

LIST OF TABLES

Table 2. 1. Previous research.....	23
Table 3. 1. Type of research	31
Table 3. 2. Variable operationalization.....	32
Table 3. 3. Measurement scale	34
Table 3. 4. Validity test.....	40
Table 3. 5. Reliability test	42
Table 3. 6. Score interpretation	43
Table 4. 1. Descriptive analysis consumer traits (X1)	54
Table 4. 2. Descriptive analysis situational factors (X2)	56
Table 4. 3. Descriptive analysis online impulse buying (Y)	58
Table 4. 4. Normality Test One K-S.....	60
Table 4. 5. Linearity test result consumer traits	62
Table 4. 6. Linearity test result situational factors	62
Table 4. 7. Heteroscedasticity result	63
Table 4. 8. Multicollinearity result	64
Table 4. 9. Multiple regression model.....	65
Table 4. 10. Residual table	66
Table 4. 11. T-test result	68
Table 4. 12. F-test result	70
Table 4. 13. Coefficient determination result	71