

## LAMPIRAN

### Lampiran 1 Hasil Data Kuesioner

Variabel Price Diskon

X1.1	X1.2	X1.3	TX1
4	5	4	13
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
3	4	4	11
5	5	5	15
5	5	5	15
4	3	4	11
3	4	4	11
5	4	4	13
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
4	4	4	12
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
4	4	4	12
5	5	5	15
4	4	4	12
4	4	4	12
3	3	3	9
5	5	5	15
4	4	4	12
4	4	4	12
5	5	5	15

4	4	4	12
5	5	5	15
3	3	3	9
4	5	5	14
4	3	4	11
3	4	3	10
5	5	5	15
4	5	5	14
4	4	4	12
4	4	4	12
3	4	4	11
4	4	4	12
5	5	5	15
4	5	4	13
4	5	4	13
4	4	4	12
3	3	3	9
4	4	4	12
4	5	4	13
3	3	3	9
5	5	5	15
4	5	3	12
4	5	5	14
5	5	5	15
4	4	5	13
4	5	2	11
4	5	4	13
3	3	3	9
3	5	3	11
5	5	5	15
5	5	5	15
5	5	5	15
5	4	5	14
4	4	4	12
5	5	5	15
5	5	5	15
5	4	4	13

Variabel Bonus Pack

X2.1	X2.2	X2.3	TX2
4	5	5	14
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
4	4	4	12
5	5	5	15
5	5	5	15
4	3	4	11
4	4	4	12
4	3	3	10
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	4	14
5	5	5	15
5	5	5	15
5	5	5	15
4	3	5	12
5	5	5	15
5	4	4	13
4	4	4	12
3	3	3	9
5	3	3	11
4	4	4	12
4	5	5	14
5	5	5	15
4	4	4	12
4	5	4	13
3	4	3	10
4	5	4	13

3	4	4	11
3	3	3	9
4	3	4	11
5	5	5	15
4	4	5	13
4	4	4	12
5	3	4	12
4	4	4	12
5	5	5	15
5	4	5	14
4	3	3	10
4	4	4	12
3	5	3	11
4	4	4	12
3	5	5	13
4	3	3	10
5	5	3	13
5	3	4	12
5	4	4	13
5	5	5	15
5	5	4	14
4	3	3	10
4	5	4	13
4	4	4	12
3	3	3	9
5	5	5	15
5	5	5	15
5	5	5	15
4	3	3	10
4	5	5	14
5	5	5	15
5	5	5	15
5	4	4	13

### Variabel In Store Display

X3.1	X3.2	X3.3	X3.4	TX3
4	4	5	5	18
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	5	5	5	19
5	5	5	5	20
5	5	5	5	20
4	4	3	4	15
5	5	5	5	20
4	4	3	3	14
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	5	5	5	19
5	5	5	5	20
4	5	4	5	18
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	4	5	4	18
5	5	5	4	19
3	3	3	3	12
5	5	5	5	20
4	4	4	4	16
5	5	5	4	19
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	4	4	4	16

4	4	4	4	16
3	3	3	3	12
4	3	5	4	16
5	4	5	4	18
4	4	4	4	16
4	5	5	5	19
5	5	5	5	20
4	5	5	5	19
5	5	5	5	20
5	5	4	5	19
4	4	4	4	16
4	4	4	4	16
5	5	3	5	18
4	4	4	4	16
5	5	4	5	19
4	4	3	3	14
4	5	5	5	19
4	5	3	4	16
5	5	4	3	17
5	5	5	5	20
4	5	5	5	19
5	5	4	4	18
4	5	4	5	18
3	3	3	3	12
4	4	3	3	14
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	4	5	4	17
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	4	5	5	19

### Variabel Impulse Buying

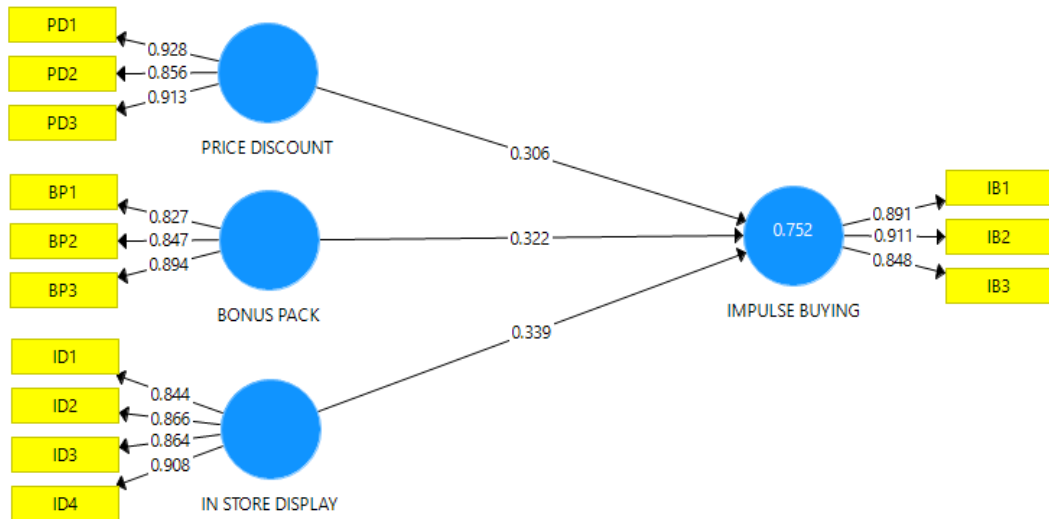
Y1.1	Y1.2	Y1.3	TY
4	5	5	14
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
4	3	4	11
5	4	4	13
4	3	4	11
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
4	5	5	14
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5	5	5	15
5	4	4	13
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5	4	5	14
5	5	5	15
3	3	3	9
5	3	5	13
4	4	4	12
3	4	4	11
5	5	5	15
5	5	5	15
5	5	5	15
4	4	3	11
4	5	5	14

4	3	4	11
4	3	4	11
4	4	3	11
4	5	5	14
4	4	4	12
5	5	5	15
5	5	3	13
3	3	4	10
5	5	5	15
5	4	5	14
4	4	5	13
4	4	4	12
3	3	3	9
4	4	4	12
5	4	4	13
3	3	3	9
5	5	5	15
4	3	5	12
4	4	4	12
5	5	5	15
5	5	4	14
5	4	3	12
4	4	5	13
3	3	4	10
3	3	3	9
5	5	5	15
5	5	5	15
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4	3	4	11
4	4	4	12
5	5	4	14
5	5	5	15
5	5	5	15

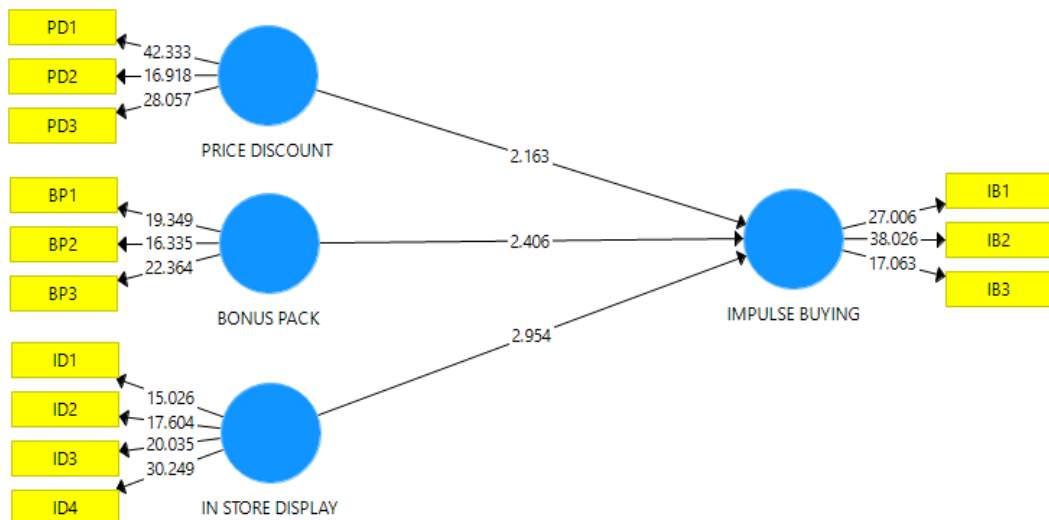


## Lampiran 2 Hasil Olah Data SmartPLS 3

### Outer Model



### Inner Model



### Outer Loading

	X1	X2	X3	Y
X1.1	0.928			
X1.2	0.856			
X1.3	0.913			
X2.1		0.827		
X2.2		0.847		
X2.3		0.894		
X3.1			0.844	

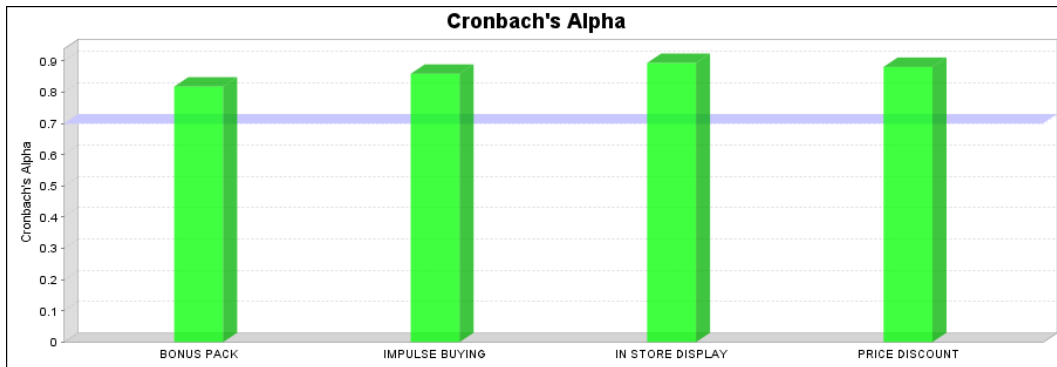
X3.2			0.866	
X3.3			0.864	
X.3.4			0.908	
Y1.1				0.891
Y1.2				0.911
Y1.3				0.848

Cross Loading

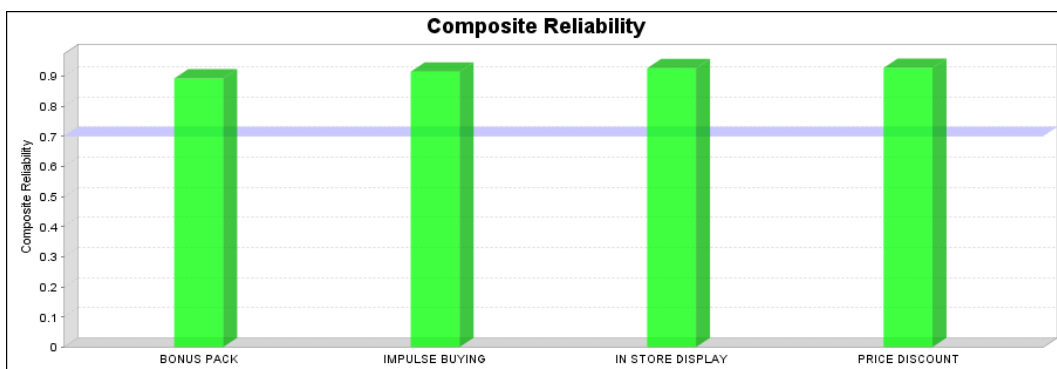
	X1	X2	X3	Y
X1.1	<b>0.928</b>	0.702	0.558	0.683
X1.2	<b>0.856</b>	0.639	0.505	0.666
X1.3	<b>0.913</b>	0.771	0.602	0.722
X2.1	0.756	<b>0.827</b>	0.599	0.743
X2.2	0.604	<b>0.847</b>	0.639	0.655
X2.3	0.642	<b>0.894</b>	0.612	0.663
X3.1	0.529	0.608	<b>0.844</b>	0.581
X3.2	0.455	0.587	<b>0.866</b>	0.595
X3.3	0.620	0.644	<b>0.864</b>	0.730
X3.4	0.535	0.661	<b>0.908</b>	0.716
Y1.1	0.664	0.619	0.742	<b>0.891</b>
Y1.2	0.677	0.799	0.733	<b>0.911</b>
Y1.3	0.700	0.714	0.529	<b>0.848</b>

### Uji Reabilitas dan Validitas

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X1	0.882	0.927	0.809
X2	0.819	0.892	0.734
X3	0.894	0.926	0.758
Y	0.859	0.914	0.781

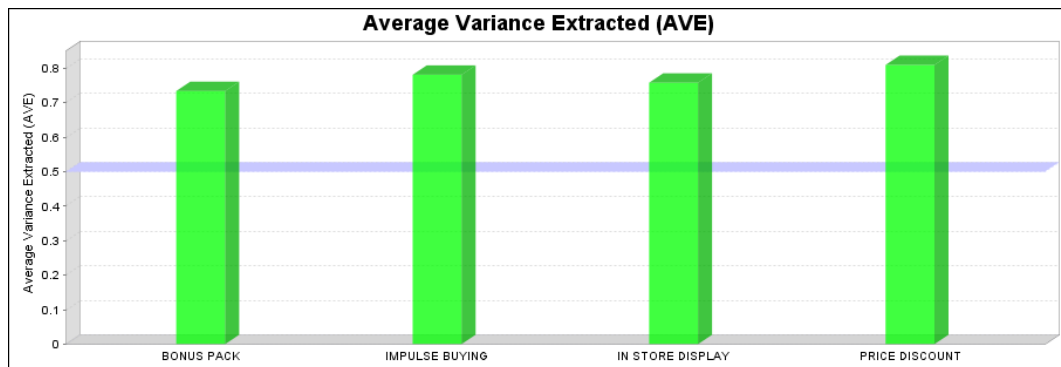


Cronbach's Alpha



Composite Reliability

### Average Variance Extracted (AVE)



### R Square

	R Square
IMPULSE BUYING	0.752

### Pengujian Hipotesis (Path Coefficient)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1 → Y	0.306	0.319	0.141	2.163	0.031
X2 → Y	0.322	0.301	0.134	2.406	0.016
X3 → Y	0.339	0.351	0.115	2.954	0.003