

***ANALISIS STORE ATMOSPHERE DAN SALES  
PROMOTION TERHADAP IMPULSE BUYING  
MELALUI POSITIVE EMOTION SEBAGAI VARIABEL  
MODERATING***

**(STUDI KASUS PADA PELANGGAN BOOST COFFEE TEBET)**

**SKRIPSI**

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**PROGRAM STUDI MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS  
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Lampiran 16. Kartu Bimbingan Skripsi

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**Judul Skripsi**

Analisis Store Atmosphere dan Sales Promotion terhadap Impulse Buying melalui Positive Emotion sebagai Variabel Moderating (Studi kasus pada pelanggan Boost Coffee Tebet)

Tanggal Pendaftaran Proposal : .....

**Lembar Bimbingan Proposal**

| No. | Tanggal Konsultasi | Deskripsi Bimbingan   | Paraf Pembimbing |
|-----|--------------------|---|------------------|
| 1   | 14/03/2021         | Google meet -<br>Bimbingan awal<br>dan latar belakang<br>maenab | af               |
| 2   | 17/03/2021         | Revisi Bab 1  | af               |
| 3   | 30/03/2021         | Revisi Bab 2 & 3  | af               |

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| No. | Tanggal Konsultasi | Deskripsi Bimbingan                        | Paraf Pembimbing |
|-----|--------------------|--|------------------|
| 4   | 31/03/2021         | Revisi Bab 1 - 3.                          | af               |
| 5   | 11/05/2021         | Revisi Bab 4-5                             | af               |
| 6   | 25/05/2021         | Google meet yg<br>Final skripsi            | af               |
| 7   | 01/06/2021         | Lampirkan cek<br>Plagiat.                  | af               |
| 8   | 07/06/2021         | Skripsi ok<br>Siap magu sidang<br>7/6 2021 | af               |

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8. Sahabat – sahabat Alkaline: Kak Rainy, Nisya, Lefi, Gabby, Aldi, Restu, Akbar, Edo, Cocoh dan Andy yang selalu memberikan dukungan serta doa kepada penulis.
9. Teman – teman seperjuangan selama masa diperkuliahan: Bella, Dina, Listia, Sri Destari, Albert dan Firya, Ranti, Butok, Esa yang telah memberikan dukungan dan kebersamaannya yang selalu menghibur disaat susah maupun senang dan menjadi bukti perjuangan penulis dalam meraih sebuah impian yang akan dicapai.
10. Teman – teman A2 Manajemen, FEB Angkatan 2017, BEM Universitas Bhayangkara Jakarta Raya Periode 2019 – 2020 dan teman – teman seperbimbingan yang selalu memberikan dukungan serta doa kepada penulis.
11. Semua pihak – pihak yang tidak dapat penulis sebut satu persatu yang telah membantu dalam penyelesaian penulisan skripsi ini, semoga Allah SWT senantiasa melimpahkan rahmat dan hidayah – Nya. Aamiin.

Penulis menyadari bahwa skripsi ini masih jauh dari kata sempurna dikarenakan terbatasnya pengalaman dan pengetahuan yang dimiliki penulis. Oleh karena itu, penulis mengharapkan segala bentuk saran serta masukan bahkan kritik yang sifatnya membangun dari berbagai pihak. Semoga skripsi ini dapat bermanfaat bagi para pembaca, peneliti selanjutnya dan semua pihak khususnya dalam bidang manajemen pemasaran.

Jakarta, 16 Juli 2021

Penulis

Indra Adi Sugara



# LAMPIRAN

**UJI PLAGIARISME**  
**PROGRAM SARJANA EKONOMI DAN BISNIS**  
**UNIVERSITAS BHAYANGKARA JAKARTA RAYA**

Nama : Indra Adi Sugara  
NPM : 201710325064  
Judul Skripsi : *Analisis Store Atmosphere dan Sales Promotion terhadap Impulse Buying melalui Positive Emotion sebagai Variabel Moderating (Studi Kasus pada Pelanggan Boost Coffee Tebet)*

Hasil Uji Plagiarisme

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Jakarta, 12 Juni 2021







Dewi Sri Wulandari P.G, S.E., M.Sc











NIDN : 0303017106


| BAB II |   |   |
|--------|---|---|
| No.    | Nama Pengarang, Tahun Diterbitkan, Judul Jurnal/Buku, Penulis/Penerbit, Kota Tempat Buku Diterbitkan  | Paraf Pembimbing  |
| 5.     | Budi Rahayu Tanama. (2017). <i>Manajemen Pemasaran</i> . Fakultas Pertanian Universitas Udayana.  |    |
| 6.     | Sedjati, R. S. (2018). <i>Manajemen Pemasaran</i> . Deepublish.   |    |
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| 8.     | Tjiptono, F. (2016). <i>Pemasaran Esensi &amp; Aplikasi</i> . C.V Andi Offest.  |    |
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| 10.    | Nasrulloh, A. (2019). <i>Pengaruh Sales promoition, Visual Merchandising dan Store Atmosphere terhadap Impulse Buying dengan Positive Emotion sebagai variabel intervening (Studi Pada Konsumen Rita Pasaraya Kebumen)</i> . 2006, 1–12.  |  |
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| 16.    | Nagadeepa, C., Selvi, J. T., & A., P. (2015). <i>Impact Of Sale</i>   |   |

**UJI REFERENSI SKRIPSI**  
**PROGRAM SARJANA EKONOMI DAN BISNIS**  
**UNIVERSITAS BHAYANGKARA JAKARTA RAYA**




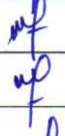
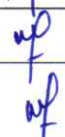

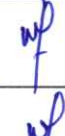


Nama : Indra Adi Sugara  
 NPM : 201710325064  
 Tahun Akademik : 2020/2021  
 Program Studi/Fakultas : Manajemen/Ekonomi dan Bisnis  
 Judul Skripsi : Analisis *Store Atmosphere* dan *Sales Promotion* terhadap *Impulse Buying* melalui *Positive Emotion* sebagai Variabel *Moderating* (Studi Kasus pada Pelanggan Boost Coffee Tebet)

| <b>BABI</b> |  |   |
|-------------|--|---|
| <b>No.</b>  | <b>Nama Pengarang, Tahun Diterbitkan, Judul Jurnal/Buku, Penulis/Penerbit, Kota Tempat Buku Diterbitkan</b>  | <b>Paraf Pembimbing</b>   |
| 1.          | Rochim, A. (2019). Industri Pengolahan Kopi Semakin Prospektif. <a href="https://kemenperin.go.id/artikel/21117/Industri-Pengolahan-Kopi-Semakin-Prospektif">https://kemenperin.go.id/artikel/21117/Industri-Pengolahan-Kopi-Semakin-Prospektif</a> .                                    |  |
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|     |  |   |
|-----|--|---|
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|-----|--|---|

### BAB III

| No. | Nama Pengarang, Tahun Diterbitkan, Judul Jurnal/Buku, Penulis/Penerbit, Kota Tempat Buku Diterbitkan   | Paraf Pembimbing  |
|-----|--|---|
| 27. | Radjab, E., & Jama'an, A. (2017). <i>Metodologi Penelitian Bisnis</i> . Lembaga Perpustakaan dan Penerbitan Universitas Muhammadiyah Makassar.           |    |
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Lampiran 3. Surat Permohonan Riset

|  |  |
|--|--|
|   | <b>UNIVERSITAS BHAYANGKARA JAKARTA RAYA</b><br><b>FAKULTAS EKONOMI DAN BISNIS</b><br>Kampus I : Jl. Harsono RM. No. 67 Ragunan Pasar Minggu Jakarta Selatan<br>Kampus II : Jl. Perjuangan Raya Bekasi Utara Telp : 021. 88955882<br>Website : www.ubharajaya.ac.id |
| Jakarta, 22 Maret 2021   |  |
| Nomor  | : B/SR/ 104 /III/2021/FEB-UBJ  |
| Lampiran   | : -  |
| Perihal  | : <u>Permohonan Riset</u>  |
| Kepada :<br>Yth. Bapak Lukmannulhakim<br>Owner Boost Coffee<br>Jl. Tebet Timur Dalam Raya No. 13a,<br>Tebet, Jakarta Selatan, Jakarta 12820  |  |
| Dengan hormat,   |  |
| Salam sejahtera kami sampaikan semoga Bapak/Ibu selalu dalam lindungan Tuhan Yang Maha Esa.  |  |
| Sehubungan dengan rencana penelitian mahasiswa/i, maka bersama ini kami mengajukan permohonan kepada Bapak/Ibu untuk dapat kiranya menerima mahasiswa kami melakukan penelitian pada perusahaan/instansi yang Bapak/Ibu pimpin, adapun mahasiswa tersebut adalah : |  |
| Nama   | : Indra Adi Sugara   |
| NPM  | : 201710325064   |
| Program Studi  | : Manajemen  |
| Judul Penelitian   | : Analisis Store Atmosphere dan Sales Promotion Terhadap Impulse Buying Melalui Positive Emotion Sebagai Variabel Intervening (Studi Kasus Pada Pelanggan Boost Coffee Tebet)  |
| No Telepon   | : 085772117094   |
| Pelaksanaan penelitian skripsi mahasiswa/i Fakultas Ekonomi dan Bisnis UBJ disesuaikan dengan jadwal yang ditentukan oleh instansi yang Bapak/Ibu pimpin.  |  |
| Demikian permohonan kami sampaikan, atas perhatian dan kerjasamanya kami haturkan terima kasih.  |  |
| <br>Hormat Kami<br>DEKAN FAKULTAS EKONOMI DAN BISNIS<br>Dr. Istianingsih Sastrodiharjo, CA, CSRA, CMA, CACP<br>NIP : 1905420   |  |

Lampiran 4. Surat Balasan Riset

|   |  |
|---|--|
|    | <b>BOOST COFFEE</b><br>Jl. Tebet Timur Dalam Raya No. 13A,<br>Tebet, Jakarta Selatan, 12820<br>phone +62 813 89555150<br>email : boostcoffeehq@gmail.com |
| <b>BOOST COFFEE</b>   |  |
| Nomor : BC/CS/104/3/2021  | Jakarta, 29 Maret 2021   |
| Lampiran : -  |  |
| Perihal : Balasan Permohonan Izin Penelitian  |  |
| Dengan hormat,<br>Yth. Indra Adi Sugara<br>Di tempat  |  |
| Menanggapi surat saudara bahwa Boost Coffee menerangkan bahwa :   |  |
| Nama : Indra Adi Sugara   |  |
| NPM : 201710325064  |  |
| Program Studi : Manajemen   |  |
| Judul Penelitian : Analisis Store Atmosphere dan Sales Promotion Terhadap Impluse<br>Buying Melalui Positive Emotion Sebagai Variabel Moderating<br>(Studi Kasus Pada Pelanggan Boost Coffee Tebet) |  |
| Telah Kami Setujui untuk mengadakan penelitian di Boost Coffee dan dapat dimulai pada<br>hari Senin, 5 April 2021 menggunakan pakaian yang formal.  |  |
| Demikian surat ini kami sampaikan, dan atas kerjasamanya kami mengucapkan terimakasih.  |  |
| Jakarta, 29 Maret 2021  |  |
|   |  |
| <b>Lukmannulhakim</b><br>owner  |  |

## SURAT PERMOHONAN KUESIONER PENELITIAN

Hal : Permohonan Pengisian Kuesioner

Kepada Yth : Bapak/Ibu Responden

**Konsumen Boost Coffee Tebet**

Di Tempat.

Dengan hormat,

Dalam rangka penyusunan tugas akhir (skripsi), yang merupakan salah satu syarat untuk memperoleh gelar sarjana S1 Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Bhayangkara Jakarta Raya. Saya mohon dengan hormat kesediaan Bapak/Ibu untuk membantu mengisi kuesioner sebagaimana terlampir. Jawaban dalam kuesioner tersebut akan saya jadikan sebagai bahan penelitian yang berjudul “***Analisis Store Atmosphere dan Sales Promotion terhadap Impulse Buying melalui Positive Emotion sebagai Variabel Moderating (Studi Kasus pada Pelanggan Boost Coffee Tebet)***”.

Nama : Indra Adi Sugara

Prodi/Fakultas : Manajemen/Ekonomi dan Bisnis

NPM : 201710325064

Saya sangat mengharapkan dan menghargai kesediaan Bapak/Ibu untuk mengisi kuesioner pada penelitian ini dengan benar, jujur dan sesuai dengan persepsi Bapak/Ibu berikan berdasarkan keadaan yang sebenarnya. Setiap informasi yang diberikan akan saya jamin untuk kerahasiaannya. Atas kesediaan Bapak/Ibu yang telah meluangkan waktu untuk mengisi kuesioner penelitian ini, saya ucapkan terima kasih.

Hormat saya,

Indra Adi Sugara

## KUESIONER PENELITIAN

### 1. Identitas Responden

Berilah tanda *checklist* (√) pada kotak yang telah disediakan.

- a. Nama Responden :
- b. Jenis Kelamin :  Laki-Laki  
 Perempuan
- c. Usia :  17 – 21 Tahun  
 22 – 26 Tahun  
 27 – 31 Tahun  
 > 31 Tahun
- d. Status/Pekerjaan :  Pelajar/Mahasiswa  
 PNS  
 Wiraswasta  
 Lainnya
- e. Penghasilan :  < Rp. 1.000.000  
 Rp. 1.000.000 – Rp. 3.000.000  
 Rp. 4.000.000 – Rp. 6.000.000  
 > Rp. 6.000.000

## 2. Petunjuk Pengisian Kuesioner

- a. Baca dan simaklah setiap butir – butir pertanyaan dengan teliti.
- b. Jawablah pertanyaan dengan memberi tanda *checklist* (√) untuk setiap jawaban pertanyaan yang paling tepat dan sesuai dengan keadaan dan mencerminkan pilihan Bapak/Ibu yang paling objektif.
- c. Dimohon Bapak/Ibu untuk dapat mengisi semua jawaban yang ada tanpa ada satu yang terlewatkan.
- d. Setiap pernyataan mempunyai lima alternatif jawaban, yaitu sebagai berikut:

Keterangan:

- Skor 5 = Sangat Setuju (SS)  
Skor 4 = Setuju (S)  
Skor 3 = Netral (N)  
Skor 2 = Tidak Setuju (TS)  
Skor 1 = Sangat Tidak Setuju (STS)

### Daftar Pertanyaan Variabel *Store Atmosphere* (X1)

| No | Pernyataan   | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1. | Desain bangunan Boost Coffee Tebet memberikan kesan yang menarik                         |     |    |   |   |    |
| 2. | Irama musik di dalam Boost Coffee Tebet cukup santai membuat suasana terasa lebih nyaman |     |    |   |   |    |
| 3. | Boost Coffee Tebet memiliki penataan cahaya yang baik                                    |     |    |   |   |    |
| 4. | Warna ruangan Boost Coffee Tebet sangat <i>instagramable</i> dan kekinian                |     |    |   |   |    |
| 5. | Aroma di dalam Boost Coffee Tebet tidak mengganggu dan sangat menyegarkan                |     |    |   |   |    |

**Daftar Pertanyaan Variabel *Sales Promotion* (X2)**

| No | Pernyataan   | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1. | Saya tertarik membeli produk jika ada diskon di Boost Coffee Tebet                                     |     |    |   |   |    |
| 2. | Potongan harga yang ditawarkan Boost Coffee Tebet sangat menarik                                       |     |    |   |   |    |
| 3. | Saya akan membeli produk secara spontan di Boost Coffee Tebet dengan adanya promosi <i>buy 2 get 1</i> |     |    |   |   |    |
| 4. | Program <i>cashback</i> yang ditawarkan Boost Coffee Tebet sangat menarik                              |     |    |   |   |    |

**Daftar Pertanyaan Variabel *Positive Emotion* (Z)**

| No | Pernyataan   | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1. | Saya merasa puas saat membeli produk di Boost Coffee Tebet                                       |     |    |   |   |    |
| 2. | Saya merasa senang saat membeli produk di Boost Coffee Tebet                                     |     |    |   |   |    |
| 3. | Saya merasa nyaman saat membeli produk di Boost Coffee Tebet                                     |     |    |   |   |    |
| 4. | Suasana toko sangat menyenangkan dan membuat saya betah menghabiskan waktu di Boost Coffee Tebet |     |    |   |   |    |
| 5. | Saya selalu terdorong untuk membeli produk di Boost Coffee Tebet                                 |     |    |   |   |    |


**Daftar Pertanyaan Variabel *Impulse Buying* (Y)**

| No | Pernyataan  | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1. | Saya melakukan pembelian Boost Coffee Tebet secara spontanitas                      |     |    |   |   |    |
| 2. | Saya membeli produk Boost Coffee Tebet karena sesuai dengan keinginan               |     |    |   |   |    |
| 3. | Saya membeli produk Boost Coffee Tebet segera mungkin agar tidak kehabisan          |     |    |   |   |    |
| 4. | Saya melakukan pembelian produk Boost Coffee Tebet tanpa banyak berpikir panjang    |     |    |   |   |    |
| 5. | Saya melakukan pembelian produk Boost Coffee Tebet tanpa ada perencanaan sebelumnya |     |    |   |   |    |



Lampiran 6. *Plagiarism Checker*


**BAB I**



**Plagiarism Checker X Originality Report**  
**Similarity Found: 8%**

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Statistics: 170 words Plagiarized / 2027 Total words  
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**BAB II**



**Plagiarism Checker X Originality Report**  
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**BAB III**



**Plagiarism Checker X Originality Report**  
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**BAB IV**



**Plagiarism Checker X Originality Report**  
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**BAB V**



**Plagiarism Checker X Originality Report**  
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Date: Thursday, June 10, 2021  
Statistics: 24 words Plagiarized / 355 Total words  
Remarks: Low Plagiarism Detected - Your Document needs Optional Improvement.



Lampiran 7. Tabulasi Data

**Data Kuesioner *Store Atmosphere* (X1)**

| No. | <i>Store Atmosphere</i> |   |   |   |   | X1 |
|-----|-------------------------|---|---|---|---|----|
|     | 1                       | 2 | 3 | 4 | 5 |    |
| 1.  | 4                       | 4 | 4 | 5 | 3 | 20 |
| 2.  | 3                       | 5 | 4 | 4 | 4 | 20 |
| 3.  | 5                       | 4 | 3 | 3 | 4 | 19 |
| 4.  | 4                       | 4 | 3 | 2 | 3 | 16 |
| 5.  | 5                       | 5 | 5 | 5 | 5 | 25 |
| 6.  | 4                       | 4 | 4 | 4 | 4 | 20 |
| 7.  | 4                       | 4 | 4 | 4 | 5 | 21 |
| 8.  | 4                       | 4 | 4 | 4 | 4 | 20 |
| 9.  | 4                       | 4 | 5 | 3 | 4 | 20 |
| 10. | 3                       | 3 | 4 | 4 | 4 | 18 |
| 11. | 2                       | 1 | 2 | 2 | 1 | 8  |
| 12. | 4                       | 4 | 4 | 4 | 4 | 20 |
| 13. | 4                       | 4 | 3 | 4 | 4 | 19 |
| 14. | 3                       | 4 | 4 | 4 | 5 | 20 |
| 15. | 3                       | 4 | 4 | 3 | 3 | 17 |
| 16. | 3                       | 3 | 4 | 4 | 4 | 18 |
| 17. | 5                       | 5 | 5 | 5 | 5 | 25 |
| 18. | 5                       | 5 | 4 | 3 | 5 | 22 |
| 19. | 5                       | 5 | 3 | 4 | 4 | 21 |
| 20. | 4                       | 5 | 5 | 5 | 5 | 24 |
| 21. | 4                       | 2 | 2 | 3 | 4 | 15 |
| 22. | 4                       | 3 | 3 | 3 | 3 | 16 |
| 23. | 3                       | 3 | 5 | 5 | 4 | 20 |
| 24. | 5                       | 4 | 4 | 5 | 3 | 21 |
| 25. | 5                       | 5 | 4 | 3 | 5 | 22 |
| 26. | 4                       | 4 | 5 | 4 | 4 | 21 |
| 27. | 4                       | 5 | 5 | 5 | 5 | 24 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 28. | 5 | 5 | 5 | 5 | 5 | 25 |
| 29. | 5 | 4 | 5 | 4 | 4 | 22 |
| 30. | 5 | 4 | 4 | 4 | 5 | 22 |
| 31. | 3 | 4 | 4 | 4 | 4 | 19 |
| 32. | 5 | 5 | 5 | 5 | 5 | 25 |
| 33. | 4 | 4 | 4 | 4 | 4 | 20 |
| 34. | 4 | 5 | 4 | 5 | 5 | 23 |
| 35. | 5 | 5 | 5 | 4 | 5 | 24 |
| 36. | 3 | 4 | 4 | 4 | 4 | 19 |
| 37. | 4 | 4 | 5 | 4 | 5 | 22 |
| 38. | 3 | 3 | 3 | 3 | 3 | 15 |
| 39. | 5 | 4 | 5 | 4 | 5 | 23 |
| 40. | 3 | 5 | 4 | 4 | 5 | 21 |
| 41. | 3 | 5 | 4 | 4 | 5 | 21 |
| 42. | 4 | 4 | 4 | 4 | 4 | 20 |
| 43. | 4 | 4 | 4 | 4 | 3 | 19 |
| 44. | 4 | 4 | 3 | 4 | 4 | 19 |
| 45. | 2 | 4 | 4 | 2 | 4 | 16 |
| 46. | 3 | 5 | 5 | 5 | 5 | 23 |
| 47. | 4 | 5 | 3 | 3 | 5 | 20 |
| 48. | 2 | 4 | 4 | 4 | 4 | 18 |
| 49. | 5 | 4 | 4 | 5 | 5 | 23 |
| 50. | 3 | 4 | 3 | 3 | 3 | 16 |
| 51. | 4 | 5 | 4 | 4 | 5 | 22 |
| 52. | 4 | 4 | 4 | 4 | 4 | 20 |
| 53. | 3 | 4 | 4 | 4 | 4 | 19 |
| 54. | 4 | 5 | 5 | 5 | 5 | 24 |
| 55. | 5 | 5 | 5 | 5 | 5 | 25 |
| 56. | 5 | 4 | 4 | 4 | 4 | 21 |
| 57. | 5 | 4 | 4 | 4 | 5 | 22 |
| 58. | 4 | 4 | 4 | 4 | 4 | 20 |
| 59. | 4 | 4 | 4 | 4 | 4 | 20 |
| 60. | 3 | 2 | 3 | 3 | 3 | 14 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 61. | 5 | 4 | 3 | 4 | 4 | 20 |
| 62. | 4 | 3 | 4 | 4 | 4 | 19 |
| 63. | 3 | 2 | 2 | 3 | 4 | 14 |
| 64. | 3 | 2 | 3 | 5 | 4 | 17 |
| 65. | 4 | 4 | 4 | 4 | 4 | 20 |
| 66. | 4 | 4 | 4 | 4 | 5 | 21 |
| 67. | 3 | 3 | 3 | 3 | 3 | 15 |
| 68. | 4 | 4 | 4 | 4 | 4 | 20 |
| 69. | 4 | 4 | 4 | 4 | 4 | 20 |
| 70. | 4 | 4 | 4 | 4 | 4 | 20 |
| 71. | 5 | 5 | 4 | 5 | 5 | 24 |
| 72. | 3 | 2 | 2 | 3 | 2 | 12 |
| 73. | 5 | 5 | 4 | 3 | 4 | 21 |
| 74. | 4 | 5 | 4 | 4 | 5 | 22 |
| 75. | 4 | 4 | 4 | 4 | 4 | 20 |
| 76. | 4 | 4 | 4 | 4 | 4 | 20 |
| 77. | 4 | 4 | 5 | 5 | 5 | 23 |
| 78. | 5 | 5 | 5 | 5 | 5 | 25 |
| 79. | 4 | 3 | 3 | 3 | 4 | 17 |
| 80. | 5 | 4 | 4 | 4 | 4 | 21 |
| 81. | 3 | 3 | 3 | 4 | 3 | 16 |
| 82. | 3 | 3 | 3 | 3 | 5 | 17 |
| 83. | 5 | 5 | 5 | 4 | 5 | 24 |
| 84. | 2 | 5 | 5 | 5 | 5 | 22 |
| 85. | 4 | 4 | 4 | 4 | 4 | 20 |
| 86. | 3 | 2 | 2 | 4 | 4 | 15 |
| 87. | 4 | 4 | 4 | 3 | 4 | 19 |
| 88. | 4 | 3 | 1 | 3 | 3 | 14 |
| 89. | 4 | 5 | 5 | 5 | 5 | 24 |
| 90. | 5 | 5 | 5 | 5 | 5 | 25 |
| 91. | 5 | 5 | 4 | 4 | 5 | 23 |
| 92. | 5 | 5 | 5 | 5 | 5 | 25 |
| 93. | 5 | 5 | 5 | 5 | 5 | 25 |

|              |            |            |            |            |            |             |
|--------------|------------|------------|------------|------------|------------|-------------|
| 94.          | 3          | 3          | 3          | 4          | 4          | 17          |
| 95.          | 5          | 5          | 5          | 4          | 5          | 24          |
| 96.          | 4          | 4          | 3          | 3          | 4          | 18          |
| 97.          | 5          | 4          | 3          | 2          | 3          | 17          |
| 98.          | 4          | 4          | 4          | 3          | 5          | 20          |
| 99.          | 4          | 4          | 4          | 3          | 4          | 19          |
| 100.         | 5          | 4          | 3          | 3          | 3          | 18          |
| <b>Total</b> | <b>399</b> | <b>404</b> | <b>392</b> | <b>392</b> | <b>420</b> | <b>2007</b> |

**Data Kuesioner Sales Promotion (X2)**

| No. | Sales Promotion |   |   |   | X2 |
|-----|-----------------|---|---|---|----|
|     | 1               | 2 | 3 | 4 |    |
| 1.  | 3               | 4 | 5 | 5 | 17 |
| 2.  | 4               | 4 | 4 | 4 | 16 |
| 3.  | 4               | 5 | 3 | 4 | 16 |
| 4.  | 3               | 4 | 4 | 4 | 15 |
| 5.  | 5               | 5 | 5 | 5 | 20 |
| 6.  | 5               | 4 | 5 | 5 | 19 |
| 7.  | 5               | 5 | 4 | 4 | 18 |
| 8.  | 4               | 4 | 4 | 4 | 16 |
| 9.  | 4               | 3 | 3 | 4 | 14 |
| 10. | 4               | 4 | 4 | 4 | 16 |
| 11. | 1               | 2 | 2 | 3 | 8  |
| 12. | 4               | 4 | 4 | 4 | 16 |
| 13. | 4               | 4 | 4 | 4 | 16 |
| 14. | 5               | 3 | 5 | 5 | 18 |
| 15. | 3               | 3 | 4 | 4 | 14 |
| 16. | 3               | 3 | 4 | 4 | 14 |
| 17. | 5               | 5 | 5 | 5 | 20 |
| 18. | 3               | 4 | 4 | 4 | 15 |
| 19. | 4               | 4 | 4 | 5 | 17 |
| 20. | 5               | 5 | 5 | 5 | 20 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 21. | 3 | 2 | 4 | 2 | 11 |
| 22. | 4 | 3 | 3 | 4 | 14 |
| 23. | 3 | 4 | 5 | 5 | 17 |
| 24. | 3 | 5 | 4 | 4 | 16 |
| 25. | 4 | 5 | 5 | 5 | 19 |
| 26. | 5 | 5 | 4 | 5 | 19 |
| 27. | 5 | 4 | 4 | 3 | 16 |
| 28. | 5 | 5 | 5 | 5 | 20 |
| 29. | 5 | 4 | 5 | 5 | 19 |
| 30. | 4 | 5 | 2 | 4 | 15 |
| 31. | 4 | 4 | 4 | 4 | 16 |
| 32. | 5 | 5 | 5 | 4 | 19 |
| 33. | 4 | 3 | 4 | 4 | 15 |
| 34. | 4 | 4 | 4 | 4 | 16 |
| 35. | 5 | 5 | 5 | 5 | 20 |
| 36. | 4 | 4 | 4 | 4 | 16 |
| 37. | 5 | 5 | 4 | 4 | 18 |
| 38. | 3 | 3 | 3 | 3 | 12 |
| 39. | 5 | 4 | 4 | 4 | 17 |
| 40. | 5 | 5 | 4 | 3 | 17 |
| 41. | 5 | 5 | 4 | 3 | 17 |
| 42. | 4 | 3 | 4 | 4 | 15 |
| 43. | 3 | 3 | 3 | 3 | 12 |
| 44. | 4 | 4 | 4 | 4 | 16 |
| 45. | 4 | 2 | 2 | 4 | 12 |
| 46. | 5 | 3 | 5 | 5 | 18 |
| 47. | 5 | 3 | 5 | 5 | 18 |
| 48. | 4 | 4 | 5 | 5 | 18 |
| 49. | 4 | 5 | 4 | 4 | 17 |
| 50. | 3 | 4 | 4 | 4 | 15 |
| 51. | 4 | 5 | 3 | 4 | 16 |
| 52. | 4 | 5 | 5 | 5 | 19 |
| 53. | 4 | 4 | 4 | 4 | 16 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 54. | 4 | 5 | 5 | 5 | 19 |
| 55. | 5 | 5 | 5 | 5 | 20 |
| 56. | 3 | 5 | 4 | 5 | 17 |
| 57. | 5 | 5 | 4 | 5 | 19 |
| 58. | 4 | 4 | 4 | 4 | 16 |
| 59. | 4 | 3 | 4 | 4 | 15 |
| 60. | 3 | 4 | 3 | 3 | 13 |
| 61. | 4 | 4 | 3 | 4 | 15 |
| 62. | 4 | 5 | 4 | 5 | 18 |
| 63. | 3 | 4 | 4 | 5 | 16 |
| 64. | 3 | 3 | 3 | 4 | 13 |
| 65. | 3 | 3 | 4 | 4 | 14 |
| 66. | 3 | 4 | 3 | 4 | 14 |
| 67. | 3 | 3 | 3 | 3 | 12 |
| 68. | 4 | 4 | 4 | 4 | 16 |
| 69. | 4 | 4 | 3 | 4 | 15 |
| 70. | 4 | 4 | 5 | 5 | 18 |
| 71. | 4 | 5 | 5 | 4 | 18 |
| 72. | 2 | 4 | 4 | 4 | 14 |
| 73. | 4 | 4 | 4 | 5 | 17 |
| 74. | 4 | 5 | 4 | 5 | 18 |
| 75. | 4 | 4 | 4 | 4 | 16 |
| 76. | 4 | 5 | 4 | 5 | 18 |
| 77. | 4 | 5 | 3 | 4 | 16 |
| 78. | 5 | 5 | 5 | 5 | 20 |
| 79. | 4 | 4 | 3 | 4 | 15 |
| 80. | 4 | 3 | 4 | 4 | 15 |
| 81. | 4 | 4 | 4 | 3 | 15 |
| 82. | 4 | 4 | 4 | 4 | 16 |
| 83. | 5 | 5 | 5 | 5 | 20 |
| 84. | 5 | 4 | 5 | 5 | 19 |
| 85. | 4 | 4 | 4 | 4 | 16 |
| 86. | 2 | 5 | 4 | 5 | 16 |

|              |            |            |            |            |             |
|--------------|------------|------------|------------|------------|-------------|
| 87.          | 4          | 4          | 4          | 4          | 16          |
| 88.          | 2          | 4          | 3          | 4          | 13          |
| 89.          | 4          | 3          | 4          | 4          | 15          |
| 90.          | 5          | 5          | 4          | 4          | 18          |
| 91.          | 5          | 3          | 5          | 5          | 18          |
| 92.          | 5          | 5          | 5          | 5          | 20          |
| 93.          | 5          | 5          | 5          | 5          | 20          |
| 94.          | 4          | 5          | 4          | 5          | 18          |
| 95.          | 4          | 5          | 4          | 5          | 18          |
| 96.          | 4          | 4          | 3          | 3          | 14          |
| 97.          | 2          | 4          | 4          | 4          | 14          |
| 98.          | 4          | 5          | 3          | 5          | 17          |
| 99.          | 3          | 5          | 4          | 4          | 16          |
| 100.         | 4          | 4          | 5          | 5          | 18          |
| <b>Total</b> | <b>397</b> | <b>413</b> | <b>404</b> | <b>426</b> | <b>1640</b> |

**Data Kuesioner *Positive Emotion* (Z)**

| No. | <i>Positive Emotion</i> |   |   |   |   | Z  |
|-----|-------------------------|---|---|---|---|----|
|     | 1                       | 2 | 3 | 4 | 5 |    |
| 1.  | 5                       | 4 | 4 | 3 | 4 | 20 |
| 2.  | 4                       | 4 | 3 | 3 | 4 | 18 |
| 3.  | 5                       | 5 | 3 | 3 | 3 | 19 |
| 4.  | 4                       | 3 | 3 | 4 | 3 | 17 |
| 5.  | 5                       | 5 | 5 | 5 | 5 | 25 |
| 6.  | 5                       | 5 | 5 | 5 | 5 | 25 |
| 7.  | 4                       | 4 | 4 | 4 | 4 | 20 |
| 8.  | 4                       | 4 | 4 | 4 | 4 | 20 |
| 9.  | 4                       | 4 | 4 | 3 | 3 | 18 |
| 10. | 5                       | 3 | 3 | 3 | 4 | 18 |
| 11. | 2                       | 2 | 3 | 3 | 2 | 12 |
| 12. | 4                       | 4 | 4 | 4 | 4 | 20 |
| 13. | 3                       | 4 | 3 | 3 | 4 | 17 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 14. | 5 | 5 | 5 | 4 | 3 | 22 |
| 15. | 4 | 3 | 5 | 4 | 4 | 20 |
| 16. | 4 | 4 | 4 | 3 | 3 | 18 |
| 17. | 5 | 5 | 5 | 5 | 5 | 25 |
| 18. | 5 | 4 | 3 | 3 | 4 | 19 |
| 19. | 4 | 5 | 4 | 4 | 4 | 21 |
| 20. | 5 | 5 | 4 | 4 | 4 | 22 |
| 21. | 2 | 2 | 3 | 4 | 2 | 13 |
| 22. | 5 | 4 | 3 | 3 | 3 | 18 |
| 23. | 5 | 3 | 3 | 4 | 5 | 20 |
| 24. | 5 | 5 | 5 | 5 | 4 | 24 |
| 25. | 5 | 5 | 5 | 5 | 5 | 25 |
| 26. | 4 | 4 | 4 | 4 | 4 | 20 |
| 27. | 3 | 3 | 4 | 4 | 4 | 18 |
| 28. | 5 | 5 | 5 | 5 | 5 | 25 |
| 29. | 4 | 5 | 5 | 5 | 5 | 24 |
| 30. | 4 | 2 | 2 | 2 | 4 | 14 |
| 31. | 4 | 4 | 3 | 3 | 3 | 17 |
| 32. | 5 | 3 | 5 | 5 | 5 | 23 |
| 33. | 4 | 4 | 4 | 4 | 4 | 20 |
| 34. | 4 | 5 | 4 | 4 | 4 | 21 |
| 35. | 5 | 5 | 5 | 5 | 5 | 25 |
| 36. | 4 | 4 | 4 | 4 | 4 | 20 |
| 37. | 3 | 3 | 3 | 3 | 3 | 15 |
| 38. | 3 | 3 | 3 | 3 | 3 | 15 |
| 39. | 5 | 5 | 4 | 4 | 4 | 22 |
| 40. | 4 | 4 | 3 | 3 | 4 | 18 |
| 41. | 4 | 4 | 3 | 3 | 4 | 18 |
| 42. | 4 | 4 | 3 | 2 | 3 | 16 |
| 43. | 3 | 5 | 4 | 3 | 3 | 18 |
| 44. | 4 | 4 | 4 | 4 | 4 | 20 |
| 45. | 4 | 2 | 2 | 2 | 2 | 12 |
| 46. | 5 | 5 | 5 | 5 | 5 | 25 |



|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 47. | 5 | 5 | 5 | 4 | 3 | 22 |
| 48. | 5 | 5 | 5 | 4 | 4 | 23 |
| 49. | 5 | 4 | 3 | 3 | 4 | 19 |
| 50. | 4 | 4 | 4 | 4 | 4 | 20 |
| 51. | 5 | 4 | 3 | 3 | 3 | 18 |
| 52. | 5 | 5 | 4 | 4 | 5 | 23 |
| 53. | 5 | 5 | 4 | 5 | 5 | 24 |
| 54. | 5 | 5 | 5 | 5 | 5 | 25 |
| 55. | 5 | 5 | 3 | 4 | 4 | 21 |
| 56. | 5 | 5 | 4 | 4 | 4 | 22 |
| 57. | 5 | 4 | 4 | 5 | 5 | 23 |
| 58. | 4 | 4 | 4 | 4 | 4 | 20 |
| 59. | 4 | 4 | 3 | 3 | 3 | 17 |
| 60. | 4 | 4 | 3 | 3 | 3 | 17 |
| 61. | 3 | 4 | 4 | 3 | 3 | 17 |
| 62. | 5 | 5 | 5 | 4 | 4 | 23 |
| 63. | 4 | 4 | 4 | 3 | 4 | 19 |
| 64. | 4 | 4 | 3 | 4 | 4 | 19 |
| 65. | 4 | 4 | 4 | 4 | 4 | 20 |
| 66. | 4 | 4 | 5 | 3 | 3 | 19 |
| 67. | 3 | 3 | 3 | 3 | 3 | 15 |
| 68. | 4 | 4 | 4 | 4 | 4 | 20 |
| 69. | 4 | 4 | 3 | 3 | 4 | 18 |
| 70. | 5 | 5 | 5 | 5 | 5 | 25 |
| 71. | 4 | 4 | 4 | 5 | 3 | 20 |
| 72. | 4 | 3 | 4 | 3 | 5 | 19 |
| 73. | 5 | 4 | 3 | 3 | 4 | 19 |
| 74. | 5 | 5 | 5 | 5 | 5 | 25 |
| 75. | 4 | 4 | 4 | 4 | 4 | 20 |
| 76. | 5 | 4 | 4 | 4 | 4 | 21 |
| 77. | 5 | 5 | 4 | 3 | 3 | 20 |
| 78. | 5 | 5 | 5 | 5 | 5 | 25 |
| 79. | 3 | 3 | 3 | 3 | 3 | 15 |

|              |            |            |            |            |            |             |
|--------------|------------|------------|------------|------------|------------|-------------|
| 80.          | 4          | 3          | 3          | 3          | 3          | 16          |
| 81.          | 4          | 4          | 3          | 4          | 3          | 18          |
| 82.          | 4          | 3          | 4          | 4          | 4          | 19          |
| 83.          | 5          | 5          | 5          | 5          | 5          | 25          |
| 84.          | 5          | 5          | 5          | 5          | 5          | 25          |
| 85.          | 4          | 4          | 4          | 3          | 4          | 19          |
| 86.          | 5          | 5          | 2          | 3          | 5          | 20          |
| 87.          | 5          | 4          | 3          | 3          | 4          | 19          |
| 88.          | 4          | 4          | 2          | 1          | 3          | 14          |
| 89.          | 4          | 4          | 4          | 3          | 3          | 18          |
| 90.          | 4          | 4          | 5          | 4          | 5          | 22          |
| 91.          | 5          | 4          | 4          | 3          | 4          | 20          |
| 92.          | 5          | 5          | 5          | 5          | 5          | 25          |
| 93.          | 5          | 5          | 5          | 5          | 5          | 25          |
| 94.          | 5          | 4          | 4          | 4          | 4          | 21          |
| 95.          | 4          | 5          | 5          | 4          | 5          | 23          |
| 96.          | 4          | 4          | 3          | 3          | 3          | 17          |
| 97.          | 5          | 3          | 3          | 3          | 3          | 17          |
| 98.          | 4          | 3          | 3          | 3          | 5          | 18          |
| 99.          | 3          | 5          | 3          | 2          | 4          | 17          |
| 100.         | 5          | 4          | 5          | 5          | 5          | 24          |
| <b>Total</b> | <b>432</b> | <b>412</b> | <b>386</b> | <b>373</b> | <b>394</b> | <b>1997</b> |

**Data Kuesioner *Impulse Buying* (Y)**

| No. | <i>Impulse Buying</i> |   |   |   |   | Y  |
|-----|-----------------------|---|---|---|---|----|
|     | 1                     | 2 | 3 | 4 | 5 |    |
| 1.  | 5                     | 5 | 3 | 4 | 3 | 20 |
| 2.  | 4                     | 3 | 4 | 4 | 4 | 19 |
| 3.  | 5                     | 5 | 4 | 3 | 3 | 20 |
| 4.  | 4                     | 4 | 4 | 4 | 3 | 19 |
| 5.  | 5                     | 5 | 5 | 5 | 5 | 25 |
| 6.  | 5                     | 5 | 5 | 4 | 5 | 24 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 7.  | 3 | 3 | 3 | 3 | 4 | 16 |
| 8.  | 5 | 5 | 4 | 4 | 4 | 22 |
| 9.  | 4 | 5 | 3 | 4 | 4 | 20 |
| 10. | 4 | 4 | 4 | 3 | 4 | 19 |
| 11. | 2 | 2 | 3 | 2 | 3 | 12 |
| 12. | 4 | 4 | 4 | 4 | 4 | 20 |
| 13. | 4 | 3 | 3 | 3 | 5 | 18 |
| 14. | 5 | 4 | 3 | 4 | 4 | 20 |
| 15. | 4 | 4 | 4 | 4 | 4 | 20 |
| 16. | 5 | 5 | 3 | 3 | 3 | 19 |
| 17. | 5 | 5 | 5 | 5 | 5 | 25 |
| 18. | 5 | 5 | 4 | 3 | 3 | 20 |
| 19. | 4 | 4 | 4 | 4 | 5 | 21 |
| 20. | 4 | 4 | 4 | 5 | 5 | 22 |
| 21. | 2 | 2 | 4 | 3 | 3 | 14 |
| 22. | 5 | 5 | 2 | 3 | 3 | 18 |
| 23. | 5 | 2 | 5 | 2 | 5 | 19 |
| 24. | 4 | 5 | 3 | 4 | 5 | 21 |
| 25. | 5 | 5 | 5 | 5 | 5 | 25 |
| 26. | 4 | 5 | 4 | 4 | 3 | 20 |
| 27. | 3 | 5 | 4 | 4 | 4 | 20 |
| 28. | 5 | 5 | 5 | 5 | 5 | 25 |
| 29. | 4 | 5 | 4 | 5 | 5 | 23 |
| 30. | 5 | 5 | 5 | 4 | 4 | 23 |
| 31. | 3 | 3 | 3 | 3 | 3 | 15 |
| 32. | 5 | 1 | 5 | 5 | 5 | 21 |
| 33. | 4 | 4 | 4 | 4 | 4 | 20 |
| 34. | 5 | 4 | 4 | 3 | 4 | 20 |
| 35. | 5 | 5 | 5 | 5 | 5 | 25 |
| 36. | 4 | 4 | 4 | 4 | 4 | 20 |
| 37. | 4 | 5 | 5 | 4 | 4 | 22 |
| 38. | 3 | 3 | 3 | 3 | 3 | 15 |
| 39. | 4 | 4 | 4 | 4 | 4 | 20 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 40. | 4 | 4 | 4 | 3 | 5 | 20 |
| 41. | 4 | 4 | 4 | 3 | 5 | 20 |
| 42. | 4 | 5 | 4 | 4 | 4 | 21 |
| 43. | 4 | 4 | 4 | 4 | 4 | 20 |
| 44. | 4 | 4 | 4 | 3 | 3 | 18 |
| 45. | 2 | 5 | 2 | 2 | 2 | 13 |
| 46. | 5 | 3 | 4 | 4 | 4 | 20 |
| 47. | 5 | 4 | 4 | 3 | 5 | 21 |
| 48. | 4 | 5 | 3 | 3 | 4 | 19 |
| 49. | 5 | 5 | 2 | 4 | 4 | 20 |
| 50. | 4 | 4 | 4 | 4 | 4 | 20 |
| 51. | 5 | 5 | 4 | 3 | 4 | 21 |
| 52. | 4 | 4 | 3 | 3 | 4 | 18 |
| 53. | 5 | 5 | 4 | 5 | 5 | 24 |
| 54. | 5 | 5 | 5 | 5 | 5 | 25 |
| 55. | 5 | 5 | 3 | 3 | 3 | 19 |
| 56. | 5 | 5 | 5 | 4 | 5 | 24 |
| 57. | 5 | 5 | 4 | 5 | 5 | 24 |
| 58. | 4 | 4 | 4 | 4 | 4 | 20 |
| 59. | 4 | 4 | 4 | 4 | 4 | 20 |
| 60. | 5 | 5 | 3 | 3 | 3 | 19 |
| 61. | 4 | 5 | 4 | 3 | 4 | 20 |
| 62. | 4 | 4 | 4 | 4 | 4 | 20 |
| 63. | 5 | 5 | 5 | 4 | 3 | 22 |
| 64. | 4 | 4 | 3 | 3 | 3 | 17 |
| 65. | 4 | 4 | 4 | 4 | 5 | 21 |
| 66. | 5 | 3 | 4 | 4 | 3 | 19 |
| 67. | 3 | 4 | 4 | 4 | 4 | 19 |
| 68. | 4 | 4 | 4 | 4 | 4 | 20 |
| 69. | 4 | 4 | 4 | 4 | 3 | 19 |
| 70. | 5 | 2 | 5 | 5 | 5 | 22 |
| 71. | 5 | 4 | 5 | 4 | 4 | 22 |
| 72. | 3 | 5 | 2 | 2 | 3 | 15 |

|              |            |            |            |            |            |             |
|--------------|------------|------------|------------|------------|------------|-------------|
| 73.          | 5          | 3          | 4          | 4          | 4          | 20          |
| 74.          | 5          | 4          | 4          | 4          | 5          | 22          |
| 75.          | 4          | 3          | 3          | 3          | 3          | 16          |
| 76.          | 4          | 5          | 5          | 5          | 5          | 24          |
| 77.          | 4          | 3          | 3          | 4          | 4          | 18          |
| 78.          | 5          | 3          | 4          | 4          | 4          | 20          |
| 79.          | 4          | 4          | 3          | 3          | 3          | 17          |
| 80.          | 4          | 4          | 4          | 3          | 4          | 19          |
| 81.          | 3          | 3          | 4          | 3          | 4          | 17          |
| 82.          | 5          | 5          | 4          | 4          | 4          | 22          |
| 83.          | 5          | 4          | 5          | 1          | 5          | 20          |
| 84.          | 5          | 4          | 5          | 5          | 5          | 24          |
| 85.          | 4          | 3          | 5          | 4          | 4          | 20          |
| 86.          | 5          | 4          | 5          | 2          | 4          | 20          |
| 87.          | 4          | 5          | 3          | 3          | 3          | 18          |
| 88.          | 4          | 5          | 3          | 3          | 2          | 17          |
| 89.          | 4          | 4          | 3          | 4          | 4          | 19          |
| 90.          | 5          | 4          | 3          | 4          | 4          | 20          |
| 91.          | 5          | 4          | 3          | 3          | 4          | 19          |
| 92.          | 5          | 4          | 5          | 5          | 5          | 24          |
| 93.          | 5          | 4          | 4          | 5          | 4          | 22          |
| 94.          | 5          | 5          | 4          | 4          | 5          | 23          |
| 95.          | 4          | 1          | 5          | 4          | 3          | 17          |
| 96.          | 3          | 4          | 3          | 3          | 3          | 16          |
| 97.          | 5          | 4          | 3          | 3          | 4          | 19          |
| 98.          | 5          | 5          | 3          | 5          | 4          | 22          |
| 99.          | 5          | 5          | 4          | 4          | 5          | 23          |
| 100.         | 5          | 5          | 5          | 5          | 5          | 25          |
| <b>Total</b> | <b>433</b> | <b>414</b> | <b>389</b> | <b>374</b> | <b>402</b> | <b>2012</b> |

Lampiran 8. Hasil Uji Validitas

**Hasil Uji Valaiditas *Store Atmosphere* (X1)**

| Correlations   |                     |        |        |        |        |        |                  |
|--|---------------------|--------|--------|--------|--------|--------|------------------|
|  |                     | P1     | P2     | P3     | P4     | P5     | Store Atmosphere |
| P1   | Pearson Correlation | 1      | .498** | .322** | .245*  | .370** | .630**           |
|  | Sig. (2-tailed)     |        | .000   | .001   | .014   | .000   | .000             |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100              |
| P2   | Pearson Correlation | .498** | 1      | .688** | .444** | .674** | .857**           |
|  | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000             |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100              |
| P3   | Pearson Correlation | .322** | .688** | 1      | .631** | .632** | .845**           |
|  | Sig. (2-tailed)     | .001   | .000   |        | .000   | .000   | .000             |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100              |
| P4   | Pearson Correlation | .245*  | .444** | .631** | 1      | .545** | .729**           |
|  | Sig. (2-tailed)     | .014   | .000   | .000   |        | .000   | .000             |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100              |
| P5   | Pearson Correlation | .370** | .674** | .632** | .545** | 1      | .824**           |
|  | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000             |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100              |
| Store Atmosphere   | Pearson Correlation | .630** | .857** | .845** | .729** | .824** | 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). |                     |        |        |        |        |        |                  |
| *. Correlation is significant at the 0.05 level (2-tailed).  |                     |        |        |        |        |        |                  |

**Hasil Uji Validitas Sales Promotion (X2)**

|                 |                     | Correlations |        |        |        |                 |
|-----------------|---------------------|--------------|--------|--------|--------|-----------------|
|                 |                     | P6           | P7     | P8     | P9     | Sales Promotion |
| P6              | Pearson Correlation | 1            | .358** | .479** | .349** | .750**          |
|                 | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000            |
|                 | N                   | 100          | 100    | 100    | 100    | 100             |
| P7              | Pearson Correlation | .358**       | 1      | .306** | .416** | .704**          |
|                 | Sig. (2-tailed)     | .000         |        | .002   | .000   | .000            |
|                 | N                   | 100          | 100    | 100    | 100    | 100             |
| P8              | Pearson Correlation | .479**       | .306** | 1      | .596** | .783**          |
|                 | Sig. (2-tailed)     | .000         | .002   |        | .000   | .000            |
|                 | N                   | 100          | 100    | 100    | 100    | 100             |
| P9              | Pearson Correlation | .349**       | .416** | .596** | 1      | .761**          |
|                 | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000            |
|                 | N                   | 100          | 100    | 100    | 100    | 100             |
| Sales Promotion | Pearson Correlation | .750**       | .704** | .783** | .761** | 1               |
|                 | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |                 |
|                 | N                   | 100          | 100    | 100    | 100    | 100             |

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

**Hasil Uji Validitas Positive Emotion (Z)**

|                  |                     | Correlations |        |        |        |        |                  |
|------------------|---------------------|--------------|--------|--------|--------|--------|------------------|
|                  |                     | P10          | P11    | P12    | P13    | P14    | Positive Emotion |
| P10              | Pearson Correlation | 1            | .556** | .379** | .420** | .530** | .707**           |
|                  | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000             |
|                  | N                   | 100          | 100    | 100    | 100    | 100    | 100              |
| P11              | Pearson Correlation | .556**       | 1      | .559** | .469** | .472** | .765**           |
|                  | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000             |
|                  | N                   | 100          | 100    | 100    | 100    | 100    | 100              |
| P12              | Pearson Correlation | .379**       | .559** | 1      | .781** | .547** | .837**           |
|                  | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000             |
|                  | N                   | 100          | 100    | 100    | 100    | 100    | 100              |
| P13              | Pearson Correlation | .420**       | .469** | .781** | 1      | .635** | .847**           |
|                  | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000             |
|                  | N                   | 100          | 100    | 100    | 100    | 100    | 100              |
| P14              | Pearson Correlation | .530**       | .472** | .547** | .635** | 1      | .803**           |
|                  | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .000             |
|                  | N                   | 100          | 100    | 100    | 100    | 100    | 100              |
| Positive Emotion | Pearson Correlation | .707**       | .765** | .837** | .847** | .803** | 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).



**Hasil Uji Validitas Impulse Buying (Y)**

| Correlations   |                     |        |        |        |        |        |                |
|----------------|---------------------|--------|--------|--------|--------|--------|----------------|
|                |                     | P15    | P16    | P17    | P18    | P19    | Impulse Buying |
| P15            | Pearson Correlation | 1      | .279** | .362** | .357** | .396** | .709**         |
|                | Sig. (2-tailed)     |        | .005   | .000   | .000   | .000   | .000           |
|                | N                   | 100    | 100    | 100    | 100    | 100    | 100            |
| P16            | Pearson Correlation | .279** | 1      | -.087  | .149   | .051   | .458**         |
|                | Sig. (2-tailed)     | .005   |        | .388   | .140   | .615   | .000           |
|                | N                   | 100    | 100    | 100    | 100    | 100    | 100            |
| P17            | Pearson Correlation | .362** | -.087  | 1      | .447** | .544** | .667**         |
|                | Sig. (2-tailed)     | .000   | .388   |        | .000   | .000   | .000           |
|                | N                   | 100    | 100    | 100    | 100    | 100    | 100            |
| P18            | Pearson Correlation | .357** | .149   | .447** | 1      | .489** | .740**         |
|                | Sig. (2-tailed)     | .000   | .140   | .000   |        | .000   | .000           |
|                | N                   | 100    | 100    | 100    | 100    | 100    | 100            |
| P19            | Pearson Correlation | .396** | .051   | .544** | .489** | 1      | .735**         |
|                | Sig. (2-tailed)     | .000   | .615   | .000   | .000   |        | .000           |
|                | N                   | 100    | 100    | 100    | 100    | 100    | 100            |
| Impulse Buying | Pearson Correlation | .709** | .458** | .667** | .740** | .735** | 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).

Lampiran 9. Hasil Uji Reliabilitas

***Hasil Uji Reliabilitas Store Atmosphere (X1)***

| <i>Reliability Statistics</i> |                   |
|-------------------------------|-------------------|
| <i>Cronbach's Alpha</i>       | <i>N of Items</i> |
| .837                          | 5                 |

***Hasil Uji Reliabilitas Sales Promotion (X2)***

| <i>Reliability Statistics</i> |                   |
|-------------------------------|-------------------|
| <i>Cronbach's Alpha</i>       | <i>N of Items</i> |
| .734                          | 4                 |

***Hasil Uji Reliabilitas Positive Emotion (Z)***

| <i>Reliability Statistics</i> |                   |
|-------------------------------|-------------------|
| <i>Cronbach's Alpha</i>       | <i>N of Items</i> |
| .853                          | 5                 |

***Hasil Uji Reliabilitas Impulse Buying (Y)***

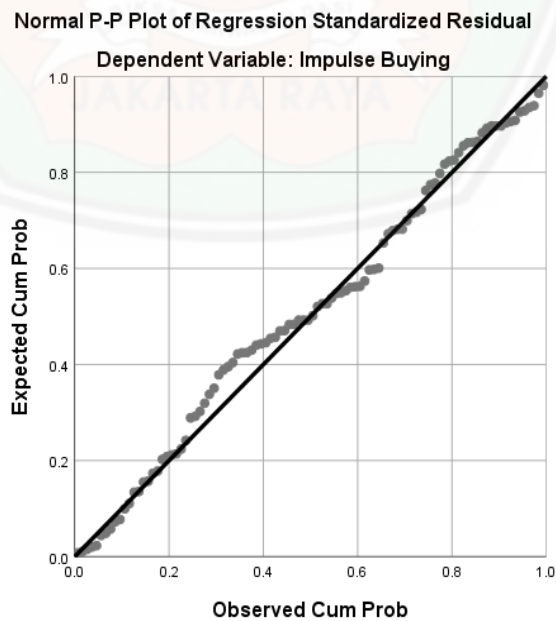
| <i>Reliability Statistics</i> |                   |
|-------------------------------|-------------------|
| <i>Cronbach's Alpha</i>       | <i>N of Items</i> |
| .665                          | 5                 |

Lampiran 10. Hasil Uji Asumsi Klasik

**Hasil Uji Normalitas *One-Sample Kolmogorov-Smirnov Test***

| <i>One-Sample Kolmogorov-Smirnov Test</i> |                |                         |
|---|----------------|-------------------------|
|   |                | Unstandardized Residual |
| N   |                | 100                     |
| Normal Parameters <sup>a,b</sup>          | Mean           | .0000000                |
|   | Std. Deviation | 1.91297553              |
| Most Extreme Differences                  | Absolute       | .080                    |
|   | Positive       | .047                    |
|   | Negative       | -.080                   |
| Test Statistic                            |                | .080                    |
| Asymp. Sig. (2-tailed)                    |                | .119 <sup>c</sup>       |
| a. Test distribution is Normal.           |                |                         |
| b. Calculated from data.                  |                |                         |
| c. Lilliefors Significance Correction.    |                |                         |

**Hasil Uji Normalitas *P-Plot of Regression Standardized Residual***

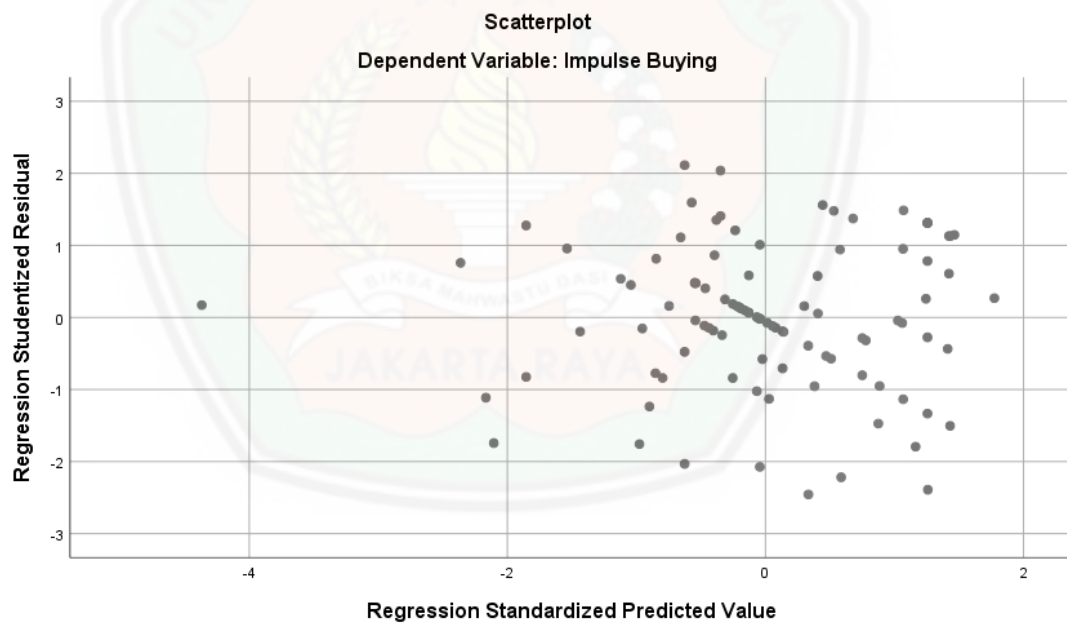


### Hasil Uji Multikolieritas

| Coefficients <sup>a</sup> |                  |                             |            |                           |       |      |                         |       |
|---------------------------|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model                     |                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|                           |                  | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1                         | (Constant)       | 6.999                       | 1.474      |                           | 4.749 | .000 |                         |       |
|                           | Store Atmosphere | .080                        | .095       | .095                      | .841  | .402 | .432                    | 2.315 |
|                           | Sales Promotion  | .363                        | .182       | .310                      | 2.001 | .048 | .230                    | 4.341 |
|                           | Positive Emotion | .279                        | .105       | .336                      | 2.645 | .010 | .344                    | 2.909 |

a. Dependent Variable: Impulse Buying

### Hasil Uji Heteroskedastisitas



Lampiran 11. Hasil Uji Moderated Regression Analysis (MRA)

**Hasil Uji Moderated Regression Analysis (MRA)**

| Coefficients <sup>a</sup> |                  |                             |            |                           |        |      |
|---------------------------|------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     |                  | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           |                  | B                           | Std. Error | Beta                      |        |      |
| 1                         | (Constant)       | 11.405                      | 2.206      |                           | 5.169  | .000 |
|                           | Store Atmosphere | 1.588                       | .712       | 1.896                     | 2.232  | .028 |
|                           | Sales Promotion  | -1.698                      | .918       | -1.449                    | -1.850 | .067 |
|                           | Moderasi 1       | -.077                       | .036       | -3.226                    | -2.134 | .035 |
|                           | Moderasi 2       | .107                        | .045       | 3.712                     | 2.413  | .018 |

a. Dependent Variable: Impulse Buying



Lampiran 12. Hasil Uji Hipotesis

**Uji Parsial (Uji t-test)**

**Hasil Uji t Model Persamaan Pertama**

| Coefficients <sup>a</sup> |                  |                             |            |                           |       |      |
|---------------------------|------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |                  | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)       | 7.369                       | 1.512      |                           | 4.874 | .000 |
|                           | Store Atmosphere | .070                        | .098       | .084                      | .719  | .474 |
|                           | Sales Promotion  | .692                        | .137       | .590                      | 5.065 | .000 |

a. Dependent Variable: Impulse Buying

**Hasil Uji t Model Persamaan Kedua**

| Coefficients <sup>a</sup> |                  |                             |            |                           |        |      |
|---------------------------|------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     |                  | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           |                  | B                           | Std. Error | Beta                      |        |      |
| 1                         | (Constant)       | 11.405                      | 2.206      |                           | 5.169  | .000 |
|                           | Store Atmosphere | 1.588                       | .712       | 1.896                     | 2.232  | .028 |
|                           | Sales Promotion  | -1.698                      | .918       | -1.449                    | -1.850 | .067 |
|                           | Moderasi 1       | -.077                       | .036       | -3.226                    | -2.134 | .035 |
|                           | Moderasi 2       | .107                        | .045       | 3.712                     | 2.413  | .018 |

a. Dependent Variable: Impulse Buying

Lampiran 13. Hasil Uji Koefisien Determinasi (*Adjusted R Square*)

**Hasil Uji Koefisien Determinasi**

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .707 <sup>a</sup> | .500     | .473              | 1.963                      |

a. Predictors: (Constant), Moderasi 2, Store Atmosphere, Sales Promotion, Positive Emotion, Moderasi 1



Lampiran 14. Tabel Uji r

**Tabel Uji r**

**Tabel r untuk df = 1 - 50**

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|--|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 1          | 0.9877                                   | 0.9969 | 0.9995 | 0.9999 | 1.0000 |
| 2          | 0.9000                                   | 0.9500 | 0.9800 | 0.9900 | 0.9990 |
| 3          | 0.8054                                   | 0.8783 | 0.9343 | 0.9587 | 0.9911 |
| 4          | 0.7293                                   | 0.8114 | 0.8822 | 0.9172 | 0.9741 |
| 5          | 0.6694                                   | 0.7545 | 0.8329 | 0.8745 | 0.9509 |
| 6          | 0.6215                                   | 0.7067 | 0.7887 | 0.8343 | 0.9249 |
| 7          | 0.5822                                   | 0.6664 | 0.7498 | 0.7977 | 0.8983 |
| 8          | 0.5494                                   | 0.6319 | 0.7155 | 0.7646 | 0.8721 |
| 9          | 0.5214                                   | 0.6021 | 0.6851 | 0.7348 | 0.8470 |
| 10         | 0.4973                                   | 0.5760 | 0.6581 | 0.7079 | 0.8233 |
| 11         | 0.4762                                   | 0.5529 | 0.6339 | 0.6835 | 0.8010 |
| 12         | 0.4575                                   | 0.5324 | 0.6120 | 0.6614 | 0.7800 |
| 13         | 0.4409                                   | 0.5140 | 0.5923 | 0.6411 | 0.7604 |
| 14         | 0.4259                                   | 0.4973 | 0.5742 | 0.6226 | 0.7419 |
| 15         | 0.4124                                   | 0.4821 | 0.5577 | 0.6055 | 0.7247 |
| 16         | 0.4000                                   | 0.4683 | 0.5425 | 0.5897 | 0.7084 |
| 17         | 0.3887                                   | 0.4555 | 0.5285 | 0.5751 | 0.6932 |
| 18         | 0.3783                                   | 0.4438 | 0.5155 | 0.5614 | 0.6788 |
| 19         | 0.3687                                   | 0.4329 | 0.5034 | 0.5487 | 0.6652 |
| 20         | 0.3598                                   | 0.4227 | 0.4921 | 0.5368 | 0.6524 |
| 21         | 0.3515                                   | 0.4132 | 0.4815 | 0.5256 | 0.6402 |
| 22         | 0.3438                                   | 0.4044 | 0.4716 | 0.5151 | 0.6287 |
| 23         | 0.3365                                   | 0.3961 | 0.4622 | 0.5052 | 0.6178 |
| 24         | 0.3297                                   | 0.3882 | 0.4534 | 0.4958 | 0.6074 |



|    |        |        |        |        |        |
|----|--------|--------|--------|--------|--------|
| 25 | 0.3233 | 0.3809 | 0.4451 | 0.4869 | 0.5974 |
| 26 | 0.3172 | 0.3739 | 0.4372 | 0.4785 | 0.5880 |
| 27 | 0.3115 | 0.3673 | 0.4297 | 0.4705 | 0.5790 |
| 28 | 0.3061 | 0.3610 | 0.4226 | 0.4629 | 0.5703 |
| 29 | 0.3009 | 0.3550 | 0.4158 | 0.4556 | 0.5620 |
| 30 | 0.2960 | 0.3494 | 0.4093 | 0.4487 | 0.5541 |
| 31 | 0.2913 | 0.3440 | 0.4032 | 0.4421 | 0.5465 |
| 32 | 0.2869 | 0.3388 | 0.3972 | 0.4357 | 0.5392 |
| 33 | 0.2826 | 0.3338 | 0.3916 | 0.4296 | 0.5322 |
| 34 | 0.2785 | 0.3291 | 0.3862 | 0.4238 | 0.5254 |
| 35 | 0.2746 | 0.3246 | 0.3810 | 0.4182 | 0.5189 |
| 36 | 0.2709 | 0.3202 | 0.3760 | 0.4128 | 0.5126 |
| 37 | 0.2673 | 0.3160 | 0.3712 | 0.4076 | 0.5066 |
| 38 | 0.2638 | 0.3120 | 0.3665 | 0.4026 | 0.5007 |
| 39 | 0.2605 | 0.3081 | 0.3621 | 0.3978 | 0.4950 |
| 40 | 0.2573 | 0.3044 | 0.3578 | 0.3932 | 0.4896 |
| 41 | 0.2542 | 0.3008 | 0.3536 | 0.3887 | 0.4843 |
| 42 | 0.2512 | 0.2973 | 0.3496 | 0.3843 | 0.4791 |
| 43 | 0.2483 | 0.2940 | 0.3457 | 0.3801 | 0.4742 |
| 44 | 0.2455 | 0.2907 | 0.3420 | 0.3761 | 0.4694 |
| 45 | 0.2429 | 0.2876 | 0.3384 | 0.3721 | 0.4647 |
| 46 | 0.2403 | 0.2845 | 0.3348 | 0.3683 | 0.4601 |
| 47 | 0.2377 | 0.2816 | 0.3314 | 0.3646 | 0.4557 |
| 48 | 0.2353 | 0.2787 | 0.3281 | 0.3610 | 0.4514 |
| 49 | 0.2329 | 0.2759 | 0.3249 | 0.3575 | 0.4473 |
| 50 | 0.2306 | 0.2732 | 0.3218 | 0.3542 | 0.4432 |

**Tabel r untuk df = 51 - 100**

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|--|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 51         | 0.2284                                   | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| 52         | 0.2262                                   | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| 53         | 0.2241                                   | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| 54         | 0.2221                                   | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| 55         | 0.2201                                   | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| 56         | 0.2181                                   | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| 57         | 0.2162                                   | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| 58         | 0.2144                                   | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| 59         | 0.2126                                   | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| 60         | 0.2108                                   | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| 61         | 0.2091                                   | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| 62         | 0.2075                                   | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| 63         | 0.2058                                   | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| 64         | 0.2042                                   | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| 65         | 0.2027                                   | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| 66         | 0.2012                                   | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| 67         | 0.1997                                   | 0.2369 | 0.2796 | 0.3081 | 0.3876 |
| 68         | 0.1982                                   | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| 69         | 0.1968                                   | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| 70         | 0.1954                                   | 0.2319 | 0.2737 | 0.3017 | 0.3798 |
| 71         | 0.1940                                   | 0.2303 | 0.2718 | 0.2997 | 0.3773 |
| 72         | 0.1927                                   | 0.2287 | 0.2700 | 0.2977 | 0.3748 |
| 73         | 0.1914                                   | 0.2272 | 0.2682 | 0.2957 | 0.3724 |
| 74         | 0.1901                                   | 0.2257 | 0.2664 | 0.2938 | 0.3701 |
| 75         | 0.1888                                   | 0.2242 | 0.2647 | 0.2919 | 0.3678 |
| 76         | 0.1876                                   | 0.2227 | 0.2630 | 0.2900 | 0.3655 |
| 77         | 0.1864                                   | 0.2213 | 0.2613 | 0.2882 | 0.3633 |

|     |        |        |        |        |        |
|-----|--------|--------|--------|--------|--------|
| 78  | 0.1852 | 0.2199 | 0.2597 | 0.2864 | 0.3611 |
| 79  | 0.1841 | 0.2185 | 0.2581 | 0.2847 | 0.3589 |
| 80  | 0.1829 | 0.2172 | 0.2565 | 0.2830 | 0.3568 |
| 81  | 0.1818 | 0.2159 | 0.2550 | 0.2813 | 0.3547 |
| 82  | 0.1807 | 0.2146 | 0.2535 | 0.2796 | 0.3527 |
| 83  | 0.1796 | 0.2133 | 0.2520 | 0.2780 | 0.3507 |
| 84  | 0.1786 | 0.2120 | 0.2505 | 0.2764 | 0.3487 |
| 85  | 0.1775 | 0.2108 | 0.2491 | 0.2748 | 0.3468 |
| 86  | 0.1765 | 0.2096 | 0.2477 | 0.2732 | 0.3449 |
| 87  | 0.1755 | 0.2084 | 0.2463 | 0.2717 | 0.3430 |
| 88  | 0.1745 | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| 89  | 0.1735 | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| 90  | 0.1726 | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| 91  | 0.1716 | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| 92  | 0.1707 | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| 93  | 0.1698 | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| 94  | 0.1689 | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| 95  | 0.1680 | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| 96  | 0.1671 | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| 97  | 0.1663 | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| 98  | 0.1654 | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| 99  | 0.1646 | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| 100 | 0.1638 | 0.1946 | 0.2301 | 0.2540 | 0.3211 |

Lampiran 15. Tabel Uji t

**Tabel Uji t**

**Titik Persentase Distribusi t (df = 1 – 40)**

| <b>Pr<br/>df</b> | <b>0.25<br/>0.50</b> | <b>0.10<br/>0.20</b> | <b>0.05<br/>0.10</b> | <b>0.025<br/>0.050</b> | <b>0.01<br/>0.02</b> | <b>0.005<br/>0.010</b> | <b>0.001<br/>0.002</b> |
|------------------|----------------------|----------------------|----------------------|------------------------|----------------------|------------------------|------------------------|
| 1                | 1.00000              | 3.07768              | 6.31375              | 12.70620               | 31.82052             | 63.65674               | 318.30884              |
| 2                | 0.81650              | 1.88562              | 2.91999              | 4.30265                | 6.96456              | 9.92484                | 22.32712               |
| 3                | 0.76489              | 1.63774              | 2.35336              | 3.18245                | 4.54070              | 5.84091                | 10.21453               |
| 4                | 0.74070              | 1.53321              | 2.13185              | 2.77645                | 3.74695              | 4.60409                | 7.17318                |
| 5                | 0.72669              | 1.47588              | 2.01505              | 2.57058                | 3.36493              | 4.03214                | 5.89343                |
| 6                | 0.71756              | 1.43976              | 1.94318              | 2.44691                | 3.14267              | 3.70743                | 5.20763                |
| 7                | 0.71114              | 1.41492              | 1.89458              | 2.36462                | 2.99795              | 3.49948                | 4.78529                |
| 8                | 0.70639              | 1.39682              | 1.85955              | 2.30600                | 2.89646              | 3.35539                | 4.50079                |
| 9                | 0.70272              | 1.38303              | 1.83311              | 2.26216                | 2.82144              | 3.24984                | 4.29681                |
| 10               | 0.69981              | 1.37218              | 1.81246              | 2.22814                | 2.76377              | 3.16927                | 4.14370                |
| 11               | 0.69745              | 1.36343              | 1.79588              | 2.20099                | 2.71808              | 3.10581                | 4.02470                |
| 12               | 0.69548              | 1.35622              | 1.78229              | 2.17881                | 2.68100              | 3.05454                | 3.92963                |
| 13               | 0.69383              | 1.35017              | 1.77093              | 2.16037                | 2.65031              | 3.01228                | 3.85198                |
| 14               | 0.69242              | 1.34503              | 1.76131              | 2.14479                | 2.62449              | 2.97684                | 3.78739                |
| 15               | 0.69120              | 1.34061              | 1.75305              | 2.13145                | 2.60248              | 2.94671                | 3.73283                |
| 16               | 0.69013              | 1.33676              | 1.74588              | 2.11991                | 2.58349              | 2.92078                | 3.68615                |
| 17               | 0.68920              | 1.33338              | 1.73961              | 2.10982                | 2.56693              | 2.89823                | 3.64577                |
| 18               | 0.68836              | 1.33039              | 1.73406              | 2.10092                | 2.55238              | 2.87844                | 3.61048                |
| 19               | 0.68762              | 1.32773              | 1.72913              | 2.09302                | 2.53948              | 2.86093                | 3.57940                |
| 20               | 0.68695              | 1.32534              | 1.72472              | 2.08596                | 2.52798              | 2.84534                | 3.55181                |
| 21               | 0.68635              | 1.32319              | 1.72074              | 2.07961                | 2.51765              | 2.83136                | 3.52715                |
| 22               | 0.68581              | 1.32124              | 1.71714              | 2.07387                | 2.50832              | 2.81876                | 3.50499                |
| 23               | 0.68531              | 1.31946              | 1.71387              | 2.06866                | 2.49987              | 2.80734                | 3.48496                |
| 24               | 0.68485              | 1.31784              | 1.71088              | 2.06390                | 2.49216              | 2.79694                | 3.46678                |
| 25               | 0.68443              | 1.31635              | 1.70814              | 2.05954                | 2.48511              | 2.78744                | 3.45019                |
| 26               | 0.68404              | 1.31497              | 1.70562              | 2.05553                | 2.47863              | 2.77871                | 3.43500                |

|    |         |         |         |         |         |         |         |
|----|---------|---------|---------|---------|---------|---------|---------|
| 27 | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| 28 | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| 29 | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| 30 | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| 31 | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| 32 | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| 33 | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |
| 34 | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| 35 | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| 36 | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| 37 | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| 38 | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |
| 39 | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| 40 | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |

**Titik Persentase Distribusi t (df = 41 – 80)**

| <b>Pr</b> | <b>0.25</b> | <b>0.10</b> | <b>0.05</b> | <b>0.025</b> | <b>0.01</b> | <b>0.005</b> | <b>0.001</b> |
|-----------|-------------|-------------|-------------|--------------|-------------|--------------|--------------|
| <b>df</b> | <b>0.50</b> | <b>0.20</b> | <b>0.10</b> | <b>0.050</b> | <b>0.02</b> | <b>0.010</b> | <b>0.002</b> |
| 41        | 0.68052     | 1.30254     | 1.68288     | 2.01954      | 2.42080     | 2.70118      | 3.30127      |
| 42        | 0.68038     | 1.30204     | 1.68195     | 2.01808      | 2.41847     | 2.69807      | 3.29595      |
| 43        | 0.68024     | 1.30155     | 1.68107     | 2.01669      | 2.41625     | 2.69510      | 3.29089      |
| 44        | 0.68011     | 1.30109     | 1.68023     | 2.01537      | 2.41413     | 2.69228      | 3.28607      |
| 45        | 0.67998     | 1.30065     | 1.67943     | 2.01410      | 2.41212     | 2.68959      | 3.28148      |
| 46        | 0.67986     | 1.30023     | 1.67866     | 2.01290      | 2.41019     | 2.68701      | 3.27710      |
| 47        | 0.67975     | 1.29982     | 1.67793     | 2.01174      | 2.40835     | 2.68456      | 3.27291      |
| 48        | 0.67964     | 1.29944     | 1.67722     | 2.01063      | 2.40658     | 2.68220      | 3.26891      |
| 49        | 0.67953     | 1.29907     | 1.67655     | 2.00958      | 2.40489     | 2.67995      | 3.26508      |
| 50        | 0.67943     | 1.29871     | 1.67591     | 2.00856      | 2.40327     | 2.67779      | 3.26141      |
| 51        | 0.67933     | 1.29837     | 1.67528     | 2.00758      | 2.40172     | 2.67572      | 3.25789      |
| 52        | 0.67924     | 1.29805     | 1.67469     | 2.00665      | 2.40022     | 2.67373      | 3.25451      |
| 53        | 0.67915     | 1.29773     | 1.67412     | 2.00575      | 2.39879     | 2.67182      | 3.25127      |
| 54        | 0.67906     | 1.29743     | 1.67356     | 2.00488      | 2.39741     | 2.66998      | 3.24815      |

|    |         |         |         |         |         |         |         |
|----|---------|---------|---------|---------|---------|---------|---------|
| 55 | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| 56 | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| 57 | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| 58 | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| 59 | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |
| 60 | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| 61 | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| 62 | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| 63 | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| 64 | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| 65 | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| 66 | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| 67 | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| 68 | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| 69 | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| 70 | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |
| 71 | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| 72 | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| 73 | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| 74 | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| 75 | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| 76 | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| 77 | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| 78 | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| 79 | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| 80 | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |

**Titik Persentase Distribusi t (df = 81 – 100)**

| <b>Pr</b> | <b>0.25</b> | <b>0.10</b> | <b>0.05</b> | <b>0.025</b> | <b>0.01</b> | <b>0.005</b> | <b>0.001</b> |
|-----------|-------------|-------------|-------------|--------------|-------------|--------------|--------------|
| <b>df</b> | <b>0.50</b> | <b>0.20</b> | <b>0.10</b> | <b>0.050</b> | <b>0.02</b> | <b>0.010</b> | <b>0.002</b> |
| 81        | 0.67753     | 1.29209     | 1.66388     | 1.98969      | 2.37327     | 2.63790      | 3.19392      |
| 82        | 0.67749     | 1.29196     | 1.66365     | 1.98932      | 2.37269     | 2.63712      | 3.19262      |

|     |         |         |         |         |         |         |         |
|-----|---------|---------|---------|---------|---------|---------|---------|
| 83  | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| 84  | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| 85  | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| 86  | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| 87  | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| 88  | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| 89  | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| 90  | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| 91  | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| 92  | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| 93  | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| 94  | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| 95  | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| 96  | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| 97  | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| 98  | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| 99  | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| 100 | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |



## LEMBAR PENGESAHAN

Judul Skripsi : Analisis *Store Atmosphere* dan *Sales Promotion* terhadap *Impulse Buying* melalui *Positive Emotion* sebagai Variabel *Moderating* (Studi Kasus pada Pelanggan Boost Coffee Tebet)

Nama Mahasiswa : Indra Adi Sugara

Nomor Pokok Mahasiswa : 201710325064

Program Studi/Fakultas : Manajemen/Ekonomi dan Bisnis

Tanggal Lulus Ujian Skripsi : 06 Juli 2021

Jakarta, 16 Juli 2021

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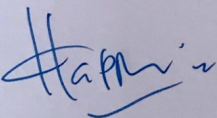
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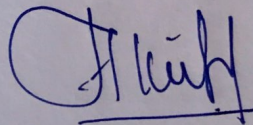
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Ketua Program Studi  
Manajemen

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## LEMBAR PERNYATAAN

Saya yang bertanda tangan di bawah ini:

Nama : Indra Adi Sugara

NPM : 201710325064

Tempat Tanggal Lahir : Jakarta, 20 Nopember 1993

Alamat : Jl. Waru No.9 RT07/RW07. Kelurahan Rawamangun.  
Kecamatan Pulo Gadung. Jakarta Timur.

Dengan ini saya menyatakan bahwa skripsi yang berjudul “**Analisis Store Atmosphere dan Sales Promotion terhadap Impulse Buying melalui Positive Emotion sebagai Variabel Moderating (Studi Kasus pada Pelanggan Boost Coffee Tebet)**” ini adalah benar – benar merupakan hasil karya saya sendiri dan tidak mengandung materi yang ditulis oleh orang lain kecuali pengutipan sebagai referensi yang sumber telah dituliskan secara jelas sesuai dengan kaidah penulisan karya ilmiah.

Saya memberikan izin skripsi ini untuk dipinjam dan digandakan melalui Perpustakaan Universitas Bhayangkara Jakarta Raya sekaligus menyimpan skripsi ini dalam bentuk digital dan mempublikasikannya melalui internet selama publikasi tersebut melalui portal Universitas Bhayangkara Jakarta Raya.

Pernyataan ini saya buat dengan sebenar – benarnya dan jika pernyataan ini pada kemudian hari ditemukan kecurangan dan tidak sesuai dengan apa yang saya katakan, saya bersedia menerima sanksi dari Universitas Bhayangkara Jakarta Raya sesuai dengan peraturan yang berlaku termasuk pencabutan gelar Sarjana Manajemen yang saya dapatkan.

Jakarta, 16 Juli 2021

Yang membuat pernyataan



Indra Adi Sugara

## LEMBAR PERSETUJUAN PEMBIMBING

Judul Skripsi : Analisis *Store Atmosphere* dan *Sales Promotion* terhadap *Impulse Buying* melalui *Positive Emotion* sebagai Variabel *Moderating* (Studi Kasus pada Pelanggan Boost Coffee Tebet)

Nama Mahasiswa : Indra Adi Sugara

Nomor Pokok Mahasiswa : 201710325064

Program Studi/Fakultas : Manajemen/Ekonomi dan Bisnis

Tanggal Lulus Ujian Skripsi : 06 Juli 2021



Jakarta, 16 Juli 2021

MENYETUJUI,

Pembimbing

A handwritten signature in blue ink, appearing to be 'Dewi Sri Wulandari', written over a vertical line that extends from the name below.

Dewi Sri Wulandari P.G, S.E., M.Sc

NIDN : 0303017106