Lampiran 9 . Uji korelasi

Peomosi (X1) Terhadap *Impulse Buying* (Y)

Correlations

		Promosi	Impulse Buying
Promosi	Pearson Correlation	1	.838**
	Sig. (2-tailed)		.000
	N	100	100
Impulse Buying	Pearson Correlation	.838**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

***Fear Of Missing Out* (X2) Terhadap *Impulse Buying* (Y)**

Correlations

		Fear Of Missing Out	*Impulse Buying*
Fear Of Missing Out	Pearson Correlation	1	.802**
	Sig. (2-tailed)		.000
	N	100	100
Impulse Buying	Pearson Correlation	.802**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

Promosi (X1) dan *Fear Of Missing Out* (X2) Terhadap *Impulse Buying* (Y)

Correlations

		Promosi	*Fear Of Missing Out*	*Impulse Buying*
Promosi	Pearson Correlation	1	.805**	.838**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Fear Of Missing Out	Pearson Correlation	.805**	1	.802**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
ImpulseBuying	Pearson Correlation	.838**	.802**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

Lampiran 10 . Hasil Analisis Uji Regresi

Peomosi (X1) Terhadap *Impulse Buying* (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805[a]	.649	.645	3.512

a. Predictors: (Constant), Promosi

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2232.092	1	2232.092	180.944	.000[b]
	Residual	1208.908	98	12.336		
	Total	3441.000	99			

a. Dependent Variable: *Fear Of Missing Out*

b. Predictors: (Constant), Promosi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.759	2.019		3.348	.001
	Promosi	.480	.036	.805	13.452	.000

a. Dependent Variable: *Fear Of Missing Out*

Fear Of Missing Out (X2) Terhadap *Impulse Buying* (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802[a]	.643	.639	4.143

a. Predictors: (Constant), *Fear Of Missing Out*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3026.309	1	3026.309	176.332	.000[b]
	Residual	1681.931	98	17.163		
	Total	4708.240	99			

a. Dependent Variable: *Impulse Buying*

b. Predictors: (Constant), *Fear Of Missing Out*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.343	2.402		5.555	.000
	Fear Of Missing Out	.938	.071	.802	13.279	.000

a. Dependent Variable: *Impulse Buying*

Promosi (X1) dan *Fear Of Missing Out* (X2) Terhadap *Impulse Buying* (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865[a]	.748	.743	3.495

a. Predictors: (Constant), *Fear Of Missing Out*, Promosi

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3523.571	2	1761.785	144.254	.000[b]
	Residual	1184.669	97	12.213		
	Total	4708.240	99			

a. Dependent Variable: *Impulse Buying*

b. Predictors: (Constant), *Fear Of Missing Out*, Promosi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.354	2.120		4.411	.000
	Promosi	.383	.060	.548	6.381	.000
	Fear Of Missing Out	.421	.101	.360	4.191	.000

a. Dependent Variable: *Impulse Buying*