

Kuisisioner Penelitian

No. Responden:...

Dengan hormat,

Sebagai Syarat menyelesaikan tugas akhir kuliah Manajemen Ritel di Universitas Katolik Widya Mandala Surabaya, Saya melakukan penelitian tentang ”Pengaruh Perencanaan Toko, *Merchandising*, Komunikasi Visual, Faktor Sosial Terhadap *Impulse Buying Behavior* Konsumen Hypermart Di Surabaya “Untuk keperluan tersebut, saya mohon bantuan Bapak/Ibu atau Saudara/saudari dengan hormat untuk meluangkan waktu dan memberikan penilaian melalui kuisisioner ini dengan sebenar-benarnya.

Peneliti

Yohanes Edward Lelaona

IDENTITAS RESPONDEN

Berilah tanda silang (X) pada pilihan jawaban sesuai dengan jawaban anda.

1. Jenis Kelamin : a. Pria b. Wanita
2. Anda pernah ke Hypermart : a. Ya b. Tidak
3. Hypermart yang pernah di kunjungi :
 - a. Hypermart Supermall Pakuwon Indah
 - b. Hypermart Ciputra World
 - c. Hypermart City of Tommorrow
 - d. Hypermart East Coast Center
4. Frekuensi kunjung dalam 3 bulan : (Pilih salah satu dibawah ini)
 - a. 1 - 3 kali
 - b. 4 - 6 kali
 - c. > 6 kali

Petunjuk pengisian:

Pilihlah jawaban yang anda anggap paling sesuai menurut anda, dengan cara memberi tanda (√) pada kolom jawaban yang telah tersedia.

Keterangan :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Perencanaan Toko (X1)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Lorong toko yang lebar memberikan keleluasaan berbelanja kepada saya untuk berbelanja					
2.	Penempatan barang-barang yang di <i>display</i> menarik perhatian saya untuk berbelanja					
3.	Tata letak di dalam toko tidak menimbulkan antrian pengunjung toko.					
4.	Desain interior di dalam toko memberikan kesan nyaman kepada saya untuk berbelanja					

Merchandising (X2)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Saya melakukan pembelian karena banyaknya variasi kategori produk yang dijual di toko					
2.	Saya melakukan pembelian karena banyaknya item pilihan dalam masing-masing kategori produk					
3.	Saya melakukan pembelian karena jumlah produk yang tersedia banyak					
4.	Saya melakukan pembelian karena Produk yang diinginkan konsumen selalu tersedia					

Komunikasi Visual (X3)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Identitas “Hypermart” mudah dikenali					
2.	Saya suka dengan logo “Hypermart” yang unik					
3.	Pesan “Harga Murah” memicu saya menjelajahi toko					
4.	Saya dapat melihat dengan jelas petunjuk letak barang-barang dan departemen					
5.	Saya mengetahui label harga dengan jelas					
6.	Saya terkesan dengan poster-poster dan gambar-gambar menimbulkan kesan yang lebih menarik terhadap barang-barang					

Faktor Sosial (X4)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Karyawan <i>Hypermart</i> mengetahui setiap produk yang ada sehingga memberikan kemudahan saya untuk berbelanja					
2.	Saya merasa nyaman karena karyawan <i>Hypermart</i> selalu menyapa konsumen dengan senyuman					
3.	Saya merasa nyaman karena karyawan <i>Hypermart</i> bersikap ramah saat membantu konsumen					
4.	Saya merasa nyaman karena karyawan <i>Hypermart</i> selalu bersedia membantu konsumen					

Impulse Buying Behavior (Y)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Saya mengalami kesulitan mengendalikan dorongan untuk melakukan pembelian saat melihat tawaran menarik.					
2.	Ketika melihat penawaran yang bagus saya cenderung untuk membelinya, meskipun diluar tujuan belanja saya.					
3.	Jika saya melihat sesuatu yang saya inginkan, saya langsung membelinya					
4.	Saya sering membeli barang tanpa berpikir					
5.	Saya berpikir lebih baik membeli sekarang daripada nanti					

Terima kasih atas partisipasi anda

JK : Jenis Kelamin
KK : Kunjungan ke
FK : Frekuensi Kunjungan

Lampiran 3
Deskriptif
Karakteristik Responden
Frequencies

Statistics

		Jenis Kelamin	Kunjungan ke	Frekuensi Kunjungan
N	Valid	100	100	100
	Missing	0	0	0

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	45	45.0	45.0	45.0
	Wanita	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

Kunjungan ke

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hypermart Supermall Pakuwon Indah	14	14.0	14.0	14.0
	Hypermart Ciputra World	32	32.0	32.0	46.0
	Hypermart City of Tommorrow	39	39.0	39.0	85.0
	Hypermart East Coast Center	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Frekuensi Kunjungan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 3 kali	25	25.0	25.0	25.0
	4 - 6 kali	43	43.0	43.0	68.0
	> 6 kali	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Variabel Penelitian
Perencanaan Toko (X1)
Frequencies

Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.31	3.50	3.95	3.28
Std. Deviation		.662	.522	.575	.637

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak setuju	11	11.0	11.0	11.0
	Netral	47	47.0	47.0	58.0
	Setuju	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Netral	48	48.0	48.0	49.0
	Setuju	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Netral	19	19.0	19.0	19.0
	Setuju	67	67.0	67.0	86.0
	Sangat setuju	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak setuju	10	10.0	10.0	10.0
	Netral	52	52.0	52.0	62.0
	Setuju	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Merchandising (X2)
Frequencies

Statistics

		X2.1	X2.2	X2.3	X2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.74	3.41	2.97	3.31
Std. Deviation		.562	.712	.643	.545

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Netral	29	29.0	29.0	30.0
	Setuju	65	65.0	65.0	95.0
	Sangat setuju	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	11	11.0	11.0	11.0
	Netral	39	39.0	39.0	50.0
	Setuju	48	48.0	48.0	98.0
	Sangat setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	19	19.0	19.0	20.0
	Netral	62	62.0	62.0	82.0
	Setuju	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	4	4.0	4.0	4.0
	Netral	61	61.0	61.0	65.0
	Setuju	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

**Komunikasi Visual (X3)
Frequencies**

Statistics

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.15	3.18	3.71	3.66	3.77	3.22
Std. Deviation		.730	.702	.656	.867	.723	.660

Frequency Table

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	18	18.0	18.0	18.0
	Netral	51	51.0	51.0	69.0
	Setuju	29	29.0	29.0	98.0
	Sangat setuju	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	13	13.0	13.0	13.0
	Netral	60	60.0	60.0	73.0
	Setuju	23	23.0	23.0	96.0
	Sangat setuju	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	5	5.0	5.0	5.0
	Netral	25	25.0	25.0	30.0
	Setuju	64	64.0	64.0	94.0
	Sangat setuju	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	7	7.0	7.0	8.0
	Netral	33	33.0	33.0	41.0
	Setuju	43	43.0	43.0	84.0
	Sangat setuju	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Netral	34	34.0	34.0	36.0
	Setuju	49	49.0	49.0	85.0
	Sangat setuju	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	13	13.0	13.0	13.0
	Netral	52	52.0	52.0	65.0
	Setuju	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Faktor Sosial (X4)**Frequencies****Statistics**

		X4.1	X4.2	X4.3	X4.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.46	3.04	3.18	3.65
Std. Deviation		.717	.695	.702	.642

Frequency Table**X4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	10	10.0	10.0	10.0
	Netral	37	37.0	37.0	47.0
	Setuju	50	50.0	50.0	97.0
	Sangat setuju	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	18	18.0	18.0	19.0
	Netral	58	58.0	58.0	77.0
	Setuju	22	22.0	22.0	99.0
	Sangat setuju	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

X4.3

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak setuju	13	13.0	13.0	13.0
	Netral	60	60.0	60.0	73.0
	Setuju	23	23.0	23.0	96.0
	Sangat setuju	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

X4.4

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Netral	38	38.0	38.0	40.0
	Setuju	53	53.0	53.0	93.0
	Sangat setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Impulse Buying Behavior (Y)**Frequencies****Statistics**

		Y.1	Y.2	Y.3	Y.4	Y.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.75	4.27	3.81	3.65	3.97
Std. Deviation		.989	.617	.662	.609	.745

Frequency Table**Y.1**

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak setuju	12	12.0	12.0	12.0
	Netral	28	28.0	28.0	40.0
	Setuju	33	33.0	33.0	73.0
	Sangat setuju	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Netral	9	9.0	9.0	9.0
	Setuju	55	55.0	55.0	64.0
	Sangat setuju	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Netral	30	30.0	30.0	31.0
	Setuju	56	56.0	56.0	87.0
	Sangat setuju	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Netral	42	42.0	42.0	42.0
	Setuju	51	51.0	51.0	93.0
	Sangat setuju	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulativ e Percent
Valid	Tidak setuju	3	3.0	3.0	3.0
	Netral	20	20.0	20.0	23.0
	Setuju	54	54.0	54.0	77.0
	Sangat setuju	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Lampiran 4

Uji Validitas

Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	SumX1
X1.1	Pearson Correlation	1	.482**	.439**	.032	.668**
	Sig. (2-tailed)		.000	.000	.755	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.482**	1	.589**	.395**	.806**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.439**	.589**	1	.535**	.853**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.032	.395**	.535**	1	.660**
	Sig. (2-tailed)	.755	.000	.000		.000
	N	100	100	100	100	100
SumX1	Pearson Correlation	.668**	.806**	.853**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

Correlations

		X2.1	X2.2	X2.3	X2.4	SumX2
X2.1	Pearson Correlation	1	.522**	.566**	.563**	.814**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.522**	1	.689**	.294**	.816**
	Sig. (2-tailed)	.000		.000	.003	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.566**	.689**	1	.459**	.863**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.563**	.294**	.459**	1	.693**
	Sig. (2-tailed)	.000	.003	.000		.000
	N	100	100	100	100	100
SumX2	Pearson Correlation	.814**	.816**	.863**	.693**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	SumX3
X3.1	Pearson Correlation	1	.085	.113	.097	.449**	.371**	.535**
	Sig. (2-tailed)		.402	.264	.335	.000	.000	.000
	N	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.085	1	.685**	.351**	.182	.241*	.638**
	Sig. (2-tailed)	.402		.000	.000	.070	.016	.000
	N	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.113	.685**	1	.375**	.305**	.312**	.696**
	Sig. (2-tailed)	.264	.000		.000	.002	.002	.000
	N	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.097	.351**	.375**	1	.148	.326**	.618**
	Sig. (2-tailed)	.335	.000	.000		.142	.001	.000
	N	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.449**	.182	.305**	.148	1	.742**	.704**
	Sig. (2-tailed)	.000	.070	.002	.142		.000	.000
	N	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.371**	.241*	.312**	.326**	.742**	1	.749**
	Sig. (2-tailed)	.000	.016	.002	.001	.000		.000
	N	100	100	100	100	100	100	100
SumX3	Pearson Correlation	.535**	.638**	.696**	.618**	.704**	.749**	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).

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

Correlations

Correlations

		X4.1	X4.2	X4.3	X4.4	SumX4
X4.1	Pearson Correlation	1	.713**	.336**	.288**	.672**
	Sig. (2-tailed)		.000	.001	.004	.000
	N	100	100	100	100	100
X4.2	Pearson Correlation	.713**	1	.482**	.439**	.723**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X4.3	Pearson Correlation	.336**	.482**	1	.702**	.616**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	100	100	100	100	100
X4.4	Pearson Correlation	.288**	.439**	.702**	1	.689**
	Sig. (2-tailed)	.004	.000	.000		.000
	N	100	100	100	100	100
SumX4	Pearson Correlation	.672**	.723**	.616**	.689**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

Correlations

		Y_1	Y_2	Y_3	Y_4	Y_5	Sum_Y
Y_1	Pearson Correlation	1	.344**	.436**	.088	.058	.670**
	Sig. (2-tailed)		.000	.000	.384	.564	.000
	N	100	100	100	100	100	100
Y_2	Pearson Correlation	.344**	1	.695**	.388**	.062	.718**
	Sig. (2-tailed)	.000		.000	.000	.542	.000
	N	100	100	100	100	100	100
Y_3	Pearson Correlation	.436**	.695**	1	.460**	.193	.822**
	Sig. (2-tailed)	.000	.000		.000	.054	.000
	N	100	100	100	100	100	100
Y_4	Pearson Correlation	.088	.388**	.460**	1	.244*	.601**
	Sig. (2-tailed)	.384	.000	.000		.015	.000
	N	100	100	100	100	100	100
Y_5	Pearson Correlation	.058	.062	.193	.244*	1	.472**
	Sig. (2-tailed)	.564	.542	.054	.015		.000
	N	100	100	100	100	100	100
Sum_Y	Pearson Correlation	.670**	.718**	.822**	.601**	.472**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

Lampiran 5
Uji Reliabilitas
Perencanaan Toko (X1)
Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.721	4

Merchandising (X2)
Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.807	4

Komunikasi Visual (X3)

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.727	6

Faktor Sosial (X4)

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.795	4

Impulse Buying Behavior (Y) Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.643	5

Lampiran 6

Uji Asumsi Klasik

Normalitas

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.16630842
Most Extreme Differences	Absolute	.090
	Positive	.090
	Negative	-.047
Kolmogorov-Smirnov Z		.899
Asymp. Sig. (2-tailed)		.394

a. Test distribution is Normal.

b. Calculated from data.

Uji Heterokedastisitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.147	.087		1.680	.096
Perencanaan Toko (X1)	-.022	.039	-.098	-.573	.568
Merchandising (X2)	.033	.036	.162	.905	.368
Komunikasi Visual (X3)	.008	.030	.040	.282	.778
Faktor Sosial (X4)	-.023	.032	-.124	-.711	.479

a. Dependent Variable: abs

Autokorelasi

Model Summary^a

Model	Durbin-Watson
1	1.806 ^a

a. Predictors: (Constant), Faktor Sosial (X4), Komunikasi Visual (X3), Perencanaan Toko (X1), Merchandising (X2)

b. Dependent Variable: *Impulse Buying* (Y)

Multikolinearitas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Perencanaan Toko (X1)	.355	2.818
	Merchandising (X2)	.326	3.072
	Komunikasi Visual (X3)	.530	1.885
	Faktor Sosial (X4)	.339	2.947

a. Dependent Variable: Impulse Buying Behavior (Y)

Lampiran 7

Regresi Linear Berganda

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Faktor Sosial (X4), Komunikasi Visual (X3), Perencanaan Toko (X1), Merchandising (X2)	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Impulse Buying (Y)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.936 ^a	.877	.871	.16977

- a. Predictors: (Constant), Faktor Sosial (X4), Komunikasi Visual (X3), Perencanaan Toko (X1), Merchandising (X2)
 b. Dependent Variable: Impulse Buying (Y)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.452	4	4.863	168.717	.000 ^a
	Residual	2.738	95	.029		
	Total	22.190	99			

- a. Predictors: (Constant), Faktor Sosial (X4), Komunikasi Visual (X3), Perencanaan Toko (X1), Merchandising (X2)
 b. Dependent Variable: Impulse Buying (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1								
	(Constant)	.208	.145		1.431	.156		
	Perencanaan Toko (X1)	.334	.065	.313	5.166	.000	.847	.468
	Merchandising (X2)	.313	.061	.326	5.164	.000	.824	.468
	Komunikasi Visual (X3)	.312	.050	.312	6.296	.000	.774	.543
	Faktor Sosial (X4)	.115	.054	.131	2.125	.036	.775	.213

a. Dependent Variable: Impulse Buying (Y)

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.7416	4.7177	3.8900	.44326	100
Residual	-.37180	.51179	.00000	.16631	100
Std. Predicted Value	-2.591	1.867	.000	1.000	100
Std. Residual	-2.190	3.015	.000	.980	100

a. Dependent Variable: Impulse Buying (Y)