

## Lampiran 9. HASIL ANALISIS MENGGUNAKAN SPSS

### HASIL UJI SPSS

#### X1 Terhadap Y

##### 1. Analisis Koefisien Korelasi Sederhana

##### Correlations

|                            |                     | MINAT BELI | FEAR OF MISSING OUT (FoMO) |
|----------------------------|---------------------|------------|----------------------------|
| MINAT BELI                 | Pearson Correlation | 1          | .875**                     |
|                            | Sig. (2-tailed)     |            | .000                       |
|                            | N                   | 80         | 80                         |
| FEAR OF MISSING OUT (FoMO) | Pearson Correlation | .875**     | 1                          |
|                            | Sig. (2-tailed)     | .000       |                            |
|                            | N                   | 80         | 80                         |

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

##### Variables Entered/Removed<sup>a</sup>

| Model | Variables Entered                       | Variables Removed | Method |
|-------|-----------------------------------------|-------------------|--------|
| 1     | FEAR OF MISSING OUT (FoMO) <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: MINAT BELI

b. All requested variables entered.

## 2. Analisis Koefisien Determinasi

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .875 <sup>a</sup> | .766     | .763              | 3.24410                    |

a. Predictors: (Constant), FEAR OF MISSING OUT (FoMO)

## 3. Uji t

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

| Model |                            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|----------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)                 | 19.579                      | 2.813      |                           | 6.960  | .000 |
|       | FEAR OF MISSING OUT (FoMO) | .746                        | .047       | .875                      | 15.982 | .000 |

a. Dependent Variable: MINAT BELI

## Pengaruh X2 Terhadap Y

### 1. Analisis Koefisien Korelasi Sederhana

**Correlations**

|            |                     | MINAT BELI | IMPULSE BUYING |
|------------|---------------------|------------|----------------|
| MINAT BELI | Pearson Correlation | 1          | .692**         |

|                |                     |        |      |
|----------------|---------------------|--------|------|
|                | Sig. (2-tailed)     |        | .000 |
|                | N                   | 80     | 80   |
| IMPULSE BUYING | Pearson Correlation | .692** | 1    |
|                | Sig. (2-tailed)     | .000   |      |
|                | N                   | 80     | 80   |

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

#### Variables Entered/Removed<sup>a</sup>

| Model | Variables Entered           | Variables Removed | Method |
|-------|-----------------------------|-------------------|--------|
| 1     | IMPULSE BUYING <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: MINAT BELI

b. All requested variables entered.

## 2. Analisis Koefisien Determinasi

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .692 <sup>a</sup> | .478     | .472              | 4.84471                    |

a. Predictors: (Constant), IMPULSE BUYING

## 3. Uji t

#### Coefficients<sup>a</sup>

| Model |                | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|----------------|-----------------------------|------------|---------------------------|-------|------|
|       |                | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)     | 22.483                      | 4.959      |                           | 4.534 | .000 |
|       | IMPULSE BUYING | .680                        | .080       | .692                      | 8.456 | .000 |

a. Dependent Variable: MINAT BELI

## Pengaruh X1 dan X2 Terhadap Y

### Correlations

|                            |                     | MINAT BELI | IMPULSE BUYING | FEAR OF MISSING OUT (FoMO) |
|----------------------------|---------------------|------------|----------------|----------------------------|
| MINAT BELI                 | Pearson Correlation | 1          | .692**         | .875**                     |
|                            | Sig. (2-tailed)     |            | .000           | .000                       |
|                            | N                   | 80         | 80             | 80                         |
| IMPULSE BUYING             | Pearson Correlation | .692**     | 1              | .596**                     |
|                            | Sig. (2-tailed)     | .000       |                | .000                       |
|                            | N                   | 80         | 80             | 80                         |
| FEAR OF MISSING OUT (FoMO) | Pearson Correlation | .875**     | .596**         | 1                          |
|                            | Sig. (2-tailed)     | .000       | .000           |                            |
|                            | N                   | 80         | 80             | 80                         |

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

## 1. Analisis Koefisien Korelasi dan Determinasi

### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .901 <sup>a</sup> | .811     | .806              | 2.93550                    |

a. Predictors: (Constant), FEAR OF MISSING OUT (FoMO) , IMPULSE BUYING

## 2. Uji F

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

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 2845.367       | 2  | 1422.684    | 165.099 | .000 <sup>b</sup> |
|       | Residual   | 663.520        | 77 | 8.617       |         |                   |
|       | Total      | 3508.888       | 79 |             |         |                   |

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), FEAR OF MISSING OUT (FoMO) , IMPULSE BUYING

## 3. Analisis Regresi Linier Berganda

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

| Model |                            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|----------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)                 | 11.690                      | 3.145      |                           | 3.717  | .000 |
|       | IMPULSE BUYING             | .259                        | .061       | .264                      | 4.273  | .000 |
|       | FEAR OF MISSING OUT (FoMO) | .612                        | .053       | .718                      | 11.639 | .000 |

a. Dependent Variable: MINAT BELI

## Lampiran 10. t Tabel

Titik Persentase Distribusi t (df = 41 – 80)

| Pr<br>df | 0.25<br>0.50 | 0.10<br>0.20 | 0.05<br>0.10 | 0.025<br>0.050 | 0.01<br>0.02 | 0.005<br>0.010 | 0.001<br>0.002 |
|----------|--------------|--------------|--------------|----------------|--------------|----------------|----------------|
| 41       | 0.68052      | 1.30254      | 1.68288      | 2.01954        | 2.42080      | 2.70118        | 3.30127        |
| 42       | 0.68038      | 1.30204      | 1.68195      | 2.01808        | 2.41847      | 2.69807        | 3.29595        |
| 43       | 0.68024      | 1.30155      | 1.68107      | 2.01669        | 2.41625      | 2.69510        | 3.29089        |
| 44       | 0.68011      | 1.30109      | 1.68023      | 2.01537        | 2.41413      | 2.69228        | 3.28607        |
| 45       | 0.67998      | 1.30065      | 1.67943      | 2.01410        | 2.41212      | 2.68959        | 3.28148        |
| 46       | 0.67986      | 1.30023      | 1.67866      | 2.01290        | 2.41019      | 2.68701        | 3.27710        |
| 47       | 0.67975      | 1.29982      | 1.67793      | 2.01174        | 2.40835      | 2.68456        | 3.27291        |
| 48       | 0.67964      | 1.29944      | 1.67722      | 2.01063        | 2.40658      | 2.68220        | 3.26891        |
| 49       | 0.67953      | 1.29907      | 1.67655      | 2.00958        | 2.40489      | 2.67995        | 3.26508        |
| 50       | 0.67943      | 1.29871      | 1.67591      | 2.00856        | 2.40327      | 2.67779        | 3.26141        |
| 51       | 0.67933      | 1.29837      | 1.67528      | 2.00758        | 2.40172      | 2.67572        | 3.25789        |
| 52       | 0.67924      | 1.29805      | 1.67469      | 2.00665        | 2.40022      | 2.67373        | 3.25451        |
| 53       | 0.67915      | 1.29773      | 1.67412      | 2.00575        | 2.39879      | 2.67182        | 3.25127        |
| 54       | 0.67906      | 1.29743      | 1.67356      | 2.00488        | 2.39741      | 2.66998        | 3.24815        |
| 55       | 0.67898      | 1.29713      | 1.67303      | 2.00404        | 2.39608      | 2.66822        | 3.24515        |
| 56       | 0.67890      | 1.29685      | 1.67252      | 2.00324        | 2.39480      | 2.66651        | 3.24226        |
| 57       | 0.67882      | 1.29658      | 1.67203      | 2.00247        | 2.39357      | 2.66487        | 3.23948        |
| 58       | 0.67874      | 1.29632      | 1.67155      | 2.00172        | 2.39238      | 2.66329        | 3.23680        |
| 59       | 0.67867      | 1.29607      | 1.67109      | 2.00100        | 2.39123      | 2.66176        | 3.23421        |
| 60       | 0.67860      | 1.29582      | 1.67065      | 2.00030        | 2.39012      | 2.66028        | 3.23171        |
| 61       | 0.67853      | 1.29558      | 1.67022      | 1.99962        | 2.38905      | 2.65886        | 3.22930        |
| 62       | 0.67847      | 1.29536      | 1.66980      | 1.99897        | 2.38801      | 2.65748        | 3.22696        |
| 63       | 0.67840      | 1.29513      | 1.66940      | 1.99834        | 2.38701      | 2.65615        | 3.22471        |
| 64       | 0.67834      | 1.29492      | 1.66901      | 1.99773        | 2.38604      | 2.65485        | 3.22253        |
| 65       | 0.67828      | 1.29471      | 1.66864      | 1.99714        | 2.38510      | 2.65360        | 3.22041        |
| 66       | 0.67823      | 1.29451      | 1.66827      | 1.99656        | 2.38419      | 2.65239        | 3.21837        |
| 67       | 0.67817      | 1.29432      | 1.66792      | 1.99601        | 2.38330      | 2.65122        | 3.21639        |
| 68       | 0.67811      | 1.29413      | 1.66757      | 1.99547        | 2.38245      | 2.65008        | 3.21446        |
| 69       | 0.67806      | 1.29394      | 1.66724      | 1.99495        | 2.38161      | 2.64898        | 3.21260        |
| 70       | 0.67801      | 1.29376      | 1.66691      | 1.99444        | 2.38081      | 2.64790        | 3.21079        |
| 71       | 0.67796      | 1.29359      | 1.66660      | 1.99394        | 2.38002      | 2.64686        | 3.20903        |
| 72       | 0.67791      | 1.29342      | 1.66629      | 1.99346        | 2.37926      | 2.64585        | 3.20733        |
| 73       | 0.67787      | 1.29326      | 1.66600      | 1.99300        | 2.37852      | 2.64487        | 3.20567        |
| 74       | 0.67782      | 1.29310      | 1.66571      | 1.99254        | 2.37780      | 2.64391        | 3.20406        |
| 75       | 0.67778      | 1.29294      | 1.66543      | 1.99210        | 2.37710      | 2.64298        | 3.20249        |
| 76       | 0.67773      | 1.29279      | 1.66515      | 1.99167        | 2.37642      | 2.64208        | 3.20096        |
| 77       | 0.67769      | 1.29264      | 1.66488      | 1.99125        | 2.37576      | 2.64120        | 3.19948        |
| 78       | 0.67765      | 1.29250      | 1.66462      | 1.99085        | 2.37511      | 2.64034        | 3.19804        |
| 79       | 0.67761      | 1.29236      | 1.66437      | 1.99045        | 2.37448      | 2.63950        | 3.19663        |
| 80       | 0.67757      | 1.29222      | 1.66412      | 1.99006        | 2.37387      | 2.63869        | 3.19526        |

Catatan: Probabilita yang lebih kecil yang ditunjukkan pada judul tiap kolom adalah luas daerah dalam satu ujung, sedangkan probabilitas yang lebih besar adalah luas daerah dalam

Lampiran 11. F tabel

| Titik Persentase Distribusi F untuk Probabilita = 0,05 |                         |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|--------------------------------------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| df untuk penyebut (N2)                                 | df untuk pembilang (N1) |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|                                                        | 1                       | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   | 11   | 12   | 13   | 14   | 15   |
| 46                                                     | 4.05                    | 3.20 | 2.81 | 2.57 | 2.42 | 2.30 | 2.22 | 2.15 | 2.09 | 2.04 | 2.00 | 1.97 | 1.94 | 1.91 | 1.89 |
| 47                                                     | 4.05                    | 3.20 | 2.80 | 2.57 | 2.41 | 2.30 | 2.21 | 2.14 | 2.09 | 2.04 | 2.00 | 1.96 | 1.93 | 1.91 | 1.88 |
| 48                                                     | 4.04                    | 3.19 | 2.80 | 2.57 | 2.41 | 2.29 | 2.21 | 2.14 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| 49                                                     | 4.04                    | 3.19 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| 50                                                     | 4.03                    | 3.18 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.07 | 2.03 | 1.99 | 1.95 | 1.92 | 1.89 | 1.87 |
| 51                                                     | 4.03                    | 3.18 | 2.79 | 2.55 | 2.40 | 2.28 | 2.20 | 2.13 | 2.07 | 2.02 | 1.98 | 1.95 | 1.92 | 1.89 | 1.87 |
| 52                                                     | 4.03                    | 3.18 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.07 | 2.02 | 1.98 | 1.94 | 1.91 | 1.89 | 1.86 |
| 53                                                     | 4.02                    | 3.17 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| 54                                                     | 4.02                    | 3.17 | 2.78 | 2.54 | 2.39 | 2.27 | 2.18 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| 55                                                     | 4.02                    | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.06 | 2.01 | 1.97 | 1.93 | 1.90 | 1.88 | 1.85 |
| 56                                                     | 4.01                    | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| 57                                                     | 4.01                    | 3.16 | 2.77 | 2.53 | 2.38 | 2.26 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| 58                                                     | 4.01                    | 3.16 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.05 | 2.00 | 1.96 | 1.92 | 1.89 | 1.87 | 1.84 |
| 59                                                     | 4.00                    | 3.15 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.04 | 2.00 | 1.96 | 1.92 | 1.89 | 1.86 | 1.84 |
| 60                                                     | 4.00                    | 3.15 | 2.76 | 2.53 | 2.37 | 2.25 | 2.17 | 2.10 | 2.04 | 1.99 | 1.95 | 1.92 | 1.89 | 1.86 | 1.84 |
| 61                                                     | 4.00                    | 3.15 | 2.76 | 2.52 | 2.37 | 2.25 | 2.16 | 2.09 | 2.04 | 1.99 | 1.95 | 1.91 | 1.88 | 1.86 | 1.83 |
| 62                                                     | 4.00                    | 3.15 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.99 | 1.95 | 1.91 | 1.88 | 1.85 | 1.83 |
| 63                                                     | 3.99                    | 3.14 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| 64                                                     | 3.99                    | 3.14 | 2.75 | 2.52 | 2.36 | 2.24 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| 65                                                     | 3.99                    | 3.14 | 2.75 | 2.51 | 2.36 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.85 | 1.82 |
| 66                                                     | 3.99                    | 3.14 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.84 | 1.82 |
| 67                                                     | 3.98                    | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.98 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| 68                                                     | 3.98                    | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| 69                                                     | 3.98                    | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.86 | 1.84 | 1.81 |
| 70                                                     | 3.98                    | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.14 | 2.07 | 2.02 | 1.97 | 1.93 | 1.89 | 1.86 | 1.84 | 1.81 |
| 71                                                     | 3.98                    | 3.13 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.97 | 1.93 | 1.89 | 1.86 | 1.83 | 1.81 |
| 72                                                     | 3.97                    | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| 73                                                     | 3.97                    | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| 74                                                     | 3.97                    | 3.12 | 2.73 | 2.50 | 2.34 | 2.22 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.85 | 1.83 | 1.80 |
| 75                                                     | 3.97                    | 3.12 | 2.73 | 2.49 | 2.34 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.83 | 1.80 |
| 76                                                     | 3.97                    | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| 77                                                     | 3.97                    | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| 78                                                     | 3.96                    | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.80 |
| 79                                                     | 3.96                    | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.79 |
| 80                                                     | 3.96                    | 3.11 | 2.72 | 2.49 | 2.33 | 2.21 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.84 | 1.82 | 1.79 |
| 81                                                     | 3.96                    | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.82 | 1.79 |
| 82                                                     | 3.96                    | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| 83                                                     | 3.96                    | 3.11 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 | 1.91 | 1.87 | 1.84 | 1.81 | 1.79 |
| 84                                                     | 3.95                    | 3.11 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.95 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| 85                                                     | 3.95                    | 3.10 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.79 |
| 86                                                     | 3.95                    | 3.10 | 2.71 | 2.48 | 2.32 | 2.21 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.84 | 1.81 | 1.78 |
| 87                                                     | 3.95                    | 3.10 | 2.71 | 2.48 | 2.32 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.87 | 1.83 | 1.81 | 1.78 |
| 88                                                     | 3.95                    | 3.10 | 2.71 | 2.48 | 2.32 | 2.20 | 2.12 | 2.05 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.81 | 1.78 |
| 89                                                     | 3.95                    | 3.10 | 2.71 | 2.47 | 2.32 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| 90                                                     | 3.95                    | 3.10 | 2.71 | 2.47 | 2.32 | 2.20 | 2.11 | 2.04 | 1.99 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |