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DAFTAR GAMBAR

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LAMPIRAN PENELITIAN

Lampiran 1 Lembar Kuesioner Penelitian

KUESIONER

PENGARUH ULASAN PRODUK, BRAND AMBASSADOR DAN LAYANAN
CASH ON DELIVERY TERHADAP KEPUTUSAN PEMBELIAN DI
MARKETPLACE SHOPEE
(STUDI DIKALANGAN MAHASISWA FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA)

Assalamualaikum Wr.Wb.

Kepada responden yang terhormat,

Perkenalkan nama saya Eni Kurnia Safitri mahasiswi program studi manajemen semester akhir dari Universitas 17 Agustus 1945 Surabaya, saat ini saya sedang melakukan penelitian untuk memenuhi tugas akhir skripsi saya yang berjudul “Pengaruh Ulasan Produk, Brand Ambassador dan Layanan Cash On Delivery Terhadap Keputusan Pembelian Di Marketplace Shopee”.

Dengan ini saya mohon bantuan saudara supaya bersedia meluangkan waktu sejenak untuk mengisi kuesioner penelitian ini, jawaban yang saudara berikan sangat berharga untuk pengumpulan dan analisis data dalam penelitian ini.

Demikian, atas perhatian dan partisipasi yang saudara berikan saya ucapkan terima kasih.

A. Profil Responden

Email =
Nama =
Jenis Kelamin = () Laki-laki () Perempuan
Semester =
Program Studi =

B. Petunjuk Pengisian

1. Pilihlah salah satu jawaban di bawah ini dengan benar pada kolom yang sudah disediakan. Keterangan penilaian adalah sebagai berikut :

| | | |
|---------------------|-------|-----|
| Sangat Setuju | = SS | (5) |
| Setuju | = S | (4) |
| Netral | = N | (3) |
| Tidak Setuju | = TS | (2) |
| Sangat Tidak Setuju | = STS | (1) |

2. Setiap butir pertanyaan hanya dapat di jawab dengan 1 jawaban saja.
3. Dimohon untuk menjawab pertanyaan dengan sebenar-benarnya.

C. Daftar Pertanyaan

1. Ulasan Produk (X1)

| No | Indikator | Pertanyaan | SS | S | N | TS | STS |
|----|-----------------------|---|----|---|---|----|-----|
| 1 | Kesadaran (Awareness) | Saya sebelum melakukan pembelian melalui aplikasi Shopee selalu melihat ulasan produk | | | | | |
| | | Saya merasa nyaman dengan adanya fitur ulasan produk | | | | | |
| 2 | Frekuensi (Frequency) | Saya merasa E-Commerce Shopee memiliki reputasi yang baik | | | | | |
| | | Saya merasa banyaknya ulasan produk menandakan toko tersebut terpercaya | | | | | |

| | | | | | | | |
|---|------------------------------|--|--|--|--|--|--|
| 3 | Perbandingan (Comparison) | Saya sebelum melakukan pembelian melalui aplikasi Shopee selalu membandingkan ulasan produk yang baik antar toko | | | | | |
| | | Saya merasa Shopee bisa digunakan kapan saja dan dimana saja | | | | | |
| 4 | Pengaruh (Effect) | Saya merasa mendapatkan manfaat dari adanya ulasan produk | | | | | |
| | | Saya mendapatkan informasi tentang harga yang lebih murah dari aplikasi Shopee | | | | | |

2. Brand Ambassador (X2)

| No | Indikator | Pertanyaan | SS | S | N | TS | STS |
|----|-----------------------------|--|----|---|---|----|-----|
| 1 | Transference (Mendukung) | Menurut saya, selebriti yang digunakan oleh Shopee dapat dipercaya | | | | | |
| | | Menurut saya selebriti yang digunakan Shopee mudah di ketahui | | | | | |
| 2 | Congruence (Kesesuaian) | Selebriti yang dipilih oleh Shopee merupakan sosok yang kredibel | | | | | |
| | | Selebriti yang digunakan Shopee mengikuti | | | | | |

| | | | | | | | |
|---|-------------------------------|--|--|--|--|--|--|
| | | perkembangan tren atau mode | | | | | |
| 3 | Credibility (Kredibilitas) | Selebriti yang digunakan oleh Shopee memiliki pengalaman luas | | | | | |
| | | Selebriti yang digunakan Shopee berpengalaman | | | | | |
| 4 | Appeal (Daya Tarik) | Selebriti yang digunakan oleh Shopee memiliki fisik yang menarik (seperti rambut, paras wajah, dan bentuk tubuh) | | | | | |
| | | Selebriti yang digunakan oleh Shopee memiliki ciri khas masing-masing (seperti di gaya busananya) | | | | | |
| 5 | Power (Kekuatan) | Selebriti yang digunakan oleh Shopee membuat saya yakin dan percaya dengan promo-promo yang diberikan Shopee | | | | | |
| | | Selebriti yang digunakan Shopee banyak disukai semua usia dan kalangan | | | | | |

3. Layanan Cash On Delivery (X3)

| No | Indikator | Pertanyaan | SS | S | N | TS | STS |
|----|-----------|--|----|---|---|----|-----|
| 1 | Keamanan | Saya menggunakan sistem pembayaran Cash On Delivery untuk transaksi pembelian online di Shopee karena mudah dan aman | | | | | |
| | | Saya menggunakan system pembayaran Cash On | | | | | |

| | | | | | | | |
|---|-------------|--|--|--|--|--|--|
| | | Delivery karena lebih efektif | | | | | |
| 2 | Privasi | Saya meyakini bahwa metode pembayaran Cash On Delivery untuk transaksi pembelian online di Shopee meminimalisir penipuan | | | | | |
| | | Saya meyakini bahwa metode pembayaran Cash On Delivery tidak menyebarkan data pribadi | | | | | |
| 3 | Kepercayaan | Saya selalu mendapatkan produk yang saya pesan dengan metode pembayaran Cas On Delivery sesuai dengan pesanan di aplikasi Shopee | | | | | |
| | | Saya percaya kepada ulasan produk yang diberikan konsumen yang lebih dahulu membeli | | | | | |

4. Keputusan Pembelian (Y)

| No | Indikator | Pertanyaan | SS | S | N | TS | STS |
|----|------------------------|--|----|---|---|----|-----|
| 1 | Pengenaln Kebutuhan | Saya membeli produk di Shopee karena sesuai dengan kebutuhan | | | | | |
| | | Saya membeli produk Shopee karena sesuai keinginan | | | | | |
| 2 | Pencarian Informasi | Shopee memudahkan saya untuk mencari informasi | | | | | |

| | | | | | | | |
|---|-------------------------------|--|--|--|--|--|--|
| | | produk yang diinginkan | | | | | |
| | | Saya membeli produk di Shopee karena Shopee lebih terkenal | | | | | |
| 3 | Evaluasi Alternatif | Saya akan memberikan informasi kepada teman/keluarga untuk membeli produk di aplikasi Shopee | | | | | |
| | | Saya sebelum membeli akan melihat beberapa barang yang diinginkan dan membandingkan satu sama lain | | | | | |
| 4 | Melakukan Keputusan Pembelian | Saya merasa yakin membeli produk di aplikasi Shopee | | | | | |
| | | Saya bisa berbelanja di Shopee dapat bertansaksi kapan saja | | | | | |
| 5 | Perilaku Setelah Pembelian | Saya akan membeli ulang produk yang saya inginkan di aplikasi Shopee | | | | | |
| | | Saya akan complain jika barang ayang saya inginkan tidak sesuai dengan deskripsi yang dicantumkan | | | | | |

Lampiran 2 Jawaban Responden Variabel Ulasan Produk (X1)

| NO | ULASAN PRODUK(X1) | | | | | | | | TOTAL |
|----|-------------------|------|------|------|------|------|------|------|-------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | |
| 1 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 35 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 30 |
| 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 30 |
| 6 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 31 |
| 8 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 27 |
| 9 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 3 | 34 |
| 10 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 11 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 29 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 13 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 14 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 15 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 36 |
| 16 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 36 |
| 17 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 19 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 35 |
| 20 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 36 |
| 21 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 28 |
| 22 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| 23 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 35 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 25 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 38 |
| 26 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 37 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 29 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 30 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | 31 |
| 31 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 32 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 33 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 37 |
| 34 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 35 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |

| | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|----|
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 76 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 36 |
| 77 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 38 |
| 78 | 5 | 5 | 4 | 4 | 4 | 5 | 2 | 5 | 34 |
| 79 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 36 |
| 80 | 4 | 3 | 5 | 4 | 3 | 5 | 5 | 4 | 33 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 82 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 35 |
| 83 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 84 | 5 | 4 | 3 | 3 | 3 | 5 | 4 | 2 | 29 |
| 85 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 36 |
| 86 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 87 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 88 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 38 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 90 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 91 | 5 | 5 | 4 | 4 | 2 | 5 | 5 | 5 | 35 |
| 92 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 93 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 94 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 28 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 96 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 3 | 34 |
| 97 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 35 |

Lampiran 3 Jawaban Responden Variabel Brand Ambassador (X2)

| NO | BRAND AMBASADOR (X2) | | | | | | | | | | TOTAL |
|----|----------------------|------|------|------|------|------|------|------|------|-------|-------|
| | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | |
| 1 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 44 |
| 2 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 36 |
| 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 43 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 47 |
| 7 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 35 |
| 8 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 35 |
| 9 | 3 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 4 | 38 |
| 10 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 11 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 13 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 41 |
| 14 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 39 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 17 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 40 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 20 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 37 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 40 |
| 23 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 36 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 47 |
| 26 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 42 |
| 27 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 30 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 44 |
| 31 | 5 | 5 | 4 | 4 | 4 | 2 | 3 | 2 | 4 | 4 | 37 |
| 32 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 32 |
| 33 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 34 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 36 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 38 | 3 | 2 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 32 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 40 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 42 |
| 41 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 43 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 44 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 5 | 3 | 3 | 35 |
| 45 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 47 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 47 |
| 48 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 37 |
| 49 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 46 |
| 50 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 37 |
| 51 | 3 | 3 | 2 | 4 | 4 | 2 | 5 | 2 | 3 | 3 | 31 |
| 52 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 44 |
| 53 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 3 | 41 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 55 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 56 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 57 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 1 | 21 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 59 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 60 | 2 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 2 | 3 | 29 |
| 61 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 32 |
| 62 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 43 |
| 63 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 35 |
| 64 | 2 | 2 | 2 | 3 | 1 | 2 | 5 | 4 | 4 | 4 | 29 |
| 65 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 23 |
| 66 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 45 |
| 67 | 1 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 5 | 39 |
| 68 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 32 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 70 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 37 |
| 71 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 31 |
| 72 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 73 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 40 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 74 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 33 |
| 75 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 2 | 43 |
| 76 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 44 |
| 77 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 44 |
| 78 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 42 |
| 79 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 33 |
| 80 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 82 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 41 |
| 83 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 31 |
| 84 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 2 | 3 | 35 |
| 85 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 45 |
| 86 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 33 |
| 87 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 38 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 90 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 91 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 46 |
| 92 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
| 93 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 94 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 95 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 96 | 3 | 5 | 4 | 4 | 2 | 2 | 4 | 3 | 2 | 3 | 32 |
| 97 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 37 |

Lampiran 4 Jawaban Responden Variabel Layanan Cash On Delivery (X3)

| NO | LAYANAN CASH ON DELIVERY (X3) | | | | | | TOTAL |
|----|-------------------------------|------|------|------|------|------|-------|
| | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | |
| 1 | 4 | 5 | 5 | 4 | 5 | 3 | 26 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 3 | 3 | 3 | 4 | 4 | 3 | 20 |
| 5 | 4 | 5 | 3 | 3 | 4 | 5 | 24 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 7 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 8 | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 9 | 5 | 5 | 3 | 4 | 3 | 3 | 23 |
| 10 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 11 | 3 | 3 | 4 | 4 | 3 | 4 | 21 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 13 | 5 | 4 | 5 | 3 | 4 | 5 | 26 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 16 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 17 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 19 | 3 | 3 | 2 | 4 | 4 | 4 | 20 |
| 20 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 21 | 5 | 4 | 3 | 4 | 3 | 3 | 22 |
| 22 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 23 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 25 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 26 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 27 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 29 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 30 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 31 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 32 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |

| | | | | | | | |
|----|---|---|---|---|---|---|----|
| 33 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 34 | 5 | 3 | 4 | 5 | 5 | 4 | 26 |
| 35 | 3 | 3 | 5 | 4 | 4 | 4 | 23 |
| 36 | 2 | 5 | 5 | 5 | 5 | 2 | 24 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 38 | 4 | 5 | 3 | 2 | 5 | 5 | 24 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 40 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 41 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 42 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 43 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 44 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 45 | 5 | 5 | 5 | 4 | 4 | 3 | 26 |
| 46 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 47 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 48 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 49 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 50 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 51 | 5 | 2 | 5 | 4 | 3 | 2 | 21 |
| 52 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 53 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 55 | 5 | 5 | 4 | 4 | 3 | 3 | 24 |
| 56 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 57 | 3 | 4 | 5 | 4 | 4 | 5 | 25 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 60 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 61 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 64 | 3 | 4 | 2 | 5 | 2 | 4 | 20 |
| 65 | 2 | 2 | 3 | 2 | 3 | 3 | 15 |
| 66 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 67 | 5 | 5 | 5 | 5 | 5 | 3 | 28 |
| 68 | 2 | 2 | 3 | 3 | 3 | 3 | 16 |
| 69 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |

| | | | | | | | |
|----|---|---|---|---|---|---|----|
| 70 | 5 | 5 | 5 | 3 | 5 | 5 | 28 |
| 71 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 72 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 73 | 5 | 4 | 3 | 3 | 3 | 4 | 22 |
| 74 | 3 | 3 | 5 | 5 | 5 | 5 | 26 |
| 75 | 3 | 3 | 2 | 5 | 5 | 5 | 23 |
| 76 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 77 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 78 | 5 | 5 | 5 | 4 | 4 | 3 | 26 |
| 79 | 4 | 3 | 3 | 2 | 5 | 5 | 22 |
| 80 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 81 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 82 | 3 | 4 | 5 | 4 | 4 | 4 | 24 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 84 | 5 | 5 | 4 | 3 | 2 | 3 | 22 |
| 85 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 86 | 4 | 4 | 5 | 3 | 4 | 5 | 25 |
| 87 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 88 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 89 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 90 | 3 | 3 | 5 | 5 | 5 | 3 | 24 |
| 91 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 92 | 4 | 5 | 5 | 4 | 2 | 5 | 25 |
| 93 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 94 | 3 | 3 | 5 | 5 | 3 | 5 | 24 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 96 | 3 | 4 | 5 | 5 | 5 | 4 | 26 |
| 97 | 3 | 3 | 4 | 3 | 4 | 4 | 21 |

Lampiran 5 Jawaban Responden Variabel Keputusan Pembelian (Y)

| NO | KEPUTUSAN PEMBELIAN (Y) | | | | | | | | | | TOTAL |
|----|-------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|
| | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | |
| 1 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 44 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 33 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 43 |
| 6 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 7 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 8 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 33 |
| 9 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 41 |
| 10 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 46 |
| 11 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 16 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 17 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 19 | 4 | 5 | 4 | 2 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 20 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 48 |
| 21 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 36 |
| 22 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 44 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 47 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 25 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 48 |
| 26 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 45 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 29 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 48 |
| 30 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 44 |
| 31 | 5 | 4 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 4 | 38 |
| 32 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 44 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 70 | 5 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 71 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 38 |
| 72 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 37 |
| 73 | 4 | 5 | 4 | 3 | 3 | 5 | 3 | 4 | 4 | 5 | 40 |
| 74 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 75 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 48 |
| 76 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 77 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 45 |
| 78 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 44 |
| 79 | 4 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 5 | 35 |
| 80 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 43 |
| 81 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 82 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 84 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 85 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 86 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 87 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 88 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 90 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 47 |
| 91 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 92 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 93 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 94 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 95 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 45 |
| 97 | 5 | 3 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 43 |

| | | | | | | | | | | |
|--|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X1.7 | Pearson Correlation | .456** | .523** | .399** | .463** | .583** | .630** | 1 | .550** | .764** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.8 | Pearson Correlation | .410** | .533** | .611** | .548** | .498** | .550** | .550** | 1 | .792** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Total_X1 | Pearson Correlation | .738** | .784** | .667** | .753** | .723** | .757** | .764** | .792** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |

| | | | | | | | | | | | | |
|--|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------|
| X2 .8 | Pearson Correlation | .330 ** | .31 2** | .39 1** | .52 8** | .30 4** | .48 6** | .42 0** | 1 | .49 0** | .359 ** | .604** |
| | Sig. (2- tailed) | .001 | .00 2 | .00 0 | .00 0 | .00 2 | .00 0 | .00 0 | | .00 0 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2 .9 | Pearson Correlation | .559 ** | .49 4** | .65 1** | .70 4** | .50 9** | .63 7** | .59 2** | .49 0** | 1 | .677 ** | .839** |
| | Sig. (2- tailed) | .000 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2 .10 | Pearson Correlation | .424 ** | .48 1** | .49 8** | .56 9** | .47 5** | .61 0** | .50 9** | .35 9** | .67 7** | 1 | .742** |
| | Sig. (2- tailed) | .000 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| To tal _X 2 | Pearson Correlation | .752 ** | .75 4** | .79 7** | .84 4** | .73 7** | .80 2** | .68 0** | .60 4** | .83 9** | .742 ** | 1 |
| | Sig. (2- tailed) | .000 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .00 0 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

Uji Validitas Layanan Cash On Delivery (X3)

| Correlations | | | | | | | | |
|--------------|---------------------|----------|----------|----------|----------|----------|----------|----------|
| | | X3. 1 | X3. 2 | X3. 3 | X3. 4 | X3. 5 | X3. 6 | Total_X3 |
| X3.1 | Pearson Correlation | 1 | .660** | .426** | .306** | .332** | .296** | .720** |
| | Sig. (2-tailed) | | .000 | .000 | .002 | .001 | .003 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X3.2 | Pearson Correlation | .660** | 1 | .460** | .328** | .369** | .285** | .737** |
| | Sig. (2-tailed) | .000 | | .000 | .001 | .000 | .005 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X3.3 | Pearson Correlation | .426** | .460** | 1 | .509** | .469** | .281** | .746** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .005 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X3.4 | Pearson Correlation | .306** | .328** | .509** | 1 | .466** | .270** | .680** |
| | Sig. (2-tailed) | .002 | .001 | .000 | | .000 | .007 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X3.5 | Pearson Correlation | .332** | .369** | .469** | .466** | 1 | .476** | .733** |
| | Sig. (2-tailed) | .001 | .000 | .000 | .000 | | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X3.6 | Pearson Correlation | .296** | .285** | .281** | .270** | .476** | 1 | .610** |
| | Sig. (2-tailed) | .003 | .005 | .005 | .007 | .000 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Total_X3 | Pearson Correlation | .720** | .737** | .746** | .680** | .733** | .610** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 |

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

Uji Validitas Keputusan Pembelian (Y)

| Correlations | | | | | | | | | | | | |
|--------------|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Total _Y |
| Y 1 | Pearson Correlation | 1 | .438 ** | .323 ** | .312 ** | .133 | .204 * | .166 | .178 | .196 | .291 ** | .513** |
| | Sig. (2- tailed) | | .000 | .001 | .002 | .193 | .045 | .105 | .082 | .055 | .004 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y 2 | Pearson Correlation | .438 ** | 1 | .324 ** | .374 ** | .375 ** | .441 ** | .385 ** | .309 ** | .351 ** | .211 * | .669** |
| | Sig. (2- tailed) | .000 | | .001 | .000 | .000 | .000 | .000 | .002 | .000 | .038 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y 3 | Pearson Correlation | .323 ** | .324 ** | 1 | .419 ** | .321 ** | .134 | .402 ** | .446 ** | .396 ** | .377 ** | .634** |
| | Sig. (2- tailed) | .001 | .001 | | .000 | .001 | .192 | .000 | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y 4 | Pearson Correlation | .312 ** | .374 ** | .419 ** | 1 | .498 ** | .144 | .410 ** | .204 * | .318 ** | .145 | .643** |
| | Sig. (2- tailed) | .002 | .000 | .000 | | .000 | .160 | .000 | .045 | .002 | .158 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y 5 | Pearson Correlation | .133 | .375 ** | .321 ** | .498 ** | 1 | .426 ** | .501 ** | .305 ** | .391 ** | .198 | .657** |
| | Sig. (2- tailed) | .193 | .000 | .001 | .000 | | .000 | .000 | .002 | .000 | .052 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y 6 | Pearson Correlation | .204 * | .441 ** | .134 | .144 | .426 ** | 1 | .364 ** | .461 ** | .532 ** | .284 ** | .601** |

| | | | | | | | | | | | | |
|--|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .045 | .000 | .192 | .160 | .000 | | .000 | .000 | .000 | .005 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y 7 | Pearson Correlation | .166 | .385** | .402** | .410** | .501** | .364** | 1 | .645** | .557** | .221* | .730** |
| | Sig. (2-tailed) | .105 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .029 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y 8 | Pearson Correlation | .178 | .309** | .446** | .204* | .305** | .461** | .645** | 1 | .603** | .382** | .682** |
| | Sig. (2-tailed) | .082 | .002 | .000 | .045 | .002 | .000 | .000 | | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y 9 | Pearson Correlation | .196 | .351** | .396** | .318** | .391** | .532** | .557** | .603** | 1 | .500** | .743** |
| | Sig. (2-tailed) | .055 | .000 | .000 | .002 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y 10 | Pearson Correlation | .291** | .211* | .377** | .145 | .198 | .284** | .221* | .382** | .500** | 1 | .531** |
| | Sig. (2-tailed) | .004 | .038 | .000 | .158 | .052 | .005 | .029 | .000 | .000 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| To tal - Y | Pearson Correlation | .513** | .669** | .634** | .643** | .657** | .601** | .730** | .682** | .743** | .531** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

Lampiran 7 Hasil Uji Reliabilitas

Ulasan Produk (X1)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .886 | 8 |

Brand Ambassador (X2)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .915 | 10 |

Layanan Cash On Delivery (X3)

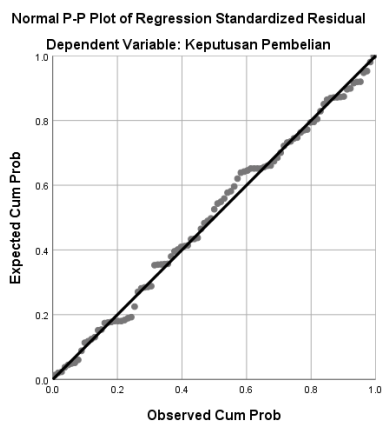
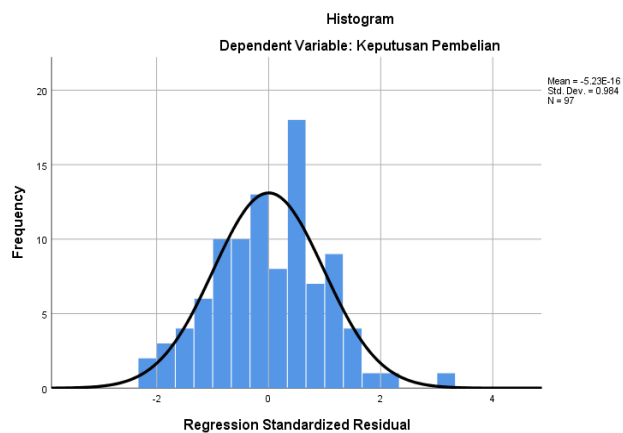
| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .798 | 6 |

Keputusan Pembelian (Y)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .836 | 10 |

Lampiran 8 Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|---------------|-------------------------|
| | | Unstandardized Residual |
| N | | 97 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std.Deviation | 3,80929740 |
| Most Extreme Differences | Absolute | .057 |
| | Positive | .039 |
| | Negative | -.057 |
| Test Statistic | | .057 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |
| a. Test distribution is Normal. S | | |

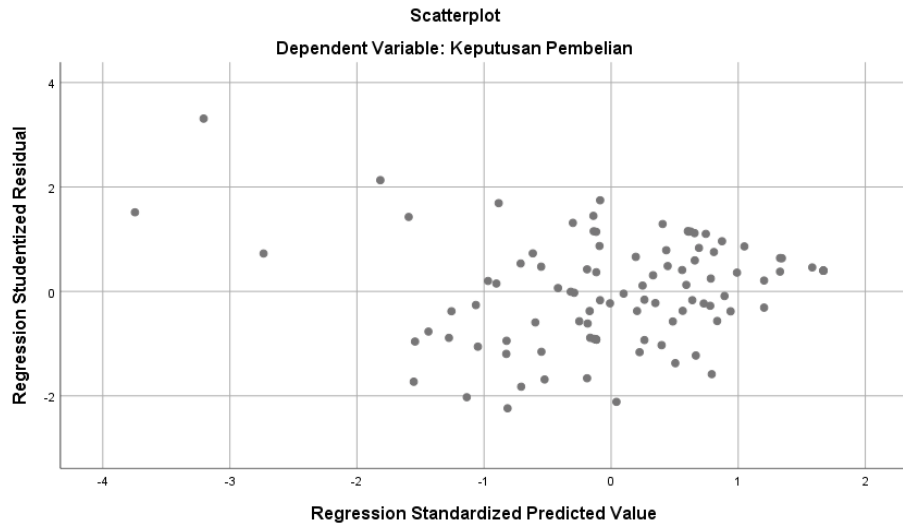


Lampiran 9 Uji Multikolinearitas

| Coefficients ^a | | | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|------|-------|-------------------------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.974 | 3.067 | | 7.817 | .000 | |
| | Ulasan Produk | .213 | .107 | .217 | 1.999 | .049 | .603 |
| | Brand Ambassador | .241 | .086 | .321 | 2.807 | .006 | .545 |
| | Layanan Cash On Delivery | .131 | .110 | .137 | 3.188 | .016 | .536 |

a. Dependent Variable: Keputusan Pembelian

Lampiran 10 Uji Heteroskedastisitas



Lampiran 11 Hasil Pengujian Regresi Linier Berganda

| Coefficients ^a | | | | | | | | |
|---------------------------|--------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.974 | 3.067 | | 7.817 | .000 | | |
| | Ulasan Produk | .213 | .107 | .217 | 1.999 | .049 | .603 | 1.658 |
| | Brand Ambassador | .241 | .086 | .321 | 2.807 | .006 | .545 | 1.834 |
| | Layanan Cash On Delivery | .131 | .110 | .137 | 3.188 | .016 | .536 | 1.865 |

a. Dependent Variable: Keputusan Pembelian

Lampiran 12 Hasil Uji Koefisien Determinasi R²

| Model Summary^b | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .580 ^a | .337 | .315 | 3.909 |
| a. Predictors: (Constant), Layanan Cash On Delivery, Ulasan Produk, Brand Ambassador | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | |

Lampiran 13. Hasil Uji t



| Coefficients^a | | | | | | | |
|---------------------------------|-----------------------------|------------|---------------------------|---|-------|-------------------------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.974 | 3.067 | | 7.817 | .000 | |
| | Ulasan Produk | .213 | .107 | | 1.999 | .049 | .603 |
| | Brand Ambassador | .241 | .086 | | 2.807 | .006 | .545 |
| | Layanan Cash On Delivery | .131 | .110 | | 3.188 | .016 | .536 |

a. Dependent Variable: Keputusan Pembelian

Lampiran 14 Hasil Uji F

| ANOVA ^a | | | | | | |
|--|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 721.892 | 3 | 240.631 | 15.748 | .000 ^b |
| | Residual | 1421.077 | 93 | 15.280 | | |
| | Total | 2142.969 | 96 | | | |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Layanan Cash On Delivery, Ulasan Produk, Brand Ambassador | | | | | | |

Lampiran 15 Surat Izin Penelitian

| | | | | | | | | | | |
|---|---|--|------|----------------------|-------|--------------|--------------------------|-------------|--------|---|
|  | <p>YAYASAN PERGURUAN 17 AGUSTUS 1945 SURABAYA UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA FAKULTAS EKONOMI DAN BISNIS</p> <p>PROGRAM STUDI EKONOMI BISNIS (SE) PROGRAM STUDI MANAJEMEN (SM) PROGRAM STUDI AKUNTANSI (SA) PROGRAM STUDI MAGISTER MANAJEMEN (S2) PROGRAM STUDI DOKTOR OH ILMU EKONOMI (SD)</p> <p>Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp (031) 5925289, 082233788126 E-mail: fe@untag-sby.ac.id</p> | <p>TERAKREDITASI TERAKREDITASI TERAKREDITASI TERAKREDITASI TERAKREDITASI</p> | | | | | | | | |
| <p>Nomor Lampiran Perihal :</p> | <p>: 1217/K/FEB/IV/2023 : Permohonan Ijin Untuk Mengadakan Riset Pendahuluan</p> | <p>10 April 2023</p> | | | | | | | | |
| <p>Kepada :</p> | <p>Yth. Kepala Biro Akademik Universitas 17 Agustus 1945 Surabaya Jl. Semolowaru No. 45 Surabaya</p> | | | | | | | | | |
| <p>Dengan hormat, Sebagai salah satu persyaratan untuk menyelesaikan studi pada Program Strata 1, maka mahasiswa diwajibkan untuk menyusun dan mempertahankan skripsi sebagai hasil penerapan pelajaran teori serta praktek yang diperoleh berdasarkan penelitian. Sehubungan dengan hal tersebut, maka dengan ini kami mohon perkenan Bapak / Ibu untuk memberikan ijin kepada mahasiswa :</p> | | | | | | | | | | |
| <table border="0" style="width: 100%;"> <tr> <td style="width: 35%;">Nama</td> <td>: ENI KURNIA SAFITRI</td> </tr> <tr> <td>N.P.M</td> <td>: 1211900289</td> </tr> <tr> <td>Fakultas / Program Studi</td> <td>: Manajemen</td> </tr> <tr> <td>Alamat</td> <td>: Jl. Semolowaru Utara VI-12B Telp./HP. 185731769107</td> </tr> </table> | | | Nama | : ENI KURNIA SAFITRI | N.P.M | : 1211900289 | Fakultas / Program Studi | : Manajemen | Alamat | : Jl. Semolowaru Utara VI-12B Telp./HP. 185731769107 |
| Nama | : ENI KURNIA SAFITRI | | | | | | | | | |
| N.P.M | : 1211900289 | | | | | | | | | |
| Fakultas / Program Studi | : Manajemen | | | | | | | | | |
| Alamat | : Jl. Semolowaru Utara VI-12B Telp./HP. 185731769107 | | | | | | | | | |
| <p>Guna melakukan penelitian pendahuluan pada : "MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNTAG SURABAYA" untuk memperoleh data sesuai dengan Skripsi yang sedang disusunnya. Data yang diperlukan jumlah mahasiswa aktif Fakultas Ekonomi dan Bisnis Untag Surabaya tahun 2023 <u>2024</u>.</p> | | | | | | | | | | |
| <p>Demikian permohonan ini atas perhatiannya kami sampaikan terima kasih. @nusafitri4717@grad.com</p> | | | | | | | | | | |
|  <p>Dr. Sharlet Riyadi, MSi., Ak. CA NPP. 20220.93.0319</p> | | | | | | | | | | |

Lampiran 16 Kartu Bimbingan Skripsi


UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS EKONOMI DAN BISNIS
Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp. (031) 5925289, 081216781170 E-mail: info@untag-sby.ac.id

SEMESTER
 Gasal / Genap
 2022, 2023

KARTU BIMBINGAN SKRIPSI



Nama Mahasiswa / NBI : Em kurnia, Safitri / 1211900289 /
 Nama Pembimbing : Drs. Ec. M. Suyanto, MM
 Judul Skripsi : "Pengaruh Ulasan Produk, Brand Ambassador dan Layanan Cash On Delivery Terhadap Keputusan Pembelian Di Marketplace Shopee"

Mulai Program Skripsi : Semester Thn. Ak. Selesai Bimbingan Tanggal

| No. | HARI / TANGGAL | KONSENTRASI | | PARAF |
|-----|-------------------|----------------|-----------------------|---|
| | | BAB / HAL | KETERANGAN REVISI | |
| 1 | 23/2 - 2023 | Judul | Ace |  |
| 2 | 20/3 - 2023 | Proposal | Revisi | |
| 3 | 2/4 - 2023 | Proposal | Revisi | |
| 4 | 10/4 - 2023 | Proposal | Revisi Ace | |
| 5 | 2/5 - 2023 | Bab I, II, III | Revisi | |
| 6 | 15/5 - 2023 | Bab I, II, III | Ace | |
| 7 | 27/5 - 2023 | Bab IV | Revisi | |
| 8 | 2/6 - 2023 | Bab IV | Revisi | |
| 9 | 7/6 - 2023 | Bab IV | Revisi | |
| 10 | 9/6 - 2023 | Bab IV | Ace | |
| 11 | 12/6 - 2023 | Bab V | Ace | |
| | | | | |
| | | | | |

Perpanjangan I _____
 Semester : _____
 Th. Ak. : _____
 Paraf Kajar : _____

Surabaya, 12 Juni 2023

 (Nama dan tanda tangan Pembimbing)

Lampiran 17 Surat Balasan Permohonan Data Biro Akademik



UNIVERSITAS 17 AGUSTUS 1945 SURABAYA BIRO AKADEMIK

Jl. Semolowaru 45 Surabaya 60118, Tlp. (031) 5931800

13 Juli 2023

Nomor : 153/K/BA/VII/2023
Lampiran : -
Perihal : Balasan Permohonan Data

Kepada Yth. : Dekan Fakultas Ekonomi dan Bisnis
Universitas 17 Agustus 1945 Surabaya
Jl. Semolowaru No. 45 Surabaya

Menindaklanjuti surat dari Dekan Fakultas Ekonomi dan Bisnis tentang permohonan data mahasiswa guna menyusun skripsi atas nama Eni Kurnia Safitri, NIM 1211900289 Nomor: 1217/K/FEB/IV/2023. Berikut jumlah mahasiswa aktif Semester Genap 2022/2023 Fakultas Ekonomi dan Bisnis:

| No | Program Studi | Jumlah |
|----|---------------------|-------------|
| 1 | Manajemen | 1269 |
| 2 | Akuntansi | 546 |
| 3 | Ekonomi Pembangunan | 365 |
| 4 | Magister Manajemen | 68 |
| 5 | Doktor Ilmu Ekonomi | 210 |
| | Total | 2458 |

Demikian surat balasan kami, atas perhatian dan kerjasamanya disampaikan terimakasih.



Kepala Biro Akademik,

Dwi Harini Sulistyawati, S.ST.,MT
NPP. 20460.16.0702

Tembusan Kepada Yth:

1. Eni Kurnia Safitri / NIM. 1211900289
2. Arsip

Lampiran 18 Hasil Turnitin

PENGARUH ULASAN PRODUK, BRAND AMBASSADOR DAN LAYANAN CASH ON DELIVERY TERHADAP KEPUTUSAN PEMBELIAN DI MARKETPLACE SHOPEE

ORIGINALITY REPORT

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| 12 | Dwi Indah Utami, Nurul Hidayah. "PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN BRAND AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN PRODUK SCARLETT", Jurnal Ilmiah Multidisiplin, 2022 Publication | 1% |