION* DENGAN *GENDER* SEBAGAI VARIABEL MODERASI (Studi Kasus Marketplace Shopee)”. Penelitian ini menggunakan kuesioner sebagai alat pengumpulan data. Oleh sebab itu, saya memohon bantuan kepada Bapak/Ibu/Saudara/i untuk berkenan meluangkan waktu dan mengisi kuesioner ini. Adapun karakteristik responden yang dibutuhkan dalam pengisian kuesioner ini adalah sebagai berikut:

1. Pernah melakukan belanja online melalui Shopee dalam tiga bulan terakhir.
2. Pernah melakukan pembelian produk *fashion* pada saat *flash sale* melalui Shopee dalam periode tiga bulan terakhir.

Jika Bapak/Ibu/Saudara/i memenuhi karakteristik tersebut silahkan untuk melanjutkan pengisian kuesioner. Saya berharap semua jawaban diisi dengan benar dan lengkap. Semua jawaban dijamin kerahasiaannya karena hanya untuk kepentingan penelitian semata. Saya mengucapkan terimakasih banyak atas waktu yang Bapak/Ibu/Saudara/i berikan untuk mengisi kuesioner ini.

Hormat saya,

Elia Cahyo Aji

### A. Deskripsi Responden

1. Jenis Kelamin :
  - a) Pria
  - b) Wanita
2. Usia :
  - a) <19 Tahun
  - b) 19 - 24 Tahun
  - c) 25 – 30 Tahun
  - d) 31 – 36 Tahun
  - e) >36 Tahun
3. Pekerjaan :
  - a) Mahasiswa/Pelajar
  - b) Buruh/Karyawan
  - c) Wiraswasta

- d) Pegawai Negeri Sipil
- 4. Penghasilan
  - a) < Rp 1.000.000
  - b) Rp 1.000.000 - < Rp 3.500.000
  - c) Rp 3.600.000 - < Rp 5.500.000
  - d) Rp 5.600.000 - < Rp 7.500.000
  - e) ≥ Rp 7.500.000

**B. Karakteristik Responden**

1. Pernah melakukan belanja online melalui Shopee dalam tiga bulan terakhir
  - a. Ya
  - b. Tidak (Tidak perlu melanjutkan)
2. Pernah melakukan pembelian produk *fashion* pada saat *flash sale* melalui Shopee dalam periode tiga bulan terakhir
  - a. Ya
  - b. Tidak (Tidak perlu melanjutkan)

**C. Kualitas data**

1. Saya menyukai produk *fast fashion*. Mohon pilih jawaban SETUJU pada pertanyaan ini
  - a) TIDAK SETUJU
  - b) NETRAL
  - c) SETUJU
2. Belanja Online merupakan salah satu kegiatan penghilang stress. Mohon pilih jawaban TIDAK SETUJU pada pertanyaan ini
  - a) TIDAK SETUJU
  - b) NETRAL
  - c) SETUJU

**D. *Flash sale***

Pada bagian ini terdapat beberapa pernyataan yang dapat Bapak/Ibu/Saudara/i jawab dengan cara memilih salah satu jawaban yang sesuai dengan pilihan anda dengan penentuan skor:

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju (TS)
- 3 = Netral (N)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

No	Pertanyaan	Pilihan				
		STS	TS	N	S	SS

1	Besarnya diskon pada produk <i>fashion</i> yang ditawarkan oleh shopee selama <i>flash sale</i> menarik bagi saya.					
2	Harga produk <i>fashion</i> saat <i>flash sale</i> belanja <i>online</i> di shopee lebih murah dibanding dengan department store yang mengadakan diskon.					
3	Produk <i>fashion</i> yang ditawarkan oleh shopee selama <i>flash sale</i> merupakan produk yang berkualitas.					
4	Banyaknya kategori produk <i>fashion</i> yang ditawarkan oleh shopee menarik perhatian saya untuk mengikuti event <i>flash sale</i> .					
5	Keterbatasan jumlah produk <i>fashion</i> yang ditawarkan oleh shopee ketika <i>flash sale</i> mendorong saya untuk segera melakukan pembelian.					
6	Durasi penawaran <i>flash sale</i> di shopee yang terbatas mendorong saya untuk segera melakukan pembelian					
7	Keamanan dalam melakukan transaksi meyakinkan saya untuk berbelanja di shopee pada saat <i>flash sale</i> berlangsung.					
8	Kemudahan dalam penggunaan, membuat saya selalu mengikuti event flash di shopee					

#### E. Pembelian Impulsif

Pada bagian ini terdapat beberapa pernyataan yang dapat Bapak/Ibu/Saudara/i jawab dengan cara memilih salah satu jawaban yang sesuai dengan pilihan anda dengan penentuan skor:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No	Pertanyaan	Pilihan				
		STS	TS	N	S	SS
1	Dalam berbelanja <i>online</i> , saya sering memutuskan untuk melakukan pembelian ketika melihat produk yang saya butuhkan.					
2	Dalam berbelanja <i>online</i> , saya sering membeli produk secara spontan ketika menemukan produk yang menarik bagi saya.					
3	Saat berbelanja <i>online</i> saya membeli produk tanpa mempertimbangkan harga					
4	Ketika berbelanja <i>online</i> , saya membeli lebih banyak dari yang saya rencanakan sebelumnya.					

5	Saat berbelanja <i>online</i> , ketika saya menemukan barang yang sungguh-sungguh menarik, saya akan membelinya hanya untuk memenuhi rasa penasaran yang muncul.					
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F. *Gender*

Pada bagian ini terdapat beberapa item yang mewakilkan Maskulin (M) dan Feminim (F) yang dapat Bapak/Ibu/Saudara pilih, dengan cara memilih satu jawaban yang sesuai dengan jawaban anda. pilihlah jawaban anda dengan penentuan skor :

- 1 = Tidak pernah atau Hampir tidak pernah
- 2 = Biasanya tidak
- 3 = Kadang-kadang tapi jarang sekali
- 4 = Kadang-kadang
- 5 = Sering
- 6 = Biasanya : lebih dari sering
- 7 = Selalu atau Hampir selalu

Pertanyaan	Pilihan						
	Tidak Pernah	Biasanya Tidak	Kadang-kadang (jarang sekali)	Kadang-kadang	Sering	Biasanya (lebih dari sering)	selalu atau hampir selalu
Memiliki kemampuan memimpin ( M )							
Hangat (F)							
Berkepribadian kuat (M)							
Ramah (F)							
Bertindak sebagai pemimpin (M)							
Kasih sayang (F)							
Dominan (M)							
Simpatik (F)							
Mempertahankan keyakinan sendiri (M)							
Peka terhadap kebutuhan (F)							
Mudah mengambil keputusan (M)							
Lembut (F)							

Lampiran 2. Hasil Jawaban Kuesioner Pre Test

N O	Flash sale								Pembelian Impulsif					Gender											
	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	Y 1	Y 2	Y 3	Y 4	Y 5	Z 1	Z 2	Z 1	Z 2	Z 1	Z 2	Z 1	Z 2	Z 1	Z 2	Z 1	Z 2
1	4	5	5	5	4	5	5	5	5	5	5	5	5	3	4	7	7	4	7	5	7	7	7	7	7
2	5	5	5	5	5	5	5	5	4	4	4	4	4	5	4	6	5	4	6	5	6	6	4	5	5
3	4	5	2	4	2	5	4	2	5	1	1	4	5	6	7	6	3	6	6	3	7	7	7	5	6
4	5	5	3	5	4	4	5	3	5	2	2	1	2	6	5	6	5	4	5	6	6	7	7	5	6
5	4	3	3	4	3	4	4	4	4	3	2	2	2	6	4	7	7	6	5	5	4	6	6	6	6
6	5	5	5	5	4	4	5	4	5	3	2	2	3	4	4	6	6	3	7	4	6	5	6	4	4
7	4	5	4	4	4	3	4	4	4	3	2	3	3	5	4	5	5	5	6	4	6	5	5	4	6
8	5	5	5	5	5	5	5	5	5	5	5	5	5	7	7	7	7	7	7	7	7	7	7	7	7
9	5	5	4	4	4	4	4	4	5	4	2	2	2	6	6	5	6	6	7	6	6	5	6	5	7
10	3	3	3	3	3	2	3	3	3	2	2	2	2	4	4	3	4	4	5	3	5	4	4	4	4
11	5	5	4	5	4	5	4	4	5	4	1	4	2	6	4	7	5	6	2	6	3	6	5	6	5
12	5	5	5	1	4	4	3	3	5	2	4	3	2	7	5	4	4	4	5	2	2	4	3	4	2
13	5	5	5	5	5	5	5	5	4	2	2	4	4	5	1	5	4	5	6	6	6	6	6	6	5
14	4	3	4	4	4	5	4	3	5	5	4	3	5	7	5	6	6	6	7	5	6	6	6	7	6
15	4	5	4	5	5	4	5	5	5	4	2	3	5	5	3	5	5	7	7	7	6	5	5	6	7
16	5	5	5	5	5	5	5	5	5	5	5	5	5	7	7	7	7	7	7	7	4	7	5	4	5
17	3	3	3	4	3	3	4	4	3	4	3	4	4	5	5	4	4	5	6	4	4	3	6	3	6
18	5	5	4	5	4	4	5	5	5	4	4	5	4	4	6	4	7	4	7	6	7	4	6	4	6
19	5	5	3	4	5	5	5	5	5	2	2	2	4	6	6	6	7	6	7	6	6	3	6	6	6
20	5	5	4	5	4	5	5	5	5	5	4	5	5	7	7	7	7	5	7	4	7	7	7	7	7
21	5	5	5	5	3	4	5	5	4	3	1	2	2	6	6	6	6	5	6	6	6	5	6	5	6
22	3	2	2	2	2	1	1	4	5	2	1	3	3	5	5	6	4	5	6	5	6	5	5	5	6
23	5	3	3	5	4	4	5	5	5	2	2	1	3	3	4	5	5	3	7	2	5	7	7	5	4



### Lampiran 3. Uji Validitas Pretest

*Flash sale*

#### Correlations

		F1	F2	F3	F4	F5	F6	F7	F8	Total_ FS
F1	Pearson Correlation	1	.528**	.328	.451*	.556**	.573**	.524**	.442*	.713**
	Sig. (2-tailed)		.003	.076	.012	.001	.001	.003	.015	.000
	N	30	30	30	30	30	30	30	30	30
F2	Pearson Correlation	.528**	1	.565**	.414*	.425*	.601**	.607**	.243	.719**
	Sig. (2-tailed)	.003		.001	.023	.019	.000	.000	.195	.000
	N	30	30	30	30	30	30	30	30	30
F3	Pearson Correlation	.328	.565**	1	.374*	.604**	.534**	.440*	.500**	.716**
	Sig. (2-tailed)	.076	.001		.042	.000	.002	.015	.005	.000
	N	30	30	30	30	30	30	30	30	30
F4	Pearson Correlation	.451*	.414*	.374*	1	.457*	.590**	.740**	.637**	.781**
	Sig. (2-tailed)	.012	.023	.042		.011	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
F5	Pearson Correlation	.556**	.425*	.604**	.457*	1	.603**	.587**	.607**	.787**
	Sig. (2-tailed)	.001	.019	.000	.011		.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
F6	Pearson Correlation	.573**	.601**	.534**	.590**	.603**	1	.698**	.351	.817**
	Sig. (2-tailed)	.001	.000	.002	.001	.000		.000	.057	.000
	N	30	30	30	30	30	30	30	30	30
F7	Pearson Correlation	.524**	.607**	.440*	.740**	.587**	.698**	1	.495**	.839**
	Sig. (2-tailed)	.003	.000	.015	.000	.001	.000		.005	.000
	N	30	30	30	30	30	30	30	30	30
F8	Pearson Correlation	.442*	.243	.500**	.637**	.607**	.351	.495**	1	.704**
	Sig. (2-tailed)	.015	.195	.005	.000	.000	.057	.005		.000
	N	30	30	30	30	30	30	30	30	30
Total_ FS	Pearson Correlation	.713**	.719**	.716**	.781**	.787**	.817**	.839**	.704**	1
	Sig. (2-tailed)	.000	.000	.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).





Pembelian Impulsif

**Correlations**

		IB 1	IB2	IB3	IB4	IB5	Total_ IB
IB1	Pearson Correlation	1	.207	.250	.048	.185	.341
	Sig. (2-tailed)		.272	.183	.802	.327	.065
	N	30	30	30	30	30	30
IB2	Pearson Correlation	.207	1	.705**	.552**	.494**	.828**
	Sig. (2-tailed)	.272		.000	.002	.005	.000
	N	30	30	30	30	30	30
IB3	Pearson Correlation	.250	.705**	1	.527**	.540**	.851**
	Sig. (2-tailed)	.183	.000		.003	.002	.000
	N	30	30	30	30	30	30
IB4	Pearson Correlation	.048	.552**	.527**	1	.568**	.786**
	Sig. (2-tailed)	.802	.002	.003		.001	.000
	N	30	30	30	30	30	30
IB5	Pearson Correlation	.185	.494**	.540**	.568**	1	.786**
	Sig. (2-tailed)	.327	.005	.002	.001		.000
	N	30	30	30	30	30	30
Total_ IB	Pearson Correlation	.341	.828**	.851**	.786**	.786**	1
	Sig. (2-tailed)	.065	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

Gender

Correlations

	G D1	G D2	G D3	G D4	G D5	G D6	G D7	G D8	G D9	GD 10	GD 11	GD 12	Total GD
GD1 Pearson Correlation Sig. (2- tailed) N	1   30	.57 0**  30	.37 4*  30	-. 05 3 30	.58 2**  30	-. 32 3 30	.27 5 30	-. 18 3 30	.10 0 30	-. 15 1 30	.31 6 30	.02 4 30	.379*   30
GD2 Pearson Correlation Sig. (2- tailed) N	.57 0**  30	1   30	.30 0 30	.23 3 30	.36 4*  30	.08 9 30	.10 7 30	.16 6 30	.09 2 30	.17 2 30	.02 9 30	.22 3 30	.513**   30
GD3 Pearson Correlation Sig. (2- tailed) N	.37 4*  30	.30 0 30	1   30	.37 9*  30	.44 2*  30	.10 1 30	.19 3 30	.01 6 30	.50 8**  30	.40 7*  30	.41 0*  30	.27 0 30	.643**   30
GD4 Pearson Correlation Sig. (2- tailed) N	-. 05 3 30	.23 3 30	.37 9*  30	1   30	.24 5 30	.56 2**  30	.37 0*  30	.28 9 30	.21 6 30	.42 0*  30	.19 2 30	.38 1*  30	.635**   30
GD5 Pearson Correlation Sig. (2- tailed) N	.58 2**  30	.36 4*  30	.44 2*  30	.24 5 30	1   30	.08 4 30	.51 1**  30	.04 8 30	.17 4 30	.07 8 30	.30 2 30	.43 8*  30	.633**   30

GD6	Pearson Correlation Sig. (2-tailed) N	-.323	.089	.101	.562**	.084	1	-.054	.415*	.041	.415*	-.139	.284	.377*	.040	30
GD7	Pearson Correlation Sig. (2-tailed) N	.275	.107	.193	.370*	.511**	-.054	1	.316	.155	.094	.390*	.555**	.583**	.001	30
GD8	Pearson Correlation Sig. (2-tailed) N	-.183	.166	.016	.289	.048	.415*	.316	1	.303	.483**	.350	.576**	.556**	.001	30
GD9	Pearson Correlation Sig. (2-tailed) N	.100	.092	.508**	.216	.174	.041	.155	.303	1	.514**	.454*	.266	.550**	.002	30
GD10	Pearson Correlation Sig. (2-tailed) N	-.151	.172	.407*	.420*	.078	.415*	.094	.483**	.514**	1	.255	.545**	.611**	.000	30
GD11	Pearson Correlation	.316	.029	.410*	.192	.302	-.139	.390*	.350	.454*	.255	1	.439*	.568**		

	Sig. (2- tailed)	.08 8	.87 9	.02 4	.30 9	.10 4	.46 2	.03 3	.05 8	.01 2	.17 4		.01 5	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
GD12	Pearson Correlation	.02 4	.22 3	.27 0	.38 1*	.43 8*	.28 4	.55 5**	.57 6**	.26 6	.54 5**	.43 9*	1	.730**
	Sig. (2- tailed)	.90 0	.23 5	.14 9	.03 8	.01 6	.12 8	.00 1	.00 1	.15 6	.00 2	.01 5		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Total _GD	Pearson Correlation	.37 9*	.51 3**	.64 3**	.63 5**	.63 3**	.37 7*	.58 3**	.55 6**	.55 0**	.61 1**	.56 8**	.73 0**	1
	Sig. (2- tailed)	.03 9	.00 4	.00 0	.00 0	.00 0	.04 0	.00 1	.00 1	.00 2	.00 0	.00 1	.00 0	
	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).



#### Lampiran 4. Uji Reliabilitas Pre Test

*Flash sale*

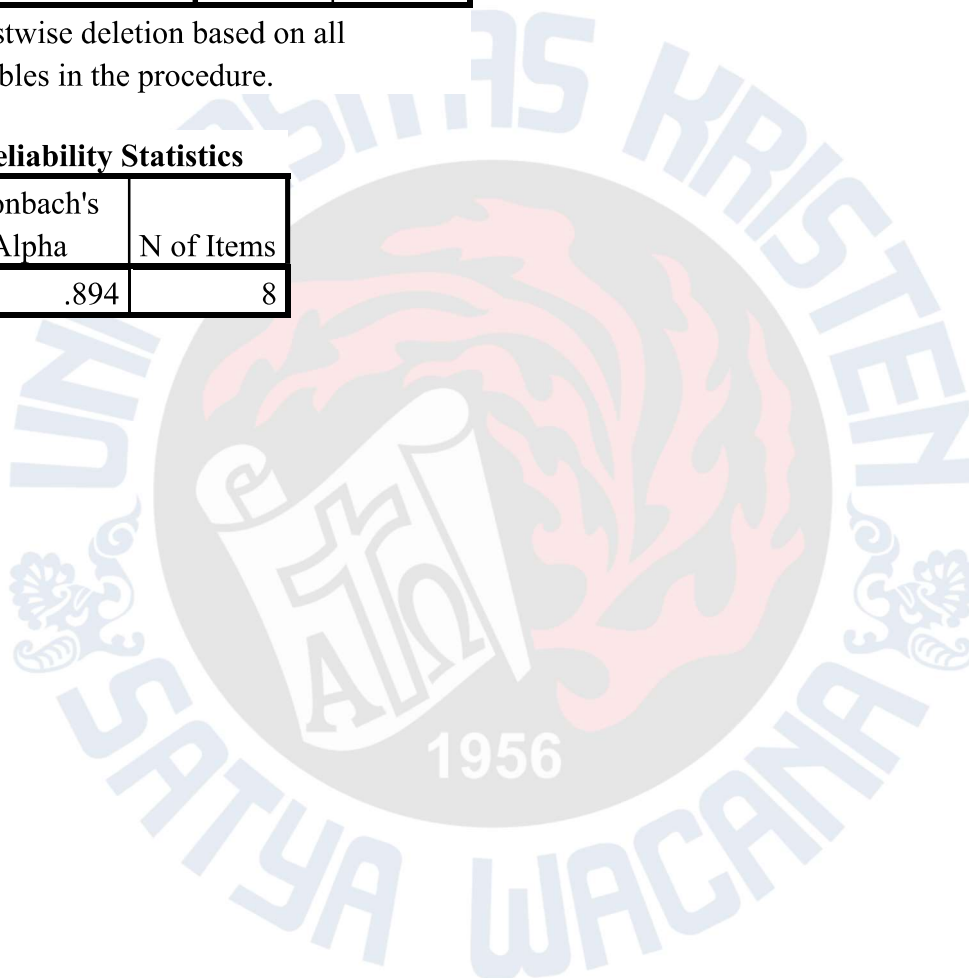
##### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
.894	8



Pembelian Impulsif

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.796	5

Gender

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.800	12

Lampiran 5. Hasil Jawaban Kuesioner

N O	Flash sale								Pembelian Impulsif				Maskulin						Feminim						
	X 1	X 2	X 3	X 4	X 5	X 6	X 7	X 8	Y 2	Y 3	Y 4	Y 5	Z 1	Z 2	Z 3	Z 4	Z 5	Z 6	Z 1	Z 2	Z 3	Z 4	Z 5	Z 6	
1	3	4	3	3	3	4	4	3	4	3	4	4	4	4	4	5	4	5	4	4	5	4	5	4	5
2	5	5	4	4	4	5	4	4	5	3	5	5	4	5	6	7	5	6	4	6	6	7	5	6	6
3	5	5	4	4	5	5	5	4	4	4	5	4	7	6	6	7	5	5	4	6	5	5	7	5	5
4	5	4	3	4	4	4	4	4	4	3	3	4	5	5	5	6	5	5	4	5	6	6	6	6	6
5	5	5	5	5	2	2	4	5	2	2	2	2	4	3	2	5	3	5	5	5	5	5	3	7	7
6	5	5	4	4	3	3	4	4	5	3	2	3	4	5	6	6	6	5	5	5	5	5	6	5	5
7	4	4	4	4	4	4	4	4	4	4	4	4	6	6	6	6	6	6	6	6	6	6	6	6	6
8	5	4	4	4	4	4	4	5	3	4	3	4	6	4	7	7	7	7	7	7	7	7	6	4	4
9	5	2	4	5	3	4	4	5	5	3	1	5	7	7	7	6	7	7	7	7	6	5	6	7	7
0	4	4	3	4	4	4	4	4	4	2	4	2	5	5	5	5	5	5	5	5	5	5	5	5	5
1	4	5	3	5	4	4	5	5	5	2	2	2	6	7	3	6	6	6	4	6	6	6	6	6	6
1	4	4	3	4	3	3	4	3	2	2	4	3	6	5	5	6	6	6	5	4	6	4	4	5	5
1	5	4	2	4	4	2	4	3	4	3	5	3	7	5	5	6	7	6	7	6	6	6	5	4	4
1	4	4	3	4	4	3	4	2	4	2	4	4	4	5	6	5	6	6	6	6	6	6	6	7	7
1	5	4	4	5	4	4	5	4	3	2	2	3	5	6	6	7	6	7	4	7	6	7	6	6	6
1	5	3	4	5	5	5	5	5	4	4	2	3	7	7	7	7	7	7	7	7	4	7	6	7	7
1	4	4	4	4	4	4	4	4	2	2	3	2	4	5	1	5	4	5	3	5	3	5	3	5	5
1	5	4	4	3	4	4	5	5	4	4	5	4	7	6	6	7	6	7	6	6	6	7	6	7	7
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187	5	3	3	5	2	3	3	4	3	3	5	4	3	6	5	5	4	6	4	5	4	5	3	5
188	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
189	4	4	4	4	4	4	4	3	4	4	3	5	6	6	5	6	6	5	6	6	5	5	5	6
190	3	4	2	5	5	5	5	5	3	1	4	2	7	5	7	6	7	7	5	6	7	6	7	5
191	4	4	3	5	3	5	3	4	4	4	1	2	7	7	7	6	5	7	6	6	7	5	6	5
192	5	4	4	5	4	4	4	3	4	4	3	5	7	7	7	7	7	7	7	7	7	7	7	7
193	4	3	4	3	4	3	4	4	4	3	4	4	4	6	6	5	4	6	6	5	3	5	5	4
194	4	4	3	4	4	4	5	5	3	2	4	2	7	6	6	5	5	6	6	6	6	5	5	5
195	4	5	4	4	4	5	5	5	5	5	4	4	6	6	5	7	5	7	4	4	3	3	5	4
196	4	5	4	3	4	5	4	4	4	5	4	5	4	5	6	7	4	7	4	7	7	6	4	7
197	4	5	4	4	4	4	4	5	4	3	4	4	6	6	6	5	5	4	6	6	5	5	6	5



## Lampiran 6. Uji Validitas

*Flash sale*

### Correlations

		X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	Total x
X.1	Pearson Correlation	1	.211**	.317**	.389**	.371**	.305**	.222**	.365**	.602**
	Sig. (2-tailed)		.002	.000	.000	.000	.000	.001	.000	.000
	N	207	207	207	207	207	207	207	207	207
X.2	Pearson Correlation	.211**	1	.321**	.293**	.383**	.364**	.181**	.260**	.580**
	Sig. (2-tailed)	.002		.000	.000	.000	.000	.009	.000	.000
	N	207	207	207	207	207	207	207	207	207
X.3	Pearson Correlation	.317**	.321**	1	.304**	.303**	.291**	.325**	.401**	.644**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	207	207	207	207	207	207	207	207	207
X.4	Pearson Correlation	.389**	.293**	.304**	1	.385**	.352**	.319**	.375**	.650**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	207	207	207	207	207	207	207	207	207
X.5	Pearson Correlation	.371**	.383**	.303**	.385**	1	.563**	.346**	.416**	.724**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	207	207	207	207	207	207	207	207	207
X.6	Pearson Correlation	.305**	.364**	.291**	.352**	.563**	1	.283**	.403**	.694**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	207	207	207	207	207	207	207	207	207
X.7	Pearson Correlation	.222**	.181**	.325**	.319**	.346**	.283**	1	.342**	.577**
	Sig. (2-tailed)	.001	.009	.000	.000	.000	.000		.000	.000
	N	207	207	207	207	207	207	207	207	207
X.8	Pearson Correlation	.365**	.260**	.401**	.375**	.416**	.403**	.342**	1	.702**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000

	N	207	207	207	207	207	207	207	207	207
Total	Pearson	.602	.580	.644	.650	.724	.694	.577	.702	1
_x	Correlation	**	**	**	**	**	**	**	**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	207	207	207	207	207	207	207	207	207

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



Pembelian Impulsif

**Correlations**

		Y.2	Y.3	Y.4	Y.5	Total Y
Y.2	Pearson Correlation	1	.467 **	.398 **	.557 **	.758**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	207	207	207	207	207
Y.3	Pearson Correlation	.467 **	1	.469 **	.502 **	.784**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	207	207	207	207	207
Y.4	Pearson Correlation	.398 **	.469 **	1	.569 **	.768**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	207	207	207	207	207
Y.5	Pearson Correlation	.557 **	.502 **	.569 **	1	.840**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	207	207	207	207	207
Total _Y	Pearson Correlation	.758 **	.784 **	.768 **	.840 **	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	207	207	207	207	207

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

Maskulin

**Correlations**

	Z1. 1	Z1. 2	Z1. 3	Z1. 4	Z1. 5	Z1. 6	Total_ Z1
Z1.1 Pearson Correlation	1	.251 **	.493 **	.298 **	.691 **	.234 **	.723**
Sig. (2-tailed)		.000	.000	.000	.000	.001	.000
N	207	207	207	207	207	207	207
Z1.2 Pearson Correlation	.251 **	1	.245 **	.452 **	.238 **	.534 **	.628**
Sig. (2-tailed)	.000		.000	.000	.001	.000	.000
N	207	207	207	207	207	207	207
Z1.3 Pearson Correlation	.493 **	.245 **	1	.375 **	.573 **	.356 **	.730**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
N	207	207	207	207	207	207	207
Z1.4 Pearson Correlation	.298 **	.452 **	.375 **	1	.373 **	.596 **	.709**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
N	207	207	207	207	207	207	207
Z1.5 Pearson Correlation	.691 **	.238 **	.573 **	.373 **	1	.279 **	.767**
Sig. (2-tailed)	.000	.001	.000	.000		.000	.000
N	207	207	207	207	207	207	207
Z1.6 Pearson Correlation	.234 **	.534 **	.356 **	.596 **	.279 **	1	.678**
Sig. (2-tailed)	.001	.000	.000	.000	.000		.000
N	207	207	207	207	207	207	207
Total_ Z1 Pearson Correlation	.723 **	.628 **	.730 **	.709 **	.767 **	.678 **	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	207	207	207	207	207	207	207

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

Feminim

**Correlations**

	Z2. 1	Z2. 2	Z2. 3	Z2. 4	Z2. 5	Z2. 6	Total_ Z2
Z2.1 Pearson Correlation	1	.320 **	.400 **	.264 **	.579 **	.276 **	.713**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
N	207	207	207	207	207	207	207
Z2.2 Pearson Correlation	.320 **	1	.399 **	.572 **	.332 **	.477 **	.713**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
N	207	207	207	207	207	207	207
Z2.3 Pearson Correlation	.400 **	.399 **	1	.451 **	.321 **	.421 **	.705**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
N	207	207	207	207	207	207	207
Z2.4 Pearson Correlation	.264 **	.572 **	.451 **	1	.268 **	.493 **	.704**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
N	207	207	207	207	207	207	207
Z2.5 Pearson Correlation	.579 **	.332 **	.321 **	.268 **	1	.200 **	.673**
Sig. (2-tailed)	.000	.000	.000	.000		.004	.000
N	207	207	207	207	207	207	207
Z2.6 Pearson Correlation	.276 **	.477 **	.421 **	.493 **	.200 **	1	.673**
Sig. (2-tailed)	.000	.000	.000	.000	.004		.000
N	207	207	207	207	207	207	207
Total_ Z2 Pearson Correlation	.713 **	.713 **	.705 **	.704 **	.673 **	.673 **	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	207	207	207	207	207	207	207

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



## Lampiran 7. Uji Reliabilitas

*Flash sale*

### Case Processing Summary

		N	%
Cases	Valid	207	100.0
	Excluded <sup>a</sup>	0	.0
	Total	207	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.801	8

*Pembelian Impulsif*

### Case Processing Summary

		N	%
Cases	Valid	207	100.0
	Excluded <sup>a</sup>	0	.0
	Total	207	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.796	4

Maskulin

**Case Processing Summary**

		N	%
Cases	Valid	207	100.0
	Excluded <sup>a</sup>	0	.0
	Total	207	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.798	6

Feminim

**Case Processing Summary**

		N	%
Cases	Valid	207	100.0
	Excluded <sup>a</sup>	0	.0
	Total	207	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.783	6

### Lampiran 8. Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		207
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.02225880
	Most Extreme Differences	Absolute
	Positive	.079
	Negative	-.130
Test Statistic		.130
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>

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

### Lampiran 9. Uji Normalitas Setelah Transform

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		193
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.65638324
	Most Extreme Differences	Absolute
	Positive	.064
	Negative	-.046
Test Statistic		.064
Asymp. Sig. (2-tailed)		.055 <sup>c</sup>

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

### Lampiran 10. Uji Multikolinieritas

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.911	1.958		-.976	.330		
Flash_Sale	.336	.061	.376	5.506	.000	.782	1.278
Feminim	.040	.075	.056	.535	.593	.331	3.018
Maskulin	.106	.072	.160	1.479	.141	.314	3.186

a. Dependent Variable: Pembelian\_impulsif

### Lampiran 11. Uji Heteroskedastisitas

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.004	.001		2.846	.005
Flash_Sale	-1.409E-6	.000	-.214	1.944	.053
Maskulin	-.060	.039	-.266	1.543	.124
Feminim	.047	.039	.217	1.196	.233

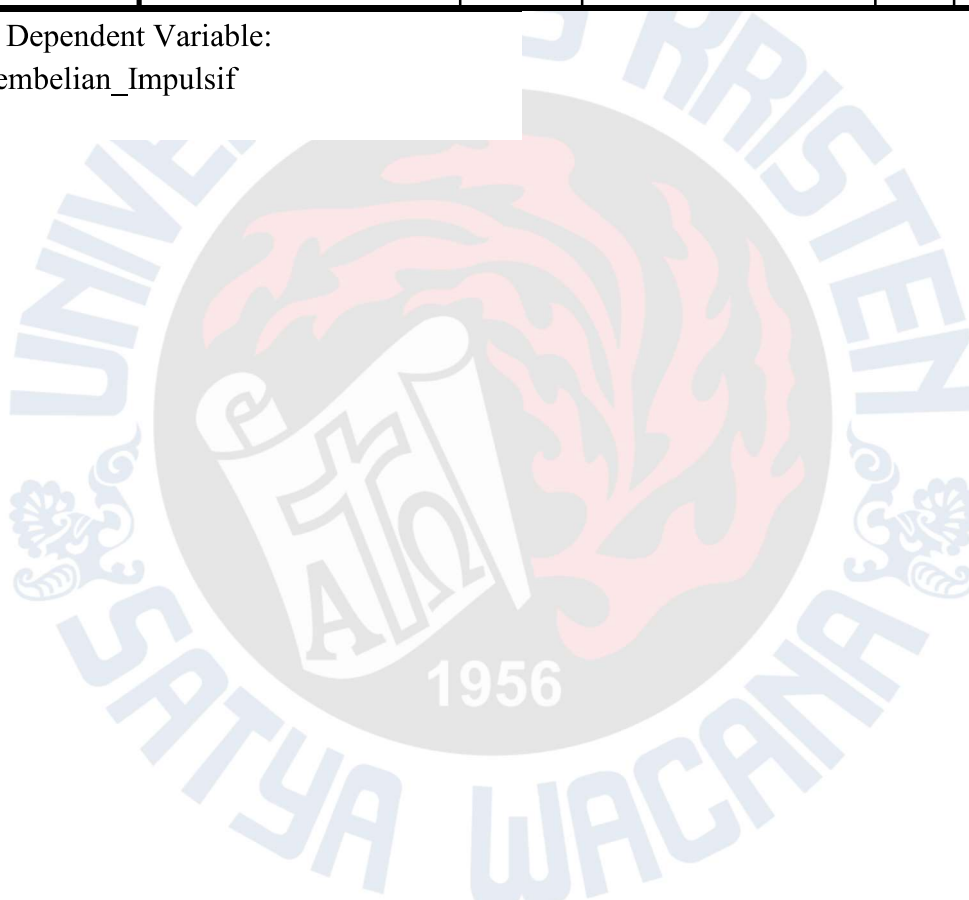
a. Dependent Variable: abs

### Lampiran 12. Uji Regresi Linier sederhana

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.028	1.839		.015	.988
Flash_Sale	.423	.055	.473	7.694	.000

a. Dependent Variable:  
Pembelian\_Impulsif



### Lampiran 13. Uji Koefisien Determinasi

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.473 <sup>a</sup>	.224	.220	3.098

a. Predictors: (Constant), Flash\_Sale

### Lampiran 14. Uji Moderated Regression Analysis (MRA)

Maskulin

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.815	9.422		.511	.610
Flash_Sale	.142	.288	.158	.491	.624
Maskulin	-.071	.300	-.107	-.238	.812
FS*M	.006	.009	.460	.699	.485

a. Dependent Variable: Total\_Y

Feminim

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.630	10.542		.344	.731

Flash_Sale	.190	.317	.212	.597	.551
Feminim	-.052	.333	-.072	.156	.876
FS*F	.005	.010	.371	.541	.589

a. Dependent Variable: Total\_Y

