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UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI BISNIS

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : <http://www.unipasby.ac.id>

KARTU BIMBINGAN SKRIPSI

Nama	:	Vina Aprilia
Prodi / NIM	:	Manajemen / 171500088
Judul Skripsi	:	Pengaruh Store Environment, Service Quality dan Word of mouth Terhadap Impulse Buying di Kopi D Jagongan Surabaya
Dosen Pembimbing	:	
Periode Kepembimbingan	:	20 Oktober 2020 s/d 25 Maret 2021

URAIAN KEGIATAN KEPEMBIMBINGAN :

NO	TANGGAL	MATERI BIMBINGAN	KET.	TANDA TANGAN
1.	22/10-20	Judul	Revisi	
2.	2/11-20	Bab I	Revisi	
3.	7/11-20	Bab I	Revisi	
4.	11/11-20	Bab I	Acc	
5.	12/11-20	Bab II	Revisi	
6.	18/11-20	Bab II	Revisi	
7.	21/12-20	Bab II	Acc	
8.	21/12-20	Bab III	Revisi	
9.	06/1-21	Bab III	Acc	
10.	01/2-21	Ujian Proposal		
11.	15/3-21	Bab IV-V	Revisi	
12.	16/3-21	Bab IV-V	Acc	
13.	24/3-21	Artikel	Acc	

Bimbingan selesai pada tanggal 24/3/21

Dosen Pembimbing



Mahasiswa,

Vina Aprilia



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI dan BISNIS

Kampus : Jl. DukuhMenanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234
Website : <http://www.unipasby.ac.id>

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : VINA APRILLIA
NIM/Program Studi : 171500088 / MANAJEMEN
Judul Skripsi : PENGARUH STORE ENVIRONMENT, SERVICE QUALITY
DAN WORD OF MOUTH TERHADAP IMPULSE BUYING
DI KOPPI D'JAGONGAN SURABAYA
Tanggal Ujian Skripsi : 9 APRIL 2021
Penguji : 1. I Ketut Subagiarta, Drs., Ec. M.Si. ✓
2. Widhayani Puri S.Sos., SE., MSM.

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	9/4/21	Revisi 1	
2	9/4/21	Revisi 2	
3			
4			
5			
6			
7			
8			

Penguji I,
I. Ketut Subagiarta

Surabaya, 14 April 2021
Penguji II,
Widhayani Puri S.Sos., SE., MSM.



**FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS PGRI ADI BUANA SURABAYA**

Kampus : Jl. Dukuh Menganggal XII/4, Telp- Fax 031-8281183 Surabaya 60234
website : <http://www.unipasby.ac.id>

Nomor : 200517/01/FEB/X/2020
Lampiran :-
Perihal : Ijin Penelitian dan Pengambilan Data

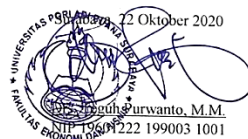
Kepada Yth:
Bapak/Ibu Pimpinan
Kafe Kopi D'jagongan
Jl. Raya Wisma Pagesangan No. 197
di -
Surabaya

Sesuai kurikulum Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi atau Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon berkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini:

Nama : Vina Aprillia
NIM : 171500088
Prodi : Manajemen

Judul Skripsi : Pengaruh Store Environment, Service Quality dan Word of Mouth terhadap Impulse Buying di Kopi D'Jagongan Surabaya.

Demikian atas perkenanan serta kebijaksanaan Bapak/Ibu Kami sampaikan terimakasih.



LAMPIRAN

KUESIONER PENELITIAN

Responden yang terhormat,

Bersama ini saya mohon Saudara/Saudari untuk mengisi kuesioner yang dibawah ini sebagai bahan analisis data dalam penyelesaian penelitian pengaruh *store environment*, *service quality* dan *word of mouth* terhadap *impulse buying* di Kopi D'jagongan.

1. IDENTITAS RESPONDEN

- | | | | |
|----------------------|---|----------------------------|-------------------|
| Nama | : | | |
| Umur | : | | |
| Jenis Kelamin | : | a. Laki-Laki | b. Perempuan |
| Pekerjaan | : | a. Pelajar/Mahasiswa | b. Pegawai Negeri |
| | | c. Pegawai Swasta | d. Wiraswasta |
| | | e. Lain-Lain | |
| Frekuensi Berkunjung | : | a. 1 kali | b. 2 kali |
| | | c. Lebih dari 2 (dua) kali | |

2. INDIKATOR

Jawablah pertanyaan dibawah ini dengan memberikan tanda (√) pada jawaban yang telah tersedia sesuai dengan anggapan anda. Alternatif jawaban sebagai berikut:

- SS = Sangat Setuju (skor 5)
S = Setuju (skor 4)
R = Ragu-ragu (skor 3)
KS = Kurang Setuju (skor 2)
STS = Sangat Tidak Setuju (skor 1)

a. *Store Environment*

No	Pernyataan	SS	S	R	TS	STS
1	Adanya live music membuat pengunjung menikmati suasana kafe?					
2	Kebersihan, kerapian, kenyamanan kafe cukup membuat anda nyaman?					
3	Desain kafe yang mengusung tema <i>outdoor</i> dan <i>indoor</i> menjadikan kafe terlihat menarik?					
4	Adanya dinding kaca membuat ruangan terasa luas?					
5	Karyawan berpenampilan rapi dan menarik?					
6	Karyawan melayani dengan sopan?					

b. Service Quality

No	Pernyataan	SS	S	R	TS	STS
1	Keanekaragaman menu yang disajikan					
2	Kesigapan karyawan dalam melayani setiap permintaan pelanggan					
3	Menyajikan minuman dengan citarasa yang enak					
4	Kecepatan karyawan dalam menyajikan pesanan					

5	Kasir yang cepat dan tepat dalam melayani proses pembayaran					
6	Menyajikan makanan dan minuman yang bersih dan higienis					
7	Karyawan yang menerima pelanggan dengan ramah					
8	Perhatian terhadap kritik dan saran yang diberikan oleh pelanggan					
9	Kesungguhan karyawan dalam mengutamakan kepentingan pelanggan					
10	Kemampuan karyawan memperlakukan pelanggan dengan penuh perhatian					

c. *Word of Mouth*

No	Pernyataan	SS	S	R	TS	STS
1	Saya akan merekomendasikan kepada orang lain untuk mengunjungi kopi D'jagongan					
2	Saya mengetahui kafe melalui informasi dari orang-orang yang berkunjung ke kopi D'jagongan terlebih dahulu					

3	Saya mempromosikan kepada kalangan terdekat perihal kenyamanan saya mengunjungi kopi D'jagongan					
4	Saya mendapat rekomendasi dari orang lain untuk mencoba kopi D'jagongan					
5	Saya mendengar pengalaman positif tentang kopi D'jagongan					
6	Saya didorong orang lain untuk mencoba kopi D'jagongan					
7	Saya membicarakan kepada orang lain kepuasan saya setelah berkunjung ke kopi D'jagongan					
8	Saya sering mendengar orang lain menceritakan kepuasannya setelah berkunjung ke kopi D'jagongan					

d. *Impulse Buying*

No	Pernyataan	SS	S	R	TS	STS
1	Saya tidak merasa ragu ketika melakukan pembelian					
2	Saya terpengaruh oleh promosi yang ditawarkan					

3	Saya cenderung mengunjungi kafe baru yang sedang diperbincangkan banyak orang					
4	Saya mengunjungi kafe jika memiliki waktu luang					
5	Saya merasa senang ketika membeli produk yang diinginkan					
6	Jika ada tawaran khusus saya cenderung berbelanja banyak					
7	Saya seringkali merasa ingin membeli sesuatu secara tiba-tiba					
8	Saya sering membeli sesuatu secara spontan saat diskon akan berakhir					

LAMPIRAN 8

REKAPITULASI TABEL SKOR JAWABAN RESPONDEN

No. Responden	Total X1	Total X2	Total X3	Total Y
Resp_1	25	40	37	35
Resp_2	24	35	36	29
Resp_3	26	34	31	29
Resp_4	27	45	30	31
Resp_5	19	40	31	28
Resp_6	23	39	38	32
Resp_7	27	38	33	32
Resp_8	21	34	27	34
Resp_9	25	42	35	37
Resp_10	23	35	28	30
Resp_11	23	35	31	29
Resp_12	21	33	31	32
Resp_13	23	34	26	33
Resp_14	26	41	38	36
Resp_15	26	36	31	29
Resp_16	23	45	33	29
Resp_17	23	33	31	30
Resp_18	27	35	29	30
Resp_19	22	43	32	25
Resp_20	23	36	31	23
Resp_21	23	37	26	31
Resp_22	19	42	34	28
Resp_23	23	37	26	25
Resp_24	22	36	31	32
Resp_25	23	44	35	36
Resp_26	18	37	30	26
Resp_27	20	32	31	27
Resp_28	23	32	31	23
Resp_29	24	36	28	27
Resp_30	22	40	29	23
Resp_31	26	38	32	32
Resp_32	27	39	31	26
Resp_33	20	39	28	29
Resp_34	23	30	31	36
Resp_35	23	34	32	33
Resp_36	27	36	32	26
Resp_37	26	42	33	28

Resp_38	23	32	32	27
Resp_39	22	41	35	25
Resp_40	21	36	26	34
Resp_41	21	34	34	32
Resp_42	23	43	32	33
Resp_43	25	35	31	30
Resp_44	23	30	29	33
Resp_45	21	38	28	29
Resp_46	23	38	33	35
Resp_47	22	45	31	26
Resp_48	25	33	31	26
Resp_49	22	43	34	31
Resp_50	21	41	28	33
Resp_51	13	37	29	29
Resp_52	23	41	28	30
Resp_53	19	37	30	26
Resp_54	23	35	26	29
Resp_55	27	38	35	29
Resp_56	17	37	24	24
Resp_57	24	36	28	27
Resp_58	25	37	35	32
Resp_59	22	33	29	27
Resp_60	17	37	30	28
Resp_61	21	36	30	23
Resp_62	26	35	30	25
Resp_63	26	33	29	27
Resp_64	22	42	32	32
Resp_65	20	39	32	32
Resp_66	21	37	28	20
Resp_67	13	41	32	27
Resp_68	24	39	36	37
Resp_69	22	44	32	32
Resp_70	23	25	32	37
Resp_71	23	36	28	27
Resp_72	21	34	35	33
Resp_73	18	35	36	32
Resp_74	22	39	33	29
Resp_75	23	36	38	32
Resp_76	21	36	31	30
Resp_77	19	32	29	26

Resp_78	23	38	30	27
Resp_79	26	44	31	37
Resp_80	19	36	30	38
Resp_81	25	36	31	31
Resp_82	21	42	33	31
Resp_83	21	35	33	27
Resp_84	23	36	28	34
Resp_85	21	39	35	30
Resp_86	22	37	31	27
Resp_87	20	36	25	29
Resp_88	22	43	33	36
Resp_89	20	36	32	24
Resp_90	26	40	30	27
Resp_91	24	38	34	24
Resp_92	23	32	34	29
Resp_93	25	36	37	27
Resp_94	19	36	31	28
Resp_95	19	37	36	24
Resp_96	30	37	35	31
Resp_97	30	46	36	32
Resp_98	22	35	38	30
Resp_99	22	37	30	30
Resp_100	27	30	31	35
Resp_101	21	37	30	34
Resp_102	24	42	33	29
Resp_103	18	43	35	37
Resp_104	26	36	29	29
Resp_105	22	39	32	32
Resp_106	26	37	27	25
Resp_107	22	43	30	33
Resp_108	23	34	35	29
Resp_109	19	35	32	28
Resp_110	21	35	27	30
Resp_111	24	35	31	28
Resp_112	21	39	32	27

LAMPIRAN 9

OUTPUT PENGOLAHAN DATA SPSS

1. Frekuensi Jawaban Responden

a. Frekuensi Variabel *Store Environment* (X1)

X1.1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.5	3.6	3.6
2	5	4.4	4.5	8.0
3	26	23.0	23.2	31.3
4	43	38.1	38.4	69.6
5	34	30.1	30.4	100.0
Total	112	99.1	100.0	

X1.1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.7	2.7	2.7
2	9	8.0	8.0	10.7
3	20	17.7	17.9	28.6
4	53	46.9	47.3	75.9
5	27	23.9	24.1	100.0
Total	112	99.1	100.0	

X1.2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.7	2.7	2.7
2	6	5.3	5.4	8.0
3	32	28.3	28.6	36.6
4	47	41.6	42.0	78.6
5	24	21.2	21.4	100.0

Total	112	99.1	100.0
-------	-----	------	-------

X1.2 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.8	1.8	1.8
2	10	8.8	8.9	10.7
3	31	27.4	27.7	38.4
4	38	33.6	33.9	72.3
5	31	27.4	27.7	100.0
Total	112	99.1	100.0	

X1.3 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.5	3.6	3.6
2	11	9.7	9.8	13.4
3	27	23.9	24.1	37.5
4	41	36.3	36.6	74.1
5	29	25.7	25.9	100.0
Total	112	99.1	100.0	

X1.3 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.7	2.7	2.7
2	8	7.1	7.1	9.8
3	35	31.0	31.3	41.1
4	43	38.1	38.4	79.5
5	23	20.4	20.5	100.0
Total	112	99.1	100.0	

a. Frekuensi Variabel *Service Quality*

X2.1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	4.4	4.4	4.4
2	12	10.6	10.6	15.0
3	30	26.5	26.5	41.6
4	49	43.4	43.4	85.0
5	16	15.0	15.0	100.0
Total	112	100.0	100.0	

X2.1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.8	1.8	1.8
2	9	8.0	8.0	9.7
3	19	16.8	16.8	26.5
4	58	50.4	50.4	77.0
5	26	23.0	23.0	100.0
Total	112	100.0	100.0	

X2.2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.7	2.7	2.7
2	10	8.8	8.8	11.5
3	33	29.2	29.2	40.7
4	46	40.7	40.7	81.4
5	22	18.6	18.6	100.0
Total	112	100.0	100.0	

X2.2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.8	1.8	1.8
2	4	3.5	3.5	5.3
3	37	32.7	32.7	38.1
4	51	44.2	44.2	82.3
5	20	17.7	17.7	100.0
Total	112	100.0	100.0	

X2.3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.9	.9	.9
2	6	5.3	5.3	6.2
3	34	30.1	30.1	36.3
4	46	39.8	39.8	76.1
5	27	23.9	23.9	100.0
Total	112	100.0	100.0	

X2.3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	4.4	4.4	4.4
3	27	23.9	23.9	28.3
4	52	45.1	45.1	73.5
5	30	26.5	26.5	100.0
Total	112	100.0	100.0	

X2.4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	10.6	10.6	10.6
3	26	23.0	23.0	33.6
Valid 4	39	34.5	34.5	68.1
5	37	31.9	31.9	100.0
Total	112	100.0	100.0	

X2.4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	13	11.5	11.5	11.5
3	36	31.9	31.9	43.4
Valid 4	50	44.2	44.2	87.6
5	15	12.4	12.4	100.0
Total	112	100.0	100.0	

X2.5_1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.8	1.8	1.8
2	9	8.0	8.0	9.7
Valid 3	29	25.7	25.7	35.4
4	49	43.4	43.4	78.8
5	25	21.2	21.2	100.0
Total	112	100.0	100.0	

X2.5_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	13	11.5	11.5	11.5
3	31	27.4	27.4	38.9
4	52	45.1	45.1	84.1
5	18	15.9	15.9	100.0
Total	112	100.0	100.0	

b. Frekuensi Variabel *Word of Mouth*

X3.1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.5	3.6	3.6
2	9	8.0	8.0	11.6
3	26	23.0	23.2	34.8
4	38	33.6	33.9	68.8
5	35	31.0	31.3	100.0
Total	112	99.1	100.0	

X3.1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.8	1.8	1.8
2	7	6.2	6.3	8.0
3	16	14.2	14.3	22.3
4	54	47.8	48.2	70.5
5	33	29.2	29.5	100.0
Total	112	99.1	100.0	

X3.2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.9	.9	.9
2	7	6.2	6.3	7.1
Valid 3	22	19.5	19.6	26.8
4	43	38.1	38.4	65.2
5	39	34.5	34.8	100.0
Total	112	99.1	100.0	

X3.2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.8	1.8	1.8
2	7	6.2	6.3	8.0
Valid 3	30	26.5	26.8	34.8
4	42	37.2	37.5	72.3
5	31	27.4	27.7	100.0
Total	112	99.1	100.0	

X3.3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	3.5	3.6	3.6
3	28	24.8	25.0	28.6
Valid 4	46	40.7	41.1	69.6
5	34	30.1	30.4	100.0
Total	112	99.1	100.0	

X3.3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.5	3.6	3.6
2	8	7.1	7.1	10.7
3	29	25.7	25.9	36.6
4	46	40.7	41.1	77.7
5	25	22.1	22.3	100.0
Total	112	99.1	100.0	

X3.4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.8	1.8	1.8
2	3	2.7	2.7	4.5
3	26	23.0	23.2	27.7
4	41	36.3	36.6	64.3
5	40	35.4	35.7	100.0
Total	112	99.1	100.0	

X3.4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	5.3	5.4	5.4
2	4	3.5	3.6	8.9
3	34	30.1	30.4	39.3
4	38	33.6	33.9	73.2
5	30	26.5	26.8	100.0
Total	112	99.1	100.0	

c. Frekuensi Variabel *Impulse Buying*

Y.1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.8	1.8	1.8
2	9	8.0	8.0	9.8
3	39	34.5	34.8	44.6
4	41	36.3	36.6	81.3
5	21	18.6	18.8	100.0
Total	112	99.1	100.0	

Y.1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.9	.9	.9
2	8	7.1	7.1	8.0
3	35	31.0	31.3	39.3
4	35	31.0	31.3	70.5
5	33	29.2	29.5	100.0
Total	112	99.1	100.0	

Y.2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.7	2.7	2.7
2	11	9.7	9.8	12.5
3	43	38.1	38.4	50.9
4	39	34.5	34.8	85.7
5	16	14.2	14.3	100.0
Total	112	99.1	100.0	

Y.2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.5	3.6	3.6
2	14	12.4	12.5	16.1
3	39	34.5	34.8	50.9
4	35	31.0	31.3	82.1
5	20	17.7	17.9	100.0
Total	112	99.1	100.0	

Y.3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.8	1.8	1.8
2	13	11.5	11.6	13.4
3	23	20.4	20.5	33.9
4	48	42.5	42.9	76.8
5	26	23.0	23.2	100.0
Total	112	99.1	100.0	

Y.3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.9	.9	.9
2	11	9.7	9.8	10.7
3	43	38.1	38.4	49.1
4	29	25.7	25.9	75.0
5	28	24.8	25.0	100.0
Total	112	99.1	100.0	

Y.4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.9	.9	.9
2	5	4.4	4.5	5.4
Valid 3	25	22.1	22.3	27.7
4	42	37.2	37.5	65.2
5	39	34.5	34.8	100.0
Total	112	99.1	100.0	

Y.4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.8	1.8	1.8
2	7	6.2	6.3	8.0
Valid 3	28	24.8	25.0	33.0
4	37	32.7	33.0	66.1
5	38	33.6	33.9	100.0
Total	112	99.1	100.0	

2. Uji validitas

a. Uji Validitas Store Environment (X1)

		Correlations						
		X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	TOTAL_X1
X1.1_1	Pearson Correlation	1	-.050	.107	.287**	.108	.150	.561**
	Sig. (2-tailed)	112	.601	.263	.002	.257	.115	.000
X1.1_2	Pearson Correlation	-.050	1	.270*	-.097	.037	.051	.407**
	Sig. (2-tailed)	.601	112	.004	.311	.699	.593	.000
X1.2_1	Pearson Correlation	.107	.270**	1	.031	.006	.053	.488**
	Sig. (2-tailed)	.263	.004	112	.748	.947	.578	.000
X1.2_2	Pearson Correlation	.287**	-.097	.031	1	.080	.077	.485**
	Sig. (2-tailed)	.002	.311	.031	112	.404	.420	.000
X1.3_1	Pearson Correlation	.108	.057	.112	.080	1	.112	.472**
	Sig. (2-tailed)	.112	.112	.112	.112	112	.112	.000
X1.3_2	Pearson Correlation	.150	.051	.053	.077	.064	1	.475**
	Sig. (2-tailed)	.115	.593	.578	.420	.500	.000	.000
TOTAL_X1	Pearson Correlation	.561**	.407**	.488**	.485**	.472**	.475**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000

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

a. Uji Validitas Service Quality (X2)

Correlations

	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	X2.5.1	X2.5.2	TOTAL_X2
X2.1.1	Pearson Correlation Sig. (2-tailed)	1									
X2.1.2	Pearson Correlation Sig. (2-tailed)	.563	.055								
X2.2.1	Pearson Correlation Sig. (2-tailed)	.112	.112	.561	.171						
X2.2.2	Pearson Correlation Sig. (2-tailed)	-.055	1	.176	.161	.126					
X2.3.1	Pearson Correlation Sig. (2-tailed)	.563	.112	.062	.089	.183	.183				
X2.3.2	Pearson Correlation Sig. (2-tailed)	.112	.112	1	-.045	.589	.420	.032			
X2.4.1	Pearson Correlation Sig. (2-tailed)	.055	.112	.112	1	.112	.112	.112	.032		
X2.4.2	Pearson Correlation Sig. (2-tailed)	.126	.007	.051	.034	1	.165	.145	.127	.050	.341**
X2.5.1	Pearson Correlation Sig. (2-tailed)	.183	.938	.589	.717	.261**	.080	.126	.180	.598	.000
X2.5.2	Pearson Correlation Sig. (2-tailed)	.420	.112	.112	.112	.112	.112	.112	.112	.112	.112
TOTAL_X2	Pearson Correlation Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.112

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

* Correlation is significant at the 0.05 level (2-tailed).

a. Uji Validitas *Word of Mouth* (X3)

		Correlations								
		X3.1_1	X3.1_2	X3.2_1	X3.2_2	X3.3_1	X3.3_2	X3.4_1	X3.4_2	TOTAL_X3
X3.1_1	Pearson Correlation	1	.103	-.080	.038	-.074	.108	.138	.175	.436**
	Sig. (2-tailed)		.278	.402	.688	.441	.258	.146	.064	.000
X3.1_2	Pearson Correlation	.112	1	.112	.112	.112	.112	.112	.112	.112
	Sig. (2-tailed)	.103		.114	-.015	-.024	-.008	-.062	.075	.367**
X3.2_1	Pearson Correlation	.278	.112	.231	.874	.000	.931	.514	.432	.000
	Sig. (2-tailed)	.112	.112	.112	.112	.112	.112	.112	.112	.112
X3.2_2	Pearson Correlation	-.080	.114	1	.089	.000	.086	.112	.126	.442**
	Sig. (2-tailed)	.402	.231		.349	.000	.370	.234	.186	.000
X3.3_1	Pearson Correlation	.112	.112	.112	.112	.112	.112	.112	.112	.112
	Sig. (2-tailed)	.112	.112	.112	.112	.112	.112	.112	.112	.112
X3.3_2	Pearson Correlation	.688	.874	.349	1	.847	.890	.326	.790	.001
	Sig. (2-tailed)	.112	.112	.112	.112	.112	.112	.112	.112	.112
X3.4_1	Pearson Correlation	-.074	.803	1.000	.018	1	.047	.220*	.085	.346**
	Sig. (2-tailed)	.441	.112	.112	.112	.112	.112	.112	.112	.112
X3.4_2	Pearson Correlation	.112	.112	.112	.112	.112	.112	.112	.112	.112
	Sig. (2-tailed)	.108	.112	.112	.112	.112	.112	.112	.112	.112
TOTAL_X3	Pearson Correlation	.436**	.367**	.442**	.318**	.346**	.276**	.412**	.543**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.003	.000	.000	.112

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

* Correlation is significant at the 0.05 level (2-tailed).

d. Uji Validitas Impulse Buying (Y)

		Correlations								
		Y1_1	Y1_2	Y2_1	Y2_2	Y3_1	Y3_2	Y4_1	Y4_2	TOTAL_Y
Y1_1	Pearson Correlation Sig. (2-tailed) N	1	.011	.890**	.036	.221*	.096	.203*	-.007	.623**
Y1_2	Pearson Correlation Sig. (2-tailed) N	.011	1	.040	.017	.125	.172	.032	.112	.112
Y2_1	Pearson Correlation Sig. (2-tailed) N	.890**	.040	1	.050	.275**	.050	.192*	-.002	.635**
Y2_2	Pearson Correlation Sig. (2-tailed) N	.036	.017	.050	1	.015	-.009	.081	.136	.362**
Y3_1	Pearson Correlation Sig. (2-tailed) N	.221*	.125	.275**	.015	1	.060	.160	.031	.493**
Y3_2	Pearson Correlation Sig. (2-tailed) N	.096	.172	.050	.015	.060	1	.172	.172	.462**
Y4_1	Pearson Correlation Sig. (2-tailed) N	.203*	.032	.192*	.081	.160	.172	1	.030	.472**
Y4_2	Pearson Correlation Sig. (2-tailed) N	-.007	.112	-.002	.136	.031	.221*	.030	1	.407**
TOTAL_Y	Pearson Correlation Sig. (2-tailed) N	.623**	.395**	.635**	.362**	.493**	.462**	.472**	.407**	1
		112	112	112	112	112	112	112	112	112

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

* Correlation is significant at the 0.05 level (2-tailed).

3. Uji Reliabilitas

a. Uji Reliabilitas *Store Environment* (X1)

Case Processing Summary

		N	%
Cases	Valid	112	100.0
	Excluded ^a	0	.0
	Total	112	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.665	7

b. Uji Reliabilitas *Store Environment* (X1)

Case Processing Summary

		N	%
Cases	Valid	112	100.0
	Excluded ^a	0	.0
	Total	112	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.662	11

c. Uji Reliabilitas Word of Mouth (X₃)

Case Processing Summary

		N	%
Cases	Valid	112	100.0
	Excluded ^a	0	.0
	Total	112	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.630	9

d. Uji Reliabilitas *Impulse Buying* (Y)

Case Processing Summary

		N	%
Cases	Valid	112	100.0
	Excluded ^a	0	.0
	Total	112	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.690	9

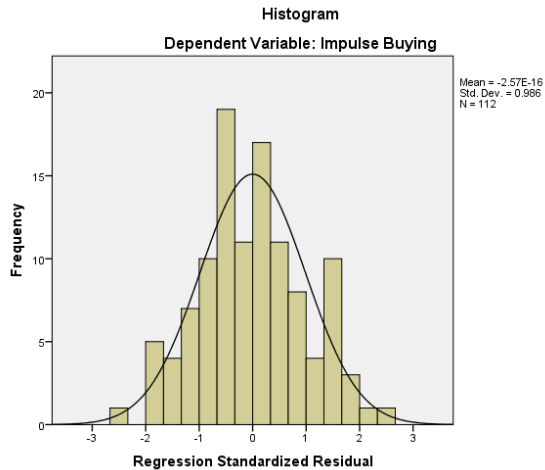
4. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

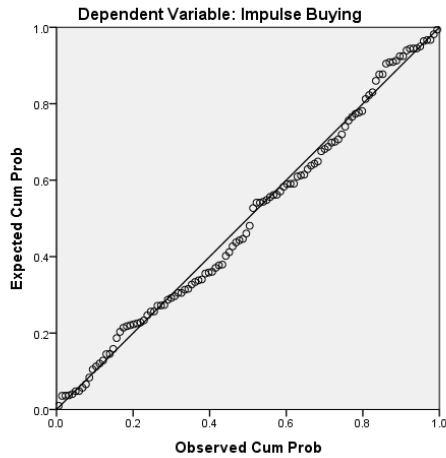
		Unstandardized Residual
N		112
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3.60824068
	Absolute	.060
Most Extreme Differences	Positive	.060
	Negative	-.051
Kolmogorov-Smirnov Z		.635
Asymp. Sig. (2-tailed)		.814

a. Test distribution is Normal.

b. Calculated from data.



Normal P-P Plot of Regression Standardized Residual



5. Uji Multikolonieritas

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Store Environment	.971	1.030
Service Quality	.950	1.053
WOM	.923	1.083

a. Dependent Variable: Impulse Buying

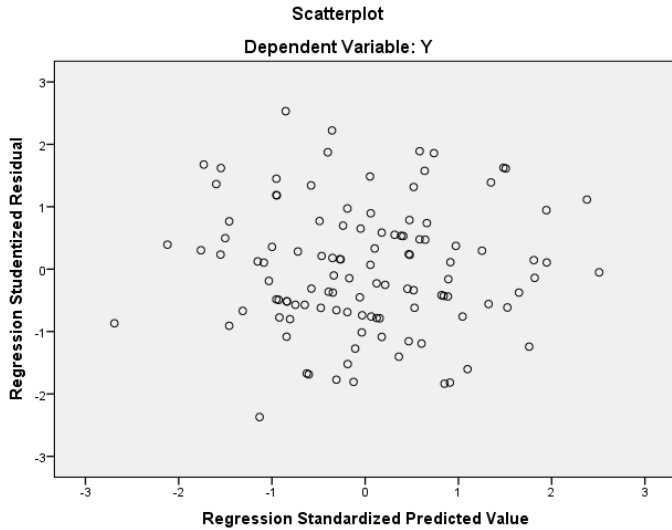
6. Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.688 ^a	.570	.544	3.65801	1.665

- a. Predictors: (Constant), X3, X1, X2
- b. Dependent Variable: Y

7. Uji Heteroskedastisitas



8. Analisis Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	16.896	5.011		3.372	.001
1 X1	.112	.122	.086	2.916	.002
X2	.046	.095	.046	3.481	.032
X3	.273	.119	.222	2.293	.024

- a. Dependent Variable: Y

9. Uji Hipotesis

a. Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.896	5.011		3.372	.000
	Store Environment	.112	.122	.086	2.916	.002
	Service Quality	.046	.095	.046	3.481	.032
	Word of Mouth	.273	.119	.222	2.293	.024

a. Dependent Variable: Impulse Buying

b. Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.525	3	36.175	6.703	.000 ^b
	Residual	1445.153	108	13.381		
	Total	1553.679	111			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Word of Mouth, Store Environment, Service Quality