



The logo of Universitas Muhammadiyah Jember is a large, light gray watermark in the background. It features a central emblem with a sunburst and Arabic calligraphy, surrounded by the text 'UNIVERSITAS MUHAMMADIYAH JEMBER' in a circular arrangement.

**LAMPIRAN 1:
Kuisisioner Penelitian
dan Surat Izin
Penelitian**

KUISIONER PENELITIAN

PENGARUH STIMULUS MEDIA IKLAN, USIA, DAN GENDER TERHADAP KECENDERUNGAN PERILAKU PEMBELIAN IMPULSIF PRODUK *FASHION*

Berikut ini adalah kuisisioner yang berkaitan dengan penelitian tentang pengaruh media iklan, usia, dan gender terhadap kecenderungan perilaku pembelian impulsif produk *fashion*. Oleh karena itu di sela-sela kesibukan Anda kami memohon dengan hormat kesediaan Anda untuk dapat mengisi kuisisioner berikut ini. Atas kesediaan dan partisipasi Anda sekalian untuk mengisi kuisisioner yang ada, saya ucapkan banyak terimakasih.

Identitas Responden

No Responden : _____
 Jenis Kelamin : Laki-laki Perempuan
 Usia : 12 – 20
 20 – 30
 41 – 65
 Pekerjaan : IRT Petani Buruh

Petunjuk Pengisian

1. Bacalah dengan teliti setiap soal dan pilihan jawabannya.
2. Pilih salah satu jawaban yang menurut Anda anggap paling tepat dengan cara memberi tanda *check list* (✓) pada huruf yang benar dari setiap pertanyaan.
3. Dalam pengisian kuisisioner mohon diisi secara jujur. Karena penulis menjamin bahwa jawaban diterima hanya digunakan untuk kepentingan penelitian.
4. Isilah dengan lengkap dan usahakan jangan sampai ada nomor yang terlewatkan.

Keterangan :

SS = Sangat Setuju.
 S = Setuju.
 N = Netral.
 TS = Tidak Setuju.
 STS = Sangat Tidak Setuju.

DAFTAR PERTANYAAN

1. Media Iklan (X1)

No	Pertanyaan	Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
1	Saya tertarik terhadap media iklan toko serba 35.					
2	Media iklan yang dipakai menarik untuk di lihat, membuat saya tiba- tiba membeli produk di toko serba 35.					
3	Saya melakukan pembelian di toko serba 35 setelah mendengar informasi media iklan toko serba 35.					
4	Pesan yang disampaikan dalam media iklan toko serba 35 mampu membangkitkan keinginan saya untuk membeli.					
5	Menurut saya media iklan di toko serba 35 mudah di ingat.					
6	Pesan yang disampaikan media iklan toko serba 35, mampu mempengaruhi keputusan saya dalam menentukan pilihan untuk membeli.					

2. Usia (X2)

No	Pertanyaan	Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
1	Menurut saya, di usia remaja bisa melakukan pembelian secara tiba-tiba di toko serba 35.					
2	Menurut saya, di usia dewasa bisa melakukan pembelian secara tiba-tiba di toko serba 35.					
3	Menurut saya, di usia tua bisa melakukan pembelian secara tiba-tiba di toko serba 35.					
4	Tingkat usia sangat berpengaruh terhadap keputusan pembelian di toko serba 35					
5	Semakin bertambahnya usia semakin rendah dalam menentukan keputusan pembelian.					
6	Semakin bertambahnya usia semakin matang dalam melakukan keputusan pembelian.		*			

3. Gender (X3)

No	Pertanyaan	Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
1	Menurut saya, laki-laki dan perempuan melakukan pembelian di toko serba 35 ini karena adanya suatu desakan atau dorongan yang spontan.					
2	Menurut saya, laki-laki lebih dominan melakukan pembelian secara tiba-tiba di toko serba 35.					
3	Menurut saya, perempuan lebih dominan melakukan pembelian secara tiba-tiba di toko serba 35.					
4	Menurut saya melakukan pembelian di toko serba 35 tidak memandang laki-laki atau perempuan.					
5	perempuan lebih mementingkan kegunaannya dalam membeli produk fashion.					
6	Laki-laki lebih mementingkan fashion dari pada perempuan.					

4. Pembelian Impulsif Y

No	Pertanyaan	Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
1	Saya berbelanja tanpa berpikir panjang dulu sebelumnya di toko serba 35.					
2	Saya terobsesi untuk membelanjakan uang saya di toko serba 35.					
3	Saya secara tiba-tiba melakukan pembelian di toko serba 35.					
4	Saya tidak memikirkan konsekuensi ketika membeli suatu produk di toko serba 35.					
5	Saya akan membeli suatu produk yang ada di toko serba 35, jika produk tersebut penting untuk saya					
6	Saya dalam membeli produk yang ada di toko serba 35, selalu sesuai dengan perencanaan.					

TOKO SERBA 35
Jl. Banyuanyar, Kecamatan Banyuanyar, Kabupaten Probolinggo

Perihal : **Balasan**

Kepada Yth :
Universitas Muhammadiyah Jember
Di Tempat

Assalammu'alaikum Wr. Wb.

Dengan hormat,

Yang bertandatangan di bawah ini :

Nama : Deny Kurnia
Jabatan : Pemilik Toko

Menerangkan bahwa,

Nama : Muhammad Wildan M F
Nim : 1610411063
Jurusan : Manajemen
Universitas : Universitas Muhammadiyah Jember

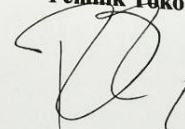
Telah kami setuju untuk mengadakan penelitian di toko Serba 35 dengan permasalahan dan judul :

Pengaruh Stimulus Media Iklan Usia Dan Gender Terhadap Kecenderungan Perilaku Pembelian Impulsif Produk Fashion

Demikian surat ini kami sampaikan, dan atas kerjasamanya kami sampaikan terimakasih.

Wassalammu'alaikum Wr. Wb.

Banyuanyar, 10 Juli 2020
Hormat kami
Pemilik Toko Serba 35



Deny Kurnia

Surat Izin Penelitian Perusahaan



LAMPIRAN 2:
Hasil Karakteristik
Responden dan Rekapulasi
Kuisisioner

67	5	5	5	5	4	4	28	5	5	5	5	4	5	29	5	5	5	4	5	5	29	5	5	5	5	4	5	29
68	4	5	5	5	5	5	29	5	5	5	5	5	5	30	5	5	5	4	5	5	29	5	5	5	5	3	5	28
69	4	4	4	4	3	4	23	4	4	4	4	4	4	24	4	4	4	4	4	4	24	4	4	5	4	4	4	25
70	4	4	4	5	4	4	25	4	4	4	4	5	4	25	4	4	4	4	4	4	24	5	5	4	4	5	5	28
71	5	4	5	5	3	4	26	5	5	5	4	5	5	29	5	5	5	4	5	5	29	5	5	5	5	4	5	29
72	5	5	5	5	4	3	27	5	5	5	4	5	5	29	5	5	5	5	5	5	30	5	5	5	5	5	5	30
73	4	4	4	5	5	5	27	4	4	4	4	4	4	24	4	4	4	5	4	4	25	5	5	5	4	5	5	29
74	5	5	5	5	4	4	28	5	5	5	4	5	5	29	5	5	5	4	5	5	29	5	4	5	5	4	5	28
75	4	4	4	5	4	5	26	4	4	4	4	4	4	24	4	4	4	5	5	4	26	5	5	5	5	5	5	30
76	5	5	5	5	4	4	28	5	5	5	4	5	5	29	5	5	5	4	4	5	28	5	5	5	4	4	5	28
77	4	3	3	3	3	4	20	3	3	3	4	5	3	21	4	5	5	5	4	5	28	5	3	5	4	5	5	27
78	3	5	5	5	4	4	26	5	5	5	4	4	5	28	5	5	5	5	5	5	30	5	5	5	5	5	5	30
79	5	5	5	5	3	5	28	5	5	5	4	5	5	29	5	5	5	4	5	5	29	5	5	5	5	4	5	29
80	5	5	5	5	4	5	29	5	5	5	4	5	5	29	5	5	5	5	5	5	30	5	5	5	5	5	5	30
81	5	5	5	5	5	4	29	5	5	5	4	5	5	29	5	5	5	5	5	5	30	5	5	5	5	5	5	30
82	5	5	5	5	4	3	27	5	5	5	4	5	5	29	5	5	5	5	5	5	30	5	5	5	5	5	5	30
83	5	5	5	5	4	4	28	5	5	5	4	4	5	28	5	5	5	5	5	5	30	5	5	5	5	5	5	30
84	5	5	5	5	3	4	27	5	5	5	3	5	5	28	4	4	4	5	4	4	25	5	5	5	4	5	5	29
85	5	5	5	4	5	4	28	5	5	5	4	5	5	29	4	4	4	5	4	4	25	2	3	5	4	5	2	21
86	5	5	5	5	5	4	29	5	5	5	3	5	5	28	4	4	4	5	5	4	26	5	3	4	5	5	5	27
87	5	5	5	4	5	5	29	5	5	5	5	5	5	30	4	4	4	5	5	4	26	5	5	5	5	5	5	30
88	5	5	5	5	4	5	29	5	5	5	4	5	5	29	5	5	5	5	5	5	30	5	5	5	5	5	5	30
89	5	3	3	5	3	4	23	5	5	5	5	5	5	30	5	5	5	5	4	5	29	5	5	5	4	5	5	29
90	5	5	5	5	3	4	27	5	5	5	5	4	5	29	5	4	5	5	5	5	29	5	5	5	5	5	5	30
91	5	5	5	3	4	4	26	5	5	5	4	5	5	29	5	4	5	4	4	4	27	3	5	5	4	4	3	24
92	5	5	5	5	4	4	28	5	5	5	5	4	5	29	4	4	4	5	4	4	25	5	5	5	4	5	5	29
93	4	4	4	4	5	4	25	5	5	4	5	5	5	29	4	4	4	4	5	4	25	4	4	4	5	4	4	25
94	4	4	4	4	5	4	25	5	5	4	4	5	5	28	4	4	4	5	5	4	26	4	4	5	5	5	4	27
95	4	5	4	4	5	4	26	4	4	4	5	5	4	26	4	4	4	5	5	4	26	4	5	5	5	5	4	28
96	3	4	4	4	4	4	23	5	4	4	4	5	4	26	4	4	4	5	4	4	25	4	4	4	4	5	4	25
97	5	5	5	4	5	4	28	4	4	5	5	5	4	27	5	5	5	5	5	5	30	4	5	5	5	5	4	28
98	4	5	4	5	4	3	25	5	4	4	4	5	4	26	5	5	5	5	5	5	30	5	5	5	5	5	5	30
99	5	5	4	5	4	4	27	5	5	4	4	5	5	28	5	5	5	5	5	5	30	5	5	5	5	5	5	30
100	5	5	4	5	4	5	28	5	4	5	4	5	4	27	4	5	4	4	4	4	25	5	5	5	4	4	5	28

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	50	50.0	50.0	50.0
	P	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	R	30	30.0	30.0	30.0
	D	33	33.0	33.0	63.0
	UL	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	IRT	30	30.0	30.0	30.0
	Petani	33	33.0	33.0	63.0
	Buruh	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Output Pertanyaan**x1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	6.0	6.0	6.0
	S	24	24.0	24.0	30.0
	SS	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	8	8.0	8.0	10.0
	S	18	18.0	18.0	28.0
	SS	72	72.0	72.0	100.0
	Total	100	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	6.0	6.0	6.0
	S	28	28.0	28.0	34.0
	SS	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	5.0	5.0	5.0
	S	15	15.0	15.0	20.0
	SS	80	80.0	80.0	100.0
	Total	100	100.0	100.0	

x1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	16	16.0	16.0	16.0
	S	55	55.0	55.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

x1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	3	3.0	3.0	3.0
	S	42	42.0	42.0	45.0
	SS	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	3	3.0	3.0	3.0
	S	13	13.0	13.0	16.0
	SS	84	84.0	84.0	100.0
	Total	100	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	2.0	2.0	2.0
	S	24	24.0	24.0	26.0
	SS	74	74.0	74.0	100.0
	Total	100	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	6.0	6.0	6.0
	S	19	19.0	19.0	25.0
	SS	75	75.0	75.0	100.0
	Total	100	100.0	100.0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	6.0	6.0	6.0
	S	57	57.0	57.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

x2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	2.0	2.0	2.0
	S	44	44.0	44.0	46.0
	SS	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

x2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	2.0	2.0	2.0
	S	24	24.0	24.0	26.0
	SS	74	74.0	74.0	100.0
	Total	100	100.0	100.0	

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	1	1.0	1.0	1.0
	S	29	29.0	29.0	30.0
	SS	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	2.0	2.0	2.0
	S	33	33.0	33.0	35.0
	SS	65	65.0	65.0	100.0
	Total	100	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	1	1.0	1.0	1.0
	S	27	27.0	27.0	28.0
	SS	72	72.0	72.0	100.0
	Total	100	100.0	100.0	

x3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	3	3.0	3.0	3.0
	S	48	48.0	48.0	51.0
	SS	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

x3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	2.0	2.0	2.0
	S	54	54.0	54.0	56.0
	SS	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

x3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	1	1.0	1.0	1.0
	S	27	27.0	27.0	28.0
	SS	72	72.0	72.0	100.0
	Total	100	100.0	100.0	

y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	5	5.0	5.0	6.0
	S	13	13.0	13.0	19.0
	SS	81	81.0	81.0	100.0
	Total	100	100.0	100.0	

y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	7	7.0	7.0	7.0
	S	11	11.0	11.0	18.0
	SS	82	82.0	82.0	100.0
	Total	100	100.0	100.0	

y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	2	2.0	2.0	3.0
	S	9	9.0	9.0	12.0
	SS	88	88.0	88.0	100.0
	Total	100	100.0	100.0	

y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	1	1.0	1.0	2.0
	S	40	40.0	40.0	42.0
	SS	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	3	3.0	3.0	3.0
	S	47	47.0	47.0	50.0
	SS	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	5	5.0	5.0	6.0
	S	13	13.0	13.0	19.0
	SS	81	81.0	81.0	100.0
	Total	100	100.0	100.0	



LAMPIRAN 3
Uji Validitas & Uji
Reliabilitas

Uji Validitas

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	TotalMedialklan
x1.1	Pearson Correlation	1	.459*	.552*	.158	.069	.113	.666**
	Sig. (2-tailed)		.000	.000	.118	.496	.263	.000
	N	100	100	100	100	100	100	100
x1.2	Pearson Correlation	.459*	1	.693*	.259*	.131	.095	.776**
	Sig. (2-tailed)	.000		.000	.009	.195	.349	.000
	N	100	100	100	100	100	100	100
x1.3	Pearson Correlation	.552*	.693*	1	.280*	.106	.114	.787**
	Sig. (2-tailed)	.000	.000		.005	.292	.259	.000
	N	100	100	100	100	100	100	100
x1.4	Pearson Correlation	.158	.259*	.280*	1	.092	.067	.498**
	Sig. (2-tailed)	.118	.009	.005		.362	.508	.000
	N	100	100	100	100	100	100	100
x1.5	Pearson Correlation	.069	.131	.106	.092	1	.007	.419**
	Sig. (2-tailed)	.496	.195	.292	.362	.948		.000
	N	100	100	100	100	100	100	100
x1.6	Pearson Correlation	.113	.095	.114	.067	.007	1	.368**
	Sig. (2-tailed)	.263	.349	.259	.508	.948		.000
	N	100	100	100	100	100	100	100
TotalMedialklan	Pearson Correlation	.666*	.776*	.787*	.498*	.419*	.368*	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).

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	TotalUsia
x2.1	Pearson Correlation	1	.602**	.491**	.033	-.085	.602**	.724**
	Sig. (2-tailed)		.000	.000	.742	.399	.000	.000
	N	100	100	100	100	100	100	100
x2.2	Pearson Correlation	.602**	1	.575**	-.082	-.130	1.000**	.815**
	Sig. (2-tailed)	.000		.000	.419	.197	0.000	.000
	N	100	100	100	100	100	100	100
x2.3	Pearson Correlation	.491**	.575**	1	-.042	-.093	.575**	.716**
	Sig. (2-tailed)	.000	.000		.681	.359	.000	.000
	N	100	100	100	100	100	100	100
x2.4	Pearson Correlation	.033	-.082	-.042	1	.028	-.082	.278**
	Sig. (2-tailed)	.742	.419	.681		.780	.419	.005
	N	100	100	100	100	100	100	100
x2.5	Pearson Correlation	-.085	-.130	-.093	.028	1	-.130	.384
	Sig. (2-tailed)	.399	.197	.359	.780		.197	.066
	N	100	100	100	100	100	100	100
x2.6	Pearson Correlation	.602**	1.000**	.575**	-.082	-.130	1	.815**
	Sig. (2-tailed)	.000	0.000	.000	.419	.197		.000
	N	100	100	100	100	100	100	100
TotalUsia	Pearson Correlation	.724**	.815**	.716**	.278**	.184	.815**	1
	Sig. (2-tailed)	.000	.000	.000	.005	.066	.000	
	N	100	100	100	100	100	100	100

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

Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	Gender
x3.1	Pearson Correlation	1	.614**	.958**	-.102	.195	.958**	.871**
	Sig. (2-tailed)		.000	.000	.312	.052	.000	.000
	N	100	100	100	100	100	100	100
x3.2	Pearson Correlation	.614**	1	.655**	-.034	.091	.655**	.727**
	Sig. (2-tailed)	.000		.000	.739	.366	.000	.000
	N	100	100	100	100	100	100	100
x3.3	Pearson Correlation	.958**	.655**	1	-.101	.165	1.000**	.883**
	Sig. (2-tailed)	.000	.000		.318	.101	0.000	.000
	N	100	100	100	100	100	100	100
x3.4	Pearson Correlation	-.102	-.034	-.101	1	.192	-.101	.245*
	Sig. (2-tailed)	.312	.739	.318		.056	.318	.014
	N	100	100	100	100	100	100	100
x3.5	Pearson Correlation	.195	.091	.165	.192	1	.165	.464**
	Sig. (2-tailed)	.052	.366	.101	.056		.101	.000
	N	100	100	100	100	100	100	100
x3.6	Pearson Correlation	.958**	.655**	1.000**	-.101	.165	1	.883**
	Sig. (2-tailed)	.000	.000	0.000	.318	.101		.000
	N	100	100	100	100	100	100	100
Gender	Pearson Correlation	.871**	.727**	.883**	.245*	.464**	.883**	1
	Sig. (2-tailed)	.000	.000	.000	.014	.000	.000	
	N	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).

Correlations

		y1	y2	y3	y4	y5	y6	PembelianImpu lsif
y1	Pearson Correlati on Sig. (2- tailed) N	1	.603**	-.040	.009	.037	1.000**	.820**
			.000	.690	.931	.715	0.000	.000
		100	100	100	100	100	100	100
y2	Pearson Correlati on Sig. (2- tailed) N	.603**	1	.036	-.069	-.008	.603**	.673**
		.000		.721	.497	.938	.000	.000
		100	100	100	100	100	100	100
y3	Pearson Correlati on Sig. (2- tailed) N	-.040	.036	1	-.007	.019	-.040	.247*
		.690	.721		.943	.849	.690	.013
		100	100	100	100	100	100	100
y4	Pearson Correlati on Sig. (2- tailed) N	.009	-.069	.007	1	.162	.009	.336**
		.931	.497	.943		.108	.931	.001
		100	100	100	100	100	100	100
y5	Pearson Correlati on Sig. (2- tailed) N	.037	-.008	.019	.162	1	.037	.372**
		.715	.938	.849	.108		.715	.000
		100	100	100	100	100	100	100
y6	Pearson Correlati on Sig. (2- tailed) N	1.000**	.603**	-.040	.009	.037	1	.820**
		0.000	.000	.690	.931	.715		.000
		100	100	100	100	100	100	100
PembelianImpu lsif	Pearson Correlati on Sig. (2- tailed) N	.820**	.673**	.247*	.336**	.372**	.820**	1
		.000	.000	.013	.001	.000	.000	
		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).

Uji Reliabilitas

Media Iklan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.735	.767	7

Usia

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.728	.770	7

Gender

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.765	.850	7

Pembelian Impulsif

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.717	.719	7

The logo of Universitas Muhammadiyah Jember is a large, light gray watermark in the background. It features a central emblem with a sunburst and a crescent moon, surrounded by the text 'UNIVERSITAS MUHAMMADIYAH' and 'JEMBER' at the bottom. The main title is centered over this logo.

LAMPIRAN 4
Asumsi Klasik, Uji
Regresi Linear
Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Gender, Media Iklan, Usia ^b		Enter

a. Dependent Variable: Pembelian Impulsif

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 ^a	.534	.520	.945

a. Predictors: (Constant), Gender, Usia, Media Iklan

b. Dependent Variable: Pembelian Impulsif

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.074	3	23.025	7.807	.000 ^b
	Residual	283.116	96	2.949		
	Total	352.190	99			

a. Dependent Variable: Pembelian Impulsif

b. Predictors: (Constant), Gender, Media Iklan, Usia

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.648	.650		7.149	.000		
	Media Iklan	.072	.020	-.417	3.615	0.000	1.520	1.924
	Usia	.009	.025	.033	1.938	.036	1.718	1.392
	Gender	.083	.048	-.221	1.711	.000	1.416	2.402

a. Dependent Variable: RES2

Collinearity Diagnostics^a

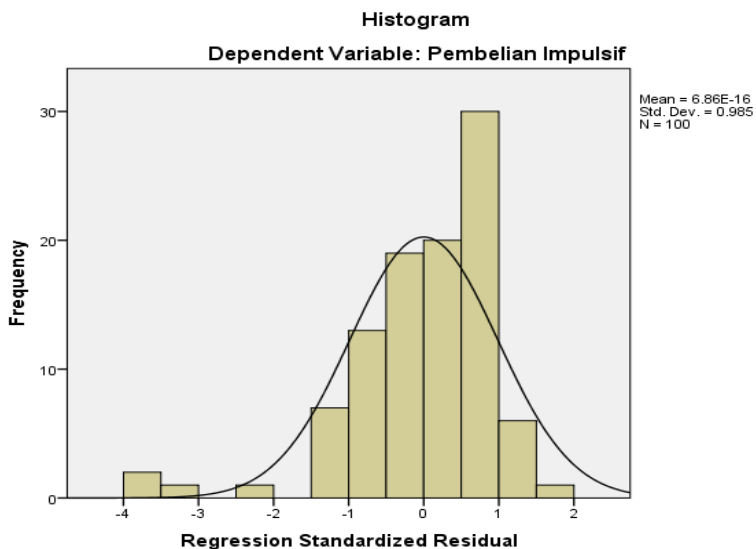
Model	Eigenvalue	Condition Index	Variance Proportions			
			(Constant)	Media Iklan	Usia	Gender
1	3.991	1.000	.00	.00	.00	.00
2	.004	31.495	.02	.73	.00	.43
3	.003	36.716	.13	.27	.41	.51
4	.002	43.966	.85	.00	.59	.07

a. Dependent Variable: Pembelian Impulsif

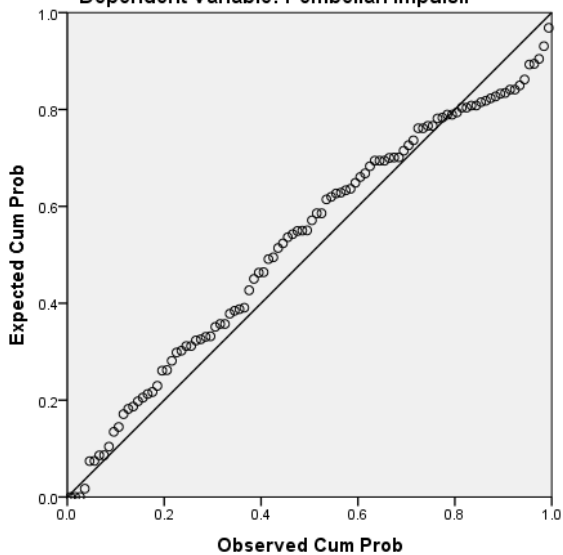
Residuals Statistics^a

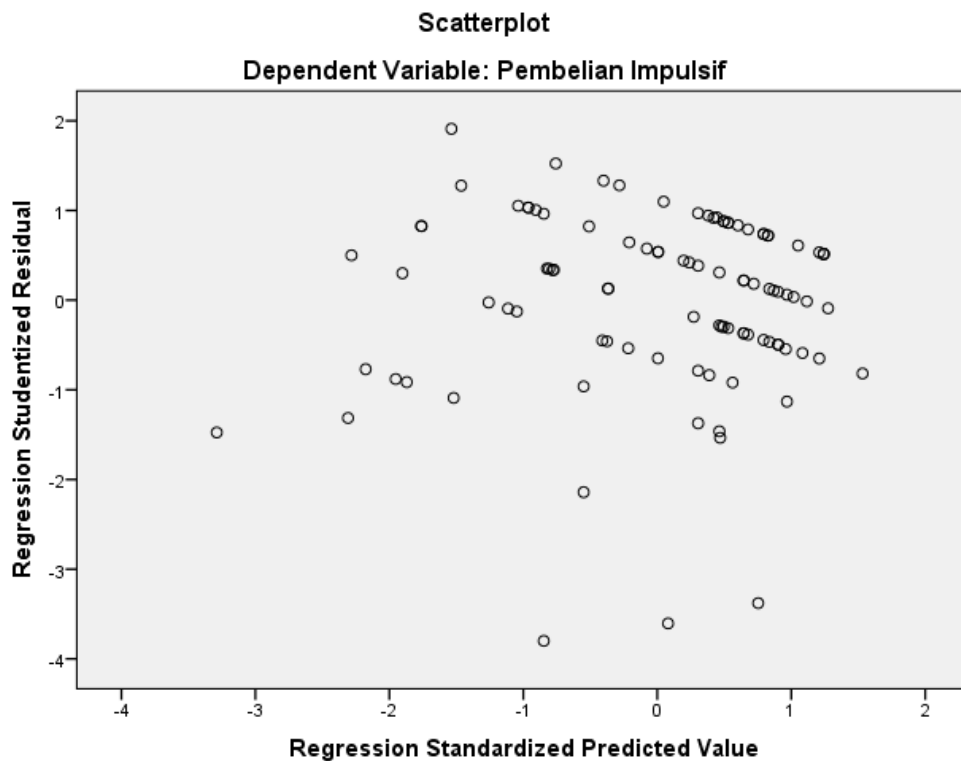
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	25.34	29.37	28.09	.835	100
Std. Predicted Value	-3.288	1.532	.000	1.000	100
Standard Error of Predicted Value	.179	.823	.326	.109	100
Adjusted Predicted Value	25.74	29.44	28.09	.832	100
Residual	-6.382	3.194	.000	1.691	100
Std. Residual	-3.716	1.860	.000	.985	100
Stud. Residual	-3.800	1.910	-.001	1.005	100
Deleted Residual	-6.672	3.370	-.003	1.761	100
Stud. Deleted Residual	-4.101	1.938	-.009	1.034	100
Mahal. Distance	.085	21.752	2.970	3.076	100
Cook's Distance	.000	.164	.010	.022	100
Centered Leverage Value	.001	.220	.030	.031	100

a. Dependent Variable: Pembelian Impulsif



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Pembelian Impulsif





One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	1.69108253
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.060 ^c

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