

## LAMPIRAN – LAMPIRAN

### Lampiran 1. Hasil Cek Plagiasi



YAYASAN NURUL JADID PAITON  
**FAKULTAS SOSIAL DAN HUMANIORA**  
**UNIVERSITAS NURUL JADID**  
 PROBOLINGGO JAWA TIMUR

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#### KETERANGAN HASIL CHECK PLAGIASI

Yang bertanda tangan di bawah ini, tim check plagiasi Fakultas Sosial dan Humaniora menerangkan dengan sebenarnya, bahwa telah dilakukan check plagiasi dengan persentase 29 % (Exclude Quotes dan Exclude Bibliography) pada tugas akhir/skripsi mahasiswa berikut:

Nama : **HARIROTUL LUTFIAH**

NIM : 2042400031

Judul Skripsi : Pengaruh Gaya Hidup dan Diskon Terhadap Impulsive Buying Gen Z pada Produk Fashion di platform Shopee

Demikian keterangan ini dibuat dengan sebenarnya dan untuk dijadikan persyaratan kelayakan mengikuti sidang tugas akhir/skripsi.

Paiton, 04 Juni 2024  
 Ketua Tim,

RM. FARUQ, S.H.I

## Lampiran 2. Surat Selesai Melakukan Penelitian



YAYASAN NURUL JADID PAITON  
**FAKULTAS SOSIAL DAN HUMANIORA**  
**UNIVERSITAS NURUL JADID**  
 PROBOLINGGO JAWA TIMUR

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 sashum@unuja.ac.id

### SURAT KETERANGAN

Nomor: NJ-T06/04/295/FSH/A.8/5.2024

Yang bertanda tangan di bawah ini :

Nama : **Dr. CHUSNUL MUALI, M.Pd.**  
 NIDN : 2101127701  
 Jabatan : Dekan  
 Pada Fakultas : Sosial dan Humaniora Universitas Nurul Jadid Paiton  
 Probolinggo

Dengan ini menerangkan dengan sebenarnya, bahwa :

Nama : **HARIROTUL LUTFIAH**  
 NIM/Prodi : 2042400031 / Ekonomi  
 Judul Skripsi : Pengaruh Gaya Hidup dan Diskon terhadap Impulsive  
 Buying Gen Z pada Produk Fashion di Platform Shopee

Telah melakukan penelitian di lingkungan Universitas Nurul Jadid dari tanggal 01  
 s.d 16 Mei 2024.

Demikian Surat Keterangan ini dibuat dengan sebenarnya dan untuk  
 dipergunakan sebagaimana mestinya.

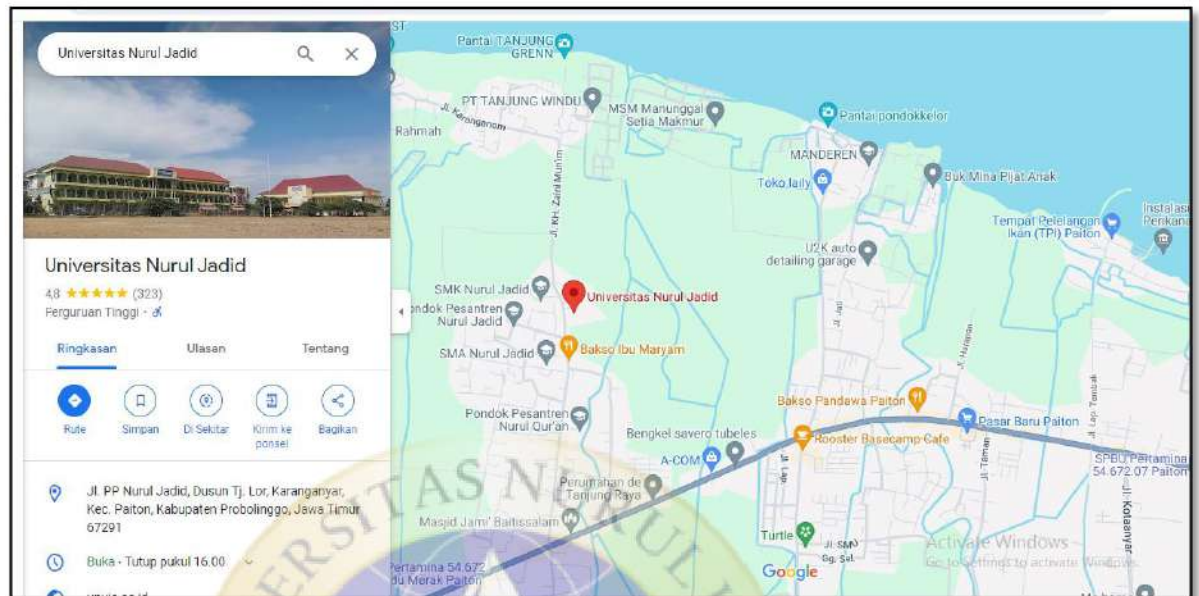
Paiton, 26 Mei 2024

Dekan,



**Dr. CHUSNUL MUALI, M.Pd.**  
 NIDN: 2101127701

### Lampiran 3. Peta Lokasi Universitas Nurul Jadid Paiton Probolinggo



#### Lampiran 4. Kuesioner Penelitian

##### KUESIONER PENELITIAN

“Pengaruh Gaya Hidup dan Diskon Terhadap *Impulsive Buying* mahasiswa pada Produk *Fashion* di Platform Shopee”

##### Petunjuk pengisian pertanyaan :

Klik *button* (·) item jawaban yang anda pilih disetiap pertanyaan yang akan dijawab.

Sangat Setuju (SS) ; Setuju (S) ; Tidak Setuju (TS) ; Sangat Tidak Setuju (STS).

##### IDENTITAS RESPONDEN

Nama :

NIM :

Jenis Kelamin :

Angkatan :

Program Studi :

##### A. Variabel $X_1$ (Gaya Hidup)

| No. | Pertanyaan                                                                        | SS | S | TS | STS |
|-----|-----------------------------------------------------------------------------------|----|---|----|-----|
| 1.  | Saya mengikuti setiap tren yang sedang booming                                    |    |   |    |     |
| 2.  | Saya membeli produk fashion yang di promosikan oleh selebgram terkenal            |    |   |    |     |
| 3.  | Saya rela menghabiskan waktu berjam-jam hanya untuk scroll beranda Shopee         |    |   |    |     |
| 4.  | Ketika ada produk fashion unik dan menarik, saya spontan membelinya               |    |   |    |     |
| 5.  | Saya membeli produk fashion yang dipromosikan oleh Brand ambassador vavorit saya. |    |   |    |     |
| 6.  | Saya selalu menghabiskan uang yang saya miliki untuk belanja produk fashion.      |    |   |    |     |
| 7.  | Ketika saya melakukan kegiatan berbelanja di platform shopee saya merasa senang.  |    |   |    |     |

|    |                                                                             |  |  |  |  |
|----|-----------------------------------------------------------------------------|--|--|--|--|
| 8. | Saya suka mengikuti <i>style</i> fashion orang lain.                        |  |  |  |  |
| 9. | Saya membeli produk dengan merk terkenal di Shopee karena memiliki kualitas |  |  |  |  |

#### B. Variabel X<sub>2</sub> (Diskon)

| No. | Pertanyaan                                                                                                                             | SS | S | TS | STS |
|-----|----------------------------------------------------------------------------------------------------------------------------------------|----|---|----|-----|
| 1.  | Ketika ada produk fashion dengan potongan harga yang tinggi, saya spontan membelinya.                                                  |    |   |    |     |
| 2.  | Saya lebih mementingkan produk yang diskonnya lebih tinggi dari pada produk sejenis yang saya inginkan                                 |    |   |    |     |
| 3.  | Ada maupun tidak ada diskon saya akan tetap membeli produk fashion yang saya incar.                                                    |    |   |    |     |
| 4.  | Saya berburu harga yang paling murah ketika berbelanja di shopee.                                                                      |    |   |    |     |
| 5.  | Saya spontan membeli produk yang saya inginkan ketika masa waktu diskon sebentar.                                                      |    |   |    |     |
| 6.  | Saya gemar membeli produk flash sale.                                                                                                  |    |   |    |     |
| 7.  | Saya selalu membeli produk fashion saat saya menonton shopee live karena ada banyak voucher                                            |    |   |    |     |
| 8.  | Saya lebih memilih diskon dari produk dengan brand terkenal dari pada brand yang belum terlalu dikenal.                                |    |   |    |     |
| 9.  | Saya suka membeli produk fashion yang menarik dan terdapat diskon tanpa mempertimbangkan butuh atau tidaknya terhadap produk tersebut. |    |   |    |     |

#### C. Variabel Y (*Impulsive Buying*)

| No. | Pertanyaan                                                                                              | SS | S | TS | STS |
|-----|---------------------------------------------------------------------------------------------------------|----|---|----|-----|
| 1.  | Ketika berbelanja online melalui shopee saya cenderung berbelanja produk yang ditawarkan melalui iklan. |    |   |    |     |
| 2.  | Saya sering menyesal setelah berbelanja di shopee                                                       |    |   |    |     |
| 3.  | Ketika berbelanja di shopee saya cenderung berbelanja tanpa direncanakan / berbelanja secara spontan.   |    |   |    |     |

|    |                                                                                                                         |  |  |  |  |
|----|-------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
| 4. | Saya lebih mementingkan untuk membeli produk fashion terbaru dan saya inginkan daripada produk fashion yang dibutuhkan. |  |  |  |  |
| 5. | Di shopee saya secara spontan membeli produk karena dorongan ketersediaan uang.                                         |  |  |  |  |
| 6. | Ketika ada voucher diskon di platform shopee saya langsung menggunakannya untuk berbelanja.                             |  |  |  |  |
| 7. | Ketika ada produk fashion terbaru saya langsung membelinya tanpa mempertimbangkan kondisi keuangan yang ada.            |  |  |  |  |
| 8. | Saya tetap melakukan pembelian di shopee walau beresiko terkena penipuan /pemalsuan foto produk.                        |  |  |  |  |
| 9. | Saya tetap berbelanja di shopee walau tidak tau wujud asli produk yang akan di beli                                     |  |  |  |  |

## Lampiran 5. Tabulasi Jawaban Responden

### A. Program Studi Ekonomi Fakultas Sosial dan Humaniora

#### Tabulasi Variabel X<sub>1</sub>

#### Gaya Hidup

| No. Responden | X <sub>1</sub> (Gaya Hidup) |   |   |   |   |   |   |   |   | Total |
|---------------|-----------------------------|---|---|---|---|---|---|---|---|-------|
|               | 1                           | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |       |
| 1             | 4                           | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 2             | 2                           | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 21    |
| 3             | 2                           | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 23    |
| 4             | 3                           | 3 | 4 | 3 | 3 | 2 | 4 | 3 | 4 | 29    |
| 5             | 3                           | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 24    |
| 6             | 3                           | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 24    |
| 7             | 2                           | 2 | 4 | 2 | 2 | 2 | 4 | 2 | 3 | 23    |
| 8             | 4                           | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 31    |
| 9             | 2                           | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 20    |
| 10            | 3                           | 2 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 27    |
| 11            | 3                           | 3 | 1 | 2 | 3 | 2 | 4 | 2 | 4 | 24    |

|    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|----|
| 12 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 24 |
| 13 | 3 | 3 | 1 | 3 | 1 | 3 | 4 | 2 | 4 | 24 |
| 14 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 20 |
| 15 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 31 |
| 16 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 1 | 3 | 19 |
| 17 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18 |
| 18 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 33 |
| 19 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 22 |
| 20 | 2 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 3 | 20 |
| 21 | 3 | 1 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 21 |
| 22 | 3 | 2 | 2 | 3 | 3 | 2 | 4 | 1 | 4 | 24 |
| 23 | 3 | 2 | 2 | 2 | 4 | 1 | 3 | 1 | 4 | 22 |
| 24 | 3 | 2 | 4 | 2 | 3 | 2 | 4 | 3 | 4 | 27 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 26 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 23 |
| 27 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 23 |
| 28 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 25 |
| 29 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 28 |
| 30 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 23 |
| 31 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 3 | 4 | 26 |
| 32 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 31 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 34 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 30 |
| 35 | 2 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | 4 | 20 |
| 36 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 33 |
| 37 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 29 |
| 38 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 30 |
| 39 | 2 | 4 | 2 | 3 | 4 | 2 | 4 | 4 | 4 | 29 |
| 40 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 41 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 31 |
| 42 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 25 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 34 |
| 44 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 45 | 3 | 2 | 1 | 2 | 2 | 1 | 3 | 3 | 2 | 19 |
| 46 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 26 |
| 47 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 26 |
| 48 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 20 |
| 49 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 22 |
| 50 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 20 |
| 51 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 24 |
| 52 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 20 |
| 53 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 35 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 55 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 20 |
| 56 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 25 |
| 57 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 25 |
| 58 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 31 |
| 59 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 2 | 22 |
| 60 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 23 |
| 61 | 4 | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 3 | 26 |
| 62 | 4 | 4 | 4 | 4 | 2 | 3 | 1 | 4 | 2 | 28 |
| 63 | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 2 | 29 |
| 64 | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 24 |



|    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|----|
| 28 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 23 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 34 |
| 30 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 22 |
| 31 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 27 |
| 32 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 31 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 34 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 2 | 31 |
| 35 | 3 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 1 | 19 |
| 36 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 34 |
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 38 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 28 |
| 39 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 33 |
| 40 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 34 |
| 41 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 31 |
| 42 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 25 |
| 43 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 34 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 45 | 3 | 2 | 3 | 3 | 3 | 4 | 2 | 3 | 1 | 24 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 47 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 26 |
| 48 | 3 | 3 | 2 | 4 | 4 | 2 | 2 | 3 | 2 | 25 |
| 49 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 23 |
| 50 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 51 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 27 |
| 52 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 55 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 56 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 24 |
| 57 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 24 |
| 58 | 3 | 2 | 3 | 3 | 4 | 2 | 3 | 3 | 4 | 27 |
| 59 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 22 |
| 60 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 23 |
| 61 | 3 | 1 | 3 | 2 | 2 | 2 | 4 | 3 | 2 | 22 |
| 62 | 3 | 3 | 1 | 4 | 3 | 3 | 2 | 2 | 3 | 24 |
| 63 | 4 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 25 |
| 64 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 27 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 66 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 29 |
| 67 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 68 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 23 |
| 69 | 3 | 2 | 3 | 3 | 4 | 2 | 2 | 3 | 1 | 23 |
| 70 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 2 | 29 |
| 71 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 26 |
| 72 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 33 |
| 73 | 1 | 2 | 3 | 2 | 1 | 1 | 1 | 2 | 1 | 14 |
| 74 | 3 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 32 |
| 75 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |

|    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|----|
| 76 | 4 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 22 |
| 77 | 3 | 2 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 23 |
| 78 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |

### Tabulasi Variabel Y

#### *Impulsive Buying*

| No. Responden | Y ( <i>Impulsive Buying</i> ) |   |   |   |   |   |   |   |   |       |
|---------------|-------------------------------|---|---|---|---|---|---|---|---|-------|
|               | 1                             | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Total |
| 1             | 4                             | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 2             | 2                             | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 19    |
| 3             | 2                             | 2 | 2 | 1 | 3 | 3 | 1 | 1 | 2 | 17    |
| 4             | 2                             | 2 | 2 | 2 | 3 | 3 | 2 | 1 | 2 | 19    |
| 5             | 2                             | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 26    |
| 6             | 2                             | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 24    |
| 7             | 2                             | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 28    |
| 8             | 2                             | 2 | 3 | 2 | 4 | 2 | 2 | 2 | 4 | 23    |
| 9             | 2                             | 2 | 2 | 2 | 2 | 3 | 1 | 1 | 1 | 16    |
| 10            | 2                             | 2 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 29    |
| 11            | 3                             | 2 | 2 | 1 | 3 | 3 | 3 | 3 | 4 | 24    |
| 12            | 2                             | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 | 20    |
| 13            | 4                             | 3 | 1 | 1 | 3 | 4 | 2 | 4 | 3 | 25    |
| 14            | 3                             | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27    |
| 15            | 4                             | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 30    |
| 16            | 2                             | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 17    |
| 17            | 2                             | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 20    |
| 18            | 4                             | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 32    |
| 19            | 2                             | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 22    |
| 20            | 2                             | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 20    |
| 21            | 2                             | 3 | 3 | 3 | 4 | 3 | 2 | 1 | 3 | 24    |
| 22            | 2                             | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 23    |
| 23            | 2                             | 2 | 1 | 2 | 3 | 4 | 2 | 2 | 2 | 20    |
| 24            | 2                             | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18    |
| 25            | 4                             | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 33    |
| 26            | 3                             | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 23    |
| 27            | 3                             | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26    |
| 28            | 3                             | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 23    |
| 29            | 4                             | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 34    |
| 30            | 2                             | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 22    |
| 31            | 3                             | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 3 | 17    |
| 32            | 3                             | 2 | 2 | 4 | 1 | 4 | 3 | 3 | 3 | 25    |
| 33            | 4                             | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 34            | 4                             | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 33    |
| 35            | 2                             | 1 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 19    |

|    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|----|
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 37 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 23 |
| 38 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 24 |
| 39 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 41 | 3 | 4 | 4 | 2 | 4 | 4 | 2 | 3 | 1 | 27 |
| 42 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 29 |
| 43 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 45 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 17 |
| 46 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 19 |
| 47 | 3 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 26 |
| 48 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 21 |
| 49 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 21 |
| 50 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18 |
| 51 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 23 |
| 52 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 22 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 26 |
| 55 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 24 |
| 56 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 57 | 4 | 2 | 2 | 3 | 3 | 3 | 4 | 2 | 3 | 26 |
| 58 | 2 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 1 | 25 |
| 59 | 4 | 1 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 25 |
| 60 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 2 | 3 | 24 |
| 61 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 28 |
| 62 | 2 | 4 | 3 | 1 | 3 | 4 | 2 | 2 | 3 | 24 |
| 63 | 4 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 21 |
| 64 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 19 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 66 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 1 | 2 | 21 |
| 67 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 27 |
| 68 | 2 | 2 | 2 | 3 | 4 | 3 | 3 | 2 | 3 | 24 |
| 69 | 2 | 3 | 3 | 2 | 2 | 3 | 1 | 1 | 3 | 20 |
| 70 | 2 | 2 | 2 | 1 | 2 | 3 | 1 | 2 | 2 | 17 |
| 71 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 19 |
| 72 | 4 | 2 | 4 | 3 | 3 | 4 | 2 | 1 | 1 | 24 |
| 73 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9  |
| 74 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 33 |
| 75 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 18 |
| 76 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 21 |
| 77 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 20 |
| 78 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 22 |

## B. Program Studi Informatika Fakultas Teknik

### Tabulasi Variabel X<sub>1</sub>

#### Gaya Hidup

| No. Responden | X <sub>1</sub> (Gaya Hidup) |   |   |   |   |   |   |   |   |       |
|---------------|-----------------------------|---|---|---|---|---|---|---|---|-------|
|               | 1                           | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Total |
| 1             | 1                           | 1 | 1 | 2 | 1 | 1 | 3 | 2 | 3 | 15    |
| 2             | 3                           | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 22    |
| 3             | 2                           | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 20    |
| 4             | 3                           | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 26    |
| 5             | 3                           | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27    |
| 6             | 4                           | 4 | 2 | 3 | 3 | 2 | 4 | 3 | 4 | 29    |
| 7             | 3                           | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 23    |
| 8             | 3                           | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 23    |
| 9             | 2                           | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 22    |
| 10            | 3                           | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 24    |
| 11            | 3                           | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 29    |
| 12            | 2                           | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 15    |
| 13            | 2                           | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 20    |
| 14            | 3                           | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 21    |
| 15            | 2                           | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 20    |
| 16            | 4                           | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 3 | 16    |
| 17            | 3                           | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27    |
| 18            | 3                           | 3 | 4 | 3 | 2 | 4 | 4 | 1 | 4 | 28    |
| 19            | 2                           | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 23    |
| 20            | 4                           | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 22    |
| 21            | 3                           | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 32    |
| 22            | 4                           | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 23            | 3                           | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 30    |
| 24            | 2                           | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 19    |
| 25            | 3                           | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 34    |
| 26            | 4                           | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 34    |
| 27            | 2                           | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 31    |
| 28            | 3                           | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 27    |
| 29            | 3                           | 4 | 4 | 2 | 4 | 2 | 4 | 3 | 4 | 30    |
| 30            | 3                           | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 31    |
| 31            | 3                           | 4 | 2 | 4 | 4 | 3 | 4 | 2 | 4 | 30    |
| 32            | 3                           | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 34    |
| 33            | 2                           | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 33    |
| 34            | 4                           | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 34    |
| 35            | 4                           | 4 | 2 | 3 | 4 | 3 | 4 | 2 | 4 | 30    |
| 36            | 2                           | 3 | 1 | 4 | 4 | 4 | 4 | 2 | 4 | 28    |
| 37            | 3                           | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 21    |
| 38            | 2                           | 2 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 26    |
| 39            | 1                           | 2 | 2 | 3 | 2 | 1 | 4 | 2 | 3 | 20    |
| 40            | 3                           | 3 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 28    |

|    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|----|
| 41 | 2 | 3 | 2 | 4 | 3 | 1 | 4 | 1 | 4 | 24 |
| 42 | 1 | 1 | 4 | 3 | 2 | 2 | 3 | 1 | 3 | 20 |
| 43 | 3 | 2 | 1 | 3 | 2 | 1 | 4 | 2 | 4 | 22 |
| 44 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 23 |
| 45 | 2 | 2 | 2 | 3 | 2 | 1 | 4 | 2 | 4 | 22 |
| 46 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 26 |
| 47 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 34 |
| 48 | 3 | 4 | 2 | 4 | 4 | 2 | 4 | 1 | 4 | 28 |
| 49 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 32 |
| 50 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 1 | 4 | 32 |
| 51 | 4 | 4 | 4 | 2 | 4 | 1 | 3 | 4 | 4 | 30 |
| 52 | 2 | 2 | 3 | 4 | 3 | 2 | 4 | 2 | 4 | 26 |
| 53 | 3 | 2 | 3 | 4 | 2 | 1 | 4 | 2 | 3 | 24 |
| 54 | 2 | 2 | 3 | 3 | 2 | 2 | 4 | 2 | 4 | 24 |
| 55 | 4 | 1 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 30 |
| 56 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 30 |
| 57 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 14 |
| 58 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 21 |
| 59 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 25 |
| 60 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 27 |
| 61 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 19 |
| 62 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 4 | 24 |
| 63 | 3 | 2 | 3 | 4 | 1 | 4 | 3 | 3 | 1 | 24 |
| 64 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 27 |
| 65 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 2 | 22 |
| 66 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 20 |
| 67 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 28 |
| 68 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 21 |
| 69 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 70 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 21 |
| 71 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 21 |
| 72 | 3 | 4 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 29 |
| 73 | 4 | 3 | 1 | 2 | 3 | 2 | 4 | 3 | 4 | 26 |
| 74 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 4 | 22 |
| 75 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 20 |
| 76 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 26 |
| 77 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 19 |
| 78 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 23 |
| 79 | 3 | 3 | 1 | 2 | 2 | 2 | 4 | 3 | 2 | 22 |
| 80 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 1 | 3 | 19 |
| 81 | 2 | 2 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 27 |
| 82 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 19 |
| 83 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 20 |
| 84 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 28 |
| 85 | 4 | 4 | 2 | 1 | 4 | 2 | 4 | 2 | 4 | 27 |
| 86 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 31 |
| 87 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 88 | 4 | 3 | 1 | 4 | 4 | 1 | 4 | 2 | 4 | 27 |

## Tabulasi Variabel X<sub>2</sub>

### Diskon

| No. Responden | X <sub>2</sub> (Diskon) |   |   |   |   |   |   |   |   | Total |
|---------------|-------------------------|---|---|---|---|---|---|---|---|-------|
|               | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |       |
| 1             | 3                       | 2 | 3 | 4 | 2 | 2 | 3 | 4 | 1 | 24    |
| 2             | 3                       | 2 | 2 | 4 | 4 | 2 | 4 | 2 | 2 | 25    |
| 3             | 3                       | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 22    |
| 4             | 3                       | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 25    |
| 5             | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27    |
| 6             | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27    |
| 7             | 2                       | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 25    |
| 8             | 2                       | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 2 | 28    |
| 9             | 3                       | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 25    |
| 10            | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 26    |
| 11            | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 12            | 3                       | 2 | 3 | 4 | 2 | 2 | 2 | 1 | 2 | 21    |
| 13            | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 25    |
| 14            | 3                       | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 1 | 21    |
| 15            | 3                       | 2 | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 25    |
| 16            | 3                       | 1 | 2 | 4 | 1 | 4 | 2 | 4 | 4 | 25    |
| 17            | 3                       | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 29    |
| 18            | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 34    |
| 19            | 3                       | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 26    |
| 20            | 2                       | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 21    |
| 21            | 4                       | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 32    |
| 22            | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 23            | 4                       | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 35    |
| 24            | 2                       | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 19    |
| 25            | 4                       | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 35    |
| 26            | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 27            | 4                       | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 34    |
| 28            | 3                       | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 30    |
| 29            | 2                       | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 31    |
| 30            | 3                       | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 31    |
| 31            | 4                       | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 33    |
| 32            | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 33            | 4                       | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 34    |
| 34            | 3                       | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 30    |
| 35            | 4                       | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 36            | 4                       | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 32    |
| 37            | 2                       | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 22    |
| 38            | 3                       | 2 | 3 | 1 | 4 | 3 | 3 | 3 | 2 | 24    |
| 39            | 4                       | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 28    |
| 40            | 3                       | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 32    |
| 41            | 4                       | 1 | 3 | 4 | 3 | 3 | 2 | 3 | 1 | 24    |
| 42            | 3                       | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 27    |

|    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|----|
| 43 | 3 | 3 | 2 | 3 | 4 | 4 | 2 | 3 | 2 | 26 |
| 44 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 24 |
| 45 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 30 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 33 |
| 52 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 1 | 28 |
| 53 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 2 | 29 |
| 54 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 27 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 56 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 33 |
| 57 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9  |
| 58 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 30 |
| 59 | 4 | 2 | 3 | 4 | 3 | 4 | 4 | 3 | 2 | 29 |
| 60 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 32 |
| 61 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 23 |
| 62 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 22 |
| 63 | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 2 | 4 | 29 |
| 64 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 26 |
| 66 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 23 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 68 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 21 |
| 69 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 70 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 3 | 2 | 25 |
| 71 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 21 |
| 72 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 27 |
| 73 | 4 | 2 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 31 |
| 74 | 2 | 2 | 4 | 2 | 2 | 3 | 2 | 3 | 1 | 21 |
| 75 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 24 |
| 76 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 26 |
| 77 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 19 |
| 78 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 23 |
| 79 | 3 | 3 | 1 | 2 | 2 | 2 | 4 | 3 | 2 | 22 |
| 80 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 1 | 3 | 19 |
| 81 | 2 | 2 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 27 |
| 82 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 19 |
| 83 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 20 |
| 84 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 28 |
| 85 | 4 | 4 | 2 | 1 | 4 | 2 | 4 | 2 | 4 | 27 |
| 86 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 31 |
| 87 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 88 | 4 | 3 | 1 | 4 | 4 | 1 | 4 | 2 | 4 | 27 |

# Tabulasi Variabel Y

## *Impulsive Buying*

| No. Responden | Y ( <i>Impulsive Buying</i> ) |   |   |   |   |   |   |   |   |       |
|---------------|-------------------------------|---|---|---|---|---|---|---|---|-------|
|               | 1                             | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Total |
| 1             | 2                             | 2 | 1 | 4 | 2 | 2 | 2 | 1 | 3 | 19    |
| 2             | 2                             | 2 | 2 | 2 | 2 | 3 | 1 | 1 | 1 | 16    |
| 3             | 2                             | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 16    |
| 4             | 2                             | 2 | 3 | 2 | 2 | 3 | 1 | 1 | 1 | 17    |
| 5             | 3                             | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 24    |
| 6             | 3                             | 2 | 3 | 2 | 4 | 3 | 2 | 2 | 3 | 24    |
| 7             | 3                             | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 28    |
| 8             | 2                             | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 3 | 19    |
| 9             | 2                             | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 22    |
| 10            | 2                             | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 22    |
| 11            | 4                             | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 12            | 1                             | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 17    |
| 13            | 2                             | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 20    |
| 14            | 3                             | 3 | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 21    |
| 15            | 2                             | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 20    |
| 16            | 2                             | 4 | 4 | 2 | 4 | 4 | 1 | 1 | 3 | 25    |
| 17            | 4                             | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 30    |
| 18            | 4                             | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 31    |
| 19            | 2                             | 2 | 2 | 2 | 4 | 3 | 2 | 2 | 2 | 21    |
| 20            | 3                             | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 19    |
| 21            | 3                             | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 33    |
| 22            | 3                             | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 34    |
| 23            | 3                             | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 34    |
| 24            | 2                             | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18    |
| 25            | 4                             | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35    |
| 26            | 4                             | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 27            | 4                             | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36    |
| 28            | 4                             | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 31    |
| 29            | 3                             | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35    |
| 30            | 4                             | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35    |
| 31            | 4                             | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 33    |
| 32            | 4                             | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 35    |
| 33            | 4                             | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35    |
| 34            | 2                             | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31    |
| 35            | 3                             | 1 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30    |
| 36            | 3                             | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 32    |
| 37            | 2                             | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18    |
| 38            | 4                             | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 27    |
| 39            | 2                             | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 3 | 24    |
| 40            | 1                             | 2 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 27    |
| 41            | 2                             | 2 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 22    |
| 42            | 2                             | 2 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 22    |
| 43            | 2                             | 2 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 22    |
| 44            | 2                             | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 23    |
| 45            | 2                             | 2 | 2 | 1 | 3 | 4 | 1 | 3 | 3 | 21    |
| 46            | 3                             | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 26    |

|    |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|----|
| 47 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 34 |
| 48 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 49 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 50 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 33 |
| 51 | 4 | 1 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 32 |
| 52 | 2 | 2 | 3 | 1 | 3 | 4 | 2 | 3 | 3 | 23 |
| 53 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 23 |
| 54 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 23 |
| 55 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 56 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 57 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9  |
| 58 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18 |
| 59 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 1 | 17 |
| 60 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 1 | 1 | 21 |
| 61 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 19 |
| 62 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 18 |
| 63 | 3 | 2 | 4 | 3 | 4 | 2 | 1 | 3 | 4 | 26 |
| 64 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 24 |
| 65 | 2 | 1 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 23 |
| 66 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 19 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 68 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 19 |
| 69 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 25 |
| 70 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 22 |
| 71 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 21 |
| 72 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 34 |
| 73 | 2 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 30 |
| 74 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 18 |
| 75 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 19 |
| 76 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 21 |
| 77 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 17 |
| 78 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 23 |
| 79 | 2 | 2 | 2 | 2 | 4 | 3 | 2 | 3 | 3 | 23 |
| 80 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 19 |
| 81 | 2 | 2 | 3 | 1 | 3 | 2 | 1 | 3 | 3 | 20 |
| 82 | 2 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 18 |
| 83 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 1 | 3 | 21 |
| 84 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 22 |
| 85 | 4 | 4 | 4 | 4 | 4 | 1 | 1 | 4 | 3 | 29 |
| 86 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 33 |
| 87 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 88 | 1 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |

## Lampiran 6. Data Frekuensi

### A. Program Studi Ekonomi Fakultas Sosial dan Humaniora

**jenis kelamin**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 54        | 69.2    | 69.2          | 69.2               |
| 2       | 24        | 30.8    | 30.8          | 100.0              |
| Total   | 78        | 100.0   | 100.0         |                    |

**angkatan**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 28        | 35.9    | 35.9          | 35.9               |
| 2       | 22        | 28.2    | 28.2          | 64.1               |
| 3       | 17        | 21.8    | 21.8          | 85.9               |
| 4       | 11        | 14.1    | 14.1          | 100.0              |
| Total   | 78        | 100.0   | 100.0         |                    |

### B. Program Studi Informatika Fakultas Teknik

**Jenis kelamin**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 74        | 84.1    | 84.1          | 84.1               |
| 2       | 14        | 15.9    | 15.9          | 100.0              |
| Total   | 88        | 100.0   | 100.0         |                    |

**Angkatan**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 36        | 40.9    | 40.9          | 40.9               |
| 2       | 25        | 28.4    | 28.4          | 69.3               |
| 3       | 23        | 26.1    | 26.1          | 95.5               |
| 4       | 4         | 4.5     | 4.5           | 100.0              |
| Total   | 88        | 100.0   | 100.0         |                    |

## Lampiran 7. Hasil Uji Validitas Dan Reliabilitas

### A. Hasil Uji Validitas

#### Uji Validitas Variabel X<sub>1</sub>

#### Gaya Hidup

| Correlations    |                     |             |             |             |             |             |             |             |             |             |                 |
|-----------------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------|
|                 |                     | gayahidup_1 | gayahidup_2 | gayahidup_3 | gayahidup_4 | gayahidup_5 | gayahidup_6 | gayahidup_7 | gayahidup_8 | gayahidup_9 | gayahidup_total |
| gayahidup_1     | Pearson Correlation | 1           | .530**      | .315        | .591**      | .481        | .613**      | .480**      | .418        | -.073       | .355            |
|                 | Sig. (2-tailed)     |             | .003        | .090        | .001        | .028        | .000        | .007        | .022        | .703        | .054            |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |
| gayahidup_2     | Pearson Correlation | .530**      | 1           | .208        | .259        | .548**      | .331        | .494**      | .545**      | -.075       | .545**          |
|                 | Sig. (2-tailed)     | .003        |             | .274        | .166        | .002        | .074        | .006        | .002        | .694        | .002            |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |
| gayahidup_3     | Pearson Correlation | .315        | .208        | 1           | .438*       | .362*       | .221        | .167        | .303        | .177        | -.054           |
|                 | Sig. (2-tailed)     | .090        | .274        |             | .015        | .049        | .240        | .378        | .104        | .349        | .775            |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |
| gayahidup_4     | Pearson Correlation | .591**      | .259        | .438*       | 1           | .146        | .686**      | .300        | .406*       | .159        | .185            |
|                 | Sig. (2-tailed)     | .001        | .166        | .015        |             | .444        | .000        | .107        | .026        | .402        | .329            |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |
| gayahidup_5     | Pearson Correlation | .481        | .548**      | .362*       | .146        | 1           | .189        | .133        | .345        | -.111       | .212            |
|                 | Sig. (2-tailed)     | .028        | .002        | .049        | .444        |             | .577        | .482        | .062        | .559        | .261            |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |
| gayahidup_6     | Pearson Correlation | .613**      | .331        | .221        | .686**      | .189        | 1           | .298        | .380        | .181        | .389            |
|                 | Sig. (2-tailed)     | .000        | .074        | .240        | .000        | .577        |             | .110        | .035        | .340        | .029            |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |
| gayahidup_7     | Pearson Correlation | .480**      | .494**      | .167        | .300        | .133        | .298        | 1           | .362        | -.061       | .713**          |
|                 | Sig. (2-tailed)     | .007        | .006        | .378        | .107        | .482        | .110        |             | .045        | .750        | .000            |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |
| gayahidup_8     | Pearson Correlation | .418        | .545**      | .303        | .406*       | .345        | .380        | .362*       | 1           | .110        | .393            |
|                 | Sig. (2-tailed)     | .022        | .002        | .104        | .026        | .062        | .039        | .049        |             | .564        | .032            |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |
| gayahidup_9     | Pearson Correlation | -.073       | -.075       | .177        | .159        | -.111       | .181        | -.061       | .110        | 1           | .157            |
|                 | Sig. (2-tailed)     | .703        | .694        | .349        | .402        | .559        | .340        | .760        | .564        |             | .407            |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |
| gayahidup_10    | Pearson Correlation | .355        | .545**      | .054        | .185        | .212        | .393        | .713**      | .393        | .157        | 1               |
|                 | Sig. (2-tailed)     | .054        | .002        | .775        | .329        | .261        | .029        | .000        | .032        | .407        |                 |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |
| gayahidup_total | Pearson Correlation | .747**      | .717**      | .542*       | .875**      | .529*       | .887**      | .599**      | .782**      | .287        | .619**          |
|                 | Sig. (2-tailed)     | .000        | .000        | .002        | .000        | .003        | .000        | .000        | .000        | .154        | .000            |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30              |

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

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

## Uji Validitas Variabel X<sub>2</sub>

### Diskon

| Correlations |                     |                    |                    |                    |                    |                    |                   |                    |                    |                   |                    |                    |
|--------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-------------------|--------------------|--------------------|-------------------|--------------------|--------------------|
|              |                     | diskon_1           | diskon_2           | diskon_3           | diskon_4           | diskon_5           | diskon_6          | diskon_7           | diskon_8           | diskon_9          | diskon_10          | diskon_total       |
| diskon_1     | Pearson Correlation | 1                  | .413 <sup>**</sup> | .276               | .100               | .247               | .213              | .500 <sup>**</sup> | .306               | .311              | .249               | .655 <sup>**</sup> |
|              | Sig. (2-tailed)     |                    | .023               | .140               | .601               | .189               | .258              | .005               | .100               | .094              | .184               | .000               |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |
| diskon_2     | Pearson Correlation | .413 <sup>**</sup> | 1                  | .174               | .375 <sup>*</sup>  | .544 <sup>**</sup> | .316              | .126               | .231               | .261              | .393 <sup>*</sup>  | .704 <sup>**</sup> |
|              | Sig. (2-tailed)     | .023               |                    | .358               | .040               | .002               | .089              | .509               | .219               | .164              | .032               | .000               |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |
| diskon_3     | Pearson Correlation | .276               | .174               | 1                  | .018               | .282               | -.022             | .074               | .269               | .202              | .365 <sup>*</sup>  | .469 <sup>*</sup>  |
|              | Sig. (2-tailed)     | .140               | .358               |                    | .924               | .907               | .907              | .697               | .151               | .285              | .047               | .009               |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |
| diskon_4     | Pearson Correlation | .100               | .375 <sup>*</sup>  | .018               | 1                  | .648 <sup>**</sup> | .295              | .057               | .000               | -.169             | .230               | .453 <sup>*</sup>  |
|              | Sig. (2-tailed)     | .601               | .040               | .924               |                    | .000               | .113              | .766               | 1.000              | .291              | .221               | .012               |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |
| diskon_5     | Pearson Correlation | .247               | .544 <sup>**</sup> | .282               | .648 <sup>**</sup> | 1                  | .332              | .205               | .005               | -.035             | .322               | .658 <sup>**</sup> |
|              | Sig. (2-tailed)     | .189               | .002               | .131               | .000               |                    | .073              | .157               | .734               | .854              | .083               | .000               |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |
| diskon_6     | Pearson Correlation | .213               | .316               | -.022              | .295               | .332               | 1                 | .075               | .082               | .268              | -.084              | .446 <sup>*</sup>  |
|              | Sig. (2-tailed)     | .258               | .089               | .907               | .113               | .073               |                   | .694               | .744               | .122              | .657               | .013               |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |
| diskon_7     | Pearson Correlation | .500 <sup>**</sup> | .126               | .074               | .057               | .265               | .075              | 1                  | .462 <sup>*</sup>  | .151              | .439 <sup>*</sup>  | .566 <sup>*</sup>  |
|              | Sig. (2-tailed)     | .005               | .509               | .697               | .765               | .157               | .694              |                    | .012               | .426              | .015               | .001               |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |
| diskon_8     | Pearson Correlation | .306               | .231               | .269               | .000               | .065               | .082              | .462 <sup>*</sup>  | 1                  | .120              | .453 <sup>*</sup>  | .536 <sup>**</sup> |
|              | Sig. (2-tailed)     | .100               | .219               | .161               | 1.000              | .734               | .744              | .012               |                    | .528              | .012               | .002               |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |
| diskon_9     | Pearson Correlation | .311               | .261               | .202               | -.169              | -.035              | .288              | .151               | .120               | 1                 | .082               | .401 <sup>*</sup>  |
|              | Sig. (2-tailed)     | .094               | .164               | .285               | .291               | .854               | .122              | .426               | .528               |                   | .669               | .028               |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |
| diskon_10    | Pearson Correlation | .249               | .393 <sup>*</sup>  | .365 <sup>*</sup>  | .230               | .322               | -.084             | .439 <sup>*</sup>  | .453 <sup>*</sup>  | .082              | 1                  | .632 <sup>**</sup> |
|              | Sig. (2-tailed)     | .184               | .032               | .047               | .221               | .083               | .657              | .015               | .012               | .669              |                    | .000               |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |
| diskon_total | Pearson Correlation | .655 <sup>**</sup> | .704 <sup>**</sup> | .469 <sup>**</sup> | .453 <sup>*</sup>  | .658 <sup>**</sup> | .446 <sup>*</sup> | .566 <sup>*</sup>  | .536 <sup>**</sup> | .401 <sup>*</sup> | .632 <sup>**</sup> | 1                  |
|              | Sig. (2-tailed)     | .000               | .000               | .009               | .012               | .000               | .013              | .001               | .002               | .028              | .000               |                    |
|              | N                   | 30                 | 30                 | 30                 | 30                 | 30                 | 30                | 30                 | 30                 | 30                | 30                 | 30                 |

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

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

## Uji Validitas Variabel Y

### *Impulsive Buying*

| Correlations    |                     |             |             |             |             |             |             |             |             |             |              |
|-----------------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                 |                     | impulsive_1 | impulsive_2 | impulsive_3 | impulsive_4 | impulsive_5 | impulsive_6 | impulsive_7 | impulsive_8 | impulsive_9 | impulsive_10 |
| impulsive_1     | Pearson Correlation | 1           | .541**      | .318        | .132        | .504**      | .444**      | -.102       | .559**      | .718**      | .489**       |
|                 | Sig. (2-tailed)     |             | .002        | .087        | .486        | .005        | .014        | .593        | .001        | .000        | .007         |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |
| impulsive_2     | Pearson Correlation | .541**      | 1           | .193        | .558**      | .333        | .401*       | -.021       | .610**      | .397*       | .287         |
|                 | Sig. (2-tailed)     | .002        |             | .306        | .001        | .073        | .028        | .814        | .000        | .030        | .124         |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |
| impulsive_3     | Pearson Correlation | .318        | .193        | 1           | .403*       | .615**      | .331        | .131        | .282        | .526**      | .390*        |
|                 | Sig. (2-tailed)     | .087        | .306        |             | .027        | .000        | .074        | .491        | .132        | .003        | .033         |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |
| impulsive_4     | Pearson Correlation | .132        | .558**      | .403*       | 1           | .331        | .172        | .353        | .379*       | .166        | .340         |
|                 | Sig. (2-tailed)     | .486        | .001        | .027        |             | .074        | .385        | .055        | .039        | .380        | .066         |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |
| impulsive_5     | Pearson Correlation | .504**      | .333        | .615**      | .331        | 1           | .448**      | .109        | .494**      | .629**      | .771**       |
|                 | Sig. (2-tailed)     | .005        | .073        | .000        | .074        |             | .013        | .567        | .006        | .000        | .000         |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |
| impulsive_6     | Pearson Correlation | .444**      | .401*       | .331        | .172        | .448**      | 1           | -.215       | .432        | .665**      | .394*        |
|                 | Sig. (2-tailed)     | .014        | .028        | .074        | .385        | .013        |             | .255        | .017        | .000        | .031         |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |
| impulsive_7     | Pearson Correlation | -.102       | -.021       | .131        | .353        | .109        | -.215       | 1           | .074        | -.325       | .034         |
|                 | Sig. (2-tailed)     | .593        | .814        | .491        | .055        | .567        | .255        |             | .697        | .080        | .859         |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |
| impulsive_8     | Pearson Correlation | .559**      | .610**      | .282        | .379*       | .494**      | .432        | .074        | 1           | .624**      | .609**       |
|                 | Sig. (2-tailed)     | .001        | .000        | .132        | .039        | .006        | .017        | .697        |             | .000        | .000         |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |
| impulsive_9     | Pearson Correlation | .718**      | .397*       | .526**      | .390*       | .629**      | .665**      | -.325       | .624**      | 1           | .705**       |
|                 | Sig. (2-tailed)     | .000        | .030        | .003        | .033        | .000        | .000        | .080        | .000        |             | .000         |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |
| impulsive_10    | Pearson Correlation | .489**      | .287        | .390*       | .340        | .771**      | .394*       | .034        | .609**      | .705**      | 1            |
|                 | Sig. (2-tailed)     | .007        | .124        | .033        | .056        | .000        | .031        | .859        | .000        | .000        |              |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |
| impulsive_total | Pearson Correlation | .697**      | .642**      | .647**      | .592**      | .664**      | .610**      | .433        | .781**      | .796**      | .789**       |
|                 | Sig. (2-tailed)     | .000        | .000        | .000        | .001        | .000        | .000        | .033        | .000        | .000        | .000         |
|                 | N                   | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30          | 30           |

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

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

## B. Hasil Uji Reliabilitas

### Uji Reliabilitas Variabel X<sub>1</sub>

#### Gaya Hidup

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .801             | .812                                         | 10         |

## Uji Reliabilitas Variabel X<sub>2</sub>

### Diskon

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .748             | .747                                         | 10         |

## Uji Reliabilitas Variabel Y

### *Impulsive Buying*

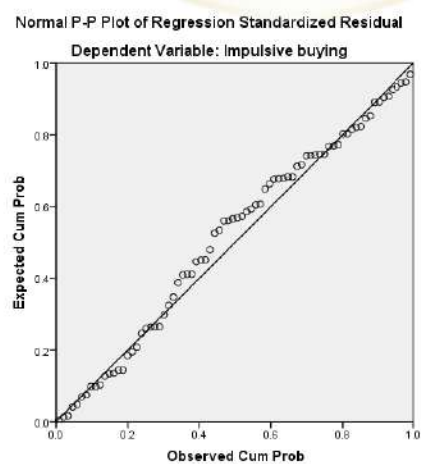
Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .850             | .849                                         | 10         |

## Lampiran 8. Hasil Teknik Analisis Data

### A. Hasil Uji Asumsi Klasik

#### 1. Uji Normalitas



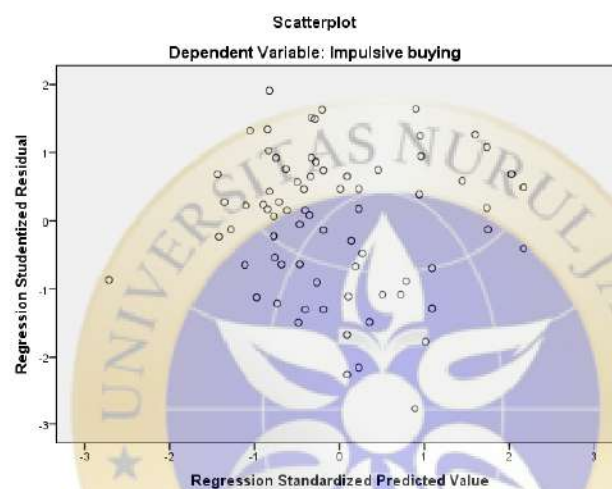
## 2. Uji Multikolinieritas

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant) | -1.472                      | 2.357      |                           | -.624 | .534 |                         |       |
|       | Gaya hidup | .644                        | .134       | .560                      | 4.815 | .000 | .348                    | 2.871 |
|       | Diskon     | .351                        | .145       | .281                      | 2.418 | .018 | .348                    | 2.871 |

a. Dependent Variable: Impulsive buying

## 3. Uji Heteroskedastisitas



## B. Hasil Analisis Regresi Linier Berganda

### 1. Program Studi Ekonomi Fakultas Sosial dan Humaniora

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant) | -1.472                      | 2.357      |                           | -.624 | .534 |                         |       |
|       | Gaya hidup | .644                        | .134       | .560                      | 4.815 | .000 | .348                    | 2.871 |
|       | Diskon     | .351                        | .145       | .281                      | 2.418 | .018 | .348                    | 2.871 |

a. Dependent Variable: Impulsive buying

## 2. Program Studi Informatika Fakultas Teknik

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant) | -6.801                      | 1.862      |                           | -3.652 | .000 |                         |       |
|       | Gaya hidup | .605                        | .117       | .456                      | 5.150  | .000 | .323                    | 3.093 |
|       | Diskon     | .600                        | .112       | .472                      | 5.334  | .000 | .323                    | 3.093 |

a. Dependent Variable: Impulsive buying

## C. Hasil Koefisien Korelasi dan Determinasi

### 1. Program Studi Ekonomi Fakultas Sosial dan Humaniora

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .804 <sup>a</sup> | .647     | .637              | 3.461                      |

a. Predictors: (Constant), Diskon, Gaya hidup

### 2. Program Studi Informatika Fakultas Teknik

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .886 <sup>a</sup> | .785     | .780              | 3.088                      |

a. Predictors: (Constant), Diskon, Gaya hidup

b. Dependent Variable: Impulsive buying

## D. Hasil Uji t

### 1. Program Studi Ekonomi Fakultas Sosial dan Humaniora

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant) | -1.472                      | 2.357      |                           | -.624 | .534 |                         |       |
|       | Gaya hidup | .644                        | .134       | .560                      | 4.815 | .000 | .348                    | 2.871 |
|       | Diskon     | .351                        | .145       | .281                      | 2.418 | .018 | .348                    | 2.871 |

a. Dependent Variable: Impulsive buying

## 2. Program Studi Informatika Fakultas Teknik

**Coefficients<sup>a</sup>**

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|--------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|              | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1 (Constant) | -6.801                      | 1.862      |                           | -3.652 | .000 |                         |       |
| Gaya hidup   | .605                        | .117       | .456                      | 5.150  | .000 | .323                    | 3.093 |
| Diskon       | .600                        | .112       | .472                      | 5.334  | .000 | .323                    | 3.093 |

a. Dependent Variable: Impulsive buying

## E. Hasil Uji f

### 1. Program Studi Ekonomi Fakultas Sosial dan Humaniora

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 1645.045       | 2  | 822.523     | 68.650 | .000 <sup>b</sup> |
|       | Residual   | 898.608        | 75 | 11.981      |        |                   |
|       | Total      | 2543.654       | 77 |             |        |                   |

a. Dependent Variable: Impulsive buying

b. Predictors: (Constant), Diskon, Gaya hidup

### 2. Program Studi Informatika Fakultas Teknik

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 2954.304       | 2  | 1477.152    | 154.931 | .000 <sup>b</sup> |
|       | Residual   | 810.412        | 85 | 9.534       |         |                   |
|       | Total      | 3764.716       | 87 |             |         |                   |

a. Dependent Variable: Impulsive buying

b. Predictors: (Constant), Diskon, Gaya hidup

## Lampiran 9. Berita Acara Pembimbing



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### BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Harirotul Lutfiah
2. NIM : 2042400031
3. Prodi : Ekonomi
4. Judul Skripsi : Pengaruh Gaya Hidup dan Diskon Terhadap *Impulsive Buying* Gen Z pada Produk Fashion di Platform Shopee

5. Konsultasi :

| TANGGAL | MATERI BIMBINGAN     | KETERANGAN KONSULTASI/ARAHAN | PARAF              |
|---------|----------------------|------------------------------|--------------------|
| 6/1/24  | Pengantar Penelitian | Surat Penelitian             | <i>[Signature]</i> |
| 16/1/24 | Koesioner            | Revisi Koesioner             | <i>[Signature]</i> |
| 23/1/24 | BAB I - III          | ACC                          | <i>[Signature]</i> |
| 30/1/24 | SPSS                 | uji Validasi & Reliabilitas  | <i>[Signature]</i> |
| 7/2/24  | Hasil SPSS           | Revisi uji Asumsi Klasik     | <i>[Signature]</i> |
| 14/2/24 | BAB IV - V           | Revisi nilai Regresi         | <i>[Signature]</i> |
| 21/2/24 | u.                   | Validasi Hasil Penelitian    | <i>[Signature]</i> |
| 28/2/24 | BAB I - V            | ACC                          | <i>[Signature]</i> |
|         |                      |                              |                    |
|         |                      |                              |                    |

6. Bimbingan telah selesai pada tanggal 28 Mei 2024 :  
 Dosen Pembimbing,

*[Signature]*  
 Muh. Hamzah, M.M

## DAFTAR RIWAYAT HIDUP



Harirotul Lutfiah, lahir di Kabupaten Probolinggo pada tanggal 10 April 2001, saya merupakan putri bungsu dari 2 bersaudara, putri dari Bapak Qomaruddin dan Ibu Fitriya Ningsih.

Penulis mulai memasuki jenjang pendidikan Madrasah Ibtidaiyah di MIN 1 Probolinggo kemudian lulus di tahun 2013. Pendidikan berikutnya melanjutkan di SMP Plus Al-Mashduqiah Patokan Kraksaan Probolinggo, dan melanjutkan ke jenjang berikutnya di MA Al-Mashduqiah Patokan Kraksaan Probolinggo kemudian lulus di tahun 2019.

Pada tahun 2020 saya melanjutkan pendidikan di Universitas Nurul Jadid Paiton Probolinggo dan terdaftar sebagai mahasiswa dari Fakultas Sosial dan Humaniora, Program Studi S1 Ekonomi. Dan skripsi ini adalah salah satu syarat yang harus dikerjakan untuk merampungkan pendidikan di Universitas Nurul Jadid.