Lampiran 2 - Jawaban Kuisioner Responden Variabel *Direct Marketing (X1)*

Responden	1	2	3	4	5	6	7	8	TOTAL
1	3	4	3	3	5	4	5	3	30
2	4	3	2	2	3	3	3	2	22
3	5	5	5	5	5	5	5	5	40
4	4	4	4	3	4	4	3	4	30
5	4	4	3	3	4	4	3	3	28
6	4	3	4	3	4	3	3	3	27
7	3	4	3	4	5	4	4	5	32
8	3	4	5	3	4	4	3	4	30
9	3	4	5	3	4	4	3	4	30
10	4	4	5	3	3	4	4	5	32
11	4	4	5	3	4	4	4	4	32
12	4	3	4	3	4	3	3	3	27
13	5	5	5	5	5	5	5	5	40
14	5	3	3	4	3	4	4	3	29
15	3	3	3	4	4	3	3	3	26
16	3	3	3	3	4	3	3	3	25
17	4	3	3	3	3	3	3	3	25
18	4	3	4	4	3	3	3	3	27
19	3	5	5	5	5	3	3	3	32
20	4	3	4	4	5	4	3	4	31
21	3	3	3	2	3	3	3	3	23
22	5	5	5	3	3	3	4	5	33
23	2	3	3	3	3	3	3	3	23
24	2	2	2	2	2	2	2	2	16
25	5	5	4	3	3	3	4	4	31
26	3	2	3	3	2	2	2	2	19
27	3	4	5	5	3	4	5	5	34
28	4	4	4	4	4	4	5	4	33
29	3	5	3	5	3	5	3	3	30
30	5	3	3	4	3	4	4	3	29

31	3	3	3	4	3	3	3	3	25
32	5	3	4	4	4	3	3	4	30
33	5	4	4	5	5	4	5	4	36
34	4	3	3	3	4	2	3	3	25
35	3	3	3	2	3	3	3	3	23
36	2	3	2	2	3	2	3	3	20
37	5	5	5	5	5	5	5	5	40
38	3	2	3	2	4	3	4	5	26
39	3	3	3	2	3	3	3	2	22
40	5	4	3	5	3	3	3	3	29
41	5	3	3	3	3	3	4	5	29
42	5	3	4	4	4	3	3	4	30
43	3	3	3	4	3	3	3	3	25
44	4	3	5	5	4	2	2	2	27
45	4	4	4	2	4	3	3	2	26
46	4	5	4	5	4	5	5	5	37
47	5	2	5	5	3	3	5	5	33
48	3	3	4	5	5	5	3	5	33
49	5	5	5	4	5	3	3	3	33
50	3	4	4	4	3	4	2	2	26
51	3	3	3	4	2	3	5	3	26
52	4	5	4	5	4	5	5	4	36
53	3	4	4	4	3	3	3	3	27
54	4	3	4	4	4	4	3	3	29
55	5	4	4	4	3	3	5	4	32
56	3	3	3	3	3	3	4	3	25
57	2	3	2	3	3	3	2	3	21
58	3	3	3	3	3	3	3	2	23
59	5	4	4	4	4	5	4	3	33
60	4	3	4	4	4	4	3	3	29
61	5	5	5	5	4	5	3	3	35
62	4	2	4	4	4	4	4	3	29

63	4	5	4	5	4	5	5	4	36
64	4	5	4	5	4	5	4	5	36
65	4	3	4	3	3	2	3	4	26
66	3	3	5	2	5	2	5	2	27
67	2	2	2	2	2	2	2	3	17
68	3	2	3	4	3	4	3	3	25
69	3	4	3	4	4	3	4	3	28
70	3	3	3	4	4	3	5	3	28
71	5	5	3	4	4	3	5	4	33
72	5	3	5	4	4	3	5	3	32
73	3	3	3	3	3	3	4	3	25
74	4	3	4	3	3	3	3	4	27
75	3	3	5	4	5	3	5	4	32
76	4	3	4	3	3	4	3	3	27
77	4	3	4	4	4	4	4	4	31
78	3	3	4	3	4	4	4	3	28
79	5	3	2	3	5	2	3	3	26
80	5	4	4	5	4	5	4	5	36
81	4	4	5	4	5	5	5	4	36
82	4	4	4	5	5	4	5	5	36
83	4	4	4	4	5	5	5	4	35
84	5	4	5	4	5	5	5	5	38
85	5	5	4	5	4	5	4	5	37
86	5	4	5	5	4	4	4	3	34
87	5	5	4	4	5	4	4	5	36
88	5	5	4	5	4	4	5	5	37
89	5	5	4	5	5	4	5	4	37
90	5	5	5	4	5	4	5	5	38
91	5	4	4	5	4	5	4	5	36
92	5	5	4	5	4	5	4	5	37
93	5	5	4	5	4	5	4	5	37
94	5	4	5	5	4	5	5	4	37

95	5	4	4	5	4	4	5	4	35
96	5	5	4	5	4	5	4	5	37
97	3	5	4	4	5	5	5	5	36
98	5	4	5	4	5	4	5	4	36
99	5	4	3	4	5	4	4	3	32
100	5	3	5	5	4	5	4	5	36

Lampiran 2 - Jawaban Kuisioner Responden Variabel *Flash Sale (X2)*

Responden	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**TOTAL**
1	3	4	3	3	5	4	5	3	30
2	4	3	2	2	3	3	3	2	22
3	5	5	5	5	5	5	5	5	40
4	4	4	4	3	4	4	3	4	30
5	4	4	3	3	4	4	3	3	28
6	4	3	4	3	4	3	3	3	27
7	3	4	3	4	5	4	4	5	32
8	3	4	5	3	4	4	3	4	30
9	3	4	5	3	4	4	3	4	30
10	4	4	5	3	3	4	4	5	32
11	4	4	5	3	4	4	4	4	32
12	4	3	4	3	4	3	3	3	27
13	5	5	5	5	5	5	5	5	40
14	5	3	3	4	3	4	4	3	29
15	3	3	3	4	4	3	3	3	26
16	3	3	3	3	4	3	3	3	25
17	4	3	3	3	3	3	3	3	25
18	4	3	4	4	3	3	3	3	27
19	3	5	5	5	5	3	3	3	32
20	4	3	4	4	5	4	3	4	31
21	3	3	3	2	3	3	3	3	23
22	5	5	5	3	3	3	4	5	33
23	2	3	3	3	3	3	3	3	23

24	2	2	2	2	2	2	2	2	16
25	5	5	4	3	3	3	4	4	31
26	3	2	3	3	2	2	2	2	19
27	3	4	5	5	3	4	5	5	34
28	4	4	4	4	4	4	5	4	33
29	3	5	3	5	3	5	3	3	30
30	5	3	3	4	3	4	4	3	29
31	3	3	3	4	3	3	3	3	25
32	5	3	4	4	4	3	3	4	30
33	5	4	4	5	5	4	5	4	36
34	4	3	3	3	4	2	3	3	25
35	3	3	3	2	3	3	3	3	23
36	2	3	2	2	3	2	3	3	20
37	5	5	5	5	5	5	5	5	40
38	3	2	3	2	4	3	4	5	26
39	3	3	3	2	3	3	3	2	22
40	5	4	3	5	3	3	3	3	29
41	5	3	3	3	3	3	4	5	29
42	5	3	4	4	4	3	3	4	30
43	3	3	3	4	3	3	3	3	25
44	4	3	5	5	4	2	2	2	27
45	4	4	4	2	4	3	3	2	26
46	4	5	4	5	4	5	5	5	37
47	5	2	5	5	3	3	5	5	33
48	3	3	4	5	5	5	3	5	33
49	5	5	5	4	5	3	3	3	33
50	3	4	4	4	3	4	2	2	26
51	3	3	3	4	2	3	5	3	26
52	4	5	4	5	4	5	5	4	36
53	3	4	4	4	3	3	3	3	27
54	4	3	4	4	4	4	3	3	29
55	5	4	4	4	3	3	5	4	32

56	3	3	3	3	3	3	4	3	25
57	2	3	2	3	3	3	2	3	21
58	3	3	3	3	3	3	3	2	23
59	5	4	4	4	4	5	4	3	33
60	4	3	4	4	4	4	3	3	29
61	5	5	5	5	4	5	3	3	35
62	4	2	4	4	4	4	4	3	29
63	4	5	4	5	4	5	5	4	36
64	4	5	4	5	4	5	4	5	36
65	4	3	4	3	3	2	3	4	26
66	3	3	5	2	5	2	5	2	27
67	2	2	2	2	2	2	2	3	17
68	3	2	3	4	3	4	3	3	25
69	3	4	3	4	4	3	4	3	28
70	3	3	3	4	4	3	5	3	28
71	5	5	3	4	4	3	5	4	33
72	5	3	5	4	4	3	5	3	32
73	3	3	3	3	3	3	4	3	25
74	4	3	4	3	3	3	3	4	27
75	3	3	5	4	5	3	5	4	32
76	4	3	4	3	3	4	3	3	27
77	4	3	4	4	4	4	4	4	31
78	3	3	4	3	4	4	4	3	28
79	5	3	2	3	5	2	3	3	26
80	5	4	4	5	4	5	4	5	36
81	4	4	5	4	5	5	5	4	36
82	4	4	4	5	5	4	5	5	36
83	4	4	4	4	5	5	5	4	35
84	5	4	5	4	5	5	5	5	38
85	5	5	4	5	4	5	4	5	37
86	5	4	5	5	4	4	4	3	34
87	5	5	4	4	5	4	4	5	36

88	5	5	4	5	4	4	5	5	37
89	5	5	4	5	5	4	5	4	37
90	5	5	5	4	5	4	5	5	38
91	5	4	4	5	4	5	4	5	36
92	5	5	4	5	4	5	4	5	37
93	5	5	4	5	4	5	4	5	37
94	5	4	5	5	4	5	5	4	37
95	5	4	4	5	4	4	5	4	35
96	5	5	4	5	4	5	4	5	37
97	3	5	4	4	5	5	5	5	36
98	5	4	5	4	5	4	5	4	36
99	5	4	3	4	5	4	4	3	32
100	5	3	5	5	4	5	4	5	36

Lampiran 2 - Jawaban Kuisioner Responden Variabel *Online Impulse Buying (Y)*

Responden	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**TOTAL**
1	3	4	3	3	5	4	5	3	30
2	4	3	2	2	3	3	3	2	22
3	5	5	5	5	5	5	5	5	40
4	4	4	4	3	4	4	3	4	30
5	4	4	3	3	4	4	3	3	28
6	4	3	4	3	4	3	3	3	27
7	3	4	3	4	5	4	4	5	32
8	3	4	5	3	4	4	3	4	30
9	3	4	5	3	4	4	3	4	30
10	4	4	5	3	3	4	4	5	32
11	4	4	5	3	4	4	4	4	32
12	4	3	4	3	4	3	3	3	27
13	4	5	5	4	5	5	4	5	37
14	5	3	3	4	5	4	4	3	31
15	5	5	4	3	4	4	3	4	32
16	5	3	2	3	3	3	2	3	24

17	4	4	4	3	3	4	4	4	30
18	4	3	3	4	5	4	3	3	29
19	5	5	5	5	5	5	5	5	40
20	4	4	4	3	4	3	3	4	29
21	3	3	3	3	3	3	3	3	24
22	4	5	4	3	3	4	4	5	32
23	3	3	2	3	2	3	3	2	21
24	2	2	2	2	2	2	2	2	16
25	4	4	4	4	4	4	4	4	32
26	3	3	3	2	3	3	3	3	23
27	5	5	5	5	4	5	5	4	38
28	5	4	4	5	5	4	4	4	35
29	4	4	4	3	4	4	3	4	30
30	5	4	4	3	4	4	5	5	34
31	4	2	3	3	3	3	3	3	24
32	4	4	4	4	4	5	4	4	33
33	5	5	4	4	5	4	4	5	36
34	5	5	5	5	5	5	4	5	39
35	5	4	4	3	4	3	3	3	29
36	3	3	3	3	3	3	3	5	26
37	5	5	5	5	5	5	5	5	40
38	4	3	3	3	3	2	3	2	23
39	3	3	3	3	3	2	3	3	23
40	4	4	4	4	4	3	4	4	31
41	4	3	3	2	3	2	3	3	23
42	5	5	5	5	5	5	5	5	40
43	4	4	3	4	3	4	4	4	30
44	4	4	4	3	3	4	3	5	30
45	4	3	3	4	3	4	3	5	29
46	5	4	4	3	3	5	5	4	33
47	5	4	3	4	3	4	4	3	30
48	5	4	3	4	3	4	4	3	30

49	5	4	5	4	4	3	4	4	33
50	3	4	4	5	4	4	4	5	33
51	4	4	3	3	4	3	3	4	28
52	4	4	5	4	5	5	5	5	37
53	4	3	3	3	3	3	3	4	26
54	4	2	4	4	5	4	4	4	31
55	4	4	4	4	4	4	4	5	33
56	2	4	4	5	4	4	5	4	32
57	4	3	3	2	3	4	3	2	24
58	4	3	2	3	2	3	2	2	21
59	4	3	3	3	3	3	3	3	25
60	5	5	4	4	4	5	4	5	36
61	3	5	3	4	4	3	4	4	30
62	4	3	3	2	3	2	3	2	22
63	3	5	4	4	5	5	5	5	36
64	3	5	4	5	5	5	4	5	36
65	4	3	3	4	3	3	4	4	28
66	3	4	3	3	3	3	3	3	25
67	5	4	5	5	4	4	4	5	36
68	3	3	3	3	3	3	3	3	24
69	3	4	3	3	3	3	4	4	27
70	5	2	3	3	3	5	2	2	25
71	4	4	4	4	5	4	4	4	33
72	4	3	4	4	3	3	3	4	28
73	3	3	3	3	3	3	4	4	26
74	4	5	5	4	4	5	5	4	36
75	3	3	3	3	4	4	4	4	28
76	3	5	4	3	3	5	5	3	31
77	4	4	4	4	3	4	4	5	32
78	3	3	4	5	3	5	3	5	31
79	4	4	4	3	4	4	3	4	30
80	5	5	3	4	3	4	5	5	34

81	5	4	5	4	5	4	5	5	37
82	5	5	5	4	4	5	5	5	38
83	5	5	4	5	3	4	5	5	36
84	4	5	5	4	4	4	4	5	35
85	5	4	5	3	3	4	5	5	34
86	5	4	4	3	3	4	3	4	30
87	5	4	4	4	3	5	4	5	34
88	5	4	5	4	5	4	5	5	37
89	5	4	5	4	5	4	5	4	36
90	4	5	5	4	5	4	5	5	37
91	5	4	3	3	4	4	5	5	33
92	5	4	4	5	3	3	4	5	33
93	5	5	5	5	3	5	5	5	38
94	5	5	4	3	2	4	3	4	30
95	5	5	4	5	4	5	4	5	37
96	5	5	4	5	4	4	4	4	35
97	5	4	5	4	5	5	4	5	37
98	5	4	4	5	4	5	5	5	37
99	4	5	5	4	5	4	5	5	37
100	4	5	4	5	2	1	2	4	27

Lampiran 5 - Data Karakteristik Responden

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17- 20 tahun	19	19.0	19.0	19.0
	21- 25 tahun	65	65.0	65.0	84.0
	26- 30 tahun	15	15.0	15.0	99.0
	31- 35 tahun	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Intensitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>3x per bulan	11	11.0	11.0	11.0
	1x per bulan	9	9.0	9.0	20.0
	2x per bulan	50	50.0	50.0	70.0
	3x per bulan	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

Jenis_Barang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	fashion	48	48.0	48.0	48.0
	kecantikan	39	39.0	39.0	87.0
	lainnya	7	7.0	7.0	94.0
	perlengkapan rumah tangga	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ibu rumah tangga	7	7.0	7.0	7.0
	pelajar/ mahasiswa	74	74.0	74.0	81.0
	staff/karyawan	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Pengeluaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp 500.000	52	52.0	52.0	52.0
	Rp 1.500.000- Rp 2.000.000	8	8.0	8.0	60.0

	Rp 500.000- Rp 1.000.000	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Lampiran 6 - Data Frekuensi Jawaban Responden *Direct Marketing (X1)*

Direct Marketing 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	5	5.0	5.0	5.0
	Netral (3)	36	36.0	36.0	41.0
	Setuju (4)	30	30.0	30.0	71.0
	Sangat Setuju (5)	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Direct Marketing 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	4	4.0	4.0	4.0
	Netral (3)	39	39.0	39.0	43.0
	Setuju (4)	35	35.0	35.0	78.0
	Sangat Setuju (5)	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Direct Marketing 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	5	5.0	5.0	5.0
	Netral (3)	38	38.0	38.0	43.0
	Setuju (4)	30	30.0	30.0	73.0
	Sangat Setuju (5)	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Direct Marketing 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	9	9.0	9.0	9.0
	Netral (3)	30	30.0	30.0	39.0
	Setuju (4)	35	35.0	35.0	74.0
	Sangat Setuju (5)	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

Direct Marketing 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (1)	3	3.0	3.0	3.0
	Tidak Setuju (2)	4	4.0	4.0	7.0
	Netral (3)	27	27.0	27.0	34.0
	Setuju (4)	35	35.0	35.0	69.0
	Sangat Setuju (5)	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

Direct Marketing 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	4	4.0	4.0	4.0
	Netral (3)	27	27.0	27.0	31.0
	Setuju (4)	40	40.0	40.0	71.0
	Sangat Setuju (5)	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Direct Marketing 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	5	5.0	5.0	5.0
	Netral (3)	38	38.0	38.0	43.0
	Setuju (4)	32	32.0	32.0	75.0
	Sangat Setuju (5)	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Direct Marketing 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (1)	3	3.0	3.0	3.0
	Tidak Setuju (2)	17	17.0	17.0	20.0
	Netral (3)	30	30.0	30.0	50.0
	Setuju (4)	23	23.0	23.0	73.0
	Sangat Setuju (5)	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Lampiran 7 - Data Frekuensi Jawaban Responden *Flash Sale (X2)*

Flash Sale 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	5	5.0	5.0	5.0
	Netral (3)	30	30.0	30.0	35.0
	Setuju (4)	28	28.0	28.0	63.0
	Sangat Setuju (5)	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Flash Sale 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	7	7.0	7.0	7.0
	Netral (3)	41	41.0	41.0	48.0
	Setuju (4)	29	29.0	29.0	77.0
	Sangat Setuju (5)	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Flash Sale 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	6	6.0	6.0	6.0
	Netral (3)	29	29.0	29.0	35.0
	Setuju (4)	41	41.0	41.0	76.0
	Sangat Setuju (5)	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Flash Sale 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	10	10.0	10.0	10.0
	Netral (3)	26	26.0	26.0	36.0
	Setuju (4)	35	35.0	35.0	71.0
	Sangat Setuju (5)	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Flash Sale 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	4	4.0	4.0	4.0

	Netral (3)	31	31.0	31.0	35.0
	Setuju (4)	42	42.0	42.0	77.0
	Sangat Setuju (5)	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Flash Sale 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	9	9.0	9.0	9.0
	Netral (3)	37	37.0	37.0	46.0
	Setuju (4)	31	31.0	31.0	77.0
	Sangat Setuju (5)	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Flash Sale 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	6	6.0	6.0	6.0
	Netral (3)	38	38.0	38.0	44.0
	Setuju (4)	27	27.0	27.0	71.0
	Sangat Setuju (5)	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Flash Sale 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	9	9.0	9.0	9.0
	Netral (3)	41	41.0	41.0	50.0
	Setuju (4)	24	24.0	24.0	74.0
	Sangat Setuju (5)	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

Lampiran 8 Data Frekuensi Jawaban Responden *Online Impulse Buying (Y)*

Online Impulse Buying 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	2	2.0	2.0	2.0
	Netral (3)	20	20.0	20.0	22.0
	Setuju (4)	41	41.0	41.0	63.0
	Sangat Setuju (5)	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Online Impulse Buying 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	4	4.0	4.0	4.0
	Netral (3)	25	25.0	25.0	29.0
	Setuju (4)	44	44.0	44.0	73.0
	Sangat Setuju (5)	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Online Impulse Buying 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	5	5.0	5.0	5.0
	Netral (3)	31	31.0	31.0	36.0
	Setuju (4)	39	39.0	39.0	75.0
	Sangat Setuju (5)	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Online Impulse Buying 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	6	6.0	6.0	6.0
	Netral (3)	41	41.0	41.0	47.0
	Setuju (4)	34	34.0	34.0	81.0
	Sangat Setuju (5)	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Online Impulse Buying 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	5	5.0	5.0	5.0
	Netral (3)	39	39.0	39.0	44.0
	Setuju (4)	33	33.0	33.0	77.0
	Sangat Setuju (5)	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Online Impulse Buying 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju (1)	1	1.0	1.0	1.0
	Tidak Setuju (2)	5	5.0	5.0	6.0
	Netral (3)	25	25.0	25.0	31.0
	Setuju (4)	46	46.0	46.0	77.0
	Sangat Setuju (5)	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Online Impulse Buying 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	5	5.0	5.0	5.0
	Netral (3)	34	34.0	34.0	39.0
	Setuju (4)	36	36.0	36.0	75.0
	Sangat Setuju (5)	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Online Impulse Buying 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju (2)	8	8.0	8.0	8.0
	Netral (3)	19	19.0	19.0	27.0
	Setuju (4)	34	34.0	34.0	61.0
	Sangat Setuju (5)	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

Lampiran 9 – Hasil Uji Validitas Direct Marketing (X1)

Correlations-

		Direct Marketing 1	Direct Marketing 2	Direct Marketing 3	Direct Marketing 4	Direct Marketing 5	Direct Marketing 6	Direct Marketing 7	Direct Marketing 8	TOTAL
Direct Marketing 1	Pearson Correlation	1	.649**	.610**	.550**	.401*	.458*	.615**	.419*	.797**
	Sig. (2-tailed)		.000	.000	.002	.028	.011	.000	.021	.000
	N	30	30	30	30	30	30	30	30	30
Direct Marketing 2	Pearson Correlation	.649**	1	.792**	.402*	.348	.455*	.343	.306	.728**
	Sig. (2-tailed)	.000		.000	.028	.059	.012	.063	.100	.000
	N	30	30	30	30	30	30	30	30	30
Direct Marketing 3	Pearson Correlation	.610**	.792**	1	.433*	.340	.533**	.481**	.306	.758**

	Sig. (2-tailed)	.000	.000		.017	.066	.002	.007	.100	.000
	N	30	30	30	30	30	30	30	30	30
Direct Marketing 4	Pearson Correlation	.550**	.402*	.433*	1	.415*	.417*	.401*	.416*	.694**
	Sig. (2-tailed)	.002	.028	.017		.023	.022	.028	.022	.000
	N	30	30	30	30	30	30	30	30	30
Direct Marketing 5	Pearson Correlation	.401*	.348	.340	.415*	1	.201	.540**	.596**	.694**
	Sig. (2-tailed)	.028	.059	.066	.023		.287	.002	.001	.000
	N	30	30	30	30	30	30	30	30	30
Direct Marketing 6	Pearson Correlation	.458*	.455*	.533**	.417*	.201	1	.350	.495**	.656**
	Sig. (2-tailed)	.011	.012	.002	.022	.287		.058	.005	.000
	N	30	30	30	30	30	30	30	30	30
Direct Marketing 7	Pearson Correlation	.615**	.343	.481**	.401*	.540**	.350	1	.563**	.741**
	Sig. (2-tailed)	.000	.063	.007	.028	.002	.058		.001	.000
	N	30	30	30	30	30	30	30	30	30
Direct Marketing 8	Pearson Correlation	.419*	.306	.306	.416*	.596**	.495**	.563**	1	.727**
	Sig. (2-tailed)	.021	.100	.100	.022	.001	.005	.001		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.797**	.728**	.758**	.694**	.694**	.656**	.741**	.727**	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).

Lampiran 10 Hasil Uji Validitas Variabel *Flash Sale (X2)*

Correlations

		Flash Sale 1	Flash Sale 2	Flash Sale 3	Flash Sale 4	Flash Sale 5	Flash Sale 6	Flash Sale 7	Flash Sale 8	Total
Flash Sale 1	Pearson Correlation	1	.649**	.180	.170	.410*	.080	.470**	.326	.597**
	Sig. (2-tailed)		.000	.342	.368	.024	.675	.009	.078	.000
	N	30	30	30	30	30	30	30	30	30
Flash Sale 2	Pearson Correlation	.649**	1	.421*	.200	.558**	.472**	.425*	.670**	.812**
	Sig. (2-tailed)	.000		.020	.289	.001	.008	.019	.000	.000
	N	30	30	30	30	30	30	30	30	30
Flash Sale 3	Pearson Correlation	.180	.421*	1	.076	.406*	.403*	.292	.536**	.649**
	Sig. (2-tailed)	.342	.020		.691	.026	.027	.118	.002	.000
	N	30	30	30	30	30	30	30	30	30
Flash Sale 4	Pearson Correlation	.170	.200	.076	1	.357	.420*	.452*	.124	.528**
	Sig. (2-tailed)	.368	.289	.691		.053	.021	.012	.514	.003
	N	30	30	30	30	30	30	30	30	30
Flash Sale 5	Pearson Correlation	.410*	.558**	.406*	.357	1	.197	.601**	.293	.750**
	Sig. (2-tailed)	.024	.001	.026	.053		.296	.000	.116	.000
	N	30	30	30	30	30	30	30	30	30
Flash Sale 6	Pearson Correlation	.080	.472**	.403*	.420*	.197	1	.434*	.346	.610**
	Sig. (2-tailed)	.675	.008	.027	.021	.296		.017	.061	.000
	N	30	30	30	30	30	30	30	30	30
Flash Sale 7	Pearson Correlation	.470**	.425*	.292	.452*	.601**	.434*	1	.073	.704**
	Sig. (2-tailed)	.009	.019	.118	.012	.000	.017		.701	.000
	N	30	30	30	30	30	30	30	30	30
Flash Sale 8	Pearson Correlation	.326	.670**	.536**	.124	.293	.346	.073	1	.639**
	Sig. (2-tailed)	.078	.000	.002	.514	.116	.061	.701		.000
	N	30	30	30	30	30	30	30	30	30

Total	Pearson Correlation	.597**	.812**	.649**	.528**	.750**	.610**	.704**	.639**	1
	Sig. (2-tailed)	.000	.000	.000	.003	.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).

Lampiran 11 Hasil Uji Validitas Variabel *Online Impulse Buying (Y)*

Correlations

		Impulse Buying 1	Impulse Buying 2	Impulse Buying 3	Impulse Buying 4	Impulse Buying 5	Impulse Buying 6	Impulse Buying 7	Impulse Buying 8	Total
Impulse Buying 1	Pearson Correlation	1	.603**	.548**	.596**	.587**	.589**	.630**	.565**	.763**
	Sig. (2-tailed)		.000	.002	.001	.001	.001	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
Impulse Buying 2	Pearson Correlation	.603**	1	.552**	.711**	.619**	.978**	.746**	.667**	.878**
	Sig. (2-tailed)	.000		.002	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Impulse Buying 3	Pearson Correlation	.548**	.552**	1	.429*	.661**	.507**	.537**	.769**	.766**
	Sig. (2-tailed)	.002	.002		.018	.000	.004	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30
Impulse Buying 4	Pearson Correlation	.596**	.711**	.429*	1	.637**	.720**	.736**	.679**	.822**
	Sig. (2-tailed)	.001	.000	.018		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Impulse Buying 5	Pearson Correlation	.587**	.619**	.661**	.637**	1	.571**	.720**	.708**	.828**
	Sig. (2-tailed)	.001	.000	.000	.000		.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30

Impulse Buying 6	Pearson Correlation	.589**	.978**	.507**	.720**	.571**	1	.684**	.649**	.849**
	Sig. (2-tailed)	.001	.000	.004	.000	.001		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Impulse Buying 7	Pearson Correlation	.630**	.746**	.537**	.736**	.720**	.684**	1	.708**	.868**
	Sig. (2-tailed)	.000	.000	.002	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
Impulse Buying 8	Pearson Correlation	.565**	.667**	.769**	.679**	.708**	.649**	.708**	1	.872**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.763**	.878**	.766**	.822**	.828**	.849**	.868**	.872**	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).

Lampiran 12 – Hasil Uji Reliabilitas

Uji Reliabilitas Direct Marketing

Reliability Statistics

Cronbach's Alpha	N of Items
.867	8

Uji Reliabiltas Flash Sale

Reliability Statistics

Cronbach's Alpha	N of Items
.879	8

Uji Reliabilitas Online Impulse Buying (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.916	8

Lampiran 13- Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Direct Marketing	Flash Sale	Online Impulse Buying
N		100	100	100	100
Normal Parameters[a,b]	Mean	0E-7	30.27	30.29	31.01
	Std. Deviation	3.44898960	4.614	5.362	5.118
Most Extreme Differences	Absolute	.072	.077	.107	.092
	Positive	.072	.074	.070	.055
	Negative	-.067	-.077	-.107	-.092
Kolmogorov-Smirnov Z		.723	.767	1.065	.918
Asymp. Sig. (2-tailed)		.673	.599	.206	.369

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

Lampiran 14 - Hasil Uji linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Online Impulse Buying * Direct Marketing	Between Groups	(Combined)	1335.150	19	70.271	4.469	.000
		Linearity	1052.942	1	1052.942	66.968	.000
		Deviation from Linearity	282.208	18	15.678	.997	.472
	Within Groups		1257.840	80	15.723		
	Total		2592.990	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Online Impulse Buying * Flash Sale	Between Groups	(Combined)	1535.264	21	73.108	5.391	.000
		Linearity	1192.859	1	1192.859	87.965	.000
		Deviation from Linearity	342.405	20	17.120	1.262	.230
	Within Groups		1057.726	78	13.561		
	Total		2592.990	99			

Lampiran 15 – Hasil Uji Multikolinearitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.416	2.447		2.213	.029		
	Direct Marketing	.403	.094	.363	4.281	.000	.650	1.537
	Flash Sale	.442	.081	.464	5.463	.000	.650	1.537

a. Dependent Variable: Online Impulse Buying

Lampiran 16- Hasil Uji Regresi Linear Berganda

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.416	2.447		2.213	.029
	Direct Marketing	.403	.094	.363	4.281	.000
	Flash Sale	.442	.081	.464	5.463	.000

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739[a]	.546	.536	3.484

a. Predictors: (Constant), Flash Sale, Direct Marketing
b. Dependent Variable: Online Impulse Buying

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1415.333	2	707.666	58.288	.000[b]
	Residual	1177.657	97	12.141		
	Total	2592.990	99			

a. Dependent Variable: Online Impulse Buying
b. Predictors: (Constant), Flash Sale, Direct Marketing

Lampiran 17- Hasil Uji t dan Uji F

Uji t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.416	2.447		2.213	.029
	Direct Marketing	.403	.094	.363	4.281	.000
	Flash Sale	.442	.081	.464	5.463	.000

Uji F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1415.333	2	707.666	58.288	.000[b]
	Residual	1177.657	97	12.141		
	Total	2592.990	99			