

LAMPIRAN

LAMPIRAN 1 : KUESIONER

Kepada Yth.

Saudara/Saudari Responden

Di tempat

Perkenalkan saya, Nama: Imelda Iryani Basuki, NIM: 212016012, adalah mahasiswa Universitas Kristen Satya Wacana Program Studi Manajemen yang sedang mengadakan penelitian tentang **“PENGARUH GAYA HIDUP, PENDAPATAN DAN *HEDONIC SHOPPING MOTIVATION* TERHADAP PEMBELIAN IMPULSIF MELALUI *ONLINE SHOPPING* DENGAN MEDIA SOSIAL SEBAGAI VARIABEL MODERASI”**

Saya selaku peneliti memohon kesediaan Saudara/Saudari untuk membantu penelitian ini dengan mengisi kuisisioner (terlampir). Saya mohon kepada Saudara/Saudari untuk memberikan jawaban sesuai dengan keadaan yang sebenarnya. Adapun jawaban yang Saudara/Saudari berikan tidak akan berpengaruh pada diri Saudara/Saudari karena penelitian ini hanya untuk kepentingan ilmiah. Atas kesediaannya saya ucapkan terima kasih.

Hormat saya,

Imelda Iryani B
212016012

PETUNJUK PENGISIAN

I. IDENTITAS RESPONDEN

1. Nama Responden / Inisial : (*boleh dikosongkan*)

2. Umur Responden : Tahun

3. Jenis Kelamin : Laki- Laki Perempuan

Pilihlah yang paling sesuai dengan Anda

1. Situs *Online Shopping* apa yang paling sering Anda gunakan?

- a. Tokopedia
- b. Shopee
- c. Lazada
- d. Blibli
- e. Lainnya, sebutkan

2. Kapan biasanya Anda melakukan pembelian secara online?

- a. Saat bersama teman
- b. Saat sibuk
- c. Saat ingin
- d. Lainnya, sebutkan

3. Apakah tujuan anda melakukan belanja online (online shopping)?
- Keinginan
 - Kebutuhan
 - Lainnya , sebutkan
4. Berapa kali Anda melakukan pembelian secara online dalam 3 bulan terakhir?
- 1 kali
 - 2 kali
 - Lainnya, sebutkan
5. Menurut Anda apakah berbelanja secara online dapat dipercaya?
- Iya
 - Tidak
6. Apakah Anda merasa puas dapat berbelanja secara online?
- Puas
 - Tidak puas
7. Berapa pendapatan atau uang saku yang Anda diperoleh setiap bulannya?
- < Rp 500.000
 - > Rp 500.000 – Rp 1.000.000
 - > Rp 1.000.000 – Rp 1.500.000
 - > Rp 1.500.000 – Rp 2.000.000
 - > Rp 2.000.000

II. DAFTAR PERNYATAAN TENTANG VARIABEL YANG DIGUNAKAN

Isilah pernyataan berikut ini dengan tanda (√) pada kolom yang telah disediakan sesuai dengan penilaian Saudara.

Keterangan :

SS : Sangat Setuju = 5

S : Setuju = 4

N : Netral = 3

TS : Tidak Setuju = 2

STS : Sangat Tidak Setuju = 1

Mohon juga berkenan menjawab pertanyaan terbuka dari setiap peubah yang ada.

A. GAYA HIDUP FLEXING

| No | Pertanyaan | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1. | Saya suka memposting barang-barang mahal yang saya miliki. | | | | | |
| 2. | Saya suka memposting produk yang orang lain tidak banyak memiliki. | | | | | |
| 3. | Saya aktif memposting gaya hidup saya di media sosial agar mudah mendapatkan teman. | | | | | |
| 4. | Saya suka memposting peristiwa dimana saya ada, yang menunjukkan kemewahan. | | | | | |
| 5. | Saya sering membeli barang-barang secara impulsif agar saya terlihat makmur meskipun keadaan saya tidak seperti itu. | | | | | |

Barang-barang apa saja yang suka anda posting di media sosial?

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B. PENDAPATAN

| No | Pertanyaan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1. | Saya memiliki pendapatan yang lebih dari cukup untuk membiayai kehidupan saya. | | | | | |
| 2. | Saya tidak kesulitan membeli barang yang saya inginkan. | | | | | |
| 3. | Saya menyediakan anggaran khusus untuk dapat membeli barang yang tidak saya rencanakan. | | | | | |
| 4. | Jumlah pendapatan saya di atas rata-rata pendapatan kebanyakan orang. | | | | | |

Berapa pendapatan yang memungkinkan orang bisa melakukan gaya hidup *flexing*?

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C. HEDONIC SHOPPING MOTIVATION

| No | Pertanyaan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1. | Proses berbelanja di <i>Online Shopping</i> membuat saya senang karena memberikan kepuasan. | | | | | |
| 2. | Di <i>Online Shopping</i> , saya dapat berbelanja bersama-sama dengan keluarga atau teman, dan akan mendapat banyak informasi produk. | | | | | |
| 3. | Ketika sedang stress, berbelanja di <i>Online Shopping</i> membuat mood saya lebih baik. | | | | | |

| No | Pertanyaan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 4. | Ketika saya berbelanja di <i>Online Shopping</i> , saya akan menemukan banyak produk baru yang menarik. | | | | | |
| 5. | Saya berbelanja di <i>Online Shopping</i> ketika sedang ada diskon, cashback atau gratis ongkir. | | | | | |
| 6. | Saya menikmati berbelanja online karena memberi pengalaman baru kepada saya. | | | | | |

Kepuasan seperti apa yang anda rasakan setelah melakukan pembelian *online shopping*?

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D. PEMBELIAN IMPULSIF

| No | Pertanyaan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1. | Saya membeli produk yang pertama kali saya lihat secara spontan. | | | | | |
| 2. | Saya membeli produk tanpa pertimbangan harga. | | | | | |
| 3. | Saya tidak akan menekan keinginan saya untuk membeli produk ketika melihat produk yang menarik. | | | | | |
| 4. | Saya tidak akan berfikir berulang-ulang sebelum memutuskan membeli suatu produk. | | | | | |

| No | Pertanyaan | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 5. | Saya tetap akan membeli produk yang saya anggap menarik meskipun tidak membutuhkannya. | | | | | |

Produk seperti apa yang sering anda beli tanpa perencanaan sebelumnya?

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E. MEDIA SOSIAL

| No | Pertanyaan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1. | Saya menggunakan banyak media sosial untuk mencari informasi dan membagikan informasi | | | | | |
| 2. | Setiap hari, saya menghabiskan banyak waktu menggunakan media sosial | | | | | |
| 3. | Dengan media sosial, mencari informasi menjadi lebih mudah | | | | | |
| 4. | Saya percaya dengan berbagai informasi yang dibagikan melalui media sosial | | | | | |

Media Sosial apa saja yang anda gunakan ?

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TERIMA KASIH

LAMPIRAN 3 : HASIL OLAH DATA SPSS 22

STATISTIK DESKRIPTIF

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| Gaya Hidup | 130 | 10 | 20 | 15.53 | 3.456 |
| Pendapatan | 130 | 12 | 20 | 16.28 | 2.457 |
| Hedonic Shop.Motiv | 130 | 18 | 30 | 24.34 | 2.890 |
| Media Sosial | 130 | 11 | 20 | 16.12 | 2.333 |
| Pembelian Impulsif | 130 | 10 | 22 | 16.02 | 2.812 |
| Valid N (listwise) | 130 | | | | |

HASIL STATISTIK DESKRIPSI RESPONDEN

Descriptive Statistics

| | N | Minimum | Maximum | Mean |
|--------------------|-----|---------|---------|--------|
| X1.1 | 130 | 2.00 | 4.00 | 3.0769 |
| X1.2 | 130 | 2.00 | 4.00 | 3.1077 |
| X1.3 | 130 | 2.00 | 4.00 | 3.0538 |
| X1.4 | 130 | 2.00 | 4.00 | 3.2308 |
| X1.5 | 130 | 2.00 | 4.00 | 3.0615 |
| Valid N (listwise) | 130 | | | |

Descriptive Statistics

| | N | Minimum | Maximum | Mean |
|--------------------|-----|---------|---------|--------|
| X2.1 | 130 | 3.00 | 5.00 | 4.0231 |
| X2.2 | 130 | 3.00 | 5.00 | 4.1077 |
| X2.3 | 130 | 3.00 | 5.00 | 4.0846 |
| X2.4 | 130 | 3.00 | 5.00 | 4.0692 |
| Valid N (listwise) | 130 | | | |

Descriptive Statistics

| | N | Minimum | Maximum | Mean |
|--------------------|-----|---------|---------|--------|
| X3.1 | 130 | 3.00 | 5.00 | 4.1846 |
| X3.2 | 130 | 3.00 | 5.00 | 4.0000 |
| X3.3 | 130 | 3.00 | 5.00 | 4.2000 |
| X3.4 | 130 | 3.00 | 5.00 | 4.0923 |
| X3.5 | 130 | 2.00 | 5.00 | 3.8846 |
| X3.6 | 130 | 2.00 | 5.00 | 3.9769 |
| Valid N (listwise) | 130 | | | |

Descriptive Statistics

| | N | Minimum | Maximum | Mean |
|--------------------|-----|---------|---------|--------|
| Z.1 | 130 | 2.00 | 5.00 | 3.9231 |
| Z.2 | 130 | 2.00 | 5.00 | 4.0231 |
| Z.3 | 130 | 3.00 | 5.00 | 4.1692 |
| Z.4 | 130 | 2.00 | 5.00 | 4.0077 |
| Valid N (listwise) | 130 | | | |

Descriptive Statistics

| | N | Minimum | Maximum | Mean |
|--------------------|-----|---------|---------|--------|
| Y.1 | 130 | 2.00 | 5.00 | 3.1385 |
| Y.2 | 130 | 2.00 | 5.00 | 3.5077 |
| Y.3 | 130 | 2.00 | 5.00 | 3.2923 |
| Y.4 | 130 | 2.00 | 4.00 | 3.0000 |
| Y.5 | 130 | 2.00 | 4.00 | 3.0769 |
| Valid N (listwise) | 130 | | | |

STATISTIK RESPONDEN

X1

X1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 45 | 34.6 | 34.6 | 34.6 |
| | 3.00 | 30 | 23.1 | 23.1 | 57.7 |
| | 4.00 | 55 | 42.3 | 42.3 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 37 | 28.5 | 28.5 | 28.5 |
| | 3.00 | 42 | 32.3 | 32.3 | 60.8 |
| | 4.00 | 51 | 39.2 | 39.2 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 46 | 35.4 | 35.4 | 35.4 |
| | 3.00 | 31 | 23.8 | 23.8 | 59.2 |
| | 4.00 | 53 | 40.8 | 40.8 | 100.0 |
| Total | | 130 | 100.0 | 100.0 | |

X1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 34 | 26.2 | 26.2 | 26.2 |
| | 3.00 | 32 | 24.6 | 24.6 | 50.8 |
| | 4.00 | 64 | 49.2 | 49.2 | 100.0 |
| Total | | 130 | 100.0 | 100.0 | |

X1.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 46 | 35.4 | 35.4 | 35.4 |
| | 3.00 | 30 | 23.1 | 23.1 | 58.5 |
| | 4.00 | 54 | 41.5 | 41.5 | 100.0 |
| Total | | 130 | 100.0 | 100.0 | |

X2

X2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 38 | 29.2 | 29.2 | 29.2 |
| | 4.00 | 51 | 39.2 | 39.2 | 68.5 |
| | 5.00 | 41 | 31.5 | 31.5 | 100.0 |
| Total | | 130 | 100.0 | 100.0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 30 | 23.1 | 23.1 | 23.1 |

| | | | | |
|-------|-----|-------|-------|-------|
| 4.00 | 56 | 43.1 | 43.1 | 66.2 |
| 5.00 | 44 | 33.8 | 33.8 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

X2.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3.00 | 24 | 18.5 | 18.5 | 18.5 |
| 4.00 | 71 | 54.6 | 54.6 | 73.1 |
| 5.00 | 35 | 26.9 | 26.9 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

X2.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3.00 | 33 | 25.4 | 25.4 | 25.4 |
| 4.00 | 55 | 42.3 | 42.3 | 67.7 |
| 5.00 | 42 | 32.3 | 32.3 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

X3

X3.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3.00 | 25 | 19.2 | 19.2 | 19.2 |
| 4.00 | 56 | 43.1 | 43.1 | 62.3 |
| 5.00 | 49 | 37.7 | 37.7 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

X3.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid 3.00 | 34 | 26.2 | 26.2 | 26.2 |
| 4.00 | 62 | 47.7 | 47.7 | 73.8 |
| 5.00 | 34 | 26.2 | 26.2 | 100.0 |
| Total | 130 | 100.0 | 100.0 | |

X3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 23 | 17.7 | 17.7 | 17.7 |
| | 4.00 | 58 | 44.6 | 44.6 | 62.3 |
| | 5.00 | 49 | 37.7 | 37.7 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X3.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 31 | 23.8 | 23.8 | 23.8 |
| | 4.00 | 56 | 43.1 | 43.1 | 66.9 |
| | 5.00 | 43 | 33.1 | 33.1 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X3.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 1 | .8 | .8 | .8 |
| | 3.00 | 37 | 28.5 | 28.5 | 29.2 |
| | 4.00 | 68 | 52.3 | 52.3 | 81.5 |
| | 5.00 | 24 | 18.5 | 18.5 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

X3.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 1 | .8 | .8 | .8 |
| | 3.00 | 40 | 30.8 | 30.8 | 31.5 |
| | 4.00 | 50 | 38.5 | 38.5 | 70.0 |
| | 5.00 | 39 | 30.0 | 30.0 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Z

Z.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 3 | 2.3 | 2.3 | 2.3 |
| | 3.00 | 32 | 24.6 | 24.6 | 26.9 |
| | 4.00 | 67 | 51.5 | 51.5 | 78.5 |
| | 5.00 | 28 | 21.5 | 21.5 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Z.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 3 | 2.3 | 2.3 | 2.3 |
| | 3.00 | 37 | 28.5 | 28.5 | 30.8 |
| | 4.00 | 44 | 33.8 | 33.8 | 64.6 |
| | 5.00 | 46 | 35.4 | 35.4 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Z.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3.00 | 30 | 23.1 | 23.1 | 23.1 |
| | 4.00 | 48 | 36.9 | 36.9 | 60.0 |
| | 5.00 | 52 | 40.0 | 40.0 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Z.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 4 | 3.1 | 3.1 | 3.1 |
| | 3.00 | 28 | 21.5 | 21.5 | 24.6 |
| | 4.00 | 61 | 46.9 | 46.9 | 71.5 |
| | 5.00 | 37 | 28.5 | 28.5 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Y

Y.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 41 | 31.5 | 31.5 | 31.5 |
| | 3.00 | 31 | 23.8 | 23.8 | 55.4 |
| | 4.00 | 57 | 43.8 | 43.8 | 99.2 |
| | 5.00 | 1 | .8 | .8 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Y.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 13 | 10.0 | 10.0 | 10.0 |
| | 3.00 | 53 | 40.8 | 40.8 | 50.8 |
| | 4.00 | 49 | 37.7 | 37.7 | 88.5 |
| | 5.00 | 15 | 11.5 | 11.5 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Y.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 26 | 20.0 | 20.0 | 20.0 |
| | 3.00 | 56 | 43.1 | 43.1 | 63.1 |
| | 4.00 | 32 | 24.6 | 24.6 | 87.7 |
| | 5.00 | 16 | 12.3 | 12.3 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Y.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 44 | 33.8 | 33.8 | 33.8 |
| | 3.00 | 42 | 32.3 | 32.3 | 66.2 |
| | 4.00 | 44 | 33.8 | 33.8 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

Y.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2.00 | 48 | 36.9 | 36.9 | 36.9 |
| | 3.00 | 24 | 18.5 | 18.5 | 55.4 |
| | 4.00 | 58 | 44.6 | 44.6 | 100.0 |
| | Total | 130 | 100.0 | 100.0 | |

RELIABILITAS X1

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .865 | .861 | 5 |

RELIABILITAS X2

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .847 | .843 | 4 |

RELIABILITAS X3

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .728 | .731 | 6 |

RELIABILITAS Z

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .715 | .714 | 4 |

RELIABILITAS Y

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .647 | .647 | 5 |

VALIDITAS X1

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Gaya Hidup |
|------|---------------------|--------|--------|--------|--------|--------|------------|
| X1.1 | Pearson Correlation | 1 | .636** | .975** | .207* | .980** | .951** |
| | Sig. (2-tailed) | | .000 | .000 | .018 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.2 | Pearson Correlation | .636** | 1 | .631** | .099 | .616** | .739** |
| | Sig. (2-tailed) | .000 | | .000 | .263 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.3 | Pearson Correlation | .975** | .631** | 1 | .247** | .955** | .953** |
| | Sig. (2-tailed) | .000 | .000 | | .005 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.4 | Pearson Correlation | .207* | .099 | .247** | 1 | .191* | .430** |
| | Sig. (2-tailed) | .018 | .263 | .005 | | .030 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.5 | Pearson Correlation | .980** | .616** | .955** | .191* | 1 | .937** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .030 | | .000 |

| | | | | | | | |
|------------|---------------------|--------|--------|--------|--------|--------|-----|
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| Gaya Hidup | Pearson Correlation | .951** | .739** | .953** | .430** | .937** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |

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

* . Correlation is significant at the 0.05 level (2-tailed).

VALIDITAS X2

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | Pendapatan |
|------------|---------------------|--------|--------|--------|--------|------------|
| X2.1 | Pearson Correlation | 1 | .696** | .469** | .611** | .848** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| X2.2 | Pearson Correlation | .696** | 1 | .413** | .913** | .922** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| X2.3 | Pearson Correlation | .469** | .413** | 1 | .338** | .653** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| X2.4 | Pearson Correlation | .611** | .913** | .338** | 1 | .875** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Pendapatan | Pearson Correlation | .848** | .922** | .653** | .875** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 |

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

VALIDITAS X3

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | Hedonic Shop.Motiv |
|------|---------------------|--------|--------|--------|--------|------|--------|--------------------|
| X3.1 | Pearson Correlation | 1 | .465** | .898** | .769** | .102 | .060 | .836** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .248 | .498 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 | 130 |
| X3.2 | Pearson Correlation | .465** | 1 | .430** | .298** | .122 | .333** | .676** |
| | Sig. (2-tailed) | .000 | | .000 | .001 | .167 | .000 | .000 |

| | | | | | | | | |
|--------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| | N | 130 | 130 | 130 | 130 | 130 | 130 | 130 |
| X3.3 | Pearson Correlation | .898** | .430** | 1 | .725** | .092 | .116 | .828** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .296 | .191 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 | 130 |
| X3.4 | Pearson Correlation | .769** | .298** | .725** | 1 | -.009 | -.061 | .692** |
| | Sig. (2-tailed) | .000 | .001 | .000 | | .918 | .492 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 | 130 |
| X3.5 | Pearson Correlation | .102 | .122 | .092 | -.009 | 1 | .340** | .414** |
| | Sig. (2-tailed) | .248 | .167 | .296 | .918 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 | 130 |
| X3.6 | Pearson Correlation | .060 | .333** | .116 | -.061 | .340** | 1 | .472** |
| | Sig. (2-tailed) | .498 | .000 | .191 | .492 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 | 130 |
| Hedonic Shop.Motiv | Pearson Correlation | .836** | .676** | .828** | .692** | .414** | .472** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 | 130 | 130 |

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

VALIDITAS X4

Correlations

| | Z.1 | Z.2 | Z.3 | Z.4 | Media Sosial | |
|--------------|---------------------|--------|--------|--------|--------------|--------|
| Z.1 | Pearson Correlation | 1 | .501** | .197* | .396** | .703** |
| | Sig. (2-tailed) | | .000 | .025 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Z.2 | Pearson Correlation | .501** | 1 | .435** | .342** | .789** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Z.3 | Pearson Correlation | .197* | .435** | 1 | .437** | .705** |
| | Sig. (2-tailed) | .025 | .000 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Z.4 | Pearson Correlation | .396** | .342** | .437** | 1 | .738** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 |
| Media Sosial | Pearson Correlation | .703** | .789** | .705** | .738** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 |

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

* Correlation is significant at the 0.05 level (2-tailed).

VALIDITAS Y

Correlations

| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Pembelian Impulsif |
|--------------------|---------------------|--------|--------|--------|--------|--------|--------------------|
| Y.1 | Pearson Correlation | 1 | -.129 | .007 | .866** | .915** | .825** |
| | Sig. (2-tailed) | | .142 | .937 | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| Y.2 | Pearson Correlation | -.129 | 1 | .320** | -.113 | -.125 | .286** |
| | Sig. (2-tailed) | .142 | | .000 | .199 | .156 | .001 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| Y.3 | Pearson Correlation | .007 | .320** | 1 | .000 | .056 | .444** |
| | Sig. (2-tailed) | .937 | .000 | | 1.000 | .525 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| Y.4 | Pearson Correlation | .866** | -.113 | .000 | 1 | .883** | .814** |
| | Sig. (2-tailed) | .000 | .199 | 1.000 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| Y.5 | Pearson Correlation | .915** | -.125 | .056 | .883** | 1 | .848** |
| | Sig. (2-tailed) | .000 | .156 | .525 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| Pembelian Impulsif | Pearson Correlation | .825** | .286** | .444** | .814** | .848** | 1 |
| | Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |

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

UJI NORMALITAS – UJI KOLMOGOROV SMIRNOV

One-Sample Kolmogorov-Smirnov Test

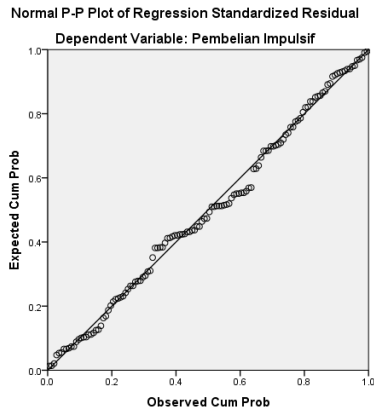
| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 130 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.60728130 |
| Most Extreme Differences | Absolute | .068 |
| | Positive | .068 |
| | Negative | -.049 |
| Test Statistic | | .068 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

UJI NORMALITAS – GRAFIK P-PLOT



UJI MULTIKOLINEARITAS

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | Collinearity Statistics | |
|-------|--------------------|-----------------------------|------------|---------------------------|-------------------------|-------|
| | | B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 5.324 | 1.735 | | | |
| | Gaya Hidup | .679 | .043 | .834 | .938 | 1.066 |
| | Pendapatan | -.158 | .059 | -.138 | .986 | 1.015 |
| | Hedonic Shop.Motiv | .112 | .051 | .115 | .927 | 1.078 |

a. Dependent Variable: Pembelian Impulsif

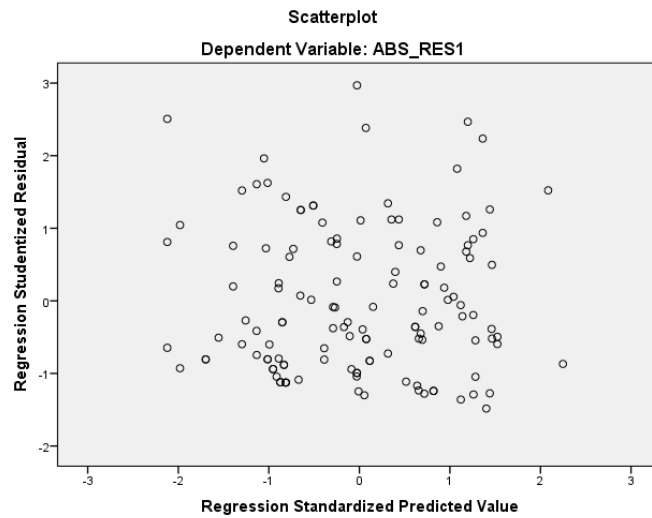
UJI HETEROSKEDASTISITAS – UJI GLEJSER

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .463 | 1.041 | | .445 | .657 |
| | Gaya Hidup | -.007 | .026 | -.023 | -.257 | .798 |
| | Pendapatan | -.023 | .035 | -.058 | -.660 | .511 |
| | Hedonic Shop.Motiv | .053 | .031 | .156 | 1.714 | .089 |

a. Dependent Variable: ABS_RES1

UJI HETEROSKEDASTISITAS – GRAFIK SCATERPLOT



MODEL 1 : $Y = a + b1.X1 + b2.X2 + b3.X3 + e$

UJI R SQUARE – MODEL 1

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .821 ^a | .673 | .665 | 1.626 |

a. Predictors: (Constant), Hedonic Shop.Motiv, Pendapatan, Gaya Hidup

b. Dependent Variable: Pembelian Impulsif

UJI F – SIMULTAN – MODEL 1

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 686.717 | 3 | 228.906 | 86.547 | .000 ^b |
| Residual | 333.253 | 126 | 2.645 | | |
| Total | 1019.969 | 129 | | | |

a. Dependent Variable: Pembelian Impulsif

b. Predictors: (Constant), Hedonic Shop.Motiv, Pendapatan, Gaya Hidup

UJI REGRESI LIENAR BERGANDA DAN UJI T – MODEL 1

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.324 | 1.735 | | 3.068 | .003 |
| | Gaya Hidup | .679 | .043 | .834 | 15.871 | .000 |
| | Pendapatan | -.158 | .059 | -.138 | -2.697 | .008 |
| | Hedonic Shop.Motiv | .112 | .051 | .115 | 2.175 | .032 |

a. Dependent Variable: Pembelian Impulsif

$$\text{MODEL 2 : } Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + b_4.(X_1*Z) + b_5.(X_2*Z) + b_6.(X_3*Z)$$

UJI R SQUARE – MODEL 2

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .831 ^a | .691 | .676 | 1.600 |

a. Predictors: (Constant), HSM.x.MS, Pendapatan, GH.x.MS, Hedonic Shop.Motiv, Gaya Hidup, PDPTN.x.MS

b. Dependent Variable: Pembelian Impulsif

UJI F – SIMULTAN – MODEL 2

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 705.184 | 6 | 117.531 | 45.924 | .000 ^b |
| | Residual | 314.785 | 123 | 2.559 | | |
| | Total | 1019.969 | 129 | | | |

a. Dependent Variable: Pembelian Impulsif

b. Predictors: (Constant), HSM.x.MS, Pendapatan, GH.x.MS, Hedonic Shop.Motiv, Gaya Hidup, PDPTN.x.MS

UJI MODERAT REGRESION ANALISYS (MRA) – MODEL 2

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.952 | 1.737 | | 3.427 | .001 |
| | Gaya Hidup | .674 | .294 | .828 | 2.290 | .024 |
| | Pendapatan | .696 | .432 | .608 | 1.610 | .110 |
| | Hedonic Shop.Motiv | -.573 | .313 | -.589 | -1.834 | .069 |
| | GH.x.MS | .002 | .017 | .034 | .097 | .923 |
| | PDPTN.x.MS | -.053 | .027 | -1.061 | -2.000 | .048 |
| | HSM.x.MS | .040 | .019 | 1.255 | 2.138 | .035 |

a. Dependent Variable: Pembelian Impulsif

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