

Lampiran I

Bandar Lampung, Juni 2023

Hal : Permohonan Bantuan Pengisian Kuesioner

Kepada Yth :
Bapak/ Ibu
Di Tempat

Dengan ini saya :

Nama : Sendi Triansyah
NPM : 1912110106
Jurusan : S1 Manajemen

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada **Pengaruh *Flash Sale* Dan *Hedonic Shopping Motivation* Terhadap *Impulse Buying* Pada Aplikasi Shopee Di Bandar Lampung**, Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya Konsentrasi Manajemen Pemasaran. Sehubungan dengan maksud diatas, saya mengharapkan bantuan bapak/ibu untuk bersedia mengisi pernyataan kuesioner penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan saya menjamin kerahasiaan dari jawaban saudara. Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terima kasih.

Hormat Saya,

Sendi Triansyah
NPM. 1912110106

PERNYATAAN KUESIONER

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul
**Pengaruh Flash Sale Dan Hedonic Shopping Motivation Terhadap Impulse
Buying Pada Aplikasi Shopee Di Bandar Lampung**

Petunjuk pengisian :

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda (√) pada salah satu jawaban yang paling benar.
3. Pertanyaan / pernyataan harus dijawab semua

Keterangan:

SS	Sangat Setuju	Skor 5
S	Setuju	Skor 4
CS	Cukup Setuju	Skor 3
TS	Tidak Setuju	Skor 2
STS	Sangat Tidak Setuju	Skor 1

No. Res:

KRETERIA RESPONDEN

1. Apakah Anda, memiliki akun Shopee ?

- Ya
 Tidak

2. Apakah Anda, mengetahui Program *flash sale* ?

- Ya
 Tidak

3. Apakah Anda, sudah pernah bertransaksi di Shopee minal 1 kali ?

- Ya
 Tidak

4. Berdomisli di Bandar Lampung ?

Ya

Tidak

INDENTITAS RESPONDEN

1. Nama Responden :(boleh tidak diisi)

2. Jenis Kelamin : Laki-Laki
 Perempuan

3. Usia : 17-24 Tahun
 25-34 Tahun
 35-44 Tahun
 45-55 Tahun

4. Pekerjaan : Pelajar
 Mahasiswa
 Wiraswasta
 Pegawai Negeri
 Pegawai Swasta

DAFTAR PERNYATAAN

Flash Sale						
No	Pernyataan	STS	TS	CS	S	SS
1	Program <i>flash sale</i> sering diadakan oleh Shopee					
2	Program <i>flash sale</i> yang diadakan Shopee membuat tertarik untuk melakukan transaksi pembelian					
3	Program <i>flash sale</i> yang diadakan Shopee memiliki durasi waktu yang cukup lama					
4	Program <i>flash sale</i> yang diadakan Shopee sudah sesuai dengan keinginan konsumen					

Sumber: Munisa, 2021

Hedonic Shopping Motivation						
No	Pernyataan	STS	TS	CS	S	SS
1	Saya sangat senang mencari produk baru di Shopee					
2	Saya sangat senang mencari produk merek terkenal yang sedang diskon di Shopee					
3	Saya sangat senang mencari produk sedang <i>trend</i> di Shopee					
4	Saya membagikan pengalaman berbelanja yang menyenangkan di Shopee kepada orang lain					
5	Saya berbelanja di Shopee bertujuan untuk memenuhi kepuasan pribadi					
6	Saya merasakan kebahagiaan membeli produk untuk orang lain di Shopee					

Sumber: Ika Maris Yuwafi Mazidan, 2021

Impulse Buying						
No	Pernyataan	STS	TS	CS	S	SS
1	Saya sering secara spontan ketika melihat produk yang menarik perhatian di Shopee					
2	Saya sering melakukan pembelian produk tanpa mempertimbangkan harga yang ditawarkan Shopee					
3	Saya sering melakukan pembelian secara terburu-buru karena promosi penjualan yang ditawarkan Shopee					
4	Saya sering melakukan pembelian barang yang mewah yang ditawarkan Shopee					

Sumber: Faris Agus Ferdiansyah, 2020

Lampiran II (Hasil Jawaban Responden)

No	FS1	FS2	FS3	FS4	Flash Sale	HS1	HS2	HS3	HS4	HS5	HS6	Hedonic Shopping Motivation	IB1	IB2	IB3	IB4	Impulse Buying
1	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	20
2	3	3	3	3	12	5	5	5	5	5	5	30	5	5	5	5	20
3	5	5	5	5	20	5	5	5	5	3	4	27	5	5	5	5	20
4	1	2	1	1	5	1	1	4	4	2	2	14	3	2	2	3	10
5	3	4	3	3	13	4	3	3	1	3	4	18	3	4	4	4	15
6	1	2	2	2	7	2	2	3	3	4	3	17	3	3	3	3	12
7	4	4	4	4	16	4	5	5	4	4	4	26	5	5	5	5	20
8	4	4	4	4	16	4	4	4	5	4	4	25	5	5	5	5	20
9	4	5	4	4	17	4	5	5	4	5	4	27	4	5	3	3	15
10	4	4	4	4	16	4	5	5	5	5	4	28	3	3	4	4	14
11	4	4	4	4	16	4	3	5	5	5	4	26	3	4	4	4	15
12	5	4	5	5	19	4	3	3	5	5	4	24	3	3	4	3	13
13	3	1	4	4	12	4	4	4	4	5	4	25	3	3	3	3	12
14	3	4	3	3	13	3	4	4	3	4	3	21	3	3	3	4	13
15	3	4	5	5	17	4	4	5	5	5	5	28	4	5	5	5	19
16	5	3	5	5	18	4	4	3	2	2	5	20	5	4	5	5	19
17	4	4	3	3	14	4	5	5	4	5	3	26	4	5	5	5	19
18	5	5	4	4	18	3	3	4	4	4	4	22	4	4	4	4	16
19	3	3	4	4	14	3	3	5	5	5	4	25	4	5	4	5	18
20	3	2	4	4	13	3	2	5	5	5	4	24	2	2	5	5	14
21	4	5	5	5	19	5	5	5	5	5	5	30	4	5	5	5	19
22	4	5	5	5	19	5	4	3	5	5	5	27	4	5	5	5	19
23	5	5	5	5	20	5	3	4	4	5	5	26	5	4	5	5	19
24	5	5	4	4	18	4	5	4	5	4	4	26	5	4	5	5	19
25	5	5	5	5	20	5	4	5	5	5	5	29	5	5	5	5	20
26	4	4	5	5	18	4	5	5	5	5	5	29	5	5	5	5	20
27	5	5	5	5	20	5	5	5	4	5	5	29	5	4	5	4	18
28	5	5	5	5	20	5	5	4	4	4	5	27	5	5	5	5	20
29	5	5	5	5	20	5	5	3	3	5	5	26	5	5	5	5	20
30	3	4	2	2	11	3	4	4	4	4	2	21	5	4	3	5	17
31	2	3	2	2	9	4	4	3	3	3	2	19	3	3	4	4	14
32	3	4	4	4	15	3	4	3	5	3	4	22	3	4	4	4	15
33	2	3	1	1	7	3	3	4	4	4	1	19	3	3	4	3	13
34	3	3	3	3	12	4	4	4	5	4	3	24	3	3	3	3	12
35	4	4	3	3	14	3	3	3	3	3	3	18	3	3	3	4	13
36	4	5	4	4	17	4	3	4	4	4	4	23	4	5	5	5	19
37	3	3	2	2	10	3	4	5	5	5	2	24	5	4	5	5	19
38	2	3	3	3	11	2	4	4	4	4	3	21	4	5	5	5	19
39	2	3	3	3	11	3	3	4	2	2	3	17	4	4	4	4	16
40	3	4	4	4	15	3	4	4	4	4	4	23	4	5	4	5	18
41	4	4	3	3	14	2	3	4	4	4	3	20	3	3	4	4	14
42	3	3	3	3	12	3	3	4	3	3	3	19	3	4	5	5	17
43	4	4	4	4	16	3	3	2	5	2	4	19	4	4	4	4	16
44	4	3	4	4	15	2	3	5	5	5	4	24	3	4	5	3	15
45	3	4	3	3	13	4	2	3	4	3	3	19	3	5	5	3	16
46	4	4	3	3	14	4	3	3	3	3	3	19	3	3	4	3	13
47	3	4	4	4	15	4	3	4	4	4	4	23	4	4	5	4	17
48	3	4	4	4	15	4	2	4	4	4	4	22	3	5	5	4	17
49	3	4	3	3	13	1	2	4	4	4	3	18	5	5	5	5	20
50	3	3	3	3	12	2	2	4	4	4	3	19	4	4	4	3	15
51	4	4	3	3	14	3	3	4	4	4	3	21	5	5	5	5	20
52	3	5	3	3	14	3	2	4	4	4	3	20	3	3	5	4	15
53	5	5	3	3	16	4	4	5	5	5	3	26	5	5	5	5	20
54	3	3	4	4	14	3	3	4	4	4	4	22	4	4	4	4	16

55	4	4	3	3	14	3	4	3	3	3	3	19	3	4	4	3	14
56	4	5	3	3	15	4	1	4	4	4	3	20	3	4	4	5	16
57	2	3	4	4	13	3	2	3	5	3	4	20	3	4	4	4	15
58	3	2	4	4	13	3	3	3	5	3	4	21	3	4	3	4	14
59	4	3	2	2	11	2	2	3	5	3	2	17	4	4	5	4	17
60	3	5	3	3	14	3	3	4	3	4	3	20	4	4	5	4	17
61	3	2	3	3	11	3	2	5	4	5	3	22	4	5	3	2	14
62	5	4	2	2	13	3	2	4	3	4	2	18	4	3	4	4	15
63	5	5	4	4	18	3	3	3	3	3	4	19	4	4	4	4	16
64	4	3	4	4	15	4	3	3	3	4	4	21	4	5	5	5	19
65	5	4	2	2	13	1	2	3	2	3	2	13	4	4	4	4	16
66	3	4	3	3	13	4	2	4	4	4	3	21	4	3	5	4	16
67	4	3	4	4	15	2	2	5	5	5	4	23	3	3	5	4	15
68	4	4	2	2	12	2	2	3	3	3	2	15	2	4	4	4	14
69	4	5	1	1	11	2	2	3	4	3	1	15	3	5	4	4	16
70	3	5	2	2	12	2	3	3	3	3	2	16	4	5	5	4	18
71	4	4	4	4	16	4	2	5	4	5	4	24	5	5	5	5	20
72	3	4	3	3	13	3	4	4	3	4	3	21	4	4	4	4	16
73	4	5	3	3	15	2	3	4	2	4	3	18	4	4	4	4	16
74	4	5	4	4	17	4	3	2	4	5	4	22	4	4	5	5	18
75	3	4	4	4	15	3	3	4	4	4	4	22	4	4	4	4	16
76	4	4	2	2	12	2	4	4	1	4	2	17	4	4	3	3	14
77	4	4	3	3	14	3	4	2	3	2	3	17	4	4	4	4	16
78	3	3	4	4	14	3	3	2	3	2	4	17	5	5	5	5	20
79	3	2	3	3	11	3	2	3	3	5	3	19	4	4	4	4	16
80	5	3	4	4	16	4	3	3	5	5	4	24	4	4	3	3	14
81	5	4	4	4	17	3	1	3	3	4	4	18	3	3	5	5	16
82	5	4	2	2	13	2	2	2	2	4	2	14	4	4	4	4	16
83	4	5	2	2	13	2	3	5	5	4	2	21	4	4	4	4	16
84	5	3	3	3	14	4	3	5	3	5	3	23	3	4	5	5	17
85	5	4	1	1	11	1	3	3	3	3	1	14	4	4	4	1	13
86	4	3	2	2	11	1	4	5	3	5	2	20	3	3	5	1	12
87	5	5	4	4	18	3	2	5	3	5	4	22	4	4	4	1	13
88	3	3	3	3	12	4	2	3	2	3	3	17	3	3	4	1	11
89	4	4	3	3	14	3	3	4	3	3	3	19	4	4	5	1	14
90	5	3	4	4	16	3	4	4	4	3	4	22	4	4	4	1	13

Lampiran III (Hasil Uji Deskriptif)

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	31	34.4	34.4	34.4
Valid Perempuan	59	65.6	65.6	100.0
Total	90	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-24 Tahun	30	33.3	33.3	33.3
Valid 25-34 Tahun	28	31.1	31.1	64.4
Valid 35-44 Tahun	19	21.1	21.1	85.6
Valid 45-55 Tahun	13	14.4	14.4	100.0
Total	90	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	31	34.4	34.4	34.4
Valid Pegawai Negeri	13	14.4	14.4	48.9
Valid Pegawai Swasta	21	23.3	23.3	72.2
Valid Pelajar	13	14.4	14.4	86.7
Valid Wiraswasta	12	13.3	13.3	100.0
Total	90	100.0	100.0	

➤ Variabel Flash Sale

FS1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.2	2.2	2.2
Valid 2	5	5.6	5.6	7.8
Valid 3	30	33.3	33.3	41.1
Valid 4	31	34.4	34.4	75.6
Valid 5	22	24.4	24.4	100.0
Total	90	100.0	100.0	

FS2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.1	1.1	1.1
Valid 2	6	6.7	6.7	7.8
Valid 3	23	25.6	25.6	33.3
Valid 4	36	40.0	40.0	73.3
Valid 5	24	26.7	26.7	100.0
Total	90	100.0	100.0	

FS3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.4	4.4	4.4
2	13	14.4	14.4	18.9
3	29	32.2	32.2	51.1
4	31	34.4	34.4	85.6
5	13	14.4	14.4	100.0
Total	90	100.0	100.0	

FS4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.4	4.4	4.4
2	13	14.4	14.4	18.9
3	29	32.2	32.2	51.1
4	31	34.4	34.4	85.6
5	13	14.4	14.4	100.0
Total	90	100.0	100.0	

➤ **Variabel Hedonic Shopping Motivation****HS1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.6	5.6	5.6
2	14	15.6	15.6	21.1
3	32	35.6	35.6	56.7
4	29	32.2	32.2	88.9
5	10	11.1	11.1	100.0
Total	90	100.0	100.0	

HS2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.3	3.3	3.3
2	21	23.3	23.3	26.7
3	32	35.6	35.6	62.2
4	21	23.3	23.3	85.6
5	13	14.4	14.4	100.0
Total	90	100.0	100.0	

HS3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.6	5.6	5.6
3	26	28.9	28.9	34.4
4	34	37.8	37.8	72.2
5	25	27.8	27.8	100.0
Total	90	100.0	100.0	

HS4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.2	2.2	2.2
2	6	6.7	6.7	8.9
3	24	26.7	26.7	35.6
4	31	34.4	34.4	70.0
5	27	30.0	30.0	100.0
Total	90	100.0	100.0	

HS5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.7	6.7	6.7
3	21	23.3	23.3	30.0
4	33	36.7	36.7	66.7
5	30	33.3	33.3	100.0
Total	90	100.0	100.0	

HS6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.3	3.3	3.3
2	13	14.4	14.4	17.8
3	28	31.1	31.1	48.9
4	34	37.8	37.8	86.7
5	12	13.3	13.3	100.0
Total	90	100.0	100.0	

➤ **Variabel Impulse Buying****IB1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.2	2.2	2.2
3	30	33.3	33.3	35.6
4	38	42.2	42.2	77.8
5	20	22.2	22.2	100.0
Total	90	100.0	100.0	

IB2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.2	2.2	2.2
3	18	20.0	20.0	22.2
4	41	45.6	45.6	67.8
5	29	32.2	32.2	100.0
Total	90	100.0	100.0	

IB3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.1	1.1	1.1
3	11	12.2	12.2	13.3
4	35	38.9	38.9	52.2
5	43	47.8	47.8	100.0
Total	90	100.0	100.0	

IB4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	6.7	6.7	6.7
2	1	1.1	1.1	7.8
3	14	15.6	15.6	23.3
4	35	38.9	38.9	62.2
5	34	37.8	37.8	100.0
Total	90	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		FS1	FS2	FS3	FS4	Flash_Sale
FS1	Pearson Correlation	1	.743**	.800**	.800**	.934**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
FS2	Pearson Correlation	.743**	1	.544**	.544**	.793**
	Sig. (2-tailed)	.000		.002	.002	.000
	N	30	30	30	30	30
FS3	Pearson Correlation	.800**	.544**	1	1.000**	.930**
	Sig. (2-tailed)	.000	.002		.000	.000
	N	30	30	30	30	30
FS4	Pearson Correlation	.800**	.544**	1.000**	1	.930**
	Sig. (2-tailed)	.000	.002	.000		.000
	N	30	30	30	30	30
Flash_Sale	Pearson Correlation	.934**	.793**	.930**	.930**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Correlations

		HS1	HS2	HS3	HS4	HS5	HS6	Hedonic.Shopping Motivation
HS1	Pearson Correlation	1	.724**	.177	.209	.432*	.803**	.807**
	Sig. (2-tailed)		.000	.350	.267	.017	.000	.000
	N	30	30	30	30	30	30	30
HS2	Pearson Correlation	.724**	1	.351	.185	.311	.460*	.742**
	Sig. (2-tailed)	.000		.057	.329	.094	.011	.000
	N	30	30	30	30	30	30	30
HS3	Pearson Correlation	.177	.351	1	.600**	.408*	.124	.608**
	Sig. (2-tailed)	.350	.057		.000	.025	.513	.000
	N	30	30	30	30	30	30	30
HS4	Pearson Correlation	.209	.185	.600**	1	.544**	.189	.636**
	Sig. (2-tailed)	.267	.329	.000		.002	.316	.000
	N	30	30	30	30	30	30	30
HS5	Pearson Correlation	.432*	.311	.408*	.544**	1	.397*	.720**
	Sig. (2-tailed)	.017	.094	.025	.002		.030	.000
	N	30	30	30	30	30	30	30
HS6	Pearson Correlation	.803**	.460*	.124	.189	.397*	1	.704**
	Sig. (2-tailed)	.000	.011	.513	.316	.030		.000
	N	30	30	30	30	30	30	30
Hedonic Shopping Motivation	Pearson Correlation	.807**	.742**	.608**	.636**	.720**	.704**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	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).

Correlations

		IB1	IB2	IB3	IB4	Impulse_Buying
IB1	Pearson Correlation	1	.735**	.560**	.623**	.857**
	Sig. (2-tailed)		.000	.001	.000	.000
	N	30	30	30	30	30
IB2	Pearson Correlation	.735**	1	.597**	.610**	.866**
	Sig. (2-tailed)	.000		.001	.000	.000
	N	30	30	30	30	30
IB3	Pearson Correlation	.560**	.597**	1	.792**	.850**
	Sig. (2-tailed)	.001	.001		.000	.000
	N	30	30	30	30	30
IB4	Pearson Correlation	.623**	.610**	.792**	1	.865**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Impulse_Buying	Pearson Correlation	.857**	.866**	.850**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Lampiran V (Hasil Uji Reliabilitas)

➤ Variabel *Flash Sale*

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
.918	4

➤ Variabel *Hedonic Shopping Motivation*

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
.794	6

➤ Variabel *Impulse Buying*

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
.879	4

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Flash_Sale	Hedonic_Shopping Motivation	Impulse_Buying
N		90	90	90
Normal Parameters ^{a,b}	Mean	14.38	21.61	16.26
	Std. Deviation	3.092	4.083	2.586
Most Extreme Differences	Absolute	.104	.084	.134
	Positive	.104	.084	.128
	Negative	-.082	-.070	-.134
Kolmogorov-Smirnov Z		.988	.800	1.267
Asymp. Sig. (2-tailed)		.283	.545	.081

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Impulse_Buying * Flash_Sale	(Combined)		204.863	13	15.759	3.069	.001
	Between Groups	Linearity	157.649	1	157.649	30.701	.000
		Deviation from Linearity	47.214	12	3.934	.766	.683
	Within Groups		390.259	76	5.135		
	Total		595.122	89			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Impulse_Buying * Hedonic_Shopping_Motivation	(Combined)		224.223	17	13.190	2.560	.003
	Between Groups	Linearity	137.085	1	137.085	26.611	.000
		Deviation from Linearity	87.137	16	5.446	1.057	.411
	Within Groups		370.900	72	5.151		
	Total		595.122	89			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8.535	1.303		6.550	.000		
1 Flash_Sale	.294	.097	.352	3.021	.003	.591	1.691
Hedonic Shopping Motivation	.162	.074	.255	2.194	.031	.591	1.691

a. Dependent Variable: Impulse_Buying

Lampiran IX (Hasil Uji Analisis Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Hedonic_Shopping_Motivation, Flash_Sale ^b		Enter

- a. Dependent Variable: Impulse_Buying
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.551 ^a	.303	.287	2.183

- a. Predictors: (Constant), Hedonic_Shopping_Motivation, Flash_Sale

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.535	1.303		6.550	.000
	Flash_Sale	.294	.097	.352	3.021	.003
	Hedonic_Shopping_Motivation	.162	.074	.255	2.194	.031

- a. Dependent Variable: Impulse_Buying

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.582	2	90.291	18.949	.000 ^b
	Residual	414.541	87	4.765		
	Total	595.122	89			

- a. Dependent Variable: Impulse_Buying
 b. Predictors: (Constant), Hedonic_Shopping_Motivation, Flash_Sale