

Lampiran 1 Angket

**Pengaruh Diskon Harga Dan Motivasi Hedonis Terhadap Pembelian Impulsif
(Studi Pada Konsumen Shopee di Jombang)**

Pengantar

Angket ini merupakan suatu alat pengumpul data yang dibutuhkan dalam penelitian tentang “Pengaruh Diskon Harga dan Motivasi Hedonis terhadap Pembelian Impulsif pada konsumen Shopee di Jombang”.

1. Angket ini ditujukan kepada pengguna Shopee di jombang.
2. Tujuan penelitian ini adalah untuk mengetahui apakah diskon harga dan motivasi hedonis berpengaruh terhadap pembelian impulsif pada konsumen Shopee di Jombang.
3. Informasi yang diperoleh dari anda sangat berguna bagi kami untuk menganalisis tentang pengaruh diskon harga dan motivasi hedonis terhadap pembelian impulsif pada konsumen Shopee di Jombang.
4. Partisipasi anda memberikan informasi sangat kami harapkan.

Petunjuk :

Jawablah pertanyaan berikut dengan mengisi jawaban atau memberikan tanda centang (√) pada kotak yang tersedia di bawah ini !

Identitas Responden

1. Nama :
2. Jenis Kelamin : Laki- laki Peremepuan
3. Usia : < 20 tahun 20-30 tahun
 30-40 tahun > 40 tahun
4. Pekerjaan : Pelajar/Mahasiswa PNS
 Wiraswasta Lainnya, sebutkan (.....)
5. Penghasilan : < Rp. 3.000.000
 >Rp. 3.000.000

*Apabila jawaban anda “>Rp. 3.000.000 ”, maka silahkan lanjut ke tahap selanjutnya.

*Apabila jawaban anda “<Rp. 3.000.000”, maka saya ucapkan terimakasih.

6. Status Pernikahan : Belum Menikah Sudah Menikah

*Apabila jawaban anda “Belum Menikah”, maka silahkan lanjut ke tahap selanjutnya.

*Apabila jawaban anda “Sudah Menikah”, maka saya ucapkan terimakasih.

7. Pernah menggunakan aplikasi Shopee Ya Tidak

*Apabila jawaban anda “Ya”, maka silahkan lanjut ke tahap selanjutnya.

*Apabila jawaban anda “Tidak”, maka saya ucapkan terimakasih.

Pernyataan Inti

Berikanlah penilaian dengan membuat tanda centang (√) pada jawaban yang anda anggap paling sesuai. Tersedia 5 pilihan jawaban bagi responden, untuk menjawab pertanyaan yaitu :

- a. Sangat Setuju (SS) = 5
- b. Setuju (S) = 4
- c. Netral (N) = 3
- d. Tidak Setuju (TS) = 2
- e. Sangat Tidak Setuju (STS) = 1

Diskon Harga

| No | Pernyataan | SS | S | N | TS | STS |
|----|-------------------------------------------------------------------------------------------------------------|----|---|---|----|-----|
| 1 | Program <i>flash sale</i> yang dilakukan Shopee sangat menarik. | | | | | |
| 2 | Saya akan lebih memilih produk Shopee yang sedang didiskon dibandingkan dengan produk yang biasa saya beli. | | | | | |
| 3 | Shopee memberikan sering potongan harga. | | | | | |

Motivasi Hedonis

| No | Pernyataan | SS | S | N | TS | STS |
|----|--------------------------------------------------------------------------|----|---|---|----|-----|
| 1 | Berbelanja di Shopee memberikan sensasi tersendiri bagi saya. | | | | | |
| 2 | Berbelanja di Shopee cara untuk menghilangkan stres. | | | | | |
| 3 | Berbelanja di Shopee memiliki banyak pilihan | | | | | |
| 4 | Saya berburu harga yang paling murah ketika berbelanja produk di Shopee. | | | | | |
| 5 | Saya berbelanja di Shopee untuk mengikuti tren terbaru. | | | | | |

Pembelian Impulsif

| No | Pernyataan | SS | S | N | TS | STS |
|----|----------------------------------------------------------------------------------------------------------|----|---|---|----|-----|
| 1 | Saya tidak berfikir panjang untuk membeli suatu produk di Shopee. | | | | | |
| 2 | Saya sering menyesal setelah berbelanja di Shopee. | | | | | |
| 3 | Saya selalu ingin membeli produk Shopee saat membuka aplikasinya. | | | | | |
| 4 | Saya tidak dapat menekan keinginan untuk membeli produk di Shopee ketika melihat produk yang ditawarkan. | | | | | |

Lampiran 2 Tabulasi Data Uji Validitas dan Reliabilitas

| No | x1.1 | x1,2 | x1.3 | Total x1 | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | Total x2 | y1.1 | y1.2 | y1.3 | y1.4 | Total y |
|----|------|------|------|-------------|------|------|------|------|------|-------------|------|------|------|------|------------|
| 1 | 4 | 4 | 4 | 12 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 4 | 4 | 5 | 18 |
| 2 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 3 | 3 | 17 | 2 | 3 | 2 | 3 | 10 |
| 3 | 4 | 3 | 5 | 12 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 3 | 15 |
| 4 | 4 | 3 | 4 | 11 | 3 | 4 | 4 | 3 | 4 | 18 | 3 | 4 | 5 | 4 | 16 |
| 5 | 5 | 5 | 3 | 13 | 5 | 3 | 5 | 5 | 3 | 21 | 3 | 1 | 3 | 3 | 10 |
| 6 | 5 | 4 | 4 | 13 | 4 | 3 | 4 | 3 | 3 | 17 | 3 | 4 | 3 | 3 | 13 |
| 7 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 20 |
| 8 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 9 | 5 | 5 | 5 | 15 | 5 | 4 | 3 | 3 | 4 | 19 | 4 | 3 | 3 | 4 | 14 |
| 10 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 3 | 15 |
| 11 | 4 | 3 | 3 | 10 | 4 | 3 | 4 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 15 |
| 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 13 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 3 | 18 | 3 | 4 | 4 | 3 | 14 |
| 14 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 3 | 4 | 20 | 4 | 5 | 4 | 4 | 17 |
| 15 | 4 | 4 | 5 | 13 | 5 | 4 | 3 | 5 | 5 | 22 | 4 | 3 | 5 | 3 | 15 |
| 16 | 5 | 4 | 5 | 14 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 4 | 4 | 5 | 18 |
| 17 | 4 | 4 | 4 | 12 | 4 | 2 | 4 | 4 | 3 | 17 | 2 | 4 | 4 | 2 | 12 |
| 18 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 19 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 16 |
| 20 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 21 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 3 | 4 | 18 | 3 | 4 | 4 | 3 | 14 |
| 22 | 4 | 3 | 4 | 11 | 3 | 4 | 3 | 3 | 5 | 18 | 3 | 3 | 4 | 4 | 14 |
| 23 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 3 | 23 | 4 | 4 | 4 | 4 | 16 |
| 24 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 20 |
| 25 | 5 | 5 | 5 | 15 | 4 | 3 | 3 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 20 |
| 26 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 4 | 4 | 3 | 14 |
| 27 | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 16 |
| 28 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 3 | 15 |
| 29 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 3 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 30 | 4 | 3 | 3 | 10 | 4 | 5 | 4 | 4 | 3 | 20 | 4 | 4 | 4 | 4 | 16 |

Lampiran 3 Hasil Uji Validitas

Hasil Uji Validitas Diskon Harga (X1)

| Item-Total Statistics | | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| X1.1 | 20.40 | 7.283 | .762 | . | .787 |
| X1.2 | 20.70 | 7.114 | .690 | . | .793 |
| X1.3 | 20.57 | 6.944 | .686 | . | .789 |
| Total | 12.33 | 2.506 | 1.000 | . | .725 |

Hasil Uji Validitas Motivasi Hedonis (X2)

| Item-Total Statistics | | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 35.67 | 16.851 | .468 | . | .738 |
| X2.2 | 36.00 | 14.828 | .692 | . | .687 |
| X2.3 | 35.77 | 16.875 | .466 | . | .738 |
| X2.4 | 35.97 | 15.068 | .666 | . | .694 |
| X2.5 | 36.00 | 17.034 | .368 | . | .750 |
| Total | 19.93 | 4.892 | 1.000 | . | .641 |

Hasil Uji Validitas Pembelian Impulsif (Y)

| Item-Total Statistics | | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Y1.1 | 11.76 | 3.547 | .761 | .686 | .751 |
| Y1.2 | 11.62 | 4.172 | .596 | .406 | .826 |
| Y1.3 | 11.52 | 4.473 | .632 | .449 | .813 |
| Y1.4 | 11.76 | 3.833 | .703 | .645 | .779 |

Lampiran 4 Hasil Uji Reliabilitas

Hasil Uji Reliabilitas Diskon Harga (X1)

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .725 | .734 | 3 |

Hasil Uji Reliabilitas Motivasi Hedonis (X2)

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .641 | .631 | 5 |

Hasil Uji Validitas Pembelian Impulsif (Y)

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .838 | .838 | 4 |

Lampiran 5 Tabulasi Data Responden Penelitian

| No | J K | Usia | Pekerjan | X1 | | | Total X1 | X2 | | | | | Total X2 | Y | | | | Total Y |
|----|-----|-------|------------|----|---|---|----------|----|---|---|---|---|----------|---|---|---|---|---------|
| | | | | 1 | 2 | 3 | | 1 | 2 | 3 | 4 | 5 | | 1 | 2 | 3 | 4 | |
| 1 | L | 20-30 | Wiraswasta | 3 | 5 | 4 | 12 | 4 | 3 | 4 | 3 | 3 | 17 | 4 | 5 | 5 | 3 | 17 |
| 2 | L | 20-30 | Wiraswasta | 5 | 5 | 3 | 13 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 16 |
| 3 | L | 30-40 | Wiraswasta | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 5 | 3 | 16 |
| 4 | P | 20-30 | Wiraswasta | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 3 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 5 | L | 20-30 | P Swasta | 5 | 4 | 4 | 13 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 4 | 4 | 5 | 17 |
| 6 | L | 20-30 | P Swasta | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 18 |
| 7 | L | 20-30 | P Swasta | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 16 |
| 8 | L | 20-30 | Wiraswasta | 5 | 5 | 1 | 11 | 4 | 5 | 5 | 3 | 5 | 22 | 5 | 4 | 4 | 4 | 17 |
| 9 | P | 20-30 | P Swasta | 4 | 5 | 5 | 14 | 4 | 1 | 4 | 4 | 2 | 15 | 5 | 4 | 4 | 4 | 17 |
| 10 | L | 20-30 | Wiraswasta | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 4 | 4 | 21 | 3 | 4 | 4 | 4 | 15 |
| 11 | P | 20-30 | P Swasta | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 4 | 17 |
| 12 | L | 20-30 | P Swasta | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 4 | 4 | 4 | 17 |
| 13 | P | 20-30 | P Swasta | 4 | 4 | 3 | 11 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 19 |
| 14 | P | 20-30 | P Swasta | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 1 | 3 | 16 | 4 | 4 | 4 | 4 | 16 |
| 15 | P | 20-30 | P Swasta | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 16 |
| 16 | L | 20-30 | P Swasta | 5 | 5 | 4 | 14 | 4 | 1 | 5 | 5 | 1 | 16 | 4 | 4 | 3 | 4 | 15 |
| 17 | P | 30-40 | P Swasta | 4 | 1 | 5 | 10 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 4 | 3 | 3 | 14 |
| 18 | L | 20-30 | P Swasta | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 3 | 4 | 21 | 4 | 3 | 4 | 4 | 15 |
| 19 | L | 30-40 | PNS | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 20 | P | 20-30 | Wiraswasta | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 16 |
| 21 | L | 20-30 | PNS | 5 | 3 | 4 | 12 | 3 | 5 | 4 | 5 | 4 | 21 | 5 | 4 | 4 | 4 | 17 |
| 22 | P | 20-30 | P Swasta | 4 | 4 | 5 | 13 | 4 | 3 | 4 | 4 | 3 | 18 | 5 | 4 | 4 | 4 | 17 |
| 23 | P | 20-30 | P Swasta | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 5 | 4 | 17 |
| 24 | L | 20-30 | P Swasta | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 5 | 4 | 17 |
| 25 | L | 20-30 | P Swasta | 4 | 1 | 5 | 10 | 5 | 1 | 5 | 5 | 5 | 21 | 4 | 3 | 4 | 3 | 14 |
| 26 | L | 20-30 | P Swasta | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 5 | 17 |
| 27 | L | 20-30 | PNS | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 18 |
| 28 | L | 20-30 | P Swasta | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 29 | L | 20-30 | P Swasta | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 16 |
| 30 | P | 20-30 | P Swasta | 3 | 5 | 4 | 12 | 5 | 4 | 5 | 4 | 3 | 21 | 2 | 4 | 4 | 3 | 13 |
| 31 | P | 20-30 | Wiraswasta | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 4 | 17 |
| 32 | P | 20-30 | P Swasta | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 4 | 4 | 4 | 17 |
| 33 | P | 20-30 | Wiraswasta | 4 | 4 | 5 | 13 | 3 | 4 | 4 | 4 | 2 | 17 | 4 | 4 | 4 | 4 | 16 |
| 34 | L | 20-30 | Wiraswasta | 4 | 4 | 4 | 12 | 5 | 3 | 4 | 5 | 4 | 21 | 3 | 5 | 4 | 4 | 16 |
| 35 | L | 20-30 | Wiraswasta | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 4 | 4 | 22 | 4 | 5 | 4 | 5 | 18 |
| 36 | P | 20-30 | P Swasta | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 4 | 4 | 15 |
| 37 | L | 30-40 | Wiraswasta | 4 | 3 | 4 | 11 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 16 |
| 38 | P | 20-30 | P Swasta | 5 | 5 | 5 | 15 | 3 | 2 | 5 | 4 | 2 | 16 | 2 | 5 | 4 | 5 | 16 |
| 39 | L | 20-30 | PNS | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 5 | 5 | 4 | 18 |
| 40 | L | 20-30 | P Swasta | 4 | 5 | 4 | 13 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 16 |
| 41 | P | 20-30 | P Swasta | 2 | 4 | 3 | 9 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 5 | 17 |
| 42 | L | 20-30 | Wiraswasta | 4 | 4 | 3 | 11 | 3 | 3 | 4 | 4 | 2 | 16 | 4 | 4 | 4 | 4 | 16 |
| 43 | L | 20-30 | Wiraswasta | 5 | 4 | 5 | 14 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 4 | 4 | 5 | 18 |
| 44 | P | 20-30 | P Swasta | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 4 | 15 |

| | | | | | | | | | | | | | | | | | | |
|----|---|-------|------------|---|---|---|----|---|---|---|---|---|----|---|---|---|---|----|
| 45 | P | 20-30 | Wiraswasta | 4 | 4 | 5 | 13 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 3 | 15 |
| 46 | P | 20-30 | P Swasta | 4 | 4 | 4 | 12 | 3 | 2 | 5 | 4 | 3 | 17 | 4 | 4 | 4 | 3 | 15 |
| 47 | P | 20-30 | Wiraswasta | 3 | 4 | 4 | 11 | 4 | 3 | 5 | 5 | 4 | 21 | 4 | 5 | 4 | 4 | 17 |
| 48 | P | 20-30 | P Swasta | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 5 | 4 | 4 | 18 |
| 49 | P | 20-30 | PNS | 4 | 4 | 5 | 13 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 4 | 5 | 17 |
| 50 | P | 20-30 | Wiraswasta | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 4 | 17 |
| 51 | P | 20-30 | P Swasta | 3 | 4 | 5 | 12 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 4 | 3 | 4 | 16 |
| 52 | P | 20-30 | P Swasta | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 5 | 3 | 22 | 2 | 4 | 4 | 4 | 14 |
| 53 | L | 30-40 | Wiraswasta | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 5 | 19 |
| 54 | L | 20-30 | P Swasta | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 5 | 18 |
| 55 | L | 20-30 | P Swasta | 2 | 5 | 5 | 12 | 4 | 4 | 4 | 5 | 3 | 20 | 3 | 4 | 4 | 3 | 14 |
| 56 | P | 20-30 | P Swasta | 4 | 4 | 5 | 13 | 5 | 5 | 5 | 4 | 4 | 23 | 3 | 2 | 2 | 4 | 11 |
| 57 | P | 30-40 | P Swasta | 5 | 4 | 5 | 14 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 5 | 4 | 4 | 17 |
| 58 | L | 20-30 | P Swasta | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 20 |
| 59 | P | 20-30 | P Swasta | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 2 | 4 | 14 |
| 60 | P | 20-30 | P Swasta | 4 | 5 | 5 | 14 | 4 | 5 | 5 | 4 | 3 | 21 | 3 | 3 | 4 | 4 | 14 |
| 61 | P | 20-30 | P Swasta | 4 | 4 | 5 | 13 | 4 | 5 | 4 | 4 | 3 | 20 | 4 | 4 | 4 | 3 | 15 |
| 62 | P | 20-30 | P Swasta | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 15 |
| 63 | P | <20 | P Swasta | 2 | 4 | 5 | 11 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 4 | 4 | 5 | 18 |
| 64 | P | 20-30 | P Swasta | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 2 | 4 | 5 | 15 |
| 65 | L | 20-30 | P Swasta | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 4 | 3 | 20 | 4 | 4 | 4 | 5 | 17 |
| 66 | P | 20-30 | P Swasta | 5 | 4 | 2 | 11 | 4 | 2 | 4 | 3 | 3 | 16 | 2 | 4 | 5 | 3 | 14 |
| 67 | P | 20-30 | P Swasta | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 3 | 4 | 18 | 3 | 4 | 4 | 4 | 15 |
| 68 | P | <20 | P Swasta | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 5 | 3 | 21 | 4 | 4 | 5 | 3 | 16 |
| 69 | P | 20-30 | P Swasta | 5 | 5 | 4 | 14 | 4 | 5 | 4 | 4 | 3 | 20 | 4 | 5 | 4 | 5 | 18 |
| 70 | P | 20-30 | P Swasta | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 16 |
| 71 | P | 20-30 | P Swasta | 5 | 5 | 3 | 13 | 3 | 4 | 4 | 3 | 3 | 17 | 3 | 4 | 4 | 3 | 14 |
| 72 | P | 20-30 | Wiraswasta | 4 | 4 | 3 | 11 | 3 | 5 | 5 | 4 | 4 | 21 | 3 | 4 | 3 | 5 | 15 |
| 73 | P | 20-30 | P Swasta | 5 | 5 | 3 | 13 | 3 | 4 | 4 | 4 | 5 | 20 | 3 | 4 | 5 | 4 | 16 |
| 74 | P | 20-30 | P Swasta | 4 | 5 | 5 | 14 | 4 | 5 | 5 | 4 | 4 | 22 | 5 | 5 | 5 | 4 | 19 |
| 75 | P | 20-30 | P Swasta | 3 | 3 | 4 | 10 | 3 | 4 | 5 | 4 | 2 | 18 | 4 | 4 | 4 | 3 | 15 |
| 76 | L | 30-40 | Wiraswasta | 5 | 4 | 5 | 14 | 4 | 3 | 4 | 4 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |
| 77 | P | 20-30 | PNS | 4 | 4 | 4 | 12 | 3 | 5 | 5 | 5 | 4 | 22 | 4 | 5 | 4 | 4 | 17 |
| 78 | P | <20 | P Swasta | 4 | 3 | 4 | 11 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 2 | 3 | 5 | 15 |
| 79 | P | 20-30 | P Swasta | 3 | 2 | 5 | 10 | 4 | 4 | 5 | 4 | 4 | 21 | 3 | 5 | 4 | 3 | 15 |
| 80 | P | 20-30 | P Swasta | 4 | 3 | 5 | 12 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 5 | 5 | 4 | 18 |
| 81 | L | 20-30 | PNS | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 3 | 3 | 4 | 14 |
| 82 | L | 30-40 | P Swasta | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 3 | 4 | 5 | 16 |
| 83 | P | 20-30 | P Swasta | 5 | 4 | 3 | 12 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 4 | 4 | 5 | 18 |
| 84 | P | 20-30 | P Swasta | 4 | 4 | 3 | 11 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 5 | 5 | 4 | 18 |
| 85 | P | 20-30 | PNS | 4 | 5 | 4 | 13 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 3 | 4 | 15 |
| 86 | P | 20-30 | PNS | 4 | 4 | 5 | 13 | 4 | 3 | 5 | 4 | 4 | 20 | 4 | 3 | 3 | 4 | 14 |
| 87 | P | 20-30 | PNS | 3 | 5 | 5 | 13 | 5 | 3 | 4 | 5 | 4 | 21 | 5 | 4 | 4 | 5 | 18 |
| 88 | P | 20-30 | Wiraswasta | 4 | 5 | 5 | 14 | 4 | 4 | 3 | 4 | 5 | 20 | 4 | 3 | 4 | 5 | 16 |
| 89 | P | 20-30 | P Swasta | 4 | 3 | 4 | 11 | 4 | 5 | 4 | 2 | 2 | 17 | 3 | 4 | 4 | 3 | 14 |
| 90 | P | 20-30 | P Swasta | 4 | 3 | 5 | 12 | 4 | 5 | 5 | 4 | 3 | 21 | 4 | 4 | 4 | 3 | 15 |
| 91 | P | 20-30 | P Swasta | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 3 | 4 | 4 | 15 |

| | | | | | | | | | | | | | | | | | | |
|----|---|-------|------------|---|---|---|----|---|---|---|---|---|----|---|---|---|---|----|
| 92 | L | 20-30 | P Swasta | 4 | 5 | 3 | 12 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 4 | 5 | 5 | 19 |
| 93 | L | 20-30 | P Swasta | 4 | 4 | 3 | 11 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 16 |
| 94 | P | 20-30 | P Swasta | 4 | 3 | 5 | 12 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 3 | 3 | 14 |
| 95 | P | 30-40 | Wiraswasta | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 3 | 5 | 20 | 4 | 4 | 5 | 5 | 18 |
| 96 | P | 20-30 | P Swasta | 4 | 5 | 4 | 13 | 5 | 4 | 5 | 5 | 3 | 22 | 5 | 4 | 4 | 5 | 18 |

Lampiran 6 Distribusi Frekuensi

Statistics

| | | Jenis.Kelamin | Usia | Pekerjaan |
|---|---------|---------------|------|-----------|
| N | Valid | 96 | 96 | 96 |
| | Missing | 0 | 0 | 0 |

Jenis.Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-laki | 36 | 37.5 | 37.5 | 37.5 |
| | Perempuan | 60 | 62.5 | 62.5 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | <20 tahun | 3 | 3.1 | 3.1 | 3.1 |
| | 20-30 tahun | 84 | 87.5 | 87.5 | 90.6 |
| | 30-40 tahun | 9 | 9.4 | 9.4 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | PNS | 10 | 10.4 | 10.4 | 10.4 |
| | Pegawai Swasta | 64 | 66.7 | 66.7 | 77.1 |
| | Wiraswasta | 22 | 22.9 | 22.9 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

Lampiran 7 Distribusi Variabel Diskon Harga (X1)

Descriptive Statistics

| | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
|--------------------|-----------|-----------|-----------|-----------|-----------|------------|----------------|-----------|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| X1.1 | 96 | 3 | 2 | 5 | 4.10 | .072 | .703 | .494 |
| X1.2 | 96 | 4 | 1 | 5 | 4.10 | .082 | .801 | .642 |
| X1.3 | 96 | 4 | 1 | 5 | 4.17 | .078 | .763 | .582 |
| Valid N (listwise) | 96 | | | | | | | |

X1.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Setuju | 3 | 3.1 | 3.1 | 3.1 |
| Netral | 10 | 10.4 | 10.4 | 13.5 |
| Valid Setuju | 57 | 59.4 | 59.4 | 72.9 |
| Sangat Setuju | 26 | 27.1 | 27.1 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

X1.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Sangat Tidak Setuju | 2 | 2.1 | 2.1 | 2.1 |
| Tidak Setuju | 1 | 1.0 | 1.0 | 3.1 |
| Valid Netral | 11 | 11.5 | 11.5 | 14.6 |
| Setuju | 53 | 55.2 | 55.2 | 69.8 |
| Sangat Setuju | 29 | 30.2 | 30.2 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

X1.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 1 | 1.0 | 1.0 | 2.1 |
| Valid Netral | 12 | 12.5 | 12.5 | 14.6 |
| Setuju | 49 | 51.0 | 51.0 | 65.6 |
| Sangat Setuju | 33 | 34.4 | 34.4 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

Lampiran 8 Distribusi Variabel Motivasi Hedonis

Descriptive Statistics

| | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
|--------------------|-----------|-----------|-----------|-----------|-----------|------------|----------------|-----------|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| X2.1 | 96 | 2 | 3 | 5 | 4.20 | .066 | .643 | .413 |
| X2.2 | 96 | 4 | 1 | 5 | 4.05 | .094 | .922 | .850 |
| X2.3 | 96 | 2 | 3 | 5 | 4.40 | .058 | .571 | .326 |
| X2.4 | 96 | 4 | 1 | 5 | 4.16 | .072 | .701 | .491 |
| X2.5 | 96 | 4 | 1 | 5 | 3.93 | .092 | .897 | .805 |
| Valid N (listwise) | 96 | | | | | | | |

X2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 12 | 12.5 | 12.5 | 12.5 |
| | Setuju | 53 | 55.2 | 55.2 | 67.7 |
| | Sangat Setuju | 31 | 32.3 | 32.3 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 3 | 3.1 | 3.1 | 3.1 |
| | Tidak Setuju | 3 | 3.1 | 3.1 | 6.3 |
| | Netral | 11 | 11.5 | 11.5 | 17.7 |
| | Setuju | 48 | 50.0 | 50.0 | 67.7 |
| | Sangat Setuju | 31 | 32.3 | 32.3 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

X2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Netral | 4 | 4.2 | 4.2 | 4.2 |
| | Setuju | 50 | 52.1 | 52.1 | 56.3 |

| | | | | |
|---------------|----|-------|-------|-------|
| Sangat Setuju | 42 | 43.8 | 43.8 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

X2.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 1 | 1.0 | 1.0 | 2.1 |
| Netral | 8 | 8.3 | 8.3 | 10.4 |
| Setuju | 58 | 60.4 | 60.4 | 70.8 |
| Sangat Setuju | 28 | 29.2 | 29.2 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

X2.5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 6 | 6.3 | 6.3 | 7.3 |
| Netral | 18 | 18.8 | 18.8 | 26.0 |
| Setuju | 45 | 46.9 | 46.9 | 72.9 |
| Sangat Setuju | 26 | 27.1 | 27.1 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

Lampiran 9 Distribusi Pembelian Impulsif

Descriptive Statistics

| | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
|--------------------|-----------|-----------|-----------|-----------|-----------|------------|----------------|-----------|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Y1.1 | 96 | 3 | 2 | 5 | 4.04 | .075 | .739 | .546 |
| Y1.2 | 96 | 3 | 2 | 5 | 4.04 | .066 | .648 | .419 |
| Y1.3 | 96 | 3 | 2 | 5 | 4.04 | .063 | .614 | .377 |
| Y1.4 | 96 | 2 | 3 | 5 | 4.08 | .067 | .660 | .435 |
| Valid N (listwise) | 96 | | | | | | | |

X2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 12 | 12.5 | 12.5 | 12.5 |
| | Setuju | 53 | 55.2 | 55.2 | 67.7 |
| | Sangat Setuju | 31 | 32.3 | 32.3 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 3 | 3.1 | 3.1 | 3.1 |
| | Tidak Setuju | 3 | 3.1 | 3.1 | 6.3 |
| | Netral | 11 | 11.5 | 11.5 | 17.7 |
| | Setuju | 48 | 50.0 | 50.0 | 67.7 |
| | Sangat Setuju | 31 | 32.3 | 32.3 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

X2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 4 | 4.2 | 4.2 | 4.2 |
| | Setuju | 50 | 52.1 | 52.1 | 56.3 |
| | Sangat Setuju | 42 | 43.8 | 43.8 | 100.0 |
| | Total | 96 | 100.0 | 100.0 | |

X2.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------|---------|---------------|--------------------|
| Valid Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 1 | 1.0 | 1.0 | 2.1 |
| Netral | 8 | 8.3 | 8.3 | 10.4 |
| Setuju | 58 | 60.4 | 60.4 | 70.8 |
| Sangat Setuju | 28 | 29.2 | 29.2 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

X2.5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------|---------|---------------|--------------------|
| Valid Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| Tidak Setuju | 6 | 6.3 | 6.3 | 7.3 |
| Netral | 18 | 18.8 | 18.8 | 26.0 |
| Setuju | 45 | 46.9 | 46.9 | 72.9 |
| Sangat Setuju | 26 | 27.1 | 27.1 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

Y1.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 4 | 4.2 | 4.2 | 4.2 |
| Netral | 12 | 12.5 | 12.5 | 16.7 |
| Setuju | 56 | 58.3 | 58.3 | 75.0 |
| Sangat Setuju | 24 | 25.0 | 25.0 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

Y1.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Tidak Setuju | 3 | 3.1 | 3.1 | 3.1 |
| Netral | 9 | 9.4 | 9.4 | 12.5 |
| Setuju | 65 | 67.7 | 67.7 | 80.2 |
| Sangat Setuju | 19 | 19.8 | 19.8 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

Y1.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Setuju | 2 | 2.1 | 2.1 | 2.1 |
| Netral | 10 | 10.4 | 10.4 | 12.5 |
| Valid Setuju | 66 | 68.8 | 68.8 | 81.3 |
| Sangat Setuju | 18 | 18.8 | 18.8 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

Y1.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Netral | 17 | 17.7 | 17.7 | 17.7 |
| Valid Setuju | 54 | 56.3 | 56.3 | 74.0 |
| Sangat Setuju | 25 | 26.0 | 26.0 | 100.0 |
| Total | 96 | 100.0 | 100.0 | |

Lampiran 10 Hasil Uji Hipotesis

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---------------------------------------------------|-------------------|--------|
| 1 | Motivasi Hedonis, Diskon Harga ^b | . | Enter |

a. Dependent Variable: Pembelian Impulsif

b. All requested variables entered.

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .337 ^a | .114 | .095 | 1.524 | 1.953 |

a. Predictors: (Constant), Motivasi Hedonis, Diskon Harga

b. Dependent Variable: Pembelian Impulsif

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|-------|-------------------|
| 1 Regression | 27.765 | 2 | 13.882 | 5.975 | .004 ^b |
| Residual | 216.069 | 93 | 2.323 | | |
| Total | 243.833 | 95 | | | |

a. Dependent Variable: Pembelian Impulsif

b. Predictors: (Constant), Motivasi Hedonis, Diskon Harga

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 8.665 | 2.220 | | 3.903 | .000 |
| Diskon Harga | .283 | .126 | .219 | 2.236 | .028 |
| Motivasi Hedonis | .195 | .069 | .278 | 2.835 | .006 |

a. Dependent Variable: Pembelian Impulsif

Lampiran 11 Hasil Uji Normalitas

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 96 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.50811422 |
| | Absolute | .066 |
| Most Extreme Differences | Positive | .051 |
| | Negative | -.066 |
| Kolmogorov-Smirnov Z | | .647 |
| Asymp. Sig. (2-tailed) | | .797 |

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 12 Hasil Uji Multikolinearitas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | 8.665 | 2.220 | | 3.903 | .000 | | |
| Diskon Harga | .283 | .126 | .219 | 2.236 | .028 | .991 | 1.009 |
| Motivasi Hedonis | .195 | .069 | .278 | 2.835 | .006 | .991 | 1.009 |

a. Dependent Variable: Pembelian Impulsif

Lampiran 13 Hasil Uji Heteroskedastisitas

Scatterplot

Dependent Variable: Pembelian Impulsif

