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APPENDIX

Appendix 1: Biography



PERRSONAL DATA

FEMALE

MUSLIM

Indonesia

Was born on at
Makassar,

20 March 1999

Do not have physical
disabilities

Single

Address:

Dahlia no.19A
(sunshine preschool)

Email:

alibanaliyah@gmail.com

Nabila.aliyah@aiesec.net

ANDI NABILAH ALIYAH SAID

Bachelor of Management

Faculty of Economics and Business

Universitas Hasanuddin

EDUCATIONAL BACKGROUND

YEAR	EDUCATION	COURSE
2004-2010	SDN Mangkura II Makassar, Sulawesi Selatan	-
2010-2013	SMP Negeri 6 Makassar Sulawesi Selatan	-
2013-2016	SMA Negeri 2 Makassar, Sulawesi Selatan	Science
2016-2020	Faculty of Economics and Business Universitas Hasanuddin	Management Marketing

ORGANIZATION BACKGROUND

YEAR	ORGANIZATION	DIVISION
2014-2016	OSIS SMA Negeri 2 Makassar	<ul style="list-style-type: none"> ✧ Member of division 10 ✧ Coordinator of division 6
2016-2020	Himpunan Ikatan Mahasiswa Manajemen (IMMAJ) FEB Universitas Hasanuddin	Member (Keluarga Mahasiswa)

2018 - 2021	Aiesec In Universitas Hasanuddin	Team Leader of ER Network Maintenance
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Appendix 2: Questionnaire

RESEARCH QUESTIONNAIRE

Dear:

FEB UH student

In place,

Sincerely,

Greet a happiness with respect for every respondent. Let me introduce my self my name is Andi Nabilah Aliyah to reach undergraduate student in Management, Faculty of Economics and Business - Universitas Hasanuddin. Currently I am doing a research thesis under the title:

"THE EFFECT OF HEDONIC SHOPPING LIFESTYLE AND SHOPPING LIFESTYLE TOWARDS IMPULSE BUYING AT TOKOPEDIA " (Study on Tokopedia Consumer in the Faculty of Economics and Business, Universitas Hasanuddin)

Requesting the willingness of students to fill out the questionnaire that I submit is in accordance with your experience with shopping on the Tokopedia site. This research is expected to be a reference for studying and issues related to the variables. All information that you provide will be guaranteed confidentiality and is only for academic purposes.

All information you provide in this questionnaire is for research thesis purposes only will for private. Therefore, I ask the availability of every respondents (brothers and sisters) whom able spend a little time of time to fill all the questions in this questionnaire as accurately. For your understanding and participation. I would like to say grateful to the almighty Allah SWT bring blessing and merciful to us as always.

Thank you for your willingness

Researcher

Andi Nabilah Aliyah Said

A21116812

QUESTIONNAIRE FORM

Name:

Department: a. Economics b. Management c. Accounting

Batch: a.2016 b.2017 c.2018

Gender: a.Male b.Female

Filling your data and choose the statement below in accordance with your shopping experience at Tokopedia site by putting a mark in the column of questionnaire provided with the description below. **Indicator Information:**

- ✧ SS : Very agree (score 5)
- ✧ S : Agree (score 4)
- ✧ N : Neutral (score 3)
- ✧ D : Disagree (score 2)
- ✧ SD : Strongly Disagree (score 1)

XI= Hedonic Shopping Motivation (Motivation Belanja Hedonis)

No.	Question	SD	D	N	S	SS
1	Shopping at Tokopedia is a special experience.					
2	Shopping at Tokopedia as an alternative to deal with stress.					
3	Shopping for other people than for ourselves at Tokopedia.					
4	Shopping at Tokopedia because discount and low prices.					
5	Shopping at Tokopedia to follow the trend of new models.					

X2= Shopping Lifestyle (Gaya Hidup Belanja)

No	Question	SD	D	N	S	SS
1	I tend to shop products which offering from Tokopedia advertisements					
2	I interest with fashion products in Tokopedia					
3	I tend to looking products at Tokopedia with a famous brand					
4	I interest to get similar products at Tokopedia with different brand					
5	I tend to risk or sacrifice more money to shop at Tokopedia products.					

Y= Impulse Buying (Pembelian Impulsif)

No.	Question	SD	D	N	S	SS
1	Purely spontaneous to buy a special offers products at Tokopedia					
2	Consequences to buy when reminded of previous products at Tokopedia					
3	Positive emotion to spending more money with online products at Tokopedia					
4	Willing to buy at Tokopedia even did not really need products					
5	Browsing a products at Tokopedia makes buying without consideration					

Appendix 3: Identity and Respondent Answer

◆ IDENTITY OF RESPONDENTS:

NUMBER RESPONDENT	DEPARTEMENT	BATCH	GENDER
1	Economics	2018	Female
2	Management	2018	Male
3	Economics	2018	Female
4	Management	2016	Female
5	Management	2016	Female
6	Economics	2018	Female
7	Management	2016	Female
8	Management	2017	Female
9	Management	2016	Male
10	Management	2016	Female
11	Management	2016	Male
12	Economics	2016	Male
13	Management	2017	Female
14	Management	2016	Male
15	Accounting	2017	Female
16	Accounting	2017	Female
17	Accounting	2017	Female
18	Management	2016	Male
19	Management	2016	Female
20	Economics	2016	Female

21	Management	2016	Female
22	Management	2016	Female
23	Management	2016	Male
24	Management	2016	Female
25	Management	2016	Female
26	Management	2017	Female
27	Economics	2017	Male
28	Management	2016	Female
29	Economics	2016	Female
30	Management	2016	Female
31	Economics	2016	Male
32	Management	2016	Female
33	Economics	2017	Male
34	Management	2017	Female
35	Management	2016	Female
36	Economics	2017	Male
37	Management	2018	Male
38	Management	2016	Female
39	Economics	2017	Male
40	Management	2016	Male
41	Economics	2018	Female
42	Accounting	2016	Female
43	Management	2018	Female
44	Accounting	2018	Male

45	Management	2016	Male
46	Economics	2016	Female
47	Management	2018	Male
48	Management	2016	Female
49	Economics	2016	Male
50	Economics	2016	Female
51	Management	2016	Male
52	Management	2016	Female
53	Economics	2017	Female
54	Management	2018	Male
55	Accounting	2018	Male
56	Accounting	2016	Female
57	Economics	2018	Female
58	Economics	2016	Male
59	Management	2016	Female
60	Economics	2018	Male
61	Accounting	2016	Female
62	Accounting	2018	Female
63	Economics	2016	Male
64	Economics	2016	Male
65	Accounting	2018	Female
66	Accounting	2016	Female
67	Economics	2016	Male
68	Accounting	2016	Female

69	Accounting	2018	Male
70	Accounting	2016	Male
71	Accounting	2017	Male
72	Economics	2016	Female
73	Economics	2016	Male
74	Management	2016	Female
75	Management	2016	Male
76	Accounting	2016	Male
77	Accounting	2016	Female
78	Management	2017	Male
79	Economics	2016	Female
80	Management	2016	Female
81	Accounting	2018	Male
82	Accounting	2016	Female
83	Economics	2017	Male
84	Economics	2016	Female
85	Accounting	2017	Female
86	Accounting	2016	Male
87	Economics	2016	Female
88	Accounting	2017	Male
89	Accounting	2016	Female
90	Economics	2017	Male
91	Accounting	2016	Female
92	Accounting	2017	Female

◆ RESPONDENT'S ANSWER:

NO.	HEDONIC SHOPPING MOTIVATION					X1	SHOPPING LIFESTYLE					X2	IMPULSE BUYING					Y
	Q1	Q2	Q3	Q4	Q5	SUM	Q6	Q7	Q8	Q9	Q10	SUM	Q11	Q12	Q13	Q14	Q15	SUM
1	4	5	3	5	4	21	4	3	4	5	4	20	5	4	3	4	5	21
2	4	5	3	4	4	20	5	4	4	5	3	21	4	3	5	4	4	20
3	5	4	5	4	5	23	4	3	5	4	4	20	4	5	4	4	5	22
4	3	3	2	3	3	14	4	3	3	3	3	16	3	3	3	3	3	15
5	3	5	1	5	2	16	4	5	3	2	2	16	4	2	1	2	3	12
6	4	4	4	5	5	22	4	4	4	4	4	20	4	4	4	4	4	20
7	3	4	2	4	4	17	4	5	5	4	5	23	5	5	5	5	5	25
8	3	3	2	4	3	15	4	4	4	3	3	18	4	3	2	2	2	13
9	4	3	1	5	4	17	4	5	5	5	4	23	2	3	2	3	3	13
10	5	4	4	4	4	21	5	4	5	4	4	22	5	4	4	5	4	22
11	3	3	3	2	3	14	4	4	4	4	4	20	4	3	3	3	3	16
12	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
13	4	3	3	4	4	18	4	4	4	4	4	20	4	3	3	3	3	16
14	4	3	1	4	3	15	4	4	4	4	3	19	3	3	3	3	3	15
15	5	3	2	3	3	16	3	4	4	5	4	20	3	3	3	2	2	13
16	4	5	3	5	5	22	5	5	5	5	4	24	5	4	4	4	5	22
17	3	3	3	3	2	14	2	2	2	2	3	11	3	2	4	4	2	15
18	4	2	2	4	4	16	4	4	4	4	4	20	4	2	4	2	4	16
19	3	3	2	3	3	14	3	3	3	3	3	15	2	2	3	3	3	13
20	4	2	1	5	3	15	3	4	3	4	3	17	4	4	2	3	3	16

21	2	2	4	4	3	15	3	3	4	4	4	18	4	2	2	3	2	13
22	3	3	4	4	3	17	4	4	4	4	4	20	4	2	1	1	2	10
23	4	2	3	4	4	17	5	5	4	4	4	22	2	2	3	2	4	13
24	3	3	3	3	2	14	2	2	2	2	3	11	3	2	4	4	2	15
25	4	4	5	4	4	21	4	5	4	4	4	21	4	4	4	4	4	20
26	4	3	1	4	3	15	4	4	4	4	3	19	3	3	3	3	3	15
27	3	3	3	3	3	15	4	4	4	4	4	20	3	3	3	3	3	15
28	4	4	4	5	5	22	5	5	5	5	5	25	5	4	4	5	5	23
29	5	4	4	5	5	23	5	5	4	4	4	22	4	2	2	2	2	12
30	4	4	2	4	3	17	4	4	4	4	4	20	4	3	3	3	3	16
31	3	3	3	4	3	16	2	4	4	3	3	16	2	2	2	2	2	10
32	2	2	2	3	2	11	3	2	3	3	2	13	2	2	2	2	2	10
33	3	4	4	4	5	20	5	4	5	5	4	23	5	5	4	4	4	22
34	2	3	3	5	3	16	4	3	4	5	4	20	5	4	3	4	4	20
35	3	4	4	4	3	18	4	4	4	3	4	19	2	2	2	2	2	10
36	1	2	2	5	2	12	4	3	3	3	3	16	4	4	2	2	3	15
37	3	2	4	4	3	16	4	3	3	3	3	16	2	4	2	2	2	12
38	3	3	3	3	3	15	3	3	3	3	3	15	3	3	3	3	3	15
39	4	4	2	3	4	17	4	4	3	4	3	18	3	3	4	3	4	17
40	4	3	4	5	4	20	4	4	4	4	4	20	3	4	4	4	3	18
41	3	4	2	3	4	16	3	5	4	4	4	20	4	5	5	5	4	23
42	3	2	3	3	2	13	2	2	3	2	3	12	2	4	3	2	3	14

43	3	2	2	4	3	14	3	4	4	4	4	19	4	4	3	3	2	16
44	3	3	3	4	4	17	4	4	4	4	4	20	4	3	3	3	2	15
45	4	2	2	5	4	17	3	5	5	5	5	23	5	1	1	3	1	11
46	3	1	2	3	2	11	3	3	4	3	3	16	2	4	3	2	2	13
47	2	1	1	3	2	9	1	2	2	2	3	10	3	3	2	3	3	14
48	3	3	3	3	1	13	2	2	3	3	3	13	2	3	2	2	1	10
49	5	2	2	5	4	18	4	4	5	5	4	22	4	3	3	3	3	16
50	5	4	3	4	3	19	4	4	4	4	4	20	2	2	2	2	2	10
51	4	3	4	5	5	21	5	5	5	5	5	25	3	3	3	4	3	16
52	3	2	3	3	3	14	3	3	3	3	3	15	3	2	2	3	3	13
53	3	2	2	4	3	14	4	4	5	4	4	21	3	3	2	3	2	13
54	3	2	3	3	3	14	4	3	3	4	3	17	2	2	3	2	3	12
55	3	2	3	3	3	14	4	4	3	3	4	18	3	4	4	3	3	17
56	3	3	4	4	3	17	4	4	4	4	4	20	3	4	4	5	4	20
57	3	2	2	4	2	13	2	3	4	4	2	15	2	4	2	2	1	11
58	5	4	3	5	4	21	3	5	4	3	5	20	4	3	5	4	3	19
59	3	3	5	3	3	17	3	3	3	5	5	19	1	2	1	3	2	9
60	2	3	1	4	3	13	3	3	4	3	4	17	3	3	2	2	2	12
61	4	4	4	4	4	20	4	4	4	5	4	21	3	4	2	3	2	14
62	4	4	1	2	3	14	1	4	3	5	4	17	4	3	3	3	2	15
63	4	3	2	5	3	17	4	4	4	4	4	20	4	4	3	3	2	16
64	4	4	3	5	3	19	5	5	5	5	5	25	5	5	3	3	4	20
65	2	2	1	4	2	11	2	3	3	4	4	16	4	4	2	2	2	14

66	3	2	3	4	2	14	3	3	4	3	3	16	2	2	2	2	2	10
67	5	5	3	5	3	21	4	5	5	5	5	24	5	3	3	3	3	17
68	4	4	3	5	5	21	4	4	4	4	4	20	5	5	3	4	5	22
69	3	3	2	4	3	15	4	4	4	4	4	20	2	4	2	4	2	14
70	3	2	2	2	2	11	2	2	3	3	3	13	3	3	3	3	3	15
71	4	3	1	4	3	15	5	4	4	4	3	20	5	4	4	2	3	18
72	2	2	1	5	4	14	5	4	4	3	5	21	4	2	1	1	2	10
73	3	4	3	4	3	17	2	4	4	4	5	19	4	3	3	2	3	15
74	3	2	1	4	4	14	3	4	3	4	4	18	1	3	1	3	1	9
75	2	3	2	4	2	13	3	3	3	3	3	15	2	2	2	2	2	10
76	4	2	2	2	2	12	4	4	4	4	4	20	2	4	2	2	2	12
77	4	3	2	4	4	17	3	4	4	4	4	19	4	3	4	4	4	19
78	3	2	2	4	3	14	4	4	3	3	3	17	3	2	2	2	2	11
79	2	2	4	2	4	14	4	2	2	4	4	16	4	2	4	2	4	16
80	3	3	2	3	4	15	3	4	4	4	3	18	3	4	3	3	4	17
81	3	2	2	4	3	14	4	4	4	4	4	20	2	4	2	3	2	13
82	3	4	4	4	4	19	4	4	5	5	4	22	5	4	5	5	5	24
83	3	3	3	3	3	15	3	3	3	3	3	15	3	3	3	3	3	15
84	5	4	5	5	4	23	5	5	5	5	5	25	5	5	5	5	5	25
85	5	3	3	4	3	18	4	5	4	4	4	21	3	2	2	3	1	11
86	2	2	2	2	2	10	2	2	2	2	2	10	3	3	3	3	3	15
87	1	3	1	4	5	14	4	5	5	5	5	24	3	5	3	3	3	17
88	3	2	2	5	2	14	5	2	4	2	2	15	4	2	1	3	2	12

89	5	4	4	5	3	21	5	5	5	5	5	25	5	4	4	4	3	20
90	4	4	4	4	4	20	4	5	4	4	5	22	5	5	5	4	4	23
91	4	3	3	4	3	17	3	3	4	4	4	18	3	4	3	2	3	15
92	2	3	2	4	3	14	3	3	3	3	3	15	3	4	2	3	4	16

Appendix 4: Validity Test and Reliability Test Results

❖ Validity Test Result

Variable X_1 : Hedonic Shopping Motivation Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	Total_X1
X1.1	Pearson Correlation	1	.470**	.301**	.314**	.391**	.714**
	Sig. (2-tailed)		.000	.004	.002	.000	.000
	N	92	92	92	92	92	92
X1.2	Pearson Correlation	.470**	1	.360**	.322**	.458**	.755**
	Sig. (2-tailed)	.000		.000	.002	.000	.000
	N	92	92	92	92	92	92
X1.3	Pearson Correlation	.301**	.360**	1	.098	.340**	.644**
	Sig. (2-tailed)	.004	.000		.355	.001	.000
	N	92	92	92	92	92	92
X1.4	Pearson Correlation	.314**	.322**	.098	1	.406**	.592**
	Sig. (2-tailed)	.002	.002	.355		.000	.000
	N	92	92	92	92	92	92
X1.5	Pearson Correlation	.391**	.458**	.340**	.406**	1	.744**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	92	92	92	92	92	92
Total_X1	Pearson Correlation	.714**	.755**	.644**	.592**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	92	92	92	92	92	92

Variable X_2 : Shopping Lifestyle Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	Total_X2
X2.1	Pearson Correlation	1	.550**	.587**	.434**	.343**	.734**
	Sig. (2-tailed)		.000	.000	.000	.001	.000
	N	92	92	92	92	92	92
X2.2	Pearson Correlation	.550**	1	.691**	.595**	.624**	.855**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	92	92	92	92	92	92
X2.3	Pearson Correlation	.587**	.691**	1	.681**	.599**	.871**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	92	92	92	92	92	92

X2.4	Pearson Correlation	.434**	.595**	.681**	1	.651**	.822**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	92	92	92	92	92	92
X2.5	Pearson Correlation	.343**	.624**	.599**	.651**	1	.779**
	Sig. (2-tailed)	.001	.000	.000	.000		.000
	N	92	92	92	92	92	92
Total_X2	Pearson Correlation	.734**	.855**	.871**	.822**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	92	92	92	92	92	92

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

Variable Y: Impulse Buying Correlations

		Y1	Y2	Y3	Y4	Y5	Total_Y
Y1	PearsonCorrelation	1	.362**	.465**	.449**	.550**	.722**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	92	92	92	92	92	92
Y2	PearsonCorrelation	.362**	1	.489**	.503**	.520**	.720**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	92	92	92	92	92	92
Y3	PearsonCorrelation	.465**	.489**	1	.671**	.702**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	92	92	92	92	92	92
Y4	PearsonCorrelation	.449**	.503**	.671**	1	.610**	.810**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	92	92	92	92	92	92
Y5	PearsonCorrelation	.550**	.520**	.702**	.610**	1	.858**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	92	92	92	92	92	92
Total_Y	PearsonCorrelation	.722**	.720**	.844**	.810**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	92	92	92	92	92	92

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

❖ **Reliability Test Result**

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.721	5

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.868	5

Y

Reliability Statistics

Cronbach's Alpha	N of Items
.850	5

Appendix 5: Analysis Result of Multiple Linear Regression

❖ Multiple Linear Regression Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	3.257	1.994		1.633	.106
	Total_X1	.615	.160	.494	3.851	.000
	Total_X2	.120	.149	.104	.809	.421

a. Dependent Variable: Total_Y

❖ Partial Test (T-Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	3.257	1.994		1.633	.106
	Total_X1	.615	.160	.494	3.851	.000
	Total_X2	.120	.149	.104	.809	.421

a. Dependent Variable: Total_Y

❖ Simultaneous Test (F-Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	488.629	2	244.315	22.004	.000 ^b
	Residual	988.197	89	11.103		
	Total	1476.826	91			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1

❖ Coefficients Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.575 ^a	.331	.316	3.332	2.073

a. Predictors: (Constant), Total_X2, Total_X1

b. Dependent Variable: Total_Y

