

DAFTAR PUSTAKA

- Armstrong, Kotler (2015), Marketing an Introducting Prentice Hall twelfth Edition , England : Pearson Education, Inc.
- Christina Widhya Utami. 2010. Manajemen Ritel. Jakarta: Salemba Empat.
- Denny Kurniawan dan Yohanes Sondang Kunto. 2013. Pengaruh Promosi Dan Store Atmosphere Terhadap Imulse Buying Dengan Shopping Emotion Sebagai Variabel Intervening Studi Kasus di Matahari Departement Store Cabang Supermall Surabaya. Jurnal Manajemen Pemasaran, 1(2),pp: 1-8
- G. Muruganatham & Bhakat, Ravi Shankar. "Review of Impuls Buying", International Journal of Marketing Studies; Vol. 5, No. 3; 2013
- Grewal, Dhruv and Levy, Michael. (2014). Marketing, Fourth Edition, The McGraw-Hill, New York..
- Hidayat, Ujang. 2016. Usulan Strategi Pemasaran untuk Meningkatkan Keunggulan Bersaing Menggunakan Analisis SWOT dan QSPM di CV. Media Karya Teknologi. Bandung :UNIKOM
- <https://blog.alfamartku.com/2016/10/13/sejarah-singkat-dan-alamat-alfamart-di-seluruh-indonesia> .
- <http://membercard.weebly.com/> diakses pada 11 november 2014,pukul 19:00
- Januar Robin Stanley. 2013. "Pengaruh Customer Satisfaction dan Membership card Loyalty Terhadap Store loyalty Pada Industri Ritail Kategori Minimrket di Jakarta". Jurnal Of Management and Business Review. Vol.10, No.1, January 2013: 16-28

- Kotler, Philip dan Armstrong, Gary. 2012. Principles of Marketing. New Jersey: Prentice Hall.
- Sudaryono.2016.Manajemen Pemasaran: Teori dan Implementasi. Banten: Penerbit Andi
- Kotler Philip dan Gary Armstrong. 2012 . Prinsip- prinsip Pemasaran Edisi 13.jilid 1. Jakarta :Erlangga.
- Kurniawati & Restuti , 2014 “Pengaruh Sales Promotion Dan Store Atmosfer Terhadap Shopping Emotion Dan Impluse Buying Pada Giant Pekanbaru “. Jurnal Tepat Manajemen Bisnis. Vol. VI No. 3.
- Nadiroh. 2013. kerangka Dasar Manajemen Pemasaran. PT Pustaka Binaman Pressindo. Jakarta.
- Notoatmodjo, S. 2010. Metodologi Penelitian Kesehatan. Jakarta : Rineka Cipta
- Putra. Alfa Santoso Budiwidjojo, 2012. “ Pengaruh Kepuasan Kepemilikan Membrship Card Terhadap Loyalitas Pengunjung Pada Modern Retail Di Yogyakarta”. Jurnal JRMD, Vol 7, No.1.
- Santoso, Singgih. 2012. Panduan Lengkap SPSS Versi 20. Jakarta: PT Elex Media Komputindo.
- Sari dan Faisal , 2018, “Pengaruh Price Discount , Bonus Pack, Dan In-store Display Terhadap Keputusan Impluse Buying Pada Giant Ekstra Banjar”. Jurnal JSMK Vol.2. No.1. Maret 2018
- Soralina dan kurnawati , 2018, “ Pengaruh Sales Promotion dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Serta Dampaknya Pada Pembelian Ulang”. Jurnal Administrasi Bisnis (JAB) | Vol. 60 No. 1 Juli 2018
- Sudaryono, 2016. Manajemen Pemasaran Teori Dan Implementasi . Yogyakarta : ANDI

- Sugiyono. 2011. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Afabeta
- Sugiyono. 2012. Statistika Untuk Penelitian. Bandung: ALFABETA.
- Sugiyono. 2015. Metode Penelitian Bisnis. Bandung: Alfabeta
- Tamaja Bayu W, Dkk, 2015 “Pengaruh Fashion Involvement ,Atmosfer Toko Dan Promosi Penjualan Terhadap Impluse Buying Pada Matahari Departemen Store Di Kota Denpasar”. Jurnal Manajemen Unud. Vol. 4, No. 6, 2015 :1466-1482.
- Sumarni, Murti dan John Soeprihanto. 2011:75 . Pengantar Bisnis : Dasar-dasar Ekonomi Perusahaan Cetakan keempat. Yogyakarta :Liberty Yogyakarta

PT. SUMBER ALFARIA TRIJAYA Tbk

Jl.Sukodono No.45b,Keboanskip , Gedangan , Kabupaten
Sidoarjo , Jawa timur.
Telp. 08158171452 , Website : [www.alfamartku\[dot\]com](http://www.alfamartku[dot]com)
E-mail:info@alfasdj.ac.id

Surat Keterangan Kerja

Nomor : 245/HRD/VIII/2019

Yang bertanda tangan di bawah ini :

Nama : Siswandani , SE,MM

Jabatan : Direksi

Dengan ini menerangkan bahwa :

Nama : Adys Arisma Nur Octavya Retta

NIM : 15-150-0058

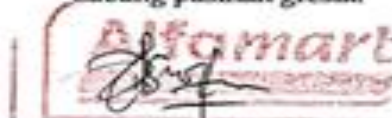
Judul Skripsi : **Pengaruh Sales Promotion Terhadap
Perilaku Impulse Buying Konsumen
Alfamart Pasinan, Gresik**

Bahwasanya yang bersangkutan telah melakukan penelitian dan mengambil data pada PT.Sumber Alfaria Trijaya.Tbk cabang pasinan gresik, yang digunakan untuk keperluan penelitian skripsi progrm studi Manajemen fakultas ekonomi Universitas PGRI ADIBUANA SURABAYA. Demikian surat keterangan ini dibuat untuk dapat digunakan sebagaimana mestinya.

Sidoarjo, 27 Agustus 2019

PT. Sumber Alfaria Trijaya,Tbk

Cabang pasinan gresik.



Siswandani, SE, MM

Direksi

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Adys Arisma Nur Octavya Retta
2. NIM : 151500058
3. Program Studi : Manajemen
4. Tanggal Mengajukan Skripsi :
5. Judul Skripsi : Pengaruh Sales Promotion, Price Discount Dan Membership Card Terhadap Perilaku Impulse Buying Konsumen Alfamart Pasinan, Gresik.
6. Dosen Pembimbing : Tony Susilo Wibowo, SE, M.Pd, MSM
7. Konsultasi :

No.	Tanggal	Materi Bimbingan	Tanda Tangan
1	09/04/2019	Pengajuan Judul	#
2	17/04/2019	Pengajuan Bab I	#
3	26/04/2019	Revisi Bab I	#
4	02/05/2019	Bab I ACC dan Pengajuan Bab II	#
5	22/05/2019	Revisi Bab II	#
6	26/05/2019	Bab II ACC dan Pengajuan Bab III	#
7	03/06/2019	Revisi Bab III dan Pengajuan Quisioner	#
8	14/06/2019	Bab III ACC, Quisioner ACC	#
9	21/06/2019	Pengajuan Bab IV & Bab V	#
10	15/06/2019	ACC Bab IV dan Bab V	#



Dosen Pembimbing,















Tony Susilo Wibowo, SE, M.Pd, MSM

NIP. 1958080198203 2 001

**DAFTAR HADIR PESERTA SEMINAR PROPOSAL
PENELITIAN**

**PENGARUH SALES PROMOTION, PRICE DISCOUNT
DAN MEMBERSHIP CARD TERHADAP IMPULSE
BUYING KONSUMEN ALFAMART PASINAN GRESIK**

Nama : Adys Arisma Nur Octavya
Retta
Program Studi/ Angkatan : Manajemen/2015
NIM : 151500058

NO	NIM	NAMA	TTD
1	151500222	Rahim Rohmadan	
2	151500135	BACHRUL - A	
3	15 150 0111	VIRDA AULI M. J	
4	15 150 0194	Citra H.	
5	15.150.0023	Rensi Fitriantut	
6	15.150.0001	ERTI KURNIA	
7	15-150-0093	Devi Inroatul M	
8	15-150-0050	Tri Agustina Retna D.	
9	15-150-0211	Arif Sjarifudin	
10	16-150-0118	Rica L	
11	15-100-0100	tol. Alida	
12	15-100-0013	Mi Imam Firdas	
13	15-150-022	Rahim Rohmadan	
14	15-110-0135	Bachrul A	

15	15-150-0111	Urna Ayu M.J	
16	15-150-0194	Citra .H	
17	15-150-0005	Achmad Fakhri .R	
18	1515000015	Ulha Febrianti .R	
19	1515000091	Shanti Adhitya	
20	1515000098	M. Retnohan	
21	15150000218	Fitas Ramadhani	
22	1515000023	Ahmad Mistahol .F	
23	1515001599	Ari Dwi Cahyono	
24	151500156	Desi Putri Utami	
25	151500095	Lea Amara	
26	1515000203	Ade Yui Auliyah	
27	151500106	Dawa Ayu Susna .W	
28	1515000131	Lina Nur Danna	
29	15-150-0140	Moh Kaddas	
30	15-150-0230	SATRIA BIMA Q	

Surabaya, 21 Juni 2019

Dosen Pembimbing



Tony Susilo Wibowo, S.E, M.Pd, M.SM.

SURAT PERNYATAAN BEBAS PLAGIAT

Yang bertanda tangan dibawah ini :

Nama : I Made Bagus D., SE., MM.
Jabatan : Kepala Lab. Kewirausahaan

Menyatakan bahwa :

Nama : Adys Arisma Nur Octavya Reha
NIM : 151500058
Prodi : Manajemen

Telah melakukan uji plagiasi dengan judul artikel **PENGARUH SALES PROMOTION TERHADAP PERILAKU IMPULSE BUYING KONSUMEN ALFAMART PASINAN, GRESIK**, dengan hasil **21,6% Similarities**.

Demikian surat pernyataan ini kami buat untuk dipergunakan sebagaimana mestinya.

Surabaya, 13 Januari 2020

Kepala Laboratorium,



I Made Bagus D., SE., MM.

Hal : Lampiran 6

Hasil Kuesiner Variabel Sales Promotion(X) terdiri dari 9 pernyataan

RESPONDEN	SALES PROMOTION (X)									
	X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X_TOTAL
Resp_1	4	5	4	4	4	5	4	5	4	35
Resp_2	5	5	5	4	5	5	4	4	4	36
Resp_3	4	5	4	5	4	4	4	4	4	34
Resp_4	5	4	5	5	4	4	5	5	5	37
Resp_5	4	4	4	4	5	5	5	4	5	36
Resp_6	4	4	4	4	4	4	4	5	4	33
Resp_7	5	5	5	5	4	4	5	5	3	36
Resp_8	4	5	4	4	4	5	3	4	5	34
Resp_9	4	5	4	3	4	4	4	5	2	31
Resp_10	4	4	4	2	4	4	5	5	4	32
Resp_11	5	5	5	3	5	5	5	5	2	35
Resp_12	4	4	4	3	5	4	4	3	4	31
Resp_13	5	5	5	2	5	5	4	3	4	33
Resp_14	4	4	4	3	4	4	3	4	4	30
Resp_15	4	4	4	3	4	4	4	4	4	31
Resp_16	4	5	4	2	4	4	5	5	4	33
Resp_17	4	5	4	5	5	3	4	5	4	35
Resp_18	4	3	4	4	5	5	5	5	4	35

Resp_19	5	2	5	4	4	5	5	5	4	31
Resp_20	4	3	4	4	5	4	4	3	4	31
Resp_21	5	5	5	4	4	5	5	3	5	33
Resp_22	4	5	4	5	4	3	5	3	4	33
Resp_23	3	5	3	5	5	4	5	3	5	35
Resp_24	5	4	5	4	4	5	5	3	4	34
Resp_25	2	5	2	4	5	4	5	2	4	31
Resp_26	4	4	4	4	4	4	5	2	4	31
Resp_27	2	3	2	4	5	4	4	2	5	29
Resp_28	5	5	5	4	5	5	3	5	5	37
Resp_29	4	4	4	5	4	5	4	4	5	35
Resp_30	5	5	5	4	4	4	5	5	5	37
Resp_31	4	4	4	4	5	5	4	5	5	36
Resp_32	3	4	3	4	3	3	4	4	5	30
Resp_33	5	3	5	5	5	3	5	5	5	36
Resp_34	4	4	4	4	4	4	4	5	5	34
Resp_35	4	3	4	4	5	5	5	4	3	33
Resp_36	4	3	4	4	4	4	4	4	4	31
Resp_37	4	3	4	4	4	5	4	4	5	33
Resp_38	4	2	4	4	5	5	4	4	4	32
Resp_39	5	2	5	4	4	3	4	4	5	31
Resp_40	4	2	4	4	5	4	4	5	4	32

Resp_41	4	4	4	4	4	4	4	5	4	33
Resp_42	5	5	5	5	4	4	4	5	4	36
Resp_43	4	4	4	4	5	4	4	4	4	33
Resp_44	4	4	4	4	5	5	4	4	4	34
Resp_45	5	5	5	3	5	5	5	5	3	36
Resp_46	4	5	4	4	5	5	4	5	4	36
Resp_47	3	4	3	4	5	4	5	5	5	35
Resp_48	5	4	5	4	5	4	4	4	4	34
Resp_49	2	4	2	4	4	5	4	4	4	31
Resp_50	4	5	4	4	5	5	5	4	4	36
Resp_51	2	4	2	4	5	4	4	4	5	32
Resp_52	4	4	4	4	5	4	5	4	4	34
Resp_53	4	4	4	4	4	5	5	5	4	35
Resp_54	4	4	4	3	4	4	4	4	4	31
Resp_55	5	4	5	5	4	4	4	5	4	35
Resp_56	4	5	4	4	5	4	5	4	4	35
Resp_57	4	5	4	4	4	3	4	4	4	32
Resp_58	4	5	4	4	5	5	4	4	4	35
Resp_59	3	5	3	3	4	4	5	5	4	33
Resp_60	4	5	4	4	5	5	4	4	5	36
Resp_61	4	5	4	4	5	4	5	5	4	36
Resp_62	4	4	4	5	4	4	4	4	4	33

Resp_63	4	4	4	4	5	5	4	4	5	35
Resp_64	4	4	4	4	5	4	5	5	5	36
Resp_65	4	4	4	4	4	5	5	4	4	34
Resp_66	4	5	4	5	5	5	3	4	4	35
Resp_67	4	4	4	5	5	5	3	4	4	34
Resp_68	4	4	4	5	4	4	3	4	5	33
Resp_69	5	4	5	4	5	5	2	5	5	35
Resp_70	5	5	5	5	4	3	2	5	5	34
Resp_71	5	4	5	5	5	5	2	5	3	34
Resp_72	4	4	4	4	4	4	4	4	5	33
Resp_73	4	4	4	4	5	5	4	4	2	32
Resp_74	4	4	4	4	5	4	4	4	4	33
Resp_75	4	4	4	4	5	4	4	4	2	31
Resp_76	4	4	4	4	5	4	4	4	5	34
Resp_77	4	4	4	4	4	5	4	4	4	33
Resp_78	4	4	4	4	5	4	5	4	4	34
Resp_79	4	4	4	4	4	5	4	4	5	34
Resp_80	4	4	4	4	5	4	4	4	5	34
Resp_81	4	4	4	4	4	5	4	4	5	34
Resp_82	5	5	5	5	5	3	4	5	5	37
Resp_83	4	4	4	4	4	5	5	5	4	35
Resp_84	4	4	4	4	5	2	4	4	5	32

Resp_85	4	4	4	4	5	4	5	4	4	34
Resp_86	5	4	5	5	5	2	5	5	4	35
Resp_87	5	3	5	5	5	5	5	5	5	38
Resp_88	4	5	4	4	5	4	5	5	4	36
Resp_89	5	2	5	5	4	4	4	4	5	33
Resp_90	4	4	4	4	4	4	4	4	5	33
Resp_91	4	2	4	4	5	5	5	5	4	34
Resp_92	5	5	5	4	5	5	5	4	5	38
Resp_93	4	4	4	4	3	5	4	3	4	31
Resp_94	4	4	4	4	3	5	5	4	4	33
Resp_95	4	4	4	5	3	4	5	5	4	34
Resp_96	5	5	5	5	2	5	5	4	5	36
Resp_97	5	5	5	5	2	3	5	5	5	35
Resp_98	4	4	4	4	2	5	5	4	4	32
Resp_99	4	4	4	3	4	4	4	4	4	31

Hal : Lampiran 7

Hasil Kuesioner Variabel Impulse Buying (Y) terdiri dari 9 pertanyaan

RESPONDEN	IMPULSE BUYING									
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y_TOTAL
Resp_1	4	5	4	4	4	5	4	5	4	39
Resp_2	5	3	5	4	5	5	4	4	4	39
Resp_3	4	2	4	5	4	4	4	4	4	35
Resp_4	5	3	5	5	4	4	5	5	5	41
Resp_5	5	4	4	4	5	5	5	4	5	41
Resp_6	5	4	4	4	4	4	4	5	4	38
Resp_7	5	5	5	5	4	4	5	5	5	43
Resp_8	5	5	4	4	4	5	3	4	5	39
Resp_9	5	5	4	3	4	4	4	5	5	39
Resp_10	4	4	4	2	4	4	5	5	5	37
Resp_11	4	5	5	3	5	5	5	5	5	42
Resp_12	4	4	4	3	5	4	4	3	4	35
Resp_13	4	5	5	2	5	5	4	3	4	37
Resp_14	4	4	4	3	4	4	4	4	4	35
Resp_15	5	4	4	3	4	4	4	4	4	36
Resp_16	4	5	4	2	4	4	5	5	4	37
Resp_17	4	5	4	5	5	4	5	5	4	41
Resp_18	4	4	4	4	5	4	5	5	4	39

Resp_19	5	4	5	4	4	5	5	5	4	41
Resp_20	4	4	4	4	5	5	4	3	4	37
Resp_21	5	5	5	4	4	5	5	3	5	41
Resp_22	5	5	4	5	4	5	5	3	4	40
Resp_23	4	5	5	5	5	5	5	3	5	42
Resp_24	5	4	4	4	4	4	5	3	4	37
Resp_25	4	5	4	4	5	4	5	2	4	37
Resp_26	4	4	4	4	4	4	5	2	4	35
Resp_27	5	4	4	4	5	4	4	2	5	37
Resp_28	5	5	5	4	5	5	5	5	5	44
Resp_29	4	4	4	5	4	5	3	4	5	38
Resp_30	5	5	5	4	4	4	5	5	5	42
Resp_31	5	4	4	4	5	5	5	5	5	42
Resp_32	5	4	3	4	3	3	4	4	5	35
Resp_33	5	5	5	5	5	5	5	5	5	45
Resp_34	4	4	4	4	4	4	4	5	5	38
Resp_35	4	3	4	4	5	5	5	4	4	38
Resp_36	4	3	4	4	4	5	4	4	4	36
Resp_37	4	3	4	4	4	5	4	4	3	35
Resp_38	4	2	4	4	5	5	4	4	4	36
Resp_39	4	2	5	3	4	3	4	4	5	34
Resp_40	4	2	4	2	5	4	4	5	4	34

Resp_41	4	4	4	3	4	4	4	5	4	36
Resp_42	5	5	5	5	4	4	4	5	4	41
Resp_43	4	4	4	4	5	4	4	4	4	37
Resp_44	4	4	4	4	5	5	4	4	4	38
Resp_45	3	5	5	3	5	5	5	5	4	40
Resp_46	4	5	4	4	5	5	4	5	4	40
Resp_47	4	4	4	4	5	4	5	5	4	39
Resp_48	5	4	4	4	5	4	4	4	4	38
Resp_49	4	4	4	4	4	5	4	4	4	37
Resp_50	4	5	4	4	5	5	5	4	4	40
Resp_51	4	4	4	4	5	4	4	4	5	38
Resp_52	4	4	4	4	5	4	5	4	4	38
Resp_53	4	4	4	4	4	5	5	5	4	39
Resp_54	4	4	4	3	4	4	4	4	4	35
Resp_55	5	4	5	5	4	4	4	5	4	40
Resp_56	5	5	4	4	5	4	5	4	3	39
Resp_57	4	5	4	4	4	3	4	4	2	34
Resp_58	4	5	4	4	5	5	4	4	3	38
Resp_59	5	5	3	3	4	4	5	5	4	38
Resp_60	5	5	4	4	5	5	4	4	5	41
Resp_61	5	5	4	4	5	4	5	5	4	41
Resp_62	4	4	4	5	4	4	4	4	4	37

Resp_63	4	4	4	4	5	5	4	4	5	39
Resp_64	5	4	4	4	5	4	5	5	5	41
Resp_65	4	4	4	4	4	5	5	4	4	38
Resp_66	4	5	4	5	5	5	3	4	4	39
Resp_67	4	4	4	5	5	5	3	4	4	38
Resp_68	5	4	4	5	4	4	3	4	5	38
Resp_69	4	4	5	4	5	5	2	5	5	39
Resp_70	4	5	5	5	4	3	2	5	5	38
Resp_71	4	4	5	5	5	5	2	5	5	40
Resp_72	4	4	4	4	4	4	4	4	5	37
Resp_73	4	4	4	4	5	5	4	4	5	39
Resp_74	5	4	4	4	5	4	4	4	5	39
Resp_75	4	4	4	4	5	4	4	4	5	38
Resp_76	4	3	4	4	5	4	4	4	5	37
Resp_77	4	2	4	4	4	5	4	4	4	35
Resp_78	4	3	4	4	5	4	5	4	4	37
Resp_79	4	4	4	4	4	5	4	4	5	38
Resp_80	4	4	4	4	5	4	4	4	5	38
Resp_81	5	4	4	4	4	5	4	4	5	39
Resp_82	5	5	5	5	5	4	4	5	5	43
Resp_83	5	4	4	4	4	4	5	5	4	39
Resp_84	4	4	4	4	5	4	4	4	5	38

Resp_85	4	4	4	4	5	4	5	4	4	38
Resp_86	4	4	5	5	5	5	5	5	4	42
Resp_87	5	5	5	5	5	5	5	5	5	45
Resp_88	4	4	4	4	5	4	5	5	4	39
Resp_89	5	4	5	5	4	4	4	4	5	40
Resp_90	4	3	4	4	4	4	4	4	5	36
Resp_91	4	4	4	4	5	5	5	5	4	40
Resp_92	4	5	5	4	5	5	5	4	5	42
Resp_93	5	4	4	4	3	5	4	3	4	36
Resp_94	4	4	4	4	3	5	5	4	4	37
Resp_95	5	4	4	5	3	4	5	5	4	39
Resp_96	5	5	5	5	2	5	5	4	5	41
Resp_97	4	5	5	5	2	3	5	5	5	39
Resp_98	4	4	4	4	2	5	5	4	4	36
Resp_99	4	4	4	3	4	4	4	4	4	35

Hal : Lampiran 8

a. Distribusi Frekuensi Sales Promotion (X)

X1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2,00	2	2,0	2,0	2,0
3,00	2	2,0	2,0	4,0
Valid 4,00	60	60,6	60,6	64,6
5,00	35	35,4	35,4	100,0
Total	99	100,0	100,0	

X2

	Frequen cy	Percent	Valid Percent	Cumulative Percent
2,00	6	6,1	6,1	6,1
3,00	8	8,1	8,1	14,1
Valid 4,00	52	52,5	52,5	66,7
5,00	33	33,3	33,3	100,0
Total	99	100,0	100,0	

X3

	Frequen cy	Percent	Valid Percent	Cumulative Percent
2,00	4	4,0	4,0	4,0
3,00	4	4,0	4,0	8,1
Valid 4,00	65	65,7	65,7	73,7
5,00	26	26,3	26,3	100,0
Total	99	100,0	100,0	

X4

	Frequen cy	Percent	Valid Percent	Cumulative Percent
2,00	3	3,0	3,0	3,0
3,00	9	9,1	9,1	12,1
Valid 4,00	64	64,6	64,6	76,8
5,00	23	23,2	23,2	100,0
Total	99	100,0	100,0	

X5

	Frequen cy	Percent	Valid Percent	Cumulative Percent
2,00	3	3,0	3,0	3,0
3,00	4	4,0	4,0	7,1
Valid 4,00	42	42,4	42,4	49,5
5,00	50	50,5	50,5	100,0
Total	99	100,0	100,0	

X6

	Frequen cy	Percent	Valid Percent	Cumulative Percent
2,00	4	4,0	4,0	4,0
3,00	9	9,1	9,1	13,1
Valid 4,00	46	46,5	46,5	59,6
5,00	40	40,4	40,4	100,0
Total	99	100,0	100,0	

X7

	Frequen cy	Percent	Valid Percent	Cumulative Percent
2,00	3	3,0	3,0	3,0
3,00	6	6,1	6,1	9,1
Valid 4,00	50	50,5	50,5	59,6
5,00	40	40,4	40,4	100,0
Total	99	100,0	100,0	

X8

	Frequen cy	Percent	Valid Percent	Cumulative Percent
2,00	3	3,0	3,0	3,0
3,00	8	8,1	8,1	11,1
Valid 4,00	50	50,5	50,5	61,6
5,00	38	38,4	38,4	100,0
Total	99	100,0	100,0	

X9

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2,00	4	4,0	4,0	4,0
3,00	4	4,0	4,0	8,1
Valid 4,00	55	55,6	55,6	63,6
5,00	36	36,4	36,4	100,0
Total	99	100,0	100,0	

b. Distribusi Frekuensi Impulse Buying (Y)

Y1

	Frekuensi	Percent	Valid Percent	Cumulative Percent
	3,00	1	1,0	1,0
Valid	4,00	62	62,6	63,6
	5,00	36	36,4	100,0
Total	99	100,0	100,0	

Y2

	Frekuensi	Percent	Valid Percent	Cumulative Percent
	2,00	5	5,1	5,1
	3,00	8	8,1	13,1
Valid	4,00	54	54,5	67,7
	5,00	32	32,3	100,0
Total	99	100,0	100,0	

Y3

	Frekuensi	Percent	Valid Percent	Cumulative Percent
	3,00	2	2,0	2,0
Valid	4,00	72	72,7	74,7
	5,00	25	25,3	100,0
Total	99	100,0	100,0	

Y4

	Frekuensi	Percent	Valid Percent	Cumulative Percent
	2,00	4	4,0	4,0
	3,00	11	11,1	15,2
Valid	4,00	61	61,6	76,8
	5,00	23	23,2	100,0
Total	99	100,0	100,0	

Y5

	Frequen cy	Percen t	Valid Percent	Cumulative Percent
2,00	3	3,0	3,0	3,0
3,00	4	4,0	4,0	7,1
Valid 4,00	42	42,4	42,4	49,5
5,00	50	50,5	50,5	100,0
Total	99	100,0	100,0	

Y6

	Frequen cy	Percen t	Valid Percent	Cumulative Percent
3,00	5	5,1	5,1	5,1
Valid 4,00	49	49,5	49,5	54,5
5,00	45	45,5	45,5	100,0
Total	99	100,0	100,0	

Y7

	Frequen cy	Percen t	Valid Percent	Cumulative Percent
2,00	3	3,0	3,0	3,0
3,00	5	5,1	5,1	8,1
Valid 4,00	48	48,5	48,5	56,6
5,00	43	43,4	43,4	100,0
Total	99	100,0	100,0	

Y8

	Frequen cy	Percen t	Valid Percent	Cumulative Percent
2,00	3	3,0	3,0	3,0
3,00	8	8,1	8,1	11,1
Valid 4,00	50	50,5	50,5	61,6
5,00	38	38,4	38,4	100,0
Total	99	100,0	100,0	

	Frequen cy	Percent	Valid Percent	Cumulative Percent
2,00	1	1,0	1,0	1,0
3,00	3	3,0	3,0	4,0
Valid 4,00	53	53,5	53,5	57,6
5,00	42	42,4	42,4	100,0
Total	99	100,0	100,0	

X9	Pearson Correlation	-,030	-,091	-,030	,259**	-,114	-,157	-,096	-,075	1	,241*
	Sig. (2-tailed)	,771	,368	,771	,010	,262	,121	,347	,463		,016
	N	99	99	99	99	99	99	99	99	99	99
TOTAL_X	Pearson Correlation	,474**	,387**	,474**	,379**	,234*	,260**	,205*	,504**	,241*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,020	,009	,042	,000	,016	
	N	99	99	99	99	99	99	99	99	99	99

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

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

Y9	Pearson Correlation	,235 [*]	,061	,305 ^{**}	,155	,001	,001	-,143	,094	1	,411 ^{**}
	Sig. (2-tailed)	,019	,547	,002	,125	,991	,989	,159	,354		,000
	N	99	99	99	99	99	99	99	99	99	99
TOTAL_Y	Pearson Correlation	,424 ^{**}	,557 ^{**}	,562 ^{**}	,453 ^{**}	,265 ^{**}	,343 ^{**}	,320 ^{**}	,423 ^{**}	,411 ^{**}	1
	Sig. (2-tailed)	,000	,000	,000	,000	,008	,001	,001	,000	,000	,000
	N	99	99	99	99	99	99	99	99	99	99

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

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

Hal: Lampiran 10 Output SPSS Uji Reliabilitas

1. Sales Promotion (X)

Case Processing Summary

		N	%
Cases	Valid	99	100,0
	Excluded ^a	0	,0
	Total	99	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,161	9

2. Impulse Buying (Y)

Case Processing Summary

		N	%
Cases	Valid	99	100,0
	Excluded ^a	0	,0
	Total	99	100,0

a. Listwise deletion based on all variables in the procedure

Reliability Statistics

Cronbach's Alpha	N of Items
,378	9

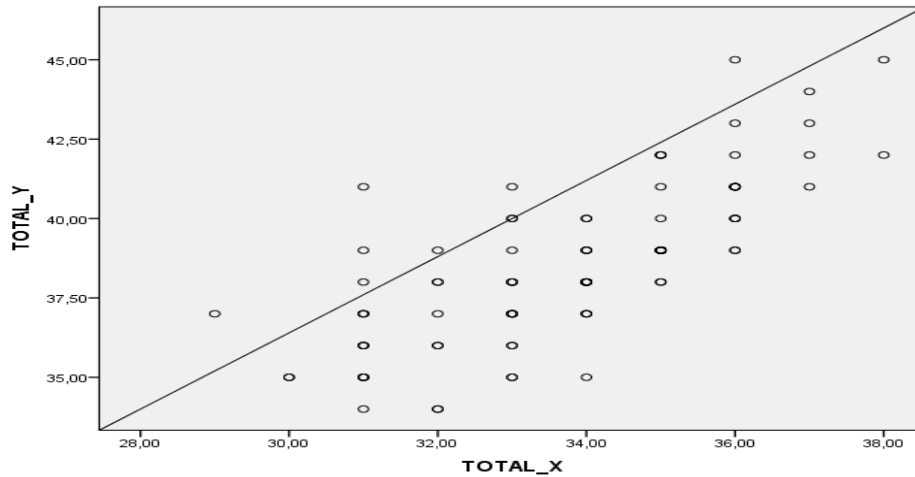
a.Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		TOTAL_X	TOTAL_Y
N		99	99
Normal Parameters ^{a,b}	Mean	33,7576	38,5152
	Std. Deviation	1,93829	2,40053
	Absolute	,115	,127
Most Extreme Differences	Positive	,094	,127
	Negative	-,115	-,082
Kolmogorov-Smirnov Z		1,148	1,264
Asymp. Sig. (2-tailed)		,143	,082

a. Test distribution is Normal.

b. Calculated from data.



b.Uji determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,757 ^a	,574	,569	1,57548

a. Predictors: (Constant), SALES PROMOTION

b. Dependent Variable: IMPULSE BUYING

Hal : Lampiran 11
 Analisis Regresi Linier Sederhana

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	323,960	1	323,960	130,516	,000 ^b
	Residual	240,768	97	2,482		
	Total	564,727	98			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,850	2,776		2,467	,015
	SALES PROMOTION	,938	,082	,757	11,424	,000

a. Dependent Variable: IMPULSE BUYING