

## LAMPIRAN

### Lampiran 1 : Angket Penelitian PETUNJUK PENGISIAN

Dalam mengisi kuesioner ini, diharapkan mengisi secara lengkap dan benar.

Pernyataan	Bobot Nilai
Sangat Setuju (SS)	5
Setuju (S)	4
Kurang setuju (KS)	3
Tidak setuju (TS)	2
Sangat Tidak Setuju (STS)	1

1. Jenis Kelamin :  Pria  Wanita
2. Pengguna Emina :  Ya  Tidak
3. Membeli produk Emina di Tiktokshop :  Ya  
 Tidak
4. Frekuensi belanja di Tiktokshop :  1–2 kali  3–4 Kali  
 >5 kali

### DAFTAR PERNYATAAN

Berilah tanda centang (√) dibawah pada salah satu alternatif jawaban yang paling tepat dengan kriteria jawaban.

#### 1. Variabel Harga (X1)

No	PERNYATAAN	SS	S	KS	TS	STS
<b>Keterjangkauan Harga</b>						
1	Saya menilai harga produk Emina di Tiktokshop terjangkau.					
2	Saya menilai harga produk Emina sesuai harapan saya.					
<b>Kesesuaian Harga Dengan Kualitas</b>						
1	Saya merasa harga produk Emina sebanding dengan kualitas.					
2	Saya merasa produk Emina mampu membuat kulit saya cerah.					
<b>Kesesuaian Harga Dengan Manfaat</b>						

1	Saya merasakan produk Emina sebanding dengan manfaat yang saya rasakan.					
2	Saya menilai produk Emina memiliki nilai yang setara dengan harganya.					
<b>Daya Saing Harga</b>						
1	Saya menilai produk Emina lebih terjangkau dibanding produk sejenis.					
2	Saya menilai harga produk Emina mampu bersaing					

## 2. Variabel *Online Customer Review* (X2)

No	PERNYATAAN	SS	S	KS	TS	STS
<b>Persepsi Kegunaan</b>						
1	<i>Customer review</i> menjadi pertimbangan saya dalam membeli produk Emina di Tiktokshop.					
2	<i>Customer review</i> produk Emina di Tiktokshop menjadi pertimbangan saya dalam membeli.					
<b>Kredibilitas Sumber</b>						
1	Saya percaya <i>customer review</i> produk Emina di Tiktokshop berdasarkan pengalaman konsumen yang telah membeli produk tersebut.					
2	Saya percaya bahwa <i>customer review</i> yang diberikan terhadap produk Emina adalah jujur.					
<b>Kualitas argumen</b>						
1	Argumen dalam <i>customer review</i> membuat saya mengetahui kelebihan dan kekurangan produk Emina di Tiktokshop.					
2	<i>Customer review</i> menyakinkan saya bahwa Emina berkualitas.					
<b>Jumlah ulasan</b>						
1	ulasan produk Emina di Tiktokshop banyak yang positif.					
2	Testimoni membuat saya yakin pada produk Emina di Tiktokshop.					
<b>Valensi ulasan</b>						
1	Saya dipengaruhi oleh <i>Customer review</i> yang positif dalam membeli produk Emina di Tiktokshop.					
2	Saya akan mencari produk alternatif apabila review pada produk Emina negatif.					

### 3. Variabel *Online Customer Rating* (X3)

No	PERNYATAAN	SS	S	KS	TS	STS
<b>Kredibel</b>						
1	Saya lebih percaya untuk membeli produk Emina di Tiktokshop karena <i>Customer rating</i> .					
2	Saya yakin bahwa <i>Customer rating</i> yang diberikan mengenai produk Emina adalah jujur.					
<b>Keahlian</b>						
1	Saya yakin bahwa <i>Customer rating</i> gambaran yang akurat tentang produk Emina.					
2	Saya dibantu oleh <i>Customer rating</i> dalam mengambil keputusan pembelian.					
<b>Menyenangkan</b>						
1	Saya tertarik membeli produk Emina melalui Tiktokshop setelah membaca rating produk.					
2	Saya memutuskan membeli produk Emina setelah membaca rating di Tiktokshop.					

### 4. Keputusan Pembelian (Y)

No	PERNYATAAN	SS	S	KS	TS	STS
<b>Pilihan Produk</b>						
1	Saya membeli produk Emina karena produknya bagus.					
2	Saya membeli produk Emina karena memenuhi kebutuhan saya sehari-hari.					
<b>Pilihan Merek</b>						
1	Saya memilih produk Emina karena produk lebih baik dibandingkan produk lain.					
2	Saya menggunakan produk Emina karena merek yang populer.					
<b>Pilihan Saluran Pembelian</b>						
1	Saya lebih suka membeli produk Emina melalui toko resmi Emina di Tiktokshop.					
2	Saya menilai produk Emina di Tiktokshop lebih lengkap dibandingkan di toko offline.					
<b>Waktu Pembelian</b>						
1	Saya membeli produk Emina saat ada potongan harga di Tiktokshop.					
2	Saya membeli produk Emina lagi setelah produk habis.					
<b>Jumlah Pembelian</b>						

1	Saya membeli produk Emina secara satuan saja.					
2	Saya melakukan pembelian produk Emina sesuai kebutuhan.					

## Lampiran 2: Hasil Analisis Deskriptif

- Harga

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
H1	92	2	5	3.97	.883
H2	92	2	5	4.05	.817
H3	92	2	5	4.20	.774
H4	92	2	5	4.07	.782
H5	92	2	5	4.16	.788
H6	92	2	5	4.15	.740
H7	92	2	5	4.05	.790
H8	92	2	5	4.04	.837
Valid N (listwise)	92				

- *Online Customer Review*

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
OCR1	92	1	5	4.34	.816
OCR2	92	1	5	4.33	.800
OCR3	92	2	5	4.36	.689
OCR4	92	1	5	3.96	.876
OCR5	92	2	5	4.34	.700
OCR6	92	2	5	4.29	.719
OCR7	92	2	5	4.26	.797
OCR8	92	2	5	4.23	.772
OCR9	92	2	5	4.18	.769
OCR10	92	1	5	4.24	.930
Valid N (listwise)	92				

- *Online Customer Rating*

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
OC1	92	1	5	4.21	.819
OC2	92	1	5	3.85	.949
OC3	92	2	5	4.16	.730
OC4	92	2	5	4.27	.713
OC5	92	2	5	4.23	.757
OC6	92	2	5	4.23	.757
Valid N (listwise)	92				

- Keputusan Pembelian

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
KP1	92	2	5	4.36	.764
KP2	92	2	5	4.37	.737
KP3	92	2	5	4.13	.841
KP4	92	2	5	4.34	.745
KP5	92	2	5	4.42	.650
KP6	92	2	5	4.39	.755
KP7	92	1	5	4.26	.888
KP8	92	1	5	4.26	.900
KP9	92	1	5	4.28	.918
KP10	92	2	5	4.48	.654
Valid N (listwise)	92				

## Lampiran 3: Uji Validitas

- Uji Validitas Harga (X1)

		Correlations									
		H1	H2	H3	H4	H5	H6	H7	H8	TH	
H1	Pearson Correlation	1	.551**	.492**	.369**	.403**	.563**	.618**	.537**	.723**	
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	
H2	Pearson Correlation	.551**	1	.661**	.597**	.583**	.622**	.506**	.478**	.787**	
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	
H3	Pearson Correlation	.492**	.661**	1	.760**	.758**	.696**	.378**	.580**	.834**	
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	
H4	Pearson Correlation	.369**	.597**	.760**	1	.892**	.666**	.439**	.516**	.818**	
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	
H5	Pearson Correlation	.403**	.583**	.758**	.892**	1	.710**	.462**	.572**	.841**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	
H6	Pearson Correlation	.563**	.622**	.696**	.666**	.710**	1	.550**	.680**	.859**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	
H7	Pearson Correlation	.618**	.506**	.378**	.439**	.462**	.550**	1	.578**	.716**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	
H8	Pearson Correlation	.537**	.478**	.580**	.516**	.572**	.680**	.578**	1	.780**	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		
	N	92	92	92	92	92	92	92	92	92	
TH	Pearson Correlation	.723**	.787**	.834**	.818**	.841**	.859**	.716**	.780**	1	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	

\*\* Correlation is significant at the 0.01 level (2-tailed).

- Uji Validitas *Online Customer Review* (X2)

		Correlations										
		OCR1	OCR2	OCR3	OCR4	OCR5	OCR6	OCR7	OCR8	OCR9	OCR10	TOCR
OCR1	Pearson Correlation	1	.773**	.721**	.497**	.704**	.672**	.656**	.644**	.740**	.573**	.832**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
OCR2	Pearson Correlation	.773**	1	.863**	.569**	.567**	.768**	.589**	.644**	.794**	.706**	.869**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
OCR3	Pearson Correlation	.721**	.863**	1	.554**	.704**	.806**	.649**	.713**	.828**	.722**	.898**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
OCR4	Pearson Correlation	.497**	.569**	.567**	1	.454**	.579**	.505**	.600**	.599**	.431**	.697**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
OCR5	Pearson Correlation	.704**	.672**	.704**	.454**	1	.740**	.729**	.751**	.659**	.448**	.796**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
OCR6	Pearson Correlation	.672**	.768**	.806**	.579**	.740**	1	.766**	.828**	.814**	.715**	.914**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
OCR7	Pearson Correlation	.656**	.644**	.649**	.505**	.729**	.766**	1	.778**	.709**	.508**	.818**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
OCR8	Pearson Correlation	.644**	.644**	.713**	.600**	.751**	.828**	.778**	1	.798**	.597**	.874**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
OCR9	Pearson Correlation	.740**	.794**	.828**	.599**	.659**	.814**	.709**	.798**	1	.721**	.914**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	92	92	92	92	92	92	92	92	92	92	92
OCR10	Pearson Correlation	.573**	.706**	.722**	.431**	.448**	.715**	.508**	.597**	.721**	1	.774**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	92	92
TOCR	Pearson Correlation	.832**	.869**	.898**	.697**	.796**	.914**	.818**	.874**	.914**	.774**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	92	92

\*\* Correlation is significant at the 0.01 level (2-tailed).

- Uji Validitas *Online Customer Rating* (X3)

		Correlations						
		OC1	OC2	OC3	OC4	OC5	OC6	TOC
OC1	Pearson Correlation	1	.592**	.733**	.693**	.720**	.685**	.865**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92	92
OC2	Pearson Correlation	.592**	1	.560**	.501**	.477**	.431**	.719**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92	92
OC3	Pearson Correlation	.733**	.560**	1	.801**	.707**	.707**	.872**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92	92
OC4	Pearson Correlation	.693**	.501**	.801**	1	.820**	.820**	.893**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
	N	92	92	92	92	92	92	92
OC5	Pearson Correlation	.720**	.477**	.707**	.820**	1	.943**	.900**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001
	N	92	92	92	92	92	92	92
OC6	Pearson Correlation	.685**	.431**	.707**	.820**	.943**	1	.882**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001
	N	92	92	92	92	92	92	92
TOC	Pearson Correlation	.865**	.719**	.872**	.893**	.900**	.882**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92	92

\*\* Correlation is significant at the 0.01 level (2-tailed).

- Uji Validitas Keputusan Pembelian (Y)

		Correlations										
		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	TKP
KP1	Pearson Correlation	1	.679**	.661**	.326**	.553**	.439**	.379**	.661**	.120	.510**	.785**
	Sig. (2-tailed)		<.001	<.001	.002	<.001	<.001	<.001	<.001	.254	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
KP2	Pearson Correlation	.679**	1	.524**	.331**	.449**	.487**	.388**	.565**	.185	.427**	.745**
	Sig. (2-tailed)	<.001		<.001	.001	<.001	<.001	<.001	<.001	.077	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
KP3	Pearson Correlation	.661**	.524**	1	.360**	.360**	.334**	.336**	.593**	.165	.364**	.711**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	.001	.001	<.001	.116	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
KP4	Pearson Correlation	.326**	.331**	.360**	1	.632**	.388**	.331**	.178	.277**	.455**	.605**
	Sig. (2-tailed)	.002	.001	<.001		<.001	<.001	.001	.088	.008	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
KP5	Pearson Correlation	.553**	.449**	.360**	.632**	1	.544**	.473**	.335**	.331**	.681**	.743**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	.001	.001	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
KP6	Pearson Correlation	.439**	.487**	.331**	.388**	.554**	1	.387**	.559**	.172	.573**	.695**
	Sig. (2-tailed)	<.001	<.001	.001	<.001	<.001		<.001	<.001	.192	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
KP7	Pearson Correlation	.379**	.388**	.336**	.331**	.473**	.387**	1	.450**	.286**	.407**	.678**
	Sig. (2-tailed)	<.001	<.001	.001	.001	<.001	<.001		<.001	.006	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
KP8	Pearson Correlation	.661**	.565**	.593**	.178	.335**	.559**	.450**	1	.096	.364**	.736**
	Sig. (2-tailed)	<.001	<.001	<.001	.088	.001	<.001	<.001		.363	<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
KP9	Pearson Correlation	.120	.185	.165	.277**	.331**	.172	.286**	.096	1	.541**	.447**
	Sig. (2-tailed)	.254	.077	.116	.008	.001	.102	.006	.363		<.001	<.001
	N	92	92	92	92	92	92	92	92	92	92	92
KP10	Pearson Correlation	.510**	.427**	.364**	.455**	.681**	.573**	.407**	.364**	.541**	1	.701**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	92	92	92	92	92	92	92	92	92	92	92
TKP	Pearson Correlation	.785**	.745**	.711**	.605**	.743**	.695**	.678**	.736**	.447**	.701**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92	92	92	92	92	92

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Lampiran 4: Reliabilitas

X1

#### Reliability Statistics

Cronbach's Alpha	N of Items
.915	8

X2

#### Reliability Statistics

Cronbach's Alpha	N of Items
.950	10

X3

#### Reliability Statistics

Cronbach's Alpha	N of Items
.920	6

X4

#### Reliability Statistics

Cronbach's Alpha	N of Items
.868	10

### Lampiran 5: Regresi Linier Berganda

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	13.095	3.373		3.883	<.001
	Harga	.442	.080	.461	5.517	<.001
	Online Customer Review	.052	.109	.070	.473	.638
	Online Customer Rating	.364	.179	.300	2.034	.045

a. Dependent Variable: Keputusan Pembelian

## Lampiran 6: Asumsi Klasik

- Normalitas

### One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		92
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.73306772
Most Extreme Differences	Absolute	.092
	Positive	.092
	Negative	-.069
Test Statistic		.092
Asymp. Sig. (2-tailed) <sup>c</sup>		.052

- a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.

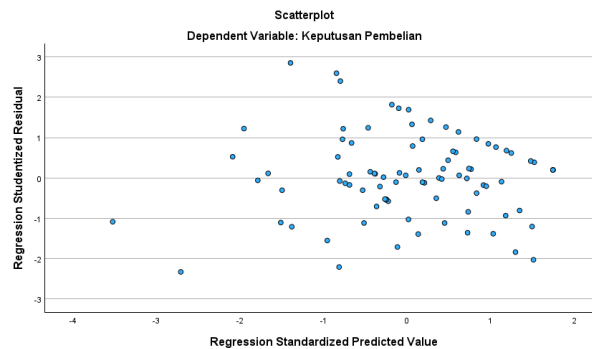
- Multikolinearitas

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.095	3.373		3.883	<.001		
	Harga	.442	.080	.461	5.517	<.001	.955	1.047
	Online Customer Review	.052	.109	.070	.473	.638	.308	3.243
	Online Customer Rating	.364	.179	.300	2.034	.045	.307	3.260

a. Dependent Variable: Keputusan Pembelian

- Heteroskedastisitas



## Lampiran 7: Uji Hipotesis

- T

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.095	3.373		3.883	<.001
	Harga	.442	.080	.461	5.517	<.001
	Online Customer Review	.052	.109	.070	.473	.638
	Online Customer Rating	.364	.179	.300	2.034	.045

a. Dependent Variable: Keputusan Pembelian

- F

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	889.701	3	296.567	20.579	<.001 <sup>b</sup>
	Residual	1268.157	88	14.411		
	Total	2157.859	91			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Harga, Review, Rating

- Determinasi (R<sup>2</sup>)

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 <sup>a</sup>	.412	.392	3.796

a. Predictors: (Constant), Harga, Online Customer Review, Online Customer Rating

b. Dependent Variable: Keputusan Pembelian

Lampiran 8: R tabel, T tabel, F tabel

- R tabel

DF = n-2	0,1	0,05	0,02	0,01	0,001
	r 0,005	r 0,05	r 0,025	r 0,01	r 0,001
80	0,1829	0,2172	0,2565	0,2830	0,3568
81	0,1818	0,2159	0,2550	0,2813	0,3547
82	0,1807	0,2146	0,2535	0,2796	0,3527
83	0,1796	0,2133	0,2520	0,2780	0,3507
84	0,1786	0,2120	0,2505	0,2764	0,3487
85	0,1775	0,2108	0,2491	0,2748	0,3468
86	0,1765	0,2096	0,2477	0,2732	0,3449
87	0,1755	0,2084	0,2463	0,2717	0,3430
88	0,1745	0,2072	0,2449	0,2702	0,3412
89	0,1735	0,2061	0,2435	0,2687	0,3393
90	0,1726	0,2050	0,2422	0,2673	0,3375
91	0,1716	0,2039	0,2409	0,2659	0,3358
92	0,1707	0,2028	0,2396	0,2645	0,3341

- T tabel

Titik Persentase Distribusi t (df = 81 – 120)

Pr df	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019

- F tabel

Titik Persentase Distribusi F untuk Probabilita = 0,10

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
84	2.77	2.37	2.15	2.01	1.92	1.85	1.79	1.74	1.71	1.68	1.65	1.63	1.60	1.59	1.57
85	2.77	2.37	2.15	2.01	1.92	1.84	1.79	1.74	1.71	1.67	1.65	1.62	1.60	1.59	1.57
86	2.76	2.37	2.15	2.01	1.92	1.84	1.79	1.74	1.71	1.67	1.65	1.62	1.60	1.58	1.57
87	2.76	2.36	2.15	2.01	1.91	1.84	1.79	1.74	1.70	1.67	1.65	1.62	1.60	1.58	1.57
88	2.76	2.36	2.15	2.01	1.91	1.84	1.79	1.74	1.70	1.67	1.65	1.62	1.60	1.58	1.57
89	2.76	2.36	2.15	2.01	1.91	1.84	1.79	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.57
90	2.76	2.36	2.15	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56

## Lampiran 9: Rekapitulasi Data Hasil Kuesioner

No	Harga (X1)								TOTAL
	Keterjangkauan Harga		Keterjangkauan Harga		Keterjangkauan Harga		Keterjangkauan Harga		
	H1	H2	H3	H4	H5	H6	H7	H8	
1	4	4	4	2	2	4	4	4	28
2	5	5	5	5	5	5	5	5	40
3	4	4	4	3	3	4	4	4	30
4	4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	5	5	40
6	3	3	3	2	2	3	3	3	22
7	5	5	5	4	5	5	4	5	38
8	4	4	4	4	4	4	4	4	32
9	4	4	5	3	3	4	4	4	31
10	4	4	4	4	4	4	4	4	32
11	4	4	4	4	4	4	4	4	32
12	4	5	2	3	4	4	4	4	30
13	2	2	2	2	2	2	3	3	16
14	4	4	4	4	4	4	4	4	32
15	4	4	4	4	4	4	4	4	32
16	4	4	4	4	4	4	4	4	32
17	5	3	4	4	4	4	4	5	33
18	5	5	5	5	5	5	5	5	40
19	5	3	5	4	5	5	3	4	34
20	2	2	5	5	5	5	2	5	31
21	5	3	3	3	3	5	5	3	30
22	5	5	5	4	4	4	4	3	34
23	2	5	5	5	5	2	3	3	32
24	3	5	5	5	5	5	5	3	36
25	4	4	3	3	3	4	4	3	28
26	3	5	5	5	5	5	3	5	36
27	3	4	5	4	5	3	3	3	30
28	4	4	5	5	5	4	3	4	34
29	5	5	5	5	5	5	5	5	40
30	4	5	5	5	5	5	5	5	39
31	3	4	4	4	4	3	4	4	30
32	5	5	5	5	5	4	4	4	37
33	3	3	4	4	4	4	5	5	32
34	4	4	4	4	4	4	4	2	30
35	5	4	5	4	5	5	4	5	37
36	2	2	2	2	2	2	2	2	16
37	5	5	5	5	5	5	5	5	40
38	2	2	2	4	4	2	4	2	22
39	4	4	4	4	4	4	4	4	32
40	4	4	4	4	4	4	4	4	32
41	4	4	4	4	4	4	4	4	32
42	4	4	4	4	4	4	4	4	32
43	3	4	4	4	4	4	4	3	30
44	3	2	3	3	3	3	3	3	23
45	4	4	4	5	5	5	5	4	36
46	5	5	5	5	5	5	5	5	40
47	5	5	5	5	5	5	5	5	40
48	4	4	4	4	4	4	4	3	31
49	5	5	5	5	5	5	5	5	40
50	4	4	4	4	4	4	4	4	32
51	5	3	3	3	3	3	3	4	27
52	4	4	4	4	4	4	4	4	32
53	5	5	5	5	5	5	5	5	40
54	2	4	4	4	4	4	3	4	29
55	4	4	5	5	4	4	4	4	34
56	4	5	5	5	5	4	5	5	38
57	5	5	4	4	4	4	5	5	36
58	4	4	4	4	4	4	4	4	32
59	2	4	4	4	4	4	3	3	28
60	3	4	4	4	4	3	4	3	29
61	5	5	5	5	5	5	5	5	40
62	4	4	5	5	5	4	4	5	36
63	4	4	4	4	5	5	5	5	36
64	4	2	4	4	4	4	4	3	29
65	4	4	4	4	4	3	3	3	30
66	2	3	3	3	3	3	3	3	23
67	3	3	3	3	3	3	3	3	24
68	4	4	4	4	4	4	4	4	32
69	5	4	5	4	5	4	5	4	36
70	3	3	4	4	4	4	4	5	31
71	3	3	3	3	3	3	3	3	24
72	5	5	5	5	4	4	4	4	36
73	3	4	4	4	4	3	3	3	29
74	4	4	5	4	5	4	5	4	35
75	5	5	5	5	5	5	5	5	40
76	4	5	4	4	4	4	3	3	31
77	4	4	4	4	4	4	4	4	32
78	4	4	4	4	4	5	5	5	35
79	5	5	5	5	5	5	5	5	40
80	4	4	4	4	5	5	5	5	36
81	5	4	4	5	5	5	4	4	36
82	4	4	4	4	4	4	5	4	33
83	5	5	5	4	5	4	5	3	37
84	4	4	4	4	4	4	4	4	32
85	4	4	4	3	3	3	3	3	27
86	4	4	4	3	4	4	4	5	32
87	4	4	4	4	4	4	4	4	32
88	4	5	5	5	5	5	5	5	39
89	5	5	5	5	5	5	5	5	40
90	4	4	4	3	4	4	4	4	31
91	4	4	4	4	4	5	5	5	35
92	4	4	4	4	4	4	4	4	32

No	Online Customer Review (X2)										TOTAL
	Persepsi Kegunaan		Kredibilitas sumber		Kualitas Argumen		Banyaknya Ulasan		Valensi Ulasan		
	OCR1	OCR2	OCR3	OCR4	OCR5	OCR6	OCR7	OCR8	OCR9	OCR10	
1	5	4	4	4	4	5	5	5	4	4	44
2	5	5	5	5	5	5	5	5	5	5	50
3	4	4	4	4	4	4	4	4	4	4	40
4	4	4	4	4	4	4	4	4	3	3	38
5	5	5	5	5	5	5	5	5	5	5	50
6	4	3	3	3	3	2	2	2	2	2	26
7	5	5	5	5	5	5	5	5	5	5	50
8	4	3	4	4	3	3	3	3	4	3	34
9	5	5	5	4	4	4	4	4	4	4	43
10	4	4	4	4	4	4	4	4	4	4	40
11	4	4	4	4	4	4	4	4	4	4	40
12	1	4	4	4	2	4	2	2	3	4	30
13	2	1	3	1	4	3	3	4	2	2	25
14	4	4	4	4	4	4	4	4	4	4	40
15	4	4	4	4	4	4	4	4	4	4	40
16	4	4	4	4	4	4	4	4	4	4	40
17	5	5	4	4	5	4	4	4	4	2	41
18	5	5	5	4	5	5	5	5	5	5	49
19	5	5	5	1	4	4	3	2	4	5	38
20	3	2	3	3	5	3	5	3	2	1	30
21	5	5	5	4	5	4	4	4	4	5	45
22	5	5	5	5	5	5	5	5	5	5	50
23	4	4	4	3	4	4	4	4	4	4	39
24	5	5	5	5	5	5	5	5	5	5	50
25	4	5	5	5	5	5	5	5	4	4	47
26	5	5	5	5	5	5	5	5	5	5	50
27	5	4	5	4	5	4	5	4	5	4	45
28	5	4	4	4	5	5	4	5	4	5	45
29	4	4	5	4	5	4	4	5	5	4	44
30	4	5	5	4	4	4	5	5	4	5	45
31	3	3	3	3	3	3	3	3	3	3	30
32	5	5	5	5	5	5	5	5	5	5	50
33	5	5	5	5	5	4	4	4	4	4	45
34	5	5	5	5	5	5	5	5	5	2	47
35	5	4	4	4	5	4	4	4	4	4	42
36	5	5	5	5	5	5	4	5	5	5	49
37	5	5	5	5	5	5	5	5	5	5	50
38	5	5	5	5	5	5	5	5	5	5	50
39	5	5	5	5	5	5	5	5	5	5	50
40	4	4	4	4	4	4	4	4	4	4	40
41	4	4	4	4	4	4	4	4	4	4	40
42	4	4	4	4	4	4	4	4	4	4	40
43	4	4	4	4	4	4	3	4	4	5	40
44	5	5	5	5	5	5	3	5	5	5	48
45	5	5	5	5	5	5	5	5	5	5	50
46	3	3	3	3	3	3	3	3	3	3	30
47	5	5	5	5	5	5	5	5	5	5	50
48	5	5	5	5	5	5	5	5	5	5	50
49	2	2	2	2	2	2	2	2	2	2	20
50	4	4	4	4	4	4	4	4	4	4	40
51	5	5	5	5	5	5	5	5	5	5	50
52	5	5	5	5	5	5	5	5	5	5	50
53	2	2	2	2	3	2	2	2	2	2	21
54	4	4	5	3	5	5	4	4	4	5	43
55	5	4	4	4	5	5	5	4	4	4	44
56	5	5	5	3	5	5	5	5	5	5	48
57	4	4	4	4	4	4	5	4	5	5	43
58	5	5	5	3	5	5	5	5	5	5	48
59	4	4	4	4	4	4	5	4	4	5	43
60	4	4	4	3	4	4	4	4	4	4	39
61	5	5	5	4	5	5	5	5	5	5	49
62	5	5	5	3	4	4	4	4	4	5	43
63	5	5	5	3	5	5	5	5	5	5	48
64	4	4	4	2	5	5	5	4	4	4	41
65	4	4	4	3	4	4	4	4	4	4	39
66	4	4	4	4	4	4	3	4	3	4	38
67	4	4	4	4	4	4	4	4	4	4	40
68	5	5	5	4	4	5	5	5	5	5	48
69	4	4	4	3	4	4	4	4	4	4	39
70	5	5	5	4	4	4	5	4	4	4	44
71	4	5	4	3	4	4	4	4	4	4	40
72	5	5	5	5	5	5	5	5	5	5	50
73	4	4	4	3	4	4	4	4	4	4	39
74	4	4	4	4	3	4	4	4	4	5	40
75	5	5	5	3	5	5	5	5	5	5	48
76	5	4	4	4	5	4	5	4	4	5	44
77	4	5	5	4	4	5	5	4	4	5	45
78	5	5	5	4	4	4	4	4	5	5	45
79	5	5	5	5	5	5	5	4	4	5	48
80	4	4	4	4	4	4	4	4	4	4	40
81	4	5	5	4	5	5	4	5	4	5	46
82	5	4	4	5	4	5	5	4	4	5	45
83	5	5	4	4	4	4	4	4	4	5	43
84	4	4	4	4	4	4	4	4	4	4	40
85	4	4	4	4	4	4	4	4	4	4	40
86	5	5	4	4	4	4	4	4	4	4	42
87	3	4	4	4	4	4	4	4	4	4	39
88	3	4	4	4	4	4	4	4	4	4	39
89	4	4	5	5	5	5	5	5	5	5	48
90	4	4	4	4	4	4	4	4	4	4	40
91	5	5	4	4	4	5	5	5	5	4	46
92	4	4	4	4	4	4	4	4	4	2	38

No	Online Customer Rating (X3)						TOTAL
	Kredibel		Keahlian		Menyenangkan		
	OC1	OC2	OC3	OC4	OC5	OC6	
1	4	4	4	4	5	5	26
2	5	5	5	5	5	5	30
3	4	4	4	4	4	4	24
4	4	4	4	4	4	4	24
5	5	5	5	5	5	5	30
6	2	3	3	3	3	3	17
7	4	5	5	5	5	5	29
8	4	4	3	3	3	3	20
9	3	3	3	4	4	4	21
10	4	4	4	4	4	4	24
11	4	4	4	4	4	4	24
12	4	2	3	3	3	2	17
13	2	2	3	3	2	3	15
14	4	4	4	4	4	4	24
15	3	4	4	4	4	4	23
16	4	4	4	5	4	4	25
17	4	3	4	5	5	5	26
18	4	3	3	4	5	5	24
19	4	1	4	5	4	5	23
20	1	1	3	3	2	2	12
21	5	4	4	5	5	5	28
22	5	3	4	4	5	5	26
23	4	3	4	4	4	4	23
24	5	4	5	5	5	5	29
25	4	4	4	4	5	5	26
26	5	5	5	5	5	5	30
27	5	4	5	5	4	4	27
28	5	4	4	5	4	4	26
29	5	4	5	4	4	5	27
30	5	5	5	5	5	5	30
31	3	3	3	3	3	3	18
32	4	4	4	5	5	5	27
33	5	4	5	4	4	4	26
34	5	5	5	5	5	5	30
35	5	5	5	5	5	5	30
36	5	5	5	5	5	5	30
37	5	5	5	5	5	5	30
38	5	5	5	5	5	5	30
39	5	5	5	5	5	5	30
40	4	4	4	4	4	4	24
41	4	4	4	4	4	4	24
42	4	4	4	4	4	4	24
43	5	2	5	5	5	5	27
44	3	3	3	3	3	3	18
45	5	4	4	4	5	5	27
46	3	3	3	3	3	3	18
47	5	5	5	5	4	4	28
48	4	4	4	4	4	4	24
49	2	2	2	2	2	2	12
50	4	4	4	4	5	5	26
51	5	4	4	5	5	5	28
52	5	5	5	5	4	4	28
53	2	2	2	2	2	2	12
54	4	3	4	4	4	4	23
55	4	4	4	5	5	5	27
56	4	4	4	4	4	4	24
57	4	4	5	5	5	5	28
58	5	5	5	5	5	5	30
59	4	4	4	4	4	4	24
60	4	4	4	4	4	4	24
61	4	4	5	5	5	5	28
62	5	5	5	4	4	4	27
63	5	3	5	5	5	5	28
64	4	2	5	4	4	4	23
65	4	3	4	4	4	4	23
66	4	3	3	4	4	4	22
67	4	4	4	4	4	4	24
68	5	4	5	5	5	5	29
69	5	3	5	5	5	5	28
70	4	5	4	5	4	4	26
71	4	3	4	4	4	4	23
72	5	5	5	5	4	4	28
73	5	3	3	4	4	4	23
74	4	3	4	4	4	4	23
75	5	3	5	5	5	5	28
76	4	3	4	4	4	4	23
77	4	4	5	5	5	4	27
78	4	5	4	5	4	4	26
79	4	5	4	4	4	4	25
80	5	5	4	4	4	4	26
81	4	4	4	4	4	4	24
82	5	5	4	4	4	4	26
83	5	4	4	4	5	4	26
84	4	4	4	4	4	4	24
85	4	4	4	4	4	4	24
86	4	4	4	5	5	5	27
87	4	4	4	4	4	4	24
88	4	4	4	4	4	4	24
89	5	5	4	4	4	4	26
90	4	4	4	4	4	4	24
91	5	5	5	4	4	4	27
92	4	4	5	5	5	5	28

No	Keputusan Pembelian (Y)										TOTAL
	Pilihan Produk		Pilihan Merek		Pilihan Saluran Pembelian		Waktu Pembelian		Jumlah Pembelian		
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	
1	5	2	5	5	5	2	2	2	5	5	33
2	5	5	5	5	5	5	5	5	5	5	45
3	4	4	4	4	4	4	4	4	4	4	36
4	4	4	4	5	5	3	5	4	4	5	38
5	5	5	5	5	5	5	5	5	5	5	45
6	2	2	2	2	2	3	3	3	3	3	22
7	5	5	4	4	5	4	4	5	4	5	40
8	3	3	3	3	3	3	3	3	4	3	28
9	5	4	4	4	4	4	4	4	4	4	37
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