

DAFTAR ISI

PERSETUJUAN SKRIPSI	ii
PENGESAHAN KELULUSAN UJIAN	iii
PERNYATAAN ORISINALITAS SKIRPSI	iv
MOTO	v
PERSEMBAHAN	v
ABSTRAK	vi
ABSTRACT	vii
KATA PENGANTAR	viii
DAFTAR ISI	xi
DAFTAR GAMBAR	xiv
DAFTAR TABEL	xv
DAFTAR LAMPIRAN	xvi
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Kesenjangan Penelitian	6
1.3 Rumusan Masalah	10
1.4 Pertanyaan Penelitian	11
1.5 Tujuan dan Kegunaan Penelitian	13
BAB II TINJAUAN PUSTAKA	14
2.1 Teori Regulasi Diri (Self-Regulation Theory).....	14
2.2 Pengembangan Variabel	16
2.2.1 Mindfulness	16
2.2.2 Esteem (Harga Diri)	17
2.2.3 Excitement	19
2.2.4 Emotional Attachment.....	20
2.2.5 Impulsive Buying Attention	21
2.2.6 Impulsive Buying Behavior.....	23
2.3 Hubungan Antar Variabel.....	25
2.3.1 Mindfulness terhadap Impulsive Buying Attention	25
2.3.2 Self-Esteem terhadap Impulsive Buying Attention.....	26
2.3.3 Emotional Attachment terhadap Impulsive Buying Attention.....	28
2.3.4 Excitement terhadap Impulsive Buying Attention	30
2.3.5 Impulsive Buying Attention terhadap Impulsive Buying Behavior	31
2.3.6 Mindfulness terhadap Impulsive Buying Attention melalui Impulsive Buying Behavior	33
2.3.7 Self-Esteem terhadap Impulsive Buying Behavior melalui Impulsive Buying Attention.....	34

2.3.8 Emotional Attachment terhadap Impulsive Buying Behavior melalui Impulsive Buying Attention	36
2.3.9 Excitement terhadap Impulsive Buying Behavior melalui Impulsive Buying Attention	37
2.4 Kerangka Pemikiran	39
BAB III METODE PENELITIAN	41
3.1 Variabel Penelitian dan Definisi Operasional	41
3.1.1 Variabel Penelitian	41
3.1.1.1 Variabel Terikat (Dependent)	42
3.1.1.2 Variabel Mediasi (Intervening)	42
3.1.1.3 Variabel Bebas (Independent)	43
3.1.2 Definisi Operasional	43
3.2 Populasi dan Sampel	46
3.2.1 Populasi	46
3.2.2 Sampel	47
3.3 Jenis dan Sumber Data	47
3.4 Metode Pengumpulan Data	48
3.4.1 Kuesioner	48
3.4.2 Studi Kepustakaan	49
3.5 Metode Analisis	50
3.5.1 Structural Equation Modeling (SEM)	50
3.6 Tahapan Penelitian	51
3.6.1 Pengumpulan Data	51
3.6.2 Analisis Univariat	52
3.6.3 Analisis Multivariat	52
3.6.4 Langkah-langkah SEM	52
3.6.5 Asumsi-Asumsi SEM	56
3.6.6 Interpretasi dan Modifikasi Model	59
BAB IV HASIL DAN ANALISIS	60
4.1 Deskripsi Objek Penelitian	60
4.1.1 Deskripsi Umum Objek Penelitian	60
4.1.2 Deskripsi Umum Responden	61
4.1.3 Analisis Indeks Jawaban Responden	65
4.2.1 Penilaian Asumsi yang Digunakan dalam SEM	78
4.2.2 Uji Structural	84
4.2.3 Analisis Direct Effect, Indirect Effect, dan Total Effect	92
4.3 Interpretasi Hasil	98
4.3.1 Pengaruh Self-Esteem terhadap Impulsive Buying Attention	98
4.3.2 Pengaruh Emotional Attachment terhadap Impulsive Buying Attention	99
4.3.3 Pengaruh Excitement terhadap Impulsive Buying Attention	100
4.3.4 Mindfulness terhadap Impulsive Buying Attention	101
4.3.5 Mindfulness terhadap Impulsive Buying Behavior	102
4.3.6 Impulsive Buying Attention terhadap Impulsive Buying Behavior	103
4.3.7 Self-Esteem terhadap Impulsive Buying Behavior	103
4.3.8 Emotional Attachment terhadap Impulsive Buying Behavior	104
4.3.9 Excitement terhadap Impulsive Buying Behavior	105

BAB V PENUTUP	107
5.1 Simpulan.....	107
5.1.1 Kesimpulan Atas Diterimanya Hipotesis	107
5.1.2 Kesimpulan Masalah Penelitian.....	110
5.2 Implikasi Teoritis	111
5.2.1 Kontribusi Terhadap Self-Regulation Theory	112
5.3 Implikasi Manajerial.....	113
5.4 Keterbatasan.....	115
5.5 Saran Untuk Penelitian Mendatang	116
DAFTAR PUSTAKA	117
LAMPIRAN	124
LAMPIRAN A KUESIONER PENELITIAN	124
LAMPIRAN B HASIL OLAH CFA	132
LAMPIRAN C HASIL OUTPUT AMOS	133

