MOTIVASI HEDONIS (X1)										
No.res	J. Kelamin	Usia	J.P	x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	X1
1	L	1	1	3	3	3	2	3	3	17
2	P	1	2	3	3	2	2	3	2	15
3	L	1	1	2	3	3	2	2	3	15
4	L	1	1	4	4	3	3	3	3	20
5	L	1	1	3	3	3	3	3	4	19
6	L	1	1	4	3	3	4	3	3	20
7	P	1	1	3	3	3	3	3	3	18
8	P	2	1	3	3	4	3	3	3	19
9	P	1	2	4	3	3	3	3	3	19
10	P	1	1	4	4	3	4	3	4	22
11	P	1	2	4	3	3	3	3	4	20
12	P	2	2	3	2	3	2	2	2	14
13	P	1	1	3	4	4	3	4	4	22
14	P	1	1	3	3	3	3	2	3	17
15	L	1	1	4	4	4	4	4	4	24
16	L	2	1	4	4	4	4	4	4	24
17	L	2	1	4	3	3	3	3	3	19
18	L	2	1	4	4	4	5	4	5	26
19	P	2	1	3	3	4	3	3	3	19
20	P	2	1	2	2	2	2	3	3	14
21	L	1	1	4	4	4	3	4	4	23
22	P	1	1	3	4	3	3	3	3	19
23	L	2	1	4	4	3	3	4	4	22
24	P	1	1	3	3	3	4	4	4	21
25	P	2	1	3	2	3	4	4	4	20
26	P	1	1	3	2	3	3	2	3	16
27	P	1	1	3	4	3	4	3	4	21
28	P	1	1	3	3	3	3	4	4	20
29	P	1	1	4	3	3	4	3	5	22
30	P	2	1	3	3	3	3	3	4	19
31	P	1	1	3	4	4	3	3	3	20
32	L	2	1	4	3	4	5	4	4	24
33	L	2	1	4	4	4	4	4	5	25
34	L	2	1	3	3	2	3	2	3	16

35	L	1	2	3	3	3	3	3	3	18
36	P	1	1	4	4	4	4	4	4	24
37	P	1	1	3	3	3	3	3	2	17
38	L	1	1	3	2	3	3	3	3	17
39	P	1	1	4	4	3	4	2	3	20
40	P	1	1	4	4	3	4	4	3	22
41	L	2	1	4	4	4	4	4	4	24
42	P	1	1	3	4	4	4	4	3	22
43	L	1	1	3	4	4	3	3	3	20
44	L	1	1	3	4	4	3	4	4	22
45	L	1	1	3	3	3	4	3	3	19
46	P	1	1	3	3	2	3	2	3	16
47	P	1	2	4	4	3	4	3	4	22
48	P	1	2	4	4	3	4	3	3	21
49	P	1	2	3	2	3	2	2	2	14
50	P	1	2	3	3	3	3	3	3	18
51	P	1	2	3	2	3	3	3	3	17
52	P	1	2	2	3	2	3	3	2	15
53	L	1	1	3	4	3	4	5	3	22
54	L	1	1	3	3	4	5	4	3	22
55	P	1	2	2	3	2	4	5	3	19
56	P	1	2	2	3	4	4	3	3	19
57	L	2	1	4	3	3	3	3	3	19
58	L	1	1	4	4	3	3	3	4	21
59	L	1	1	3	4	4	4	4	3	22
60	L	2	1	3	3	4	3	3	4	20
61	P	2	1	3	4	3	3	3	3	19
62	L	2	1	3	3	4	3	4	3	20
63	P	1	1	3	3	3	3	2	3	17
64	L	1	1	3	3	3	3	3	3	18
65	L	2	1	3	3	4	3	4	3	20
66	L	2	1	3	3	3	4	4	3	20
67	L	2	1	4	3	3	3	3	3	19
68	L	1	1	4	4	4	3	3	3	21
69	L	1	1	3	4	3	3	3	4	20
70	P	2	1	3	3	4	3	3	3	19
71	P	2	2	4	4	3	4	3	3	21
72	P	1	1	3	4	3	3	3	4	20

73	P	1	2	4	3	3	3	3	3	19
74	P	2	1	3	3	4	4	3	3	20
75	P	2	1	3	4	3	3	3	4	20
76	P	1	2	4	4	3	3	3	3	20
77	P	1	1	3	4	3	3	3	4	20
78	P	1	1	3	3	3	3	3	3	18
79	P	1	2	4	3	3	3	3	4	20
80	P	1	2	4	3	3	3	4	3	20
81	L	1	1	3	3	3	3	4	3	19
82	L	1	1	3	3	4	3	3	3	19
83	L	1	1	3	4	3	5	2	3	20
84	L	1	2	3	4	4	3	5	2	21
85	L	2	1	3	3	4	4	5	3	22
86	L	2	2	3	3	5	3	4	3	21
87	P	2	1	4	4	5	4	5	4	26
88	P	1	1	3	3	3	2	3	2	16
89	P	1	2	3	4	4	4	3	2	20
90	L	2	1	2	3	4	3	3	3	18
91	L	2	1	3	4	4	4	4	4	23
92	L	2	1	3	3	4	4	3	3	20
93	L	2	1	3	3	3	3	3	3	18
94	P	2	1	3	3	4	4	3	4	21
95	L	2	1	3	3	4	3	4	4	21
96	P	2	1	3	4	4	3	3	3	20
97	P	1	2	3	3	4	3	4	3	20
98	P	2	1	3	3	3	3	4	3	19
99	L	2	1	3	3	3	4	4	3	20
100	P	2	1	3	3	4	4	3	3	20

***BROWSING* (X2)**			
x2.1	**x2.2**	**x2.3**	**X2**
3	3	3	9
4	4	3	11
3	3	3	9
5	5	4	14
4	3	3	10
3	2	3	8
4	3	3	10
4	3	3	10
3	3	2	8
3	3	4	10
4	4	4	12
2	2	2	6
3	3	3	9
3	3	3	9
3	4	3	10
4	3	3	10
3	4	3	10
4	4	5	13
3	4	3	10
3	4	3	10
4	4	4	12
4	4	4	12
4	4	3	11
4	5	5	14
4	3	3	10
2	3	2	7
3	3	3	9
3	3	3	9
3	3	4	10
3	3	3	9
4	5	4	13
4	4	4	12
5	5	4	14
4	4	4	12
4	4	3	11
3	3	3	9

3	3	3	9
3	3	3	9
2	3	3	8
4	4	3	11
3	3	3	9
3	4	4	11
3	3	3	9
4	3	4	11
4	4	3	11
4	3	3	10
4	4	3	11
4	4	4	12
4	4	3	11
4	4	3	11
4	4	3	11
4	4	3	11
3	3	3	9
4	4	5	13
3	2	3	8
3	3	4	10
3	4	3	10
3	3	3	9
3	4	3	10
4	4	4	12
4	5	4	13
2	2	2	6
2	3	3	8
3	4	3	10
3	3	4	10
2	3	3	8
3	3	4	10
3	3	3	9
4	3	3	10
4	4	4	12
3	3	3	9
2	3	2	7
3	3	3	9
3	3	4	10

2	3	3	8
3	3	3	9
4	4	4	12
4	4	3	11
2	3	3	8
3	3	3	9
3	3	3	9
3	3	3	9
3	3	4	10
3	3	3	9
3	4	3	10
3	3	3	9
4	5	4	13
2	2	2	6
3	3	3	9
3	4	4	11
3	3	4	10
4	4	3	11
4	3	4	11
3	3	3	9
3	3	3	9
4	5	4	13
3	3	3	9
3	3	3	9
2	3	3	8
3	3	3	9

GAYA BELANJA (X3)						
x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	X3
4	3	3	4	4	3	21
3	3	3	3	3	3	18
2	2	2	2	2	2	12
4	5	5	4	4	5	27
4	4	4	3	4	4	23
4	4	4	4	4	4	24
4	3	3	4	3	3	20
2	3	3	3	3	3	17
3	3	3	3	3	4	19
3	4	4	3	4	3	21
4	4	4	4	4	4	24
3	3	3	3	4	3	19
4	4	4	4	4	3	23
2	3	3	3	3	2	16
4	4	4	3	4	4	23
4	4	3	4	4	4	23
3	3	4	4	3	3	20
5	4	4	4	4	4	25
3	3	2	3	2	3	16
4	3	4	4	4	4	23
4	4	4	3	4	3	22
4	4	4	4	4	4	24
4	4	4	3	4	3	22
4	4	4	4	4	4	24
4	3	3	3	3	3	19
4	4	4	3	3	4	22
4	5	5	5	5	4	28
4	3	3	3	3	3	19
4	4	3	3	4	3	21
3	4	3	3	3	3	19
4	4	4	4	4	4	24
3	4	4	4	4	4	23
4	4	4	4	4	4	24
4	4	4	4	4	4	24

4	4	4	5	4	4	25
5	5	5	5	5	5	30
4	4	4	4	3	3	22
5	5	4	5	4	4	27
3	4	4	4	3	3	21
3	3	3	4	3	3	19
4	4	4	3	4	4	23
4	3	4	4	4	3	22
4	4	3	4	3	4	22
4	4	3	4	4	4	23
4	4	5	4	5	4	26
5	4	4	4	4	4	25
4	3	3	3	4	4	21
3	4	4	4	4	3	22
2	3	3	3	3	3	17
3	3	3	3	3	3	18
3	3	3	3	3	3	18
3	3	3	3	3	3	18
3	4	4	3	4	3	21
5	5	5	5	4	4	28
3	3	3	3	2	3	17
4	4	3	3	3	3	20
3	3	4	3	3	4	20
3	3	3	3	3	3	18
3	4	3	4	3	3	20
3	3	4	3	3	4	20
4	4	5	5	5	5	28
3	3	3	4	4	3	20
3	3	4	3	3	4	20
3	3	4	4	4	4	22
4	4	4	4	4	4	24
4	4	4	4	4	3	23
3	3	4	4	4	4	22
3	3	3	3	3	2	17
3	3	4	3	3	4	20
3	4	4	3	4	4	22
3	3	3	3	3	3	18
4	3	3	3	3	3	19

3	3	3	4	4	3	20
4	4	4	4	3	4	23
4	4	5	4	5	3	25
3	3	4	3	3	3	19
3	3	4	4	4	4	22
4	3	3	3	4	3	20
3	4	4	4	4	4	23
4	4	4	3	3	3	21
3	3	3	2	3	3	17
3	3	3	3	3	3	18
3	3	4	3	4	4	21
3	3	3	4	4	4	21
4	4	4	5	4	4	25
3	3	3	3	4	3	19
3	4	4	4	4	3	22
3	3	4	3	4	3	20
4	3	3	3	3	3	19
3	3	3	3	3	3	18
4	4	3	3	3	3	20
3	4	3	4	3	3	20
3	3	3	3	2	3	17
3	3	4	4	4	3	21
3	4	4	3	3	3	20
3	3	4	3	3	3	19
3	4	4	4	3	3	21
3	3	3	4	3	3	19
3	3	3	2	3	3	17
4	4	4	4	3	3	22

PEMBELIAN IMPULSIF (Y)					
y1	**y2**	**y3**	**y4**	**y5**	**Y**
2	2	2	2	2	10
1	2	2	2	2	9
1	2	2	2	2	9
3	3	3	3	3	15
2	3	3	3	3	14
3	3	2	2	3	13
2	3	3	3	2	13
3	3	3	3	4	16
3	2	2	2	2	11
2	3	3	3	2	13
4	4	3	3	3	17
2	1	2	2	2	9
3	3	2	2	2	12
4	4	3	3	3	17
3	3	3	4	3	16
3	4	4	4	3	18
3	3	4	3	3	16
4	4	4	4	5	21
3	3	2	2	2	12
3	2	3	3	3	14
3	3	3	3	3	15
3	4	4	4	4	19
4	3	4	4	3	18
4	4	4	5	5	22
3	3	3	3	3	15
3	3	4	4	4	18
4	3	3	3	4	17
3	3	3	2	3	14
3	4	3	3	4	17
2	3	2	2	3	12
4	4	4	4	4	20
4	4	3	3	3	17
4	4	4	4	3	19
2	2	2	2	2	10
2	3	2	3	3	13
4	3	3	3	3	16
2	3	3	3	3	14

4	3	4	4	3	18
2	3	3	3	3	14
3	3	3	3	3	15
3	4	4	4	3	18
4	3	3	4	4	18
3	3	3	3	4	16
4	3	4	3	4	18
2	2	3	3	3	13
3	3	2	3	3	14
3	2	2	2	3	12
2	3	2	2	3	12
2	2	2	1	2	9
2	2	2	2	2	10
2	2	3	2	2	11
2	2	2	2	3	11
4	3	4	3	3	17
4	4	4	4	4	20
3	3	3	3	2	14
3	3	3	3	3	15
3	3	3	3	3	15
3	2	2	3	3	13
3	3	3	3	3	15
4	4	4	4	3	19
4	4	4	4	4	20
4	3	3	4	3	17
3	3	3	3	3	15
3	4	4	4	3	18
4	4	4	3	3	18
4	3	3	3	3	16
3	3	3	3	3	15
3	3	4	3	3	16
3	4	3	3	3	16
3	3	3	3	3	15
4	3	3	4	3	17
3	4	4	3	3	17
3	3	4	4	4	18
4	4	3	3	3	17
3	4	3	3	3	16

3	3	4	3	3	16
3	4	4	3	4	18
3	3	3	4	4	17
3	4	4	3	3	17
3	2	3	2	3	13
2	4	3	2	3	14
3	3	3	3	3	15
3	4	3	3	3	16
3	3	3	4	4	17
2	3	2	2	3	12
3	3	3	3	3	15
4	4	4	4	4	20
2	2	2	2	2	10
2	3	2	3	2	12
4	4	4	3	3	18
3	3	3	2	2	13
4	4	4	3	3	18
4	3	4	4	4	19
3	3	3	4	4	17
3	3	3	2	3	14
4	4	4	4	4	20
3	2	3	3	3	14
3	2	3	3	3	14
3	3	2	2	2	12
3	3	3	4	4	17

Data Responden

JenisKelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - Laki	45	45.0	45.0	45.0
	Perempuan	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-21 Tahun	62	62.0	62.0	62.0
	22-26 Tahun	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

JumlahPembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 Kali	78	78.0	78.0	78.0
	>5 Kali	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

UJI VALIDITAS MOTIVASI HEDONIS

Correlations

		Motivasi1	Motivasi2	Motivasi3	Motivasi4	Motivasi5	Motivasi6	Motivasi
Motivasi1	Pearson Correlation	1	,384(**)	,113	,276(**)	,103	,381(**)	,554(**)
	Sig. (2-tailed)		,000	,265	,005	,306	,000	,000
	N	100	100	100	100	100	100	100
Motivasi2	Pearson Correlation	,384(**)	1	,284(**)	,349(**)	,260(**)	,329(**)	,660(**)
	Sig. (2-tailed)	,000		,004	,000	,009	,001	,000
	N	100	100	100	100	100	100	100
Motivasi3	Pearson Correlation	,113	,284(**)	1	,310(**)	,411(**)	,220(*)	,611(**)
	Sig. (2-tailed)	,265	,004		,002	,000	,028	,000
	N	100	100	100	100	100	100	100
Motivasi4	Pearson Correlation	,276(**)	,349(**)	,310(**)	1	,369(**)	,375(**)	,705(**)
	Sig. (2-tailed)	,005	,000	,002		,000	,000	,000
	N	100	100	100	100	100	100	100
Motivasi5	Pearson Correlation	,103	,260(**)	,411(**)	,369(**)	1	,265(**)	,653(**)
	Sig. (2-tailed)	,306	,009	,000	,000		,008	,000
	N	100	100	100	100	100	100	100
Motivasi6	Pearson Correlation	,381(**)	,329(**)	,220(*)	,375(**)	,265(**)	1	,666(**)
	Sig. (2-tailed)	,000	,001	,028	,000	,008		,000
	N	100	100	100	100	100	100	100
Motivasi	Pearson Correlation	,554(**)	,660(**)	,611(**)	,705(**)	,653(**)	,666(**)	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).

UJI VALIDITAS *BROWSING*

Correlations

		Browsing1	Browsing2	Browsing3	Browsing
Browsing1	Pearson Correlation	1	,659(**)	,520(**)	,867(**)
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Browsing2	Pearson Correlation	,659(**)	1	,531(**)	,872(**)
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Browsing3	Pearson Correlation	,520(**)	,531(**)	1	,794(**)
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Browsing	Pearson Correlation	,867(**)	,872(**)	,794(**)	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

UJI VALIDITAS GAYA BELANJA

Correlations

		GayaBelanja1	GayaBelanja2	GayaBelanja3	GayaBelanja4	GayaBelanja5	GayaBelanja6	GayaBelanja
GayaBelanja1	Pearson Correlation	1	,630(**)	,441(**)	,491(**)	,479(**)	,491(**)	,749(**)
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
GayaBelanja2	Pearson Correlation	,630(**)	1	,637(**)	,574(**)	,512(**)	,490(**)	,811(**)
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
GayaBelanja3	Pearson Correlation	,441(**)	,637(**)	1	,545(**)	,652(**)	,591(**)	,818(**)
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
GayaBelanja4	Pearson Correlation	,491(**)	,574(**)	,545(**)	1	,567(**)	,503(**)	,784(**)
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
GayaBelanja5	Pearson Correlation	,479(**)	,512(**)	,652(**)	,567(**)	1	,540(**)	,797(**)
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
GayaBelanja6	Pearson Correlation	,491(**)	,490(**)	,591(**)	,503(**)	,540(**)	1	,760(**)
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
GayaBelanja	Pearson Correlation	,749(**)	,811(**)	,818(**)	,784(**)	,797(**)	,760(**)	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).

UJI VALIDITAS PEMBELIAN IMPULSIF

Correlations

		Pembelian 1	Pembelian 2	Pembelian 3	Pembelian 4	Pembelian 5	Pembelian
Pembelian 1	Pearson Correlation	1	,559(**)	,623(**)	,594(**)	,536(**)	,810(**)
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Pembelian 2	Pearson Correlation	,559(**)	1	,636(**)	,536(**)	,479(**)	,778(**)
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Pembelian 3	Pearson Correlation	,623(**)	,636(**)	1	,712(**)	,574(**)	,863(**)
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Pembelian 4	Pearson Correlation	,594(**)	,536(**)	,712(**)	1	,690(**)	,863(**)
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Pembelian 5	Pearson Correlation	,536(**)	,479(**)	,574(**)	,690(**)	1	,794(**)
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Pembelian	Pearson Correlation	,810(**)	,778(**)	,863(**)	,863(**)	,794(**)	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

UJI RELIABILITAS

VARIABEL MOTIVASI HEDONIS

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded(a)	0	,0
	Total	100	100,0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,715	6

VARIABEL BROWSING

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded(a)	0	,0
	Total	100	100,0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,800	3

VARIABEL GAYA BELANJA

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded(a)	0	,0
	Total	100	100,0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,876	6

VARIABEL PEMBELIAN IMPULSIF

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded(a)	0	,0
	Total	100	100,0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,880	5

ANALISIS DESCRIPTIVE

VARIABEL MOTIVASI HEDONIS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Motivasi1	100	2	4	3.24	.553
Motivasi2	100	2	4	3.31	.598
Motivasi3	100	2	5	3.34	.623
Motivasi4	100	2	5	3.33	.667
Motivasi5	100	2	5	3.29	.715
Motivasi6	100	2	5	3.27	.649
Motivasi	100	14	26	19.78	2.452
Valid N (listwise)	100				

VARIABEL BROWSING

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Browsing1	100	2	5	3.30	.689
Browsing2	100	2	5	3.42	.699
Browsing3	100	2	5	3.27	.617
Browsing	100	6	14	9.99	1.697
Valid N (listwise)	100				

VARIABEL GAYA BELANJA

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GayaBelanja1	100	2	5	3.49	.659
GayaBelanja2	100	2	5	3.55	.609
GayaBelanja3	100	2	5	3.62	.648
GayaBelanja4	100	2	5	3.54	.673
GayaBelanja5	100	2	5	3.54	.658
GayaBelanja6	100	2	5	3.42	.606
GayaBelanja	100	12	30	21.16	3.031
Valid N (listwise)	100				

VARIABEL PEMBELIAN IMPULSIF

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Pembelian1	100	1	4	3.03	.745
Pembelian2	100	1	4	3.09	.698
Pembelian3	100	2	4	3.07	.714
Pembelian4	100	1	5	3.02	.752
Pembelian5	100	2	5	3.06	.679
Pembelian	100	9	22	15.27	2.950
Valid N (listwise)	100				

AnalisisRegresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574[a]	.329	.308	2.454

a. Predictors: (Constant), Gaya Belanja (X3), Browsing (X2), MotivasiHedonis (X1)
b. Dependent Variable: PembelianImpulsif (Y)

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Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.087	2.403		-.452	.652
	MotivasiHedonis	.446	.109	.371	4.110	.000
	Browsing	.346	.156	.199	2.224	.029
	Gaya Belanja	.193	.089	.198	2.167	.033

a. Dependent Variable: PembelianImpulsif (Y)

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ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	283.476	3	94.492	15.688	.000[b]
	Residual	578.234	96	6.023		
	Total	861.710	99			

a. Dependent Variable: PembelianImpulsif (Y)

b. Predictors: (Constant), Gaya Belanja (X3), Browsing (X2), MotivasiHedonis (X1)

LAMPIRAN

1

LAMPIRAN

2

LAMPIRAN

3

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LAMPIRAN 8