

LAMPIRAN 1. INSTRUMEN PENELITIAN DAN CV TIM PENELITIAN

1. KUESIONER PENELITIAN

Kepada Yth Ibu-Ibu Kader
Desa Cabean Kec. Demak Kab.Demak

Terkait penelitian yang berjudul ““Pengaruh *Knowledge Sharing* Dan Motivasi Terhadap Kinerja Kader Dengan *Learning Organization* Sebagai Variabel Intervening (Studi Kasus Pada Kader Desa Cabean Demak)”. Mohon Ibu-Ibu Kader berkenan untuk mengisi kuesioner, karna keberhasilan penelitian ini sangat tergantung dari Ibu-Ibu Kader jawab berikan.

Atas perhatian dan kerjasamanya saya selaku ketua dari team penelitian mengucapkan terimakasih atas kerja samanya Saudara/i Semua.

Semarang, 13 November 2022

Ketua Penelitian,



Sulistyorini. S.E., M.M

0628079301

Petunjuk Pengisian Kuesioner Penelitian

Isilah pertanyaan yang telah disusun pada lembar kuesioner dengan memberikan tanda (X) atau (V) pada setiap kolom sesuai dengan kondisi saudara/i saat ini. Dimana dalam jawaban yang saudara/i berikan tidak ada yang benar atau salah, karna data yang diberikan hanya untuk penelitian semata dan pengembangan khasanah keilmuan. Selain itu mengenai data beserta jawaban yang diberikan team penelitian menjamin kerahasiaan nya. Dimana kriteria penilaian sebagai berikut Identitas Responden

Sangat tidak Setuju	Tidak Setuju	Kurang Setuju (Netral)	Setuju	Sangat Setuju
1	2	3	4	5

I. Identitas Responden

Nama :
 No Hp :
 Jenis Kelamin :
 Tingkat Pendidikan :
 Usia :

I. Kuesioner

- *Sales Promotion* (Kotler % Armstrong, 2014).

No	Pernyataan	STS	TS	N	S	SS
1	Saya tertarik belanja di marketplace Shopee karena memberikan voucher (misalnya gratis ongkir)					
2	Saya tertarik untuk berbelanja di Shopee karena memberikan harga diskon					
3	Saya tertarik untuk berbelanja di Shopee karena memiliki garansi pengembalian selama waktu tertentu					
4	Saya tertarik untuk berbelanja di Shopee karena syarat mendapatkan diskon sangat mudah					

▪ Gratis Ongkir

N o	Pernyataan	STS	TS	N	S	SS
1	Gratis ongkir menarik perhatian saya untuk melihat produk di marketplace shopee					
2	Voucher gratis ongkir yang diberikan oleh marketplace shopee sangat menarik					
3	Voucher gratis ongkir yang diberikan mendorong keinginan untuk melihat produk di marketplace shopee					
4	Adanya voucher gratis ongkir pada marketplace shopee mendorong saya untuk melakukan pembelian lebih dari satu produk					

▪ Flash Sale

N o	Pernyataan	STS	TS	N	S	SS
1	Flash sale yang sering dilakukan oleh shopee membuat saya mengingat promosi tersebut					
2	Flash sale yang diadakan oleh shopee membuat saya tertarik untuk melakukan transaksi Shopee					
3	Saya merasa flash sale yang dilakukan Shopee berlangsung di waktu yang sangat tepat					
4	Saya merasa program flash sale membuat saya lebih sering berbelanja di Shopee dari pada marketplace lainnya					

▪ Impulse Buying

N o	Pernyataan	STS	TS	N	S	SS
1	Ketika berbelanja di Shopee, saya secara spontan membeli produk yang diinginkan, bukan dibutuhkan.					
4	Ketika saya berbelanja di Shopee, saya membeli karena dorongan motivasi untuk membeli secepatnya					
5	Saya merasa tidak perlu berfikir panjang untuk membeli ketika mendapati produk promo pada marketplace shopee yang menarik perhatian saya.					
7	Membeli produk di marketplace Shopee diluar perencanaan karena adanya penawaran menarik					

Kuesioner Melalui Google Drive

Kuesioner Pengaruh *Sales Promotion* dan *Tagline* "Gratis Ongkir" Terhadap Impulse Buying Pada Pengguna Marketplace Shopee dengan *Flash Sale* Sebagai Variabel *Intervening*

Mohon kesediannya mahasiswa Fakultas Ekonomi untuk dapat memberikan jawaban. Semua data yang diberikan dijamin kerahasiaannya dan hanya akan digunakan dalam penelitian ini. Atas bantuan Saudara saya ucapkan terimakasih.

1. Kreteria responden : Mahasiswa Fakultas Ekonomi Universitas Semarang.
2. Berusia Minimal 17 Tahun
3. Menggunakan aplikasi shopee
4. Pernah melakukan pembelian di marketplace Shopee minimal 1 kali.

Jawablah pertanyaan berikut dengan mengisi kolom yang sudah tersedia dibawah ini . Setiap responden diharankan hanya memilih 1 jawaban yang dianggap paling sesuai

Siapa yang telah menjawab?

Email

khoirunnisakismi@gmail.com

pristi.yuyun@gmail.com

arjuna.graha05@gmail.com

shellynukerahmawati@gmail.com

ayusepti2019@gmail.com

mellynaanggreany22@gmail.com

megasetia@gmail.com

avrilaangel@gmail.com

adibudistiana41@gmail.com

Nama Lengkap

161 jawaban

Ismi Khotun Nisak

Pristi Yuyun Permukana

Arjuna Nugraha Ranggajati

SHELLY NUR RAHMAWATI

Ayu septy wulandari winarko

Mellyna anggrany

mega saria permata hati

Angelina avilia

Galuh Ratri Pramudita

Active

Kuesioner Pengaruh Sales Promotion dan Tagline "Gratis Ongkir" Terhadap Impulse Buying Pada Peng...

File Edit Tampilan Statistik Format Data Alat Ekstensi Bantuan

100% Rp % 10 Default

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T	Tersampel	Email Address	Nama Lengkap	NIM	Jenis Kelamin	Jurusan / Prodi	Usia	Pengeluaran Uang Satu Minggu Kali M	
1	18/10/2023 17:50:02	ismikhotun@gmail.com	Ismi Khotun Nisak	0133220058	Pemerempuan	03 Manajemen Pemasaha	17-20 Tahun	Rp. 588.000 - Rp. 1.000 (- > 5 kali	
2	18/10/2023 17:50:44	pristiyuyun@gmail.com	Pristi Yuyun Permukana	0133220068	Pemerempuan	03 Manajemen Pemasaha	21-24 Tahun	Rp. 588.000 - Rp. 1.000 (- > 4 kali	
3	18/10/2023 17:50:58	arjunanugraha@gmail.com	Arjuna Nugraha Ranggajati	0133220079	Laki-Laki	03 Manajemen Pemasaha	17-20 Tahun	> Rp. 588.000	1 kali
4	18/10/2023 17:51:29	shellynurrahmawati@gmail.com	SHELLY NUR RAHMAWATI	0133220088	Pemerempuan	03 Manajemen Pemasaha	17-20 Tahun	> Rp. 588.000	> 5 kali
5	18/10/2023 17:52:06	ayuseptywulandari@gmail.com	Ayu septy wulandari winarko	0133220099	Pemerempuan	03 Manajemen Pemasaha	17-20 Tahun	> Rp. 2.000.000	> 5 kali
6	18/10/2023 17:52:37	mellynaanggrany23@gmail.com	Mellyna anggrany	0133220104	Pemerempuan	03 Manajemen Pemasaha	21-24 Tahun	> Rp. 2.000.000	> 5 kali
7	18/10/2023 17:52:37	megasari@gmail.com	mega saria permata hati	0133220103	Pemerempuan	03 Manajemen Pemasaha	17-20 Tahun	> Rp. 588.000	> 5 kali
8	18/10/2023 17:52:48	angelinaavilia@gmail.com	Angelina avilia	0133220108	Pemerempuan	03 Manajemen Pemasaha	21-24 Tahun	> Rp. 588.000	> 5 kali
9	18/10/2023 17:52:41	galuhratri@gmail.com	Galuh Ratri Pramudita	0133220118	Pemerempuan	03 Manajemen Pemasaha	21-24 Tahun	> Rp. 588.000 - Rp. 1.000 (- > 5 kali	
10	18/10/2023 17:52:46	madyanurrahmawati@gmail.com	Madyana Nurrahmawati	0133220124	Laki-Laki	03 Manajemen Pemasaha	21-24 Tahun	> Rp. 588.000	1 kali
11	18/10/2023 17:52:58	pristiyuyun@gmail.com	Pristi Yuyun Permukana	0133220127	Pemerempuan	03 Manajemen Pemasaha	17-20 Tahun	> Rp. 588.000 - Rp. 1.000 (- > 4 kali	
12	18/10/2023 17:52:58	diviaavilia@gmail.com	Divia Avilia	0133220129	Pemerempuan	03 Manajemen Pemasaha	21-24 Tahun	> Rp. 588.000	> 5 kali
13	18/10/2023 17:53:09	novialydia@gmail.com	Novia Lydia Khalid	0133220131	Pemerempuan	03 Manajemen Pemasaha	17-20 Tahun	> Rp. 588.000 - Rp. 1.000 (- > 4 kali	
14	18/10/2023 17:53:14	siswam17@gmail.com	Siswam	0133220135	Pemerempuan	03 Manajemen Pemasaha	17-20 Tahun	> Rp. 588.000	2-4 kali
15	18/10/2023 17:53:16	winarko14@gmail.com	Winarko	0133220138	Pemerempuan	03 Manajemen Pemasaha	17-20 Tahun	Rp. 588.000 - Rp. 1.000 (- > 5 kali	
16	18/10/2023 17:53:28	nara.nurrahmawati@gmail.com	Nara Nurrahmawati	0133220155	Pemerempuan	03 Manajemen Pemasaha	21-24 Tahun	> Rp. 2.000.000	2-4 kali
17	18/10/2023 17:53:36	hadiyana7@gmail.com	Hadiyana Nur Oktavia	0133220172	Pemerempuan	03 Manajemen Pemasaha	17-20 Tahun	> Rp. 588.000	2-4 kali
18	18/10/2023 17:53:38	notopratna7@gmail.com	Notopratna Nur Hanandani	0133220187	Pemerempuan	03 Manajemen Pemasaha	21-24 Tahun	> Rp. 2.000.000	2-4 kali

Form Responses 1

Kuesioner Pengaruh Sales Promotion dan Tagline "Gratis Ongkir" Terhadap Impulse Buying Pada Peng...

File Edit Tampilan Statistik Format Data Alat Ekstensi Bantuan

100% Rp % 10 Default

T	A	B	C	D	E	F	G	H	I
T	Tersampel	Email Address	Nama Lengkap	NIM	Jenis Kelamin	Jurusan / Prodi	Usia	Pengeluaran Uang Satu Minggu Kali M	
140	22/10/2023 12:58:29	g55847@gmail.com	Ilham Laila Nurha	0131200256	Pemerempuan	01 Manajemen	17-20 Tahun	Rp. 588.000 - Rp. 1.000 (- > 5 kali	
141	22/10/2023 12:58:33	amirah36@gmail.com	Amirah Nurrahmawati Nur Adu	0131200309	Pemerempuan	01 Manajemen	21-24 Tahun	> Rp. 588.000	> 5 kali
142	22/10/2023 12:58:34	adelaadela@gmail.com	Adela Salwa Aniswika	0131200341	Pemerempuan	01 Manajemen	21-24 Tahun	> Rp. 588.000	2-4 kali
143	22/10/2023 12:51:07	adelaadela@gmail.com	Wij Dan Lestari	0131200401	Pemerempuan	01 Manajemen	21-24 Tahun	> Rp. 588.000	2-4 kali
144	22/10/2023 12:51:07	alfianusandy7@gmail.com	Alfianus Sandy Rustanto	0141210007	Laki-Laki	01 Manajemen	25-28 Tahun	> Rp. 2.000.000	2-4 kali
145	22/10/2023 12:51:10	novialydia1115@gmail.com	NOVI LYDIA	0131200378	Pemerempuan	01 Manajemen	21-24 Tahun	Rp. 588.000 - Rp. 1.000 (- > 5 kali	
146	22/10/2023 12:51:29	adelaadela75@gmail.com	Adela Rizki Aniswika	0131210207	Pemerempuan	01 Manajemen	17-20 Tahun	Rp. 588.000 - Rp. 1.000 (- > 4 kali	
147	22/10/2023 12:51:37	diy.kaput.di@gmail.com	Diya Nurra Puri Kaput	0141220090	Pemerempuan	01 Manajemen	> 29 Tahun	Rp. 588.000 - Rp. 1.000 (- > 5 kali	
148	22/10/2023 12:51:50	adelaadela@gmail.com	ERNA ZALIANA	0131210295	Pemerempuan	01 Manajemen	21-24 Tahun	Rp. 588.000 - Rp. 1.000 (- > 5 kali	
149	22/10/2023 12:52:37	zaidanurrahmawati@gmail.com	ZAEMUL ANWAR	0131200390	Laki-Laki	01 Manajemen	21-24 Tahun	Rp. 588.000 - Rp. 1.000 (- > 5 kali	
150	22/10/2023 12:53:34	yulianingrum4@gmail.com	Yulia Pangastika	0131200396	Pemerempuan	01 Manajemen	21-24 Tahun	Rp. 1.900.000 - Rp. 2.000 (- > 5 kali	
151	22/10/2023 12:53:52	kerlindanurrahmawati@gmail.com	Kerlinda Nurra	0131200419	Laki-Laki	01 Manajemen	25-28 Tahun	Rp. 588.000 - Rp. 1.000 (- > 5 kali	
152	22/10/2023 12:54:34	septianurrahmawati@gmail.com	Septian Dava Susanti	0131210322	Pemerempuan	01 Manajemen	21-24 Tahun	Rp. 1.300.000 - Rp. 2.000 (- > 4 kali	
153	22/10/2023 12:55:23	nurrahmawati6@gmail.com	NANDA YULIA CAHYAN	0131200397	Pemerempuan	01 Manajemen	21-24 Tahun	> Rp. 588.000	> 5 kali
154	22/10/2023 12:55:21	adelaadela@gmail.com	Adela	0131200375	Laki-Laki	01 Manajemen	> 29 Tahun	> Rp. 588.000	1 kali
155	22/10/2023 12:56:40	yulianurrahmawati@gmail.com	Yulianurrahmawati	0131200473	Pemerempuan	01 Manajemen	> 29 Tahun	Rp. 588.000 - Rp. 1.000 (- > 4 kali	
156	22/10/2023 12:56:00	notopratna7@gmail.com	Notopratna	0131200379	Laki-Laki	01 Manajemen	21-24 Tahun	Rp. 588.000 - Rp. 1.000 (- > 1 kali	
157	22/10/2023 12:58:56	agungprati4@gmail.com	Agung Prati	0131200478	Laki-Laki	01 Manajemen	21-24 Tahun	> Rp. 2.000.000	> 5 kali

Form Responses 1

JAWABAN RESPONDEN

No	Sales Promotiom					Gratis Ongkir					Flash Sale					Impulse Buying				
	X1.1	X1.2	X1.3	X1.4	Total	X2.1	X2.2	X2.3	X2.4	TOTAL	Y1.1	Y1.2	Y1.3	Y1.4	TOTAL	Y2.1	Y2.2	Y2.3	Y2.4	TOTAL
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No	X1.1	X1.2	X1.3	X1.4	Total	X2.1	X2.2	X2.3	X2.4	TOTAL	Y1.1	Y1.2	Y1.3	Y1.4	TOTAL	Y2.1	Y2.2	Y2.3	Y2.4	TOTAL
73	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
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94	5	4	4	4	17	3	4	3	3	13	4	3	4	4	15	4	4	4	4	16
95	4	4	5	5	18	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
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98	4	5	5	3	17	4	4	3	3	14	4	3	5	3	15	5	4	3	4	16
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103	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
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129	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
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144	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
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No	X1.1	X1.2	X1.3	X1.4	Total	X2.1	X2.2	X2.3	X2.4	TOTAL	Y1.1	Y1.2	Y1.3	Y1.4	TOTAL	Y2.1	Y2.2	Y2.3	Y2.4	TOTAL
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148	4	4	3	3	14	2	3	4	2	11	3	4	3	3	13	3	3	3	3	12
149	5	5	3	4	17	5	3	4	3	15	3	4	3	4	14	3	3	4	3	13
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152	5	4	4	5	18	5	5	4	5	19	5	4	4	5	18	4	5	5	5	19
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177	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
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181	5	5	5	3	18	4	5	5	4	18	5	5	5	3	18	5	5	3	5	18
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199	4	3	3	4	14	4	3	2	1	10	3	2	3	4	12	3	3	4	3	13
200	5	4	5	5	19	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
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204	5	2	5	4	16	5	5	5	5	20	5	5	5	4	19	5	5	4	5	19
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216	4	3	4	2	13	4	4	4	3	15	4	4	4	2	14	4	4	2	4	14
217	5	4	4	3	16	4	5	4	3	16	5	4	4	3	16	4	5	3	5	17
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No	X1.1	X1.2	X1.3	X1.4	Total	X2.1	X2.2	X2.3	X2.4	TOTAL	Y1.1	Y1.2	Y1.3	Y1.4	TOTAL	Y2.1	Y2.2	Y2.3	Y2.4	TOTAL
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221	5	4	5	4	18	5	5	4	4	18	5	4	5	4	18	5	5	4	5	19
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225	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
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227	5	5	4	5	19	5	5	5	5	20	5	5	4	5	19	4	5	5	5	19
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257	3	4	2	3	12	3	3	3	3	12	3	3	2	3	11	2	3	3	3	11
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259	4	4	4	5	17	5	5	5	5	20	5	5	4	5	19	4	5	5	5	19
260	3	2	5	4	14	4	5	4	4	17	5	4	5	4	18	5	5	4	5	19
261	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
262	4	3	3	2	12	3	3	3	3	12	3	3	3	2	11	3	3	2	3	11
263	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
264	4	4	4	4	16	4	2	4	4	14	2	4	4	4	14	4	2	4	4	12
265	5	4	5	5	19	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
266	4	2	5	3	14	3	3	3	3	12	3	3	5	3	14	5	3	3	3	14
267	4	3	5	3	15	3	4	3	4	14	4	3	5	3	15	5	4	3	4	16
268	4	3	4	4	15	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16
269	3	3	3	3	12	3	2	3	2	10	2	3	3	3	11	3	2	3	2	10
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271	3	1	3	4	11	3	4	4	4	15	4	4	3	4	15	3	4	4	4	15
272	4	3	5	4	16	4	4	3	5	16	4	3	5	4	16	5	4	4	4	17
273	5	2	4	2	13	4	5	4	2	15	5	4	4	2	15	4	5	2	5	16
274	4	5	4	3	16	4	4	4	4	16	4	4	4	3	15	4	4	3	4	15
275	5	4	4	3	16	4	4	5	2	15	4	5	4	3	16	4	4	3	4	15
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283	3	3	3	2	11	3	4	4	3	14	4	4	3	2	13	3	4	2	4	13
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285	5	4	4	3	16	4	4	5	5	18	4	5	4	3	16	4	4	3	4	15
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288	4	1	3	1	9	5	5	4	3	17	5	4	3	4	16	3	5	4	5	17
289	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
290	4	2	5	4	15	4	4	4	4	16	4	4	5	4	17	5	4	4	4	17
291	3	2	3	3	11	4	5	5	4	18	5	5	3	3	16	3	5	3	5	16

No	X1.1	X1.2	X1.3	X1.4	Total	X2.1	X2.2	X2.3	X2.4	TOTAL	Y1.1	Y1.2	Y1.3	Y1.4	TOTAL	Y2.1	Y2.2	Y2.3	Y2.4	TOTAL
292	5	3	4	3	15	4	4	3	3	14	4	3	4	3	14	4	4	3	4	15
293	5	4	5	4	18	5	5	5	5	20	5	5	5	4	19	5	5	4	5	19
294	3	2	2	3	10	3	2	3	3	11	4	3	2	3	12	2	2	3	2	9
295	4	3	4	3	14	3	3	4	5	15	3	4	4	3	14	4	3	3	3	13
296	5	5	5	4	19	5	5	5	5	20	5	5	5	4	19	5	5	4	5	19
297	4	4	4	4	16	4	5	5	4	18	5	5	4	4	18	4	5	4	5	18
298	4	4	5	5	18	4	5	5	4	18	5	5	5	5	20	5	5	5	5	20
299	2	4	5	4	15	4	3	3	1	11	3	3	5	4	15	5	3	4	3	15
300	4	4	5	3	16	4	5	5	5	19	5	5	5	3	18	5	5	3	5	18
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303	5	3	4	3	15	5	5	5	5	20	5	5	4	3	17	4	5	3	5	17
304	5	4	5	5	19	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
305	4	3	3	4	14	3	4	3	2	12	4	3	3	4	14	3	4	4	4	15
306	4	3	4	3	14	5	5	4	4	18	5	4	4	3	16	4	5	3	5	17
307	2	2	3	3	10	4	5	5	4	18	5	5	3	3	16	3	5	3	5	16
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311	4	3	4	3	14	3	4	3	4	14	4	3	4	3	14	4	4	3	4	15
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315	2	3	1	1	7	1	3	5	3	12	3	5	2	3	13	1	3	3	3	10
316	4	4	5	3	16	4	5	5	5	19	5	5	5	3	18	5	5	3	5	18
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321	4	4	3	5	16	4	4	4	4	16	4	4	3	5	16	3	4	5	4	16
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324	5	5	5	3	18	4	5	4	5	18	5	4	5	3	17	5	5	3	5	18
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326	4	4	2	3	13	4	4	2	1	11	4	2	2	3	11	2	4	3	4	13
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335	4	4	5	3	16	4	5	5	5	19	5	5	5	3	18	5	5	3	5	18
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346	4	3	3	4	14	2	4	3	3	12	4	3	3	4	14	3	4	4	4	15
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353	5	4	5	4	18	5	5	5	5	20	5	5	5	4	19	5	5	4	5	19
354	1	2	2	1	6	1	1	1	1	4	4	5	3	5	17	2	1	5	1	9
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357	4	4	4	4	16	4	5	5	4	18	5	5	4	4	18	4	5	4	5	18
358	4	4	5	5	18	4	5	5	4	18	5	5	5	5	20	5	5	5	5	20
359	2	1	5	4	12	4	3	3	1	11	3	3	5	4	15	5	3	4	3	15
360	4	4	5	3	16	4	5	5	5	19	5	5	5	3	18	5	5	3	5	18
361	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
362	5	4	5	5	19	4	5	4	3	16	5	4	5	5	19	5	5	5	5	20
363	5	5	4	4	18	5	5	5	5	20	5	5	4	4	18	4	5	4	5	18
364	4	4	4	5	17	4	4	4	4	16	4	4	4	5	17	4	4	5	4	17

No	X1.1	X1.2	X1.3	X1.4	Total	X2.1	X2.2	X2.3	X2.4	TOTAL	Y1.1	Y1.2	Y1.3	Y1.4	TOTAL	Y2.1	Y2.2	Y2.3	Y2.4	TOTAL
365	4	4	5	4	17	5	4	5	3	17	4	5	5	4	18	5	4	4	4	17
366	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
367	5	4	4	5	18	5	5	5	5	20	5	5	4	5	19	4	5	5	5	19
368	5	5	4	4	18	5	5	5	5	20	5	5	4	4	18	4	5	4	5	18
369	5	5	4	5	19	5	5	4	4	18	5	4	4	5	18	4	5	5	5	19
370	5	5	4	5	19	5	5	5	5	20	5	5	4	5	19	4	5	5	5	19
371	5	4	3	1	13	4	4	5	5	18	4	5	3	1	13	3	4	1	4	12
372	5	5	5	4	19	5	5	3	3	16	5	3	5	4	17	5	5	4	5	19
373	4	4	2	4	14	3	4	4	4	15	4	4	2	4	14	2	4	4	4	14
374	5	4	3	1	13	4	4	5	5	18	4	5	3	1	13	3	4	1	4	12
375	5	5	5	4	19	5	5	3	3	16	5	3	5	4	17	5	5	4	5	19
376	4	4	2	4	14	3	4	4	4	15	4	4	2	4	14	2	4	4	4	14
377	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
378	5	4	4	4	17	5	5	5	4	19	5	5	4	4	18	4	5	4	5	18
379	5	5	4	4	18	5	4	5	5	19	4	5	4	4	17	4	4	4	4	16
380	5	4	4	5	18	5	5	5	5	20	5	5	4	5	19	4	5	5	5	19
381	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
382	5	3	2	4	14	5	5	4	4	18	5	4	2	4	15	2	5	4	5	16
383	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
384	5	5	5	5	20	5	5	5	3	18	5	5	5	5	20	5	5	5	5	20

OUTPUT TABULASI

UJI VALIDITAS SALES PROMOTION

Notes		
Output Created		21-NOV-2023 23:44:56
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
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	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X1.1 X1.2 X1.3 X1.4 X1 /PRINT=TWOTAIL NOSIG /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02

Descriptive Statistics

	Mean	Std. Deviation	N
X1.1	4.2656	.88342	384
X1.2	3.7057	1.03685	384
X1.3	3.9740	.95832	384
X1.4	3.7839	.99746	384
Sales Promotion	15.7292	2.83204	384

Correlations

		X1.1	X1.2	X1.3	X1.4	Sales Promotion
X1.1	Pearson Correlation	1	.436**	.437**	.356**	.745**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
X1.2	Pearson Correlation	.436**	1	.234**	.453**	.741**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
X1.3	Pearson Correlation	.437**	.234**	1	.357**	.686**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
X1.4	Pearson Correlation	.356**	.453**	.357**	1	.750**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
Sales Promotion	Pearson Correlation	.745**	.741**	.686**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

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

UJI VALIDITAS *TAGLINE* “GRATIS ONGKIR”

Notes		
Output Created		21-NOV-2023 23:45:21
Comments		
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	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2 /PRINT=TWOTAIL NOSIG /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01

Descriptive Statistics			
	Mean	Std. Deviation	N
X2.1	4.1536	.87306	384
X2.2	4.1875	.85273	384
X2.3	4.1380	.84841	384
X2.4	3.9323	1.02481	384
Gratis Ongkir	16.4115	2.81501	384

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Gratis Ongkir
X2.1	Pearson Correlation	1	.564**	.461**	.411**	.770**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
X2.2	Pearson Correlation	.564**	1	.524**	.394**	.779**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
X2.3	Pearson Correlation	.461**	.524**	1	.551**	.804**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
X2.4	Pearson Correlation	.411**	.394**	.551**	1	.777**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
Gratis Ongkir	Pearson Correlation	.770**	.779**	.804**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

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

UJI VALIDITAS *FLASH SALE*

Notes		
Output Created	21-NOV-2023 23:45:43	
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
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	Split File	<none>
	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax	CORRELATIONS /VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 Y1 /PRINT=TWOTAIL NOSIG /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.	
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01

Descriptive Statistics			
	Mean	Std. Deviation	N
Y1.1	4.2161	.79663	384
Y1.2	4.1615	.81113	384
Y1.3	3.9948	.91974	384
Y1.4	3.8490	.91011	384
Flash Sale	16.2214	2.46447	384

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	Flash Sale
Y1.1	Pearson Correlation	1	.503**	.351**	.337**	.744**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
Y1.2	Pearson Correlation	.503**	1	.323**	.334**	.736**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
Y1.3	Pearson Correlation	.351**	.323**	1	.286**	.699**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
Y1.4	Pearson Correlation	.337**	.334**	.286**	1	.695**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
Flash Sale	Pearson Correlation	.744**	.736**	.699**	.695**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

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

UJI VALIDITAS *IMPULSE BUYING*

Notes		
Output Created		21-NOV-2023 23:46:05
Comments		
Input	Active Dataset	DataSet0
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=Y2.1 Y2.2 Y2.3 Y2.4 Y2 /PRINT=TWOTAIL NOSIG /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,01

Descriptive Statistics

	Mean	Std. Deviation	N
Y2.1	3.9740	.95832	384
Y2.2	4.1849	.85483	384
Y2.3	3.8464	.91111	384
Y2.4	4.1823	.85996	384
Impulse Buying	16.1875	2.73098	384

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Impulse Buying
Y2.1	Pearson Correlation	1	.392**	.271**	.395**	.688**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
Y2.2	Pearson Correlation	.392**	1	.322**	.998**	.872**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
Y2.3	Pearson Correlation	.271**	.322**	1	.322**	.631**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
Y2.4	Pearson Correlation	.395**	.998**	.322**	1	.874**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
Impulse Buying	Pearson Correlation	.688**	.872**	.631**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

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

UJI RELIABILITAS SALES PROMOTION

Notes			
Output Created		21-NOV-2023 23:46:48	
Comments			
Input	Active Dataset	DataSet0	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	384	
	Matrix Input		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.	
Syntax	RELIABILITY /VARIABLES=X1.1 X1.2 X1.3 X1.4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=SCALE /SUMMARY=TOTAL.		
Resources	Processor Time	00:00:00,00	
	Elapsed Time	00:00:00,00	

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.707	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	11.4635	5.074	.544	.617
X1.2	12.0234	4.744	.488	.648
X1.3	11.7552	5.214	.431	.680
X1.4	11.9453	4.778	.516	.629

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
15.7292	8.020	2.83204	4

UJI RELIABILITAS *GRATIS ONGKIR*

Notes			
Output Created		21-NOV-2023 23:47:04	
Comments			
Input	Active Dataset	DataSet0	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	384	
	Matrix Input		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.	
Syntax		RELIABILITY /VARIABLES=X2.1 X2.2 X2.3 X2.4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=SCALE /SUMMARY=TOTAL.	
Resources	Processor Time	00:00:00,02	
	Elapsed Time	00:00:00,01	

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.785	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.2578	4.902	.585	.736
X2.2	12.2240	4.911	.605	.726
X2.3	12.2734	4.805	.645	.707
X2.4	12.4792	4.490	.549	.762

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
16.4115	7.924	2.81501	4

UJI RELIABILITAS *FLASH SALE*

Notes		
Output Created		21-NOV-2023 23:47:23
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,01

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.682	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	12.0052	3.786	.533	.576
Y1.2	12.0599	3.790	.515	.586
Y1.3	12.2266	3.753	.414	.652
Y1.4	12.3724	3.785	.412	.653

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
16.2214	6.074	2.46447	4

UJI RELIABILITAS *IMPULSE BUYING*

Notes		
Output Created		21-NOV-2023 23:47:45
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Y2.1 Y2.2 Y2.3 Y2.4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,01

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.758	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	12.2135	4.774	.422	.777
Y2.2	12.0026	4.117	.752	.594
Y2.3	12.3411	5.150	.358	.804
Y2.4	12.0052	4.094	.754	.592

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
16.1875	7.458	2.73098	4

REGRESI X1, X2 TERHADAP Y1

Notes		
Output Created		21-NOV-2023 23:48:29
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y1 /METHOD=ENTER X1 X2 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS NORMPROB(ZRESID) /SAVE RESID.
Resources	Processor Time	00:00:00,25
	Elapsed Time	00:00:00,25
	Memory Required	2020 bytes
	Additional Memory Required for Residual Plots	560 bytes
Variables Created or Modified	RES_3	Unstandardized Residual

Descriptive Statistics

	Mean	Std. Deviation	N
Flash Sale	16.2214	2.46447	384
Sales Promotion	15.7292	2.83204	384
Gratis Ongkir	16.4115	2.81501	384

Correlations

		Flash Sale	Sales Promotion	Gratis Ongkir
Pearson Correlation	Flash Sale	1.000	.754	.786
	Sales Promotion	.754	1.000	.673
	Gratis Ongkir	.786	.673	1.000
Sig. (1-tailed)	Flash Sale	.	.000	.000
	Sales Promotion	.000	.	.000
	Gratis Ongkir	.000	.000	.
N	Flash Sale	384	384	384
	Sales Promotion	384	384	384
	Gratis Ongkir	384	384	384

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Gratis Ongkir, Sales Promotion ^b	.	Enter

a. Dependent Variable: Flash Sale

b. All requested variables entered.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.711	.709	1.32926

a. Predictors: (Constant), Gratis Ongkir, Sales Promotion

b. Dependent Variable: Flash Sale

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1652.988	2	826.494	467.759	.000 ^b
	Residual	673.197	381	1.767		
	Total	2326.185	383			

a. Dependent Variable: Flash Sale

b. Predictors: (Constant), Gratis Ongkir, Sales Promotion

Coefficients ^a											
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.274	.429		7.638	.000					
	Sales Promotion	.358	.032	.411	11.033	.000	.754	.492	.304	.547	1.829
	Gratis Ongkir	.446	.033	.509	13.664	.000	.786	.573	.377	.547	1.829

a. Dependent Variable: Flash Sale

Coefficients ^a											
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.274	.429		7.638	.000					
	Sales Promotion	.358	.032	.411	11.033	.000	.754	.492	.304	.547	1.829
	Gratis Ongkir	.446	.033	.509	13.664	.000	.786	.573	.377	.547	1.829

a. Dependent Variable: Flash Sale

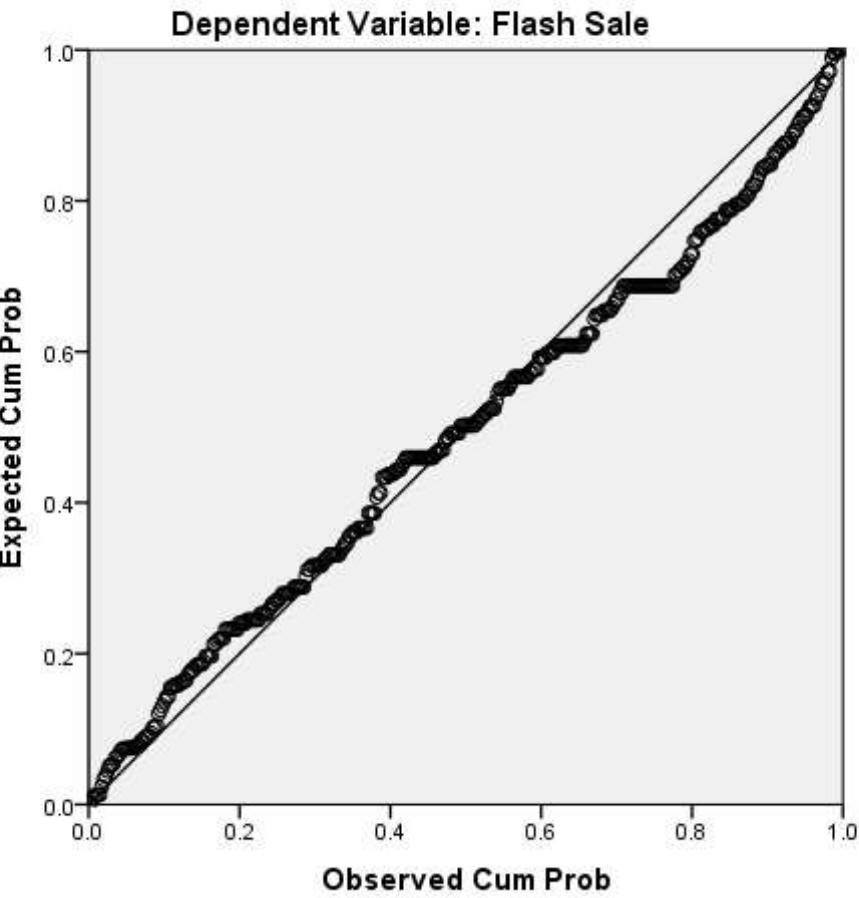
Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.8473	19.3499	16.2214	2.07747	384
Std. Predicted Value	-4.512	1.506	.000	1.000	384
Standard Error of Predicted Value	.069	.346	.111	.040	384
Adjusted Predicted Value	6.5384	19.3441	16.2182	2.08917	384
Residual	-3.81150	9.79478	.00000	1.32578	384
Std. Residual	-2.867	7.369	.000	.997	384

Stud. Residual	-2.878	7.578	.001	1.008	384
Deleted Residual	-3.83889	10.35828	.00316	1.35542	384
Stud. Deleted Residual	-2.906	8.212	.004	1.029	384
Mahal. Distance	.047	24.929	1.995	2.803	384
Cook's Distance	.000	1.101	.008	.068	384
Centered Leverage Value	.000	.065	.005	.007	384

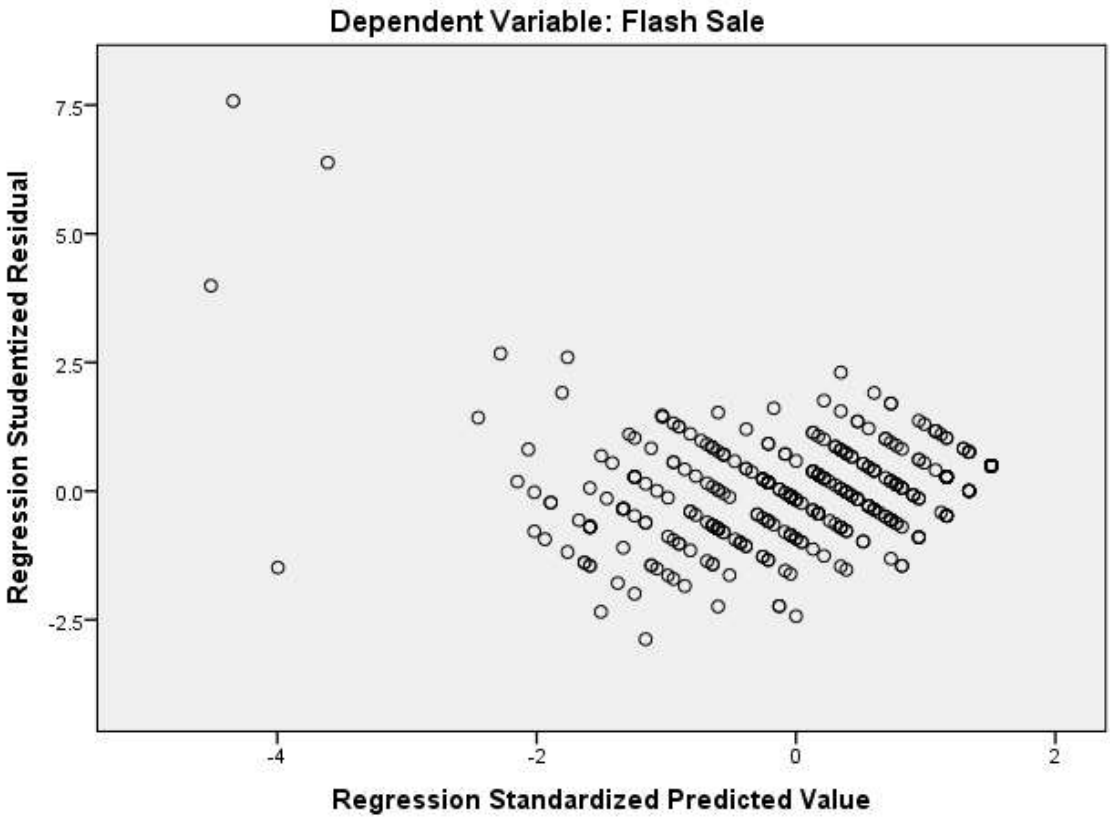
a. Dependent Variable: Flash Sale

Charts

Normal P-P Plot of Regression Standardized Residual



Scatterplot



REGRESI X1,X2,Y1 TERHADAP Y2

Notes		
Output Created		21-NOV-2023 23:49:12
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y2 /METHOD=ENTER X1 X2 Y1 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS NORMPROB(ZRESID) /SAVE RESID.
Resources	Processor Time	00:00:00,31
	Elapsed Time	00:00:00,26
	Memory Required	2340 bytes
	Additional Memory Required for Residual Plots	552 bytes
Variables Created or Modified	RES_4	Unstandardized Residual

Descriptive Statistics

	Mean	Std. Deviation	N
Impulse Buying	16.1875	2.73098	384
Sales Promotion	15.7292	2.83204	384
Gratis Ongkir	16.4115	2.81501	384
Flash Sale	16.2214	2.46447	384

Correlations

		Impulse Buying	Sales Promotion	Gratis Ongkir	Flash Sale
Pearson Correlation	Impulse Buying	1.000	.782	.791	.917
	Sales Promotion	.782	1.000	.673	.754
	Gratis Ongkir	.791	.673	1.000	.786
	Flash Sale	.917	.754	.786	1.000
Sig. (1-tailed)	Impulse Buying	.	.000	.000	.000
	Sales Promotion	.000	.	.000	.000
	Gratis Ongkir	.000	.000	.	.000
	Flash Sale	.000	.000	.000	.
N	Impulse Buying	384	384	384	384

Sales Promotion	384	384	384	384
Gratis Ongkir	384	384	384	384
Flash Sale	384	384	384	384

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Flash Sale, Sales Promotion, Gratis Ongkir ^b		Enter

a. Dependent Variable: Impulse Buying

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931 ^a	.868	.866	.99792

a. Predictors: (Constant), Flash Sale, Sales Promotion, Gratis Ongkir

b. Dependent Variable: Impulse Buying

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2478.077	3	826.026	829.467	.000 ^b
	Residual	378.423	380	.996		
	Total	2856.500	383			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Flash Sale, Sales Promotion, Gratis Ongkir

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.849	.346		-2.457	.014					
	Sales Promotion	.175	.028	.182	6.269	.000	.782	.306	.117	.414	2.414
	Gratis Ongkir	.140	.030	.144	4.683	.000	.791	.234	.087	.367	2.726
	Flash Sale	.739	.038	.666	19.202	.000	.917	.702	.359	.289	3.455

a. Dependent Variable: Impulse Buying

Collinearity Diagnostics^a

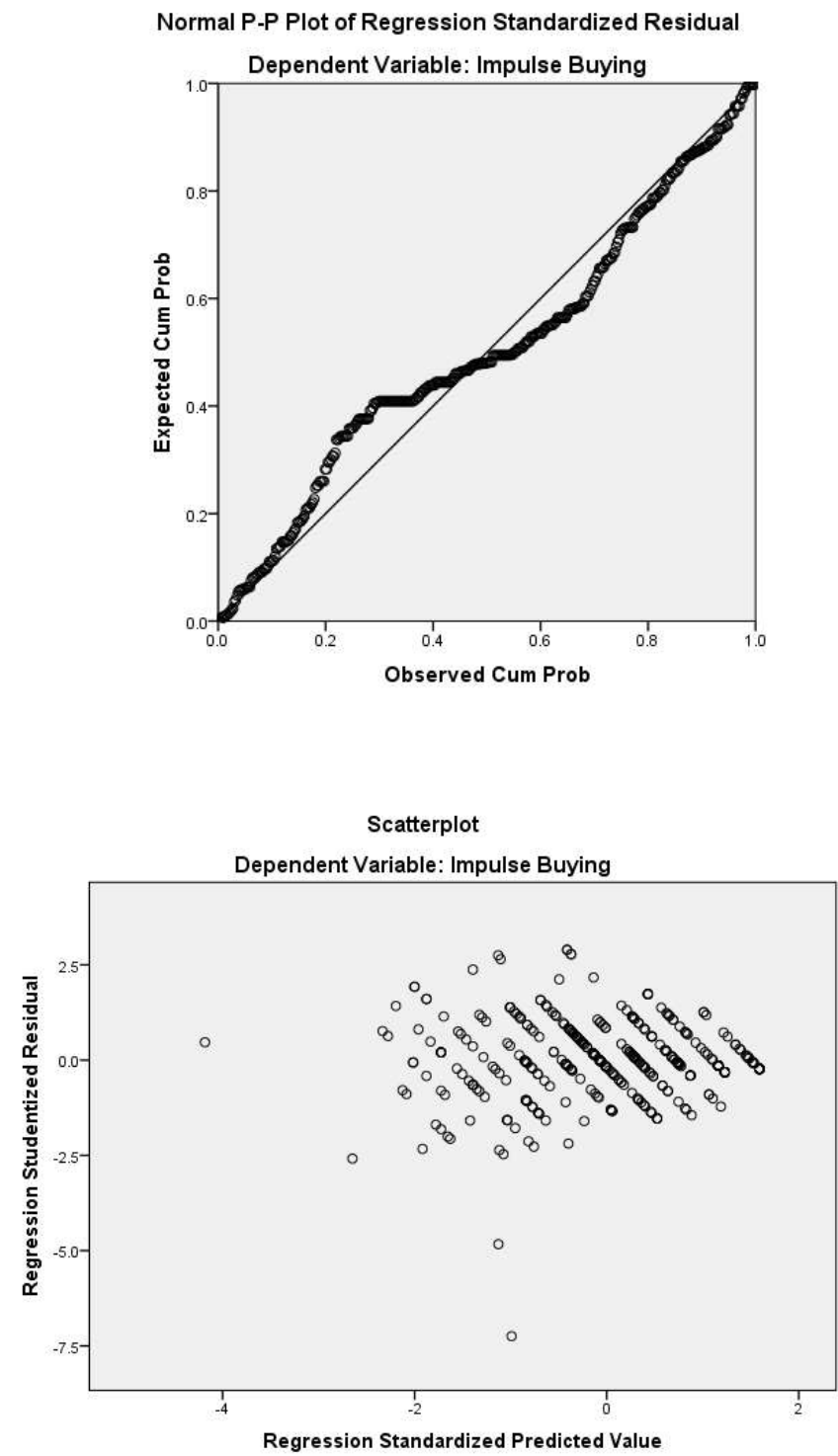
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Sales Promotion	Gratis Ongkir	Flash Sale
1	1	3.968	1.000	.00	.00	.00	.00
	2	.017	15.125	.91	.13	.05	.01
	3	.010	20.109	.02	.67	.50	.01
	4	.005	29.036	.07	.20	.45	.98

a. Dependent Variable: Impulse Buying

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.5451	20.2297	16.1875	2.54365	384
Std. Predicted Value	-4.184	1.589	.000	1.000	384
Standard Error of Predicted Value	.053	.443	.094	.039	384
Adjusted Predicted Value	5.5165	20.2319	16.1929	2.53820	384
Residual	-6.66763	2.86295	.00000	.99401	384
Std. Residual	-6.682	2.869	.000	.996	384
Stud. Residual	-7.244	2.896	-.003	1.018	384
Deleted Residual	-7.83847	2.91697	-.00536	1.04097	384
Stud. Deleted Residual	-7.793	2.924	-.004	1.033	384
Mahal. Distance	.096	74.420	2.992	5.588	384
Cook's Distance	.000	2.304	.013	.138	384
Centered Leverage Value	.000	.194	.008	.015	384

a. Dependent Variable: Impulse Buying

Chart



Regression

Notes		
Output Created		21-NOV-2023 23:58:48
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Abs_RES1 /METHOD=ENTER X1 X2 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS NORMPROB(ZRESID) /SAVE RESID.
Resources	Processor Time	00:00:00,33
	Elapsed Time	00:00:00,27
	Memory Required	2044 bytes
	Additional Memory Required for Residual Plots	560 bytes
Variables Created or Modified	RES_3	Unstandardized Residual

NPAR TESTS
/K-S (NORMAL) =RES_1
/STATISTICS DESCRIPTIVES
/MISSING ANALYSIS

NPar Tests

Notes		
Output Created		22-NOV-2023 00:01:31
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.

Syntax		NPAR TESTS	
		/K-S(NORMAL)=RES_1	
		/STATISTICS DESCRIPTIVES	
		/MISSING ANALYSIS.	
Resources	Processor Time	00:00:00,00	
	Elapsed Time	00:00:00,01	
	Number of Cases Allowed ^a	393216	

a. Based on availability of workspace memory.

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
Unstandardized Residual	384	.0000000	1.32578106	-3.81150	9.79478

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.32578106
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.052
Test Statistic		.088
Asymp. Sig. (2-tailed)		.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

NPAR TESTS
/K-S (NORMAL) =RES_2
/STATISTICS DESCRIPTIVES
/MISSING ANALYSIS.

NPar Tests

Notes		
Output Created		22-NOV-2023 00:02:14
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS /K-S(NORMAL)=RES_2 /STATISTICS DESCRIPTIVES /MISSING ANALYSIS.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00
	Number of Cases Allowed ^a	393216

a. Based on availability of workspace memory.

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
Unstandardized Residual	384	.0000000	.99400733	-6.66763	2.86295

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.99400733
Most Extreme Differences	Absolute	.118
	Positive	.091
	Negative	-.118
Test Statistic		.118
Asymp. Sig. (2-tailed)		.000 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.