DAFTAR PUSTAKA

Afif, M. (2020). Pengaruh Motivasi Belanja Hedonis, Gaya Hidup Berbelanja dan Promosi Penjualan terhadap Pembelian Impulsif pada Konsumen Shopee ID. http://jurnal.stiekma.ac.id/index.php/JAMIN, 2(2), 34-50.

Amos, C., Holmes, G., & Keneson, W. C. (2014). *A meta-analysis of consumer impulse buying*. Journal of Retailing and Consumer Services, 21(2), 86–97.

Andita. (2023). Pengaruh motivasi belanja hedonis terhadap pembelian impulsif konsumen. Jurnal Ilmiah Manajemen, 10(2), 123–134.

Arbaiah, (2022). Pengaruh Dimensi Motivasi Belanja Hedonis terhadap Pembelian Impulsif pada Situs Marketplace Shopee. Reviu Akuntansi, Manajemen, Dan Bisnis, https://doi.org/10.35912/rambis.v2i1.1477

Arnold, M. J., & Reynolds, K. E. (2012). *Hedonic shopping motivations*. Journal of Retailing, 79(2), 77–95.

Babin, B. J., & Harris, E. G. (2018). *CB: Consumer Behavior* (7th ed.). Boston: Cengage Learning.

Bambang Widagdo dan Kenny Roz. (2020), Hedonic Shopping Motivation and Im pulse Buying: The Effect of Website Qu ality on Customer Satisfaction.

Bhatnagar, A., & Ghosh, A. (2018). *Understanding utilitarian shopping motives: A conceptual perspective on consumer decision making*. Journal of Retailing and Consumer Services, 45, 107–114.

Cahyono, K. E. (n.d.). Pengaruh Hedonic Value Dan Utilitarian Value Terhadap Impulse Buying Di Mediasi Oleh Shopping Life Style Pada Industri Kulit Sidoarjo. *Balance*, *XVII*(2), 161–177.

Chen, C., & Yao, J. (2022). Utilitarian shopping value and impulse buying: The mediating role of perceived value. *Journal of Retailing and Consumer Services*, *67*, 102972.

Chiu, C. M., Liang, T. P., & Turban, E. (2019). What can utilitarian value do for impulsive buying? Evidence from online consumption. *Internet Research*, *29*(4), 798–820.

Chiu, C., Wang, E. S., Fang, Y.-H., & Huang, Y.-F. (2019). Understanding customers' repeat purchase intentions in B2C e-commerce: The roles of utilitarian value, hedonic value, and perceived risk. *Information Systems Journal*, 29(3), 507–535.

Erna Mulyana, (2020). Pengaruh promosi, atmosfer toko, dan motivasi belanja hedonis terhadap pembelian impulsif konsumen ritel modern di kota batam.18-22 https://jurnal.polibatam.ac.id

Ghozali, I. (2012). *Aplikasi analisis multivariate dengan program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Handayani, (2021). Peran Ketersediaan Uang dalam Memoderasi Pengaruh Motivasi Hedonis dan Motivasi Utilitarian Terhadap Pembelian Impulsif Pada E-Commerce (Vol. 2, Issue 1), 1-16

Harun Muhyiddin. (2023). Pengaruh Convenience to The Customer dan Customer Perceived Value and Benefit Terhadap Impulse Buying. 19(1), 1–10

Hasim, (2022). Pengaruh Potongan Harga, Motivasi Belanja Hedonis, E WOM Dan Gaya Hidup Berbelanja Terhadap Impulse Buying Di Tokopedia, Jurnal Ilmiah Ekonomi dan Bisnis Universitas Multi Data Palembang 12(2), 59-69

Hatta, I. F. (2021). *Pola Konsumsi Pakaian Bekas di Indonesia: Studi Kasus pada Pedagang Pakaian Bekas di Kota Banda Aceh*. Pubmedia Journal Series.

Imaliya, T. (2024). The Impact of Hedonic Shopping Motivation on Impulsive Buying Decisions: A Systematic Literature Review Approach in the Context of Modern Retail. *Jurnal Manajemen Sosial Ekonomi (Dinamika)*, *4*(2), 262–269.

Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2018). Consumer engagement in online brand communities: A solicitation of hedonic and utilitarian values. *Internet Research*, *28*(1), 23–45.

Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020). Impulse buying: A meta-analytic review. *Journal of the Academy of Marketing Science*, 48(3), 384–404. https://doi.org/10.1007/s11747-019-00670-5

Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020). Impulse buying: A meta-analytic review. *Journal of the Academy of Marketing Science*, 48(3), 384–404. https://doi.org/10.1007/s11747-019-00670-5

Khair, A. B., Trianasari, S., & Hartini, S. (2023). Pengaruh Hedonic Motivation dan Utilitarian Motivation Terhadap Impulsive Buying Pada Pengguna E-commerce. *Jurnal/Prosiding*

Khair, A., Kurniawati, Y., Yustika, R. L., & Rohmah, S. (2023). Pengaruh Hedonic Motivation Dan Utilatarian Motivation Terhadap Impulsive Buying Pada Pengguna E-Commerce. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi*, *10*(1), 13–30.

Kim, H., & Kim, J. (2022). The influence of utilitarian and hedonic motivations on consumer purchase behavior in omnichannel retailing. *Journal of Retailing and Consumer Services*, 65, 102896.

Kim, J., & Kim, M. (2020). The influence of shopping value on consumer behavior in omnichannel retailing. *Journal of Retailing and Consumer Services, 56*, 102–118.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

Krisna, I. M., & Khuzaini. (2024). Pengaruh Hedonic Dan Utilitarian Motivation Terhadap Impulse Buying Melalui Shopping Lifestyle Pada E-Commerce Shopee. *Jurnal Ilmu Dan Riset Manajemen*, *6083*(1), 1–10.

Laily Nisa, F. (2023). *Analisis Faktor Eksistensi Tren Thrifting Sebagai Gaya Konsumsi Fashion Dikalangan Generasi Millenial*. [Skripsi]. E-Journal Unesa.

Lee, J., & Kim, H. (2020). The effect of hedonic motivation on consumer impulse buying: The mediating role of emotional arousal. *Journal of Consumer Behaviour*, 19(6), 579–590.

Lumintang, F. F. (n.d.). Pengaruh Hedonic Motives Terhadap Impulse Buying Melalui Browsing Dan Shopping Lifestyle Pada Online ShoP. [Tesis/Skripsi]. Universitas Katolik Widya Mandala Surabaya.

Made, I., Putra, A. A. G., & Lestari, N. M. (2023). Pengaruh faktor emosional dan promosi terhadap perilaku impulse buying konsumen. Jurnal Manajemen dan Kewirausahaan, 11(1), 45–56.

Nana Naulita. (2025). *Meningkatkan Pembelian Impulsif Pada Green Product Melalui Pendekatan Hedonism, Utilitarian Value Dan Shopping Emotion*. [Skripsi]. Universitas Islam Sultan Agung.

Overby, J. W., & Lee, E. J. (2018). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. Journal of Business Research, 59(10–11), 1160–1166. https://doi.org/10.1016/j.jbusres.2006.03.008

Paramitha, (2022). The Effect of Hedonic Shopping and Utilitarian Values on Impulse Buying Moderated by Gender on the Marketplace. International Journal of Multicultural and Multireligious Understanding, 9(2), 54. https://doi.org/10.18415/ijmmu.v9i2.3322

Paramitha, N. P. I. N., Sulhaini, & Saufi, A. (2022). The Effect of Hedonic Shopping and Utilitarian Values on Impulse Buying Moderated by Gender on the Marketplace. *International Journal of Multicultural and Multireligious Understanding*, *9*(2), 54–67.

Park, J., dan Lennon, S. J., 2006, Psychological and Environmental Antecedents of Impulse Buying Tendecy In the Multichannel Shopping Context, Journal of Consumer Marketing, Vol. 23, No. 2: pp 58-68.

Pramita, V. A. E., & Danibrata, A. T. (2021). Pengaruh Hedonic Shopping Value, Utilitarian Shopping Value, Dan Shopping Emotion Terhadap Impulse Buying Pada Pengguna Marketplace Shopee Di Kota Surabaya. *Jurnal Ilmu*

Dan Riset Manajemen (JIRM), *10*(2), 1–17.

Prasetyo, P. F., Jesajas, T. G., & Edo, D. (2024). Fenomena Thrifting dari Perspektif Gen-Z Indonesia: Pendekatan Metode Campuran. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, *5*(6), 2511–2523.

Prashar, S., & Verma, P. (2020). Consumer decision-making styles and online shopping: The moderating role of utilitarian and hedonic motivations. *Journal of Internet Commerce*, 19(3), 305–332.

Prihati Ningsih, S., & Estiasih, P. (2020). Pengaruh impulse buying terhadap keputusan pembelian konsumen. Jurnal Manajemen dan Bisnis, 7(2), 85–94.

Prihatini, R. A., & Susanto. (2018). Pengaruh Motif Hedonis Dan Browsing Terhadap Pembelian Impulsif Pada Pembelian Online Produk Fashion. *Jurnal Ilmiah Manajemen dan Bisnis*, *19*(3), 351–360.

Rahmadani, F., & Putra, Y. (2021). Hedonic and Utilitarian Motives as Predictors of Impulse Buying Behavior. *Journal of Business and Management Review*, 12(4), 320–330.

Rizqi, M., & Susilowati, L. (2022). Pengaruh Motivasi Belanja Hedonis Terhadap Pembelian Impulsif Konsumen E-Commerce. *Konstanta*, *1*(2), 39–49.

Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. Journal of Consumer Research, 22(3), 305–313. https://doi.org/10.1086/209452

Santini, F. de O., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2019). Customer impulse buying behavior: An updated meta-analysis. *Journal of Business Research*, 104, 130–138. https://doi.org/10.1016/j.jbusres.2019.07.023

Sari, C., & Mardatillah, A. (n.d.). Pengaruh Hedonic Shopping Motives Terhadap Impulse Buying (Survei Pada Konsumen Franklin Jewellry Living World Pekanbaru). Jurnal Administrasi Bisnis Dan Ilmu Sosial.

Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th ed.). Pearson Education.

Sinambela, L. P. (2021). *Metodologi penelitian kuantitatif*. Jakarta: Bumi Aksara.

Sugiyono. (2021). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

Sujarweni, V. W. (2021). *Metodologi penelitian bisnis dan ekonomi*. Yogyakarta: Pustaka Baru Press.

Sweeney, J. C., & Soutar, G. N. (2001). *Consumer perceived value: The development of a multiple item scale*. Journal of Retailing, 77(2), 203–220.

Umar, H. (2011). *Metode penelitian untuk skripsi dan tesis bisnis*. Jakarta: Rajawali Pers.

Utami, W. (2017). Manajemen Ritel: Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia. Edisi.

Vicamara, U., Santoso, A., & Riawan. (2023). Thrift shopping intention: Understanding determinant of second-hand apparel shopping behavior. *Jurnal Ekonomi dan Bisnis, 26*(2), 393–412.

Vieira, V. A., Santini, F. D. O., & Araujo, C. F. (2018). A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Business Research, 86*, 203–217.

Yi, S., & Jai, T. (2020). Impacts of consumers' beliefs, desires and emotions on their impulse buying behavior: application of an integrated model of belief-desire theory of emotion. Journal of Hospitality Marketing and Management, 29(6),

L

A

M

P

I

R

A

N

Lampiran 1 : Kuesioner Penelitian

Assalamualikum Wr. Wb

Sehubungan dengan penelitian saya yang berjudul "PENGARUH MOTIF *HEDONIS* DAN MOTIF *UTILITARIAN* TERHADAP *IMPULSE BUYING* PADA KONSUMEN *THRIFT SHOP* PANORAMA KOTA BENGKULU", maka di mohon kesediaan Bapak/Ibu/Saudara sekiranya dapat meluangkan waktu nya untuk menjawab pertanyaan di bawah ini.

Hasil penelitian ini hanya digunakan untuk kepentingan ilmiah dalam rangka penyelesaian studi pada program Studi Manajemen Universitas Muhammadiyah Bengkulu, dan tidak untuk mencari kesalahan pihak manapun. Oleh karena itu, saya berharap kuesinoer ini di isi sesuai dengan keadaan yang sebenarnya. Atas bantuan Bapak/Ibu/Saudara sekalian dalam mengisi kuesioner ini, saya ucapkan terima kasih.

Wassalamualaikum Wr. Wb

Hormat Saya

Aji Yoga Atmagara

A. Identitas Peneliti

Nama : AJI YOGA ATMAGARA

Npm : 2261201179

Jurusan : Manajemen

Fakultas : Ekonomi dan Bisnis

B. Identitas Responden

Apakah anda pernah berbelanja produk di thirft shop panorama kota Bengkulu?

☐ Ya ☐ Tidak

Usia : ☐ 17-25 ☐ 26-35 ☐ 36-50

Jenis Kelamin : ☐ Laki-Laki ☐ Perempuan

Pekerjaan : ☐ Pelajar/Mahasiswa ☐ Pegawai Negri/Swasta

☐ Wiraswasta/Lainnya

Frekuensi Pembelian : ☐ 1 Kali ☐ 2 Kali

☐ 3 Kali ☐ ≥ 3 Kali

Petunjuk Pengisian Kuesioner

Isilah jawaban berikut sesuai dengan pendapat saudara, dengan cara memberikan tanda (√) pada kolom yang tersedia.

KETERANGAN

STS : Sangat Tidak Setuju =1

TS : Tidak Setuju =2

N : Netral =3

S : Setuju =4

SS : Sangat Setuju =5

Motif Hedonis X1

Pernyataan	SS	S	N	TS	STS
1. Saya menikmati setiap proses dalam berbelanja sehingga menimbulkan perasaan senang					
2. Saya merasa nyaman dan menikmati suasana ketika berada di tempat berbelanja					
3. Kegiatan berbelanja membantu saya mengurangi stres atau tekanan yang saya rasakan					
4. Penampilan produk, seperti warna, model, dan desain, mempengaruhi ketertarikan saya untuk membeli					

Motif Utilitarian X2

Pernyataan	SS	S	N	TS	STS
1. Saya membeli produk karena mempertimbangkan kualitas yang baik dan sesuai dengan kebutuhan saya					
2. Saya merasa puas jika mendapatkan produk dengan harga yang lebih hemat dibandingkan harga normal					

Impulse BuyingY

Pernyataan	SS	S	N	TS	STS
1. Saya membeli produk secara spontan ketika melihat barang yang menarik perhatian saya					
2. Saya merasakan dorongan yang kuat untuk segera membeli ketika melihat produk yang saya sukai					
3. Saya jarang membandingkan beberapa pilihan produk sebelum melakukan pembelian					
4. Perasaan senang atau tertarik saat melihat produk mendorong saya untuk segera membelinya					

Lampiran 2 Tabulasi Uji Coba Kuesioner

Variabel X1 Motif Hedonis					Variabel X2 Motif Utilitarian			Variabel Y Pembelian Implusif				
P1	P2	P3	P4	TOTAL	P1	P2	TOTAL	P1	P2	P3	P4	TOTAL
4	4	3	3	14	4	4	8	3	4	4	3	14
4	4	4	3	15	4	3	7	3	4	4	5	16
3	4	3	3	13	4	4	8	3	3	4	4	14
5	4	5	5	19	4	5	9	3	4	3	4	14
4	4	3	5	16	4	5	9	4	5	3	4	16
5	4	5	3	17	5	4	9	5	5	4	5	19
5	5	4	3	17	4	5	9	5	5	5	4	19
3	4	2	3	12	5	5	10	3	4	3	4	14
4	5	3	4	16	5	5	10	3	4	4	4	15
5	4	4	5	18	5	4	9	5	4	5	4	18
3	4	3	4	14	5	5	10	4	3	4	5	16
3	4	3	4	14	5	3	8	4	5	3	4	16
5	5	4	5	19	5	4	9	5	5	5	4	19
4	4	5	5	18	5	5	10	3	4	5	5	17
4	5	3	4	16	4	5	9	4	3	4	4	15
5	5	5	5	20	5	5	10	4	4	4	4	16
4	3	3	4	14	4	4	8	4	4	4	4	16
3	3	4	4	14	5	4	9	4	4	3	5	16
4	4	4	4	16	4	5	9	2	3	2	4	11
4	3	4	3	14	4	3	7	3	4	4	2	13

Lampiran 3. Output SPSS Uji Validitas

Table Hasil Uji Validitas Instrumen

Variabel	Pernyataan	Pearson Correlation	R Tabel	Keterangan
Pembelian Implusif (Y)	P01	0,854	0,444	Valid
	P02	0,839	0,444	Valid
Motif Hedonis (X1)	P03	0,829	0,444	Valid
	P04	0,894	0,444	Valid
	P01	0,886	0,444	Valid
	P02	0,836	0,444	Valid
Motif Utilitarian (X2)	P01	0,816	0,444	Valid
	P02	0,927	0,444	Valid
	P03	0,816	0,444	Valid
	P04	0,857	0,444	Valid

Table Hasil Uji Reabilitas

No	Variabel	Cronbach's Alpha	R Tabel	Keterangan
1.	Pembelian Implusif (Y)	0,872	0,60	Reliabel
2.	Motif Hedonis (X1)	0,648	0,60	Reliabel
3.	Motif Utilitarian (X2)	0,877	0,60	Reliabel

TABEL III
NILAI-NILAI r PODUCT MOMENT

N	Taraf Signifikan 5%	Taraf Signifikan 1%	N	Taraf Signifikan 5%	Taraf Signifikan 1%	N	Taraf Signifikan 5%	Taraf Signifikan 1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

Hasil SPSS Uji Validitas Variabel Motif Hedonis (X)

Correlations

		P01	P02	P03	P04	TOTAL
P01	Pearson Correlation	1	.653**	.554*	.611**	.816**
	Sig. (2-tailed)		.002	.011	.004	.000
	N	20	20	20	20	20
P02	Pearson Correlation	.653**	1	.728**	.762**	.927**
	Sig. (2-tailed)	.002		.000	.000	.000
	N	20	20	20	20	20
P03	Pearson Correlation	.554*	.728**	1	.531*	.816**
	Sig. (2-tailed)	.011	.000		.016	.000
	N	20	20	20	20	20
P04	Pearson Correlation	.611**	.762**	.531*	1	.857**
	Sig. (2-tailed)	.004	.000	.016		.000
	N	20	20	20	20	20
TOTAL	Pearson Correlation	.816**	.927**	.816**	.857**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	20	20	20	20	20

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

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

Hasil SPSS Uji Reabilitas Variabel Motif Hedonis (X)

Reliability Statistics

Cronbach's Alpha	N of Items
.877	4

Hasil SPSS Uji Validitas Variabel Motif Utilitarian (X2)

Correlations

		P01	P02	TOTAL
P01	Pearson Correlation	1	.486*	.886**
	Sig. (2-tailed)		.030	.000
	N	20	20	20
P02	Pearson Correlation	.486*	1	.836**
	Sig. (2-tailed)	.030		.000
	N	20	20	20
TOTAL	Pearson Correlation	.886**	.836**	1
	Sig. (2-tailed)	.000	.000	
	N	20	20	20

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

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

Hasil SPSS Uji Reabilitas Variabel Motif Utilitarian (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.648	2

Hasil SPSS Uji Validitas Variabel Impulse Buying(Y)

Correlations

		P01	P02	P03	P04	TOTAL
P01	Pearson Correlation	1	.587**	.603**	.669**	.854**
	Sig. (2-tailed)		.007	.005	.001	.000
	N	20	20	20	20	20
P02	Pearson Correlation	.587**	1	.616**	.704**	.839**
	Sig. (2-tailed)	.007		.004	.001	.000
	N	20	20	20	20	20
P03	Pearson Correlation	.603**	.616**	1	.666**	.829**
	Sig. (2-tailed)	.005	.004		.001	.000
	N	20	20	20	20	20
P04	Pearson Correlation	.669**	.704**	.666**	1	.894**
	Sig. (2-tailed)	.001	.001	.001		.000
	N	20	20	20	20	20
TOTAL	Pearson Correlation	.854**	.839**	.829**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	20	20	20	20	20

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

Hasil SPSS Uji Reabilitas Variabel Pembelian Implusif (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.872	4

TABULASI DATA PENELITIAN

1. **Motif Hedonis X1**

NO	P1	P2	P3	P4	Total
1	5	4	4	4	17
2	3	4	3	3	13
3	4	4	4	4	16
4	4	3	5	5	17
5	3	5	3	3	14
6	4	4	5	4	17
7	1	1	1	1	4
8	5	4	5	5	19
9	4	5	4	5	18
10	1	1	1	1	4
11	5	4	5	4	18
12	4	5	4	5	18
13	5	5	4	5	19
14	4	5	5	5	19
15	5	3	5	5	18
16	5	5	5	4	19
17	3	5	5	4	17
18	5	5	4	4	18
19	5	4	5	5	19
20	4	5	4	5	18
21	4	5	5	4	18
22	5	4	5	5	19
23	5	4	5	4	18
24	4	4	5	5	18
25	4	4	5	5	18
26	5	4	5	5	19
27	5	4	5	4	18
28	4	4	5	5	18
29	5	4	5	5	19
30	5	5	5	4	19
31	4	4	5	5	18
32	5	5	5	5	20
33	5	5	4	4	18
34	5	5	5	5	20

NO	P1	P2	P3	P4	Total
35	5	5	5	5	20
36	5	4	5	4	18
37	4	4	5	5	18
38	5	5	5	4	19
39	5	5	5	5	20
40	5	5	4	5	19
41	5	5	4	4	18
42	5	5	5	5	20
43	5	5	5	5	20
44	5	5	5	5	20
45	5	5	5	5	20
46	4	5	5	5	19
47	4	4	5	4	17
48	5	5	5	5	20
49	4	4	4	4	16
50	4	5	5	5	19
51	5	5	4	5	19
52	5	4	5	5	19
53	4	5	5	5	19
54	5	5	5	5	20
55	5	5	5	5	20
56	4	5	5	5	19
57	4	5	5	5	19
58	4	5	5	5	19
59	4	5	5	4	18
60	5	5	5	5	20
61	4	5	5	5	19
62	5	5	5	4	19
63	4	5	5	5	19
64	4	5	5	5	19
65	5	5	4	5	19
66	4	5	4	5	18
67	5	5	5	4	19
68	4	5	5	5	19
69	4	5	5	5	19
70	5	4	5	5	19
71	5	5	5	5	20
72	4	5	5	5	19

NO	P1	P2	P3	P4	Total
73	5	5	5	5	20
74	4	5	5	5	19
75	4	5	5	4	18
76	5	5	4	4	18
77	3	4	4	5	16
78	5	5	5	5	20
79	4	5	5	5	19
80	5	5	5	5	20
81	4	5	5	5	19
82	3	5	5	5	18
83	3	4	5	5	17
84	5	5	5	5	20
85	5	5	5	5	20
86	4	4	5	5	18
87	5	5	5	5	20
88	4	5	5	5	19
89	4	5	5	4	18
90	4	5	5	5	19
91	5	5	5	4	19
92	4	5	5	5	19
93	3	5	5	5	18
94	4	5	5	5	19
95	5	5	5	5	20
96	5	5	4	4	18
97	5	5	5	4	19
98	4	5	4	5	18
99	3	5	5	5	18
100	4	5	5	4	18

2.Motif Utilitarian X2

NO	P1	P2	Total
1	5	5	10
2	2	4	6
3	4	4	8
4	5	5	10
5	3	2	5

NO	P1	P2	Total
6	4	4	8
7	1	1	2
8	5	4	9
9	5	5	10
10	1	1	2
11	4	4	8
12	5	5	10
13	5	4	9
14	5	4	9
15	5	3	8
16	5	4	9
17	4	4	8
18	4	5	9
19	3	5	8
20	5	3	8
21	5	5	10
22	4	5	9
23	5	5	10
24	5	5	10
25	5	5	10
26	5	4	9
27	5	4	9
28	5	5	10
29	5	4	9
30	5	4	9
31	5	4	9
32	4	4	8
33	5	5	10
34	4	5	9
35	5	4	9
36	4	5	9
37	5	5	10
38	5	5	10
39	5	5	10
40	5	5	10
41	5	5	10
42	5	5	10
43	4	5	9

NO	P1	P2	Total
44	4	4	8
45	5	5	10
46	5	4	9
47	5	5	10
48	5	5	10
49	5	4	9
50	5	5	10
51	5	5	10
52	5	5	10
53	5	5	10
54	4	5	9
55	4	5	9
56	4	5	9
57	5	5	10
58	4	5	9
59	5	5	10
60	5	5	10
61	4	4	8
62	5	5	10
63	5	5	10
64	4	5	9
65	5	4	9
66	5	5	10
67	5	5	10
68	5	5	10
69	5	4	9
70	5	5	10
71	5	5	10
72	4	5	9
73	4	5	9
74	4	5	9
75	5	5	10
76	5	5	10
77	5	5	10
78	4	4	8
79	5	4	9
80	4	5	9
81	4	5	9

NO	P1	P2	Total
82	3	5	8
83	5	5	10
84	3	5	8
85	3	4	7
86	5	5	10
87	5	4	9
88	4	4	8
89	5	5	10
90	3	4	7
91	5	5	10
92	4	4	8
93	5	5	10
94	5	5	10
95	4	5	9
96	5	5	10
97	5	5	10
98	5	5	10
99	5	4	9
100	3	5	8

3,Impulse Buying (Y)

NO	P1	P2	P3	P4	Total
1	4	4	3	5	16
2	2	3	4	3	12
3	4	5	4	5	18
4	2	4	5	4	15
5	2	4	3	4	13
6	4	4	3	5	16
7	1	1	1	1	4
8	4	5	4	5	18
9	5	4	5	5	19
10	1	1	1	1	4
11	5	4	4	4	17
12	5	5	4	5	19
13	5	4	4	5	18
14	5	4	5	5	19

NO	P1	P2	P3	P4	Total
15	5	5	4	5	19
16	5	5	5	5	20
17	5	5	4	5	19
18	5	5	4	5	19
19	5	4	5	5	19
20	5	5	4	5	19
21	5	5	4	4	18
22	5	5	4	5	19
23	5	5	4	5	19
24	5	5	4	5	19
25	5	5	5	5	20
26	4	5	5	5	19
27	4	5	4	5	18
28	5	5	5	5	20
29	5	5	5	4	19
30	5	5	5	5	20
31	5	5	5	5	20
32	5	5	4	5	19
33	4	4	5	5	18
34	5	5	4	5	19
35	4	5	5	5	19
36	5	4	5	5	19
37	5	5	5	5	20
38	5	5	4	5	19
39	5	5	5	4	19
40	5	5	4	5	19
41	4	5	5	5	19
42	5	5	4	5	19
43	5	4	4	5	18
44	5	5	4	5	19
45	5	4	5	5	19
46	5	5	5	4	19
47	5	5	5	4	19
48	5	4	4	4	17
49	5	5	4	5	19
50	5	5	4	5	19
51	4	4	5	5	18
52	4	5	5	5	19

NO	P1	P2	P3	P4	Total
53	5	5	5	4	19
54	5	5	4	5	19
55	5	4	5	5	19
56	4	5	5	4	18
57	5	5	4	5	19
58	5	4	5	5	19
59	5	5	5	4	19
60	5	5	5	4	19
61	5	4	5	5	19
62	5	5	5	4	19
63	5	4	4	5	18
64	5	5	4	4	18
65	4	5	5	5	19
66	5	5	5	5	20
67	5	5	4	5	19
68	5	5	5	4	19
69	5	5	5	5	20
70	5	5	5	4	19
71	5	5	4	4	18
72	5	5	5	5	20
73	5	5	5	4	19
74	5	4	5	5	19
75	5	5	5	5	20
76	5	4	5	5	19
77	5	4	5	5	19
78	4	5	5	4	18
79	5	4	5	5	19
80	5	5	4	5	19
81	5	5	5	5	20
82	5	5	5	5	20
83	5	4	5	5	19
84	5	5	4	5	19
85	5	5	5	4	19
86	5	4	5	5	19
87	5	5	5	4	19
88	4	5	5	5	19
89	5	4	5	5	19
90	5	5	5	5	20

NO	P1	P2	P3	P4	Total
91	5	4	5	5	19
92	5	5	5	5	20
93	5	5	4	5	19
94	5	5	4	5	19
95	4	4	3	5	16
96	5	5	5	4	19
97	5	5	5	4	19
98	5	4	5	5	19
99	5	3	5	5	18
100	4	5	5	5	19

LAMPIRAN HASIL UJI SPSS

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889[a]	.791	.786	1.117

a. Predictors: (Constant), X2_Motif_*Utilitarian*, X1_Motif_*Hedonis*

b. Dependent Variable: Y_Impulse_Buying

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	456.960	2	228.480	183.102	.000[b]
	Residual	121.040	97	1.248		
	Total	578.000	99			

a. Dependent Variable: Y_Impulse_Buying

b. Predictors: (Constant), X2_Motif_*Utilitarian*, X1_Motif_*Hedonis*

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.597	.886		1.803	.074		
X1_Motif_*Hedonis*	.677	.067	.667	10.109	.000	.496	2.017
X2_Motif_*Utilitarian*	.488	.115	.281	4.265	.000	.496	2.017

a. Dependent Variable: Y_Impulse_Buying

F tabel

52	4.027	3.175	2.783	2.550	2.393	2.279	2.192	2.122
53	4.023	3.172	2.779	2.546	2.389	2.275	2.188	2.119
54	4.020	3.168	2.776	2.543	2.386	2.272	2.185	2.115
55	4.016	3.165	2.773	2.540	2.383	2.269	2.181	2.112
56	4.013	3.162	2.769	2.537	2.380	2.266	2.178	2.109
57	4.010	3.159	2.766	2.534	2.377	2.263	2.175	2.106
58	4.007	3.156	2.764	2.531	2.374	2.260	2.172	2.103
59	4.004	3.153	2.761	2.528	2.371	2.257	2.169	2.100
60	4.001	3.150	2.758	2.525	2.368	2.254	2.167	2.097
61	3.998	3.148	2.755	2.523	2.366	2.251	2.164	2.094
62	3.996	3.145	2.753	2.520	2.363	2.249	2.161	2.092
63	3.993	3.143	2.751	2.518	2.361	2.246	2.159	2.089
64	3.991	3.140	2.748	2.515	2.358	2.244	2.156	2.087
65	3.989	3.138	2.746	2.513	2.356	2.242	2.154	2.084
66	3.986	3.136	2.744	2.511	2.354	2.239	2.152	2.082
67	3.984	3.134	2.742	2.509	2.352	2.237	2.150	2.080
68	3.982	3.132	2.740	2.507	2.350	2.235	2.148	2.078
69	3.980	3.130	2.737	2.505	2.348	2.233	2.145	2.076
70	3.978	3.128	2.736	2.503	2.346	2.231	2.143	2.074
71	3.976	3.126	2.734	2.501	2.344	2.229	2.142	2.072
72	3.974	3.124	2.732	2.499	2.342	2.227	2.140	2.070
73	3.972	3.122	2.730	2.497	2.340	2.226	2.138	2.068
74	3.970	3.120	2.728	2.495	2.338	2.224	2.136	2.066
75	3.968	3.119	2.727	2.494	2.337	2.222	2.134	2.064
76	3.967	3.117	2.725	2.492	2.335	2.220	2.133	2.063
77	3.965	3.115	2.723	2.490	2.333	2.219	2.131	2.061
78	3.963	3.114	2.722	2.489	2.332	2.217	2.129	2.059
79	3.962	3.112	2.720	2.487	2.330	2.216	2.128	2.058
80	3.960	3.111	2.719	2.486	2.329	2.214	2.126	2.056
81	3.959	3.109	2.717	2.484	2.327	2.213	2.125	2.055
82	3.957	3.108	2.716	2.483	2.326	2.211	2.123	2.053
83	3.956	3.107	2.715	2.482	2.324	2.210	2.122	2.052
84	3.955	3.105	2.713	2.480	2.323	2.209	2.121	2.051
85	3.953	3.104	2.712	2.479	2.322	2.207	2.119	2.049
86	3.952	3.103	2.711	2.478	2.321	2.206	2.118	2.048
87	3.951	3.101	2.709	2.476	2.319	2.205	2.117	2.047
88	3.949	3.100	2.708	2.475	2.318	2.203	2.115	2.045
89	3.948	3.099	2.707	2.474	2.317	2.202	2.114	2.044
90	3.947	3.098	2.706	2.473	2.316	2.201	2.113	2.043
91	3.946	3.097	2.705	2.472	2.315	2.200	2.112	2.042
92	3.945	3.095	2.704	2.471	2.313	2.199	2.111	2.041
93	3.943	3.094	2.703	2.470	2.312	2.198	2.110	2.040
94	3.942	3.093	2.701	2.469	2.311	2.197	2.109	2.038
95	3.941	3.092	2.700	2.467	2.310	2.196	2.108	2.037
96	3.940	3.091	2.699	2.466	2.309	2.195	2.106	2.036
97	3.939	3.090	2.698	2.465	2.308	2.194	2.105	2.035
98	3.938	3.089	2.697	2.465	2.307	2.193	2.104	2.034
99	3.937	3.088	2.696	2.464	2.306	2.192	2.103	2.033
100	3.936	3.087	2.696	2.463	2.305	2.191	2.103	2.032

T tabel

TABEL NILAI KRITIS DISTRIBUSI T

df	One-Tailed Test						
	0,25	0,10	0,05	0,025	0,01	0,005	0,001
	Two-Tailed Test						
	0,50	0,20	0,10	0,05	0,02	0,01	0,002
81	0,677531	1,292091	1,663884	1,989686	2,373270	2,637897	3,193922
82	0,677493	1,291961	1,663649	1,989319	2,372687	2,637123	3,192619
83	0,677457	1,291835	1,663420	1,988960	2,372119	2,636369	3,191349
84	0,677422	1,291711	1,663197	1,988610	2,371564	2,635632	3,190111
85	0,677387	1,291591	1,662978	1,988268	2,371022	2,634914	3,188902
86	0,677353	1,291473	1,662765	1,987934	2,370493	2,634212	3,187722
87	0,677320	1,291358	1,662557	1,987608	2,369977	2,633527	3,186569
88	0,677288	1,291246	1,662354	1,987290	2,369472	2,632858	3,185444
89	0,677256	1,291136	1,662155	1,986979	2,368979	2,632204	3,184345
90	0,677225	1,291029	1,661961	1,986675	2,368497	2,631565	3,183271
91	0,677195	1,290924	1,661771	1,986377	2,368026	2,630940	3,182221
92	0,677166	1,290821	1,661585	1,986086	2,367566	2,630330	3,181194
93	0,677137	1,290721	1,661404	1,985802	2,367115	2,629732	3,180191
94	0,677109	1,290623	1,661226	1,985523	2,366674	2,629148	3,179209
95	0,677081	1,290527	1,661052	1,985251	2,366243	2,628576	3,178248
96	0,677054	1,290432	1,660881	1,984984	2,365821	2,628016	3,177308
97	0,677027	1,290340	1,660715	1,984723	2,365407	2,627468	3,176387
98	0,677001	1,290250	1,660551	1,984467	2,365002	2,626931	3,175486
99	0,676976	1,290161	1,660391	1,984217	2,364606	2,626405	3,174604
100	0,676951	1,290075	1,660234	1,983972	2,364217	2,625891	3,173739
101	0,676927	1,289990	1,660081	1,983731	2,363837	2,625386	3,172893
102	0,676903	1,289907	1,659930	1,983495	2,363464	2,624891	3,172063
103	0,676879	1,289825	1,659782	1,983264	2,363098	2,624407	3,171250
104	0,676856	1,289745	1,659637	1,983038	2,362739	2,623932	3,170452
105	0,676833	1,289666	1,659495	1,982815	2,362388	2,623465	3,169670
106	0,676811	1,289589	1,659356	1,982597	2,362043	2,623008	3,168904
107	0,676790	1,289514	1,659219	1,982383	2,361704	2,622560	3,168152
108	0,676768	1,289439	1,659085	1,982173	2,361372	2,622120	3,167414
109	0,676747	1,289367	1,658953	1,981967	2,361046	2,621688	3,166690
110	0,676727	1,289295	1,658824	1,981765	2,360726	2,621265	3,165979
111	0,676706	1,289225	1,658697	1,981567	2,360412	2,620849	3,165282
112	0,676687	1,289156	1,658573	1,981372	2,360104	2,620440	3,164597
113	0,676667	1,289088	1,658450	1,981180	2,359801	2,620039	3,163925
114	0,676648	1,289022	1,658330	1,980992	2,359504	2,619645	3,163265
115	0,676629	1,288957	1,658212	1,980808	2,359212	2,619258	3,162616
116	0,676611	1,288892	1,658096	1,980626	2,358924	2,618878	3,161979
117	0,676592	1,288829	1,657982	1,980448	2,358642	2,618504	3,161353
118	0,676575	1,288767	1,657870	1,980272	2,358365	2,618137	3,160738
119	0,676557	1,288706	1,657759	1,980100	2,358093	2,617776	3,160133
120	0,676540	1,288646	1,657651	1,979930	2,357825	2,617421	3,159539