DAFTAR ISI

ABSTRAK ........................................................................................................... i
ABSTRACT ........................................................................................................... ii
LEMBAR PENGESAHAN SKRIPSI ................................................................. iii
PERNYATAAN ORISINALITAS ....................................................................... iv
LEMBAR MOTTO DAN PERSEMBAHAN ....................................................... v
KATA PENGANTAR ........................................................................................... vi
DAFTAR ISI ....................................................................................................... viii
DAFTAR TABEL ............................................................................................... xi
DAFTAR GAMBAR .......................................................................................... xii
DAFTAR LAMPIRAN ......................................................................................... xiii

BAB I PENDAHULUAN
A. Latar Belakang Masalah ................................................................................ 1
B. Identifikasi Masalah ....................................................................................... 7
C. Pembatasan Masalah ..................................................................................... 7
D. Perumusan Masalah ...................................................................................... 7
E. Kegunaan Penelitian ..................................................................................... 8

BAB II KAJIAN TEORE蒂K
A. Deskripsi Konseptual .................................................................................. 10
   1. Pembelian Impulsif (Impulse Buying) ..................................................... 10
   2. Display Produk (Barang pajangan toko) ................................................ 17
   3. Suasana Toko (Store Atmosphere) ......................................................... 26
B. Hasil Penelitian yang Relevan .................................................................... 31
C. Kerangka Teoretik ..................................................................................... 38
D. Perumusan Hipotesis ............................................................................... 40

BAB III METODOLOGI PENELITIAN
A. Tujuan Penelitian ....................................................................................... 41
B. Tempat dan Waktu Penelitian .................................................................... 41
   1. Tempat penelitian .................................................................................... 41
   2. Waktu Penelitian ..................................................................................... 42
BAB IV HASIL PENELITIAN DAN PEMBAHASAN

A. Deskripsi Data ................................................................. 63
   1. Pembelian Impulsif (Variabel Y) .................................. 63
   2. Display Produk (Variabel X₁) ....................................... 66
   3. Suasana Toko (Variabel X₂) ......................................... 69

B. Pengujian Hipotesis ........................................................ 73
   1. Persamaan Garis Regresi ............................................. 73
   2. Pengujian Persyaratan Analisis ................................... 75
   3. Pengujian Hipotesis Penelitian ................................... 78

C. Pembahasan ................................................................. 82
   1. Display Produk dengan Pembelian Impulsif ................. 82
   2. Suasana Toko dengan Pembelian Impulsif ................. 83

BAB V KESIMPULAN, IMPLIKASI DAN SARAN

A. Kesimpulan .................................................................... 85
   a. Display Produk dengan Pembelian Impulsif ............... 85
   b. Suasana Toko dengan Pembelian Impulsif ............... 85

B. Implikasi ........................................................................ 86
   a. Display Produk dengan Pembelian Impulsif ............... 86
b. Suasana Toko Dengan Pembelian Impulsif ................................. 87
C. Saran ........................................................................................................ 88

DAFTAR PUSTAKA
LAMPIRAN
DAFTAR RIWAYAT HIDUP
DAFTAR TABEL

TABEL II. 1 Matriks Hasil Penelitian Terdahulu ............................................ 34
TABEL II. 2 Persamaan dan Perbandingan Penelitian ...................................... 35
TABEL III. 1 Kisi - Kisi Instrumen Penelitian Pembelian Impulsif
(Variabel Y) ........................................................................................................ 46
TABEL III. 2 Skala Penilaian Instrumen Pembelian Impulsif
(Variabel Y) ........................................................................................................ 46
TABEL III. 3 Kisi – Kisi Instrumen Penelitian Display Produk
(Variabel X₁) ....................................................................................................... 50
TABEL III. 4 Skala Penilaian Instrumen Display Produk (Variabel X₁)............. 51
TABEL III. 5 Kisi – Kisi Instrumen Penelitian Suasana Toko
(Variabel X₂) ....................................................................................................... 55
TABEL III. 6 Skala Penilaian Instrumen Suasana Toko (Variabel X₂).............. 56
TABEL IV. 1 Distribusi Frekuensi Pembelian Impulsif (Variabel Y) .......... 64
TABEL IV. 2 Rata – Rata Hitung Skor Indikator Pembelian Impulsif .......... 66
TABEL IV. 3 Distribusi Frekuensi Display Produk (Variabel X₁) ................. 67
TABEL IV. 4 Rata – Rata Hitung Skor Indikator Display Produk .............. 69
TABEL IV. 5 Distribusi Frekuensi Suasana Toko (Variabel X₂) ................... 70
TABEL IV. 6 Rata – Rata Hitung Skor Indikator Suasana Toko .................... 72
TABEL IV. 7 Hasil Uji Normalitas Galat Taksiran Regresi Y atas X₁ ........ 75
TABEL IV. 8 Hasil Uji Normalitas Galat Taksiran Regresi Y atas X₂ ........ 76
TABEL IV. 9 Anava untuk Keberartian dan Linearitas Persamaan
Regresi Display Produk dengan Pembelian Impulsif ................................. 78
TABEL IV. 10 Pengujian Signifikan Koefisien Korelasi Sederhana
X₁ dan Y ............................................................................................................... 79
TABEL IV. 11 Anava untuk Keberartian dan Linearitas Persamaan
Regresi Suasana Toko dengan Pembelian Impulsi ................................. 80
TABEL IV. 12 Pengujian Signifikan Koefisien Korelasi Sederhana
X₂ dan Y ............................................................................................................... 81
DAFTAR GAMBAR

GAMBAR IV. 1 Grafik Histogram Pembelian Impulsif ............................................ 65
GAMBAR IV. 2 Grafik Histogram Display Produk..................................................... 68
GAMBAR IV. 3 Grafik Histogram Suasana Toko ...................................................... 71
GAMBAR IV. 4 Grafik Hubungan antara Display Produk dengan Pembelian
   Impulsif............................................................................................................... 73
GAMBAR IV. 5 Grafik Hubungan antara Suasana Toko dengan Pembelian
   Impulsif............................................................................................................... 74
### DAFTAR LAMPIRAN

<table>
<thead>
<tr>
<th>Lampiran</th>
<th>Deskripsi</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Surat Ijin Penelitian di RW 014</td>
<td>93</td>
</tr>
<tr>
<td>2</td>
<td>Surat Balasan Penelitian di RW 014</td>
<td>94</td>
</tr>
<tr>
<td>3</td>
<td>Survei Awal</td>
<td>95</td>
</tr>
<tr>
<td>4</td>
<td>Kuesioner Penelitian Uji Coba Y</td>
<td>96</td>
</tr>
<tr>
<td>5</td>
<td>Skor Uji Coba Variabel Y</td>
<td>99</td>
</tr>
<tr>
<td>6</td>
<td>Perhitungan Analisis Butir Y</td>
<td>100</td>
</tr>
<tr>
<td>7</td>
<td>Data Perhitungan Validitas Variabel Y</td>
<td>101</td>
</tr>
<tr>
<td>8</td>
<td>Skor Uji Coba Instrumen Setelah Validitas Variabel Y</td>
<td>102</td>
</tr>
<tr>
<td>9</td>
<td>Data Perhitungan Validitas Variabel Y</td>
<td>103</td>
</tr>
<tr>
<td>10</td>
<td>Perhitungan Varians Butir, Varians Total, Dan Uji Reliabilitas Variabel Y</td>
<td>104</td>
</tr>
<tr>
<td>11</td>
<td>KuesionerPenelitian Uji Coba X₁</td>
<td>105</td>
</tr>
<tr>
<td>12</td>
<td>Skor Uji Coba Variabel X₁</td>
<td>108</td>
</tr>
<tr>
<td>13</td>
<td>Perhitungan Analisis Butir X₁</td>
<td>109</td>
</tr>
<tr>
<td>14</td>
<td>Data Perhitungan Validitas Variabel X₁</td>
<td>110</td>
</tr>
<tr>
<td>15</td>
<td>Skor Uji Coba Instrumen Setelah Validitas Variabel X₁</td>
<td>111</td>
</tr>
<tr>
<td>16</td>
<td>Data Perhitungan Validitas Variabel X₁</td>
<td>112</td>
</tr>
<tr>
<td>17</td>
<td>Perhitungan Varians Butir, Varians Total, Dan Uji Reliabilitas Variabel X₁</td>
<td>113</td>
</tr>
<tr>
<td>18</td>
<td>Kuesioner Penelitian Uji Coba X₂</td>
<td>114</td>
</tr>
<tr>
<td>19</td>
<td>Skor Uji Coba Variabel X₂</td>
<td>117</td>
</tr>
<tr>
<td>20</td>
<td>Perhitungan Analisis Butir X₂</td>
<td>118</td>
</tr>
<tr>
<td>21</td>
<td>Data Perhitungan Validitas Variabel X₂</td>
<td>119</td>
</tr>
<tr>
<td>22</td>
<td>Skor Uji Coba Instrumen Setelah Validitas Variabel X₂</td>
<td>120</td>
</tr>
<tr>
<td>23</td>
<td>Data Perhitungan Validitas Variabel X₂</td>
<td>121</td>
</tr>
<tr>
<td>24</td>
<td>Perhitungan Varians Butir, Varians Total, Dan Uji Reliabilitas Variabel X₂</td>
<td>122</td>
</tr>
<tr>
<td>25</td>
<td>Kuesioner Final Variabel Y</td>
<td>123</td>
</tr>
<tr>
<td>26</td>
<td>Kuesioner Final Variabel X₁</td>
<td>126</td>
</tr>
<tr>
<td>27</td>
<td>Kuesioner Final Variabel X₂</td>
<td>128</td>
</tr>
<tr>
<td>28</td>
<td>Data Mentah Variabel Y</td>
<td>131</td>
</tr>
<tr>
<td>29</td>
<td>Data Mentah Variabel X₁</td>
<td>133</td>
</tr>
<tr>
<td>30</td>
<td>Data Mentah Variabel X₁ dan Y</td>
<td>135</td>
</tr>
<tr>
<td>31</td>
<td>Rekapitulasi Skor Total Instrumen Hasil Penelitian</td>
<td>136</td>
</tr>
<tr>
<td>32</td>
<td>Perhitungan Rata-Rata, Varians dan Simpangan Baku Variabel X₁ dan Y</td>
<td>138</td>
</tr>
<tr>
<td>33</td>
<td>Tabel Perhitungan Rata-Rata, Varians dan Simpangan Baku,</td>
<td>139</td>
</tr>
</tbody>
</table>
Lampiran 34
Proses Perhitungan Menggambar Grafik Histogram
Pembelian Impulsif ........................................141

Lampiran 35
Proses Perhitungan Menggambar Grafik Histogram Display
Produk ..........................................................142

Lampiran 36
Grafik Histogram Variabel Y (Pembelian Impulsif) ........143
Lampiran 37
Grafik Histogram Variabel X1 (Display Produk) ..........144
Lampiran 38
Perhitungan Persamaan Regresi Linear Sederhana ........145
Lampiran 39
Grafik Persamaan Regresi .......................................146
Lampiran 40
Tabel Untuk Menghitung Ŷ = A + Bx .........................147
Lampiran 41
Tabel Perhitungan Rata-Rata, Varians Dan Simpangan Baku
Regresi Ŷ = 42,68 + 0,5409X1 ................................149
Lampiran 42
Perhitungan Rata-Rata, Varian, Simpangan Baku Regresi
Ŷ = 42,68 + 0,5409X1 ........................................151
Lampiran 43
Perhitungan Normalitas Galat Taksiran Regresi Y Atas X1 ...152
Lampiran 44
Langkah Perhitungan Uji Normalitas Galat Taksiran
Regresi Y Atas X1 ..............................................154
Lampiran 45
Perhitungan Jk (G) ..................................................155
Lampiran 46
Perhitungan Uji Keberartian Regresi .........................157
Lampiran 47
Perhitungan Uji Kelinieran Regresi ..........................158
Lampiran 48
Tabel Anava Untuk Uji Keberartian Dan Uji Kelinieran
Regresi ..................................................................159
Lampiran 49
Perhitungan Koefisien Korelasi Product Moment ..........160
Lampiran 50
Perhitungan Uji Keberartian Koefisien Korelasi (Uji-T) ....161
Lampiran 51
Perhitungan Koefisien Determinasi .........................162
Lampiran 52
Skor Indikator Dominan Variabel Y Pembelian Impulsif ....163
Lampiran 53
Skor Indikator Dominan Variabel X1 Display Produk ......164
Lampiran 54
Data Mentah Variabel X2 .......................................165
Lampiran 55
Data Mentah Variabel X2 dan Y ................................167
Lampiran 56
Rekapitulasi Skor Total Instrumen Hasil Penelitian .........168
Lampiran 57
Perhitungan Rata-Rata, Varians dan Simpangan Baku
Variabel X2 dan Y ...............................................170
Lampiran 58
Tabel Perhitungan Rata-Rata, Varians dan Simpangan Baku,
Variabel X2 dan Y ................................................171
Lampiran 59
Proses Perhitungan Menggambar Grafik Histogram Suasana
Toko ....................................................................173
Lampiran 60
Grafik Histogram Variabel X2 (Suasana Toko) ............174
Lampiran 61
Perhitungan Persamaan Regresi Linear Sederhana .........175
Lampiran 62
Grafik Persamaan Regresi ........................................176
Lampiran 63
Tabel Untuk Menghitung Ŷ = A + Bx .........................177
Lampiran 64  Tabel Perhitungan Rata-Rata, Varians Dan Simpangan Baku Regresi \( \hat{Y} = 36,90 + 0,6200X_2 \) ............................................ 179

Lampiran 65  Perhitungan Rata-Rata, Varian, Simpangan Baku Regresi \( \hat{Y} = 36,90 + 0,6200X_2 \) ............................................ 181

Lampiran 66  Perhitungan Normalitas Galat Taksiran Regresi Y Atas X2 . 182

Lampiran 67  Langkah Perhitungan Uji Normalitas Galat Taksiran Regresi Y Atas X2 ......................................................... 184

Lampiran 68  Perhitungan Jk (G) .................................................................. 185

Lampiran 69  Perhitungan Uji Keberartian Regresi ........................................ 187

Lampiran 70  Perhitungan Uji Kelinieran Regresi ......................................... 188

Lampiran 71  Tabel Anava Untuk Uji Keberartian Dan Uji Kelinieran Regresi ............................................................................ 189

Lampiran 72  Perhitungan Koefisien Korelasi Product Moment ....................... 190

Lampiran 73  Perhitungan Uji Keberartian Koefisien Korelasi (Uji-T) ............. 191

Lampiran 74  Perhitungan Koefisien Determinasi ........................................ 192

Lampiran 75  Skor Indikator Dominan Variabel X2 Suasana Toko ................... 193

Lampiran 76  Tabel Nilai - Nilai Product Moment dari Pearson ..................... 194

Lampiran 77  Nilai Kritis L untuk Uji Lilliefors ............................................. 195

Lampiran 78  Tabel Kurva Normal ................................................................ 196

Lampiran 79  Tabel Nilai - Nilai untuk Distribusi t ....................................... 197

Lampiran 80  Tabel Nilai - Nilai untuk Distribusi F ..................................... 198

Lampiran 81  Daftar Nama Warga Survei Awal ............................................ 202

Lampiran 82  Daftar Nama Responden Uji Coba .......................................... 206

Lampiran 83  Daftar Nama Responden Final ............................................... 207