Lampiran Kuesioner

Kepada Responden yang Terhormat,

Sehubungan dengan penelitian yang dilakukan berkaitan dengan perilaku pembelian impulsif (*impulse buying behavior*), maka dimohon kesediaannya untuk meluangkan waktu guna mengisi kuesioner ini. Tujuan kuesioner ini adalah untuk mengetahui faktor-faktor yang mempengaruhi seseorang ketika melakukan pembelian secara impulsif.

Penelitian ini digunakan untuk tujuan akademik, sehingga tidak mencari jawaban benar atau salah. Respon yang sejujurnya sangat diharapkan untuk kepentingan penelitian ini. Peneliti mengucapkan terima kasih yang sebesar-besarnya atas kesediaan Saudara meluangkan waktu untuk mengisi kuesioner ini.

Hormat saya,

Deviana Wijoyo

Petunjuk pengisian kuesioner ini dapat dilakukan dengan memberikan **tanda (√)** atau **tanda (**X**)** pada salah satu pilihan jawaban yang paling sesuai dengan diri Saudara dimana skala pengukuran dalam kuisioner ini angka (1) menyatakan sangat tidak setuju dan angka (5) menyatakan sangat setuju. Sebagai contoh :

Sangat tidak setuju Sangat setuju

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Data Responden

Domisili : ☐ Surabaya ☐ Luar Surabaya

Jenis Kelamin : ☐ Laki-laki ☐ Perempuan

Umur : ☐ 17-25 tahun ☐ >25-35 tahun ☐ >35 tahun

Pekerjaan : ☐ Mahasiswa ☐ Pegawai swasta ☐ Wiraswasta

☐ Profesional ☐ Pegawai Negeri ☐ lain-lain

Pengukuran Indikator

Impulse buying behavior

1. Ketika berbelanja di Hypermart, saya sering membeli produk makanan atau minuman yang dijual di sekitar kasir secara spontan (tanpa perencanaan sebelumnya).

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

2. Ketika berbelanja di Hypermart, saya sering membeli produk makanan atau minuman yang dijual di sekitar kasir tanpa banyak pertimbangan.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

3. Ketika berbelanja di Hypermart, saya sering membeli produk makanan atau minuman yang dijual di sekitar kasir karena dorongan perasaan.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Impulse buying intention

4. Ketika memasuki Hypermart, saya mempunyai niat untuk membeli produk makanan atau minuman yang dijual di sekitar kasir secara spontan.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

5. Bila melihat produk makanan atau minuman yang dijual di sekitar kasir Hypermart, saya mempunyai niat untuk membelinya secara spontan.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Consumers excitement

6. Saya merupakan seorang yang mementingkan kegembiraan/kesenangan dalam kehidupan sehari-hari.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

7. Saya merupakan seorang yang menuruti kehendak pribadi.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

8. Saya merupakan seorang yang bersemangat saat berbelanja.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Consumers esteem

9. Bagi saya dihormati oleh orang lain dalam kehidupan sehari-hari merupakan hal yang sangat penting.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

10. Saya sangat mementingkan kehormatan diri saya dalam kehidupan sehari-hari.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

11. Saya sangat mementingkan hubungan dengan orang lain dalam kehidupan sehari-hari.

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Lampiran 1

Input Data

No	Consumer Excitement			Consumer Esteem			Impulse Buying Intention		Impulse Buying Behavior		
	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	Z1.1	Z1.2	Y1.1	Y1.2	Y1.3
1	3	4	4	4	3	4	2	3	2	3	2
2	3	5	5	5	5	5	3	4	4	5	4
3	1	2	2	4	4	4	2	2	2	2	2
4	2	3	3	3	3	3	5	5	5	4	5
5	3	4	4	4	4	4	4	4	3	4	3
6	4	5	5	5	5	5	3	5	4	4	4
7	2	3	3	4	3	4	2	3	4	3	4
8	3	2	4	5	5	5	5	5	4	5	4
9	2	2	3	1	1	1	1	2	1	2	1
10	3	4	4	4	4	4	4	5	4	5	4
11	3	4	4	3	3	3	3	4	3	4	3
12	2	3	3	3	2	3	3	3	3	3	3
13	3	4	3	4	4	4	3	4	4	4	4
14	4	4	4	5	5	5	4	5	4	5	4
15	3	3	3	3	4	3	3	4	3	4	3
16	4	5	5	2	3	2	3	4	4	5	4
17	2	4	4	1	2	1	3	4	4	4	4
18	2	3	3	2	2	2	3	4	3	4	3
19	3	4	4	4	4	4	3	4	3	2	3
20	2	3	3	5	5	5	4	5	4	5	4
21	1	2	2	2	1	2	2	2	4	4	4
22	4	5	5	4	4	4	4	5	4	5	4
23	3	4	4	2	1	2	2	3	4	2	4
24	2	3	3	4	4	4	3	2	3	3	3
25	2	4	4	2	1	2	2	3	4	4	4
26	3	4	4	5	4	5	3	4	5	4	5
27	2	3	3	1	1	1	2	3	2	2	2

28	4	5	5	3	3	3	3	4	4	3	4
29	2	4	4	2	1	2	3	4	4	3	4
30	3	5	5	4	5	4	3	4	4	4	4
31	1	2	2	4	4	4	3	4	4	4	4
32	3	5	5	2	2	2	3	4	3	2	3
33	2	3	3	1	1	1	1	2	1	2	1
34	2	3	3	3	2	3	4	5	3	2	3
35	3	4	3	1	2	1	2	2	2	2	2
36	4	5	4	4	4	4	3	4	2	2	2
37	1	2	2	4	4	4	2	3	3	4	3
38	4	5	5	3	2	3	3	4	2	3	2
39	4	4	3	2	1	2	2	2	2	2	2
40	3	3	3	5	4	5	3	3	2	2	2
41	3	2	2	2	2	2	2	3	1	3	1
42	3	4	4	3	2	3	3	3	3	4	3
43	2	3	3	1	2	1	3	4	2	2	2
44	3	5	5	4	4	4	3	3	3	3	3
45	1	2	2	3	3	3	3	2	2	2	2
46	4	5	5	5	3	5	4	5	3	4	3
47	3	4	4	4	4	4	2	3	4	4	4
48	4	5	4	5	5	5	3	4	4	4	4
49	3	4	3	3	2	3	3	4	4	3	4
50	4	5	4	5	4	5	3	4	5	4	5
51	3	4	2	4	4	4	3	4	3	3	3
52	3	4	4	2	2	2	4	4	3	3	3
53	2	3	3	1	2	1	3	4	2	2	2
54	4	5	5	4	5	4	4	5	5	5	5
55	3	4	4	3	3	3	3	4	4	4	4
56	4	3	3	5	5	5	4	5	5	5	5
57	3	4	4	4	4	4	3	4	4	4	4
58	4	5	5	3	3	3	3	4	3	3	3
59	3	4	3	3	3	3	3	3	1	3	1
60	4	5	4	2	2	2	4	5	3	3	3

61	3	4	3	1	1	1	3	4	4	2	4
62	4	5	4	3	3	3	3	4	4	3	4
63	3	3	2	4	3	4	3	4	4	4	4
64	4	5	3	5	5	5	4	5	5	4	5
65	3	2	2	1	1	1	1	2	3	2	3
66	4	5	5	3	3	3	4	5	3	3	3
67	1	2	2	3	4	3	1	2	1	1	1
68	4	5	5	5	5	5	4	5	3	5	3
69	2	3	3	3	4	3	1	3	2	2	2
70	3	2	2	2	3	2	2	3	3	3	3
71	1	2	2	2	2	2	2	3	3	2	3
72	4	5	5	4	4	4	4	5	5	5	5
73	3	4	3	3	3	3	3	4	3	4	3
74	4	4	4	5	5	5	4	5	5	5	5
75	3	3	3	4	4	4	3	4	4	4	4
76	4	4	3	5	5	5	3	4	4	3	4
77	2	4	2	1	2	1	2	2	2	2	2
78	2	3	3	3	3	3	3	4	2	3	2
79	3	4	4	2	2	2	3	4	3	4	3
80	2	3	3	2	2	2	4	4	3	3	3
81	4	4	4	4	4	4	4	4	4	4	4
82	4	5	5	4	5	4	4	5	5	5	5
83	3	4	4	4	4	4	3	4	4	4	4
84	4	5	5	3	4	3	3	4	4	5	4
85	3	4	4	3	2	3	3	4	2	2	2
86	3	2	2	3	3	3	3	4	3	4	3
87	4	4	4	4	4	4	3	4	4	2	4
88	5	5	5	3	3	3	4	5	5	5	5
89	4	4	4	4	4	4	3	4	2	4	2
90	3	4	4	4	3	4	4	5	5	4	5
91	4	5	5	5	3	5	4	5	4	5	4
92	4	5	5	2	3	2	4	3	3	4	4
93	4	5	5	4	4	4	4	4	5	5	5

94	3	4	4	4	3	4	4	5	3	5	5
95	4	5	5	4	3	4	4	4	4	5	5
96	4	5	5	4	4	4	4	5	5	5	5
97	5	5	5	4	4	4	4	5	5	5	5
98	2	3	3	4	4	4	4	3	4	5	5
99	5	5	5	2	2	2	4	5	5	5	5
100	4	5	5	2	4	3	4	3	5	5	5
101	4	5	5	3	3	3	4	3	5	5	5
102	5	5	5	2	1	3	4	4	5	5	5
103	4	5	5	2	1	3	4	4	4	4	4
104	5	5	5	3	2	4	4	4	5	4	4
105	4	5	5	3	2	3	2	3	2	4	4
106	3	5	5	3	1	2	3	3	5	4	3
107	3	4	4	2	3	2	3	4	3	3	4
108	4	5	5	3	3	3	4	5	4	3	5
109	3	5	5	2	3	1	3	3	4	4	3
110	4	5	5	1	2	3	4	4	4	4	4
111	5	5	5	3	2	3	3	2	3	4	3
112	4	5	5	4	2	3	4	5	3	4	4
113	5	5	5	4	2	3	4	4	4	5	4
114	4	5	5	3	2	3	4	4	5	4	4
115	4	5	5	3	1	2	4	5	4	5	4
116	4	5	5	4	3	2	4	4	3	5	2
117	4	5	5	4	4	3	3	2	5	5	3
118	4	5	5	5	4	5	3	4	5	5	5
119	4	5	5	4	3	4	3	3	5	5	4
120	4	5	5	4	3	2	3	2	5	3	2
121	4	5	5	4	3	4	3	4	5	5	3
122	4	5	5	5	4	5	3	3	4	5	4
123	4	5	5	2	3	4	3	3	4	4	3
124	3	5	5	3	4	3	2	4	3	3	4
125	4	5	5	5	4	5	3	4	5	4	4
126	4	5	5	3	4	4	2	2	4	5	3

127	4	5	5	4	3	2	3	3	4	5	4
128	4	5	5	3	4	4	3	3	4	3	3
129	5	5	5	5	3	4	3	4	4	4	5
130	4	5	5	3	4	4	3	4	5	5	3

Lampiran 2
Input data hasil penyebaran kuesioner

No.	Domisili	Jenis Kelamin	Umur	Pekerjaan
1	1	1	1	1
2	1	1	1	1
3	1	1	1	1
4	1	1	1	1
5	1	1	1	1
6	1	1	1	1
7	1	1	1	1
8	1	1	1	1
9	1	2	1	1
10	1	2	1	1
11	1	2	1	1
12	1	2	1	1
13	1	2	1	1
14	1	2	1	1
15	1	2	1	1
16	1	2	1	1
17	1	2	1	1
18	1	2	1	1
19	1	2	1	1
20	1	2	1	1
21	1	2	1	1
22	1	2	1	1
23	1	1	1	2
24	1	1	1	2
25	1	1	2	2
26	1	1	2	2
27	1	2	1	2
28	1	2	1	2
29	1	2	1	2
30	1	2	1	2
31	1	2	1	2
32	1	2	1	2
33	1	2	2	2
34	1	2	2	2
35	1	2	2	2
36	1	2	2	2
37	1	2	2	2
38	1	2	2	2
39	1	2	2	2
40	1	2	2	2
41	1	2	2	2
42	1	2	2	2
43	1	1	3	2
44	1	1	3	2
45	1	1	3	2

46	1	1	3	2
47	1	2	3	2
48	1	2	3	2
49	1	2	3	2
50	1	2	3	2
51	1	2	3	2
52	1	1	2	3
53	1	1	3	3
54	1	1	3	3
55	1	1	3	3
56	1	1	3	3
57	1	2	2	3
58	1	2	2	3
59	1	2	2	3
60	1	2	2	3
61	1	2	2	3
62	1	2	2	3
63	1	2	2	3
64	1	2	2	3
65	1	2	2	3
66	1	1	2	4
67	1	2	3	4
68	1	2	3	4
69	1	2	3	4
70	1	2	3	4
71	1	2	3	4
72	1	2	3	4
73	1	2	3	4
74	1	2	3	4
75	1	2	2	4
76	1	2	2	4
77	1	2	2	4
78	1	2	2	4
79	1	2	2	4
80	1	2	2	4
81	1	1	3	4
82	1	1	3	4
83	1	1	3	4
84	1	1	3	4
85	1	1	3	4
86	1	1	3	4
87	1	1	3	4
88	1	1	3	4
89	1	1	3	4
90	1	1	1	5
91	1	1	2	5
92	1	2	2	5
93	1	2	2	5
94	1	2	2	5

95	1	2	3	5
96	1	2	3	5
97	1	2	3	5
98	1	2	3	5
99	1	2	3	5
100	1	2	3	5
101	1	1	3	5
102	1	1	3	5
103	1	1	3	5
104	1	1	3	5
105	1	1	3	5
106	1	1	3	5
107	1	1	3	5
108	1	1	3	5
109	1	1	1	6
110	1	1	1	6
111	1	1	1	6
112	1	2	3	6
113	1	2	3	6
114	1	2	3	6
115	1	2	3	6
116	1	2	3	6
117	1	2	3	6
118	1	2	3	6
119	1	1	3	6
120	1	1	3	6
121	1	1	3	6
122	1	1	3	6
123	2	1	3	5
124	2	1	3	6
125	2	2	2	2
126	2	2	2	2
127	2	2	2	4
128	2	2	3	4
129	2	2	3	5
130	2	2	3	6

Lampiran 3

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	130	1.00	5.00	3.2769	.98055
X1.2	130	2.00	5.00	4.1154	1.00876
X1.3	130	2.00	5.00	3.9846	1.04165
X1	130	1.67	5.00	3.7923	.94579
Valid N (listwise)	130				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	130	1.00	5.00	3.2769	1.17477
X2.2	130	1.00	5.00	3.1000	1.17368
X2.3	130	1.00	5.00	3.2615	1.16509
X2	130	1.00	5.00	3.2128	1.09655
Valid N (listwise)	130				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Z1.1	130	1.00	5.00	3.1385	.81416
Z1.2	130	2.00	5.00	3.7692	.91954
Z	130	1.50	5.00	3.4538	.80562
Valid N (listwise)	130				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y1.1	130	1.00	5.00	3.5846	1.08395
Y1.2	130	1.00	5.00	3.7231	1.07844
Y1.3	130	1.00	5.00	3.5231	1.06542
Y	130	1.00	5.00	3.6103	.96995
Valid N (listwise)	130				

Lampiran 4

Hasil Uji Normalitas

DATE: 06/21/2013
TIME: 11:14

P R E L I S 2.70
BY
Karl G. Jöreskog & Dag Sörbom

The following lines were read from file D:\data.PR2:

```
!PRELIS SYNTAX: Can be edited
SY='D:\data.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11
OU MA=CM SM=D:\DATA.COV AC=D:\DATA.ACM XT
```

Total Sample Size = 130

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
X1.1	3.277	0.981	38.104	-0.124	-0.171	1.173	7	5.321	8
X1.2	4.115	1.009	46.515	-0.547	-0.954	2.148	13	5.066	61
X1.3	3.985	1.042	43.615	-0.438	-1.023	2.020	14	5.042	55
X2.1	3.277	1.175	31.804	-0.091	-0.590	1.035	11	5.163	20
X2.2	3.100	1.174	30.115	-0.028	-0.553	1.001	14	5.199	14
X2.3	3.262	1.165	31.918	-0.084	-0.570	1.038	11	5.163	19
Z1.1	3.138	0.814	43.952	-0.131	0.004	1.237	5	5.343	2
Z1.2	3.769	0.920	46.736	-0.143	-0.658	2.110	15	5.105	28
Y1.1	3.585	1.084	37.705	-0.201	-0.536	1.114	5	5.130	28
Y1.2	3.723	1.078	39.362	-0.240	-0.754	0.563	1	5.092	37
Y1.3	3.523	1.065	37.703	-0.166	-0.471	1.100	5	5.136	24

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value

X1.1	-0.599	0.549	-0.286	0.775	0.440	0.802
X1.2	-2.504	0.012	-4.103	0.000	23.099	0.000
X1.3	-2.044	0.041	-4.744	0.000	26.682	0.000
X2.1	-0.441	0.659	-1.816	0.069	3.491	0.175
X2.2	-0.135	0.892	-1.645	0.100	2.725	0.256
X2.3	-0.405	0.686	-1.721	0.085	3.126	0.210
Z1.1	-0.632	0.527	0.183	0.855	0.433	0.805
Z1.2	-0.689	0.491	-2.143	0.032	5.069	0.079
Y1.1	-0.964	0.335	-1.574	0.115	3.408	0.182
Y1.2	-1.146	0.252	-2.675	0.007	8.469	0.014
Y1.3	-0.799	0.425	-1.303	0.192	2.336	0.311

Relative Multivariate Kurtosis = 1.110

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
29.382	10.994	0.000	158.700	4.486	0.000	140.986	0.000

Lampiran 5

Hasil Output

DATE: 6/21/2013
TIME: 11:15

L I S R E L 8.70
BY
Karl G. Jöreskog & Dag Sörbom

This program is published exclusively by
Scientific Software International, Inc.
7383 N. Lincoln Avenue, Suite 100
Lincolnwood, IL 60712, U.S.A.
Phone: (800)247-6113, (847)675-0720, Fax: (847)675-2140

Website: www.ssicentral.com

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

```
IMPULSE BUYING BEHAVIOR
OBSERVED VARIABLE X1.1 X1.2 X1.3 X2.1 X2.2 X2.3 Z1.1 Z1.2 Y1.1 Y1.2 Y1.3
COVARIANCE MATRIX FROM FILE D:\DATA.COV
ASYMPTOTIC COVARIANCE MATRIX FROM FILE D:\DATA.ACM
SAMPLE SIZE 130
LATENT VARIABLES EX ES IBI IBB
RELATIONSHIPS:
X1.1=1*EX
X1.2-X1.3=EX
X2.1=1*ES
X2.2-X2.3=ES
Z1.1=1*IBI
Z1.2=IBI
Y1.1=1*IBB
Y1.2-Y1.3=IBB
IBI=EX ES
IBB=EX ES IBI
OPTIONS: SS SC EF RS AD=OFF
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 130

IMPULSE BUYING BEHAVIOR

Covariance Matrix

	Z1.1	Z1.2	Y1.1	Y1.2	Y1.3	X1.1
Z1.1	0.66					
Z1.2	0.55	0.85				
Y1.1	0.45	0.39	1.18			
Y1.2	0.50	0.43	0.78	1.16		
Y1.3	0.49	0.52	0.94	0.73	1.14	
X1.1	0.35	0.32	0.51	0.54	0.44	0.96
X1.2	0.31	0.27	0.52	0.50	0.41	0.78
X1.3	0.36	0.29	0.54	0.60	0.43	0.76
X2.1	0.31	0.41	0.47	0.56	0.47	0.31
X2.2	0.24	0.35	0.36	0.47	0.37	0.16
X2.3	0.32	0.42	0.49	0.54	0.50	0.31

Covariance Matrix

	X1.2	X1.3	X2.1	X2.2	X2.3
X1.2	1.02				
X1.3	0.96	1.08			
X2.1	0.25	0.25	1.38		
X2.2	0.14	0.12	1.04	1.38	
X2.3	0.23	0.23	1.25	1.06	1.36

IMPULSE BUYING BEHAVIOR
Number of Iterations = 9

LISREL Estimates (Robust Maximum Likelihood)
Measurement Equations

Z1.1 = 1.00*IBI, Errorvar.= 0.11 , R^2 = 0.84
(0.049)
2.20

Z1.2 = 0.99*IBI, Errorvar.= 0.30 , R^2 = 0.64
(0.10) (0.066)
9.46 4.63

Y1.1 = 1.00*IBB, Errorvar.= 0.23 , R^2 = 0.80
(0.070)
3.32

Y1.2 = 0.84*IBB, Errorvar.= 0.50 , R^2 = 0.57
(0.078) (0.065)
10.73 7.63

Y1.3 = 0.97*IBB, Errorvar.= 0.24 , R^2 = 0.79
(0.051) (0.055)
18.92 4.34

X1.1 = 1.00*EX, Errorvar.= 0.33 , R^2 = 0.66

(0.049)
6.73

X1.2 = 1.23*EX, Errorvar.= 0.058 , R^2 = 0.94
(0.10) (0.036)
12.31 1.62

X1.3 = 1.23*EX, Errorvar.= 0.14 , R^2 = 0.87
(0.099) (0.041)
12.38 3.34

X2.1 = 1.00*ES, Errorvar.= 0.15 , R^2 = 0.89
(0.047)
3.25

X2.2 = 0.85*ES, Errorvar.= 0.50 , R^2 = 0.64
(0.062) (0.061)
13.58 8.19

X2.3 = 1.02*ES, Errorvar.= 0.076 , R^2 = 0.94
(0.028) (0.040)
36.57 1.89

Structural Equations

IBI = 0.35*EX + 0.22*ES, Errorvar.= 0.39 , R^2 = 0.30
(0.084) (0.060) (0.071)
4.12 3.65 5.46

IBB = 0.59*IBI + 0.35*EX + 0.19*ES, Errorvar.= 0.41 , R^2 = 0.57
(0.12) (0.092) (0.068) (0.076)
4.94 3.83 2.83 5.42

Reduced Form Equations

IBI = 0.35*EX + 0.22*ES, Errorvar.= 0.39, R^2 = 0.30
(0.084) (0.060)
4.12 3.65

IBB = 0.56*EX + 0.32*ES, Errorvar.= 0.55, R^2 = 0.42
(0.10) (0.068)
5.51 4.77

Covariance Matrix of Independent Variables

EX	ES

EX 0.63
(0.11)
5.87

ES 0.19 1.23
(0.08) (0.15)
2.51 8.26

Covariance Matrix of Latent Variables

	IBI	IBB	EX	ES
IBI	0.55			
IBB	0.49	0.94		
EX	0.26	0.42	0.63	
ES	0.34	0.51	0.19	1.23

Goodness of Fit Statistics

Degrees of Freedom = 38
Minimum Fit Function Chi-Square = 72.44 (P = 0.00064)
Normal Theory Weighted Least Squares Chi-Square = 67.60 (P = 0.0022)
Satorra-Bentler Scaled Chi-Square = 63.41 (P = 0.0060)
Chi-Square Corrected for Non-Normality = 116.20 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 25.41
90 Percent Confidence Interval for NCP = (7.33 ; 51.36)

Minimum Fit Function Value = 0.56
Population Discrepancy Function Value (F0) = 0.20
90 Percent Confidence Interval for F0 = (0.057 ; 0.40)
Root Mean Square Error of Approximation (RMSEA) = 0.072
90 Percent Confidence Interval for RMSEA = (0.039 ; 0.10)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.12
Expected Cross-Validation Index (ECVI) = 0.93
90 Percent Confidence Interval for ECVI = (0.79 ; 1.13)
ECVI for Saturated Model = 1.02
ECVI for Independence Model = 12.81

Chi-Square for Independence Model with 55 Degrees of Freedom = 1630.79
Independence AIC = 1652.79
Model AIC = 119.41
Saturated AIC = 132.00
Independence CAIC = 1695.33
Model CAIC = 227.70
Saturated CAIC = 387.26

Normed Fit Index (NFI) = 0.96
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.66
Comparative Fit Index (CFI) = 0.98

Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.94

Critical N (CN) = 125.44

Root Mean Square Residual (RMR) = 0.061
Standardized RMR = 0.057
Goodness of Fit Index (GFI) = 0.91
Adjusted Goodness of Fit Index (AGFI) = 0.85
Parsimony Goodness of Fit Index (PGFI) = 0.53

IMPULSE BUYING BEHAVIOR

Fitted Covariance Matrix

	Z1.1	Z1.2	Y1.1	Y1.2	Y1.3	X1.1
Z1.1	0.66					
Z1.2	0.55	0.85				
Y1.1	0.49	0.48	1.18			
Y1.2	0.41	0.40	0.79	1.16		
Y1.3	0.47	0.47	0.92	0.77	1.14	
X1.1	0.26	0.26	0.42	0.35	0.40	0.96
X1.2	0.32	0.32	0.51	0.43	0.50	0.78
X1.3	0.32	0.32	0.51	0.43	0.50	0.77
X2.1	0.34	0.33	0.51	0.42	0.49	0.19
X2.2	0.29	0.28	0.43	0.36	0.42	0.16
X2.3	0.34	0.34	0.52	0.43	0.50	0.20

Fitted Covariance Matrix

	X1.2	X1.3	X2.1	X2.2	X2.3
X1.2	1.02				
X1.3	0.95	1.08			
X2.1	0.24	0.24	1.38		
X2.2	0.20	0.20	1.04	1.38	
X2.3	0.24	0.24	1.26	1.06	1.36

Fitted Residuals

	Z1.1	Z1.2	Y1.1	Y1.2	Y1.3	X1.1
Z1.1	0.00					
Z1.2	0.00	0.00				
Y1.1	-0.04	-0.09	0.00			
Y1.2	0.09	0.03	-0.01	0.00		
Y1.3	0.01	0.06	0.02	-0.04	0.00	
X1.1	0.09	0.06	0.09	0.19	0.03	0.00
X1.2	-0.01	-0.04	0.01	0.07	-0.09	0.00

X1.3	0.04	-0.03	0.03	0.18	-0.07	-0.02
X2.1	-0.02	0.08	-0.04	0.14	-0.03	0.12
X2.2	-0.04	0.07	-0.07	0.11	-0.05	-0.01
X2.3	-0.03	0.08	-0.03	0.11	0.00	0.11

Fitted Residuals

	X1.2	X1.3	X2.1	X2.2	X2.3
X1.2	0.00				
X1.3	0.00	0.00			
X2.1	0.01	0.01	0.00		
X2.2	-0.06	-0.08	0.00	0.00	
X2.3	-0.01	-0.02	0.00	0.00	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.09
Median Fitted Residual = 0.00
Largest Fitted Residual = 0.19

Stemleaf Plot

```
- 0|9987765
- 0|4444433332221111000000000000000000
  0|111123334
  0|667788999
  1|11124
  1|89
```

Standardized Residuals

	Z1.1	Z1.2	Y1.1	Y1.2	Y1.3	X1.1
Z1.1	- -					
Z1.2	- -	- -				
Y1.1	-2.86	-3.88	- -			
Y1.2	2.69	0.57	- -	- -		
Y1.3	0.73	171.62	- -	- -	- -	
X1.1	2.44	1.03	2.73	3.28	0.75	- -
X1.2	-0.30	-1.04	- -	2.04	- -	- -
X1.3	- -	-0.61	- -	7.23	- -	- -
X2.1	-0.81	2.13	- -	2.82	-1.21	3.00
X2.2	-0.72	1.03	-1.35	1.53	-1.13	-0.10
X2.3	-1.60	2.06	- -	2.19	- -	10.08

Standardized Residuals

	X1.2	X1.3	X2.1	X2.2	X2.3

X1.2	- -				
X1.3	- -	- -			
X2.1	0.42	0.50	- -		
X2.2	-1.00	-1.45	- -	- -	
X2.3	- -	- -	- -	- -	- -

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -3.88
Median Standardized Residual = 0.00
Largest Standardized Residual = 171.62

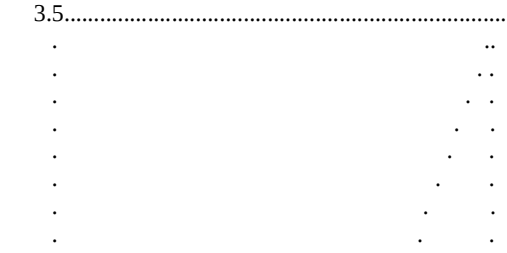
Stemleaf Plot

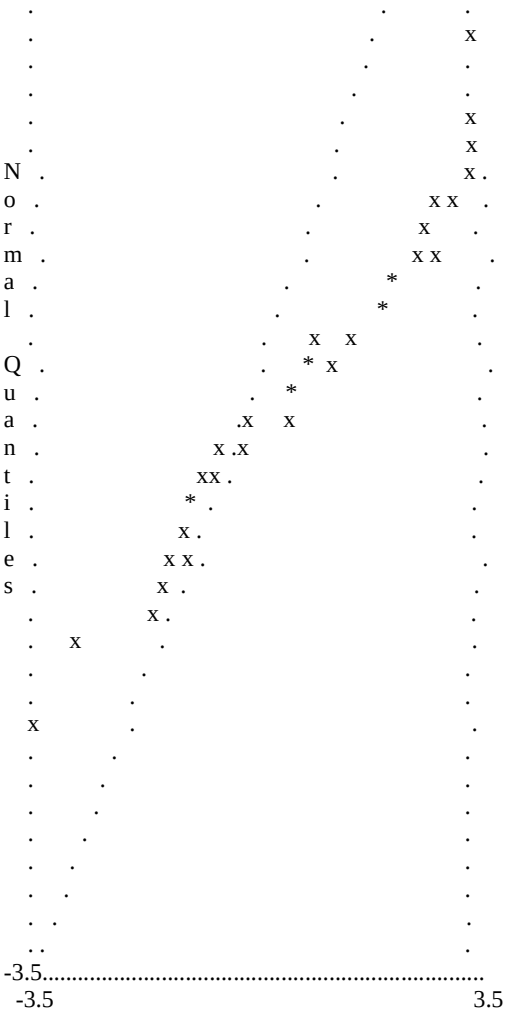
```
- 0|4321111111110000000000000000000000000000000000
  0|111112222223333370
   2|
   4|
   6|
   8|
  10|
  12|
  14|
  16|2
```

Largest Negative Standardized Residuals
Residual for Y1.1 and Z1.1 -2.86
Residual for Y1.1 and Z1.2 -3.88
Largest Positive Standardized Residuals
Residual for Y1.2 and Z1.1 2.69
Residual for Y1.3 and Z1.2 171.62
Residual for X1.1 and Y1.1 2.73
Residual for X1.1 and Y1.2 3.28
Residual for X1.3 and Y1.2 7.23
Residual for X2.1 and Y1.2 2.82
Residual for X2.1 and X1.1 3.00
Residual for X2.3 and X1.1 10.08

IMPULSE BUYING BEHAVIOR

Qplot of Standardized Residuals





The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
Y1.3	Z1.2	7.9	0.09
X1.3	Y1.2	9.5	0.09
X1.3	X1.1	22.7	-0.48

IMPULSE BUYING BEHAVIOR

Standardized Solution

LAMBDA-Y

	IBI	IBB
Z1.1	0.74	- -
Z1.2	0.74	- -
Y1.1	- -	0.97
Y1.2	- -	0.82
Y1.3	- -	0.95

LAMBDA-X

	EX	ES
X1.1	0.79	- -
X1.2	0.98	- -
X1.3	0.97	- -
X2.1	- -	1.11
X2.2	- -	0.94
X2.3	- -	1.13

BETA

	IBI	IBB
IBI	- -	- -
IBB	0.45	- -

GAMMA

	EX	ES
IBI	0.37	0.33
IBB	0.29	0.22

Correlation Matrix of ETA and KSI

	IBI	IBB	EX	ES
IBI	1.00			
IBB	0.67	1.00		
EX	0.44	0.54	1.00	
ES	0.41	0.47	0.22	1.00

PSI

Note: This matrix is diagonal.

IBI	IBB
0.70	0.43

Regression Matrix ETA on KSI (Standardized)

	EX	ES
IBI	0.37	0.33
IBB	0.46	0.37

IMPULSE BUYING BEHAVIOR

Completely Standardized Solution

LAMBDA-Y

	IBI	IBB
Z1.1	0.91	- -
Z1.2	0.80	- -
Y1.1	- -	0.90
Y1.2	- -	0.76
Y1.3	- -	0.89

LAMBDA-X

	EX	ES
X1.1	0.81	- -
X1.2	0.97	- -
X1.3	0.93	- -
X2.1	- -	0.94
X2.2	- -	0.80
X2.3	- -	0.97

BETA

	IBI	IBB
IBI	- -	- -
IBB	0.45	- -

GAMMA

	EX	ES
IBI	0.37	0.33
IBB	0.29	0.22

Correlation Matrix of ETA and KSI

	IBI	IBB	EX	ES
IBI	1.00			
IBB	0.67	1.00		

EX	0.44	0.54	1.00	
ES	0.41	0.47	0.22	1.00

PSI

Note: This matrix is diagonal.

IBI	IBB
0.70	0.43

THETA-EPS

Z1.1	Z1.2	Y1.1	Y1.2	Y1.3
0.16	0.36	0.20	0.43	0.21

THETA-DELTA

X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
0.34	0.06	0.13	0.11	0.36	0.06

Regression Matrix ETA on KSI (Standardized)

	EX	ES
IBI	0.37	0.33
IBB	0.46	0.37

IMPULSE BUYING BEHAVIOR

Total and Indirect Effects

Total Effects of KSI on ETA

	EX	ES
IBI	0.35	0.22
	(0.08)	(0.06)
	4.12	3.65
IBB	0.56	0.32
	(0.10)	(0.07)
	5.51	4.77

Indirect Effects of KSI on ETA

	EX	ES
IBI	- -	- -
IBB	0.21	0.13
	(0.07)	(0.04)
	3.15	2.98

Total Effects of ETA on ETA

	IBI	IBB
IBI	- -	- -
IBB	0.59	- -
	(0.12)	
	4.94	

Largest Eigenvalue of B*B' (Stability Index) is 0.352

Total Effects of ETA on Y

	IBI	IBB
Z1.1	1.00	- -
Z1.2	0.99	- -
	(0.10)	
	9.46	
Y1.1	0.59	1.00
	(0.12)	
	4.94	
Y1.2	0.50	0.84
	(0.10)	(0.08)
	4.88	10.73
Y1.3	0.58	0.97
	(0.12)	(0.05)
	4.77	18.92

Indirect Effects of ETA on Y

	IBI	IBB
Z1.1	- -	- -
Z1.2	- -	- -
Y1.1	0.59	- -
	(0.12)	
	4.94	
Y1.2	0.50	- -
	(0.10)	
	4.88	

Y1.3	0.58	- -
	(0.12)	
	4.77	

Total Effects of KSI on Y

	EX	ES
Z1.1	0.35	0.22
	(0.08)	(0.06)
	4.12	3.65
Z1.2	0.34	0.22
	(0.09)	(0.06)
	3.97	3.54
Y1.1	0.56	0.32
	(0.10)	(0.07)
	5.51	4.77
Y1.2	0.47	0.27
	(0.09)	(0.06)
	5.14	4.78
Y1.3	0.54	0.31
	(0.10)	(0.07)
	5.55	4.71

IMPULSE BUYING BEHAVIOR

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	EX	ES
IBI	0.37	0.33
IBB	0.46	0.37

Standardized Indirect Effects of KSI on ETA

	EX	ES
IBI	- -	- -
IBB	0.17	0.15

Standardized Total Effects of ETA on ETA

	IBI	IBB
IBI	- -	- -
IBB	0.45	- -

Standardized Total Effects of ETA on Y

	IBI	IBB
Z1.1	0.74	- -
Z1.2	0.74	- -
Y1.1	0.44	0.97
Y1.2	0.37	0.82
Y1.3	0.43	0.95

Completely Standardized Total Effects of ETA on Y

	IBI	IBB
Z1.1	0.91	- -
Z1.2	0.80	- -
Y1.1	0.41	0.90
Y1.2	0.34	0.76
Y1.3	0.40	0.89

Standardized Indirect Effects of ETA on Y

	IBI	IBB
Z1.1	- -	- -
Z1.2	- -	- -
Y1.1	0.44	- -
Y1.2	0.37	- -
Y1.3	0.43	- -

Completely Standardized Indirect Effects of ETA on Y

	IBI	IBB
Z1.1	- -	- -
Z1.2	- -	- -
Y1.1	0.41	- -
Y1.2	0.34	- -
Y1.3	0.40	- -

Standardized Total Effects of KSI on Y

	EX	ES

Z1.1	0.28	0.24
Z1.2	0.27	0.24
Y1.1	0.44	0.36
Y1.2	0.37	0.30
Y1.3	0.43	0.35

Completely Standardized Total Effects of KSI on Y

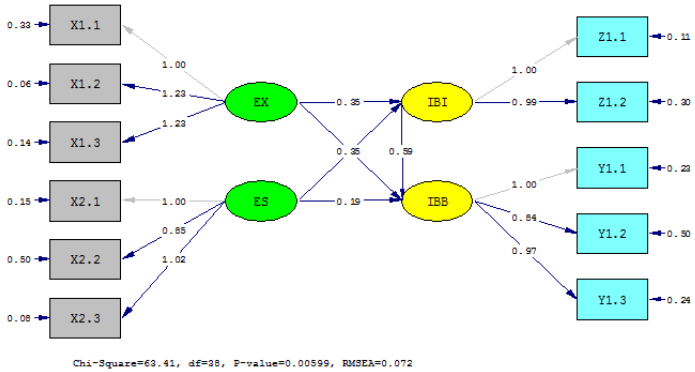
	EX	ES
Z1.1	0.34	0.30
Z1.2	0.30	0.26
Y1.1	0.41	0.33
Y1.2	0.35	0.28
Y1.3	0.41	0.33

Time used: 0.062 Seconds

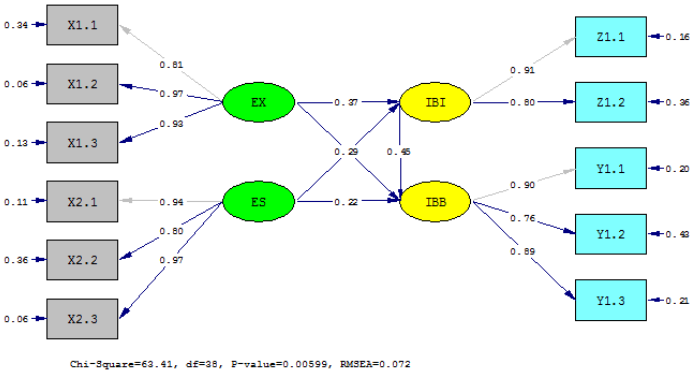
Lampiran 6

Hasil Output Gambar

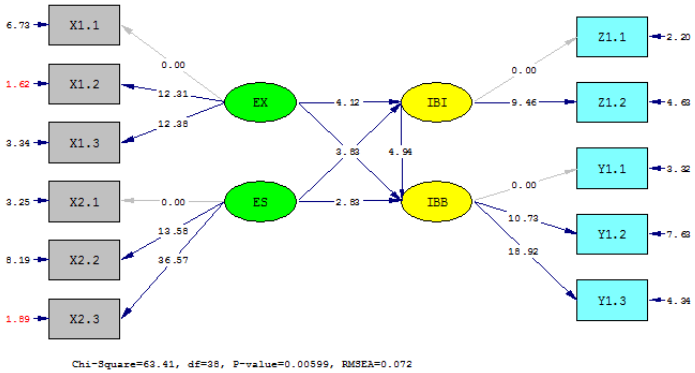
Estimates



Standardized



T-Value


6.73
X1.1
1.62
X1.2
3.34
X1.3
3.25
X2.1
8.19
X2.2
1.89
X2.3
0.00
12.31
12.38
0.00
13.58
36.57
EX
ES
4.12
2.89
3.83
4.96
IBI
IBB
0.00
9.46
0.00
10.73
18.92
Z1.1
Z1.2
Y1.1
Y1.2
Y1.3
2.20
4.69
3.32
7.69
4.94
Chi-Square=63.41, df=38, P-value=0.00599, RMSEA=0.072

Lampiran 7

Uji reliabilitas

Untuk menghitung hasil *construct reliability* dalam uji reliabilitas digunakan rumus sebagai berikut :

$$\textit{construct reliability} = \frac{(\Sigma \text{loading baku})^2}{(\Sigma \text{ loading baku})^2 + \Sigma e_j}$$

Berikut adalah hasil perhitungan dari uji reliabilitas dalam penelitian ini :

- *Consumers Excitement* $= \frac{(0{,}81+0{,}97+0{,}93)^2}{(0{,}81+0{,}97+0{,}93)^2 + 0{,}34+0{,}06+0{,}13}$
  $= \frac{7{,}34}{7{,}88}$
  $= 0{,}93$

- *Consumers Esteem* $= \frac{(0{,}94+0{,}80+0{,}97)^2}{(0{,}94+0{,}80+0{,}97)^2 + 0{,}11+0{,}36+0{,}06}$
  $= \frac{7{,}34}{7{,}87}$
  $= 0{,}93$

- *Impulse Buying Intention* $= \frac{(0{,}91+0{,}80)^2}{(0{,}91+0{,}80)^2 + 0{,}16+0{,}36}$
  $= \frac{2{,}93}{3{,}45}$
  $= 0{,}85$

- *Impulse Buying Behavior* $= \frac{(0{,}90+0{,}76+0{,}89)^2}{(0{,}90+0{,}76+0{,}89)^2 + 0{,}20+0{,}43+0{,}21}$
  $= \frac{6{,}50}{7{,}34}$
  $= 0{,}89$