

LAMPIRAN 1

No. Responden:

KUESIONER

Dengan hormat, Saya Fenny Felicia sebagai mahasiswa Fakultas Bisnis Universitas Katolik Widya Mandala Surabaya dalam rangka memenuhi persyaratan tugas akhir (skripsi), saya melakukan penelitian dengan judul **Pengaruh Hedonic Motives terhadap Impulse Buying melalui Browsing dan Shopping Lifestyle pada Online Shop (Studi Kasus: Mahasiswa di Surabaya)**. Dengan ini saya meminta kesediaan Saudara/i sekalian untuk meluangkan waktu mengisi kuesioner ini. Atas kesediaan dan waktunya saya ucapkan terima kasih.

A. Identitas Responden

Nama atau Inisial : (Boleh tidak diisi)

Berikan tanda (X) pada jawaban yang sesuai dengan pilihan Anda.

1. Sudah pernah melakukan pembelian di *online shop*?
() Ya () Tidak
2. Jenis kelamin:
() Laki-laki () Perempuan
3. Usia responden:
() 17-21 Tahun () 22-26 Tahun () >26 Tahun
4. Dalam 6 bulan terakhir berapa kali anda melakukan pembelian secara *online*?
() 1-5 kali () >5 kali

B. Variabel Penelitian

Anda dapat memberikan tanda (√) pada pertanyaan yang ada sesuai dengan pilihan Anda, berdasarkan keterangan berikut:

Skala Likert (1 = sangat tidak setuju) hingga (5 = sangat setuju)

STS : Sangat Tidak Setuju **N** : Netral

SS : Sangat Setuju

TS : Tidak Setuju

S : Setuju

1. Hedonic Motives (Motif Hedonis)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Berbelanja adalah suatu pengalaman yang spesial.					
2.	Berbelanja merupakan salah satu alternatif untuk mengatasi <i>stress</i> .					
3.	Terkadang saya suka berbelanja untuk orang lain daripada untuk dirinya sendiri.					
4.	Saya lebih suka mencari tempat pembelanjaan yang menawarkan diskon dan harga yang murah.					
5.	Kenikmatan dalam berbelanja akan tercipta ketika saya menghabiskan waktu bersama-sama dengan keluarga atau teman.					
6.	Saya berbelanja untuk mengikuti trend model-model baru.					

2. Browsing (Pencarian Informasi)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Dalam melakukan <i>browsing</i> pada <i>online shop</i> terdapat diferensiasi (perbedaan) yaitu dapat lebih leluasa menanyakan spesifikasi suatu produk tertentu dibandingkan mencari informasi didalam toko.					
2.	Dalam melakukan <i>browsing</i> pada <i>online shop</i> saya cenderung ingin langsung membeli karena adanya stimulasi sensorik (rangsangan sensorik) dikarenakan gambar produk yang menarik.					
3.	Dalam melakukan <i>browsing</i> pada <i>online shop</i> dapat terjadi interaksi sosial yang baik.					

3. Shopping Lifestyle (Gaya Belanja)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Saya berbelanja karena adanya tawaran iklan.					
2.	Saya berbelanja karena adanya model terbaru.					
3.	Saya membeli produk karena produk tersebut memiliki merek terkenal.					
4.	Saya membeli produk karena produk tersebut memiliki kualitas terbaik.					

5.	Terkadang saya ingin membeli produk dengan merek yang berbeda.					
6.	Terkadang saya mencari produk yang sama dengan merek yang lain.					

4. Impulse Buying (Pembelian Impulsif)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Jika ada tawaran khusus, saya cenderung berbelanja banyak.					
2.	Saya cenderung berbelanja produk dengan model terbaru.					
3.	Saya cenderung berbelanja tanpa berpikir panjang dulu sebelumnya.					
4.	Saya cenderung terobsesi untuk membelanjakan uang saya sebagian atau seluruhnya untuk produk pada <i>online shop</i> .					
5.	Saya cenderung membeli produk pada <i>online shop</i> meskipun saya tidak begitu membutuhkannya.					

-TERIMA KASIH-

LAMPIRAN 2

DATA RESPONDEN (KUESIONER)

No.	H M 1	H M 2	H M 3	H M 4	H M 5	H M 6	B R 1	B R 2	B R 3	S L 1	S L 2	S L 3	S L 4	S L 5	S L 6	I B 1	I B 2	I B 3	I B 4	I B 5
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Lampiran 3

Data Descriptive Statistic

Frequencies

Jenis_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	3	1,9	2,5	2,5
	Wanita	117	73,1	97,5	100,0
	Total	120	75,0	100,0	
Missing	System	40	25,0		
Total		160	100,0		

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-21 tahun	75	46,9	62,5	62,5
	22-26 tahun	38	23,8	31,7	94,2
	>26 tahun	7	4,4	5,8	100,0
	Total	120	75,0	100,0	
Missin g	System	40	25,0		
Total		160	100,0		

Frekuensi_Kunjungan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 kali	107	66,9	89,2	89,2
	>5 kali	13	8,1	10,8	100,0
	Total	120	75,0	100,0	
Missing	System	40	25,0		
Total		160	100,0		

Pernah_Mengunjungi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pernah	120	75,0	100,0	100,0
Missing	System	40	25,0		
Total		160	100,0		

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
HM1	120	1	5	3,99	,772
HM2	120	1	5	4,00	,778
HM3	120	1	5	3,93	,811
HM4	120	2	5	3,76	,889
HM5	120	2	5	3,71	,902
HM6	120	1	5	3,58	,984
Br1	120	1	5	3,57	,976
Br2	120	1	5	3,61	1,048
Br3	120	1	5	3,55	1,099
SL1	120	2	5	4,07	,695
SL2	120	1	5	3,98	,733
SL3	120	2	5	4,00	,710
SL4	120	1	5	3,65	,950
SL5	120	2	5	4,07	,796
SL6	120	1	5	3,87	,829
IB1	120	1	5	3,89	,838
IB2	120	2	5	3,93	,670
IB3	120	2	5	3,89	,786
IB4	120	1	5	3,63	,996
IB5	120	1	5	3,73	,896
HM	120	1,83	5,00	3,8264	,59816
BR	120	1,33	5,00	3,5750	,90950
SL	120	2,00	5,00	3,9389	,56918
IB	120	2,00	5,00	3,8150	,67172
Valid N (listwise)	120				

LAMPIRAN 4

UJI NORMALITAS

DATE: 12/10/2012

TIME: 15:17

P R E L I S 2.70

BY

Karl G. J÷reskog & Dag S÷rbom

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The following lines were read from file D:\SKRIPSI\KUESIONER
FIX.PR2:

!PRELIS SYNTAX: Can be edited

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NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

OU MA=CM SM=D:\SKRIPSI\COVARIANCES.COV XT

Total Sample Size = 120

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum Freq.	Maximum Freq.
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24	HM1	3.992	0.772	56.613	-0.162	0.638	1.581	1	5.230
24	HM2	4.000	0.778	56.332	-0.118	0.749	1.540	1	5.263
21	HM3	3.925	0.811	52.997	-0.156	0.709	1.390	1	5.294
18	HM4	3.758	0.889	46.325	-0.080	-0.163	2.223	18	5.294
18	HM5	3.708	0.902	45.043	-0.083	-0.360	2.178	18	5.239
13	HM6	3.575	0.984	39.781	-0.205	0.074	1.382	6	5.400
16	BR1	3.567	0.976	40.012	-0.154	-0.165	0.975	2	5.249
18	BR2	3.608	1.048	37.732	-0.181	-0.054	1.089	4	5.367
21	BR3	3.550	1.099	35.389	-0.179	-0.392	1.157	6	5.259
27	SL1	4.067	0.695	64.105	-0.119	0.363	2.418	6	5.132
22	SL2	3.983	0.733	59.516	-0.176	0.775	1.694	1	5.199
22	SL3	4.000	0.710	61.709	-0.081	0.646	2.396	8	5.197
19	SL4	3.650	0.950	42.107	-0.183	-0.190	1.137	2	5.192
35	SL5	4.067	0.796	55.940	-0.267	-0.362	2.314	7	5.099
23	SL6	3.867	0.829	51.068	-0.222	0.010	1.627	2	5.148
22	IB1	3.892	0.838	50.865	-0.224	0.337	1.581	2	5.237
16	IB2	3.933	0.670	64.281	-0.140	1.084	2.362	7	5.203
21	IB3	3.892	0.786	54.211	-0.154	0.085	2.281	10	5.181
15	IB4	3.625	0.996	39.857	-0.204	0.191	1.202	4	5.417
15	IB5	3.733	0.896	45.660	-0.232	0.473	1.413	3	5.368

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
HM1	-0.750	0.453	1.391	0.164	2.496	0.287
HM2	-0.549	0.583	1.555	0.120	2.720	0.257
HM3	-0.724	0.469	1.497	0.134	2.767	0.251
HM4	-0.374	0.709	-0.241	0.810	0.198	0.906
HM5	-0.386	0.700	-0.842	0.400	0.858	0.651
HM6	-0.946	0.344	0.348	0.728	1.015	0.602
BR1	-0.715	0.475	-0.248	0.804	0.572	0.751
BR2	-0.840	0.401	0.045	0.964	0.707	0.702
BR3	-0.828	0.408	-0.952	0.341	1.591	0.451
SL1	-0.554	0.580	0.933	0.351	1.176	0.555
SL2	-0.814	0.416	1.593	0.111	3.200	0.202
SL3	-0.376	0.707	1.403	0.161	2.110	0.348
SL4	-0.847	0.397	-0.318	0.751	0.819	0.664
SL5	-1.225	0.221	-0.850	0.396	2.221	0.329
SL6	-1.022	0.307	0.200	0.841	1.084	0.581
IB1	-1.033	0.301	0.886	0.375	1.853	0.396
IB2	-0.649	0.516	1.994	0.046	4.397	0.111
IB3	-0.714	0.475	0.373	0.709	0.649	0.723
IB4	-0.944	0.345	0.601	0.548	1.252	0.535
IB5	-1.071	0.284	1.126	0.260	2.414	0.299

Relative Multivariate Kurtosis = 1.086

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
97.124	6.711	0.000	477.678	5.828	0.000	78.993	0.000

Histograms for Continuous Variables

HM1

Frequency Percentage Lower Class Limit

1	0.8	1.581	
0	0.0	1.946	
8	6.7	2.310	• • •
6	5.0	2.675	• •
0	0.0	3.040	
0	0.0	3.405	
81	67.5	3.770	
.....			
0	0.0	4.135	
0	0.0	4.500	
24	20.0	4.865	• • • • •

HM2

Frequency Percentage Lower Class Limit

1	0.8	1.540	
0	0.0	1.912	
9	7.5	2.284	• • • •
3	2.5	2.657	•
0	0.0	3.029	
0	0.0	3.401	
83	69.2	3.774	
.....			
0	0.0	4.146	
0	0.0	4.519	
24	20.0	4.891	• • • • •

HM3

Frequency Percentage Lower Class Limit

1	0.8	1.390	
0	0.0	1.781	
11	9.2	2.171	• • • • •
5	4.2	2.562	• •
0	0.0	2.952	
0	0.0	3.342	
82	68.3	3.733	
.....			
0	0.0	4.123	
0	0.0	4.514	
21	17.5	4.904	• • • • •

HM4

Frequency Percentage Lower Class Limit

18	15.0	2.223	• • • • •
0	0.0	2.530	
11	9.2	2.837	• • • • •
0	0.0	3.144	
0	0.0	3.451	
73	60.8	3.758	

• • • • •

0	0.0	4.065	
0	0.0	4.372	
0	0.0	4.679	
18	15.0	4.987	• • • • •

HM5

Frequency Percentage Lower Class Limit

18	15.0	2.178	• • • • •
0	0.0	2.484	
17	14.2	2.790	• • • • •
0	0.0	3.096	
0	0.0	3.402	
67	55.8	3.708	

• • • • •

0	0.0	4.014	
0	0.0	4.321	
0	0.0	4.627	
18	15.0	4.933	• • • • •

HM6

Frequency Percentage Lower Class Limit

6	5.0	1.382	• • •
0	0.0	1.784	
12	10.0	2.186	• • • • •
22	18.3	2.588	• • • • •
0	0.0	2.989	
0	0.0	3.391	
67	55.8	3.793	

• • • • •

0	0.0	4.195	
0	0.0	4.596	
13	10.8	4.998	• • • • •

Frequency Percentage Lower Class Limit

BR2
Frequency Percentage Lower Class Limit

BR3

Frequency	Percentage	Lower Class Limit
-----------	------------	-------------------

6	5.0	1.157	
0	0.0	1.567	
18	15.0	1.978	
0	0.0	2.388	
21	17.5	2.798	
0	0.0	3.208	
54	45.0	3.618	
0	0.0	4.028	
0	0.0	4.438	

21 17.5 4.849

SL1
Frequency Percentage Lower Class Limit

6	5.0	2.418	. .
7	5.8	2.689	. . .
0	0.0	2.961	
0	0.0	3.232	
0	0.0	3.504	
80	66.7	3.775	
.			
0	0.0	4.046	
0	0.0	4.318	
0	0.0	4.589	
27	22.5	4.861	

SL2
Frequency Percentage Lower Class Limit

1	0.8	1.694	
0	0.0	2.044	
6	5.0	2.395	. .
9	7.5	2.745	
0	0.0	3.096	
0	0.0	3.446	
82	68.3	3.797	
.			
0	0.0	4.148	
0	0.0	4.498	
22	18.3	4.849	

SL3
Frequency Percentage Lower Class Limit

8	6.7	2.396	. . .
6	5.0	2.676	. .
0	0.0	2.956	
0	0.0	3.236	
0	0.0	3.517	
84	70.0	3.797	
.			
0	0.0	4.077	
0	0.0	4.357	

0	0.0	4.637	
22	18.3	4.917	• • • • •

SL4

Frequency	Percentage	Lower Class Limit	
-----------	------------	-------------------	--

2	1.7	1.137	•
0	0.0	1.542	
15	12.5	1.948	• • • • •
0	0.0	2.353	
25	20.8	2.759	• • • • •
0	0.0	3.164	
59	49.2	3.570	

• • • • •

0	0.0	3.976	
0	0.0	4.381	
19	15.8	4.787	• • • • •

SL5

Frequency	Percentage	Lower Class Limit	
-----------	------------	-------------------	--

7	5.8	2.314	• • • •
0	0.0	2.593	
13	10.8	2.871	• • • • •
0	0.0	3.150	
0	0.0	3.428	
65	54.2	3.707	

• • • • •

0	0.0	3.985	
0	0.0	4.264	
0	0.0	4.542	
35	29.2	4.821	• • • • •

SL6

Frequency	Percentage	Lower Class Limit	
-----------	------------	-------------------	--

2	1.7	1.627	•
5	4.2	1.980	• •
0	0.0	2.332	
23	19.2	2.684	• • • • •
0	0.0	3.036	
0	0.0	3.388	
67	55.8	3.740	

• • • • •

0	0.0	4.092	
0	0.0	4.444	
23	19.2	4.796	• • • • •

IB1

Frequency	Percentage	Lower Class Limit	
-----------	------------	-------------------	--

2	1.7	1.581	•
0	0.0	1.947	
8	6.7	2.312	• • • •
13	10.8	2.678	• • • • •
0	0.0	3.043	
0	0.0	3.409	
75	62.5	3.774	

• • • • •

0	0.0	4.140	
0	0.0	4.506	
22	18.3	4.871	• • • • •

IB2

Frequency	Percentage	Lower Class Limit	
-----------	------------	-------------------	--

7	5.8	2.362	• • •
10	8.3	2.646	• • • •
0	0.0	2.930	
0	0.0	3.214	
0	0.0	3.499	
87	72.5	3.783	

• • • • •

0	0.0	4.067	
0	0.0	4.351	
0	0.0	4.635	
16	13.3	4.919	• • • • •

IB3

Frequency	Percentage	Lower Class Limit	
-----------	------------	-------------------	--

10	8.3	2.281	• • • • •
0	0.0	2.571	
14	11.7	2.861	• • • • •
0	0.0	3.151	
0	0.0	3.441	
75	62.5	3.731	

• • • • •

0	0.0	4.021	
0	0.0	4.311	
0	0.0	4.601	
21	17.5	4.891	• • • • •

IB4

Frequency	Percentage	Lower Class Limit	
4	3.3	1.202	• •
0	0.0	1.623	
18	15.0	2.045	• • • • •
12	10.0	2.466	• • • • •
0	0.0	2.888	
0	0.0	3.309	
71	59.2	3.731	
• • • • •			
0	0.0	4.152	
0	0.0	4.574	
15	12.5	4.996	• • • • •

IB5

Frequency	Percentage	Lower Class Limit	
3	2.5	1.413	•
0	0.0	1.808	
12	10.0	2.204	• • • • •
14	11.7	2.599	• • • • •
0	0.0	2.995	
0	0.0	3.390	
76	63.3	3.786	
• • • • •			
0	0.0	4.181	
0	0.0	4.577	
15	12.5	4.973	• • • • •

Covariance Matrix

	HM1	HM2	HM3	HM4	HM5	HM6
HM1	0.597					
HM2	0.456	0.605				

HM3	0.187	0.269	0.658			
HM4	0.148	0.251	0.225	0.790		
HM5	0.173	0.260	0.255	0.573	0.813	
HM6	0.175	0.176	0.193	0.357	0.344	0.969
BR1	0.167	0.183	0.367	0.182	0.358	0.370
BR2	0.019	0.067	0.189	0.253	0.340	0.406
BR3	0.006	0.087	0.305	0.332	0.416	0.500
SL1	0.057	0.128	0.044	0.259	0.218	0.248
SL2	0.227	0.220	0.200	0.222	0.207	0.189
SL3	0.157	0.164	0.198	0.203	0.203	0.148
SL4	0.045	0.074	0.163	0.339	0.298	0.376
SL5	0.160	0.186	0.182	0.156	0.232	0.175
SL6	0.160	0.136	0.099	0.171	0.204	0.198
IB1	0.202	0.246	0.129	0.190	0.241	0.318
IB2	0.206	0.276	0.156	0.163	0.208	0.183
IB3	0.175	0.257	0.216	0.303	0.254	0.236
IB4	0.214	0.281	0.291	0.250	0.267	0.280
IB5	0.228	0.248	0.255	0.232	0.262	0.335

Covariance Matrix

	BR1	BR2	BR3	SL1	SL2	SL3
-----	-----	-----	-----	-----	-----	-----
BR1	0.954					
BR2	0.645	1.097				
BR3	0.555	0.784	1.208			
SL1	0.166	0.304	0.295	0.483		
SL2	0.147	0.225	0.196	0.160	0.538	
SL3	0.151	0.213	0.248	0.206	0.264	0.504
SL4	0.189	0.277	0.400	0.231	0.233	0.270
SL5	0.286	0.345	0.347	0.125	0.241	0.251
SL6	0.208	0.268	0.227	0.217	0.259	0.184
IB1	0.190	0.272	0.290	0.252	0.283	0.227
IB2	0.152	0.159	0.215	0.175	0.176	0.161
IB3	0.167	0.248	0.276	0.169	0.196	0.200
IB4	0.208	0.262	0.306	0.256	0.200	0.194
IB5	0.231	0.235	0.305	0.224	0.242	0.143

Covariance Matrix

SL4 SL5 SL6 IB1 IB2 IB3

SL4	0.902					
SL5	0.390	0.634				
SL6	0.344	0.338	0.688			
IB1	0.269	0.196	0.260	0.702		
IB2	0.185	0.214	0.218	0.413	0.449	
IB3	0.163	0.212	0.223	0.415	0.360	0.618
IB4	0.142	0.203	0.137	0.322	0.311	0.363
IB5	0.236	0.231	0.218	0.298	0.247	0.199

Covariance Matrix

	IB4	IB5
IB4	0.993	
IB5	0.542	0.802

Means

	HM1	HM2	HM3	HM4	HM5	HM6
	3.992	4.000	3.925	3.758	3.708	3.575

Means

	BR1	BR2	BR3	SL1	SL2	SL3
	3.567	3.608	3.550	4.067	3.983	4.000

Means

	SL4	SL5	SL6	IB1	IB2	IB3
	3.650	4.067	3.867	3.892	3.933	3.892

Means

	IB4	IB5
	3.625	3.733

Standard Deviations

HM1	HM2	HM3	HM4	HM5	HM6
-----	-----	-----	-----	-----	
0.772	0.778	0.811	0.889	0.902	0.984

Standard Deviations

BR1	BR2	BR3	SL1	SL2	SL3
-----	-----	-----	-----	-----	
0.976	1.048	1.099	0.695	0.733	0.710

Standard Deviations

SL4	SL5	SL6	IB1	IB2	IB3
-----	-----	-----	-----	-----	-----
0.950	0.796	0.829	0.838	0.670	0.786

Standard Deviations

IB4	IB5
-----	-----
0.996	0.896

The Problem used 40448 Bytes (= 0.1% of available workspace)

LAMPIRAN 5

UJI KECOCOKAN

DATE: 12/10/2012

TIME: 22:11

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SKRIPSI\SYNTAX.spl:

PENGARUH HEDONIC MOTIVES TERHADAP IMPULSE BUYING
MELALUI BROWSING DAN SHOPPING LIFESTYLE PADA ONLINE
SHOP (STUDI KASUS: MAHASISWA UNIVERSITAS DI SURABAYA)
OBSERVED VARIABLE HM1, HM2, HM3, HM4, HM5, HM6, BR1,
BR2, BR3, SL1, SL2, SL3, SL4, SL5, SL6, IB1, IB2, IB3, IB4, IB5
COVARIANCE MATRIX FROM FILE
D:\SKRIPSI\COVARIANCES.COV
SAMPLE SIZE 120
LATENT VARIABLES HM, BR, SL, IB
RELATIONSHIPS:
HM1 = 1*HM
HM2-HM6 = HM
BR1 = 1*BR
BR2-BR3 = BR

SL1 = 1*SL
 SL2-SL6 = SL
 IB1 = 1*IB
 IB2-IB5 = IB
 BR = HM
 SL = HM
 IB = BR HM SL
 OPTIONS: SS SC EF RS AD=OFF
 PATH DIAGRAM
 END OF PROGRAM

Sample Size = 120

PENGARUH HEDONIC MOTIVES TERHADAP IMPULSE BUYING MELALUI BROWSING DAN SHOPPING

Covariance Matrix

	BR1	BR2	BR3	SL1	SL2	SL3
-----	-----	-----	-----	-----	-----	-----
BR1	0.95					
BR2	0.65	1.10				
BR3	0.55	0.78	1.21			
SL1	0.17	0.30	0.30	0.48		
SL2	0.15	0.22	0.20	0.16	0.54	
SL3	0.15	0.21	0.25	0.21	0.26	0.50
SL4	0.19	0.28	0.40	0.23	0.23	0.27
SL5	0.29	0.34	0.35	0.12	0.24	0.25
SL6	0.21	0.27	0.23	0.22	0.26	0.18
IB1	0.19	0.27	0.29	0.25	0.28	0.23
IB2	0.15	0.16	0.22	0.18	0.18	0.16
IB3	0.17	0.25	0.28	0.17	0.20	0.20
IB4	0.21	0.26	0.31	0.26	0.20	0.19
IB5	0.23	0.24	0.30	0.22	0.24	0.14
HM1	0.17	0.02	0.01	0.06	0.23	0.16
HM2	0.18	0.07	0.09	0.13	0.22	0.16
HM3	0.37	0.19	0.30	0.04	0.20	0.20
HM4	0.18	0.25	0.33	0.26	0.22	0.20
HM5	0.36	0.34	0.42	0.22	0.21	0.20
HM6	0.37	0.41	0.50	0.25	0.19	0.15

Covariance Matrix

	SL4	SL5	SL6	IB1	IB2	IB3
SL4	0.90					
SL5	0.39	0.63				
SL6	0.34	0.34	0.69			
IB1	0.27	0.20	0.26	0.70		
IB2	0.18	0.21	0.22	0.41	0.45	
IB3	0.16	0.21	0.22	0.41	0.36	0.62
IB4	0.14	0.20	0.14	0.32	0.31	0.36
IB5	0.24	0.23	0.22	0.30	0.25	0.20
HM1	0.04	0.16	0.16	0.20	0.21	0.17
HM2	0.07	0.19	0.14	0.25	0.28	0.26
HM3	0.16	0.18	0.10	0.13	0.16	0.22
HM4	0.34	0.16	0.17	0.19	0.16	0.30
HM5	0.30	0.23	0.20	0.24	0.21	0.25
HM6	0.38	0.17	0.20	0.32	0.18	0.24

Covariance Matrix

	IB4	IB5	HM1	HM2	HM3	HM4
IB4	0.99					
IB5	0.54	0.80				
HM1	0.21	0.23	0.60			
HM2	0.28	0.25	0.46	0.61		
HM3	0.29	0.25	0.19	0.27	0.66	
HM4	0.25	0.23	0.15	0.25	0.22	0.79
HM5	0.27	0.26	0.17	0.26	0.26	0.57
HM6	0.28	0.34	0.18	0.18	0.19	0.36

Covariance Matrix

	HM5	HM6
HM5	0.81	
HM6	0.34	0.97

PENGARUH HEDONIC MOTIVES TERHADAP IMPULSE BUYING MELALUI BROWSING DAN SHOPPING

Number of Iterations = 54

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\text{BR1} = 1.00 * \text{BR}, \text{Errorvar.} = 0.46, R^2 = 0.52$$

(0.074)
6.13

$$\text{BR2} = 1.27 * \text{BR}, \text{Errorvar.} = 0.30, R^2 = 0.73$$

(0.16) (0.078)
7.90 3.83

$$\text{BR3} = 1.22 * \text{BR}, \text{Errorvar.} = 0.47, R^2 = 0.61$$

(0.16) (0.088)
7.63 5.29

$$\text{SL1} = 1.00 * \text{SL}, \text{Errorvar.} = 0.33, R^2 = 0.31$$

(0.047)
7.06

$$\text{SL2} = 1.25 * \text{SL}, \text{Errorvar.} = 0.31, R^2 = 0.43$$

(0.24) (0.046)
5.20 6.59

$$\text{SL3} = 1.21 * \text{SL}, \text{Errorvar.} = 0.29, R^2 = 0.43$$

(0.23) (0.043)
5.19 6.60

$$\text{SL4} = 1.54 * \text{SL}, \text{Errorvar.} = 0.55, R^2 = 0.39$$

(0.30) (0.081)
5.04 6.77

$$\text{SL5} = 1.38 * \text{SL}, \text{Errorvar.} = 0.35, R^2 = 0.45$$

(0.26) (0.054)
5.27 6.50

$$\begin{array}{cc} \text{SL6} = 1.36 * \text{SL}, \text{Errorvar.} = 0.41, R^2 = 0.40 \\ (0.27) & (0.061) \\ 5.08 & 6.73 \end{array}$$

$$\begin{array}{cc} \text{IB1} = 1.00 * \text{IB}, \text{Errorvar.} = 0.24, R^2 = 0.66 \\ & (0.041) \\ & 5.77 \end{array}$$

$$\begin{array}{cc} \text{IB2} = 0.85 * \text{IB}, \text{Errorvar.} = 0.11, R^2 = 0.75 \\ (0.082) & (0.024) \\ 10.39 & 4.79 \end{array}$$

$$\begin{array}{cc} \text{IB3} = 0.89 * \text{IB}, \text{Errorvar.} = 0.25, R^2 = 0.60 \\ (0.098) & (0.040) \\ 9.11 & 6.26 \end{array}$$

$$\begin{array}{cc} \text{IB4} = 0.84 * \text{IB}, \text{Errorvar.} = 0.66, R^2 = 0.33 \\ (0.13) & (0.092) \\ 6.40 & 7.24 \end{array}$$

$$\begin{array}{cc} \text{IB5} = 0.69 * \text{IB}, \text{Errorvar.} = 0.58, R^2 = 0.28 \\ (0.12) & (0.079) \\ 5.75 & 7.35 \end{array}$$

$$\begin{array}{cc} \text{HM1} = 1.00 * \text{HM}, \text{Errorvar.} = 0.45, R^2 = 0.24 \\ & (0.062) \\ & 7.27 \end{array}$$

$$\begin{array}{cc} \text{HM2} = 1.25 * \text{HM}, \text{Errorvar.} = 0.38, R^2 = 0.37 \\ (0.28) & (0.055) \\ 4.49 & 6.89 \end{array}$$

$$\begin{array}{cc} \text{HM3} = 1.13 * \text{HM}, \text{Errorvar.} = 0.48, R^2 = 0.28 \\ (0.27) & (0.066) \\ 4.13 & 7.18 \end{array}$$

$$\begin{array}{cc} \text{HM4} = 1.65 * \text{HM}, \text{Errorvar.} = 0.40, R^2 = 0.49 \\ (0.34) & (0.063) \\ 4.82 & 6.33 \end{array}$$

$$\text{HM5} = 1.76 \cdot \text{HM}, \text{Errorvar.} = 0.37, R^2 = 0.55$$

(0.36)	(0.061)
4.94	5.99

$$\text{HM6} = 1.44 \cdot \text{HM}, \text{Errorvar.} = 0.67, R^2 = 0.31$$

(0.34)	(0.095)
4.27	7.09

Structural Equations

$$\text{BR} = 1.11 \cdot \text{HM}, \text{Errorvar.} = 0.32, R^2 = 0.36$$

(0.28)	(0.082)
3.94	3.91

$$\text{SL} = 0.75 \cdot \text{HM}, \text{Errorvar.} = 0.068, R^2 = 0.54$$

(0.19)	(0.025)
3.88	2.69

$$\text{IB} = -0.035 \cdot \text{BR} + 0.71 \cdot \text{SL} + 0.74 \cdot \text{HM}, \text{Errorvar.} = 0.21, R^2 = 0.55$$

(0.11)	(0.29)	(0.35)	(0.049)
-0.32	2.47	2.13	4.34

Reduced Form Equations

$$\text{BR} = 1.11 \cdot \text{HM}, \text{Errorvar.} = 0.32, R^2 = 0.36$$

(0.28)
3.94

$$\text{SL} = 0.75 \cdot \text{HM}, \text{Errorvar.} = 0.068, R^2 = 0.54$$

(0.19)
3.88

$$\text{IB} = 1.23 \cdot \text{HM}, \text{Errorvar.} = 0.25, R^2 = 0.47$$

(0.28)
4.41

Variances of Independent Variables

HM

0.14
(0.05)
2.64

Covariance Matrix of Latent Variables

	BR	SL	IB	HM
BR	0.50			
SL	0.12	0.15		
IB	0.19	0.18	0.47	
HM	0.16	0.11	0.18	0.14

Goodness of Fit Statistics

Degrees of Freedom = 165

Minimum Fit Function Chi-Square = 438.46 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 412.11 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 247.11

90 Percent Confidence Interval for NCP = (191.18 ; 310.72)

Minimum Fit Function Value = 3.68

Population Discrepancy Function Value (F0) = 2.08

90 Percent Confidence Interval for F0 = (1.61 ; 2.61)

Root Mean Square Error of Approximation (RMSEA) = 0.11

90 Percent Confidence Interval for RMSEA = (0.099 ; 0.13)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 4.22

90 Percent Confidence Interval for ECVI = (3.75 ; 4.75)

ECVI for Saturated Model = 3.53

ECVI for Independence Model = 23.44

Chi-Square for Independence Model with 190 Degrees of Freedom =
2749.01

Independence AIC = 2789.01
 Model AIC = 502.11
 Saturated AIC = 420.00
 Independence CAIC = 2864.76
 Model CAIC = 672.54
 Saturated CAIC = 1215.37

Normed Fit Index (NFI) = 0.84
 Non-Normed Fit Index (NNFI) = 0.88
 Parsimony Normed Fit Index (PNFI) = 0.73
 Comparative Fit Index (CFI) = 0.89
 Incremental Fit Index (IFI) = 0.89
 Relative Fit Index (RFI) = 0.82

Critical N (CN) = 58.04

Root Mean Square Residual (RMR) = 0.072
 Standardized RMR = 0.095
 Goodness of Fit Index (GFI) = 0.74
 Adjusted Goodness of Fit Index (AGFI) = 0.67
 Parsimony Goodness of Fit Index (PGFI) = 0.58

PENGARUH HEDONIC MOTIVES TERHADAP IMPULSE BUYING MELALUI BROWSING DAN SHOPPING

Fitted Covariance Matrix

	BR1	BR2	BR3	SL1	SL2	SL3
BR1	0.95					
BR2	0.63	1.10				
BR3	0.61	0.77	1.21			
SL1	0.12	0.15	0.15	0.48		
SL2	0.15	0.19	0.18	0.19	0.54	
SL3	0.15	0.18	0.18	0.18	0.22	0.50
SL4	0.18	0.23	0.23	0.23	0.29	0.28
SL5	0.17	0.21	0.20	0.21	0.26	0.25
SL6	0.16	0.21	0.20	0.20	0.25	0.25
IB1	0.19	0.24	0.23	0.18	0.23	0.22
IB2	0.16	0.20	0.19	0.15	0.19	0.19

IB3	0.17	0.21	0.20	0.16	0.20	0.20
IB4	0.16	0.20	0.19	0.15	0.19	0.18
IB5	0.13	0.16	0.16	0.13	0.16	0.15
HM1	0.16	0.20	0.20	0.11	0.13	0.13
HM2	0.20	0.25	0.24	0.13	0.17	0.16
HM3	0.18	0.23	0.22	0.12	0.15	0.15
HM4	0.26	0.33	0.32	0.18	0.22	0.21
HM5	0.28	0.36	0.34	0.19	0.24	0.23
HM6	0.23	0.29	0.28	0.16	0.19	0.19

Fitted Covariance Matrix

	SL4	SL5	SL6	IB1	IB2	IB3
SL4	0.90					
SL5	0.32	0.63				
SL6	0.31	0.28	0.69			
IB1	0.28	0.25	0.25	0.70		
IB2	0.24	0.21	0.21	0.40	0.45	
IB3	0.25	0.22	0.22	0.41	0.35	0.62
IB4	0.24	0.21	0.21	0.39	0.33	0.35
IB5	0.19	0.17	0.17	0.32	0.27	0.29
HM1	0.17	0.15	0.15	0.18	0.15	0.16
HM2	0.21	0.19	0.18	0.22	0.19	0.20
HM3	0.19	0.17	0.17	0.20	0.17	0.18
HM4	0.27	0.25	0.24	0.29	0.25	0.26
HM5	0.29	0.26	0.26	0.31	0.27	0.28
HM6	0.24	0.22	0.21	0.26	0.22	0.23

Fitted Covariance Matrix

	IB4	IB5	HM1	HM2	HM3	HM4
IB4	0.99					
IB5	0.27	0.80				
HM1	0.15	0.12	0.60			
HM2	0.19	0.15	0.18	0.61		
HM3	0.17	0.14	0.16	0.20	0.66	
HM4	0.25	0.20	0.24	0.29	0.27	0.79
HM5	0.26	0.22	0.25	0.32	0.28	0.42
HM6	0.22	0.18	0.21	0.26	0.23	0.34

Fitted Covariance Matrix

	HM5	HM6
-----	-----	
HM5	0.81	
HM6	0.37	0.97

Fitted Residuals

	BR1	BR2	BR3	SL1	SL2	SL3
-----	-----	-----	-----	-----	-----	-----
BR1	0.00					
BR2	0.01	0.00				
BR3	-0.05	0.01	0.00			
SL1	0.05	0.15	0.15	0.00		
SL2	0.00	0.03	0.01	-0.03	0.00	
SL3	0.01	0.03	0.07	0.03	0.04	0.00
SL4	0.00	0.04	0.17	0.00	-0.05	-0.01
SL5	0.12	0.13	0.14	-0.08	-0.02	0.00
SL6	0.04	0.06	0.03	0.01	0.01	-0.06
IB1	0.00	0.04	0.06	0.07	0.06	0.01
IB2	-0.01	-0.04	0.02	0.02	-0.02	-0.03
IB3	0.00	0.04	0.07	0.01	-0.01	0.00
IB4	0.05	0.06	0.11	0.10	0.01	0.01
IB5	0.10	0.07	0.15	0.10	0.09	-0.01
HM1	0.01	-0.18	-0.19	-0.05	0.09	0.03
HM2	-0.02	-0.19	-0.16	-0.01	0.05	0.00
HM3	0.19	-0.04	0.08	-0.08	0.05	0.05
HM4	-0.08	-0.08	0.01	0.08	0.00	-0.01
HM5	0.08	-0.02	0.07	0.03	-0.03	-0.03
HM6	0.14	0.11	0.22	0.09	-0.01	-0.04

Fitted Residuals

	SL4	SL5	SL6	IB1	IB2	IB3
-----	-----	-----	-----	-----	-----	-----
SL4	0.00					
SL5	0.07	0.00				
SL6	0.03	0.06	0.00			
IB1	-0.01	-0.06	0.01	0.00		

IB2	-0.05	0.00	0.01	0.02	0.00	
IB3	-0.09	-0.01	0.00	0.00	0.01	0.00
IB4	-0.09	-0.01	-0.07	-0.07	-0.02	0.01
IB5	0.04	0.06	0.05	-0.02	-0.03	-0.09
HM1	-0.12	0.01	0.01	0.02	0.06	0.02
HM2	-0.13	0.00	-0.05	0.02	0.09	0.06
HM3	-0.02	0.01	-0.07	-0.07	-0.01	0.04
HM4	0.07	-0.09	-0.07	-0.10	-0.08	0.04
HM5	0.01	-0.03	-0.05	-0.07	-0.06	-0.02
HM6	0.14	-0.04	-0.01	0.06	-0.03	0.01

Fitted Residuals

	IB4	IB5	HM1	HM2	HM3	HM4
IB4	0.00					
IB5	0.27	0.00				
HM1	0.06	0.11	0.00			
HM2	0.09	0.10	0.28	0.00		
HM3	0.12	0.12	0.03	0.07	0.00	
HM4	0.00	0.03	-0.09	-0.04	-0.04	0.00
HM5	0.00	0.05	-0.08	-0.06	-0.03	0.16
HM6	0.06	0.16	-0.03	-0.08	-0.04	0.02

Fitted Residuals

	HM5	HM6
HM5	0.00	
HM6	-0.02	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.19

Median Fitted Residual = 0.00

Largest Fitted Residual = 0.28

Stemleaf Plot

-18|964

-16|

-14|6
 -12|31
 -10|2
 -8|30985522110
 -6|72211061
 -4|7655432174211000
 -2|42109766643321
 -0|8777432119977665311111000000000000000000
 0|11122244445666777788990022344445677
 2|12455677890256899
 4|334566781126677
 6|0023345680122246
 8|156723459
 10|2253579
 12|3479
 14|489279
 16|5
 18|7
 20|7
 22|
 24|
 26|17

Standardized Residuals

	BR1	BR2	BR3	SL1	SL2	SL3
BR1	--					
BR2	1.25	--				
BR3	-2.56	1.55	--			
SL1	0.86	2.84	2.56	--		
SL2	-0.06	0.65	0.21	-1.06	--	
SL3	0.12	0.56	1.26	1.06	1.79	--
SL4	0.06	0.61	2.28	0.06	-1.71	-0.20
SL5	2.07	2.34	2.30	-3.07	-0.70	0.05
SL6	0.73	0.99	0.41	0.47	0.21	-2.34
IB1	0.08	0.80	1.19	2.00	1.67	0.22
IB2	-0.18	-1.35	0.57	0.79	-0.71	-1.10
IB3	0.02	0.84	1.40	0.19	-0.20	0.15
IB4	0.69	0.86	1.42	2.03	0.17	0.18
IB5	1.49	1.05	1.98	2.12	1.85	-0.19

HM1	0.14	-3.49	-3.24	-1.29	2.38	0.71
HM2	-0.33	-3.92	-2.92	-0.17	1.43	0.05
HM3	3.35	-0.74	1.42	-1.90	1.20	1.32
HM4	-1.53	-1.72	0.19	2.07	0.02	-0.31
HM5	1.48	-0.40	1.37	0.72	-0.82	-0.73
HM6	2.10	1.79	3.06	1.90	-0.11	-0.87

Standardized Residuals

	SL4	SL5	SL6	IB1	IB2	IB3
-----	-----	-----	-----	-----	-----	-----
SL4	--					
SL5	2.20	--				
SL6	0.86	2.01	--			
IB1	-0.24	-1.56	0.32	-2.79		
IB2	-1.59	0.01	0.28	2.33	-2.79	
IB3	-1.94	-0.35	0.07	0.00	0.85	-2.79
IB4	-1.41	-0.17	-1.25	-2.39	-1.24	0.43
IB5	0.71	1.15	0.88	-0.82	-1.52	-2.90
HM1	-2.34	0.25	0.29	0.60	1.80	0.43
HM2	-2.76	-0.01	-1.12	0.65	3.14	1.62
HM3	-0.44	0.32	-1.43	-1.68	-0.42	0.94
HM4	1.31	-2.23	-1.62	-2.67	-3.05	1.14
HM5	0.13	-0.80	-1.28	-1.96	-2.19	-0.64
HM6	2.17	-0.79	-0.25	1.26	-0.92	0.16

Standardized Residuals

	IB4	IB5	HM1	HM2	HM3	HM4
-----	-----	-----	-----	-----	-----	-----
IB4	-2.80					
IB5	5.07	-2.79				
HM1	1.11	1.98	--			
HM2	1.72	1.87	8.01	--		
HM3	2.06	2.12	0.63	1.93	--	
HM4	0.07	0.56	-2.63	-1.51	-1.20	--
HM5	0.06	0.85	-2.57	-2.06	-0.93	6.20
HM6	0.90	2.40	-0.69	-2.00	-0.84	0.40

Standardized Residuals

	HM5	HM6
HM5	--	
HM6	-0.56	--

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -3.92

Median Standardized Residual = 0.07

Largest Standardized Residual = 8.01

Stemleaf Plot

```

- 3|95210
- 2|99888888766643322100
- 1|9977766655544433222111
- 0|9998888877777664443332222221100000000000000000000
  0|111111111122222222233334444566666677777788889999999
  1|011111223333344445556778888999
  2|00000111112233334468
  3|113
  4|
  5|1
  6|2
  7|
  8|0

```

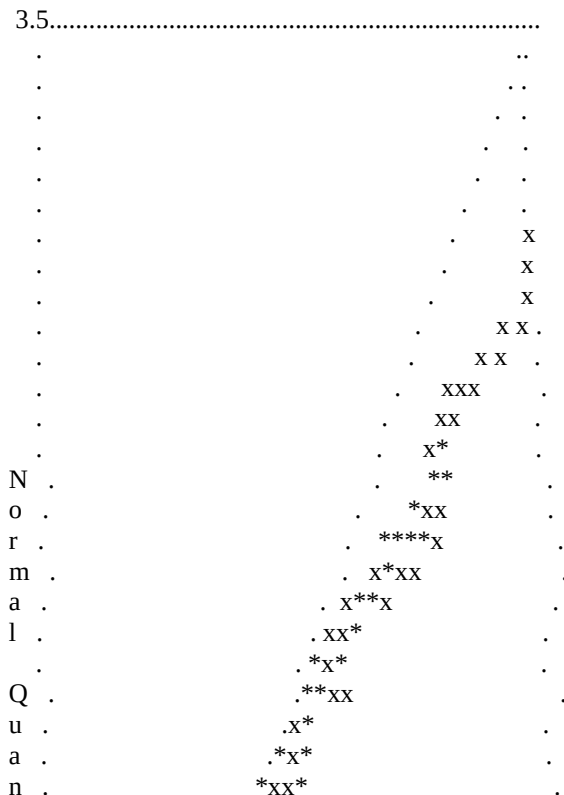
Largest Negative Standardized Residuals

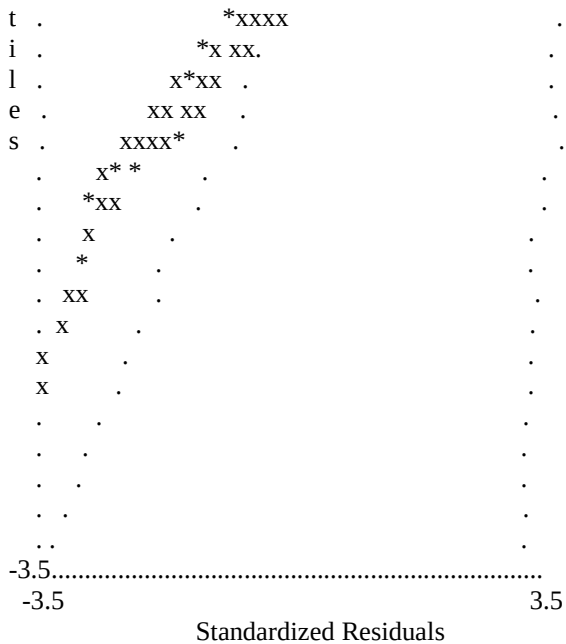
Residual for	SL5 and	SL1	-3.07
Residual for	IB1 and	IB1	-2.79
Residual for	IB2 and	IB2	-2.79
Residual for	IB3 and	IB3	-2.79
Residual for	IB4 and	IB4	-2.80
Residual for	IB5 and	IB3	-2.90
Residual for	IB5 and	IB5	-2.79
Residual for	HM1 and	BR2	-3.49
Residual for	HM1 and	BR3	-3.24
Residual for	HM2 and	BR2	-3.92
Residual for	HM2 and	BR3	-2.92
Residual for	HM2 and	SL4	-2.76
Residual for	HM4 and	IB1	-2.67
Residual for	HM4 and	IB2	-3.05

Residual for	HM4 and	HM1	-2.63
Largest Positive Standardized Residuals			
Residual for	SL1 and	BR2	2.84
Residual for	IB5 and	IB4	5.07
Residual for	HM2 and	IB2	3.14
Residual for	HM2 and	HM1	8.01
Residual for	HM3 and	BR1	3.35
Residual for	HM5 and	HM4	6.20
Residual for	HM6 and	BR3	3.06

PENGARUH HEDONIC MOTIVES TERHADAP IMPULSE BUYING MELALUI BROWSING DAN SHOPPING

Qplot of Standardized Residuals





The Modification Indices Suggest to Add an Error Covariance
Between and Decrease in Chi-Square New Estimate

SL5	SL1	9.4	-0.11
IB5	IB3	8.3	-0.12
IB5	IB4	25.9	0.31
HM1	SL4	8.9	-0.15
HM2	SL4	10.9	-0.15
HM2	IB2	10.4	0.08
HM2	HM1	64.2	0.34
HM3	BR1	11.9	0.17
HM5	HM4	38.5	0.30

PENGARUH HEDONIC MOTIVES TERHADAP IMPULSE BUYING
MELALUI BROWSING DAN SHOPPING

Standardized Solution

LAMBDA-Y

	BR	SL	IB
	-----	-----	-----
BR1	0.71	--	--
BR2	0.89	--	--
BR3	0.86	--	--
SL1	--	0.39	--
SL2	--	0.48	--
SL3	--	0.47	--
SL4	--	0.59	--
SL5	--	0.53	--
SL6	--	0.53	--
IB1	--	--	0.68
IB2	--	--	0.58
IB3	--	--	0.61
IB4	--	--	0.58
IB5	--	--	0.47

LAMBDA-X

	HM

HM1	0.38
HM2	0.47
HM3	0.43
HM4	0.62
HM5	0.67
HM6	0.55

BETA

	BR	SL	IB
	-----	-----	-----
BR	--	--	--
SL	--	--	--
IB	-0.04	0.40	--

GAMMA

	HM

BR	0.60

SL 0.74
 IB 0.41

Correlation Matrix of ETA and KSI

	BR	SL	IB	HM
BR	1.00			
SL	0.44	1.00		
IB	0.39	0.69	1.00	
HM	0.60	0.74	0.69	1.00

PSI

Note: This matrix is diagonal.

BR	SL	IB
0.64	0.46	0.45

Regression Matrix ETA on KSI (Standardized)

	HM
BR	0.60
SL	0.74
IB	0.69

PENGARUH HEDONIC MOTIVES TERHADAP IMPULSE BUYING MELALUI BROWSING DAN SHOPPING

Completely Standardized Solution

LAMBDA-Y

	BR	SL	IB
BR1	0.72	--	--
BR2	0.85	--	--
BR3	0.78	--	--
SL1	--	0.56	--
SL2	--	0.66	--

SL3	--	0.66	--
SL4	--	0.62	--
SL5	--	0.67	--
SL6	--	0.63	--
IB1	--	--	0.81
IB2	--	--	0.87
IB3	--	--	0.77
IB4	--	--	0.58
IB5	--	--	0.53

LAMBDA-X

HM	

HM1	0.49
HM2	0.61
HM3	0.53
HM4	0.70
HM5	0.74
HM6	0.56

BETA

	BR	SL	IB
	-----	-----	-----
BR	--	--	--
SL	--	--	--
IB	-0.04	0.40	--

GAMMA

HM	

BR	0.60
SL	0.74
IB	0.41

Correlation Matrix of ETA and KSI

BR	SL	IB	HM
-----	-----	-----	-----

BR	1.00			
SL	0.44	1.00		
IB	0.39	0.69	1.00	
HM	0.60	0.74	0.69	1.00

PSI

Note: This matrix is diagonal.

BR	SL	IB
-----	-----	-----
0.64	0.46	0.45

THETA-EPS

BR1	BR2	BR3	SL1	SL2	SL3
-----	-----	-----	-----	-----	-----
0.48	0.27	0.39	0.69	0.57	0.57

THETA-EPS

SL4	SL5	SL6	IB1	IB2	IB3
-----	-----	-----	-----	-----	-----
0.61	0.55	0.60	0.34	0.25	0.40

THETA-EPS

IB4	IB5
-----	-----
0.67	0.72

THETA-DELTA

HM1	HM2	HM3	HM4	HM5	HM6
-----	-----	-----	-----	-----	
0.76	0.63	0.72	0.51	0.45	0.69

Regression Matrix ETA on KSI (Standardized)

HM

BR 0.60

SL	0.74
IB	0.69

PENGARUH HEDONIC MOTIVES TERHADAP IMPULSE BUYING MELALUI BROWSING DAN SHOPPING

Total and Indirect Effects

Total Effects of KSI on ETA

	HM

BR	1.11
	(0.28)
	3.94
SL	0.75
	(0.19)
	3.88
IB	1.23
	(0.28)
	4.41

Indirect Effects of KSI on ETA

	HM

BR	- -
SL	- -
IB	0.50
	(0.27)
	1.85

Total Effects of ETA on ETA

BR	SL	IB
----	----	----

	-----	-----	-----
BR	--	--	--
SL	--	--	--
IB	-0.04 (0.11) -0.32	0.71 (0.29) 2.47	--

Largest Eigenvalue of B*B' (Stability Index) is 0.512

Total Effects of ETA on Y

	BR	SL	IB
	-----	-----	-----
BR1	1.00	--	--
BR2	1.27 (0.16) 7.90	--	--
BR3	1.22 (0.16) 7.63	--	--
SL1	--	1.00	--
SL2	--	1.25 (0.24) 5.20	--
SL3	--	1.21 (0.23) 5.19	--
SL4	--	1.54 (0.30) 5.04	--
SL5	--	1.38	--

		(0.26)	
		5.27	
SL6	--	1.36	--
		(0.27)	
		5.08	
IB1	-0.04	0.71	1.00
	(0.11)	(0.29)	
	-0.32	2.47	
IB2	-0.03	0.61	0.85
	(0.09)	(0.25)	(0.08)
	-0.32	2.48	10.39
IB3	-0.03	0.64	0.89
	(0.10)	(0.26)	(0.10)
	-0.32	2.46	9.11
IB4	-0.03	0.60	0.84
	(0.09)	(0.25)	(0.13)
	-0.32	2.37	6.40
IB5	-0.02	0.49	0.69
	(0.08)	(0.21)	(0.12)
	-0.32	2.33	5.75

Indirect Effects of ETA on Y

	BR	SL	IB
	-----	-----	-----
BR1	--	--	--
BR2	--	--	--
BR3	--	--	--
SL1	--	--	--
SL2	--	--	--

SL3	--	--	--
SL4	--	--	--
SL5	--	--	--
SL6	--	--	--
IB1	-0.04 (0.11) -0.32	0.71 (0.29) 2.47	--
IB2	-0.03 (0.09) -0.32	0.61 (0.25) 2.48	--
IB3	-0.03 (0.10) -0.32	0.64 (0.26) 2.46	--
IB4	-0.03 (0.09) -0.32	0.60 (0.25) 2.37	--
IB5	-0.02 (0.08) -0.32	0.49 (0.21) 2.33	--

Total Effects of KSI on Y

	HM

BR1	1.11 (0.28) 3.94
BR2	1.41 (0.34) 4.13

BR3 1.36
 (0.34)
 4.03

SL1 0.75
 (0.19)
 3.88

SL2 0.94
 (0.22)
 4.18

SL3 0.91
 (0.22)
 4.18

SL4 1.15
 (0.28)
 4.09

SL5 1.04
 (0.25)
 4.22

SL6 1.02
 (0.25)
 4.12

IB1 1.23
 (0.28)
 4.41

IB2 1.05
 (0.23)
 4.48

IB3 1.10
 (0.25)
 4.34

IB4	1.04
	(0.27)
	3.91

IB5	0.85
	(0.23)
	3.74

PENGARUH HEDONIC MOTIVES TERHADAP IMPULSE BUYING MELALUI BROWSING DAN SHOPPING

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	HM

BR	0.60
SL	0.74
IB	0.69

Standardized Indirect Effects of KSI on ETA

	HM

BR	--
SL	--
IB	0.28

Standardized Total Effects of ETA on ETA

	BR	SL	IB
	-----	-----	-----
BR	--	--	--
SL	--	--	--
IB	-0.04	0.40	--

Standardized Total Effects of ETA on Y

BR	SL	IB
----	----	----

	-----	-----	-----
BR1	0.71	--	--
BR2	0.89	--	--
BR3	0.86	--	--
SL1	--	0.39	--
SL2	--	0.48	--
SL3	--	0.47	--
SL4	--	0.59	--
SL5	--	0.53	--
SL6	--	0.53	--
IB1	-0.02	0.28	0.68
IB2	-0.02	0.23	0.58
IB3	-0.02	0.25	0.61
IB4	-0.02	0.23	0.58
IB5	-0.02	0.19	0.47

Completely Standardized Total Effects of ETA on Y

	BR	SL	IB
	-----	-----	-----
BR1	0.72	--	--
BR2	0.85	--	--
BR3	0.78	--	--
SL1	--	0.56	--
SL2	--	0.66	--
SL3	--	0.66	--
SL4	--	0.62	--
SL5	--	0.67	--
SL6	--	0.63	--
IB1	-0.03	0.33	0.81
IB2	-0.03	0.35	0.87
IB3	-0.03	0.31	0.77
IB4	-0.02	0.23	0.58
IB5	-0.02	0.21	0.53

Standardized Indirect Effects of ETA on Y

	BR	SL	IB
	-----	-----	-----
BR1	--	--	--
BR2	--	--	--

BR3	--	--	--
SL1	--	--	--
SL2	--	--	--
SL3	--	--	--
SL4	--	--	--
SL5	--	--	--
SL6	--	--	--
IB1	-0.02	0.28	--
IB2	-0.02	0.23	--
IB3	-0.02	0.25	--
IB4	-0.02	0.23	--
IB5	-0.02	0.19	--

Completely Standardized Indirect Effects of ETA on Y

	BR	SL	IB
	-----	-----	-----
BR1	--	--	--
BR2	--	--	--
BR3	--	--	--
SL1	--	--	--
SL2	--	--	--
SL3	--	--	--
SL4	--	--	--
SL5	--	--	--
SL6	--	--	--
IB1	-0.03	0.33	--
IB2	-0.03	0.35	--
IB3	-0.03	0.31	--
IB4	-0.02	0.23	--
IB5	-0.02	0.21	--

Standardized Total Effects of KSI on Y

	HM

BR1	0.42
BR2	0.54
BR3	0.52
SL1	0.28
SL2	0.36

SL3	0.34
SL4	0.44
SL5	0.39
SL6	0.39
IB1	0.47
IB2	0.40
IB3	0.42
IB4	0.39
IB5	0.32

Completely Standardized Total Effects of KSI on Y

HM

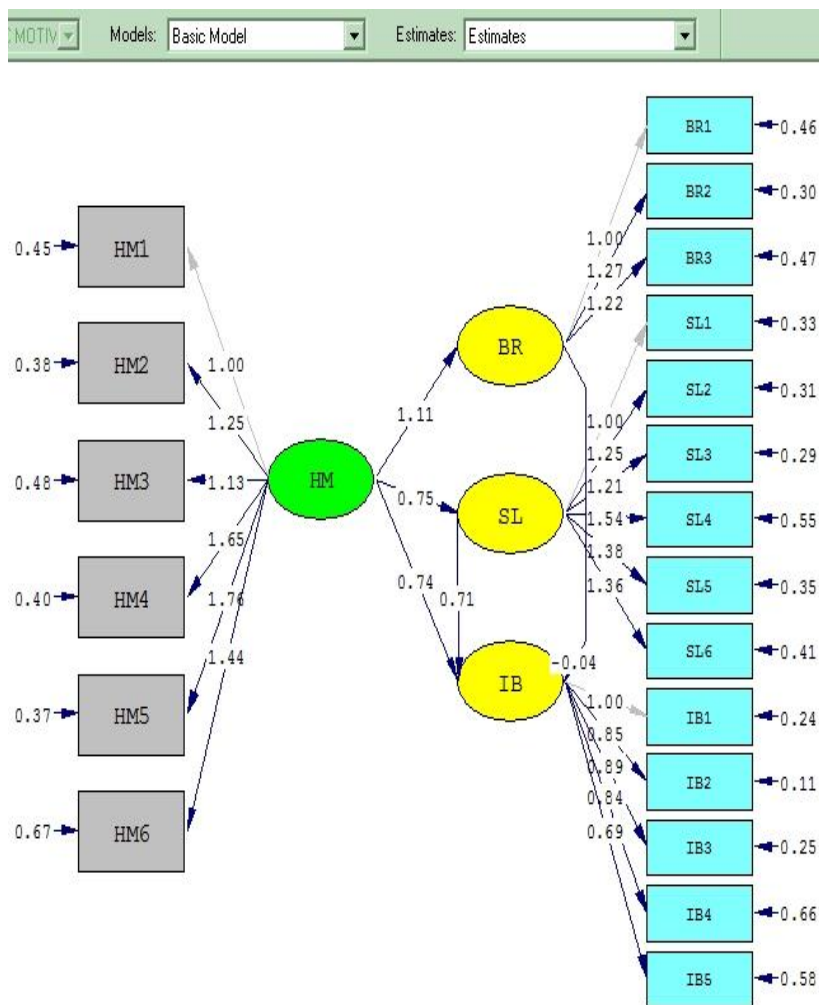
BR1	0.43
BR2	0.51
BR3	0.47
SL1	0.41
SL2	0.48
SL3	0.48
SL4	0.46
SL5	0.49
SL6	0.47
IB1	0.56
IB2	0.59
IB3	0.53
IB4	0.40
IB5	0.36

Time used: 0.062 Seconds

LAMPIRAN 6

GAMBAR SEM

Estimates



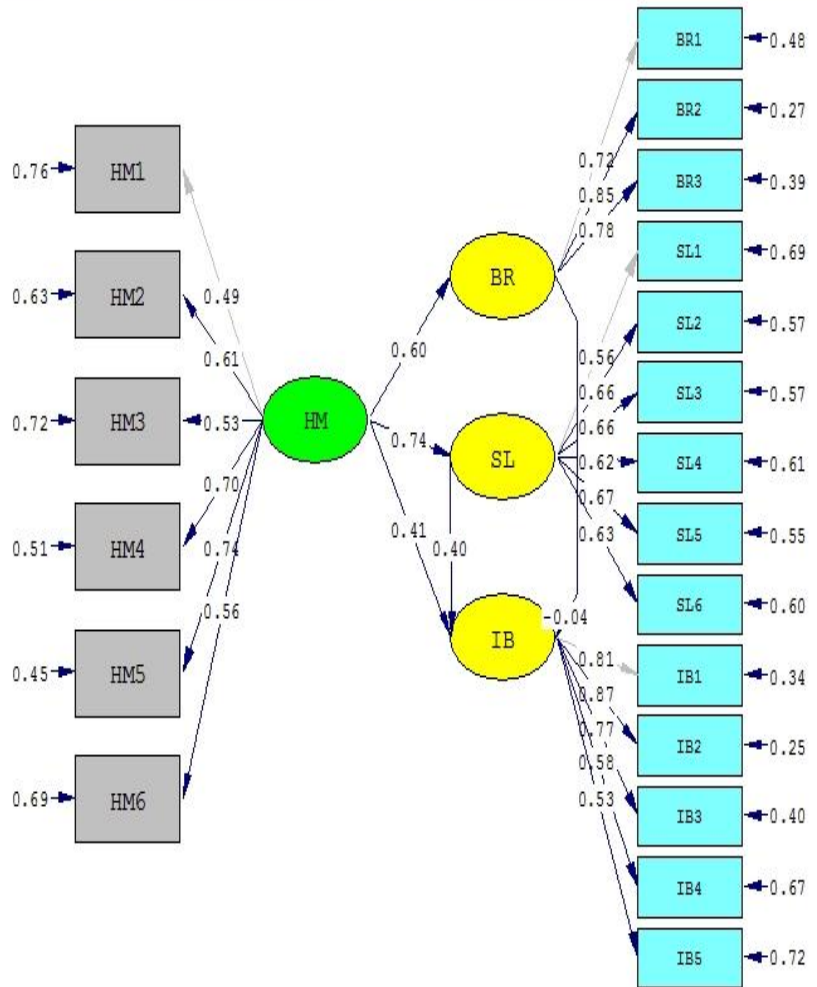
Chi-Square=412.11, df=165, P-value=0.00000, RMSEA=0.112

Standardized Solution

MOTIV

Models: Basic Model

Estimates: Standardized Solution



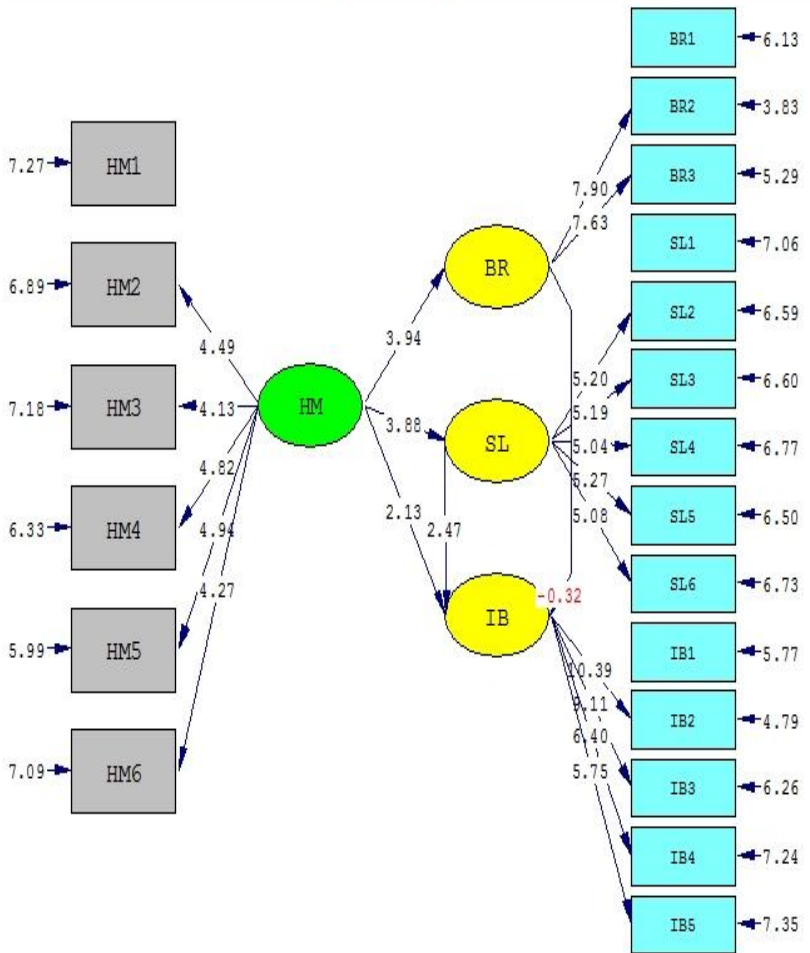
Chi-Square=412.11, df=165, P-value=0.00000, RMSEA=0.112

T-Value

MOTIV

Models: Basic Model

Estimates: T-values



Chi-Square=412.11, df=165, P-value=0.00000, RMSEA=0.112