

LAMPIRAN



Lampiran 01. Kuesioner Penelitian

ANALISIS PENGARUH DISKON HARGA, KUALITAS PRODUK, DAN PROMOSI TERHADAP PEMBELIAN IMPULSIF DI TIKTOK SHOP

(Studi Kasus Pengguna Aktif di Kabupaten Buleleng)

A. Identitas Responden

1. Nama :
2. Jenis Kelamin : ☐ Laki Laki ☐ Perempuan
3. Usia : ☐ <17 ☐ 17-20 ☐ 21-25 ☐ 26-30 ☐ >30
4. Apakah anda tinggal atau berdomisili di Kabupaten Buleleng?
☐ Ya ☐ Tidak
5. Apakah anda pernah membeli produk di TikTok Shop?
☐ Ya ☐ Tidak
6. Berapa kali melakukan pembelian di TikTok Shop :
☐ 2 kali ☐ 3-5 kali
☐ 6-10 kali ☐ >10 kali

B. Petunjuk Pengisian Kuesioner

Berikan jawaban pada pernyataan berikut ini sesuai dengan pengalaman saudara/i, dengan cara memberikan tanda (✓) pada kolom yang telah tersedia dengan keterangan berikut:

Keterangan	Skor
Sangat Setuju (SS)	4

Setuju (S)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

C. Pernyataan

Diskon Harga (X1)					
No	Pernyataan	SS	S	TS	STS
Besarnya potongan harga					
1	Saya cenderung langsung membeli jika melihat potongan harga yang besar.				
2	Saya sering tergoda membeli produk yang didiskon lebih dari 50%, meskipun tidak membutuhkannya				
3	Potongan harga besar mendorong saya untuk memberi tanpa berpikir panjang				
Masa potongan harga					
4	Saya membeli produk secara spontan karena promo yang berlaku sebentar				
5	Batas waktu diskon membuat saya merasa harus segera membeli				
6	Saya tidak ingin melewatkan kesempatan membeli karena masa promo yang terbatas				
Jenis produk yang diberikan diskon					
7	Saya membeli produk karena produk favorit saya sedang diskon				
8	Saya tergoda membeli produk diskon walau awalnya tidak berniat membeli produk tersebut				
9	Saya langsung membeli produk diskon yang sesuai dengan selera saya tanpa mempertimbangkan fungsinya				
Kualitas Produk (X2)					
Kinerja produk					
1	saya membeli produk secara spontan karena yakin dengan performanya				
2	Saya cenderung tidak berpikir panjang saat melihat produk tersebut berkinerja baik				
3	Keunggulan produk membuat saya yakin untuk langsung membeli				
Fitur produk					

4	Saya tergoda untuk membeli produk karena fitur-fiturnya yang terlihat menarik dan lengkap				
5	Saya membeli produk secara spontan karena fitur unik yang tidak saya temukan di produk lain				
Kesesuaian kebutuhan					
6	Saya langsung membeli produk saat merasa cocok dengan kebutuhan saya pada saat itu.				
7	Saya membeli produk tanpa banyak pertimbangan karena merasa produk tersebut pas untuk saya				
Daya tahan produk					
8	Saya cenderung membeli produk dengan cepat ketika percaya bahwa produk tersebut awet				
9	Daya tahan produk yang dijanjikan membuat saya langsung membeli tanpa membandingkan terlebih dahulu				
Desain dan Gaya					
10	Saya membeli produk secara impulsif karena desain dan tampilannya menarik				
11	Penampilan produk yang terkini membuat saya tertarik dan langsung membeli				
12	Saya sering membeli produk hanya karena tampilannya sesuai dengan selera saya meskipun tidak terlalu dibutuhkan				
Promosi (X3)					
Iklan					
1	Saya membeli produk secara spontan karena sering melihat iklannya				
2	Iklan produk yang menarik membuat saya langsung ingin membeli tanpa piker panjang				
3	Saya tertarik membeli produk karena iklan tersebut meyakinkan dan terlihat menarik				
Penjualan pribadi					
4	Saya membeli secara impulsif saat melihat penjual mempromosikan produk secara langsung				
5	Promosi melalui live streaming membuat saya tergoda membeli tanpa mempertimbangkan kebutuhan				
6	Penjelasan menarik dari influencer mendorong saya membeli produk secara tiba-tiba				
Promosi penjualan					
7	Saya sering membeli produk karena adanya penawaran promosi yang mendadak				

8	Promo bundling atau gratis ongkir membuat saya membeli produk tanpa perencanaan				
9	Saya tergoda membeli produk karena promosi yang ditawarkan terbatas waktu				
Hubungan masyarakat					
10	Saya langsung membeli produk karena percaya dengan reputasi toko atau brandnya				
11	Kepercayaan saya terhadap merek mendorong pembelian meskipun tidak ada rencana sebelumnya				
12	Citra positif dari toko atau brand membuat saya yakin untuk langsung membeli produknya				
Pembelian Impulsif (Y)					
Aspek Afektif					
1	Saya merasa senang secara spontan ketika melihat produk menarik di TikTok Shop				
2	Saya membeli produk karena terbawa suasana hati saya sedang senang atau stress.				
3	Saya merasa puas dan senang setelah membeli produk secara tiba-tiba tanpa perencanaan di TikTok Shop				
Aspek Kognitif					
4	Saya sering membeli produk di TikTok Shop tanpa berpikir panjang terlebih dahulu				
5	Saya membeli barang di TikTok Shop tanpa sempat memikirkan apakah saya benar membutuhkan				
6	Saya langsung membeli produk yang menarik perhatian tanpa membandingkan dengan produk lain di TikTok Shop.				

Lampiran 02. Tabulasi Jawaban Responden Diskon Harga (X1)

No responde n	Diskon Harga (X1)									Tota l
	P1. 1	P1. 2	P1. 3	P1. 4	P1. 5	P1. 6	P1. 7	P1. 8	P1. 9	
1	4	4	4	4	4	4	4	4	4	36
2	2	3	2	2	3	4	3	2	3	24
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4	3	2	3	3	3	3	2	2	2	23
5	2	3	3	3	2	3	2	4	2	24
6	3	3	3	3	3	4	2	2	2	25
7	4	2	3	4	3	3	2	2	4	27
8	3	2	3	3	2	3	3	2	1	22
9	3	3	3	2	3	2	3	2	3	24
10	2	3	3	3	4	3	3	3	3	27
11	2	2	2	3	2	1	3	4	3	22
12	3	3	3	3	2	3	3	2	4	26
13	3	3	3	3	4	3	3	4	4	30
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15	3	4	3	3	2	3	3	3	4	28
16	3	2	1	3	2	3	2	3	4	23
17	4	3	2	3	3	3	3	4	4	29
18	4	4	3	4	3	4	4	3	4	33
19	3	4	4	2	3	3	4	4	4	31
20	4	3	3	3	4	4	3	4	4	32
21	3	4	4	4	3	3	4	3	3	31
22	3	3	4	3	3	3	3	4	3	29
23	3	3	3	3	3	2	3	3	4	27
24	3	3	3	2	3	3	3	3	2	25
25	3	4	3	2	3	3	4	3	4	29
26	3	3	4	3	3	3	3	2	4	28
27	3	3	2	2	3	3	4	3	3	26
28	2	4	2	4	2	3	4	4	1	26
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36	3	3	3	3	4	3	4	4	4	31
37	3	4	3	3	3	4	4	4	4	32
38	3	3	3	4	3	3	3	4	4	30
39	3	4	3	4	4	3	4	4	2	31
40	4	3	3	3	4	3	4	3	3	30
41	4	3	3	3	3	4	3	3	3	29
42	4	4	2	3	4	3	3	4	3	30

43	4	3	3	3	3	4	4	3	4	31
44	4	3	3	3	4	3	4	3	4	31
45	3	3	3	4	4	4	3	3	4	31
46	3	3	3	4	3	4	3	3	4	30
47	3	3	3	3	3	3	3	3	3	27
48	3	4	3	3	3	3	3	4	3	29
49	3	3	3	3	4	3	3	3	2	27
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51	3	4	4	3	3	3	3	4	3	30
52	4	3	4	4	4	3	4	3	3	32
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67	4	4	3	3	3	3	3	3	3	29
68	3	3	3	3	3	3	3	3	3	27
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73	3	4	3	3	3	3	3	4	4	30
74	4	3	4	3	4	3	3	3	2	29
75	4	3	4	3	4	3	3	3	3	30
76	3	4	4	3	4	3	3	3	3	30
77	3	3	3	3	3	3	3	4	3	28
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81	3	3	4	3	3	3	3	3	3	28
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83	3	4	3	4	3	3	3	4	3	30
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88	3	3	3	3	3	4	4	3	3	29

89	3	4	3	3	4	4	4	3	4	32
90	4	3	4	3	3	4	3	3	3	30
91	4	3	4	3	3	3	3	4	4	31
92	3	4	4	3	3	3	3	4	3	30
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95	3	4	3	3	3	4	3	4	4	31
96	4	4	3	3	3	3	3	4	3	30
97	3	3	4	4	3	3	3	4	3	30
98	4	3	3	3	4	3	4	3	3	30
99	4	3	4	3	4	3	3	3	2	29
100	3	3	4	4	3	4	3	3	2	29



Lampiran 03. Tabulasi Jawaban Responden Terhadap Kualitas Produk (X2)

No respon den	Kualitas Produk (X2)												Tot al
	P2 .1	P2 .2	P2 .3	P2 .4	P2 .5	P2 .6	P2 .7	P2 .8	P2 .9	P2. 10	P2. 11	P2. 12	
1	4	4	4	4	4	4	4	4	4	4	4	4	48
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4	3	4	4	3	2	4	2	2	1	2	3	2	32
5	2	4	4	4	3	4	3	4	3	3	3	3	40
6	3	3	3	3	3	3	2	3	2	2	2	1	30
7	3	3	3	3	3	3	4	2	2	3	3	3	35
8	4	3	2	2	3	4	3	2	2	1	2	1	29
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11	4	4	4	4	4	4	4	3	1	1	3	3	39
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85	3	3	4	4	4	4	4	3	2	4	4	3	42
86	4	3	4	3	3	4	4	4	4	4	3	4	44
87	3	3	3	3	3	4	3	4	3	3	3	4	39
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97	3	2	2	3	3	3	3	3	3	3	3	3	34
98	3	3	4	4	3	3	3	4	3	4	3	4	41
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Lampiran 04. Tabulasi Jawaban Responden Terhadap Promosi (X3)

No respon den	Promosi(X3)												Tot al
	P3 .1	P3 .2	P3 .3	P3 .4	P3 .5	P3 .6	P3 .7	P3 .8	P3 .9	P3. 10	P3. 11	P3. 12	
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4	1	1	3	2	2	2	2	3	3	3	2	4	28
5	3	3	3	2	3	3	2	3	2	4	4	4	36
6	3	3	3	3	2	3	2	3	3	3	3	3	34
7	3	3	3	3	3	3	3	4	3	4	4	4	40
8	2	1	1	1	1	1	2	2	1	4	2	4	22
9	3	3	4	4	3	4	3	3	3	4	4	3	41
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11	4	4	4	4	4	3	3	2	3	3	3	4	41
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18	4	4	4	3	3	3	3	4	4	3	4	3	42
19	4	4	4	4	4	4	4	4	3	4	4	4	47
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21	4	4	4	4	4	4	4	4	3	3	3	4	45
22	4	4	4	4	4	4	4	4	3	4	4	4	47
23	4	4	3	4	3	4	3	3	3	3	4	4	42
24	2	1	3	3	2	2	2	2	2	3	3	3	28
25	4	4	4	3	4	4	3	4	4	3	4	4	45
26	4	4	4	3	4	3	4	3	3	4	4	4	44
27	2	2	3	2	2	3	2	3	3	3	3	3	31
28	2	1	1	1	1	1	1	1	4	4	4	3	24
29	3	3	4	4	3	4	3	3	2	4	4	3	40
30	4	4	4	4	4	4	4	4	4	4	4	4	48
31	4	4	4	4	4	4	4	4	4	4	4	4	48
32	4	4	3	4	4	4	4	3	3	3	3	3	42
33	3	2	2	2	2	3	2	3	3	3	3	3	31
34	3	3	3	2	3	3	2	4	3	3	2	3	34
35	3	4	4	3	3	4	4	4	4	4	4	4	45
36	4	3	3	3	4	3	4	3	4	3	4	3	41
37	3	3	4	4	4	3	3	3	4	3	4	4	42
38	3	4	4	4	4	4	4	3	4	4	4	4	46
39	4	3	4	3	3	3	3	3	3	4	3	4	40
40	4	4	3	3	4	3	3	3	4	3	4	4	42
41	3	3	3	3	3	3	3	4	3	4	3	4	39
42	4	4	4	4	4	3	3	3	3	4	2	2	40

43	3	3	4	3	4	3	4	3	3	3	2	4	39
44	4	4	3	3	3	3	4	3	4	4	4	3	42
45	3	2	3	3	3	3	3	3	4	4	2	4	37
46	4	3	4	3	4	4	4	3	4	4	3	4	44
47	3	3	3	4	4	2	4	4	4	4	4	4	43
48	3	3	2	2	3	3	3	3	3	2	3	3	33
49	3	4	3	3	3	2	2	3	3	3	3	3	35
50	3	3	3	3	3	3	3	3	3	3	3	3	36
51	4	4	4	4	3	4	3	4	4	2	4	4	44
52	3	1	4	3	3	3	2	3	3	4	4	3	36
53	3	3	4	4	3	3	3	4	3	4	3	3	40
54	3	4	2	4	3	3	3	4	3	2	4	4	39
55	3	3	3	2	2	3	2	3	3	2	4	2	32
56	3	3	4	2	3	3	3	3	3	2	2	3	34
57	3	4	3	3	4	3	3	3	3	4	3	3	39
58	2	4	3	3	3	3	2	2	3	2	3	2	32
59	4	3	3	3	4	4	3	4	3	3	3	3	40
60	3	3	4	4	4	4	4	3	4	3	3	3	42
61	2	2	3	4	3	3	3	3	3	3	2	3	34
62	4	3	4	4	4	4	4	4	3	3	3	3	43
63	3	3	4	3	3	3	3	3	3	4	3	3	38
64	3	3	4	3	3	3	3	3	4	3	4	4	40
65	2	3	3	2	3	3	3	2	3	2	4	3	33
66	3	2	4	2	3	3	4	2	4	2	3	3	35
67	3	4	3	3	4	3	4	4	4	3	3	4	42
68	3	3	3	3	3	3	2	3	2	3	3	2	33
69	4	3	4	3	3	3	3	3	4	3	3	3	39
70	3	4	4	4	4	3	4	4	3	3	4	4	44
71	4	4	4	4	4	4	4	4	4	4	3	4	47
72	4	4	4	3	4	4	4	3	4	4	4	4	46
73	3	3	3	3	3	3	3	4	3	3	4	4	39
74	3	3	4	3	3	3	3	3	3	3	3	4	38
75	3	3	3	4	3	3	3	3	3	3	2	3	36
76	3	2	3	4	4	3	3	2	4	3	3	3	37
77	3	3	3	4	4	4	4	3	3	4	3	3	41
78	4	4	4	4	4	4	4	3	4	4	3	3	45
79	3	4	3	3	3	3	3	4	3	2	3	3	37
80	3	4	4	3	4	3	4	4	3	3	3	4	42
81	4	4	4	4	4	3	4	4	4	3	4	2	44
82	3	3	4	4	4	3	3	4	4	4	3	4	43
83	3	3	2	3	3	4	3	4	3	4	4	4	40
84	3	4	3	3	3	3	4	3	3	4	4	4	41
85	3	3	4	2	4	3	3	4	3	4	4	3	40
86	3	3	3	4	3	3	3	4	2	4	3	3	38
87	3	3	3	3	3	3	4	2	3	4	3	3	37
88	4	3	3	4	3	4	3	4	3	3	4	3	41

89	4	4	4	3	4	4	4	4	3	4	4	3	45
90	2	3	3	2	3	3	3	3	2	3	3	3	33
91	4	3	4	4	4	4	4	4	4	3	4	4	46
92	3	4	3	3	3	4	4	4	4	4	4	4	44
93	3	4	4	3	4	4	3	4	4	4	3	4	44
94	3	4	4	3	4	3	3	4	4	4	4	2	42
95	3	4	4	3	4	4	3	3	4	3	3	4	42
96	4	3	3	3	3	3	3	3	3	3	3	3	37
97	3	3	3	3	4	4	3	3	4	3	4	3	40
98	4	3	2	3	3	4	3	3	4	4	2	2	37
99	4	4	3	4	3	1	4	4	4	2	4	4	41
100	3	3	3	4	1	3	4	4	3	3	4	3	38



Lampiran 05. Tabulasi Jawaban Responden Terhadap Pembelian Impulsif

No Responden	Pembelian Impulsif						Total
	PY.1	PY.2	PY.3	PY.4	PY.5	PY.6	
1	4	4	4	4	4	4	24
2	2	2	2	3	3	3	15
3	2	2	2	2	2	2	12
4	2	2	3	1	2	2	12
5	4	3	2	1	2	2	14
6	3	2	2	2	3	2	14
7	4	4	3	4	4	4	23
8	1	2	1	2	1	1	8
9	3	4	4	4	4	3	22
10	3	3	3	3	3	3	18
11	4	3	1	3	3	3	17
12	4	4	4	4	4	4	24
13	3	4	4	4	3	4	22
14	3	4	4	4	3	4	22
15	4	4	4	4	4	4	24
16	4	4	3	4	3	4	22
17	4	3	4	4	4	4	23
18	4	3	4	4	4	4	23
19	4	3	4	4	4	4	23
20	4	3	4	4	3	4	22
21	4	4	3	4	4	3	22
22	3	3	3	3	3	3	18
23	4	3	4	4	3	4	22
24	2	1	2	2	2	2	11
25	4	3	4	4	3	4	22
26	4	4	4	4	4	4	24
27	3	2	2	2	2	3	14
28	1	1	1	1	1	1	6
29	3	3	3	1	1	2	13
30	4	4	4	4	4	4	24
31	4	4	4	4	4	4	24
32	4	4	4	3	2	2	19
33	3	2	2	2	3	3	15
34	3	2	2	2	3	3	15
35	4	4	4	3	4	4	23
36	3	3	3	4	3	4	20
37	4	3	4	4	4	4	23
38	4	3	4	2	3	4	20
39	3	3	3	2	3	2	16
40	3	4	4	3	4	3	21
41	3	3	3	3	3	3	18
42	4	3	4	3	3	3	20
43	2	3	3	3	3	4	18

44	4	4	4	3	4	4	23
45	4	4	4	4	4	4	24
46	4	3	2	3	3	4	19
47	3	3	2	3	3	3	17
48	2	3	3	2	2	3	15
49	2	3	3	4	3	2	17
50	3	2	3	3	3	4	18
51	4	3	3	3	4	3	20
52	4	3	3	3	3	3	19
53	3	4	3	3	4	2	19
54	3	3	4	3	3	2	18
55	3	4	4	4	4	4	23
56	3	4	4	3	4	3	21
57	4	3	4	4	4	4	23
58	3	3	3	2	3	3	17
59	4	3	3	4	3	3	20
60	4	4	3	3	3	3	20
61	3	3	3	3	3	3	18
62	4	3	4	3	4	4	22
63	4	4	3	4	3	4	22
64	4	4	3	4	4	4	23
65	2	3	3	3	3	4	18
66	4	4	4	3	4	3	22
67	4	4	3	2	3	3	19
68	2	3	3	3	4	3	18
69	4	4	4	3	3	4	22
70	4	4	3	4	4	4	23
71	3	4	4	4	4	4	23
72	3	3	3	3	3	3	18
73	3	3	4	3	4	4	21
74	3	4	3	2	3	2	17
75	4	3	2	3	3	3	18
76	3	2	3	3	3	3	17
77	4	4	4	4	4	3	23
78	3	3	4	3	3	4	20
79	2	4	4	4	3	4	21
80	3	3	4	4	4	3	21
81	3	4	4	3	4	3	21
82	2	4	3	2	2	3	16
83	2	3	3	3	3	3	17
84	4	4	4	4	4	4	24
85	4	4	3	4	3	4	22
86	3	3	3	2	4	3	18
87	2	3	3	3	2	3	16
88	3	3	2	3	3	3	17
89	3	3	4	3	4	4	21

90	4	4	4	3	3	3	21
91	4	4	4	4	4	4	24
92	3	3	4	3	4	3	20
93	3	4	3	4	3	3	20
94	4	4	4	3	4	4	23
95	4	3	3	4	4	4	22
96	3	3	3	4	3	3	19
97	3	3	3	3	3	3	18
98	3	4	3	3	1	3	17
99	2	3	4	4	3	2	18
100	2	3	3	3	3	2	16



Lampiran 06. Hasil Uji Validitas

1. Diskon Harga

		Correlations									
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1
X1.1	Pearson Correlation	1	.435*	.662**	.620**	.679**	.488**	.003	.449*	.541**	.746**
	Sig. (2-tailed)		.016	.000	.000	.000	.006	.987	.013	.002	.000
	N	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.435*	1	.446*	.354	.402*	.426*	.234	.539**	.442*	.644**
	Sig. (2-tailed)	.016		.014	.055	.028	.019	.213	.002	.014	.000
	N	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.662**	.446*	1	.595**	.638**	.556**	.267	.646**	.638**	.825**
	Sig. (2-tailed)	.000	.014		.001	.000	.001	.154	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.620**	.354	.595**	1	.484**	.336	.233	.597**	.726**	.760**
	Sig. (2-tailed)	.000	.055	.001		.007	.070	.215	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.679**	.402*	.638**	.484**	1	.770**	.335	.616**	.533**	.823**
	Sig. (2-tailed)	.000	.028	.000	.007		.000	.070	.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.488**	.426*	.556**	.336	.770**	1	.402*	.630**	.424*	.751**
	Sig. (2-tailed)	.006	.019	.001	.070	.000		.028	.000	.020	.000
	N	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.003	.234	.267	.233	.335	.402*	1	.340	.314	.430*
	Sig. (2-tailed)	.987	.213	.154	.215	.070	.028		.066	.091	.018
	N	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.449*	.539**	.646**	.597**	.616**	.630**	.340	1	.586**	.821**
	Sig. (2-tailed)	.013	.002	.000	.001	.000	.000	.066		.001	.000
	N	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	.541**	.442*	.638**	.726**	.533**	.424*	.314	.586**	1	.806**
	Sig. (2-tailed)	.002	.014	.000	.000	.002	.020	.091	.001		.000
	N	30	30	30	30	30	30	30	30	30	30
X1	Pearson Correlation	.746**	.644**	.825**	.760**	.823**	.751**	.430*	.821**	.806**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.018	.000	.000	
	N	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).



2. Kualitas Produk

		Correlations												
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2
X2.1	Pearson Correlation	1	.543**	.448*	.300	.270	.415*	.596**	.492**	.375*	.282	.377*	.447*	.642**
	Sig. (2-tailed)		.002	.013	.107	.148	.023	.001	.006	.041	.132	.040	.013	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.543**	1	.126	.309	.504**	.301	.649**	.494**	.501**	.369*	.420*	.671**	.707**
	Sig. (2-tailed)	.002		.509	.097	.005	.106	.000	.006	.005	.045	.021	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.448*	.126	1	.643**	.227	.505**	.525**	.528**	.256	.302	.405*	.479**	.611**
	Sig. (2-tailed)	.013	.509		.000	.228	.004	.003	.003	.172	.105	.027	.007	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.300	.309	.643**	1	.239	.595**	.432*	.676**	.237	.384*	.230	.639**	.643**
	Sig. (2-tailed)	.107	.097	.000		.204	.001	.017	.000	.207	.036	.222	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.270	.504**	.227	.239	1	.477**	.504**	.348	.194	.319	.283	.283	.543**
	Sig. (2-tailed)	.148	.005	.228	.204		.008	.005	.059	.304	.085	.129	.129	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.415*	.301	.505**	.595**	.477**	1	.583**	.493**	.315	.392*	.333	.564**	.690**
	Sig. (2-tailed)	.023	.106	.004	.001	.008		.001	.006	.090	.032	.072	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.596**	.649**	.525**	.432*	.504**	.583**	1	.540**	.464**	.495**	.560**	.671**	.826**
	Sig. (2-tailed)	.001	.000	.003	.017	.005	.001		.002	.010	.005	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.492**	.494**	.528**	.676**	.348	.493**	.540**	1	.529**	.465**	.349	.610**	.761**
	Sig. (2-tailed)	.006	.006	.003	.000	.059	.006	.002		.003	.010	.059	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.375*	.501**	.256	.237	.194	.315	.464**	.529**	1	.723**	.683**	.634**	.726**
	Sig. (2-tailed)	.041	.005	.172	.207	.304	.090	.010	.003		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	.282	.369*	.302	.384*	.319	.392*	.495**	.465**	.723**	1	.750**	.610**	.737**
	Sig. (2-tailed)	.132	.045	.105	.036	.085	.032	.005	.010	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson Correlation	.377*	.420*	.405*	.230	.283	.333	.560**	.349	.683**	.750**	1	.622**	.725**
	Sig. (2-tailed)	.040	.021	.027	.222	.129	.072	.001	.059	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.12	Pearson Correlation	.447*	.671**	.479**	.639**	.283	.564**	.671**	.610**	.634**	.610**	.622**	1	.860**
	Sig. (2-tailed)	.013	.000	.007	.000	.129	.001	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.642**	.707**	.611**	.643**	.543**	.690**	.826**	.761**	.726**	.737**	.725**	.860**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	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).



3. Promosi

		Correlations												
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	X3.12	X3
X3.1	Pearson Correlation	1	.936**	.598**	.743**	.832**	.700**	.794**	.546**	.467**	.611**	.591**	.532**	.882**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.002	.009	.000	.001	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	.936**	1	.710**	.773**	.836**	.752**	.793**	.605**	.455*	.565**	.627**	.456*	.902**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.011	.001	.000	.011	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	.598**	.710**	1	.777**	.787**	.777**	.692**	.571**	.437*	.553**	.500**	.271	.816**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.001	.016	.002	.005	.147	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	.743**	.773**	.777**	1	.818**	.823**	.782**	.566**	.393*	.611**	.526**	.344	.869**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.001	.032	.000	.003	.063	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	.832**	.836**	.787**	.818**	1	.792**	.854**	.711**	.485**	.682**	.519**	.541**	.936**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.007	.000	.003	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	.700**	.752**	.777**	.823**	.792**	1	.750**	.730**	.467**	.694**	.479**	.259	.877**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.009	.000	.007	.167	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	.794**	.793**	.692**	.782**	.854**	.750**	1	.662**	.454*	.725**	.464**	.562**	.900**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.012	.000	.010	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.8	Pearson Correlation	.546**	.605**	.571**	.566**	.711**	.730**	.662**	1	.389*	.609**	.272	.263	.737**
	Sig. (2-tailed)	.002	.000	.001	.001	.000	.000	.000		.034	.000	.146	.160	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.9	Pearson Correlation	.467**	.455*	.437*	.393*	.485**	.467**	.454*	.389*	1	.518**	.515**	.218	.602**
	Sig. (2-tailed)	.009	.011	.016	.032	.007	.009	.012	.034		.003	.004	.246	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.10	Pearson Correlation	.611**	.565**	.553**	.611**	.682**	.694**	.725**	.609**	.518**	1	.572**	.356	.789**
	Sig. (2-tailed)	.000	.001	.002	.000	.000	.000	.000	.000	.003		.001	.053	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.11	Pearson Correlation	.591**	.627**	.500**	.526**	.519**	.479**	.464**	.272	.515**	.572**	1	.269	.657**
	Sig. (2-tailed)	.001	.000	.005	.003	.003	.007	.010	.146	.004	.001		.150	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.12	Pearson Correlation	.532**	.456*	.271	.344	.541**	.259	.562**	.263	.218	.356	.269	1	.510**
	Sig. (2-tailed)	.002	.011	.147	.063	.002	.167	.001	.160	.246	.053	.150		.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	.882**	.902**	.816**	.869**	.936**	.877**	.900**	.737**	.602**	.789**	.657**	.510**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.004	
	N	30	30	30	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).



4. Pembelian Impulsif

		Correlations						
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y
Y.1	Pearson Correlation	1	.737**	.643**	.672**	.743**	.803**	.851**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.737**	1	.707**	.748**	.719**	.748**	.864**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.643**	.707**	1	.745**	.703**	.823**	.865**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.672**	.748**	.745**	1	.864**	.903**	.925**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.743**	.719**	.703**	.864**	1	.819**	.905**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.803**	.748**	.823**	.903**	.819**	1	.952**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
Y	Pearson Correlation	.851**	.864**	.865**	.925**	.905**	.952**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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



Lampiran 07. Hasil Uji Reliabilitas

1. Diskon Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.896	9

2. Kualitas Produk

Reliability Statistics

Cronbach's Alpha	N of Items
.909	12

3. Promosi

Reliability Statistics

Cronbach's Alpha	N of Items
.948	12

4. Pembelian Impulsif

Reliability Statistics

Cronbach's Alpha	N of Items
.949	6

Lampiran 08. Karakteristik Responden

1. Jawaban responden berdasarkan jenis kelamin

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	32	32.0	32.0	32.0
	Perempuan	68	68.0	68.0	100.0
	Total	100	100.0	100.0	

2. Jawaban responden berdasarkan usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 17 Tahun	5	5.0	5.0	5.0
	17-20 Tahun	25	25.0	25.0	30.0
	21-25 Tahun	40	40.0	40.0	70.0
	26-30 Tahun	20	20.0	20.0	90.0
	> 30 Tahun	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

3. Jawaban berdasarkan frekuensi belanja

Frekuensi Belanja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3-5 kali	40	40.0	40.0	40.0
	6-10 kali	40	40.0	40.0	80.0
	> 10 kali	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Lampiran 09. Hasil analisis deskripsi umum

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Diskon Harga	100	22	36	28.93	2.822
Kualitas Produk	100	25	48	39.25	4.683
Promosi	100	22	48	39.50	5.411
Pembelian Impulsif	100	6	24	19.41	3.641
Valid N (listwise)	100				



Lampiran 10. Jawaban Responden Terhadap Diskon Harga

P1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	6.0	6.0	6.0
	Setuju	62	62.0	62.0	68.0
	Sangat Setuju	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

P1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	10.0	10.0	10.0
	Setuju	61	61.0	61.0	71.0
	Sangat Setuju	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

P1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	8	8.0	8.0	10.0
	Setuju	61	61.0	61.0	71.0
	Sangat Setuju	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

P1.4

		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
	Setuju	66	66.0	66.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

P1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	10.0	10.0	10.0
	Setuju	57	57.0	57.0	67.0
	Sangat Setuju	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

P1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	6	6.0	6.0	7.0
	Setuju	68	68.0	68.0	75.0
	Sangat Setuju	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

P1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	8.0	8.0	8.0
	Setuju	62	62.0	62.0	70.0
	Sangat Setuju	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

P1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	10.0	10.0	10.0
	Setuju	53	53.0	53.0	63.0
	Sangat Setuju	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

P1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	14	14.0	14.0	16.0
	Setuju	41	41.0	41.0	57.0
	Sangat Setuju	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Statistics

		P1.1	P1.2	P1.3	P1.4	P1.5	P1.6	P1.7	P1.8	P1.9
N	Valid	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.26	3.19	3.17	3.17	3.23	3.17	3.22	3.27	3.25
Std. Error of Mean		.056	.060	.065	.059	.062	.057	.058	.063	.077
Median		3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Mode		3	3	3	3	3	3	3	3	4
Std. Deviation		.562	.598	.652	.587	.617	.570	.579	.633	.770
Variance		.316	.357	.425	.345	.381	.324	.335	.401	.593
Range		2	2	3	3	2	3	2	2	3
Minimum		2	2	1	1	2	1	2	2	1
Maximum		4	4	4	4	4	4	4	4	4
Sum		326	319	317	317	323	317	322	327	325



Lampiran 11. Jawaban Responden Terhadap Kualitas Produk

P2.1

		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
	Setuju	47	47.0	47.0	55.0
	Sangat Setuju	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

P2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	5	5.0	5.0	7.0
	Setuju	56	56.0	56.0	63.0
	Sangat Setuju	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

P2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	8.0	8.0	8.0
	Setuju	50	50.0	50.0	58.0
	Sangat Setuju	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

P2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	5.0	5.0	5.0
	Setuju	53	53.0	53.0	58.0
	Sangat Setuju	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

P2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	10.0	10.0	10.0
	Setuju	52	52.0	52.0	62.0
	Sangat Tidak Setuju	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

P2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	4.0	4.0	4.0
	Setuju	51	51.0	51.0	55.0
	Sangat Setuju	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

P2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	10	10.0	10.0	11.0
	Setuju	50	50.0	50.0	61.0
	Sangat Setuju	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

P2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	10	10.0	10.0	11.0
	Setuju	49	49.0	49.0	60.0
	Sangat Setuju	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

P2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.0	4.0	4.0
	Tidak Setuju	17	17.0	17.0	21.0
	Setuju	46	46.0	46.0	67.0
	Sangat Setuju	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

P2.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	14	14.0	14.0	16.0
	Setuju	45	45.0	45.0	61.0
	Sangat Setuju	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

P2.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	9	9.0	9.0	10.0
	Setuju	50	50.0	50.0	60.0
	Sangat Setuju	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

P2.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.0	4.0	4.0
	Tidak Setuju	13	13.0	13.0	17.0
	Setuju	54	54.0	54.0	71.0
	Sangat Setuju	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Statistics

		P2.1	P2.2	P2.3	P2.4	P2.5	P2.6	P2.7	P2.8	P2.9	P2.10	P2.11	P2.12
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.36	3.28	3.34	3.37	3.28	3.41	3.27	3.28	3.08	3.21	3.29	3.08
Std. Error of Mean		.066	.065	.062	.058	.064	.057	.068	.068	.081	.076	.067	.076
Median		3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Mode		3	3	3	3	3	3	3	3	3	3	3	3
Std. Deviation		.659	.653	.623	.580	.637	.570	.679	.683	.813	.756	.671	.761
Variance		.435	.426	.388	.336	.406	.325	.462	.466	.660	.572	.450	.579
Range		3	3	2	2	2	2	3	3	3	3	3	3
Minimum		1	1	2	2	2	2	1	1	1	1	1	1
Maximum		4	4	4	4	4	4	4	4	4	4	4	4
Sum		336	328	334	337	328	341	327	328	308	321	329	308

Lampiran 12. Jawaban Responden Terhadap Promosi

P3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	10	10.0	10.0	11.0
	Setuju	52	52.0	52.0	63.0
	Sangat Setuju	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

P3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	5	5.0	5.0	5.0
	Tidak Setuju	8	8.0	8.0	13.0
	Setuju	47	47.0	47.0	60.0
	Sangat Setuju	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

P3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	7	7.0	7.0	9.0
	Setuju	46	46.0	46.0	55.0
	Sangat Setuju	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

P3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	14	14.0	14.0	16.0
	Setuju	44	44.0	44.0	60.0
	Sangat Setuju	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

P3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.0	3.0	3.0
	Tidak Setuju	8	8.0	8.0	11.0
	Setuju	44	44.0	44.0	55.0
	Sangat Setuju	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

P3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.0	3.0	3.0
	Tidak Setuju	5	5.0	5.0	8.0
	Setuju	56	56.0	56.0	64.0
	Sangat Setuju	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

P3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	15	15.0	15.0	16.0
	Setuju	47	47.0	47.0	63.0
	Sangat Setuju	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

P3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	9	9.0	9.0	10.0
	Setuju	46	46.0	46.0	56.0
	Sangat Setuju	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

P3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	8	8.0	8.0	9.0
	Setuju	52	52.0	52.0	61.0
	Sangat Setuju	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

P3.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	11.0	11.0	11.0
	Setuju	45	45.0	45.0	56.0
	Sangat Setuju	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

P3.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	11.0	11.0	11.0
	Setuju	42	42.0	42.0	53.0
	Sangat Setuju	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

P3.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	8.0	8.0	8.0
	Setuju	44	44.0	44.0	52.0
	Sangat Setuju	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

Statistics

		P3.1	P3.2	P3.3	P3.4	P3.5	P3.6	P3.7	P3.8	P3.9	P3.10	P3.11	P3.12
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.25	3.22	3.34	3.22	3.31	3.25	3.20	3.33	3.29	3.33	3.36	3.40
Std. Error of Mean		.067	.080	.070	.076	.075	.069	.072	.068	.066	.067	.067	.064
Median		3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Mode		3	3	3	3	4	3	3	3	3	3	4	4
Std. Deviation		.672	.799	.699	.760	.748	.687	.725	.682	.656	.667	.674	.636
Variance		.452	.638	.489	.577	.559	.472	.525	.466	.430	.446	.455	.404
Range		3	3	3	3	3	3	3	3	3	2	2	2
Minimum		1	1	1	1	1	1	1	1	1	2	2	2
Maximum		4	4	4	4	4	4	4	4	4	4	4	4
Sum		325	322	334	322	331	325	320	333	329	333	336	340

Lampiran 13. Jawaban Responden Terhadap Pembelian Impulsif

PY.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	15	15.0	15.0	17.0
	Setuju	38	38.0	38.0	55.0
	Sangat Setuju	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

PY.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	10	10.0	10.0	12.0
	Setuju	48	48.0	48.0	60.0
	Sangat Setuju	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

PY.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.0	3.0	3.0
	Tidak Setuju	12	12.0	12.0	15.0
	Setuju	41	41.0	41.0	56.0
	Sangat Setuju	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

PY.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.0	4.0	4.0
	Tidak Setuju	15	15.0	15.0	19.0
	Setuju	42	42.0	42.0	61.0
	Sangat Setuju	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

PY.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.0	4.0	4.0
	Tidak Setuju	9	9.0	9.0	13.0
	Setuju	48	48.0	48.0	61.0
	Sangat Setuju	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

PY.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	14	14.0	14.0	16.0
	Setuju	41	41.0	41.0	57.0
	Sangat Setuju	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

**Statistics**

		PY.1	PY.2	PY.3	PY.4	PY.5	PY.6
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.26	3.26	3.26	3.16	3.22	3.25
Std. Error of Mean		.079	.072	.079	.083	.077	.077
Median		3.00	3.00	3.00	3.00	3.00	3.00
Mode		4	3	4	3	3	4
Std. Deviation		.787	.719	.787	.825	.773	.770
Variance		.619	.518	.619	.681	.598	.593
Range		3	3	3	3	3	3
Minimum		1	1	1	1	1	1
Maximum		4	4	4	4	4	4
Sum		326	326	326	316	322	325

Lampiran 14. Hasil Uji Asumsi Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.25597626
Most Extreme Differences	Absolute	.064
	Positive	.064
	Negative	-.036
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 ^{c,d}

2. Uji Multikolinearitas

Coefficients^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	X1	.840	1.191
	X2	.604	1.656
	X3	.566	1.766

a. Dependent Variable: Y

3. Uji Heteroskedastisitas

Coefficients^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2.640	1.659		1.591
	X1	.011	.055	.021	.193
	X2	.005	.039	.018	.141
	X3	-.036	.035	-.137	-1.019
					Sig.

a. Dependent Variable: ABS_RES

Lampiran 15. Hasil Uji Analisis Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-10.017	2.687		-3.727	.000
	X1	.354	.089	.274	3.975	.000
	X2	.163	.063	.210	2.578	.011
	X3	.324	.057	.481	5.723	.000

a. Dependent Variable: Y



Lampiran 16. Hasil Uji Hipotesis & Hasil Uji Koefisien Determinasi (R^2)

1. Pengaruh X1 Terhadap Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.287	3.217		-.089	.929
	X1	.681	.111	.528	6.152	.000

a. Dependent Variable: Y

2. Pengaruh X2 Terhadap Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.225	2.493		.491	.624
	X2	.463	.063	.596	7.346	.000

a. Dependent Variable: Y

3. Pengaruh X3 Terhadap Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.287	1.881		.152	.879
	X3	.484	.047	.720	10.259	.000

a. Dependent Variable: Y

4. Pengaruh Diskon Harga, Kualitas Produk, Promosi Terhadap Pembelian Impulsif

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	808.337	3	269.446	51.338	.000 ^b
	Residual	503.853	96	5.248		
	Total	1312.190	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

5. Uji Koefisien Determinasi (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.616	.604	2.291

a. Predictors: (Constant), X3, X1, X2

Lampiran 17. Tabulasi jawaban responden untuk uji valididitas dan reliabilitas

1. Diskon Harga

No	Diskon Harga (X1)									Total
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	
1	4	4	4	4	4	4	4	4	4	36
2	3	3	3	3	4	3	4	4	3	30
3	2	2	2	2	2	2	3	2	2	19
4	2	1	2	2	2	2	4	1	2	18
5	2	3	3	2	2	3	4	3	2	24
6	3	3	3	2	2	2	3	3	3	24
7	3	3	3	3	4	4	4	4	4	32
8	2	2	2	3	1	1	4	2	2	19
9	4	3	4	4	3	3	4	4	2	31
10	3	3	3	3	3	3	3	3	3	27
11	3	3	2	2	3	4	4	3	1	25
12	3	3	3	3	3	3	4	4	4	30
13	4	3	4	3	4	3	4	3	4	32
14	4	4	3	4	4	3	4	3	4	33
15	4	4	4	4	4	3	4	4	4	35
16	3	3	4	4	3	4	4	3	4	32
17	4	3	4	4	4	3	3	4	3	32
18	4	4	3	3	3	4	4	4	4	33
19	4	1	4	4	4	4	4	4	4	33
20	4	3	4	4	4	4	3	4	4	34
21	4	4	4	3	4	4	4	3	4	34
22	3	3	4	1	4	4	4	3	1	27
23	4	3	4	3	4	4	4	3	4	33
24	4	2	2	2	2	2	2	1	1	18
25	4	4	4	4	3	3	4	3	4	33
26	4	3	4	4	4	4	4	4	4	35
27	4	2	3	3	4	3	4	2	3	28
28	4	4	4	4	4	4	4	4	4	36
29	3	3	2	3	4	4	4	3	2	28
30	4	3	4	4	4	4	4	4	4	35

2. Kualitas Produk

No respo nden	Kualitas Produk (X2)												Tot al
	X2 .1	X2 .2	X2 .3	X2 .4	X2 .5	X2 .6	X2 .7	X2 .8	X2 .9	X2. 10	X2. 11	X2. 12	
1	4	4	4	4	4	4	4	4	4	4	4	4	48
2	2	3	2	3	3	3	2	2	2	2	2	2	28
3	3	3	3	3	2	2	3	4	2	2	2	2	31
4	3	2	4	3	2	2	2	2	1	2	3	2	28

5	2	2	4	4	3	3	3	4	3	3	3	3	37
6	3	3	3	3	3	2	2	3	2	2	2	1	29
7	3	3	3	3	3	4	4	2	2	3	3	3	36
8	4	3	2	2	2	1	2	2	2	1	2	1	24
9	3	3	4	4	4	3	4	3	3	4	4	3	42
10	3	3	3	3	3	3	3	3	3	3	3	3	36
11	4	4	4	4	4	4	4	3	1	1	3	3	39
12	4	4	4	4	3	3	4	4	2	4	4	4	44
13	4	4	3	4	4	3	3	4	3	4	4	3	43
14	3	4	4	3	4	3	3	4	4	3	4	3	42
15	4	4	4	4	2	3	4	4	4	4	4	4	45
16	4	3	4	4	3	4	4	4	3	4	4	3	44
17	4	4	3	4	3	3	3	4	4	4	3	4	43
18	4	4	3	3	4	4	4	4	3	3	4	4	44
19	4	4	4	4	4	4	4	4	3	3	3	3	44
20	4	3	4	4	2	4	3	4	4	3	3	4	42
21	3	4	3	4	4	4	3	4	3	4	3	3	42
22	4	4	4	4	3	4	3	3	3	3	3	4	42
23	4	3	4	4	2	4	4	4	4	3	4	3	43
24	2	2	2	2	2	2	2	1	2	3	3	1	24
25	4	3	4	3	4	3	4	3	4	4	4	3	43
26	4	4	3	3	4	4	4	4	4	4	4	3	45
27	2	1	3	4	2	3	1	3	1	2	2	2	26
28	4	3	4	4	4	4	4	4	1	2	1	2	37
29	4	1	4	3	3	4	2	3	2	3	3	1	33
30	4	4	4	4	3	4	4	4	4	4	4	4	47

3. Promosi

No respo nden	Promosi (X3)												Tot al
	X3 .1	X3 .2	X3 .3	X3 .4	X3 .5	X3 .6	X3 .7	X3 .8	X3 .9	X3. 10	X3. 11	X3. 12	
1	4	4	4	4	4	4	4	4	4	4	4	4	48
2	2	2	2	2	2	3	2	4	2	2	2	2	27
3	2	2	2	2	2	2	2	2	2	2	3	3	26
4	1	1	3	2	2	2	2	3	3	2	2	4	27
5	3	3	3	2	3	3	2	3	2	3	4	4	35
6	3	3	3	3	2	3	2	3	3	2	3	3	33
7	3	3	3	3	3	3	3	4	3	3	4	4	39
8	2	1	1	1	1	1	2	2	1	1	2	4	19
9	3	3	4	4	3	4	3	3	3	4	4	3	41
10	3	3	3	3	3	3	3	3	3	3	3	3	36
11	4	4	4	4	4	3	3	2	3	1	3	4	39
12	3	3	4	4	4	4	4	4	4	4	4	4	46
13	4	3	3	4	4	4	3	4	3	4	3	4	43
14	4	4	3	4	4	3	3	4	3	3	4	4	43

15	4	4	3	4	3	4	4	3	4	4	4	4	45
16	4	3	3	3	4	4	4	4	4	4	3	4	44
17	4	4	3	4	4	3	4	4	3	4	4	4	45
18	4	4	4	3	3	3	3	4	4	3	4	3	42
19	4	4	4	4	4	4	4	4	3	3	4	4	46
20	3	3	4	4	4	4	3	4	4	3	4	3	43
21	4	4	4	4	4	4	4	4	3	4	3	4	46
22	4	4	4	4	4	4	4	4	3	3	4	4	46
23	4	4	3	4	3	4	3	3	3	3	4	4	42
24	2	1	3	3	2	2	2	2	2	3	3	3	28
25	4	4	4	3	4	4	3	4	4	4	4	4	46
26	4	4	4	3	4	3	4	3	3	4	4	4	44
27	2	2	3	2	2	3	2	3	3	2	3	3	30
28	2	1	1	1	1	1	1	1	4	2	4	3	22
29	3	3	4	4	3	4	3	3	2	3	4	3	39
30	4	4	4	4	4	4	4	4	4	4	4	4	48

4. Pembelian Impulsif

No Responden	Pembelian Impulsif						Total
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	
1	4	4	4	4	4	4	24
2	2	2	2	3	3	3	15
3	2	2	2	2	2	2	12
4	2	2	3	1	2	2	12
5	4	3	2	1	2	2	14
6	3	2	2	2	3	2	14
7	4	4	3	4	4	4	23
8	1	2	1	2	1	1	8
9	3	4	4	4	4	3	22
10	3	3	3	3	3	3	18
11	4	3	1	3	3	3	17
12	4	4	4	4	4	4	24
13	3	4	4	4	3	4	22
14	3	4	4	4	3	4	22
15	4	4	4	4	4	4	24
16	4	4	3	4	3	4	22
17	4	3	4	4	4	4	23
18	4	3	4	4	4	4	23
19	4	3	4	4	4	4	23
20	4	3	4	4	3	4	22
21	4	4	3	4	4	3	22
22	3	3	3	3	3	3	18
23	4	3	4	4	3	4	22
24	2	1	2	2	2	2	11
25	4	3	4	4	3	4	22

26	4	4	4	4	4	4	24
27	3	2	2	2	2	3	14
28	1	1	1	1	1	1	6
29	3	3	3	1	1	2	13
30	4	4	4	4	4	4	24



RIWAYAT HIDUP



Merry Artiani Saragih lahir di Seisiasam (Riau) pada tanggal 26 Desember 2002. Penulis lahir dari pasangan suami istri Bapak Jeri dan Ibu Lestiomelina Purba. Penulis beragama Kristen Protestan dan berkewarganegaraan Indonesia. Saat ini penulis berdomisili di Jalan Srikandi Gg. Coklat, Sambangan, Kecamatan Sukasada, Kabupaten Buleleng, Provinsi Bali.

Penulis menyelesaikan pendidikan di SD Negeri 006 Pendalian IV Koto dan lulus pada tahun 2015. Pendidikan dilanjutkan di SMP Katolik Cinta Kasih Tebing Tinggi dan lulus pada tahun 2018. Kemudian penulis menyelesaikan pendidikan menengah di SMA Kristen Kalam Kudus Pematangsiantar dan lulus pada tahun 2021. Setelah menyelesaikan pendidikan menengah, penulis melanjutkan studi pada Program Studi Pendidikan Ekonomi, Fakultas Ekonomi, Universitas Pendidikan Ganesha. Hingga penyusunan skripsi ini, penulis masih terdaftar sebagai mahasiswa aktif di Universitas Pendidikan Ganesha.

Selama masa perkuliahan, penulis aktif dalam berbagai kegiatan akademik maupun nonakademik. Penulis menyusun skripsi dengan judul: **"Analisis Pengaruh Diskon Harga, Kualitas Produk, dan Promosi Terhadap Pembelian Impulsif di TikTok Shop (Studi Kasus Pengguna Aktif di Kabupaten Buleleng)"** sebagai salah satu syarat memperoleh gelar Sarjana Pendidikan di Universitas Pendidikan Ganesha.