

Lampiran 1 Kuesioner Penelitian

Denpasar, Desember 2024

Perihal : Permohonan Menjadi Responden

Yth.

Bapak/Ibu/Saudara/i Responden
di- tempat

Dengan Hormat,

Dalam rangka penyusunan tesis untuk memperoleh gelar Magister Manajemen pada Program Studi Ilmu Manajemen Pascasarjana Universitas Pendidikan Ganesha, maka dengan ini saya :

Nama : Brigitta Dina Isana Dewi

NIM : 2329131044

Program Studi : Magister Manajemen

Melakukan penelitian tentang “**Peran *Purchase intention* Dalam Memediasi Pengaruh Shopping Lifestyle Dan *Visual merchandising* Terhadap *Impulse buying*: Studi Pada Konsumen Lazada Di Kota Denpasar**”. Memohon kesedian Bapak/Ibu/Saudara/I Responden untuk mengisi kuisisioner ini dengan lengkap dan jujur. Adapun tujuan dari penelitian ini semata-mata hanya untuk kepentingan ilmiah dan segala informasi identitas anda akan kami juga kerahasiaannya.

Hormat Saya

Brigitta Dina Isana Dewi

KUESIONER PENELITIAN

Petunjuk Pengisian:

1. Lengkapilah identitas diri saudara sesuai dengan petunjuk pada masing-masing bagian.
2. Jika tersedia beberapa pilihan jawaban maka, berilah tanda checklist (✓) pada satu jawaban yang anda pilih.

Identitas Responden

1. Umur :tahun
2. Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
3. Pendidikan Terakhir : ☐ SMA/SMK ☐ DIPLOMA
☐ S1 ☐ S2
☐ S3
4. Pekerjaan :tahun/bulan

Petunjuk Pengisian Kuesioner:

Bacalah setiap pernyataan dengan saksama dan isilah kolom yang kosong dengan memberi tanda (✓) pada pilihan jawaban yang sesuai menurut Bapak/Ibu/Sdr/Sdri.

Keterangan:

- | | | |
|--------|-----------------------|---------------|
| a. SS | = Sangat Setuju | diberi skor 5 |
| b. S | = Setuju | diberi skor 4 |
| c. CS | = Cukup Setuju | diberi skor 3 |
| d. TS | = Tidak Setuju | diberi skor 2 |
| e. STS | = Sangat Tidak Setuju | diberi skor 1 |

Variabel *Impulse buying* (Y2)

No	Pernyataan	STS	TS	CS	S	SS
1	Saya membeli barang secara spontan di <i>E-commerce</i> Lazada					
2	Saya cenderung membeli barang-barang yang tidak ingin saya beli saat berbelanja di <i>E-commerce</i> Lazada					
3	Ketika saya menemukan sesuatu yang saya sukai di <i>E-commerce</i> Lazada, saya langsung membelinya					
4	Saat berbelanja di <i>E-commerce</i> Lazada, saya sering membeli barang tanpa berpikir dua kali					
5	Saat berbelanja di <i>E-commerce</i> Lazada, saya sering membeli barang sesuai dengan perasaan saya saat itu					
6	Saat berbelanja di <i>E-commerce</i> Lazada, saya sering memiliki ide untuk membeli sekarang dan memikirkannya setelah membeli					

Variabel *Shopping lifestyle* (X1)

No	Pernyataan	STS	TS	CS	S	SS
	Aktivities (kegiatan)					
1	Saya selalu membeli produk dengan kategori fashion di <i>e-commerce</i> tertentu					
	Interest (minat)					
2	Saya selalu suka dengan produk kategori fashion yang ada di <i>e-commerce</i>					
	Opinion (opini)					
3	Saya selalu percaya terhadap penilaian suatu produk fashion yang disediakan oleh ecommerce					

Variabel *Visual merchandising* (X2)

No	Pernyataan	STS	TS	CS	S	SS
	<i>Low task relevant environment (LTRE)</i>					
1	Saya merasa bahwa jenis font, musik, dekorasi warna background, opsi keamanan yang disediakan pada <i>e-commerce</i> Lazada menarik					
	<i>High task relevant environment (HTRE)</i>					
2	Saya merasa bahwa penjelasan merchandise, tata cara pengiriman, ketentuan pengembalian dan harga, serta demonstrasi gambar yang disediakan pada <i>e-commerce</i> Lazada tersampaikan dengan jelas					
	<i>Navigasi Website</i>					
3	Menurut saya Lazada memiliki navigasi yang mudah, kenyamanan belanja, presentasi produk, seleksi pilihan, dan interaktif sehingga mendapatkan tanggapan yang positif dari kepuasan konsumen					
	<i>Grafis Website</i>					
4	Menurut saya Lazada memiliki grafis yang dapat menarik perhatian dan mampu mempertahankan konsumen					
	<i>Demonstrasi Produk</i>					
5	Informasi yang diberikan oleh Lazada terkait produk dan layanan untuk pengguna mampu tersampaikan dengan jelas					

Variabel *Purchase intention* (Y1)

No	Pernyataan	STS	TS	CS	S	SS
	<i>Minat transaksional</i>					
1.	Saya cenderung untuk membeli produk pada aplikasi Lazada					
	<i>Minat refrensial</i>					
2	Saya cenderung untuk mereferensikan produk Lazada kepada orang lain					
	<i>Minat preferensial</i>					
3	Saya memiliki prefrensi utama untuk membeli produk di Lazada					
	<i>Minat eksploratif</i>					
4	Saya selalu mencari informasi mengenai produk yang saya minati pada aplikasi Lazada					

Lampiran 2 Tabulasi Data Responden

RESP	UMUR	JK	PEND	PEKERJAAN
1	46-55 tahun	Laki- laki	S1	Pegawai Swasta
2	26-35 tahun	Perempuan	SMA/SMK	Pegawai Swasta
3	18-25 tahun	Laki- laki	S1	Pegawai Swasta
4	36-45 tahun	Laki- laki	SMA/SMK	Wiraswasta
5	36-45 tahun	Perempuan	SMA/SMK	Pegawai Swasta
6	26-35 tahun	Laki- laki	S1	Pegawai Swasta
7	46-55 tahun	Perempuan	S2	Wiraswasta
8	18-25 tahun	Laki- laki	S1	Pegawai Swasta
9	18-25 tahun	Perempuan	S1	Pegawai Swasta
10	46-55 tahun	Laki- laki	SMA/SMK	Wiraswasta
11	>56 tahun	Laki- laki	SMA/SMK	PNS
12	46-55 tahun	Laki- laki	S1	Pegawai Swasta
13	18-25 tahun	Perempuan	S1	Pegawai Swasta
14	46-55 tahun	Laki- laki	S2	Wiraswasta
15	18-25 tahun	Perempuan	S1	Pegawai Swasta
16	46-55 tahun	Laki- laki	S1	Pegawai Swasta
17	36-45 tahun	Perempuan	SMA/SMK	Pegawai Swasta
18	26-35 tahun	Laki- laki	SMA/SMK	Pegawai Swasta
19	18-25 tahun	Laki- laki	S1	Pegawai Swasta
20	36-45 tahun	Perempuan	SMA/SMK	Pegawai Swasta
21	26-35 tahun	Perempuan	S1	Wiraswasta
22	>56 tahun	Perempuan	Diploma	PNS
23	26-35 tahun	Perempuan	S1	PNS
24	18-25 tahun	Perempuan	S1	PNS
25	>56 tahun	Laki- laki	Diploma	PNS
26	46-55 tahun	Perempuan	S1	Pegawai Swasta
27	36-45 tahun	Laki- laki	S1	Pegawai Swasta
28	18-25 tahun	Perempuan	SMA/SMK	Pegawai Swasta
29	46-55 tahun	Perempuan	S1	PNS
30	46-55 tahun	Laki- laki	S1	PNS
31	46-55 tahun	Laki- laki	S1	Pegawai Swasta
32	46-55 tahun	Perempuan	SMA/SMK	Wiraswasta
33	36-45 tahun	Laki- laki	S1	Pegawai Swasta
34	26-35 tahun	Laki- laki	SMA/SMK	Pegawai Swasta
35	26-35 tahun	Perempuan	S1	Pegawai Swasta
36	36-45 tahun	Laki- laki	SMA/SMK	PNS
37	26-35 tahun	Perempuan	SMA/SMK	Pegawai Swasta
38	26-35 tahun	Perempuan	SMA/SMK	Pegawai Swasta
39	26-35 tahun	Perempuan	S1	PNS
40	26-35 tahun	Perempuan	SMA/SMK	Pegawai Swasta

RESP	UMUR	JK	PEND	PEKERJAAN
41	>56 tahun	Laki- laki	S1	Wiraswasta
42	18-25 tahun	Laki- laki	S1	Pegawai Swasta
43	26-35 tahun	Perempuan	SMA/SMK	Wiraswasta
44	36-45 tahun	Perempuan	SMA/SMK	Wiraswasta
45	26-35 tahun	Laki- laki	SMA/SMK	Pegawai Swasta
46	>56 tahun	Perempuan	SMA/SMK	Wiraswasta
47	36-45 tahun	Laki- laki	S1	Pegawai Swasta
48	36-45 tahun	Perempuan	S1	PNS
49	46-55 tahun	Perempuan	S1	Pegawai Swasta
50	18-25 tahun	Laki- laki	SMA/SMK	Pegawai Swasta
51	26-35 tahun	Laki- laki	S1	Pegawai Swasta
52	26-35 tahun	Perempuan	S1	Pegawai Swasta
53	18-25 tahun	Perempuan	S1	PNS
54	26-35 tahun	Laki- laki	S1	PNS
55	26-35 tahun	Perempuan	S1	Pegawai Swasta
56	26-35 tahun	Laki- laki	SMA/SMK	PNS
57	36-45 tahun	Perempuan	SMA/SMK	Pegawai Swasta
58	26-35 tahun	Perempuan	SMA/SMK	Pegawai Swasta
59	36-45 tahun	Perempuan	SMA/SMK	Pegawai Swasta
60	18-25 tahun	Laki- laki	SMA/SMK	Pegawai Swasta
61	36-45 tahun	Laki- laki	S1	Pegawai Swasta
62	46-55 tahun	Perempuan	S1	Pegawai Swasta
63	>56 tahun	Laki- laki	S1	Pegawai Swasta
64	26-35 tahun	Laki- laki	SMA/SMK	Pegawai Swasta
65	46-55 tahun	Perempuan	SMA/SMK	Wiraswasta
66	36-45 tahun	Laki- laki	S1	Pegawai Swasta
67	18-25 tahun	Perempuan	S1	Pegawai Swasta
68	>56 tahun	Laki- laki	S1	Pegawai Swasta
69	26-35 tahun	Perempuan	S1	Pegawai Swasta
70	26-35 tahun	Laki- laki	S1	Pegawai Swasta
71	>56 tahun	Perempuan	S1	Pegawai Swasta
72	>56 tahun	Laki- laki	Diploma	Pegawai Swasta
73	36-45 tahun	Laki- laki	S1	Wiraswasta
74	>56 tahun	Laki- laki	SMA/SMK	Wiraswasta
75	>56 tahun	Laki- laki	SMA/SMK	Pegawai Swasta
76	>56 tahun	Perempuan	SMA/SMK	Wiraswasta
77	46-55 tahun	Laki- laki	S1	Pegawai Swasta
78	26-35 tahun	Perempuan	SMA/SMK	Pegawai Swasta
79	18-25 tahun	Perempuan	S1	Pegawai Swasta
80	>56 tahun	Perempuan	S1	Wiraswasta
81	26-35 tahun	Laki- laki	SMA/SMK	Pegawai Swasta
82	26-35 tahun	Perempuan	SMA/SMK	Pegawai Swasta

RESP	UMUR	JK	PEND	PEKERJAAN
83	26-35 tahun	Laki- laki	S1	Pegawai Swasta
84	46-55 tahun	Laki- laki	S1	PNS
85	26-35 tahun	Perempuan	S1	PNS
86	46-55 tahun	Perempuan	S1	Pegawai Swasta
87	46-55 tahun	Perempuan	S1	Pegawai Swasta
88	36-45 tahun	Laki- laki	S1	Wiraswasta
89	46-55 tahun	Laki- laki	S1	Pegawai Swasta
90	26-35 tahun	Perempuan	SMA/SMK	Wiraswasta
91	>56 tahun	Perempuan	S1	Wiraswasta
92	>56 tahun	Perempuan	SMA/SMK	Wiraswasta
93	18-25 tahun	Perempuan	S1	Wiraswasta
94	26-35 tahun	Perempuan	SMA/SMK	Wiraswasta
95	36-45 tahun	Perempuan	SMA/SMK	Pegawai Swasta
96	46-55 tahun	Perempuan	SMA/SMK	Wiraswasta



Lampiran 3 Tabulasi Variabel Penelitian

RESP	<i>Shopping lifestyle (X1)</i>				<i>Visual merchandising (X2)</i>					
	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2
1	4	4	5	13	4	5	5	4	4	22
2	4	5	5	14	4	5	5	4	5	23
3	5	5	4	14	5	5	5	5	5	25
4	4	5	5	14	5	4	5	5	5	24
5	5	5	4	14	5	5	5	5	5	25
6	5	5	4	14	5	5	4	5	4	23
7	5	4	5	14	4	5	5	5	5	24
8	5	5	4	14	5	5	4	5	4	23
9	5	5	5	15	5	4	5	5	5	24
10	5	5	5	15	5	5	5	5	5	25
11	4	4	4	12	4	4	4	4	4	20
12	4	5	4	13	4	4	4	4	4	20
13	5	4	4	13	5	5	5	5	5	25
14	5	5	4	14	5	5	5	5	5	25
15	5	4	4	13	5	5	5	5	5	25
16	5	4	5	14	5	5	5	5	5	25
17	5	5	4	14	5	5	5	5	5	25
18	5	5	5	15	5	5	5	5	5	25
19	4	4	5	13	5	5	4	4	5	23
20	5	4	5	14	5	5	4	5	4	23
21	5	5	5	15	5	5	5	5	5	25
22	5	5	5	15	5	5	5	5	5	25
23	5	5	5	15	5	5	5	5	5	25
24	5	5	5	15	5	5	5	5	5	25
25	5	5	5	15	5	5	5	5	5	25
26	5	5	5	15	4	5	4	5	4	22
27	5	4	4	13	5	4	5	5	4	23
28	4	4	4	12	4	5	4	5	4	22
29	4	4	4	12	4	4	4	5	4	21
30	4	4	4	12	4	4	4	5	4	21
31	5	5	5	15	5	5	5	5	5	25
32	4	4	4	12	5	5	4	5	4	23
33	4	4	4	12	4	4	4	4	4	20
34	5	4	5	14	5	4	5	5	5	24
35	5	5	5	15	5	5	5	5	5	25
36	4	4	4	12	5	4	4	4	4	21
37	5	4	5	14	5	5	5	5	5	25
38	4	5	4	13	5	4	4	5	4	22
39	5	5	5	15	5	5	4	4	5	23
40	5	5	5	15	5	5	5	5	5	25
41	5	5	5	15	4	5	5	4	5	23
42	4	4	4	12	4	5	5	4	4	22

RESP	<i>Shopping lifestyle (X1)</i>				<i>Visual merchandising (X2)</i>					
	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2
43	5	5	4	14	5	5	5	4	5	24
44	5	5	5	15	4	5	5	5	5	24
45	5	5	5	15	5	5	5	5	5	25
46	5	4	4	13	4	5	4	5	4	22
47	4	5	4	13	5	4	5	5	5	24
48	4	3	3	10	3	3	3	3	3	15
49	4	5	5	14	5	5	5	5	4	24
50	4	5	4	13	4	4	4	4	5	21
51	4	4	4	12	4	4	5	5	5	23
52	5	4	5	14	4	4	5	5	4	22
53	3	3	4	10	4	4	4	3	3	18
54	4	3	3	10	4	4	3	3	3	17
55	5	4	4	13	5	5	4	4	5	23
56	4	3	3	10	4	4	4	4	4	20
57	5	5	4	14	5	5	5	4	4	23
58	5	5	4	14	4	5	5	4	5	23
59	5	4	4	13	5	4	5	4	4	22
60	5	4	5	14	5	4	5	5	5	24
61	5	5	4	14	5	5	4	5	5	24
62	5	4	4	13	5	5	4	4	4	22
63	4	5	4	13	5	4	5	4	4	22
64	5	5	5	15	5	4	4	5	4	22
65	5	5	5	15	5	5	5	5	5	25
66	4	4	4	12	5	4	5	4	5	23
67	4	4	5	13	5	5	4	4	5	23
68	4	5	5	14	5	5	4	4	4	22
69	5	5	5	15	5	5	4	5	5	24
70	4	5	4	13	4	5	5	4	5	23
71	5	5	5	15	4	4	5	5	4	22
72	5	5	4	14	4	5	5	5	5	24
73	5	4	5	14	5	4	5	5	5	24
74	5	5	4	14	5	5	4	5	4	23
75	5	5	5	15	4	5	5	5	5	24
76	5	5	4	14	5	5	5	4	5	24
77	5	5	4	14	5	4	5	5	5	24
78	5	5	5	15	5	5	5	4	5	24
79	5	5	4	14	5	5	4	5	5	24
80	5	5	4	14	5	5	5	4	5	24
81	4	4	4	12	4	4	4	4	4	20
82	4	4	4	12	4	4	4	4	4	20
83	4	4	4	12	4	4	4	4	4	20
84	4	4	4	12	4	4	4	4	4	20
85	4	4	4	12	4	4	4	4	4	20
86	4	4	4	12	4	4	4	4	4	20

	<i>Shopping lifestyle (X1)</i>				<i>Visual merchandising (X2)</i>					
RESP	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2
87	4	4	4	12	4	4	4	4	4	20
88	4	4	5	13	5	5	5	5	4	24
89	4	4	4	12	4	4	4	4	4	20
90	5	5	5	15	5	4	4	5	4	22
91	5	5	5	15	5	4	4	5	4	22
92	4	4	4	12	4	4	4	4	5	21
93	5	5	5	15	5	5	5	5	5	25
94	5	5	4	14	5	4	5	5	5	24
95	4	4	4	12	4	4	4	4	4	20
96	4	4	4	12	4	4	4	4	5	21
Total Skor	440	432	422	1294	442	438	435	437	434	2186
Rata-rata	4.58	4.50	4.40	4.49	4.60	4.56	4.53	4.55	4.52	4.55



Lanjutan Lampiran 3 Tabulasi Variabel Penelitian

RESP	<i>Purchase intention (Y1)</i>					<i>Impulse buying (Y)</i>						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2
1	4	5	4	4	17	5	4	4	4	4	5	26
2	5	5	5	4	14	4	5	4	5	5	4	27
3	4	5	5	5	15	5	4	5	5	5	4	28
4	5	5	5	5	15	5	5	5	5	5	4	29
5	5	5	4	5	14	5	4	5	5	5	4	28
6	5	5	4	5	14	5	4	5	4	5	5	28
7	5	4	5	5	14	4	5	5	5	4	5	28
8	5	5	4	5	14	5	4	5	4	4	5	27
9	4	5	5	4	14	5	5	4	5	5	4	28
10	5	5	5	5	15	5	5	5	5	5	5	30
11	4	4	4	4	12	4	4	4	4	4	4	24
12	4	4	4	4	12	5	4	5	4	4	4	26
13	5	4	4	4	12	4	4	5	5	4	5	27
14	5	5	4	4	13	5	4	5	5	4	5	28
15	5	5	4	4	13	4	4	5	5	4	5	27
16	4	4	5	5	14	4	5	5	5	5	5	29
17	5	5	4	4	13	5	4	4	5	4	4	26
18	5	5	5	5	15	5	5	5	5	5	5	30
19	5	5	5	5	15	5	5	5	5	5	4	29
20	5	5	4	5	14	5	5	5	4	4	5	28
21	5	5	5	5	15	5	5	5	5	5	5	30
22	5	5	5	5	15	5	5	5	5	5	5	30
23	5	5	5	5	15	5	5	5	5	5	5	30
24	5	5	5	5	15	5	5	5	5	5	5	30
25	5	5	5	5	15	5	5	5	5	5	5	30
26	5	5	5	5	15	5	5	5	4	5	5	29
27	5	5	5	5	15	5	4	4	4	5	5	27
28	4	5	5	4	14	4	4	4	4	4	4	24
29	5	5	5	5	15	4	4	4	4	4	4	24
30	4	4	4	4	12	4	4	4	4	4	4	24
31	4	5	5	5	15	5	5	5	5	5	5	30
32	5	5	5	5	15	4	4	4	4	4	4	24
33	5	4	4	4	12	4	4	4	4	4	4	24
34	5	4	4	4	12	5	4	5	5	5	5	29
35	5	4	5	4	13	5	5	5	5	5	5	30
36	5	5	5	5	15	4	4	4	4	4	4	24
37	5	5	5	5	15	5	4	5	5	5	5	29
38	4	5	4	4	13	4	5	4	4	4	4	25
39	5	5	5	5	15	5	5	5	5	5	5	30
40	5	5	5	5	15	5	5	5	5	5	5	30
41	4	5	4	5	14	5	5	5	5	5	5	30
42	4	4	4	4	12	4	4	4	4	4	4	24

RESP	<i>Purchase intention (Y1)</i>					<i>Impulse buying (Y)</i>						
	Y1.1	Y1.2	Y1.3	Y1.4	Y1	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2
43	5	5	5	4	14	5	5	4	5	4	4	27
44	5	5	5	5	15	5	5	5	5	5	5	30
45	5	5	5	5	15	5	5	5	5	5	4	29
46	4	4	4	5	13	5	4	4	4	5	5	27
47	5	4	4	5	13	4	5	4	5	4	4	26
48	3	3	3	3	9	4	3	3	3	3	3	19
49	5	5	5	5	15	4	5	5	4	4	4	26
50	5	4	4	5	13	4	5	4	5	4	4	26
51	4	4	4	4	12	4	4	4	5	4	4	25
52	4	5	5	5	15	5	4	5	4	5	5	28
53	3	4	3	3	10	4	3	4	3	4	4	22
54	3	3	4	4	11	3	3	3	3	3	3	18
55	5	5	5	5	15	5	5	5	5	5	5	30
56	4	4	4	4	12	4	4	4	4	4	4	24
57	5	5	4	4	13	5	5	5	4	5	5	29
58	5	5	5	5	15	5	5	5	5	5	5	30
59	5	5	4	4	13	4	5	5	4	4	5	27
60	5	5	5	5	15	5	5	5	5	5	5	30
61	5	5	5	5	15	4	5	5	5	5	5	29
62	5	5	5	5	15	4	5	5	4	5	5	28
63	5	4	4	4	12	5	5	4	4	4	4	26
64	5	5	5	5	15	4	5	5	4	5	5	28
65	5	5	5	5	15	5	5	5	5	5	5	30
66	4	4	4	4	12	4	4	4	5	4	4	25
67	5	5	5	5	15	5	5	5	5	5	5	30
68	5	5	5	5	15	5	5	5	4	5	5	29
69	5	5	5	4	14	5	5	5	5	4	5	29
70	5	5	5	5	15	5	5	5	5	5	5	30
71	4	5	4	5	14	5	4	5	4	4	5	27
72	5	5	5	5	15	5	5	5	5	5	4	29
73	4	5	4	4	13	5	4	5	5	4	5	28
74	5	5	5	5	15	5	5	5	4	5	5	29
75	4	5	5	5	15	4	5	5	5	5	5	29
76	5	5	5	5	15	5	5	5	5	5	5	30
77	5	4	4	5	13	5	4	4	5	4	4	26
78	4	5	5	5	15	4	5	5	5	5	4	28
79	5	4	5	5	14	5	4	5	5	4	4	27
80	5	5	5	4	14	5	5	5	5	5	4	29
81	4	4	4	4	12	4	4	4	4	4	4	24
82	4	4	4	4	12	4	4	4	4	4	4	24
83	4	4	4	4	12	4	4	4	4	3	3	22
84	4	4	4	4	12	4	4	4	4	4	4	24
85	4	4	4	4	12	4	4	4	4	4	4	24
86	4	4	4	4	12	4	4	4	4	4	4	24

	<i>Purchase intention (Y1)</i>					<i>Impulse buying (Y)</i>						
RESP	Y1.1	Y1.2	Y1.3	Y1.4	Y1	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2
87	4	4	4	4	12	4	4	4	4	4	4	24
88	5	5	5	5	15	5	5	5	4	4	4	27
89	4	4	4	4	12	4	4	4	4	4	4	24
90	5	5	5	5	15	5	5	5	4	4	4	27
91	5	4	4	5	13	5	4	4	4	5	4	26
92	4	4	4	4	12	4	4	4	5	5	5	27
93	5	4	4	5	13	5	4	4	5	4	4	26
94	5	4	4	4	12	5	4	4	5	4	4	26
95	4	4	4	4	12	4	4	4	4	4	4	24
96	4	4	4	4	12	4	4	4	5	5	5	27
Total Skor	442	442	432	437	1315	439	430	438	434	429	429	2599
Rata-rata	4.60	4.60	4.50	4.55	4.57	4.57	4.48	4.56	4.52	4.47	4.47	4.53



Lampiran 4 Hasil Uji Frekuensi Data Responden

Frequency Table

		Umur			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>56 tahun	15	15.6	15.6	15.6
	18-25 tahun	15	15.6	15.6	31.3
	26-35 tahun	29	30.2	30.2	61.5
	36-45 tahun	17	17.7	17.7	79.2
	46-55 tahun	20	20.8	20.8	100.0
	Total	96	100.0	100.0	

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki- laki	44	45.8	45.8	45.8
	Perempuan	52	54.2	54.2	100.0
	Total	96	100.0	100.0	

		Pendidikan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	3	3.1	3.1	3.1
	S1	53	55.2	55.2	58.3
	S2	2	2.1	2.1	60.4
	SMA/SMK	38	39.6	39.6	100.0
	Total	96	100.0	100.0	

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Swasta	59	61.5	61.5	61.5
	PNS	15	15.6	15.6	77.1
	Wiraswasta	22	22.9	22.9	100.0
	Total	96	100.0	100.0	

Lampiran 5 Hasil Uji Validitas

Correlations

		X1.1	X1.2	X1.3	<i>Shopping lifestyle</i> (X1)
X1.1	Pearson Correlation	1	.356	.117	.689**
	Sig. (2-tailed)		.053	.539	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.356	1	.191	.746**
	Sig. (2-tailed)	.053		.312	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.117	.191	1	.644**
	Sig. (2-tailed)	.539	.312		.000
	N	30	30	30	30
<i>Shopping lifestyle</i> (X1)	Pearson Correlation	.689**	.746**	.644**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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



Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	<i>Visual merchandising</i> (X2)
X2.1	Pearson Correlation	1	.327	.463**	.488**	.558**	.789**
	Sig. (2-tailed)		.078	.010	.006	.001	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.327	1	.279	.176	.398*	.599**
	Sig. (2-tailed)	.078		.136	.352	.029	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.463**	.279	1	.253	.783**	.793**
	Sig. (2-tailed)	.010	.136		.177	.000	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.488**	.176	.253	1	.217	.558**
	Sig. (2-tailed)	.006	.352	.177		.250	.001
	N	30	30	30	30	30	30

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	<i>Visual merchandising (X2)</i>
X2.5	Pearson Correlation	.558**	.398*	.783**	.217	1	.845**
	Sig. (2-tailed)	.001	.029	.000	.250		.000
	N	30	30	30	30	30	30
<i>Visual merchandising (X2)</i>	Pearson Correlation	.789**	.599**	.793**	.558**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	
	N	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).



Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	<i>Purchase intention (Y1)</i>
Y1.1	Pearson Correlation	1	.452*	.123	.480**	.317
	Sig. (2-tailed)		.012	.517	.007	.049
	N	30	30	30	30	30
Y1.2	Pearson Correlation	.452*	1	.272	.311	.648**
	Sig. (2-tailed)	.012		.146	.094	.000
	N	30	30	30	30	30
Y1.3	Pearson Correlation	.123	.272	1	.508**	.588**
	Sig. (2-tailed)	.517	.146		.004	.001
	N	30	30	30	30	30
Y1.4	Pearson Correlation	.480**	.311	.508**	1	.588**
	Sig. (2-tailed)	.007	.094	.004		.001
	N	30	30	30	30	30
<i>Purchase intention (Y1)</i>	Pearson Correlation	.317	.648**	.588**	.588**	1
	Sig. (2-tailed)	.049	.000	.001	.001	
	N	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).

		Correlations						<i>Impulse buying (Y)</i>
		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	
Y2.1	Pearson Correlation	1	.218	.365*	.106	.455*	.208	.580**
	Sig. (2-tailed)		.247	.047	.578	.012	.270	.001
	N	30	30	30	30	30	30	30
Y2.2	Pearson Correlation	.218	1	.364*	.484**	.605**	.272	.748**
	Sig. (2-tailed)	.247		.048	.007	.000	.146	.000
	N	30	30	30	30	30	30	30
Y2.3	Pearson Correlation	.365*	.364*	1	.408*	.308	.505**	.732**
	Sig. (2-tailed)	.047	.048		.025	.097	.004	.000
	N	30	30	30	30	30	30	30
Y2.4	Pearson Correlation	.106	.484**	.408*	1	.451*	.085	.639**
	Sig. (2-tailed)	.578	.007	.025		.012	.656	.000
	N	30	30	30	30	30	30	30
Y2.5	Pearson Correlation	.455*	.605**	.308	.451*	1	.110	.740**
	Sig. (2-tailed)	.012	.000	.097	.012		.563	.000
	N	30	30	30	30	30	30	30
Y2.6	Pearson Correlation	.208	.272	.505**	.085	.110	1	.546**
	Sig. (2-tailed)	.270	.146	.004	.656	.563		.002
	N	30	30	30	30	30	30	30
<i>Impulse buying (Y)</i>	Pearson Correlation	.580**	.748**	.732**	.639**	.740**	.546**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.002	
	N	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).



Lampiran 6 Hasil Uji Reliabilitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.768	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	22.9667	3.068	.536	.744
X1.2	23.0667	2.892	.602	.714
X1.3	23.1333	3.085	.459	.768
<i>Shopping lifestyle (X1)</i>	13.8333	1.040	1.000	.457

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.785	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	42.5000	8.466	.725	.739
X2.2	42.4333	9.151	.504	.773
X2.3	42.5333	8.395	.728	.737
X2.4	42.3667	9.413	.469	.781
X2.5	42.5667	8.185	.793	.725
<i>Visual merchandising (X2)</i>	23.6000	2.662	1.000	.773

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.729	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	28.2000	4.510	.347	.731
Y1.2	28.1333	4.189	.613	.673
Y1.3	28.3333	4.023	.552	.673
Y1.4	28.3000	3.872	.654	.644
<i>Purchase intention (Y1)</i>	18.7667	1.771	.708	.689

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.765	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	50.7000	13.321	.493	.748
Y2.2	50.9000	12.507	.681	.722
Y2.3	50.7000	12.769	.669	.728
Y2.4	50.7667	13.013	.555	.739
Y2.5	50.8333	12.557	.673	.724
Y2.6	50.8000	13.338	.447	.751
<i>Impulse buying (Y)</i>	27.7000	3.803	1.000	.747

Lampiran 7 Hasil Uji Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	96	3.00	5.00	4.5833	.51640
X1.2	96	3.00	5.00	4.5000	.58038
X1.3	96	3.00	5.00	4.3958	.55211
<i>Shopping lifestyle (X1)</i>	96	10.00	15.00	13.4792	1.31373
X2.1	96	3.00	5.00	4.6042	.51256
X2.2	96	3.00	5.00	4.5625	.51936
X2.3	96	3.00	5.00	4.5312	.54199
X2.4	96	3.00	5.00	4.5521	.55951
X2.5	96	3.00	5.00	4.5208	.56156
<i>Visual merchandising (X2)</i>	96	15.00	25.00	22.7708	2.00252
Y1.1	96	3.00	5.00	4.6042	.55211
Y1.2	96	3.00	5.00	4.6042	.53270
Y1.3	96	3.00	5.00	4.5000	.54290
Y1.4	96	3.00	5.00	4.5521	.54037
<i>Purchase intention (Y1)</i>	96	9.00	17.00	13.6979	1.43725
Y2.1	96	3.00	5.00	4.5729	.51799
Y2.2	96	3.00	5.00	4.4792	.56156
Y2.3	96	3.00	5.00	4.5625	.53925
Y2.4	96	3.00	5.00	4.5208	.56156
Y2.5	96	3.00	5.00	4.4688	.56107
Y2.6	96	3.00	5.00	4.4688	.56107
<i>Impulse buying (Y)</i>	96	18.00	30.00	27.0729	2.55979
Valid N (listwise)	96				

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	38	39.6	39.6	40.6
	5.00	57	59.4	59.4	100.0
	Total	96	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	4.2	4.2	4.2
	4.00	40	41.7	41.7	45.8
	5.00	52	54.2	54.2	100.0
	Total	96	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	52	54.2	54.2	57.3
	5.00	41	42.7	42.7	100.0
	Total	96	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	36	37.5	37.5	38.5
	5.00	59	61.5	61.5	100.0
	Total	96	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	40	41.7	41.7	42.7
	5.00	55	57.3	57.3	100.0
	Total	96	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.1	2.1	2.1
	4.00	41	42.7	42.7	44.8
	5.00	53	55.2	55.2	100.0
	Total	96	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	37	38.5	38.5	41.7
	5.00	56	58.3	58.3	100.0
	Total	96	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	40	41.7	41.7	44.8
	5.00	53	55.2	55.2	100.0
	Total	96	100.0	100.0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	32	33.3	33.3	36.5
	5.00	61	63.5	63.5	100.0
	Total	96	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.1	2.1	2.1
	4.00	34	35.4	35.4	37.5
	5.00	60	62.5	62.5	100.0
	Total	96	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.1	2.1	2.1
	4.00	44	45.8	45.8	47.9
	5.00	50	52.1	52.1	100.0
	Total	96	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.1	2.1	2.1
	4.00	39	40.6	40.6	42.7
	5.00	55	57.3	57.3	100.0
	Total	96	100.0	100.0	

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	39	40.6	40.6	41.7
	5.00	56	58.3	58.3	100.0
	Total	96	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	44	45.8	45.8	49.0
	5.00	49	51.0	51.0	100.0
	Total	96	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.1	2.1	2.1
	4.00	38	39.6	39.6	41.7
	5.00	56	58.3	58.3	100.0
	Total	96	100.0	100.0	

Y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	40	41.7	41.7	44.8
	5.00	53	55.2	55.2	100.0
	Total	96	100.0	100.0	

Y2.5

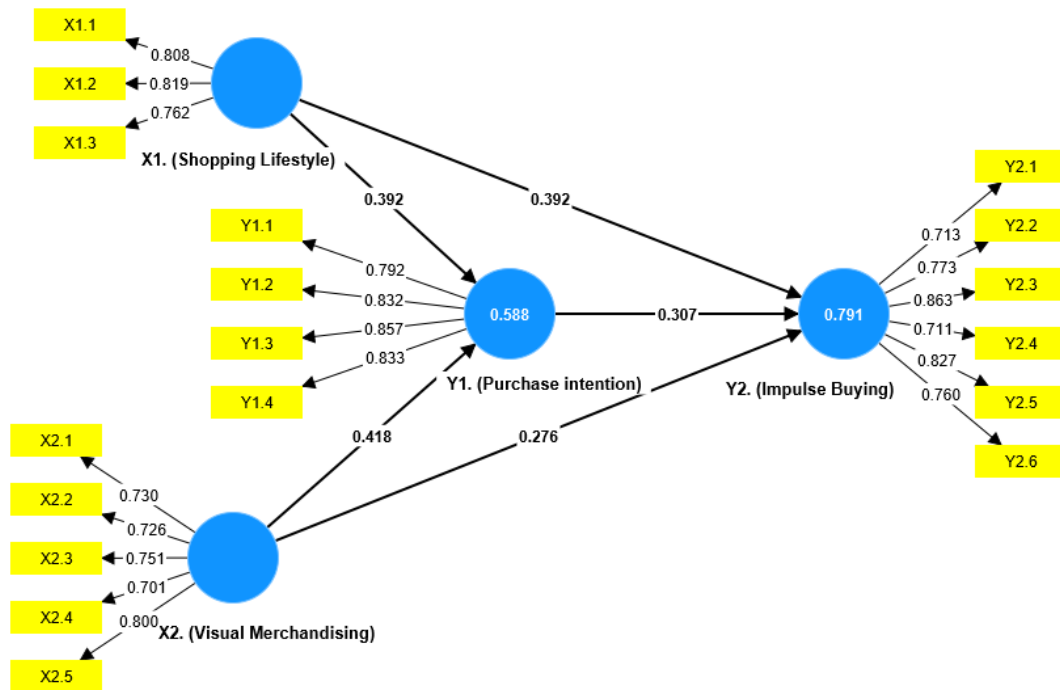
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	45	46.9	46.9	50.0
	5.00	48	50.0	50.0	100.0
	Total	96	100.0	100.0	

Y2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.1	3.1	3.1
	4.00	45	46.9	46.9	50.0
	5.00	48	50.0	50.0	100.0
	Total	96	100.0	100.0	



Lampiran 8 Hasil Uji PLS Algorithm



Outer loadings

	X1. (Shopping lifestyle)	X2. (Visual merchandising)	Y1. (Purchase intention)	Y2. (Impulse buying)
X1.1	0.808			
X1.2	0.819			
X1.3	0.762			
X2.1		0.730		
X2.2		0.726		
X2.3		0.751		
X2.4		0.701		
X2.5		0.800		
Y1.1			0.792	
Y1.2			0.832	
Y1.3			0.857	
Y1.4			0.833	
Y2.1				0.713
Y2.2				0.773
Y2.3				0.863
Y2.4				0.711
Y2.5				0.827

Y2.6			0.760
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Correlations

	X1. (<i>Shopping lifestyle</i>)	X2. (<i>Visual merchandising</i>)	Y1. (<i>Purchase intention</i>)	Y2. (<i>Impulse buying</i>)
X1. (<i>Shopping lifestyle</i>)	1.000	0.791	0.722	0.832
X2. (<i>Visual merchandising</i>)	0.791	1.000	0.728	0.809
Y1. (<i>Purchase intention</i>)	0.722	0.728	1.000	0.791
Y2. (<i>Impulse buying</i>)	0.832	0.809	0.791	1.000

R-square

	R-square	R-square adjusted
Y1. (<i>Purchase intention</i>)	0.588	0.579
Y2. (<i>Impulse buying</i>)	0.791	0.785

f-square

Matrix

	X1. (<i>Shopping lifestyle</i>)	X2. (<i>Visual merchandising</i>)	Y1. (<i>Purchase intention</i>)	Y2. (<i>Impulse buying</i>)
X1. (<i>Shopping lifestyle</i>)			0.139	0.242
X2. (<i>Visual merchandising</i>)			0.159	0.118
Y1. (<i>Purchase intention</i>)				0.186
Y2. (<i>Impulse buying</i>)				

Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
X1. (<i>Shopping lifestyle</i>)	0.712	0.712	0.839	0.635
X2. (<i>Visual merchandising</i>)	0.796	0.800	0.859	0.551
Y1. (<i>Purchase intention</i>)	0.848	0.848	0.898	0.687
Y2. (<i>Impulse buying</i>)	0.867	0.871	0.901	0.603

Discriminant validity

Heterotrait-monotrait ratio (HTMT) - Matrix

	X1. (<i>Shopping lifestyle</i>)	X2. (<i>Visual merchandising</i>)	Y1. (<i>Purchase intention</i>)	Y2. (<i>Impulse buying</i>)
X1. (<i>Shopping lifestyle</i>)				
X2. (<i>Visual merchandising</i>)	1.052			
Y1. (<i>Purchase intention</i>)	0.930	0.875		
Y2. (<i>Impulse buying</i>)	1.055	0.962	0.914	

Fornell-Larcker criterion

	X1. (<i>Shopping lifestyle</i>)	X2. (<i>Visual merchandising</i>)	Y1. (<i>Purchase intention</i>)	Y2. (<i>Impulse buying</i>)
X1. (<i>Shopping lifestyle</i>)	0.797			
X2. (<i>Visual merchandising</i>)	0.791	0.742		
Y1. (<i>Purchase intention</i>)	0.722	0.728	0.829	
Y2. (<i>Impulse buying</i>)	0.832	0.809	0.791	0.777

Cross loadings

	X1. (<i>Shopping lifestyle</i>)	X2. (<i>Visual merchandising</i>)	Y1. (<i>Purchase intention</i>)	Y2. (<i>Impulse buying</i>)
X1.1	0.808	0.690	0.561	0.684
X1.2	0.819	0.635	0.601	0.643
X1.3	0.762	0.564	0.565	0.660
X2.1	0.569	0.730	0.594	0.550
X2.2	0.559	0.726	0.644	0.652
X2.3	0.571	0.751	0.399	0.572
X2.4	0.642	0.701	0.546	0.488
X2.5	0.600	0.800	0.489	0.711
Y1.1	0.583	0.658	0.792	0.629
Y1.2	0.619	0.615	0.832	0.698
Y1.3	0.575	0.584	0.857	0.661
Y1.4	0.617	0.553	0.833	0.629
Y2.1	0.692	0.586	0.552	0.713
Y2.2	0.665	0.587	0.731	0.773
Y2.3	0.718	0.687	0.719	0.863
Y2.4	0.600	0.800	0.489	0.711

	X1. (<i>Shopping lifestyle</i>)	X2. (<i>Visual merchandising</i>)	Y1. (<i>Purchase intention</i>)	Y2. (<i>Impulse buying</i>)
Y2.5	0.621	0.565	0.641	0.827
Y2.6	0.556	0.525	0.517	0.760

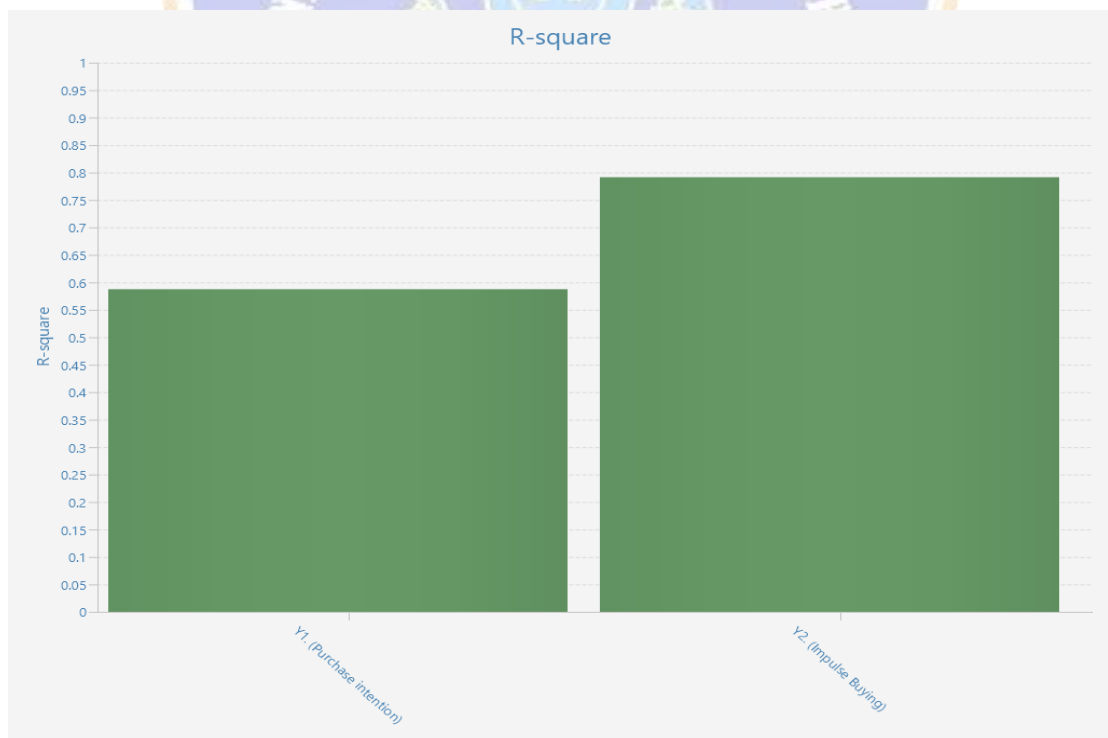
Collinearity statistics (VIF)

Outer model

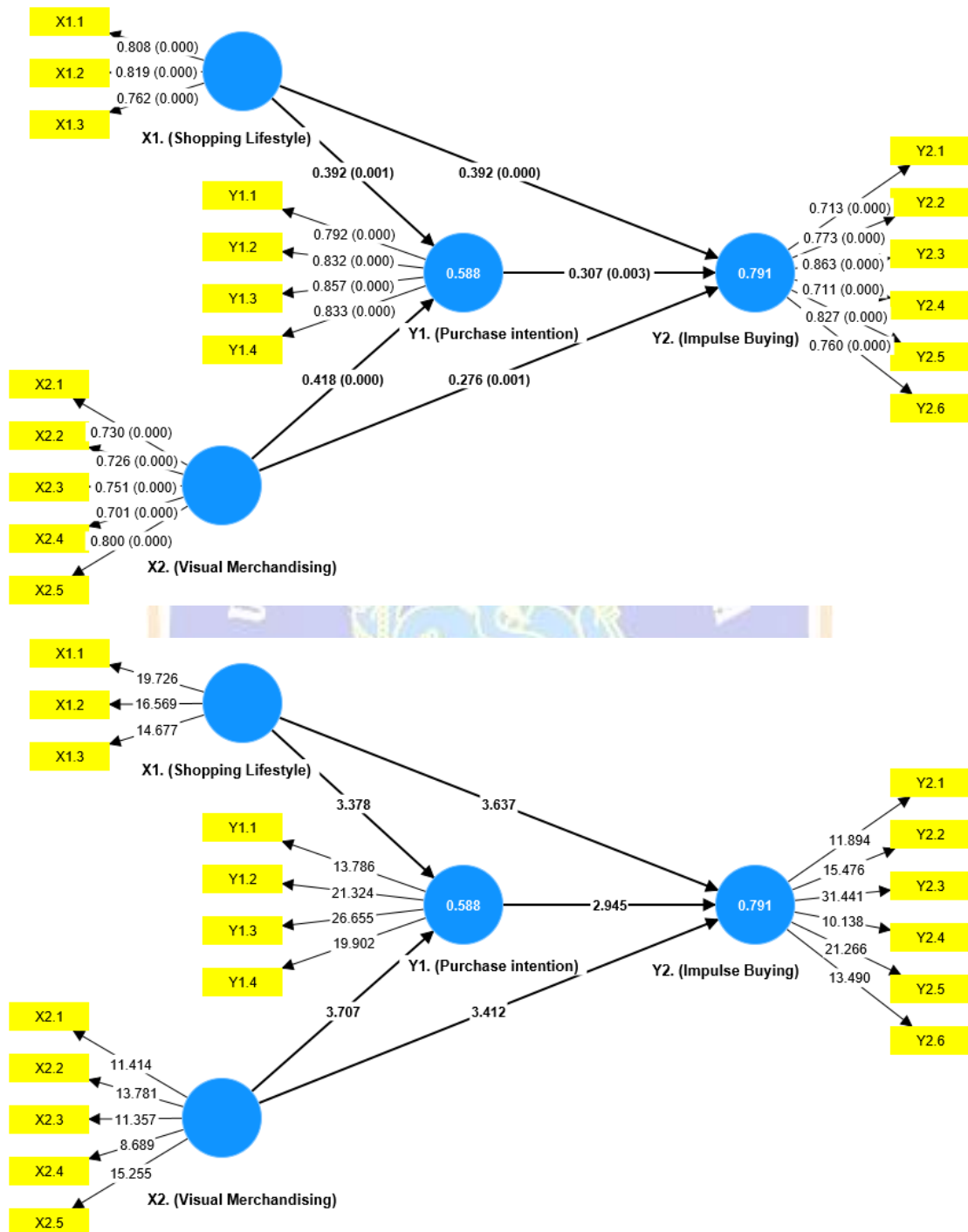
	VIF
X1.1	1.460
X1.2	1.500
X1.3	1.290
X2.1	1.489
X2.2	1.389
X2.3	1.826
X2.4	1.467
X2.5	1.940
Y1.1	1.664
Y1.2	1.945
Y1.3	2.313
Y1.4	2.042
Y2.1	1.608
Y2.2	1.956
Y2.3	2.855
Y2.4	1.548
Y2.5	2.315
Y2.6	2.198

Construct cross-validated redundancy

	SSO	SSE	Q ² (=1-SSE/SSO)
X1. (<i>Shopping lifestyle</i>)	288.000	288.000	0.000
X2. (<i>Visual merchandising</i>)	480.000	480.000	0.000
Y1. (<i>Purchase intention</i>)	384.000	235.937	0.386
Y2. (<i>Impulse buying</i>)	576.000	311.747	0.459



Lampiran 9 Hasil Uji PLS Bootstrapping



Path coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1. (<i>Shopping lifestyle</i>) -> Y1. (<i>Purchase intention</i>)	0.392	0.386	0.116	3.378	0.001
X1. (<i>Shopping lifestyle</i>) -> Y2. (<i>Impulse buying</i>)	0.392	0.392	0.108	3.637	0.000
X2. (<i>Visual merchandising</i>) -> Y1. (<i>Purchase intention</i>)	0.418	0.423	0.113	3.707	0.000
X2. (<i>Visual merchandising</i>) -> Y2. (<i>Impulse buying</i>)	0.276	0.272	0.081	3.412	0.001
Y1. (<i>Purchase intention</i>) -> Y2. (<i>Impulse buying</i>)	0.307	0.311	0.104	2.945	0.003

Total indirect effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1. (<i>Shopping lifestyle</i>) -> Y2. (<i>Impulse buying</i>)	0.120	0.122	0.060	1.988	0.047
X2. (<i>Visual merchandising</i>) -> Y2. (<i>Impulse buying</i>)	0.128	0.131	0.055	2.325	0.020

Specific indirect effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X2. (<i>Visual merchandising</i>) -> Y1. (<i>Purchase intention</i>) -> Y2. (<i>Impulse buying</i>)	0.128	0.131	0.055	2.325	0.020
X1. (<i>Shopping lifestyle</i>) -> Y1. (<i>Purchase intention</i>) -> Y2. (<i>Impulse buying</i>)	0.120	0.122	0.060	1.988	0.047

Total effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1. (<i>Shopping lifestyle</i>) -> Y1. (<i>Purchase intention</i>)	0.392	0.386	0.116	3.378	0.001
X1. (<i>Shopping lifestyle</i>) -> Y2. (<i>Impulse buying</i>)	0.512	0.515	0.087	5.903	0.000
X2. (<i>Visual merchandising</i>) -> Y1. (<i>Purchase intention</i>)	0.418	0.423	0.113	3.707	0.000
X2. (<i>Visual merchandising</i>) -> Y2. (<i>Impulse buying</i>)	0.404	0.403	0.087	4.670	0.000

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Y1. (<i>Purchase intention</i>) -> Y2. (<i>Impulse buying</i>)	0.307	0.311	0.104	2.945	0.003

Outer loadings

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1.1 <- X1. (<i>Shopping lifestyle</i>)	0.808	0.809	0.041	19.726	0.000
X1.2 <- X1. (<i>Shopping lifestyle</i>)	0.819	0.813	0.049	16.569	0.000
X1.3 <- X1. (<i>Shopping lifestyle</i>)	0.762	0.759	0.052	14.677	0.000
X2.1 <- X2. (<i>Visual merchandising</i>)	0.730	0.727	0.064	11.414	0.000
X2.2 <- X2. (<i>Visual merchandising</i>)	0.726	0.729	0.053	13.781	0.000
X2.3 <- X2. (<i>Visual merchandising</i>)	0.751	0.741	0.066	11.357	0.000
X2.4 <- X2. (<i>Visual merchandising</i>)	0.701	0.690	0.081	8.689	0.000
X2.5 <- X2. (<i>Visual merchandising</i>)	0.800	0.795	0.052	15.255	0.000
Y1.1 <- Y1. (<i>Purchase intention</i>)	0.792	0.785	0.057	13.786	0.000
Y1.2 <- Y1. (<i>Purchase intention</i>)	0.832	0.832	0.039	21.324	0.000
Y1.3 <- Y1. (<i>Purchase intention</i>)	0.857	0.856	0.032	26.655	0.000
Y1.4 <- Y1. (<i>Purchase intention</i>)	0.833	0.829	0.042	19.902	0.000
Y2.1 <- Y2. (<i>Impulse buying</i>)	0.713	0.711	0.060	11.894	0.000
Y2.2 <- Y2. (<i>Impulse buying</i>)	0.773	0.770	0.050	15.476	0.000
Y2.3 <- Y2. (<i>Impulse buying</i>)	0.863	0.863	0.027	31.441	0.000
Y2.4 <- Y2. (<i>Impulse buying</i>)	0.711	0.703	0.070	10.138	0.000
Y2.5 <- Y2. (<i>Impulse buying</i>)	0.827	0.824	0.039	21.266	0.000
Y2.6 <- Y2. (<i>Impulse buying</i>)	0.760	0.754	0.056	13.490	0.000

Outer weights

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1.1 <- X1. (<i>Shopping lifestyle</i>)	0.422	0.425	0.039	10.822	0.000
X1.2 <- X1. (<i>Shopping lifestyle</i>)	0.419	0.417	0.028	15.157	0.000
X1.3 <- X1. (<i>Shopping lifestyle</i>)	0.414	0.415	0.036	11.418	0.000
X2.1 <- X2. (<i>Visual merchandising</i>)	0.272	0.275	0.034	7.960	0.000
X2.2 <- X2. (<i>Visual merchandising</i>)	0.309	0.315	0.043	7.101	0.000
X2.3 <- X2. (<i>Visual merchandising</i>)	0.233	0.231	0.026	9.132	0.000
X2.4 <- X2. (<i>Visual merchandising</i>)	0.245	0.242	0.030	8.186	0.000
X2.5 <- X2. (<i>Visual merchandising</i>)	0.288	0.288	0.029	9.991	0.000
Y1.1 <- Y1. (<i>Purchase intention</i>)	0.301	0.300	0.026	11.782	0.000

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Y1.2 <- Y1. (<i>Purchase intention</i>)	0.316	0.317	0.024	13.271	0.000
Y1.3 <- Y1. (<i>Purchase intention</i>)	0.298	0.301	0.023	12.767	0.000
Y1.4 <- Y1. (<i>Purchase intention</i>)	0.292	0.293	0.021	13.909	0.000
Y2.1 <- Y2. (<i>Impulse buying</i>)	0.212	0.213	0.022	9.622	0.000
Y2.2 <- Y2. (<i>Impulse buying</i>)	0.227	0.228	0.019	12.158	0.000
Y2.3 <- Y2. (<i>Impulse buying</i>)	0.243	0.246	0.020	11.949	0.000
Y2.4 <- Y2. (<i>Impulse buying</i>)	0.213	0.211	0.019	11.229	0.000
Y2.5 <- Y2. (<i>Impulse buying</i>)	0.209	0.211	0.015	14.079	0.000
Y2.6 <- Y2. (<i>Impulse buying</i>)	0.183	0.183	0.014	13.202	0.000

