

No. Responden :

KUESIONER

Kepada Responden Yang Terhormat

Dengan ini, saya mahasiswa Universitas Katolik Widya Mandala Surabaya:

Nama : Wempy Sanjaya
Fakultas : Ekonomi
Jurusan : Manajemen

Mengharapkan bantuan dan kesediaan saudara untuk mengisi kuesioner ini dengan baik dan benar. Demikian permohonan saya, atas bantuan dan kerjasamanya, saya ucapkan terima kasih.

IDENTITAS RESPONDEN

Petunjuk Pengisian: Jawablah pertanyaan dengan memberi tanda (✓) atau (X) pada kotak yang tersedia.

1. Jenis Kelamin :
 - a. Laki-laki
 - b. Wanita

2. Usia :
 - a. 18 – 25 tahun
 - b. 26 – 35 tahun
 - c. 35 tahun keatas

3. Pendidikan :
 - a. SMA
 - b. D3
 - c. S1
 - d. S2

PETUNJUK PENGISIAN KUESIONER

- a. Daftar pertanyaan yang ada di bawah ini mohon diisi dengan teliti, jujur dan merupakan pendapat pribadi.
- b. Jawaban yang anda berikan hanya akan digunakan oleh peneliti sebagai data penelitian untuk penyelesaian skripsi.
- c. Berilah tanda (X) pada kolom jawaban yang menurut anda paling sesuai
- d. Terdapat 5 (lima) angka yang dapat Anda pilih dengan keterangan sebagai berikut :
 - 1) Angka 1 (satu) : Sangat Tidak Setuju (STS)
 - 2) Angka 2 (dua) : Tidak Setuju (TS)
 - 3) Angka 3 (tiga) : Netral (N)
 - 4) Angka 4 (empat): Setuju (S)
 - 5) Angka 5 (lima) : Sangat Setuju (SS)

IMPULSE BUYING TENDENCY

NO	PERTANYAAN	STS	TS	N	S	SS
1	Anda sering melakukan Spontanitas pembelian					
2	Anda sering terdorong untuk membeli dengan segera					
3	Anda merasakan kesenangan dan stimulasi dalam melakukan pembelian					
4	Anda sering tidak mempertimbangkan konsekuensi dari pembelian yang anda lakukan					

INVOLVEMENT COMPUTER

Menurut anda pemahaman atau pengakuan dari suatu produk komputer.

Sangat tidak setuju—1—2—3—4—5—Sangat setuju

Tidak Penting	1	2	3	4	5	Penting
Bosan						Menarik
Tidak Relevan						Relevan
Tidak Menyenangkan						Menyenangkan
Tidak Berarti						Berarti bagiku
Tidak Mengesankan						Mengesankan
Tidak Berharga						Berharga
Tidak Melibatkan						Melibatkan
Tidak Diperlukan						Diperlukan

ONLINE COMPUTER IMPULSE BUYING

NO	PERNYATAAN	STS	TS	N	S	SS
1	Anda sering melakukan pembelian perangkat komputer secara <i>online</i>					
2	Saat melakukan <i>browsing</i> , alokasi waktu yang anda gunakan untuk melihat-lihat produk perangkat komputer cukup banyak					
3	Saat melakukan <i>browsing</i> anda hanya melihat-lihat barang yang ada di <i>shopping list</i> anda saja?					
4	Saat melakukan <i>browsing</i> di <i>internet</i> anda seringkali merasa ingin membeli produk perangkat komputer secara tiba-tiba?					
5	Saat melakukan <i>browsing</i> di <i>internet</i> anda seringkali membeli produk perangkat komputer tanpa berpikir dahulu					

NO	PERNYATAAN	STS	TS	N	S	SS
6	“Beli sekarang, berpikir kemudian” mencerminkan cara pembelian anda					



No	Impulse Buying Tendency				Total	Involvement Computer					
	X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
1	5	5	5	5	20	4	5	4	4	4	5
2	4	5	5	5	19	5	5	5	5	5	5
3	5	5	5	4	19	5	5	5	5	5	5
4	5	5	5	5	20	4	5	4	4	4	5
5	4	5	5	5	19	5	5	5	5	5	5
6	5	5	5	4	19	5	5	5	5	5	5
7	5	4	4	4	17	5	4	5	5	5	5
8	5	4	4	4	17	5	4	5	5	5	5
9	5	4	4	4	17	5	4	5	5	5	5
10	3	4	3	4	14	4	5	5	5	5	5
11	5	5	5	4	19	5	5	5	5	5	5
12	5	4	4	4	17	2	5	2	4	4	4
13	2	4	2	4	12	2	2	4	3	4	1
14	5	5	5	4	19	5	5	5	5	5	5
15	5	4	4	4	17	5	4	5	5	5	5
16	5	5	5	4	19	5	5	5	5	5	5
17	2	4	2	4	12	2	2	4	4	4	1
18	2	4	2	4	12	2	2	1	1	1	1
19	5	4	5	4	18	5	5	5	5	5	4
20	5	5	5	5	20	5	5	5	5	5	5
21	5	5	5	5	20	4	4	4	4	4	4
22	5	5	5	5	20	5	5	5	5	5	5
23	2	2	2	2	8	5	5	4	5	5	3
24	5	5	5	5	20	5	5	5	5	5	5
25	4	4	4	4	16	4	5	4	5	5	5

26	4	4	4	4	16	2	5	2	4	4	4
27	4	4	4	4	16	4	4	4	4	4	5
28	5	5	5	5	20	5	5	5	5	5	4
29	4	4	4	4	16	5	4	5	5	5	5
30	4	4	4	4	16	5	4	5	5	5	5
31	5	4	5	4	18	5	5	5	5	5	4
32	5	4	4	4	17	5	4	5	5	5	5
33	4	5	5	5	19	4	5	5	4	3	4
34	4	4	4	4	16	5	5	5	5	5	5
35	5	5	4	5	19	5	5	4	4	3	4
36	5	4	5	5	19	5	5	5	5	5	4
37	4	4	4	4	16	4	4	4	5	4	4
38	5	4	4	4	17	5	4	5	4	5	5
39	4	4	3	3	14	4	4	4	4	4	4
40	5	4	4	4	17	2	5	2	4	4	4
41	5	5	5	5	20	4	4	5	4	4	3
42	4	5	5	5	19	5	5	5	5	5	5
43	5	5	5	5	20	4	4	5	5	5	4
44	5	5	5	5	20	4	4	4	4	4	4
45	4	5	5	5	19	4	4	4	4	4	4
46	5	5	5	4	19	5	5	5	5	5	5
47	5	4	4	4	17	5	4	4	4	5	5
48	5	4	4	5	18	5	5	5	5	5	5
49	5	4	4	4	17	3	4	4	4	4	4
50	3	4	3	4	14	4	3	4	4	4	4
51	5	5	5	4	19	5	5	5	5	5	5
52	5	4	4	4	17	5	5	5	5	5	5

53	2	4	2	4	12	5	5	5	5	5	4
54	5	5	5	5	20	5	5	5	5	5	5
55	5	4	4	5	18	5	5	5	5	5	5
56	5	5	5	4	19	5	5	5	5	5	5
57	2	4	2	4	12	5	5	5	5	5	4
58	2	4	2	4	12	5	5	5	4	4	5
59	5	5	5	5	20	4	4	4	5	5	5
60	5	5	5	5	20	5	5	5	5	5	5
61	5	5	5	5	20	5	5	5	4	4	5
62	5	5	5	5	20	4	4	4	5	5	5
63	2	2	2	2	8	5	5	5	5	5	5
64	5	5	5	5	20	5	5	5	5	5	5
65	4	4	4	4	16	5	5	5	5	5	5
66	4	4	4	4	16	5	5	5	5	5	5
67	4	4	4	4	16	5	5	5	5	5	5
68	5	4	5	5	19	5	5	5	5	5	5
69	5	4	4	5	18	5	5	5	4	4	4
70	5	4	4	4	17	5	5	4	3	4	1
71	5	4	5	4	18	5	4	5	5	5	5
72	5	4	4	4	17	5	4	5	5	5	5
73	4	5	5	4	18	5	4	5	5	5	5

74	4	4	4	4	16	4	5	4	4	4	1
75	5	5	4	4	18	5	5	1	1	1	1
76	5	4	5	4	18	2	5	5	5	5	4
77	4	4	4	4	16	2	2	5	5	5	5
78	5	4	4	4	17	5	5	4	4	4	4
79	4	4	3	4	15	4	4	5	5	5	5
80	5	4	4	4	17	5	5	4	5	5	3
81	4	4	3	4	15	5	5	5	5	5	5
82	5	4	2	4	15	5	5	4	5	5	5
83	4	4	2	4	14	5	5	2	4	4	4
84	4	4	5	5	18	3	3	4	4	4	5
85	5	4	3	3	15	4	4	5	5	5	4
86	5	4	3	3	15	4	4	5	5	5	5
87	4	4	4	4	16	5	5	5	5	5	5
88	5	5	5	5	20	5	5	5	5	5	4
89	5	4	3	3	15	5	5	5	5	5	5
90	3	4	3	3	13	5	5	5	4	3	4
91	5	5	5	5	20	5	5	5	5	5	5
92	3	4	3	3	13	5	5	4	4	3	4
93	5	4	5	5	19	5	4	5	5	5	4
94	5	5	5	5	20	5	4	4	5	4	4
95	5	4	5	5	19	5	5	5	4	5	5
96	5	5	5	5	20	5	4	4	4	4	4
97	5	4	5	5	19	4	5	2	4	4	4
98	5	5	5	4	19	5	5	5	4	4	3
99	4	4	3	5	16	5	5	5	5	5	5
100	4	4	3	4	15	5	5	5	5	5	4

			Total	Online Computer Impulse Buying						Total
X2.7	X2.8	X2.9		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	
4	5	4	39	5	5	5	5	5	5	30
5	5	4	44	4	4	5	4	5	4	26
5	5	5	45	5	5	5	5	5	4	29
4	5	4	39	5	5	5	5	5	5	30
5	5	4	44	5	5	5	5	5	4	29
5	5	5	45	5	5	5	5	5	4	29
5	5	4	43	5	5	5	5	5	4	29
5	5	4	43	5	5	5	5	4	4	28
5	5	4	43	5	5	5	5	5	5	30
5	4	4	42	4	4	4	3	5	3	23
5	5	5	45	3	4	1	1	1	2	12
3	5	3	32	5	5	5	5	5	5	30
1	1	2	20	5	5	5	5	5	4	29
5	5	5	45	5	5	5	5	5	5	30
5	5	4	43	4	4	1	2	3	2	16
5	5	5	45	1	1	1	1	1	2	7
2	3	2	24	5	5	4	5	5	5	29
1	1	2	12	5	5	5	5	5	5	30
5	5	5	44	4	4	4	4	4	4	24
5	5	5	45	5	5	5	5	5	5	30
4	4	4	36	5	5	3	5	4	5	27
5	5	5	45	5	5	5	5	5	5	30
5	4	5	41	5	5	5	5	5	4	29
5	5	5	45	4	4	4	3	5	3	23
5	5	4	42	4	4	5	4	4	4	25

3	5	3	32	5	5	4	4	5	4	27
4	4	4	37	5	5	5	5	5	4	29
4	5	4	42	5	5	5	5	5	4	29
5	5	4	43	5	5	4	5	5	5	29
5	5	4	43	5	5	5	5	5	4	29
5	5	5	44	4	3	4	5	5	5	26
5	5	4	43	5	5	5	5	5	5	30
5	5	5	40	4	3	4	4	5	3	23
5	5	5	45	5	5	4	5	5	5	29
4	5	3	37	5	4	4	4	4	4	25
5	5	5	44	4	5	5	4	5	4	27
4	4	4	37	4	4	4	4	4	5	25
4	5	4	41	4	4	4	3	5	3	23
4	4	5	37	4	4	3	2	4	4	21
3	5	3	32	5	5	5	5	5	5	30
2	4	4	34	5	5	4	3	5	5	27
5	5	5	45	4	4	4	4	4	5	25
3	5	5	40	4	4	4	4	4	4	24
4	4	5	37	5	5	5	5	5	5	30
4	4	4	36	4	5	5	4	4	4	26
5	5	5	45	5	5	5	5	5	5	30
4	4	4	39	4	4	4	4	4	4	24
5	5	5	45	4	4	4	4	4	4	24
4	4	4	35	5	5	5	5	5	5	30
4	4	4	35	5	5	5	5	5	5	30
5	5	5	45	5	5	4	5	5	5	29
5	5	5	45	5	5	5	5	5	5	30

5	5	5	44	5	5	5	5	5	5	30
5	5	5	45	5	5	5	5	5	5	30
5	5	5	45	5	5	4	5	5	5	29
5	5	5	45	4	4	5	5	5	5	28
5	5	5	44	5	5	5	4	5	4	28
5	5	5	43	5	5	5	5	5	4	29
4	5	4	40	4	4	5	5	5	5	28
5	5	4	44	5	5	5	4	5	4	28
5	5	5	43	5	5	5	5	5	4	29
4	5	4	40	5	5	5	5	5	5	30
5	5	4	44	5	5	5	5	5	4	29
5	5	5	45	5	5	5	5	5	4	29
5	5	4	44	5	5	5	5	5	4	29
5	5	4	44	5	5	5	5	4	4	28
5	5	4	44	4	4	4	5	5	5	27
5	4	4	43	3	4	1	3	5	3	19
5	5	5	42	5	5	5	1	1	2	19
3	5	3	33	5	5	5	5	5	5	30
1	1	2	33	5	5	5	5	5	4	29
5	5	5	44	4	4	1	5	5	5	24
5	5	4	43	1	1	1	2	3	2	10

5	5	5	37	5	5	4	1	1	2	18
2	3	2	21	5	5	5	5	5	5	30
1	1	2	30	4	4	4	5	5	5	27
5	5	5	39	5	5	5	4	4	4	27
5	5	5	41	5	5	3	5	5	5	28
4	4	4	40	5	5	5	5	4	5	29
5	5	5	42	5	5	5	5	5	5	30
5	4	5	44	4	4	4	5	5	4	26
5	5	5	44	4	4	5	3	5	3	24
5	5	4	38	5	5	4	4	4	4	26
3	5	3	34	5	5	5	4	5	4	28
4	4	4	39	5	5	5	5	5	4	29
4	5	4	41	5	5	4	5	5	4	28
5	5	4	44	5	5	5	5	5	5	30
5	5	4	43	4	3	4	5	5	4	25
5	5	5	45	5	5	5	5	5	5	30
5	5	4	40	4	3	4	5	5	5	26
5	5	5	45	5	5	4	4	5	3	26
5	5	5	40	5	4	4	5	5	5	28
4	5	3	40	4	5	5	4	4	4	26
5	5	5	41	4	4	4	4	5	4	25
4	4	4	41	4	4	4	4	4	5	25
4	5	4	38	4	4	3	3	5	3	22
4	4	5	36	5	5	5	2	4	4	25
3	5	3	37	5	5	4	5	5	5	29
2	4	4	40	4	4	4	3	5	5	25
5	5	5	44	4	4	4	4	4	5	25

Frequency Table

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	8	8,0	8,0	8,0
Netral	4	4,0	4,0	12,0
Setuju	26	26,0	26,0	38,0
Sangat Setuju	62	62,0	62,0	100,0
Total	100	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	2	2,0	2,0	2,0
Setuju	61	61,0	61,0	63,0
Sangat Setuju	37	37,0	37,0	100,0
Total	100	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	10	10,0	10,0	10,0
Netral	12	12,0	12,0	22,0
Setuju	33	33,0	33,0	55,0
Sangat Setuju	45	45,0	45,0	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	56	56,0	56,0	64,0
Sangat Setuju	36	36,0	36,0	100,0
Total	100	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	8	8,0	8,0	8,0
	Netral	2	2,0	2,0	10,0
	Setuju	21	21,0	21,0	31,0
	Sangat Setuju	69	69,0	69,0	100,0
	Total	100	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	4	4,0	4,0	4,0
	Netral	2	2,0	2,0	6,0
	Setuju	29	29,0	29,0	35,0
	Sangat Setuju	65	65,0	65,0	100,0
	Total	100	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	2	2,0	2,0	2,0
	Tidak setuju	5	5,0	5,0	7,0
	Setuju	27	27,0	27,0	34,0
	Sangat Setuju	66	66,0	66,0	100,0
	Total	100	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	2	2,0	2,0	2,0
	Netral	2	2,0	2,0	4,0
	Setuju	31	31,0	31,0	35,0
	Sangat Setuju	65	65,0	65,0	100,0
	Total	100	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	2	2,0	2,0	2,0
	Netral	4	4,0	4,0	6,0
	Setuju	28	28,0	28,0	34,0
	Sangat Setuju	66	66,0	66,0	100,0
	Total	100	100,0	100,0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	6	6,0	6,0	6,0
	Netral	4	4,0	4,0	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	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	4	4,0	4,0	4,0
	Tidak setuju	4	4,0	4,0	8,0
	Netral	7	7,0	7,0	15,0
	Setuju	23	23,0	23,0	38,0
	Sangat Setuju	62	62,0	62,0	100,0
	Total	100	100,0	100,0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	4	4,0	4,0	4,0
	Netral	2	2,0	2,0	6,0
	Setuju	19	19,0	19,0	25,0
	Sangat Setuju	75	75,0	75,0	100,0
	Total	100	100,0	100,0	

X2.9

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak setuju	6	6,0	6,0	6,0
	Netral	8	8,0	8,0	14,0
	Setuju	42	42,0	42,0	56,0
	Sangat Setuju	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

Y.1

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Sangat tidak setuju	2	2,0	2,0	2,0
	Netral	2	2,0	2,0	4,0
	Setuju	32	32,0	32,0	36,0
	Sangat Setuju	64	64,0	64,0	100,0
	Total	100	100,0	100,0	

Y.2

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Sangat tidak setuju	2	2,0	2,0	2,0
	Netral	4	4,0	4,0	6,0
	Setuju	29	29,0	29,0	35,0
	Sangat Setuju	65	65,0	65,0	100,0
	Total	100	100,0	100,0	

Y.3

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Sangat tidak setuju	6	6,0	6,0	6,0
	Netral	4	4,0	4,0	10,0
	Setuju	34	34,0	34,0	44,0
	Sangat Setuju	56	56,0	56,0	100,0
	Total	100	100,0	100,0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	4	4,0	4,0	4,0
	Tidak setuju	4	4,0	4,0	8,0
	Netral	8	8,0	8,0	16,0
	Setuju	23	23,0	23,0	39,0
	Sangat Setuju	61	61,0	61,0	100,0
	Total	100	100,0	100,0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	4	4,0	4,0	4,0
	Netral	2	2,0	2,0	6,0
	Setuju	20	20,0	20,0	26,0
	Sangat Setuju	74	74,0	74,0	100,0
	Total	100	100,0	100,0	

Y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	6	6,0	6,0	6,0
	Netral	8	8,0	8,0	14,0
	Setuju	40	40,0	40,0	54,0
	Sangat Setuju	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

Uji Validitas dan Reliabilitas Variabel *impulse buying tendency*

Correlations

		X1.1	X1.2	X1.3	X1.4	Impulse Buy ing Tendency
X1.1	Pearson Correlation	1	,480**	,726**	,425**	,824**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
X1.2	Pearson Correlation	,480**	1	,679**	,662**	,804**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
X1.3	Pearson Correlation	,726**	,679**	1	,633**	,929**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
X1.4	Pearson Correlation	,425**	,662**	,633**	1	,778**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Impulse Buy ing Tendency	Pearson Correlation	,824**	,804**	,929**	,778**	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
,844	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	4,4200	,90095	100
X1.2	4,3300	,58698	100
X1.3	4,1300	,98119	100
X1.4	4,2600	,66088	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	12,7200	3,860	,649	,822
X1.2	12,8100	4,822	,700	,812
X1.3	13,0100	3,121	,833	,734
X1.4	12,8800	4,693	,643	,823

Uji Validitas dan Reliabilitas Variabel *Involvement Computer*

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	Involvement Computer
X2.1	Pearson Correlation	1	,548**	,519**	,392**	,355**	,389**	,625**	,483**	,513**	,725**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	,548**	1	,178	,297**	,223*	,301**	,459**	,466**	,424**	,570**
	Sig. (2-tailed)	,000		,076	,003	,026	,002	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	,519**	,178	1	,722**	,703**	,521**	,459**	,304**	,430**	,720**
	Sig. (2-tailed)	,000	,076		,000	,000	,000	,000	,002	,000	,000
	N	100	100	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	,392**	,297**	,722**	1	,900**	,686**	,570**	,447**	,499**	,814**
	Sig. (2-tailed)	,000	,003	,000		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	,355**	,223*	,703**	,900**	1	,626**	,451**	,349**	,405**	,736**
	Sig. (2-tailed)	,000	,026	,000	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	,389**	,301**	,521**	,686**	,626**	1	,542**	,453**	,439**	,750**
	Sig. (2-tailed)	,000	,002	,000	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	,625**	,459**	,459**	,570**	,451**	,542**	1	,767**	,785**	,859**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	,483**	,466**	,304**	,447**	,349**	,453**	,767**	1	,608**	,737**
	Sig. (2-tailed)	,000	,000	,002	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100	100
X2.9	Pearson Correlation	,513**	,424**	,430**	,499**	,405**	,439**	,785**	,608**	1	,768**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100	100
Involvement Computer	Pearson Correlation	,725**	,570**	,720**	,814**	,736**	,750**	,859**	,737**	,768**	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
,897	9

Item Statistics

	Mean	Std. Deviation	N
X2.1	4,5100	,88186	100
X2.2	4,5500	,72995	100
X2.3	4,5000	,89330	100
X2.4	4,5700	,72829	100
X2.5	4,5600	,75639	100
X2.6	4,3600	1,02020	100
X2.7	4,3500	1,04809	100
X2.8	4,6100	,87496	100
X2.9	4,2400	,84232	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	35,7400	27,063	,639	,887
X2.2	35,7000	29,404	,476	,898
X2.3	35,7500	27,038	,632	,888
X2.4	35,6800	27,351	,764	,880
X2.5	35,6900	27,812	,667	,886
X2.6	35,8900	25,856	,656	,887
X2.7	35,9000	24,354	,798	,874
X2.8	35,6400	26,980	,656	,886
X2.9	36,0100	26,899	,698	,883

Uji Validitas dan Reliabilitas Variabel *Online Computer Impulse buying*

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Online Computer Impulse Buy ing
Y.1	Pearson Correlation	1	,900**	,694**	,572**	,449**	,481**	,833**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y.2	Pearson Correlation	,900**	1	,633**	,454**	,350**	,388**	,751**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y.3	Pearson Correlation	,694**	,633**	1	,544**	,449**	,435**	,790**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100
Y.4	Pearson Correlation	,572**	,454**	,544**	1	,756**	,761**	,870**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100
Y.5	Pearson Correlation	,449**	,350**	,449**	,756**	1	,603**	,766**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100	100
Y.6	Pearson Correlation	,481**	,388**	,435**	,761**	,603**	1	,773**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
Online Computer Impulse Buy ing	Pearson Correlation	,833**	,751**	,790**	,870**	,766**	,773**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
,881	6

Item Statistics

	Mean	Std. Deviation	N
Y.1	4,5600	,72919	100
Y.2	4,5500	,75712	100
Y.3	4,3400	1,01723	100
Y.4	4,3300	1,05462	100
Y.5	4,6000	,87617	100
Y.6	4,2600	,84829	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	22,0800	13,246	,767	,853
Y.2	22,0900	13,618	,655	,868
Y.3	22,3000	12,091	,668	,867
Y.4	22,3100	11,206	,783	,845
Y.5	22,0400	12,948	,656	,867
Y.6	22,3800	13,026	,670	,864

Hasil Analisis Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
Online Computer Impulse Buying	26,6400	4,22479	100
Impulse Buying Tendency	17,1400	2,64009	100
Involvement Computer	40,2500	5,80556	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Involvement Computer, Impulse Buying Tendency	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Online Computer Impulse Buying

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,684 ^a	,468	,457	3,112	1,369

- a. Predictors: (Constant), Involvement Computer, Impulse Buying Tendency
 b. Dependent Variable: Online Computer Impulse Buying

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	827,417	2	413,709	42,708	,000 ^a
	Residual	939,623	97	9,687		
	Total	1767,040	99			

- a. Predictors: (Constant), Involvement Computer, Impulse Buying Tendency
 b. Dependent Variable: Online Computer Impulse Buying

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations	Collinearity Statistics	
		B	Std. Error	Beta			Partial	Tolerance	VIF
1	(Constant)	,547	,059		5,238	,000			
	Impulse Buying Tendency	,357	,121	,223	2,960	,004	,288	,947	1,056
	Involvement Computer	,611	,139	,839	4,405	,000	,408	,947	1,056

a. Dependent Variable: Online Computer Impulse Buying



Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

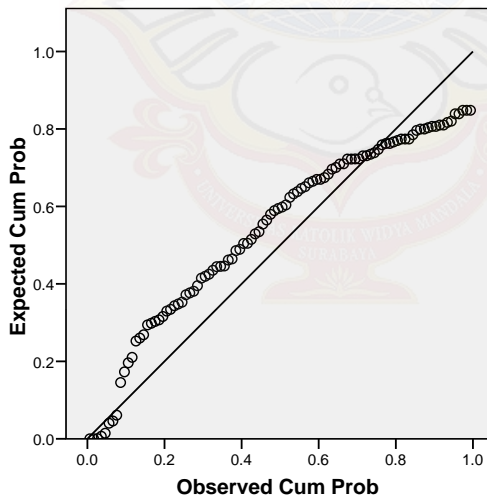
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,000000
	Std. Deviation	4,14627579
Most Extreme Differences	Absolute	,149
	Positive	,149
	Negative	-,142
Kolmogorov-Smirnov Z		,495
Asymp. Sig. (2-tailed)		,229

a. Test distribution is Normal.

b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Online Computer Impulse Buying



Uji Heteroskedastisitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,744 ^a	,554	,545	2,01538

a. Predictors: (Constant), Online Computer Impulse Buying, Involvement Computer

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	489,048	2	244,524	60,202	,000 ^a
	Residual	393,990	97	4,062		
	Total	883,038	99			

a. Predictors: (Constant), Online Computer Impulse Buying, Involvement Computer

b. Dependent Variable: ABS_Res

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,725	2,088		6,573	,000
	Involvement Computer	,064	,035	,124	1,806	,074
	Online Computer Impulse Buying	-,504	,049	-,713	-1,372	,062

a. Dependent Variable: ABS_Res

Scatterplot

Dependent Variable: Online Computer Impulse Buying

