

DAFTAR LAMPIRAN

- Lampiran 1 *The Impulse Buying Tendency Scale*
- Lampiran 2 *Expert judgement dan forward translation pertama*
- Lampiran 3 *Expert judgement dan forward translation kedua*
- Lampiran 4 *Backward translation*
- Lampiran 5 Rekapitulasi Hasil Skor *The Impulse Buying Tendency Scale* subjek penelitian
- Lampiran 6 Hasil uji reliabilitas (Alpha Cronbach) dan analisis item (*corrected item-total correlation*)
- Lampiran 7 Hasil uji hipotesis
- Lampiran 8 Hasil uji deskriptif

