

DAFTAR TABEL

Tabel	Judul	Halaman
Tabel 1.1	Hasil Pra Survei	11
Tabel 2.1	Penelitian Terdahulu	43
Tabel 3.1	Operasionalisasi Variabel <i>Impulse Buying</i>	63
Tabel 3.2	Operasionalisasi Variabel <i>Shopping Emotion</i>	64
Tabel 3.3	Operasionalisasi Variabel <i>Utilitarian Shopping Value</i>	64
Tabel 3.4	Operasionalisasi Variabel <i>Hedonic Shopping Value</i>	65
Tabel 3.5	Operasionalisasi Variabel <i>Outlet Ambience</i>	66
Tabel 3.6	Instrumen Skala Likert	67
Tabel 4.1	Karakteristik Responden Berdasarkan Usia	81
Tabel 4.2	Karakteristik Responden Berdasarkan Pekerjaan	82
Tabel 4.3	Karakteristik Responden Berdasarkan Tingkat Pendidikan.....	83
Tabel 4.4	Karakteristik Responden Berdasarkan Domisili	84
Tabel 4.5	Jawaban Responden Variabel <i>Outlet Ambience</i>	86
Tabel 4.6	Jawaban Responden Variabel <i>Hedonic Shopping Value</i>	87
Tabel 4.7	Jawaban Responden Variabel <i>Utilitarian Shopping Value</i>	88
Tabel 4.8	Jawaban Responden Variabel <i>Shopping Emotion</i>	89
Tabel 4.9	Jawaban Responden Variabel <i>Impulse Buying</i>	90
Tabel 4.10	Hasil Pengujian <i>Convergent Validity</i>	92
Tabel 4.11	Hasil Pengujian <i>Convergent Validity</i> (Modifikasi)	95
Tabel 4.12	Uji <i>Discriminant Validity</i> (<i>Formel Larcker</i>).....	98
Tabel 4.13	Uji <i>Discriminant Validity</i> (<i>Formel Larcker</i>) (Modifikasi).....	99

Tabel 4.14 Hasil Pengujian <i>Average Variance Extracted</i> (AVE)	100
Tabel 4.15 Hasil Pengujian <i>Composite Reliability</i> dan <i>Cronbach's Alpha</i>	101
Tabel 4.16 Nilai R-Square (R^2) Variabel Endogen	102
Tabel 4.17 Hasil Pengujian Hipotesis	105
Tabel 4.19 Pengaruh Langsung dan Tidak Langsung	112

