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LAMPIRAN

LAMPIRAN 1: KUESIONER PENELITIAN

A. Pertanyaan

Jawablah pertanyaan pada kolom dibawah ini mengenai *Impulse Buying* (pembelian tak terencana) Anda di Matahari Department Store Mall Panakkukang dengan memberi tanda silang (x) pada kolom jawaban dengan memperhatikan nilai dan arti sebagai berikut :

1 : Sangat Tidak Setuju

2 : Tidak Setuju

3 : Netral

4 : Setuju

5 : Sangat Setuju

B. Data Responden

Nama :

Alamat :

Umur :

Penghasilan/uang : Saku Harian Perbulan

Jenis Kelamin : Laki-Laki Perempuan

Pekerjaan :
 Pelajar/Mahasiswa Pedagang
 PNS Pegawai Swasta
 Pengusaha Lainnya

No	Indikator	Pernyataan	Jawaban				
			STS	TS	N	S	SS
1	<i>Window Display</i>	Saya terdorong untuk memasuki toko ketika melihat <i>window display</i> yang menarik.					
2		Saya cenderung memilih toko tempat saya berbelanja berdasarkan <i>window display</i> yang unik dan menarik.					
3	<i>Mannequin Display</i>	Saya mendapatkan ide akan apa yang ingin saya beli melalui <i>mannequin display</i>					
4		Saya cenderung membeli pakaian yang saya sukai yang terdapat pada <i>mannequin display</i> namun tetap memperhatikan faktor daya tarik tambahan pada barang tersebut.					
5	<i>Floor Merchandising</i>	Saya cenderung mencoba pakaian yang menarik mata saya ketika saya lewat					
6		Saya cenderung mencoba pakaian yang menarik mata saya ketika saya lewat					
7	<i>Promotional Signage</i>	Saya cenderung tertarik melihat pakaian pakaian karena dorongan tanda <i>sale</i>					
8		Saya cenderung untuk melakukan pembelian tidak terencana jika pakaian tersebut memiliki tanda <i>sale</i> .					

No	Indikator	Pernyataan	Jawaban				
			STS	TS	N	S	SS
1	Pembelian dalam Jumlah Besar	Saya selalu membeli pakaian tertentu dengan jumlah yang banyak					
2		Saya selalu membeli semua varian pakaian dengan jumlah yang banyak					
3	Potongan Harga	Saya hanya suka membeli pakaian tertentu yang mempunyai potongan harga					
4		Saya akan membeli pakaian berkelipatan yang mempunyai potongan harga					
5	Antisipasi Pesaing Lain	Jumlah pakaian yang saya beli menjadi meningkat saat Central Busana melakukan potongan harga					
6		Saya ingin membeli produk pakaian wanita lebih banyak saat Central Busana melakukan potongan harga					

No	Indikator	Pernyataan	Jawaban				
			STS	TS	N	S	SS
1	Spontanitas Pembelian	Saya melakukan pembelian pakaian secara spontanitas					
2		Saya membeli pakaian karena tertarik display di toko					
3	Kekuatan, Kompulsi dan Intensitas	Saya akan tetap akan membeli pakaian yang saya anggap menarik walaupun pada akhirnya saya akan menyesal					
4		Saya akan membeli pakaian diluar perencanaan karena adanya penawaran menarik					

5		Membeli pakaian diluar perencanaan karena adanya penawaran menarik					
6	Kegairahan dan Stimulasi	Saya merasa tidak perlu berpikir panjang untuk membeli ketika mendapati pakaian yang menarik perhatian saya.					
7	Ketidakpedulian Akan Akibat	Saya tidak akan berfikir berulang-ulang sebelum memutuskan membeli pakaian yang menurut saya menarik.					
8		Saya tetap akan membeli pakaian yang saya anggap menarik meskipun harganya mahal.					

LAMPIRAN 2: TABULASI DATA

No	<i>Visual Merchandising</i>								Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	
1	4	4	4	4	3	3	3	3	28
2	4	4	4	5	4	4	4	4	33
3	3	3	2	4	5	5	3	2	27
4	4	4	5	4	5	5	3	2	32
5	3	4	4	4	3	3	4	3	28
6	5	3	2	4	5	5	5	5	34
7	3	4	4	4	3	4	4	3	29
8	4	5	5	5	5	4	4	4	36
9	4	5	5	5	4	4	4	5	36
10	4	5	5	5	5	4	4	5	37
11	2	3	3	3	2	3	3	2	21
12	1	2	1	1	1	1	2	1	10
13	4	5	4	5	5	4	5	4	36
14	4	4	5	5	5	4	5	5	37
15	4	5	5	4	4	5	4	5	36
16	4	4	4	5	4	5	5	4	35
17	4	4	5	4	5	5	5	4	36
18	4	4	4	5	4	5	4	4	34
19	4	5	5	5	5	4	5	4	37
20	4	4	5	5	5	5	4	5	37
21	5	4	5	5	5	5	4	5	38
22	3	4	3	4	4	4	4	3	29
23	3	4	4	4	3	4	3	4	29
24	4	5	5	4	5	5	5	4	37
25	5	5	4	5	4	4	5	4	36
26	4	4	4	5	5	5	4	5	36
27	4	4	4	3	3	4	4	3	29
28	4	4	4	4	5	4	5	4	34
29	3	3	2	2	2	2	3	2	19
30	4	4	5	5	5	5	5	4	37
31	4	4	5	5	4	4	5	4	35
32	5	5	5	5	4	4	5	4	37
33	3	3	4	4	3	3	4	4	28
34	5	4	4	5	5	5	4	5	37
35	4	5	5	4	4	4	4	5	35
36	2	3	3	3	2	3	2	2	20
37	4	5	5	5	5	4	5	4	37

38	4	5	5	5	4	5	4	4	36
39	4	5	5	5	4	5	4	4	36
40	4	4	4	5	4	5	5	4	35
41	4	5	5	5	5	4	5	4	37
42	5	4	5	5	5	5	4	5	38
43	3	4	4	4	3	4	4	3	29
44	3	4	4	3	3	4	4	4	29
45	2	3	2	3	3	2	2	2	19
46	5	4	5	5	5	5	4	4	37
47	4	5	5	5	4	4	4	5	36
48	4	3	4	4	3	4	3	3	28
49	4	5	5	4	4	5	5	4	36
50	4	5	5	4	5	4	4	4	35
51	4	5	4	4	5	5	4	4	35
52	4	4	3	4	4	3	4	4	30
53	2	1	2	2	2	2	1	1	13
54	3	2	3	3	3	2	2	2	20
55	4	3	4	4	4	3	4	3	29
56	3	4	4	3	3	3	4	4	28
57	3	4	4	4	4	3	4	4	30
58	4	4	4	5	5	5	4	5	36
59	4	5	4	4	5	5	5	5	37
60	4	4	4	5	5	4	5	4	35
61	4	4	5	5	5	4	5	5	37
62	1	2	2	1	2	2	1	1	12
63	2	3	2	3	3	2	3	3	21
64	4	4	5	5	4	5	4	5	36
65	4	5	5	4	5	5	5	4	37
66	4	4	5	5	4	5	5	5	37
67	3	4	4	4	4	4	3	4	30
68	4	5	5	5	4	5	5	4	37
69	4	5	5	4	5	4	5	5	37
70	4	3	4	4	4	3	4	4	30
71	4	5	5	5	4	5	5	4	37
72	4	5	5	5	5	4	5	5	38
73	4	4	3	4	4	3	4	4	30
74	4	4	5	5	4	5	5	4	36
75	4	5	5	4	4	4	5	4	35
76	5	4	4	4	5	5	4	4	35
77	4	3	4	4	4	4	3	4	30
78	4	5	5	5	4	4	5	4	36

79	4	5	4	4	5	4	5	5	36
80	4	5	5	4	4	4	5	5	36
81	4	5	5	4	5	5	4	5	37
82	4	4	5	5	5	4	4	4	35
83	4	5	4	4	5	5	5	4	36
84	4	5	5	4	4	4	5	5	36
85	3	2	2	2	3	2	2	3	19
86	1	1	1	2	2	2	1	2	12
87	2	3	3	2	3	3	2	3	21
88	4	4	5	5	4	4	4	5	35
89	3	4	4	4	3	4	4	4	30
90	4	5	5	5	4	4	5	5	37
91	4	4	4	3	4	4	4	3	30
92	3	4	4	3	4	4	3	3	28
93	4	5	5	4	4	4	5	5	36
94	3	4	4	4	3	4	4	4	30
95	5	4	4	5	5	5	4	4	36
96	4	5	5	4	4	4	5	5	36
97	5	5	5	4	4	4	5	5	37
98	5	4	4	4	5	5	4	4	35
99	2	2	2	3	2	2	3	2	18
100	4	4	5	5	4	4	4	5	35

No	<i>Price Discount</i>						Total
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	
1	2	2	3	3	4	4	18
2	2	3	4	4	4	4	21
3	3	2	3	3	4	1	16
4	2	2	2	3	4	4	17
5	4	3	4	4	3	3	21
6	3	3	5	5	5	5	26
7	3	4	4	4	4	3	22
8	4	5	4	5	5	4	27
9	5	4	5	5	4	4	27
10	5	4	5	5	5	5	29
11	3	2	3	3	3	2	16
12	2	1	2	2	2	1	10
13	4	5	4	4	4	5	26
14	5	4	4	4	5	4	26
15	5	4	4	5	5	4	27
16	4	5	5	4	4	5	27
17	4	5	4	5	5	5	28
18	5	4	5	4	5	5	28
19	4	5	5	4	5	5	28
20	5	4	5	4	4	5	27
21	5	4	5	4	5	5	28
22	3	3	3	3	4	4	20
23	4	3	4	4	4	4	23
24	4	4	4	4	5	4	25
25	4	4	5	5	5	4	27
26	5	5	5	4	4	4	27
27	4	4	4	3	3	4	22
28	5	5	5	4	4	5	28
29	2	2	2	3	3	2	14
30	4	4	4	5	5	4	26
31	4	5	5	4	4	5	27
32	5	4	5	4	4	5	27
33	4	4	3	3	4	3	21
34	5	5	4	4	5	4	27
35	4	5	5	4	5	5	28
36	3	2	3	3	3	2	16
37	4	4	5	5	5	5	28
38	4	5	5	5	5	4	28
39	4	5	5	5	4	5	28

40	5	5	4	5	5	4	28
41	4	4	4	5	5	5	27
42	5	4	5	5	5	4	28
43	3	3	3	4	4	3	20
44	4	3	4	4	4	3	22
45	3	3	3	3	3	2	17
46	4	5	5	4	4	4	26
47	5	4	5	5	4	5	28
48	3	4	4	4	3	3	21
49	4	5	5	4	5	5	28
50	4	4	5	5	5	4	27
51	4	4	4	5	4	5	26
52	3	3	4	4	4	3	21
53	2	1	2	2	2	1	10
54	2	3	3	3	2	2	15
55	4	3	4	4	4	3	22
56	4	3	4	3	4	4	22
57	3	3	3	4	4	4	21
58	5	4	5	5	4	5	28
59	5	4	5	4	5	5	28
60	4	4	5	5	4	5	27
61	5	4	5	5	5	4	28
62	1	1	1	2	2	1	8
63	3	2	3	3	3	3	17
64	5	4	5	5	5	5	29
65	5	4	5	5	5	4	28
66	4	4	4	5	5	4	26
67	3	3	3	4	4	4	21
68	4	4	5	5	4	5	27
69	4	4	4	5	4	5	26
70	4	3	4	4	4	4	23
71	4	4	5	5	5	4	27
72	4	4	5	5	5	5	28
73	3	3	3	4	3	4	20
74	4	4	5	5	4	4	26
75	5	4	5	5	5	4	28
76	5	4	4	4	5	5	27
77	3	3	4	4	3	3	20
78	4	4	5	4	4	5	26
79	4	5	5	5	4	4	27
80	5	5	4	4	5	5	28

81	5	4	5	5	5	4	28
82	4	5	5	4	4	4	26
83	4	4	5	5	5	4	27
84	5	4	4	5	5	5	28
85	2	2	3	3	2	2	14
86	1	2	2	1	2	2	10
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88	5	4	4	4	5	5	27
89	3	4	4	3	3	4	21
90	5	5	5	5	4	5	29
91	3	4	4	3	4	4	22
92	3	3	3	4	4	4	21
93	5	4	4	4	5	5	27
94	3	3	4	4	3	4	21
95	5	5	4	4	4	5	27
96	4	5	5	4	4	4	26
97	4	5	5	4	4	4	26
98	4	5	5	5	4	4	27
99	3	2	2	2	3	2	14
100	4	4	4	5	5	5	27

No	<i>Impulse Buying</i>								Total
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	
1	3	3	2	4	4	4	4	4	28
2	2	3	1	5	4	1	1	1	18
3	3	2	1	3	3	2	3	3	20
4	4	4	5	4	4	3	3	3	30
5	4	3	4	4	4	3	3	4	29
6	5	3	5	2	4	5	5	5	34
7	3	3	3	4	4	3	4	3	27
8	4	4	4	5	5	5	4	5	36
9	5	5	5	4	4	5	5	4	37
10	5	4	5	5	5	5	4	5	38
11	2	2	2	3	3	3	2	3	20
12	2	1	2	2	1	2	1	2	13
13	4	4	4	5	4	5	5	4	35
14	4	5	4	5	4	5	5	5	37
15	4	4	4	5	5	5	5	4	36
16	5	4	5	4	5	5	5	5	38
17	5	4	5	4	5	5	5	4	37
18	5	4	5	5	5	4	4	4	36
19	4	4	4	5	5	5	5	4	36
20	5	4	5	5	5	5	4	5	38
21	4	4	5	5	5	5	4	5	37
22	4	3	4	3	4	3	3	3	27
23	3	3	3	4	4	3	4	3	27
24	4	4	5	4	4	4	4	5	34
25	4	4	5	5	4	4	4	5	35
26	4	4	4	5	4	5	4	5	35
27	4	4	4	3	3	4	4	3	29
28	5	4	5	4	4	5	5	4	36
29	2	2	2	3	2	3	3	2	19
30	4	4	5	5	4	4	5	4	35
31	5	5	4	4	5	5	4	4	36
32	5	5	4	4	5	5	5	4	37
33	4	4	4	3	4	3	4	3	29
34	5	5	4	5	4	5	5	4	37
35	5	4	5	5	5	4	5	4	37
36	3	2	3	3	3	3	2	3	22
37	5	4	5	5	5	4	5	5	38
38	5	4	5	5	5	5	4	5	38
39	4	4	4	5	4	5	4	5	35

40	5	4	5	5	5	5	4	5	38
41	5	4	5	5	4	5	4	5	37
42	4	4	5	5	5	5	5	4	37
43	3	3	4	3	4	4	4	3	28
44	4	3	4	4	4	4	3	4	30
45	2	2	3	2	3	2	2	3	19
46	4	5	5	5	4	5	4	4	36
47	5	4	5	5	4	4	5	5	37
48	3	4	4	3	3	4	4	3	28
49	4	4	5	5	5	5	4	5	37
50	4	5	4	5	5	4	5	5	37
51	5	4	5	4	4	4	4	5	35
52	3	3	4	4	4	3	4	4	29
53	2	1	2	2	1	2	2	1	13
54	2	3	3	3	2	3	2	2	20
55	3	3	4	4	4	3	4	4	29
56	3	3	3	3	4	4	3	3	26
57	4	3	4	3	3	4	4	3	28
58	4	4	4	5	5	5	4	5	36
59	4	4	4	5	5	5	4	5	36
60	5	4	5	5	4	5	5	5	38
61	5	4	5	5	5	5	5	4	38
62	1	1	2	2	1	2	2	2	13
63	3	2	3	3	3	2	3	3	22
64	4	4	5	4	5	5	5	4	36
65	4	4	4	5	5	4	5	5	36
66	4	4	5	4	4	5	4	5	35
67	3	4	4	3	4	3	4	4	29
68	4	4	4	5	5	5	4	5	36
69	5	4	5	5	4	5	5	5	38
70	4	3	4	4	3	4	4	4	30
71	4	4	4	5	5	5	4	4	35
72	4	4	4	4	5	4	5	5	35
73	3	4	3	4	4	4	3	3	28
74	4	5	5	4	4	4	5	4	35
75	5	4	5	5	5	4	5	5	38
76	4	4	5	5	4	5	5	4	36
77	3	4	4	4	3	4	4	3	29
78	5	5	4	5	4	5	5	5	38
79	4	4	5	5	4	4	4	4	34
80	5	4	4	4	5	5	5	4	36

81	4	4	5	5	5	4	5	4	36
82	5	4	4	5	4	4	4	5	35
83	4	5	4	5	5	4	5	5	37
84	5	4	4	4	5	5	4	4	35
85	2	2	2	3	2	2	2	3	18
86	2	1	2	2	2	2	1	2	14
87	2	3	2	3	2	2	2	2	18
88	4	4	5	5	4	4	4	5	35
89	3	3	4	4	4	3	4	4	29
90	5	4	5	5	5	4	5	5	38
91	4	3	3	4	4	4	4	3	29
92	4	3	4	4	4	4	3	4	30
93	4	4	4	5	5	5	4	4	35
94	3	4	4	3	4	4	4	3	29
95	5	4	4	4	5	5	4	4	35
96	4	5	5	5	4	4	4	5	36
97	4	4	4	5	5	4	4	4	34
98	4	4	4	5	5	5	4	4	35
99	2	2	3	2	2	3	2	2	18
100	5	4	4	4	5	5	5	4	36

LAMPIRAN 3: HASIL OLAH DATA

		Correlations								Visual Merchandising
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	
X1.1	Pearson Correlation	1	.647**	.693**	.753**	.776**	.732**	.720**	.725**	.875**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.647**	1	.807**	.650**	.625**	.638**	.791**	.707**	.854**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.693**	.807**	1	.747**	.617**	.672**	.715**	.727**	.872**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.753**	.650**	.747**	1	.708**	.711**	.717**	.719**	.872**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.776**	.625**	.617**	.708**	1	.745**	.657**	.675**	.841**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.732**	.638**	.672**	.711**	.745**	1	.636**	.631**	.836**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.720**	.791**	.715**	.717**	.657**	.636**	1	.734**	.869**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	.725**	.707**	.727**	.719**	.675**	.631**	.734**	1	.863**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Visual Merchandising	Pearson Correlation	.875**	.854**	.872**	.872**	.841**	.836**	.869**	.863**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

		Correlations						Price Discount
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	
X2.1	Pearson Correlation	1	.728**	.755**	.676**	.721**	.698**	.877**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.728**	1	.794**	.654**	.634**	.744**	.878**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.755**	.794**	1	.757**	.639**	.734**	.897**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.676**	.654**	.757**	1	.730**	.678**	.852**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.721**	.634**	.639**	.730**	1	.706**	.839**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.698**	.744**	.734**	.678**	.706**	1	.879**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Price Discount	Pearson Correlation	.877**	.878**	.897**	.852**	.839**	.879**	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).

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Impulse Buying
Y.1	Pearson Correlation	1	.736**	.786**	.635**	.749**	.777**	.770**	.757**	.897**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.736**	1	.713**	.730**	.737**	.743**	.776**	.683**	.880**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.786**	.713**	1	.581**	.636**	.706**	.734**	.743**	.853**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.4	Pearson Correlation	.635**	.730**	.581**	1	.742**	.627**	.620**	.711**	.812**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.5	Pearson Correlation	.749**	.737**	.636**	.742**	1	.703**	.715**	.713**	.865**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.6	Pearson Correlation	.777**	.743**	.706**	.627**	.703**	1	.752**	.722**	.871**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.7	Pearson Correlation	.770**	.776**	.734**	.620**	.715**	.752**	1	.712**	.879**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.8	Pearson Correlation	.757**	.683**	.743**	.711**	.713**	.722**	.712**	1	.873**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Impulse Buying	Pearson Correlation	.897**	.880**	.853**	.812**	.865**	.871**	.879**	.873**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
.949	8

Reliability Statistics

Cronbach's Alpha	N of Items
.935	6

Reliability Statistics

Cronbach's Alpha	N of Items
.952	8

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.967 ^a	.935	.933	1.767

a. Predictors: (Constant), Price Discount, Visual Merchandising

b. Dependent Variable: Impulse Buying

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4334.411	2	2167.206	693.841	.000 ^b
	Residual	302.979	97	3.123		
	Total	4637.390	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Price Discount, Visual Merchandising

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.081	.877		.092	.927
	Visual Merchandising	.338	.092	.327	3.665	.000
	Price Discount	.874	.120	.650	7.290	.000

a. Dependent Variable: Impulse Buying

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	7	7.0	7.0	10.0
	N	17	17.0	17.0	27.0
	S	62	62.0	62.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	5	5.0	5.0	7.0
	N	13	13.0	13.0	20.0
	S	45	45.0	45.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	9	9.0	9.0	11.0
	N	7	7.0	7.0	18.0
	S	37	37.0	37.0	55.0
	SS	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	5	5.0	5.0	7.0
	N	11	11.0	11.0	18.0
	S	42	42.0	42.0	60.0
	SS	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	7	7.0	7.0	8.0
	N	17	17.0	17.0	25.0
	S	39	39.0	39.0	64.0
	SS	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	9	9.0	9.0	10.0
	N	12	12.0	12.0	22.0
	S	45	45.0	45.0	67.0
	SS	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	6	6.0	6.0	9.0
	N	12	12.0	12.0	21.0
	S	43	43.0	43.0	64.0
	SS	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	9	9.0	9.0	12.0
	N	13	13.0	13.0	25.0
	S	46	46.0	46.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	9	9.0	9.0	11.0
	N	20	20.0	20.0	31.0
	S	41	41.0	41.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	11	11.0	11.0	14.0
	N	19	19.0	19.0	33.0
	S	44	44.0	44.0	77.0
	SS	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	7	7.0	7.0	8.0
	N	15	15.0	15.0	23.0
	S	35	35.0	35.0	58.0
	SS	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	4	4.0	4.0	5.0
	N	17	17.0	17.0	22.0
	S	42	42.0	42.0	64.0
	SS	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	N	14	14.0	14.0	20.0
	S	43	43.0	43.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	9	9.0	9.0	13.0
	N	10	10.0	10.0	23.0
	S	42	42.0	42.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	11	11.0	11.0	12.0
	N	16	16.0	16.0	28.0
	S	43	43.0	43.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	8	8.0	8.0	12.0
	N	19	19.0	19.0	31.0
	S	58	58.0	58.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	9	9.0	9.0	11.0
	N	10	10.0	10.0	21.0
	S	43	43.0	43.0	64.0
	SS	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7.0	7.0	7.0
	N	17	17.0	17.0	24.0
	S	30	30.0	30.0	54.0
	SS	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	6	6.0	6.0	9.0
	N	10	10.0	10.0	19.0
	S	44	44.0	44.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	9	9.0	9.0	10.0
	N	15	15.0	15.0	25.0
	S	34	34.0	34.0	59.0
	SS	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Y.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	9	9.0	9.0	12.0
	N	10	10.0	10.0	22.0
	S	46	46.0	46.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Y.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	7	7.0	7.0	9.0
	N	20	20.0	20.0	29.0
	S	37	37.0	37.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

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