

## LAMPIRAN

### Lampiran 1 Hasil Kuesioner

No	HC1	HC2	HC3	HC4	HC5	HC6	HC7	HC8	HC9	HC10
1	4	4	3	4	4	4	3	3	4	4
2	4	3	3	4	3	3	4	4	3	3
3	3	4	4	3	4	3	4	4	4	4
4	4	4	3	4	3	4	3	3	4	4
5	3	5	3	3	4	4	5	5	5	5
6	4	4	3	4	4	3	4	4	4	4
7	3	4	4	3	4	4	4	4	4	4
8	5	5	4	5	5	5	5	5	5	5
9	3	4	3	3	4	3	4	4	4	4
10	5	4	4	5	4	4	4	4	4	4
11	4	4	5	5	5	5	5	4	4	5
12	5	5	5	5	5	5	5	5	5	4
13	5	5	4	4	4	4	4	5	5	4
14	3	3	3	3	3	3	3	4	3	3
15	4	4	4	3	4	3	3	3	4	3
16	3	3	3	3	3	3	3	3	3	3
17	4	4	3	4	3	4	4	4	4	4
18	5	5	4	5	4	5	5	5	5	5
19	4	4	5	5	5	5	5	5	4	5
20	4	4	4	4	4	4	4	4	4	4
21	3	3	3	3	3	3	3	4	3	3
22	5	5	5	5	5	4	5	4	4	4
23	4	4	4	4	4	3	4	3	3	3
24	4	4	4	4	4	4	4	4	5	5
25	4	4	4	4	4	3	4	4	4	4
26	5	5	5	5	5	4	4	4	4	4
27	5	4	5	5	5	4	5	5	4	5
28	3	4	3	3	3	3	4	4	4	4
29	3	3	3	3	3	4	4	3	4	4
30	4	3	3	3	3	4	5	5	5	5
31	5	5	5	5	4	3	4	4	3	4
32	4	4	3	5	3	5	4	5	4	5
33	5	4	5	5	5	5	5	5	5	5
34	3	4	3	3	3	4	4	3	4	4
35	4	3	4	3	4	4	4	4	4	4
36	3	3	3	3	3	5	5	5	4	4
37	4	3	3	4	3	5	4	5	5	5
38	5	5	5	5	4	4	4	4	5	5
39	4	5	4	5	5	3	3	3	4	4
40	4	5	5	5	4	4	3	3	3	4

Lampiran 1 (lanjutan)

No	HC1	HC2	HC3	HC4	HC5	HC6	HC7	HC8	HC9	HC10
41	4	3	3	3	3	3	3	2	2	3
42	4	3	4	4	4	3	4	4	3	4
43	5	4	5	5	5	4	5	4	5	4
44	4	5	5	5	5	4	4	4	3	4
45	3	4	4	4	4	4	4	5	4	5
46	5	3	4	3	3	3	4	4	3	4
47	4	5	4	5	5	5	4	4	4	5
48	3	4	5	4	4	4	3	4	5	4
49	4	4	5	4	5	4	4	4	4	5
50	4	4	5	4	4	4	3	4	5	4
51	4	4	3	4	3	4	3	4	3	4
52	5	5	5	5	5	5	5	5	5	5
53	4	4	4	4	4	4	4	4	4	4
54	4	4	4	4	4	4	4	4	4	4
55	4	4	3	4	3	4	3	4	3	4
56	4	4	4	4	4	4	4	4	4	4
57	5	5	5	5	5	5	5	5	5	5
58	3	3	3	4	4	3	3	4	4	3
59	4	4	4	3	3	4	4	3	3	4
60	4	4	3	4	4	4	3	4	4	4
61	5	4	5	5	5	4	4	5	5	5
62	4	4	4	4	4	4	4	4	4	4
63	3	4	3	3	3	4	3	2	3	4
64	3	3	3	3	3	3	3	2	3	3
65	4	4	4	4	4	4	4	4	4	4
66	4	3	3	3	4	3	3	4	4	3
67	3	3	3	3	3	3	3	3	3	3
68	5	5	5	5	5	5	5	4	5	5
69	4	4	3	3	4	4	4	4	4	4
70	3	3	3	3	3	3	3	4	4	3
71	4	3	3	3	4	3	3	3	3	3
72	3	3	4	4	3	3	3	3	3	3
73	4	4	5	5	4	5	4	5	5	4
74	4	5	4	4	4	4	4	4	4	5
75	5	5	5	5	5	5	5	5	5	5
76	4	5	4	5	3	5	4	5	5	5
77	3	4	3	3	3	3	3	3	3	4
78	4	4	5	4	4	4	4	4	4	4
79	4	5	4	4	4	5	5	5	5	5
80	3	3	4	4	4	4	3	4	4	3

**Lampiran 1 (lanjutan)**

No	HC1	HC2	HC3	HC4	HC5	HC6	HC7	HC8	HC9	HC10
81	5	5	4	4	5	5	5	5	5	5
82	5	5	4	5	5	5	5	5	5	4
83	4	4	5	5	5	5	5	5	5	5
84	5	4	4	4	4	4	4	4	4	4
85	4	3	3	5	4	4	3	4	4	3
86	4	3	3	4	4	3	4	3	4	3
87	3	4	4	3	3	3	3	4	3	4
88	3	4	4	4	4	4	3	4	4	4
89	4	3	3	4	4	4	4	3	4	3
90	4	5	5	5	5	5	4	5	5	5
91	3	4	4	4	4	4	3	4	4	4
92	4	4	4	4	4	3	4	4	4	4
93	5	5	5	5	5	4	3	5	5	5
94	3	4	4	4	4	3	4	4	4	4
95	4	4	4	4	4	3	4	4	4	4
96	5	5	4	4	5	4	5	5	5	4
97	5	5	5	5	4	5	5	5	5	5
98	4	4	5	5	4	4	4	4	4	5
99	3	3	4	3	3	3	4	3	3	4
100	3	3	3	4	3	4	3	3	4	3

Lampiran 1 (lanjutan)

No	PE1	PE2	PE3	PE4	PE5	PE6	IB1	IB2	IB3	IB4	IB5	IB6
1	5	5	5	4	4	4	3	4	3	3	4	3
2	5	4	5	4	5	4	3	3	4	4	3	3
3	3	3	4	3	3	3	4	3	4	4	4	4
4	4	4	5	4	4	3	3	4	3	3	4	4
5	3	3	3	3	4	4	3	4	5	5	5	5
6	5	5	5	5	4	4	3	3	4	4	4	4
7	3	4	4	4	3	3	4	4	4	4	4	3
8	5	5	5	5	4	4	4	5	5	5	5	4
9	3	3	3	3	4	4	3	3	4	4	4	3
10	2	2	3	2	2	3	4	4	4	4	4	3
11	3	3	3	3	4	4	5	5	5	4	5	4
12	4	4	4	4	3	3	5	5	5	5	4	5
13	4	4	4	3	3	4	4	4	4	5	4	4
14	4	4	5	3	4	5	3	3	3	4	3	3
15	3	3	4	4	3	4	4	3	3	3	3	4
16	4	4	5	5	4	4	3	3	3	3	3	3
17	5	5	5	5	5	4	3	4	4	4	4	3
18	3	4	3	4	3	3	4	5	5	5	5	4
19	3	3	3	3	3	4	5	5	5	5	5	5
20	4	4	4	4	4	3	4	4	4	4	4	4
21	3	3	3	3	4	3	4	3	3	3	3	4
22	4	4	4	4	4	4	4	4	4	4	5	4
23	3	3	3	3	3	3	3	3	3	3	4	3
24	5	5	4	4	4	4	4	5	5	5	4	4
25	4	4	4	4	5	4	4	4	4	4	4	4
26	4	3	3	4	4	4	4	4	4	3	4	4
27	5	5	4	3	5	3	5	4	5	5	5	5
28	4	3	3	4	4	4	4	4	4	3	4	4
29	4	3	3	4	3	4	3	4	4	3	4	3
30	5	5	5	5	4	5	5	5	5	5	5	5
31	4	4	4	4	4	4	4	3	4	4	4	4
32	5	3	4	4	5	5	5	4	5	3	4	5
33	5	4	4	5	5	5	5	5	5	4	5	5
34	4	2	3	3	3	4	3	4	4	2	4	3
35	4	4	4	4	4	4	4	4	4	4	4	4
36	4	4	5	5	5	5	5	4	4	4	5	5
37	5	4	3	5	5	5	5	5	5	4	4	5
38	5	4	4	3	4	4	4	5	5	4	4	4
39	4	3	3	3	4	3	3	4	4	3	3	3
40	4	3	3	3	3	3	3	3	4	3	3	3

Lampiran 1 (lanjutan)

No	PE1	PE2	PE3	PE4	PE5	PE6	IB1	IB2	IB3	IB4	IB5	IB6
41	3	3	2	2	3	3	4	4	4	4	4	4
42	3	4	4	3	4	4	5	5	5	5	5	5
43	4	5	4	5	4	5	4	3	4	3	4	3
44	4	4	4	3	4	5	5	5	5	5	5	5
45	4	4	5	4	5	4	4	4	4	4	4	4
46	3	4	4	3	4	3	5	4	5	4	5	4
47	5	4	4	4	5	5	4	5	4	5	4	5
48	4	3	4	5	4	4	3	2	3	2	3	2
49	4	4	4	4	5	4	5	4	5	4	5	4
50	4	3	4	5	4	4	4	5	4	5	4	5
51	4	3	4	3	4	3	4	3	4	3	4	3
52	5	5	5	5	5	5	5	5	5	5	5	5
53	4	4	4	4	4	4	4	4	4	4	4	4
54	4	4	4	4	4	4	4	4	4	4	4	4
55	4	3	4	3	4	3	4	3	4	3	4	3
56	4	4	4	4	4	4	4	4	4	4	4	4
57	5	5	5	5	5	5	5	5	5	5	5	5
58	3	3	4	4	3	3	4	4	3	3	4	4
59	4	4	3	3	4	4	3	3	4	4	3	3
60	4	3	4	4	4	3	4	4	4	3	4	4
61	5	4	5	5	5	4	5	5	5	4	5	5
62	4	4	4	4	4	4	4	4	4	4	4	4
63	3	4	3	3	3	4	3	3	3	4	3	3
64	3	3	3	3	3	3	3	3	3	3	3	3
65	4	4	4	4	4	4	4	4	4	4	4	4
66	4	3	3	3	4	3	3	3	4	3	3	4
67	3	3	3	3	3	3	3	3	3	3	3	3
68	5	5	5	5	5	5	5	5	5	5	5	5
69	4	4	3	3	4	4	3	3	4	4	3	4
70	3	3	3	3	3	3	3	3	3	3	3	3
71	4	3	3	3	4	3	3	3	4	3	3	4
72	3	3	4	4	3	3	4	4	3	3	4	3
73	4	4	5	5	4	4	5	5	4	4	5	4
74	4	5	4	4	4	5	4	4	4	5	4	4
75	5	5	5	5	5	5	4	4	5	5	4	5
76	3	5	4	4	3	5	4	4	3	5	4	3
77	3	4	3	3	3	4	3	3	3	4	3	3
78	4	4	5	5	4	4	4	4	4	4	4	4
79	4	5	4	4	4	5	4	4	4	5	4	4
80	4	3	4	4	4	3	4	4	4	3	4	4

**Lampiran 1 (lanjutan)**

No	PE1	PE2	PE3	PE4	PE5	PE6	IB1	IB2	IB3	IB4	IB5	IB6
81	5	3	5	4	5	5	5	4	5	3	5	4
82	5	5	5	5	5	5	5	4	5	5	5	5
83	5	4	4	4	4	4	4	4	5	4	4	4
84	4	4	4	4	5	4	4	4	4	4	4	4
85	3	3	4	3	4	3	4	3	3	3	4	3
86	5	5	4	4	4	4	5	5	5	5	4	4
87	4	5	4	5	4	5	4	5	4	5	4	5
88	3	4	3	3	3	3	4	3	3	4	3	3
89	4	5	4	4	3	4	3	4	4	5	4	4
90	3	3	3	4	4	3	4	3	3	3	3	4
91	5	5	5	4	4	5	5	5	5	5	5	4
92	4	4	4	3	3	4	5	3	4	4	4	3
93	5	5	5	4	4	5	4	5	5	5	5	4
94	3	3	3	4	4	3	3	3	3	3	3	4
95	2	3	2	2	3	2	2	2	2	3	2	2
96	3	3	3	4	4	3	3	3	3	3	3	4
97	4	4	4	3	3	4	3	4	4	4	4	3
98	4	4	3	3	4	5	4	4	4	4	3	3
99	4	5	3	4	5	4	4	4	4	5	3	4
100	5	5	5	4	4	4	5	5	5	5	5	4

## Lampiran 2 Karakteristik Responden

### Produk Yang Dibeli

<b>Produk Yang Dibeli</b>	<b>Frekuensi</b>	<b>Persentase</b>
Makeup	46	46%
Skin Care	32	32%
Hair Care	13	13%
Parfum	2	2%
Peralatan Kecantikan	7	7%
Total	100	100%

### Usia

<b>Usia</b>	<b>Frekuensi</b>	<b>Persentase</b>
17-25 Tahun	71	71%
26-34 Tahun	23	23%
35-43 Tahun	4	4%
>53 Tahun	2	2%
Total	100	100%

### Jenis Kelamin

<b>Jenis Kelamin</b>	<b>Frekuensi</b>	<b>Persentase</b>
Laki-laki	18	18%
Perempuan	82	82%
Total	100	100%

### Penghasilan/Uang Saku

<b>Penghasilan/Uang Saku</b>	<b>Frekuensi</b>	<b>Persentase</b>
< Rp. 1.000.000,-	8	8%
Rp. 1.000.000-3.500.000,-	65	65%
Rp.3.500.000-5.000.000,-	21	21%
>Rp.5.000.000	6	6%
Total	100	100%

### Pekerjaan

<b>Jenis Pekerjaan</b>	<b>Frekuensi</b>	<b>Persentase</b>
Pelajar/Mahasiswa	83	83%
PNS/TNI/POLRI	0	0%
Swasta/Pegawai Swasta	9	9%
Wiraswasta	8	8%
Total	100	100%

### Lampiran 3 Statistik Deskriptif

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
HC1	100	3.00	5.00	3.9700	.71711
HC2	100	3.00	5.00	4.0100	.71767
HC3	100	3.00	5.00	3.9300	.78180
HC4	100	3.00	5.00	4.0500	.77035
HC5	100	3.00	5.00	3.9600	.72363
HC6	100	3.00	5.00	3.9200	.72027
HC7	100	3.00	5.00	3.9200	.72027
HC8	100	2.00	5.00	4.0300	.75819
HC9	100	2.00	5.00	4.0500	.72995
HC10	100	3.00	5.00	4.1000	.68902
<i>Hedonic consumption</i>	100	2.90	5.00	3.9940	.56261
PE1	100	2.00	5.00	3.9500	.77035
PE2	100	2.00	5.00	3.8500	.79614
PE3	100	2.00	5.00	3.8900	.77714
PE4	100	2.00	5.00	3.8100	.78746
PE5	100	2.00	5.00	3.9300	.70000
PE6	100	2.00	5.00	3.9000	.74536
<i>Positive emotion</i>	100	2.33	5.00	3.8884	.60658
IB1	100	2.00	5.00	3.9400	.74968
IB2	100	2.00	5.00	3.9100	.77973
IB3	100	2.00	5.00	4.0600	.73608
IB4	100	2.00	5.00	3.9400	.81427
IB5	100	2.00	5.00	3.9900	.71767
IB6	100	2.00	5.00	3.8700	.74745
<i>Impulse buying</i>	100	2.17	5.00	3.9514	.63478
Valid N (listwise)	100				

**Lampiran 4 Uji Validitas**

		<b>Correlations</b>										
		HC1	HC2	HC3	HC4	HC5	HC6	HC7	HC8	HC9	HC10	THC
HC1	Pearson Correlation	1	.550**	.537**	.661**	.601**	.445**	.543**	.448**	.447**	.435**	.738**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
HC2	Pearson Correlation	.550**	1	.577**	.602**	.604**	.510**	.451**	.445**	.500**	.631**	.763**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
HC3	Pearson Correlation	.537**	.577**	1	.677**	.709**	.420**	.438**	.413**	.413**	.519**	.748**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
HC4	Pearson Correlation	.661**	.602**	.677**	1	.674**	.590**	.408**	.482**	.481**	.504**	.795**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
HC5	Pearson Correlation	.601**	.604**	.709**	.674**	1	.440**	.517**	.462**	.539**	.454**	.783**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
HC6	Pearson Correlation	.445**	.510**	.420**	.590**	.440**	1	.591**	.615**	.661**	.688**	.774**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
HC7	Pearson Correlation	.543**	.451**	.438**	.408**	.517**	.591**	1	.633**	.565**	.627**	.749**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
HC8	Pearson Correlation	.448**	.445**	.413**	.482**	.462**	.615**	.633**	1	.709**	.652**	.763**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
HC9	Pearson Correlation	.447**	.500**	.413**	.481**	.539**	.661**	.565**	.709**	1	.613**	.771**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
HC10	Pearson Correlation	.435**	.631**	.519**	.504**	.454**	.688**	.627**	.652**	.613**	1	.794**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
THC	Pearson Correlation	.738**	.763**	.748**	.795**	.783**	.774**	.749**	.763**	.771**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

Lampiran 4 (lanjutan)

		Correlations						
		PE1	PE2	PE3	PE4	PE5	PE6	TPE
PE1	Pearson Correlation	1	.597**	.649**	.584**	.668**	.589**	.857**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PE2	Pearson Correlation	.597**	1	.593**	.518**	.398**	.570**	.778**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PE3	Pearson Correlation	.649**	.593**	1	.659**	.487**	.487**	.817**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
PE4	Pearson Correlation	.584**	.518**	.659**	1	.544**	.518**	.805**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
PE5	Pearson Correlation	.668**	.398**	.487**	.544**	1	.490**	.743**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
PE6	Pearson Correlation	.589**	.570**	.487**	.518**	.490**	1	.765**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TPE	Pearson Correlation	.857**	.778**	.817**	.805**	.743**	.765**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Lampiran 4 (lanjutan)

		<b>Correlations</b>						
		IB1	IB2	IB3	IB4	IB5	IB6	TIB
IB1	Pearson Correlation	1	.665**	.684**	.474**	.731**	.653**	.832**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
IB2	Pearson Correlation	.665**	1	.731**	.644**	.738**	.673**	.886**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
IB3	Pearson Correlation	.684**	.731**	1	.596**	.747**	.657**	.874**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
IB4	Pearson Correlation	.474**	.644**	.596**	1	.518**	.568**	.763**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
IB5	Pearson Correlation	.731**	.738**	.747**	.518**	1	.600**	.856**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
IB6	Pearson Correlation	.653**	.673**	.657**	.568**	.600**	1	.824**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TIB	Pearson Correlation	.832**	.886**	.874**	.763**	.856**	.824**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

## Lampiran 5 Uji Reliabilitas

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.922	10

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HC1	35.9700	26.211	.671	.916
HC2	35.9300	26.005	.701	.915
HC3	36.0100	25.687	.676	.916
HC4	35.8900	25.351	.736	.913
HC5	35.9800	25.798	.725	.913
HC6	36.0200	25.899	.714	.914
HC7	36.0200	26.101	.684	.916
HC8	35.9100	25.719	.697	.915
HC9	35.8900	25.856	.709	.914
HC10	35.8400	25.974	.741	.913

## Lampiran 5 (lanjutan)

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.883	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PE1	19.3800	9.026	.781	.848
PE2	19.4800	9.363	.664	.868
PE3	19.4400	9.219	.723	.858
PE4	19.5200	9.242	.704	.861
PE5	19.4000	9.939	.635	.872
PE6	19.4300	9.642	.656	.869

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.915	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IB1	19.7700	10.320	.753	.900
IB2	19.8000	9.859	.826	.890
IB3	19.6500	10.149	.815	.892
IB4	19.7700	10.442	.647	.917
IB5	19.7200	10.345	.791	.896
IB6	19.8400	10.378	.742	.902

**Lampiran 6 Analisis Regresi Hedonic Consumption Terhadap Positive Emotion**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	<i>Hedonic consumption<sup>b</sup></i>		.Enter

a. Dependent Variable: *Positive emotion*

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.426 <sup>a</sup>	.182	.174	.55144	1.674

a. Predictors: (Constant), *Hedonic consumption*

b. Dependent Variable: *Positive emotion*

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.626	1	6.626	21.788	.000 <sup>b</sup>
	Residual	29.801	98	.304		
	Total	36.426	99			

a. Dependent Variable: *Positive emotion*

b. Predictors: (Constant), *Hedonic consumption*

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	2.052	.397		5.165	.000		
<i>Hedonic consumption</i>	.460	.099	.426	4.668	.000	1.000	1.000

a. Dependent Variable: *Positive emotion*

Lampiran 6 (lanjutan)

**Collinearity Diagnostics<sup>a</sup>**

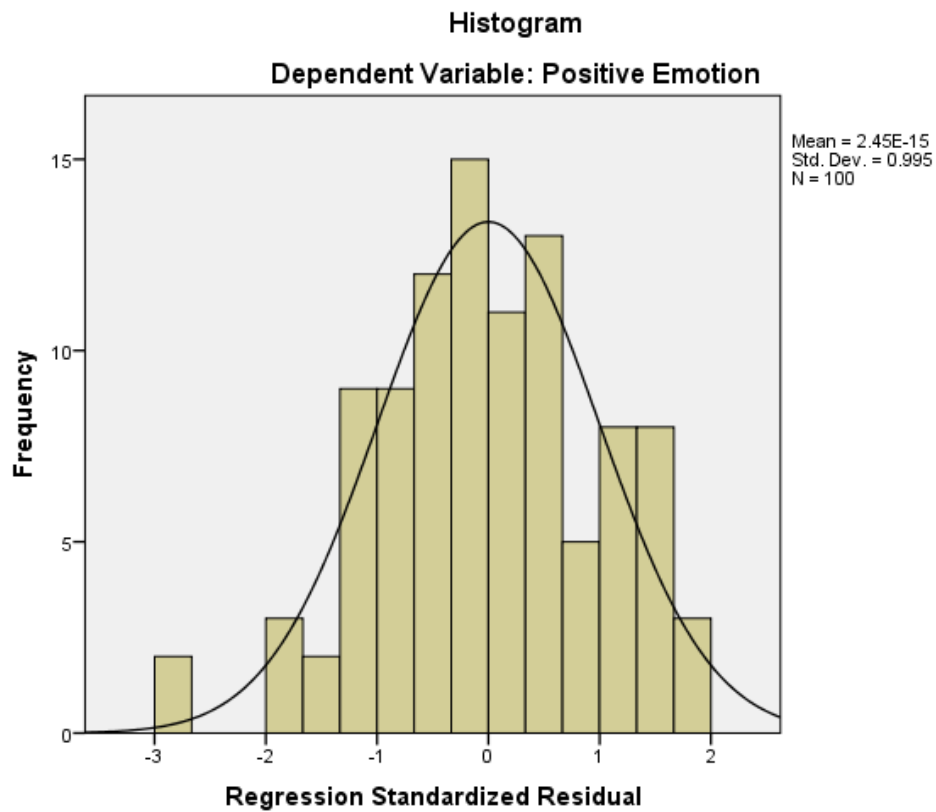
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	<i>Hedonic consumption</i>
1	1	1.990	1.000	.00	.00
	2	.010	14.339	1.00	1.00

a. Dependent Variable: *Positive emotion*

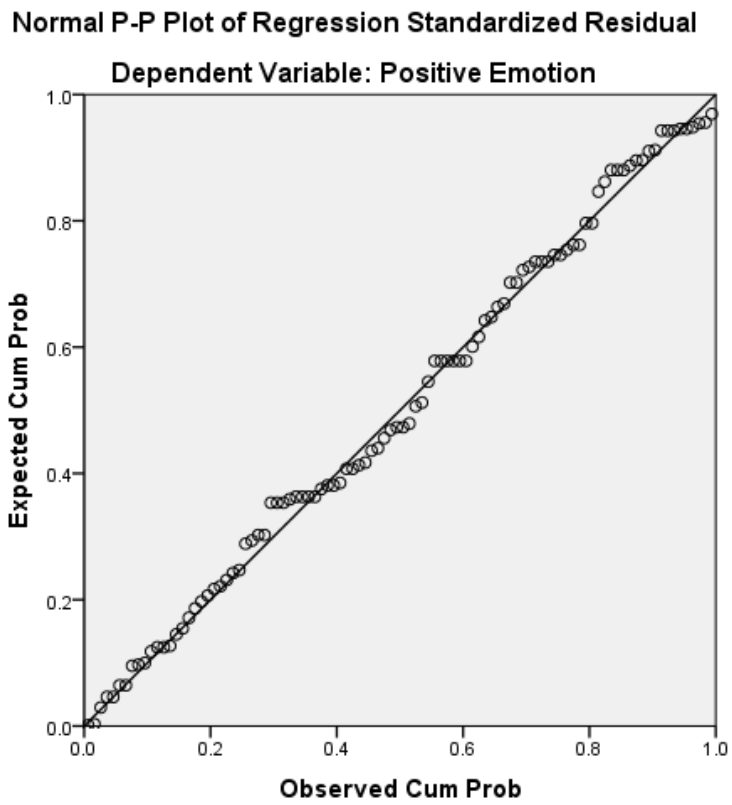
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.3854	4.3510	3.8884	.25870	100
Residual	-1.65312	1.03080	.00000	.54865	100
Std. Predicted Value	-1.945	1.788	.000	1.000	100
Std. Residual	-2.998	1.869	.000	.995	100

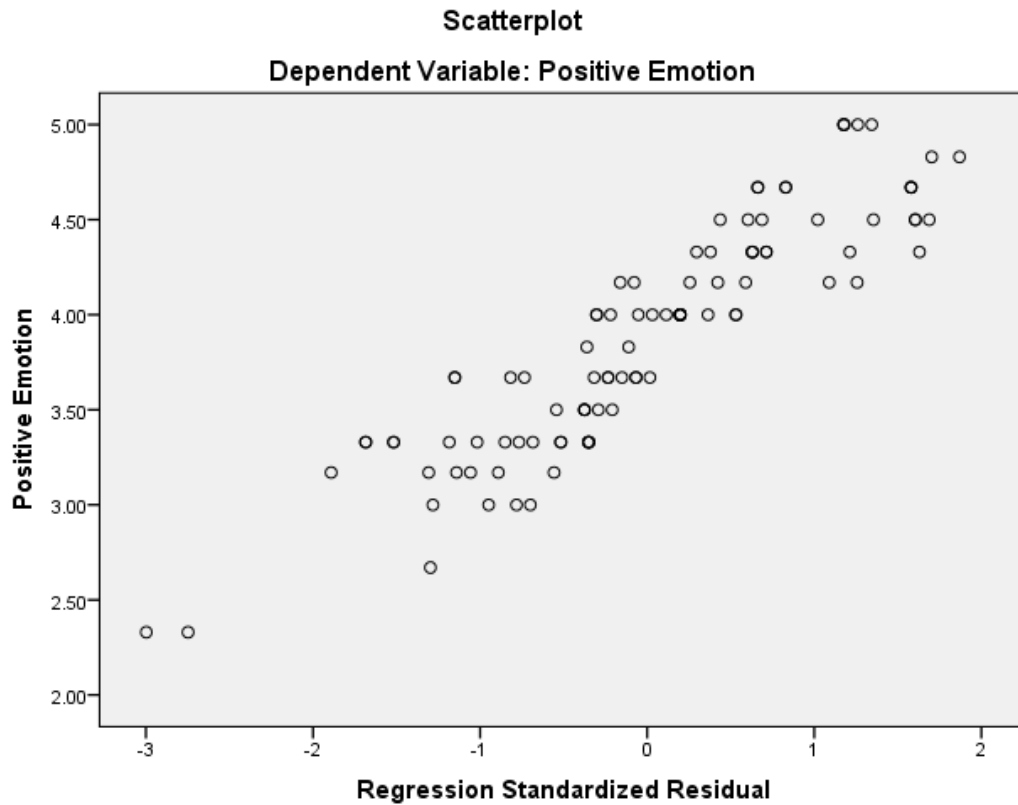
a. Dependent Variable: *Positive emotion*



Lampiran 6 (lanjutan)



Lampiran 6 (lanjutan)



Normalitas

**One-Sample Kolmogorov-Smirnov Test**

		Standardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.99493668
Most Extreme Differences	Absolute	.063
	Positive	.041
	Negative	-.063
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

**Lampiran 6 (lanjutan)**

Heteroskedastisitas

<b>Variables Entered/Removed<sup>a</sup></b>			
Model	Variables Entered	Variables Removed	Method
1	<i>Hedonic consumption</i> <sup>b</sup>		.Enter

a. Dependent Variable: ABSRES

b. All requested variables entered.

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.059 <sup>a</sup>	.004	-.007	.32972

a. Predictors: (Constant), *Hedonic consumption*

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.037	1	.037	.345	.559 <sup>b</sup>
	Residual	10.654	98	.109		
	Total	10.691	99			

a. Dependent Variable: ABSRES

b. Predictors: (Constant), *Hedonic consumption*

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.299	.238		1.259	.211
	<i>Hedonic consumption</i>	.035	.059	.059	.587	.559

a. Dependent Variable: ABSRES

Lampiran 7 Analisis Regresi *Hedonic Consumption* Dan *Positive Emotion* Terhadap *Impulse*

**Buying**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	<i>Positive emotion, Hedonic consumption<sup>b</sup></i>		.Enter

a. Dependent Variable: *Impulse buying*

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.678 <sup>a</sup>	.460	.449	.47113	1.823

a. Predictors: (Constant), *Positive emotion, Hedonic consumption*

b. Dependent Variable: *Impulse buying*

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.362	2	9.181	41.363	.000 <sup>b</sup>
	Residual	21.530	97	.222		
	Total	39.892	99			

a. Dependent Variable: *Impulse buying*

b. Predictors: (Constant), *Positive emotion, Hedonic consumption*

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.514	.383		1.341	.183		
<i>Hedonic consumption</i>	.438	.093	.388	4.706	.000	.818	1.222
<i>Positive emotion</i>	.434	.086	.415	5.033	.000	.818	1.222

a. Dependent Variable: *Impulse buying*

Lampiran 7 (lanjutan)

**Collinearity Diagnostics<sup>a</sup>**

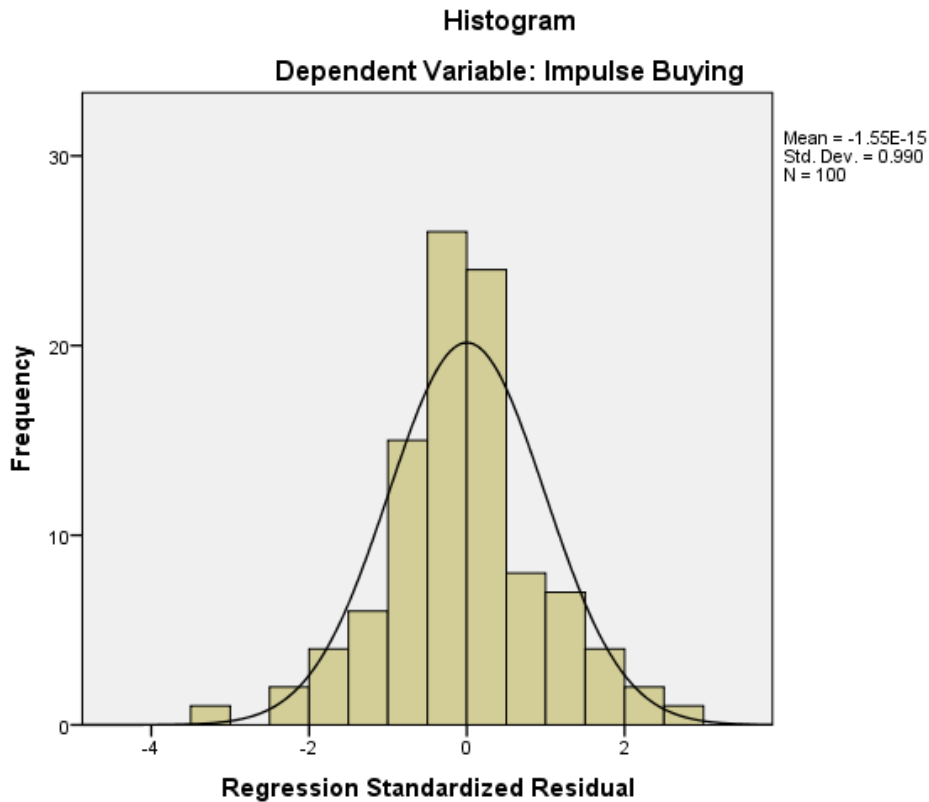
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	<i>Hedonic consumption</i>	<i>Positive emotion</i>
1	1	2.977	1.000	.00	.00	.00
	2	.013	15.194	.14	.27	.99
	3	.010	17.561	.86	.73	.01

a. Dependent Variable: *Impulse buying*

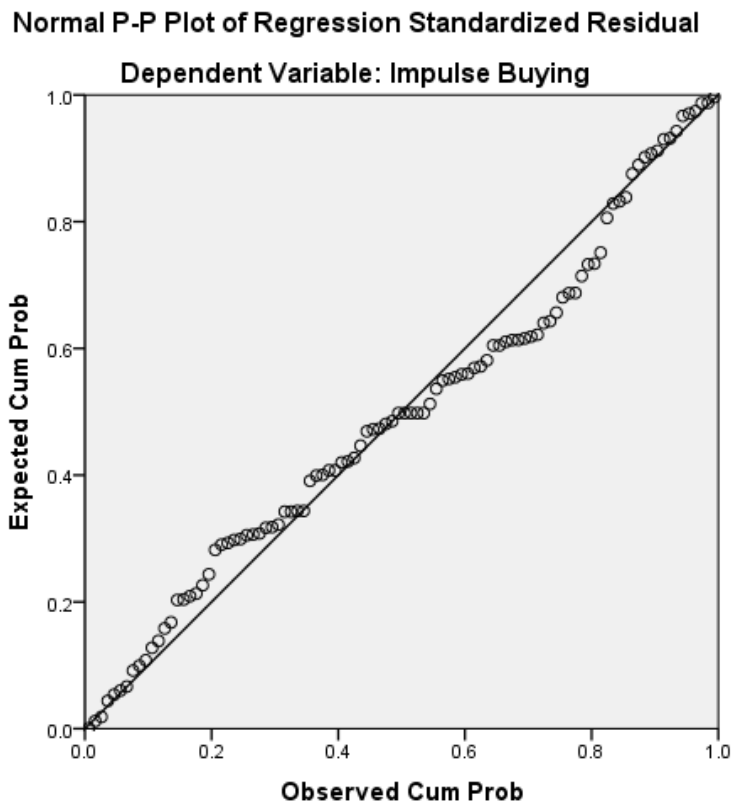
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.9431	4.8747	3.9514	.43067	100
Residual	-1.50250	1.27220	.00000	.46634	100
Std. Predicted Value	-2.341	2.144	.000	1.000	100
Std. Residual	-3.189	2.700	.000	.990	100

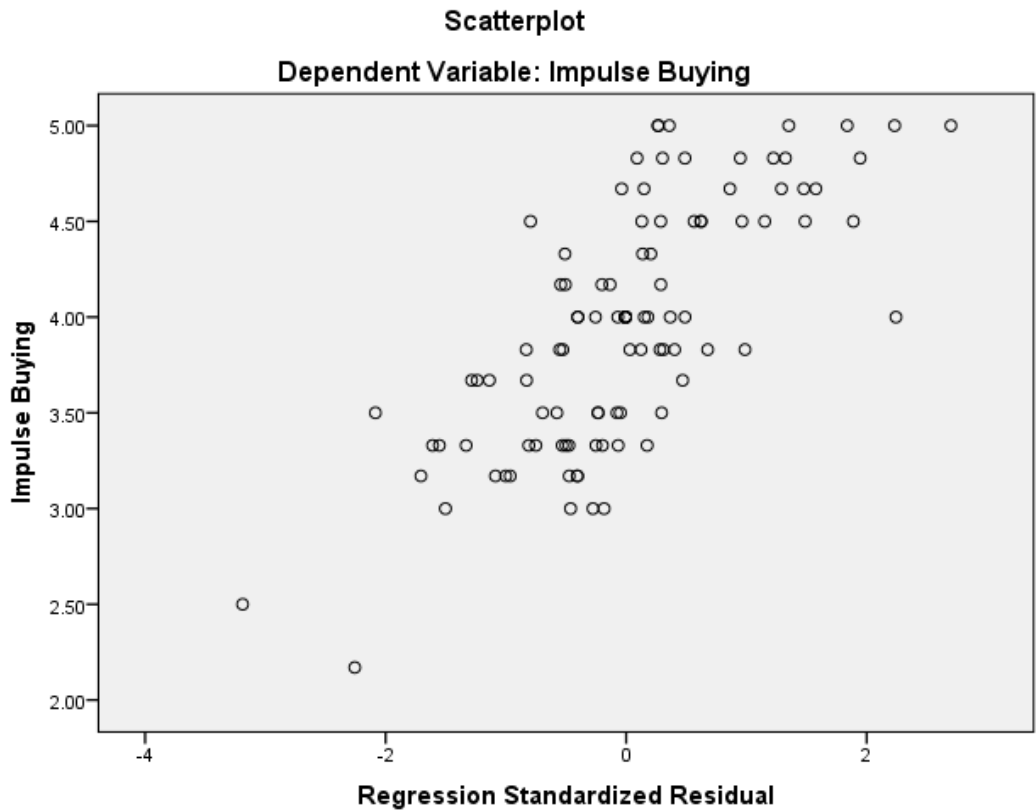
a. Dependent Variable: *Impulse buying*



Lampiran 7 (lanjutan)



Lampiran 7 (lanjutan)



Normalitas

**One-Sample Kolmogorov-Smirnov Test**

		Standardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.98984745
Most Extreme Differences	Absolute	.097
	Positive	.097
	Negative	-.080
Test Statistic		.097
Asymp. Sig. (2-tailed)		.061 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

**Lampiran 7 (lanjutan)**

Heteroskedastisitas

<b>Variables Entered/Removed<sup>a</sup></b>			
Model	Variables Entered	Variables Removed	Method
1	<i>Positive emotion, Hedonic consumption<sup>b</sup></i>		.Enter

a. Dependent Variable: ABSRES2

b. All requested variables entered.

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.110 <sup>a</sup>	.012	-.008	.31718

a. Predictors: (Constant), *Positive emotion, Hedonic consumption*

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.119	2	.060	.593	.555 <sup>b</sup>
	Residual	9.758	97	.101		
	Total	9.878	99			

a. Dependent Variable: ABSRES2

b. Predictors: (Constant), *Positive emotion, Hedonic consumption*

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.470	.258		1.824	.071
	<i>Hedonic consumption</i>	.029	.063	.052	.469	.640
	<i>Positive emotion</i>	-.063	.058	-.121	-1.089	.279

a. Dependent Variable: ABSRES2

## Lampiran 8 Angket Penelitian

Responden yang terhormat,

Perkenalkan saya Anastacia Jinny Setiawan mahasiswi jurusan *Business Management* Universitas Kristen Petra, Surabaya. Memohon kesediaan waktunya untuk mengisi angket di bawah ini untuk keperluan penelitian dalam rangka menyelesaikan tugas akhir (skripsi) dengan judul **“Pengaruh *Hedonic consumption* terhadap *Impulse buying* dengan *Positive emotion* sebagai Variabel Intervening pada *Event flash sale Sociolla*”**. Data dan jawaban dari responden yang diterima akan dijaga kerahasiaannya.

Atas perhatian dan kesediaan responden sekalian, saya ucapkan terima kasih.

### Bagian I

#### Identitas Responden

1. Apakah anda berdomisili di Surabaya:
  - a. Ya
  - b. Tidak (berhenti sampai sini)
2. Apakah anda pernah membeli produk (*makeup, skincare, hair care, parfum, dan peralatan kecantikan*) pada *event flash sale* pada aplikasi *SOCO by Sociolla* selama 6 bulan terakhir?
  - a. Ya
  - b. Tidak (berhenti sampai sini)
3. Jika memilih opsi Ya, produk apa sajakah yang anda beli pada *event flash* pada aplikasi *SOCO by Sociolla*?
  - a. Makeup
  - b. Skin Care
  - c. Hair Care
  - d. Parfum
  - e. Peralatan Kecantikan
4. Usia:
  - a. 17-25 Tahun
  - b. 26-34 Tahun
  - c. 35-43 Tahun
  - d. >53 Tahun

5. Jenis Kelamin:
  - a. Laki-laki
  - b. Perempuan
6. Penghasilan/Uang Saku:
  - a. < Rp. 1.000.000,-
  - b. Rp. 1.000.000-3.500.000,-
  - c. Rp.3.500.000-5.000.000,-
  - d. >Rp.5.000.000
7. Pekerjaan:
  - a. Pelajar/Mahasiswa
  - b. PNS/TNI/POLRI
  - c. Swasta/Pegawai Swasta
  - d. Wiraswasta

## **Bagian II**

### **Kuesioner**

Isilah pernyataan di bawah ini dan beri tanda pada jawaban yang tersedia sesuai dengan kriteria Anda.

#### **Keterangan:**

**(Semakin ke kanan skor akan semakin positif dan semakin ke kiri skor akan semakin negatif)**

Sangat Setuju (5)

Setuju (4)

Cukup Setuju (3)

Tidak Setuju (2)

Sangat Tidak Setuju (1)

**1. Hedonic Consumption**

No.	Pernyataan	Pilihan				
		(1)	(2)	(3)	(4)	(5)
1.	Ketika berbelanja di <i>flash sale Sociolla</i> , saya merasakan sesuatu pengalaman yang baru.					
2.	Ketika saya melihat ada produk baru atau produk yang sedang tren di <i>flash sale Sociolla</i> , saya tertarik untuk membeli produk tersebut.					
3.	Saya merasa senang dan bersemangat saat berbelanja di <i>flash sale Sociolla</i> .					
4.	Saya merasa bersemangat dan bahagia ketika menghabiskan waktu untuk melihat-lihat produk di <i>flash sale Sociolla</i> .					
5.	Saya merasa senang membayangkan reaksi orang lain disaat saya membeli produk yang menarik di <i>flash sale Sociolla</i> .					
6.	Disaat saya membeli produk yang menarik di <i>flash sale Sociolla</i> , saya merasa senang jika ada yang memuji saya mempunyai produk tersebut.					
7.	Saat melihat <i>flash sale Sociolla</i> dan melakukan kegiatan belanja, hal tersebut dapat menghilangkan stres yang saya alami.					
8.	Saat melakukan kegiatan belanja di <i>flash sale Sociolla</i> , hal tersebut dapat mengubah suasana hati negatif yang saya alami menjadi lebih baik.					

9.	Saya menyukai berinteraksi atau menanyakan produk yang saya beli dengan penjual di <i>flash sale Sociolla</i> .					
10	Saya senang mengajak teman untuk melihat-lihat produk di <i>flash sale Sociolla</i> .					

## 2. Positive Emotion

No.	Pernyataan	Pilihan				
		(1)	(2)	(3)	(4)	(5)
1.	Saya merasa senang pada saat berbelanja di <i>flash sale Sociolla</i> .					
2.	Saya merasa nyaman pada saat berbelanja di <i>flash sale Sociolla</i> .					
3.	Saya merasa adanya keinginan yang kuat dalam diri yang memicu saya untuk berbelanja pada saat melihat-lihat di <i>flash sale Sociolla</i> .					
4.	Saya merasakan antusiasme yang tinggi saat berbelanja di <i>flash sale Sociolla</i> .					
5.	Saya merasa puas sewaktu berbelanja di <i>flash sale Sociolla</i> .					
6.	Saya merasa bebas untuk berbelanja di <i>flash sale Sociolla</i> .					

### 3. Impulse Buying

No.	Pernyataan	Pilihan				
		(1)	(2)	(3)	(4)	(5)
1.	Ketika saya melihat <i>flash sale Sociolla</i> , saya sering membeli produk secara spontan.					
2.	Ketika saya melihat <i>flash sale Sociolla</i> , timbul dorongan secara tiba-tiba untuk membeli sebuah produk, meskipun sebelumnya tidak ada rencana untuk membeli.					
3.	Saya sering membeli produk yang terlihat menarik walaupun saya tidak memiliki keinginan untuk membelinya di saat melihat <i>flash sale Sociolla</i> .					
4.	Ketika saya melihat <i>flash sale Sociolla</i> , saya merasa ingin segera membeli dan mendapatkan produk tersebut.					
5.	Saya menyukai sensasi mendebarkan saat membeli sesuatu yang menarik di <i>flash sale Sociolla</i> .					
6.	Saat melihat <i>flash sale</i> di <i>Sociolla</i> , saya merasa berpikir pendek dalam pengambilan keputusan pembelian produk tanpa memerhatikan akibat yang ada (uang yang berkurang).					