

LAMPIRAN 1
KUESIONER DAN HASIL DATA RESPONDEN

KUESIONER

Kepada responden yang terhormat,

Bersama segala kesibukan Saudara/Saudari perkenankan saya memohon Saudara/Saudari untuk mengisi Kuesioner ini. Penelitian dilakukan semata-mata untuk kepentingan ilmiah, dengan judul “Pengaruh *Website Quality* terhadap *Urge to buy impulsively* yang dimoderasi dengan *impulsiveness* pada konsumen *online shop* di Surabaya” sehingga jawaban jujur dari Saudara/Saudari sangat saya harapkan.

Akhir kata, saya ucapkan terima kasih atas waktu yang telah disediakan Saudara/Saudari untuk mengisi kuesioner ini.

Hormat saya,

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I. Identitas Responden

Petunjuk: Berilah tanda silang (X) pada jawaban yang anda anggap paling sesuai.

1. Sebutkan jenis kelamin Anda?
 Laki-laki
 Perempuan
2. Berapa usia Anda saat ini?
 18-25 tahun
 26-36 tahun
 >36 tahun
3. Berapa pendapatan/uang saku bulanan Anda?
 < Rp. 500.000,-
 Rp. 500.000,- – Rp. 1.000.000,-
 Rp. 1.000.000,- – Rp. 2.000.000,-
 Rp. 2.000.000,- – Rp. 5.000.000,-
 (Sebutkan)
4. Apakah anda pernah melakukan belanja secara online?
 Tidak Pernah*
 Pernah**

Keterangan : *) bisa mengisi pertanyaan berikutnya.

***) tidak perlu melanjutkan menjawab pertanyaan berikutnya.

5. Situs toko online apa yang sering dikunjungi?
 Tokobagus.com
 Berniaga.com
 Amazon.com
 Blibli.com
 (Sebutkan)
6. Domisili anda saat ini?
 Surabaya
 luar Surabaya

II. Pertanyaan Tentang Variabel Penelitian

Berilah tanda silang (X) pada jawaban yang anda anggap paling sesuai.

Keterangan:

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. N : Netral
4. S : Setuju
5. SS : Sangat Setuju

No	Pertanyaan	STS	TS	N	S	SS
Website Quality (X₁)						
1	Keyakinan bahwa informasi pribadi Saya selama transaksi tidak akan bocor selama penyimpanan dalam data base ritel <i>online</i>					
2	Saya percaya bahwa pihak lain tidak bisa mengamati informasi pribadi selama transaksi pada <i>web ritel online</i>					
3	Pihak lain tidak akan menyimpan dan menggunakan informasi pribadi Saya selama transaksi pada <i>web ritel online</i>					
4	Kemudahan menjelajahi halaman <i>web ritel online</i>					
5	Saya merasa jelas dan mudah memahami instruksi dalam berinteraksi di <i>web ritel online</i> .					
6	Sangat mudah dalam menyalaskan halaman navigasi <i>web ritel online</i>					
7	<i>Website</i> secara visual menyenangkan					

8	<i>Website</i> menampilkan desain visual menyenangkan					
9	Tata letak <i>website</i> menarik					
<i>Impulsiveness (X₂)</i>						
1	“Lakukan saja” merupakan cara Saya untuk membeli sesuatu.					
2	Saya sering membeli barang tanpa berfikir.					
3	“Saya melihatnya, Saya membelinya” menggambarkan perilaku pribadi Saya.					
4	“Beli sekarang, berfikir tentang barang ini kemudian” penegasan perilaku pribadi Saya.					
<i>Urge to buy impulsively (Y)</i>						
1	Setelah melihat <i>website</i> toko, Saya ingin membeli barang lain selain belanja khusus.					
2	Ketika Saya <i>browsing website</i> toko, muncul keinginan untuk membeli barang-barang yang tidak berhubungan dengan belanja khusus.					
3	Saat Saya <i>browsing website</i> toko, muncul kecenderungan untuk melakukan pembelian diluar belanja khusus.					

Lampiran: Karakteristik Responden

Karakteristik Responden		Frekuensi	Persentase (%)
Pernah Melakukan Pembelian Online	a. Ya	0	0
	b. Tidak	100	100
Domisili	a. Surabaya	100	100
	b. Luar Surabaya	0	0

Karakteristik Responden		Frekuensi	Persentase (%)
Jenis Kelamin	a. Laki-laki	43	43
	b. Perempuan	57	57
Usia	a. 18-25 tahun	46	46
	b. 26-36 tahun	35	35
	c. > 36 tahun	19	19
Pendapatan/Uang saku bulanan	a. < Rp. 500.000,-	25	25
	b. Rp. 500.000,- – Rp. 1.000.000,-	41	41
	c. Rp. 1.000.000,- – Rp. 2.000.000,-	30	30
	d. Rp. 2.000.000,- – Rp. 5.000.000,-	4	4
Toko <i>online</i> yang sering dikunjungi	a. Tokobagus.com	53	53
	b. Berniaga.com	15	15
	c. Amazon.com	4	4
	d. Blibli.com	3	3
	e. Kaskus.com	21	21
	f. Rakuten.co.id	3	3
	g. Tokoonline88.com	1	1

Lampiran: Data Responden

No	Website Quality (X1)									Total	Impulsiveness (X2)				Total	Urgency to buy impulsively (Y)				Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9		X2.1	X2.2	X2.3	X2.4		Y.1	Y.2	Y.3	Y.4	
1	5	5	4	4	5	5	5	5	5	43	5	5	5	5	20	5	5	5	5	15
2	5	5	5	5	5	5	5	5	5	45	2	3	3	2	10	3	3	3	3	9
3	4	4	4	4	5	5	5	4	5	40	5	4	5	5	19	5	5	5	5	13
4	5	5	5	5	5	4	5	4	4	42	4	4	4	4	16	5	5	5	5	15
5	4	2	4	5	5	3	5	5	4	37	4	4	5	5	18	5	4	5	5	14
6	3	3	3	5	5	5	3	4	4	35	5	4	4	4	17	5	3	5	5	13
7	3	3	3	5	5	5	3	5	3	37	3	2	3	2	10	3	5	3	3	11
8	5	5	5	5	5	5	5	5	5	45	3	4	5	4	16	5	5	5	5	15
9	5	5	5	4	4	5	5	5	5	43	5	5	5	5	20	5	5	5	5	15
10	3	2	4	5	5	3	2	3	2	29	5	5	3	3	16	4	4	4	4	12
11	5	5	5	5	5	5	5	5	5	44	5	5	5	5	20	5	5	5	5	15
12	4	2	4	5	5	4	4	4	5	37	4	4	4	4	16	4	4	4	4	12
13	4	4	4	5	5	5	5	5	5	42	5	5	5	5	20	5	5	5	5	15
14	5	5	4	4	4	4	4	4	5	40	3	4	3	2	12	5	4	5	5	14
15	5	5	5	5	5	5	5	5	4	44	5	5	5	5	20	5	5	5	5	15
16	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
17	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
18	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
19	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
20	3	3	3	5	5	5	5	5	5	43	3	3	3	3	12	4	4	4	4	12
21	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
22	5	2	3	5	4	5	5	5	5	39	5	5	5	5	20	4	4	4	4	12
23	5	5	5	5	5	4	5	5	5	44	5	5	5	5	20	5	5	5	5	15
24	5	5	5	3	3	3	5	5	5	41	5	5	5	5	20	5	4	5	5	14
25	5	5	5	5	3	5	4	5	5	42	5	2	4	4	15	5	4	5	5	14
26	5	5	4	5	5	5	5	5	5	44	5	5	5	5	20	5	5	5	5	15
27	5	5	5	3	3	5	5	5	5	41	5	5	5	5	20	3	3	3	3	9
28	5	5	5	5	5	5	5	5	5	45	5	4	3	3	15	5	3	5	5	13
29	4	4	4	5	5	5	5	5	5	42	5	5	5	5	20	5	5	5	5	15
30	4	4	4	5	5	5	5	5	5	42	5	5	5	5	20	5	4	5	5	14
31	4	4	4	5	5	5	5	5	5	42	5	4	4	4	17	5	3	5	5	13
32	3	3	3	5	5	2	3	3	2	29	2	3	3	2	10	3	5	5	5	11
33	5	5	5	5	5	4	5	5	5	44	5	4	5	5	19	4	4	4	4	12
34	5	5	5	4	4	5	5	5	5	43	5	5	5	5	20	5	5	5	5	15
35	5	5	5	5	5	5	5	5	5	45	5	3	3	4	15	4	4	4	4	12
36	3	3	4	3	5	5	5	5	4	37	5	5	5	5	20	4	4	4	4	12
37	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
38	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
39	3	4	4	5	5	5	5	5	5	38	5	4	5	5	19	4	4	4	4	12
40	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
41	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	4	4	4	4	12
42	5	5	5	5	5	5	5	5	5	45	5	5	3	3	16	5	5	5	5	15
43	4	3	3	5	5	2	3	3	2	30	5	5	5	5	20	3	3	3	3	9
44	4	4	4	5	5	5	5	5	5	42	4	4	4	4	16	5	5	5	5	15
45	4	4	4	5	5	5	5	5	5	42	4	4	4	4	16	4	4	4	4	12
46	5	4	5	5	5	5	5	5	5	44	5	5	5	5	20	5	5	5	5	15
47	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
48	4	4	4	5	5	5	5	5	5	42	4	4	4	4	16	4	4	4	4	12
49	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
50	4	4	4	4	4	5	5	5	5	40	4	4	4	4	16	4	4	4	4	12
51	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
52	4	3	3	3	3	5	5	5	5	36	3	3	3	3	12	3	3	3	3	9
53	3	5	5	5	5	5	5	5	5	43	5	5	5	5	20	5	5	5	5	15
54	5	5	5	5	5	5	5	5	5	45	5	5	5	4	19	5	5	5	5	15
55	5	5	5	5	5	5	5	5	5	45	5	5	5	4	19	5	5	5	5	15
56	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
57	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
58	5	5	5	5	5	5	5	5	5	45	5	5	5	4	19	5	5	5	5	15
59	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
60	5	5	5	5	5	5	5	5	5	45	5	5	5	4	19	5	5	5	5	15
61	5	5	5	5	5	5	5	5	4	44	5	5	5	5	20	5	5	5	5	15
62	5	5	5	5	5	5	5	5	4	44	5	5	5	5	20	5	5	5	5	15
63	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
64	5	3	3	5	5	5	5	5	5	41	5	5	5	5	20	5	5	5	5	15
65	5	5	5	5	5	5	5	5	4	44	5	5	5	5	20	5	5	5	5	15
66	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
67	5	5	5	5	5	5	5	5	4	44	5	5	5	5	20	5	5	5	5	15
68	4	5	5	5	5	5	5	5	5	44	5	5	5	5	20	5	5	5	5	15
69	4	4	4	4	4	5	5	5	5	40	4	4	4	4	16	4	4	4	4	12
70	4	4	4	5	5	4	4	4	5	39	4	4	4	4	16	4	4	4	4	12
71	5	4	5	5	5	5	5	5	5	44	5	5	5	5	20	5	5	5	5	15
72	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
73	4	4	4	5	5	5	5	5	5	42	4	4	4	4	16	4	4	4	4	12
74	5	5	5	5	4	5	5	5	5	44	5	5	5	5	20	5	5	5	5	15
75	4	4	4	5	5	5	5	5	5	42	4	4	4	4	16	4	4	4	4	12
76	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
77	4	3	3	3	3	5	5	5	5	36	3	3	3	3	14	3	3	3	3	9
78	3	5	5	5	5	5	5	5	5	43	5	5	5	5	20	5	5	5	5	15
79	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
80	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
81	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
82	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
83	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
84	5	5	5	5	5	5	2	3	5	40	5	5	5	5	20	4	4	4	4	12
85	5	5	5	2	3	5	5	2	3	35	5	5	5	5	20	4	4	4	4	12
86	5	5	5	5	3	3	5	2	5	38	5	5	5	5	20	4	4	4	4	12
87	5	5	5	2	3	5	5	3	2	35	5	5	5	5	20	4	4	4	4	12
88	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	5	15
89	5	3	3	5	5	5	5	5	5	41	5	5	5	5	20	5	5	5	5	15
90	5	5	5	5	5															

LAMPIRAN 2
HASIL TANGGAPAN RESPONDEN

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	10	10.0	10.0	10.0
	Setuju	23	23.0	23.0	33.0
	Sangat Setuju	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	4.0	4.0	4.0
	Netral	10	10.0	10.0	14.0
	Setuju	18	18.0	18.0	32.0
	Sangat Setuju	68	68.0	68.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	9	9.0	9.0	9.0
	Setuju	28	28.0	28.0	37.0
	Sangat Setuju	63	63.0	63.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Netral	6	6.0	6.0	8.0
	Setuju	13	13.0	13.0	21.0
	Sangat Setuju	79	79.0	79.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1.0	1.0	1.0
	Netral	8	8.0	8.0	9.0
	Setuju	11	11.0	11.0	20.0
	Sangat Setuju	80	80.0	80.0	100.0
	Total	100	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3.0	3.0	3.0
	Netral	4	4.0	4.0	7.0
	Setuju	8	8.0	8.0	15.0
	Sangat Setuju	85	85.0	85.0	100.0
	Total	100	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3.0	3.0	3.0
	Netral	4	4.0	4.0	7.0
	Setuju	6	6.0	6.0	13.0
	Sangat Setuju	87	87.0	87.0	100.0
	Total	100	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3.0	3.0	3.0
	Netral	6	6.0	6.0	9.0
	Setuju	9	9.0	9.0	18.0
	Sangat Setuju	82	82.0	82.0	100.0
	Total	100	100.0	100.0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	6.0	6.0	6.0
	Netral	1	1.0	1.0	7.0
	Setuju	10	10.0	10.0	17.0
	Sangat Setuju	83	83.0	83.0	100.0
	Total	100	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Netral	6	6.0	6.0	8.0
	Setuju	13	13.0	13.0	21.0
	Sangat Setuju	79	79.0	79.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Netral	6	6.0	6.0	8.0
	Setuju	23	23.0	23.0	31.0
	Sangat Setuju	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1.0	1.0	1.0
	Netral	10	10.0	10.0	11.0
	Setuju	19	19.0	19.0	30.0
	Sangat Setuju	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	5.0	5.0	5.0
	Netral	4	4.0	4.0	9.0
	Setuju	20	20.0	20.0	29.0
	Sangat Setuju	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	7	7.0	7.0	7.0
	Setuju	26	26.0	26.0	33.0
	Sangat Setuju	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1.0	1.0	1.0
	Netral	9	9.0	9.0	10.0
	Setuju	32	32.0	32.0	42.0
	Sangat Setuju	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	7	7.0	7.0	7.0
	Setuju	26	26.0	26.0	33.0
	Sangat Setuju	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 3
UJI VALIDITAS DAN RELIABILITAS

Uji Validitas dan Reliabilitas Website Quality (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Website Quality (X1)
X1.1	Pearson Correlation	1	.604**	.578**	.104	.048	.207*	.252*	.191	.158	.580**
	Sig. (2-tailed)		.000	.000	.304	.635	.039	.011	.057	.116	.000
	N	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.604**	1	.809**	.080	.055	.315**	.282**	.202*	.219*	.672**
	Sig. (2-tailed)	.000		.000	.426	.586	.001	.004	.044	.028	.000
	N	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.578**	.809**	1	.107	.121	.240*	.241*	.218*	.183	.650**
	Sig. (2-tailed)	.000	.000		.287	.230	.016	.016	.029	.068	.000
	N	100	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.104	.080	.107	1	.695**	-.105	-.093	.202*	.168	.387**
	Sig. (2-tailed)	.304	.426	.287		.000	.297	.359	.044	.095	.000
	N	100	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.048	.055	.121	.695**	1	-.011	-.044	.214*	.040	.374**
	Sig. (2-tailed)	.635	.586	.230	.000		.910	.665	.033	.695	.000
	N	100	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.207*	.315**	.240*	-.105	-.011	1	.684**	.618**	.691**	.674**
	Sig. (2-tailed)	.039	.001	.016	.297	.910		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.252*	.282**	.241*	-.093	-.044	.684**	1	.616**	.632**	.659**
	Sig. (2-tailed)	.011	.004	.016	.359	.665	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	.191	.202*	.218*	.202*	.214*	.618**	.616**	1	.656**	.722**
	Sig. (2-tailed)	.057	.044	.029	.044	.033	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
X1.9	Pearson Correlation	.158	.219*	.183	.168	.040	.691**	.632**	.656**	1	.698**
	Sig. (2-tailed)	.116	.028	.068	.095	.695	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
Website Quality (X1)	Pearson Correlation	.580**	.672**	.650**	.387**	.374**	.674**	.659**	.722**	.698**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.782	9

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.57	.671	100
X1.2	4.50	.835	100
X1.3	4.54	.658	100
X1.4	4.69	.677	100
X1.5	4.70	.659	100
X1.6	4.75	.672	100
X1.7	4.77	.664	100
X1.8	4.70	.718	100
X1.9	4.70	.772	100

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	37.35	12.169	.445	.765
X1.2	37.42	11.095	.523	.753
X1.3	37.38	11.854	.533	.753
X1.4	37.23	13.149	.223	.794
X1.5	37.22	13.244	.213	.794
X1.6	37.17	11.678	.559	.749
X1.7	37.15	11.785	.542	.752
X1.8	37.22	11.244	.611	.740
X1.9	37.22	11.163	.570	.746

Uji Validitas dan Reliabilitas Impulsiveness (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	Impulsive ness (X2)
X2.1	Pearson Correlation	1	.733**	.669**	.726**	.872**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.733**	1	.747**	.663**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.669**	.747**	1	.819**	.909**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.726**	.663**	.819**	1	.907**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Impulsiveness (X2)	Pearson Correlation	.872**	.876**	.909**	.907**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
.913	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.69	.677	100
X2.2	4.59	.698	100
X2.3	4.58	.713	100
X2.4	4.57	.795	100

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	13.74	4.033	.780	.895
X2.2	13.84	3.954	.782	.894
X2.3	13.85	3.785	.835	.875
X2.4	13.86	3.536	.818	.883

Uji Validitas dan Reliabilitas Urge to buy impulsively (Y)

Correlations

		Y.1	Y.2	Y.3	Urge to buy impulsively (Y)
Y.1	Pearson Correlation	1	.622**	1.000**	.950**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y.2	Pearson Correlation	.622**	1	.622**	.835**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y.3	Pearson Correlation	1.000**	.622**	1	.950**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Urge to buy impulsively (Y)	Pearson Correlation	.950**	.835**	.950**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	3

Item Statistics

	Mean	Std. Deviation	N
Y.1	4.60	.620	100
Y.2	4.47	.703	100
Y.3	4.60	.620	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	9.07	1.419	.887	.763
Y.2	9.20	1.535	.622	1.000
Y.3	9.07	1.419	.887	.763

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Descriptive Statistics

	Mean	Std. Deviation	N
Urge to buy impulsively (Y)	13.67	1.764	100
Website Quality (X1)	41.92	3.834	100
Impulsiveness (X2)	18.43	2.571	100
Interaksi X1.X2	775.6300	141.02465	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Interaksi X1.X2, Website Quality (X1), Impulsiveness (X2) ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Urge to buy impulsively (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.642	.631	1.072

a. Predictors: (Constant), Interaksi X1.X2, Website Quality (X1), Impulsiveness (X2)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	197.736	3	65.912	57.328	.000 ^a
	Residual	110.374	96	1.150		
	Total	308.110	99			

a. Predictors: (Constant), Interaksi X1.X2, Website Quality (X1), Impulsiveness (X2)

b. Dependent Variable: Urge to buy impulsively (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations	
	B	Std. Error	Beta			Partial	
1	(Constant)	21.456	6.055		3.544	.001	
	Website Quality (X1)	.312	.150	.678	2.080	.040	.208
	Impulsiveness (X2)	.511	.344	.862	3.229	.002	.313
	Interaksi X1.X2	.033	.008	.654	3.948	.000	.374

a. Dependent Variable: Urge to buy impulsively (Y)