

LAMPIRAN

LAMPIRAN 1. KUISIONER

A. IDENTITAS RESPONDEN :

1. NAMA :
2. USIA RESPONDEN :
3. BERAPA KALI ANDA MEMBELI PRODUK SCARLETT
WHITENING ?

| | | | |
|---|----------|---|----------|
| <input style="width: 100%; height: 20px;" type="text"/> | 1-2 KALI | | |
| <input style="width: 100%; height: 20px;" type="text"/> | 3-4 KALI | <input style="width: 100%; height: 20px;" type="text"/> | 5-6 KALI |
| | | <input style="width: 100%; height: 20px;" type="text"/> | ≥ 7 KALI |

B. PETUNJUK PENGISIAN KUISIONER

Berilah tanda (√) untuk menjawab seluruh pernyataan pada salah satu jawaban yang dianggap paling tepat dan sesuai.

Keterangan :

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

| NO | PERNYATAAN | JAWABAN | | | | |
|-----------------------------------|--|---------|-----|-----|-----|-----|
| | | STS | TS | N | S | SS |
| | | (1) | (2) | (3) | (4) | (5) |
| 1. KEPUTUSAN PEMBELIAN (Y) | | | | | | |
| 1.1 Pilihan Produk | | | | | | |
| 1. | Saya memutuskan untuk melakukan pembelian pada produk Scarlett | | | | | |

| NO | PERNYATAAN | JAWABAN | | | | |
|--------------------------------------|--|------------|-----------|----------|----------|-----------|
| | | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
| | Whitening karena terdapat berbagai macam pilihan produk sesuai jenis kulit yang saya butuhkan | | | | | |
| 2. | Saya memutuskan untuk melakukan pembelian pada produk Scarlett Whitening karena kualitas produknya bagus | | | | | |
| 1.2 Pilihan Merek | | | | | | |
| 1. | Scarlett Whitening memiliki kinerja yang baik dalam menghasilkan produknya | | | | | |
| 2. | Saya memutuskan membeli produk Scarlett Whitening karena mereknya banyak dikenal | | | | | |
| 1.3 Pilihan Saluran Pembelian | | | | | | |
| 1. | Saya memutuskan untuk membeli produk Scarlett Whitening karena mudah di dapatkan dimana saja | | | | | |
| 2. | Saya memutuskan membeli produk Scarlett Whitening karena adanya pengalaman dari orang lain | | | | | |
| 1.4 Jumlah Pembelian | | | | | | |
| 1. | Saya memutuskan untuk membeli produk Scarlett Whitening berulang karena jenis produknya yang beragam | | | | | |
| 2. | Scarlett Whitening selalu memberi penawaran menarik terkait pembelian produknya | | | | | |

| NO | PERNYATAAN | JAWABAN | | | | |
|----------------------------|--|------------|-----------|----------|----------|-----------|
| | | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
| 1.5 Waktu Pembelian | | | | | | |
| 1. | Saya telah melakukan pembelian berulang terhadap produk Scarlett Whitening | | | | | |
| 2. | Saya memutuskan membeli produk Scarlett Whitening setelah melakukan perbandingan dengan produk lain | | | | | |
| 2. PROMOSI (X1) | | | | | | |
| 2.1 Pesan Promosi | | | | | | |
| 1. | Produk Scarlett Whitening memiliki informasi yang jelas | | | | | |
| 2. | Pesan promosi yang disampaikan produk Scarlett Whitening sangat menarik | | | | | |
| 3. | Promosi produk Scarlett Whitening yang disampaikan kepada konsumen sangat jelas | | | | | |
| 2.2 Media Promosi | | | | | | |
| 1. | Sosial media lebih menarik untuk mempromosikan produk Scarlett Whitening | | | | | |
| 2. | Spanduk dan poster lebih menarik untuk mempromosikan produk Scarlett Whitening | | | | | |
| 3. | Di aplikasi shopee, tokopedia, lazada dan web Scarlett Whitening mempromosikan produk dengan banyak potongan harga | | | | | |

| NO | PERNYATAAN | JAWABAN | | | | |
|--|--|------------|-----------|----------|----------|-----------|
| | | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
| 2.3 Waktu Promosi | | | | | | |
| 1. | Produk Scarlett Whitening menawarkan potongan harga setiap pembelian dalam jangka waktu tertentu | | | | | |
| 2. | Produk Scarlett Whitening sering mengadakan promosi yang menarik minat konsumen untuk membeli | | | | | |
| 3. | Mengadakan promosi setiap saat membuat pelanggan tertarik | | | | | |
| 3. PERSEPSI HARGA (X2) | | | | | | |
| 3.1 Keterjangkauan Harga | | | | | | |
| 1. | Harga produk Scarlett Whitening sesuai dengan daya beli saya | | | | | |
| 2. | Harga produk Scarlett Whitening sesuai dengan hasil yang diinginkan | | | | | |
| 3.2 Kesesuaian Harga dengan Kualitas | | | | | | |
| 1. | Harga produk Scarlett Whitening yang dijual sesuai dengan kualitas yang ditawarkan | | | | | |
| 2. | Harga produk Scarlett Whitening sesuai dengan manfaat yang saya rasakan | | | | | |
| 3.3 Harga Sesuai dengan Kemampuan atau Daya Saing Harga | | | | | | |
| 1. | Harga yang ditawarkan Scarlett Whitening sesuai dengan manfaat yang ditawarkan | | | | | |
| 2. | Harga Produk Scarlett Whitening dapat bersaing dengan produk lain | | | | | |

| NO | PERNYATAAN | JAWABAN | | | | |
|---------------------------------------|---|------------|-----------|----------|----------|-----------|
| | | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
| 4. ONLINE CUSTOMER REVIEW (X3) | | | | | | |
| 4.1 Kredibilitas Sumber | | | | | | |
| 1. | Saya berminat membeli produk setelah melihat <i>review</i> yang diberikan konsumen lain sebelumnya | | | | | |
| 2. | Saya berminat membeli produk setelah mendengarkan <i>review</i> yang diberikan konsumen lain sebelumnya | | | | | |
| 3. | Saya berminat membeli produk setelah membaca <i>review</i> yang diberikan konsumen lain sebelumnya | | | | | |
| 4.2 Kualitas Pendapat | | | | | | |
| 1. | <i>Review</i> yang diberikan konsumen sebelumnya sangat relevan terhadap kekurangan dan kelebihan produk | | | | | |
| 2. | <i>Review</i> yang diberikan konsumen sebelumnya sangat akurat terhadap kekurangan dan kelebihan produk | | | | | |
| 3. | <i>Review</i> yang diberikan konsumen sebelumnya sangat lengkap terhadap kekurangan dan kelebihan produk | | | | | |
| 4.3 Review Valance | | | | | | |
| 1. | <i>Review</i> yang positif dan negative terhadap produk di <i>online marketplace</i> mempengaruhi minat beli konsumen | | | | | |
| 2. | <i>Review</i> positif dan negative terhadap produk di media social mempengaruhi minat beli konsumen | | | | | |

| NO | PERNYATAAN | JAWABAN | | | | |
|-----------------------------------|---|------------|-----------|----------|----------|-----------|
| | | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
| 3. | Saya tetap berminat membeli produk meskipun terdapat beberapa <i>review</i> negative dari konsumen sebelumnya | | | | | |
| 4.4 Manfaat yang dirasakan | | | | | | |
| 1. | <i>Online Customer Review</i> menambah wawasan konsumen tentang produk | | | | | |
| 2. | <i>Online Customer Review</i> bermanfaat bagi konsumen untuk mengetahui kualitas produk | | | | | |
| 3. | <i>Online Customer Review</i> bermanfaat bagi konsumen untuk mengetahui produk tersebut layak dibeli | | | | | |
| 4.5 Jumlah Ulasan | | | | | | |
| 1. | Banyaknya <i>review</i> menandakan produk tersebut banyak dibeli | | | | | |
| 2. | Banyaknya <i>review</i> menandakan produk tersebut berkualitas | | | | | |
| 3. | <i>Review</i> yang sedikit tidak berarti produk tersebut tidak berkualitas | | | | | |

LAMPIRAN 2. Surat Permohonan Data Mahasiswi



YAYASAN PERGURUAN 17 AGUSTUS 1945 SURABAYA
UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS EKONOMI DAN BISNIS

PROGRAM STUDI EKONOMI BISNIS (S1)
 PROGRAM STUDI MANAJEMEN (S1)
 PROGRAM STUDI AKUNTANSI (S1)
 PROGRAM STUDI MAGISTER MANAJEMEN (S2)
 PROGRAM STUDI DOKTOR ILMU EKONOMI (S3)

TERAKREDITASI
 TERAKREDITASI
 TERAKREDITASI
 TERAKREDITASI

Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp (031) 5925289, 082233788126 E-mail: fe@untag-sby.ac.id

Nomor : 3076/K/FEB/X/2023 05 Oktober 2023
 Lampiran :
 Perihal : **Permohonan Ijin Untuk
 Mengadakan Riset Pendahuluan**
 Kepada : Yth. Kepala Biro Akademik Universitas 17 Agustus 1945 Surabaya
 Jl. Semolowaru No. 45, Surabaya

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 :

Nama : ARINA VIDIA AYUNINGTYAS
 N.P.M : 1212000018
 Fakultas / Program Studi : Ekonomi dan Bisnis/Manajemen
 Alamat : Permata GMR Cluster Jimbaran G1/No. 37,
 Menganti Gresik
 Telp./HP. 089672354050

Guna melakukan penelitian pendahuluan pada :
 "MAHASISWI UNIVERSITAS 17 AGUSTUS 1945 SURABAYA"
 untuk memperoleh data sesuai dengan Skripsi yang sedang disusunnya.
 Data yang diperlukan jumlah mahasiswi aktif Universitas 17 Agustus 1945 Surabaya, Semester Gasal Tahun Akademik 2023/2024.

Demikian permohonan ini atas perhatiannya kami sampaikan terima kasih.



Prof. Dr. H. Slamet Riyadi, MSi., Ak. CA
 NPP. 20220.93.0319

LAMPIRAN 3. Karakteristik Responden

1. Tabulasi Hasil Kuisisioner Berdasarkan Usia

| | | Usia | | | |
|-------|-------|-------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 19 | 3 | 3.4 | 3.4 | 3.4 |
| | 20 | 7 | 8.0 | 8.0 | 11.5 |
| | 21 | 53 | 60.9 | 60.9 | 72.4 |
| | 22 | 19 | 21.8 | 21.8 | 94.3 |
| | 23 | 5 | 5.7 | 5.7 | 100.0 |
| | Total | 87 | 100.0 | 100.0 | |

2. Hasil Kuisisioner Berdasarkan Frekuensi Pembelian

| | | Pembelian | | | |
|-------|-------|------------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1-2 | 30 | 34.5 | 34.5 | 34.5 |
| | 3-4 | 34 | 39.1 | 39.1 | 73.6 |
| | 5-6 | 14 | 16.1 | 16.1 | 89.7 |
| | >7 | 9 | 10.3 | 10.3 | 100.0 |
| | Total | 87 | 100.0 | 100.0 | |

LAMPIRAN 4. Analisis Deskriptif

1. Analisis Deskriptif Variabel Keputusan Pembelian (Y)

| Descriptive Statistics | | | | | |
|------------------------|----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Y1.01 | 87 | 1 | 5 | 3.93 | .912 |
| Y1.02 | 87 | 1 | 5 | 3.97 | .841 |
| Y1.03 | 87 | 1 | 5 | 3.90 | .890 |
| Y1.04 | 87 | 1 | 5 | 4.05 | .914 |
| Y1.05 | 87 | 1 | 5 | 4.14 | .904 |
| Y1.06 | 87 | 1 | 5 | 3.92 | 1.025 |
| Y1.07 | 87 | 1 | 5 | 3.66 | .998 |
| Y1.08 | 87 | 1 | 5 | 3.83 | .967 |
| Y1.09 | 87 | 1 | 5 | 3.69 | 1.164 |
| Y1.10 | 87 | 2 | 5 | 3.83 | .955 |
| Valid N (listwise) | 87 | | | | |

2. Analisis Deskriptif Variabel Promosi (X1)

| Descriptive Statistics | | | | | |
|------------------------|----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| X1.01 | 87 | 2 | 5 | 4.08 | .892 |
| X1.02 | 87 | 1 | 5 | 4.07 | .860 |
| X1.03 | 87 | 2 | 5 | 4.18 | .771 |
| X1.04 | 87 | 2 | 5 | 4.23 | .727 |
| X1.05 | 87 | 1 | 5 | 3.91 | 1.063 |
| X1.06 | 87 | 1 | 5 | 4.10 | .989 |
| X1.07 | 87 | 1 | 5 | 3.84 | .901 |
| X1.08 | 87 | 1 | 5 | 4.13 | .873 |
| X1.09 | 87 | 1 | 5 | 4.09 | .923 |
| Valid N (listwise) | 87 | | | | |

3. Analisis Deskriptif Variabel Persepsi Harga (X2)

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|----|---------|---------|------|----------------|
| X2.01 | 87 | 2 | 5 | 3.95 | .888 |
| X2.02 | 87 | 1 | 5 | 3.84 | .999 |
| X2.03 | 87 | 1 | 5 | 3.82 | .995 |
| X2.04 | 87 | 1 | 5 | 3.93 | .962 |
| X2.05 | 87 | 1 | 5 | 3.74 | .994 |
| X2.06 | 87 | 2 | 5 | 3.99 | .909 |
| Valid N (listwise) | 87 | | | | |

4. Analisis Deskriptif Variabel *Online Customer Review* (X3)

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|----|---------|---------|------|----------------|
| X3.01 | 87 | 2 | 5 | 3.98 | .940 |
| X3.02 | 87 | 1 | 5 | 3.83 | .943 |
| X3.03 | 87 | 1 | 5 | 3.97 | .982 |
| X3.04 | 87 | 2 | 5 | 3.90 | .876 |
| X3.05 | 87 | 1 | 5 | 3.87 | .986 |
| X3.06 | 87 | 1 | 5 | 3.90 | .915 |
| X3.07 | 87 | 1 | 5 | 4.01 | .921 |
| X3.08 | 87 | 2 | 5 | 4.07 | .887 |
| X3.09 | 87 | 1 | 5 | 3.68 | 1.051 |
| X3.10 | 87 | 2 | 5 | 4.02 | .835 |
| X3.11 | 87 | 2 | 5 | 4.17 | .879 |
| X3.12 | 87 | 2 | 5 | 4.13 | .790 |
| X3.13 | 87 | 1 | 5 | 4.00 | 1.012 |
| X3.14 | 87 | 1 | 5 | 3.98 | 1.000 |
| X3.15 | 87 | 1 | 5 | 3.92 | .991 |
| Valid N (listwise) | 87 | | | | |

3. Rekap Jawaban Responden Persepsi Harga (X2)

| | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | x2.6 |
|----|------|------|------|------|------|------|
| 1 | | | | | | |
| 2 | 2 | 3 | 2 | 3 | 2 | 4 |
| 3 | 5 | 4 | 5 | 5 | 4 | 3 |
| 4 | 4 | 2 | 2 | 3 | 3 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 |
| 7 | 3 | 2 | 2 | 2 | 2 | 2 |
| 8 | 3 | 3 | 3 | 3 | 3 | 3 |
| 9 | 3 | 4 | 4 | 4 | 3 | 4 |
| 10 | 5 | 2 | 2 | 3 | 3 | 2 |
| 11 | 4 | 5 | 4 | 5 | 3 | 4 |
| 12 | 5 | 3 | 4 | 4 | 3 | 4 |
| 13 | 4 | 3 | 3 | 2 | 2 | 2 |
| 14 | 5 | 5 | 5 | 4 | 5 | 5 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 |
| 17 | 5 | 4 | 4 | 5 | 5 | 5 |
| 18 | 2 | 2 | 2 | 2 | 2 | 2 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 |
| 20 | 3 | 3 | 3 | 3 | 3 | 4 |
| 21 | 5 | 5 | 5 | 5 | 5 | 3 |
| 22 | 5 | 4 | 3 | 4 | 4 | 3 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 |
| 24 | 4 | 2 | 2 | 2 | 2 | 2 |
| 25 | 3 | 2 | 3 | 3 | 3 | 4 |
| 26 | 3 | 3 | 3 | 3 | 3 | 3 |
| 27 | 3 | 3 | 3 | 3 | 3 | 3 |
| 28 | 5 | 3 | 5 | 4 | 4 | 5 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 |
| 32 | 5 | 4 | 5 | 4 | 3 | 4 |
| 33 | 3 | 3 | 3 | 4 | 4 | 2 |
| 34 | 4 | 3 | 4 | 3 | 3 | 5 |
| 35 | 5 | 4 | 5 | 5 | 4 | 5 |
| 36 | 2 | 3 | 1 | 3 | 3 | 4 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 |
| 38 | 5 | 5 | 4 | 4 | 5 | 5 |
| 39 | 4 | 3 | 4 | 4 | 4 | 4 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 |
| 41 | 4 | 4 | 4 | 5 | 5 | 4 |
| 42 | 4 | 4 | 4 | 2 | 2 | 2 |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 |
| 44 | 4 | 4 | 4 | 4 | 3 | 4 |
| 45 | 5 | 4 | 4 | 5 | 4 | 4 |
| 46 | 3 | 4 | 3 | 4 | 3 | 3 |
| 47 | 4 | 5 | 5 | 5 | 5 | 5 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 |
| 49 | 3 | 3 | 2 | 3 | 3 | 4 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 |
| 53 | 5 | 5 | 4 | 5 | 5 | 4 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 |
| 55 | 3 | 3 | 3 | 3 | 3 | 4 |
| 56 | 3 | 3 | 3 | 3 | 3 | 4 |
| 57 | 5 | 5 | 5 | 5 | 4 | 4 |
| 58 | 4 | 5 | 5 | 5 | 4 | 4 |
| 59 | 5 | 5 | 3 | 4 | 3 | 4 |
| 60 | 5 | 5 | 5 | 4 | 5 | 5 |
| 61 | 4 | 1 | 2 | 5 | 5 | 5 |
| 62 | 4 | 5 | 4 | 5 | 4 | 4 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 |
| 66 | 2 | 2 | 2 | 2 | 2 | 2 |
| 67 | 4 | 5 | 4 | 5 | 4 | 5 |
| 68 | 2 | 4 | 5 | 1 | 2 | 5 |
| 69 | 3 | 3 | 3 | 3 | 3 | 3 |
| 70 | 3 | 4 | 5 | 4 | 3 | 4 |
| 71 | 3 | 4 | 4 | 4 | 4 | 4 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 |
| 73 | 4 | 3 | 3 | 4 | 3 | 4 |
| 74 | 4 | 3 | 4 | 4 | 4 | 4 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 |
| 79 | 4 | 4 | 4 | 5 | 4 | 5 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 |
| 81 | 4 | 5 | 4 | 2 | 1 | 5 |
| 82 | 3 | 3 | 3 | 4 | 4 | 3 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 |
| 84 | 2 | 2 | 3 | 4 | 2 | 3 |
| 85 | 4 | 4 | 3 | 4 | 5 | 5 |
| 86 | 4 | 5 | 4 | 5 | 4 | 5 |
| 87 | 4 | 5 | 5 | 5 | 5 | 5 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 |

4. Rekap Jawaban Responden Online Customer Review (X3)

| 1 | x3.1 | x3.2 | x3.3 | x3.4 | x3.5 | x3.6 | x3.7 | x3.8 | x3.9 | x3.10 | x3.11 | x3.12 | x3.13 | x3.14 | x3.15 | x |
|----|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|---|
| 2 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 |
| 3 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 3 |
| 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 3 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 7 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 8 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 9 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 |
| 10 | 2 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 2 | 2 |
| 11 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 |
| 12 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 3 | 3 | 4 | 3 | 3 | 5 | 5 | 5 | 5 |
| 13 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 15 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 16 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 17 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 18 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 20 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 1 | 1 | 1 | 5 |
| 22 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 24 | 3 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 2 |
| 25 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 26 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 27 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 28 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 30 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 1 | 1 | 1 | 5 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 32 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 33 | 2 | 2 | 2 | 3 | 3 | 2 | 5 | 5 | 4 | 5 | 4 | 4 | 2 | 2 | 2 | 5 |
| 34 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 2 |
| 35 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 36 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 38 | 4 | 4 | 4 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 |
| 39 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 2 |
| 40 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 41 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 42 | 2 | 3 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | 5 |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 44 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 1 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 46 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 3 | 3 |
| 47 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 49 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 51 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 53 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 4 |
| 54 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 55 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 56 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 57 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 58 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 59 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 60 | 5 | 5 | 1 | 2 | 1 | 1 | 1 | 2 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 4 |
| 61 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 66 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 67 | 5 | 1 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 68 | 4 | 2 | 1 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 69 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 70 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 73 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 76 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 77 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 78 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 79 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 |
| 81 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 5 | 2 | 5 | 4 | 4 | 5 | 5 | 4 |
| 82 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 84 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 2 | 4 | 5 | 4 | 4 | 3 |
| 85 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 |
| 86 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 87 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 88 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

LAMPIRAN 6. Hasil Uji Validitas

1. Hasil Uji Validitas Keputusan Pembelian (Y)

| | | Correlations | | | | | | | | | | |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1.6 | Y1.7 | Y1.8 | Y1.9 | Y1.10 | Y |
| Y1.1 | Pearson Correlation | 1 | .512** | .636** | .325** | .449** | .317** | .395** | .514** | .527** | .413** | .751** |
| | Sig. (2-tailed) | | .000 | .000 | .002 | .000 | .003 | .000 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y1.2 | Pearson Correlation | .512** | 1 | .663** | .229* | .205 | .185 | .332** | .464** | .535** | .456** | .671** |
| | Sig. (2-tailed) | .000 | | .000 | .033 | .057 | .086 | .002 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y1.3 | Pearson Correlation | .636** | .663** | 1 | .306** | .220* | .360** | .431** | .439** | .519** | .444** | .739** |
| | Sig. (2-tailed) | .000 | .000 | | .004 | .040 | .001 | .000 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y1.4 | Pearson Correlation | .325** | .229* | .306** | 1 | .372** | .314** | .464** | .351** | .199 | .302** | .568** |
| | Sig. (2-tailed) | .002 | .033 | .004 | | .000 | .003 | .000 | .001 | .064 | .004 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y1.5 | Pearson Correlation | .449** | .205 | .220* | .372** | 1 | .313** | .311** | .360** | .295** | .338** | .569** |
| | Sig. (2-tailed) | .000 | .057 | .040 | .000 | | .003 | .003 | .001 | .006 | .001 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y1.6 | Pearson Correlation | .317** | .185 | .360** | .314** | .313** | 1 | .268* | .396** | .232* | .306** | .555** |
| | Sig. (2-tailed) | .003 | .086 | .001 | .003 | .003 | | .012 | .000 | .031 | .004 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y1.7 | Pearson Correlation | .395** | .332** | .431** | .464** | .311** | .268* | 1 | .420** | .427** | .291** | .649** |
| | Sig. (2-tailed) | .000 | .002 | .000 | .000 | .003 | .012 | | .000 | .000 | .006 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y1.8 | Pearson Correlation | .514** | .464** | .439** | .351** | .360** | .396** | .420** | 1 | .633** | .572** | .772** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .001 | .001 | .000 | .000 | | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y1.9 | Pearson Correlation | .527** | .535** | .519** | .199 | .295** | .232* | .427** | .633** | 1 | .558** | .748** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .064 | .006 | .031 | .000 | .000 | | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y1.10 | Pearson Correlation | .413** | .456** | .444** | .302** | .338** | .306** | .291** | .572** | .558** | 1 | .698** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .004 | .001 | .004 | .006 | .000 | .000 | | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y | Pearson Correlation | .751** | .671** | .739** | .568** | .569** | .555** | .649** | .772** | .748** | .698** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |

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

* Correlation is significant at the 0.05 level (2-tailed).

2. Hasil Uji Validitas Promosi (X1)

| | | Correlations | | | | | | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1 |
| X1.1 | Pearson Correlation | 1 | .690** | .672** | .653** | .253* | .729** | .595** | .733** | .655** | .859** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .018 | .000 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.2 | Pearson Correlation | .690** | 1 | .612** | .607** | .121 | .593** | .570** | .608** | .681** | .782** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .262 | .000 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.3 | Pearson Correlation | .672** | .612** | 1 | .609** | .305** | .616** | .462** | .604** | .646** | .788** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .004 | .000 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.4 | Pearson Correlation | .653** | .607** | .609** | 1 | .133 | .565** | .448** | .577** | .523** | .719** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .219 | .000 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.5 | Pearson Correlation | .253* | .121 | .305** | .133 | 1 | .252* | .300** | .326** | .198 | .444** |
| | Sig. (2-tailed) | .018 | .262 | .004 | .219 | | .018 | .005 | .002 | .066 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.6 | Pearson Correlation | .729** | .593** | .616** | .565** | .252* | 1 | .646** | .725** | .678** | .842** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .018 | | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.7 | Pearson Correlation | .595** | .570** | .462** | .448** | .300** | .646** | 1 | .736** | .620** | .782** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .005 | .000 | | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.8 | Pearson Correlation | .733** | .608** | .604** | .577** | .326** | .725** | .736** | 1 | .750** | .876** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .002 | .000 | .000 | | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1.9 | Pearson Correlation | .655** | .681** | .646** | .523** | .198 | .678** | .620** | .750** | 1 | .829** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .066 | .000 | .000 | .000 | | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X1 | Pearson Correlation | .859** | .782** | .788** | .719** | .444** | .842** | .782** | .876** | .829** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |

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

* . Correlation is significant at the 0.05 level (2-tailed).

3. Hasil Uji Validitas Persepsi Harga (X2)

| | | Correlations | | | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|--------|--------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2 |
| X2.1 | Pearson Correlation | 1 | .582** | .622** | .622** | .645** | .446** | .784** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.2 | Pearson Correlation | .582** | 1 | .790** | .618** | .589** | .588** | .843** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.3 | Pearson Correlation | .622** | .790** | 1 | .606** | .597** | .602** | .853** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.4 | Pearson Correlation | .622** | .618** | .606** | 1 | .820** | .584** | .857** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.5 | Pearson Correlation | .645** | .589** | .597** | .820** | 1 | .602** | .858** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2.6 | Pearson Correlation | .446** | .588** | .602** | .584** | .602** | 1 | .767** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X2 | Pearson Correlation | .784** | .843** | .853** | .857** | .858** | .767** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 |

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

4. Hasil Uji Validitas *Online Customer Review* (X3)

| | | Correlations | | | | | | | | | | | | | | | |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | X3.11 | X3.12 | X3.13 | X3.14 | X3.15 | X3 |
| X3.1 | Pearson Correlation | 1 | .579** | .617** | .534** | .461** | .551** | .484** | .546** | .275** | .579** | .596** | .615** | .428** | .433** | .497** | .765** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .010 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.2 | Pearson Correlation | .573** | 1 | .433** | .429** | .226* | .383** | .297** | .390** | .049 | .345** | .317** | .420** | .244* | .156 | .271* | .514** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .035 | .000 | .005 | .000 | .652 | .001 | .003 | .000 | .023 | .149 | .011 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.3 | Pearson Correlation | .617** | .433** | 1 | .685** | .608** | .720** | .605** | .551** | .260* | .483** | .600** | .426** | .328** | .378** | .511** | .770** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .015 | .000 | .000 | .000 | .002 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.4 | Pearson Correlation | .534** | .429** | .685** | 1 | .671** | .711** | .606** | .638** | .279** | .512** | .597** | .439** | .289** | .369** | .539** | .774** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .009 | .000 | .000 | .000 | .007 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.5 | Pearson Correlation | .461** | .226* | .608** | .671** | 1 | .617** | .539** | .542** | .409** | .441** | .549** | .364** | .373** | .540** | .454** | .736** |
| | Sig. (2-tailed) | .000 | .035 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.6 | Pearson Correlation | .551** | .383** | .720** | .711** | .617** | 1 | .663** | .711** | .352** | .566** | .702** | .597** | .364** | .404** | .568** | .831** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .001 | .000 | .000 | .000 | .001 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.7 | Pearson Correlation | .484** | .297** | .605** | .606** | .539** | .663** | 1 | .811** | .220* | .650** | .615** | .542** | .299** | .240* | .460** | .744** |
| | Sig. (2-tailed) | .000 | .005 | .000 | .000 | .000 | .000 | | .000 | .041 | .000 | .000 | .000 | .005 | .025 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.8 | Pearson Correlation | .546** | .390** | .551** | .638** | .542** | .711** | .811** | 1 | .274* | .548** | .716** | .602** | .272* | .290** | .509** | .779** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .011 | .006 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.9 | Pearson Correlation | .275** | .049 | .260* | .279** | .409** | .352** | .220* | .274* | 1 | .380** | .350** | .246* | .405** | .568** | .388** | .525** |
| | Sig. (2-tailed) | .010 | .652 | .015 | .009 | .000 | .001 | .041 | .010 | | .000 | .001 | .022 | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.10 | Pearson Correlation | .579** | .345** | .493** | .512** | .441** | .566** | .650** | .548** | .380** | 1 | .613** | .719** | .427** | .363** | .522** | .755** |
| | Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .001 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.11 | Pearson Correlation | .596** | .317** | .600** | .597** | .549** | .702** | .615** | .716** | .350** | .613** | 1 | .639** | .340** | .402** | .483** | .791** |
| | Sig. (2-tailed) | .000 | .003 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | | .000 | .001 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.12 | Pearson Correlation | .615** | .420** | .426** | .439** | .364** | .597** | .542** | .602** | .246* | .719** | .639** | 1 | .437** | .446** | .519** | .739** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .022 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.13 | Pearson Correlation | .428** | .244* | .328** | .289** | .373** | .364** | .299** | .272* | .405** | .427** | .340** | .437** | 1 | .644** | .348** | .590** |
| | Sig. (2-tailed) | .000 | .023 | .002 | .007 | .000 | .001 | .005 | .011 | .000 | .000 | .001 | .000 | | .000 | .001 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.14 | Pearson Correlation | .433** | .156 | .378** | .369** | .540** | .404** | .240* | .290** | .568** | .363** | .402** | .446** | .644** | 1 | .526** | .646** |
| | Sig. (2-tailed) | .000 | .149 | .000 | .000 | .000 | .000 | .025 | .006 | .000 | .001 | .000 | .000 | .000 | | .000 | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3.15 | Pearson Correlation | .497** | .271** | .511** | .539** | .454** | .568** | .460** | .509** | .388** | .522** | .483** | .519** | .348** | .526** | 1 | .715** |
| | Sig. (2-tailed) | .000 | .011 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | | .000 |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X3 | Pearson Correlation | .765** | .514** | .770** | .774** | .736** | .831** | .744** | .779** | .525** | .755** | .791** | .739** | .590** | .646** | .715** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |

** 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

1. Hasil Uji Reliabilitas Keputusan Pembelian (Y)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .864 | 10 |

2. Hasil Uji Reliabilitas Promosi (X1)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .908 | 9 |

3. Hasil Uji Reliabilitas Persepsi Harga (X2)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .908 | 6 |

4. Hasil Uji Reliabilitas *Online Customer Review* (X3)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .928 | 15 |

LAMPIRAN 8. Uji Asumsi Klasik

1. Hasil Uji Normalitas Kolmogorov – Smirnov

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 87 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 3.32524882 |
| Most Extreme Differences | Absolute | .084 |
| | Positive | .071 |
| | Negative | -.084 |
| Test Statistic | | .084 |
| Asymp. Sig. (2-tailed) | | .177 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

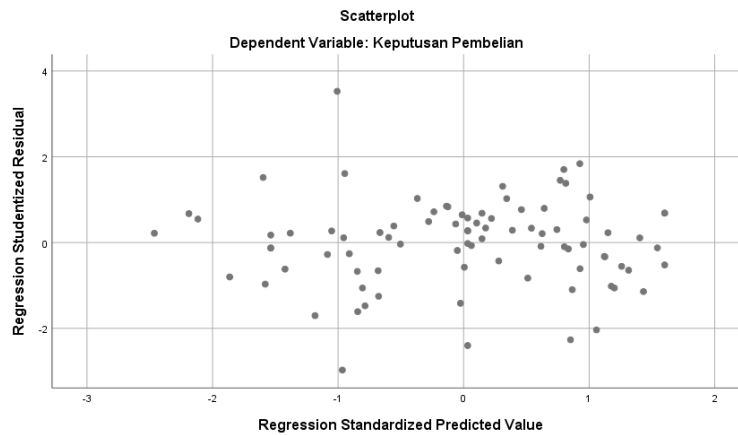
2. Hasil Uji Multikolinieritas

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 4.461 | 2.529 | | 1.764 | .081 | | |
| | Promosi | .393 | .089 | .373 | 4.428 | .000 | .453 | 2.207 |
| | Persepsi Harga | .454 | .143 | .336 | 3.166 | .002 | .286 | 3.502 |
| | Online Customer Review | .159 | .058 | .245 | 2.740 | .008 | .401 | 2.493 |

a. Dependent Variable: Keputusan Pembelian

3. Hasil Uji Heteroskedastisitas ScatterPlot



4. Hasil Uji Heteroskedastisitas Uji Gletjer

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.812 | 1.677 | | 1.677 | .097 |
| | Promosi (X1) | -.034 | .059 | -.093 | -.572 | .569 |
| | Persepsi Harga (X2) | .004 | .095 | .008 | .037 | .971 |
| | Online Customer Review (X3) | .014 | .039 | .061 | .354 | .725 |

a. Dependent Variable: Abs_Res

LAMPIRAN 9. Regresi Linier Berganda**Coefficients^a**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.461 | 2.529 | | 1.764 | .081 |
| | Promosi (X1) | .393 | .089 | .373 | 4.428 | .000 |
| | Persepsi Harga (X2) | .454 | .143 | .336 | 3.166 | .002 |
| | Online Customer Review (X3) | .159 | .058 | .245 | 2.740 | .008 |

a. Dependent Variable: Keputusan Pembelian (Y)

LAMPIRAN 10. Teknik Pengujian Hipotesis**1. Hasil Uji F (Simultan)****ANOVA^a**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 2617.143 | 3 | 872.381 | 76.144 | .000 ^b |
| | Residual | 950.926 | 83 | 11.457 | | |
| | Total | 3568.069 | 86 | | | |

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Online Customer Review (X3), Promosi (X1), Persepsi Harga (X2)

2. Hasil Uji T (Parsial)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.461 | 2.529 | | 1.764 | .081 |
| | Promosi (X1) | .393 | .089 | .373 | 4.428 | .000 |
| | Persepsi Harga (X2) | .454 | .143 | .336 | 3.166 | .002 |
| | Online Customer Review (X3) | .159 | .058 | .245 | 2.740 | .008 |

a. Dependent Variable: Keputusan Pembelian (Y)

3. Hasil Uji Koefisien Determinasi (R²)

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .856 ^a | .733 | .724 | 3.38481 |

a. Predictors: (Constant), Online Customer Review (X3), Promosi (X1), Persepsi Harga (X2)

LAMPIRAN 11. r Tabel

Tabel r untuk df = 51 - 100

| df = (N-2) | Tingkat signifikansi untuk uji satu arah | | | | |
|------------|--|--------|--------|--------|--------|
| | 0.05 | 0.025 | 0.01 | 0.005 | 0.0005 |
| | Tingkat signifikansi untuk uji dua arah | | | | |
| | 0.1 | 0.05 | 0.02 | 0.01 | 0.001 |
| 51 | 0.2284 | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| 52 | 0.2262 | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| 53 | 0.2241 | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| 54 | 0.2221 | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| 55 | 0.2201 | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| 56 | 0.2181 | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| 57 | 0.2162 | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| 58 | 0.2144 | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| 59 | 0.2126 | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| 60 | 0.2108 | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| 61 | 0.2091 | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| 62 | 0.2075 | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| 63 | 0.2058 | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| 64 | 0.2042 | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| 65 | 0.2027 | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| 66 | 0.2012 | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| 67 | 0.1997 | 0.2369 | 0.2796 | 0.3081 | 0.3876 |
| 68 | 0.1982 | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| 69 | 0.1968 | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| 70 | 0.1954 | 0.2319 | 0.2737 | 0.3017 | 0.3798 |
| 71 | 0.1940 | 0.2303 | 0.2718 | 0.2997 | 0.3773 |
| 72 | 0.1927 | 0.2287 | 0.2700 | 0.2977 | 0.3748 |
| 73 | 0.1914 | 0.2272 | 0.2682 | 0.2957 | 0.3724 |
| 74 | 0.1901 | 0.2257 | 0.2664 | 0.2938 | 0.3701 |
| 75 | 0.1888 | 0.2242 | 0.2647 | 0.2919 | 0.3678 |
| 76 | 0.1876 | 0.2227 | 0.2630 | 0.2900 | 0.3655 |
| 77 | 0.1864 | 0.2213 | 0.2613 | 0.2882 | 0.3633 |
| 78 | 0.1852 | 0.2199 | 0.2597 | 0.2864 | 0.3611 |
| 79 | 0.1841 | 0.2185 | 0.2581 | 0.2847 | 0.3589 |
| 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 |
| 93 | 0.1698 | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| 94 | 0.1689 | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| 95 | 0.1680 | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| 96 | 0.1671 | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| 97 | 0.1663 | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| 98 | 0.1654 | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| 99 | 0.1646 | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| 100 | 0.1638 | 0.1946 | 0.2301 | 0.2540 | 0.3211 |

LAMPIRAN 12. 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 |
| 46 | 2.82 | 2.42 | 2.21 | 2.07 | 1.98 | 1.91 | 1.85 | 1.81 | 1.77 | 1.74 | 1.71 | 1.69 | 1.67 | 1.65 | 1.64 |
| 47 | 2.82 | 2.42 | 2.20 | 2.07 | 1.97 | 1.90 | 1.85 | 1.80 | 1.77 | 1.74 | 1.71 | 1.69 | 1.67 | 1.65 | 1.64 |
| 48 | 2.81 | 2.42 | 2.20 | 2.07 | 1.97 | 1.90 | 1.85 | 1.80 | 1.77 | 1.73 | 1.71 | 1.69 | 1.67 | 1.65 | 1.63 |
| 49 | 2.81 | 2.41 | 2.20 | 2.06 | 1.97 | 1.90 | 1.84 | 1.80 | 1.76 | 1.73 | 1.71 | 1.68 | 1.66 | 1.65 | 1.63 |
| 50 | 2.81 | 2.41 | 2.20 | 2.06 | 1.97 | 1.90 | 1.84 | 1.80 | 1.76 | 1.73 | 1.70 | 1.68 | 1.66 | 1.64 | 1.63 |
| 51 | 2.81 | 2.41 | 2.19 | 2.06 | 1.96 | 1.89 | 1.84 | 1.79 | 1.76 | 1.73 | 1.70 | 1.68 | 1.66 | 1.64 | 1.62 |
| 52 | 2.80 | 2.41 | 2.19 | 2.06 | 1.96 | 1.89 | 1.84 | 1.79 | 1.75 | 1.72 | 1.70 | 1.67 | 1.65 | 1.64 | 1.62 |
| 53 | 2.80 | 2.41 | 2.19 | 2.05 | 1.96 | 1.89 | 1.83 | 1.79 | 1.75 | 1.72 | 1.70 | 1.67 | 1.65 | 1.63 | 1.62 |
| 54 | 2.80 | 2.40 | 2.19 | 2.05 | 1.96 | 1.89 | 1.83 | 1.79 | 1.75 | 1.72 | 1.69 | 1.67 | 1.65 | 1.63 | 1.62 |
| 55 | 2.80 | 2.40 | 2.19 | 2.05 | 1.95 | 1.88 | 1.83 | 1.78 | 1.75 | 1.72 | 1.69 | 1.67 | 1.65 | 1.63 | 1.61 |
| 56 | 2.80 | 2.40 | 2.18 | 2.05 | 1.95 | 1.88 | 1.83 | 1.78 | 1.75 | 1.71 | 1.69 | 1.67 | 1.65 | 1.63 | 1.61 |
| 57 | 2.80 | 2.40 | 2.18 | 2.05 | 1.95 | 1.88 | 1.82 | 1.78 | 1.74 | 1.71 | 1.69 | 1.66 | 1.64 | 1.63 | 1.61 |
| 58 | 2.79 | 2.40 | 2.18 | 2.04 | 1.95 | 1.88 | 1.82 | 1.78 | 1.74 | 1.71 | 1.69 | 1.66 | 1.64 | 1.62 | 1.61 |
| 59 | 2.79 | 2.39 | 2.18 | 2.04 | 1.95 | 1.88 | 1.82 | 1.78 | 1.74 | 1.71 | 1.68 | 1.66 | 1.64 | 1.62 | 1.61 |
| 60 | 2.79 | 2.39 | 2.18 | 2.04 | 1.95 | 1.87 | 1.82 | 1.77 | 1.74 | 1.71 | 1.68 | 1.66 | 1.64 | 1.62 | 1.60 |
| 61 | 2.79 | 2.39 | 2.18 | 2.04 | 1.94 | 1.87 | 1.82 | 1.77 | 1.74 | 1.71 | 1.68 | 1.66 | 1.64 | 1.62 | 1.60 |
| 62 | 2.79 | 2.39 | 2.17 | 2.04 | 1.94 | 1.87 | 1.82 | 1.77 | 1.73 | 1.70 | 1.68 | 1.65 | 1.63 | 1.62 | 1.60 |
| 63 | 2.79 | 2.39 | 2.17 | 2.04 | 1.94 | 1.87 | 1.81 | 1.77 | 1.73 | 1.70 | 1.68 | 1.65 | 1.63 | 1.61 | 1.60 |
| 64 | 2.79 | 2.39 | 2.17 | 2.03 | 1.94 | 1.87 | 1.81 | 1.77 | 1.73 | 1.70 | 1.67 | 1.65 | 1.63 | 1.61 | 1.60 |
| 65 | 2.78 | 2.39 | 2.17 | 2.03 | 1.94 | 1.87 | 1.81 | 1.77 | 1.73 | 1.70 | 1.67 | 1.65 | 1.63 | 1.61 | 1.59 |
| 66 | 2.78 | 2.38 | 2.17 | 2.03 | 1.94 | 1.87 | 1.81 | 1.77 | 1.73 | 1.70 | 1.67 | 1.65 | 1.63 | 1.61 | 1.59 |
| 67 | 2.78 | 2.38 | 2.17 | 2.03 | 1.94 | 1.86 | 1.81 | 1.76 | 1.73 | 1.70 | 1.67 | 1.65 | 1.63 | 1.61 | 1.59 |
| 68 | 2.78 | 2.38 | 2.17 | 2.03 | 1.93 | 1.86 | 1.81 | 1.76 | 1.73 | 1.69 | 1.67 | 1.64 | 1.62 | 1.61 | 1.59 |
| 69 | 2.78 | 2.38 | 2.16 | 2.03 | 1.93 | 1.86 | 1.81 | 1.76 | 1.72 | 1.69 | 1.67 | 1.64 | 1.62 | 1.60 | 1.59 |
| 70 | 2.78 | 2.38 | 2.16 | 2.03 | 1.93 | 1.86 | 1.80 | 1.76 | 1.72 | 1.69 | 1.66 | 1.64 | 1.62 | 1.60 | 1.59 |
| 71 | 2.78 | 2.38 | 2.16 | 2.03 | 1.93 | 1.86 | 1.80 | 1.76 | 1.72 | 1.69 | 1.66 | 1.64 | 1.62 | 1.60 | 1.59 |
| 72 | 2.78 | 2.38 | 2.16 | 2.02 | 1.93 | 1.86 | 1.80 | 1.76 | 1.72 | 1.69 | 1.66 | 1.64 | 1.62 | 1.60 | 1.58 |
| 73 | 2.78 | 2.38 | 2.16 | 2.02 | 1.93 | 1.86 | 1.80 | 1.76 | 1.72 | 1.69 | 1.66 | 1.64 | 1.62 | 1.60 | 1.58 |
| 74 | 2.77 | 2.38 | 2.16 | 2.02 | 1.93 | 1.86 | 1.80 | 1.75 | 1.72 | 1.69 | 1.66 | 1.64 | 1.62 | 1.60 | 1.58 |
| 75 | 2.77 | 2.37 | 2.16 | 2.02 | 1.93 | 1.85 | 1.80 | 1.75 | 1.72 | 1.69 | 1.66 | 1.63 | 1.61 | 1.60 | 1.58 |
| 76 | 2.77 | 2.37 | 2.16 | 2.02 | 1.92 | 1.85 | 1.80 | 1.75 | 1.72 | 1.68 | 1.66 | 1.63 | 1.61 | 1.59 | 1.58 |
| 77 | 2.77 | 2.37 | 2.16 | 2.02 | 1.92 | 1.85 | 1.80 | 1.75 | 1.71 | 1.68 | 1.66 | 1.63 | 1.61 | 1.59 | 1.58 |
| 78 | 2.77 | 2.37 | 2.16 | 2.02 | 1.92 | 1.85 | 1.80 | 1.75 | 1.71 | 1.68 | 1.65 | 1.63 | 1.61 | 1.59 | 1.58 |
| 79 | 2.77 | 2.37 | 2.15 | 2.02 | 1.92 | 1.85 | 1.79 | 1.75 | 1.71 | 1.68 | 1.65 | 1.63 | 1.61 | 1.59 | 1.58 |
| 80 | 2.77 | 2.37 | 2.15 | 2.02 | 1.92 | 1.85 | 1.79 | 1.75 | 1.71 | 1.68 | 1.65 | 1.63 | 1.61 | 1.59 | 1.57 |
| 81 | 2.77 | 2.37 | 2.15 | 2.02 | 1.92 | 1.85 | 1.79 | 1.75 | 1.71 | 1.68 | 1.65 | 1.63 | 1.61 | 1.59 | 1.57 |
| 82 | 2.77 | 2.37 | 2.15 | 2.01 | 1.92 | 1.85 | 1.79 | 1.75 | 1.71 | 1.68 | 1.65 | 1.63 | 1.61 | 1.59 | 1.57 |
| 83 | 2.77 | 2.37 | 2.15 | 2.01 | 1.92 | 1.85 | 1.79 | 1.75 | 1.71 | 1.68 | 1.65 | 1.63 | 1.61 | 1.59 | 1.57 |
| 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 13. t Tabel

Titik Persentase Distribusi t (df = 81 –120)

| Pr df | 0.25 0.50 | 0.10 0.20 | 0.05 0.10 | 0.025 0.050 | 0.01 0.02 | 0.005 0.010 | 0.001 0.002 |
|----------|--------------|--------------|--------------|----------------|--------------|----------------|----------------|
| 81 | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| 82 | 0.67749 | 1.29196 | 1.66388 | 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 | 1.66300 | 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 |
| 94 | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| 95 | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| 96 | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| 97 | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| 98 | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| 99 | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| 100 | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |
| 101 | 0.67693 | 1.28999 | 1.66008 | 1.98373 | 2.36384 | 2.62539 | 3.17289 |
| 102 | 0.67690 | 1.28991 | 1.65993 | 1.98350 | 2.36346 | 2.62489 | 3.17206 |
| 103 | 0.67688 | 1.28982 | 1.65978 | 1.98326 | 2.36310 | 2.62441 | 3.17125 |
| 104 | 0.67686 | 1.28974 | 1.65964 | 1.98304 | 2.36274 | 2.62393 | 3.17045 |
| 105 | 0.67683 | 1.28967 | 1.65950 | 1.98282 | 2.36239 | 2.62347 | 3.16967 |
| 106 | 0.67681 | 1.28959 | 1.65936 | 1.98260 | 2.36204 | 2.62301 | 3.16890 |
| 107 | 0.67679 | 1.28951 | 1.65922 | 1.98238 | 2.36170 | 2.62256 | 3.16815 |
| 108 | 0.67677 | 1.28944 | 1.65909 | 1.98217 | 2.36137 | 2.62212 | 3.16741 |
| 109 | 0.67675 | 1.28937 | 1.65895 | 1.98197 | 2.36105 | 2.62169 | 3.16669 |
| 110 | 0.67673 | 1.28930 | 1.65882 | 1.98177 | 2.36073 | 2.62126 | 3.16598 |
| 111 | 0.67671 | 1.28922 | 1.65870 | 1.98157 | 2.36041 | 2.62085 | 3.16528 |
| 112 | 0.67669 | 1.28916 | 1.65857 | 1.98137 | 2.36010 | 2.62044 | 3.16460 |
| 113 | 0.67667 | 1.28909 | 1.65845 | 1.98118 | 2.35980 | 2.62004 | 3.16392 |
| 114 | 0.67665 | 1.28902 | 1.65833 | 1.98099 | 2.35950 | 2.61964 | 3.16326 |
| 115 | 0.67663 | 1.28896 | 1.65821 | 1.98081 | 2.35921 | 2.61926 | 3.16262 |
| 116 | 0.67661 | 1.28889 | 1.65810 | 1.98063 | 2.35892 | 2.61888 | 3.16198 |
| 117 | 0.67659 | 1.28883 | 1.65798 | 1.98045 | 2.35864 | 2.61850 | 3.16135 |
| 118 | 0.67657 | 1.28877 | 1.65787 | 1.98027 | 2.35837 | 2.61814 | 3.16074 |
| 119 | 0.67656 | 1.28871 | 1.65776 | 1.98010 | 2.35809 | 2.61778 | 3.16013 |
| 120 | 0.67654 | 1.28865 | 1.65765 | 1.97993 | 2.35782 | 2.61742 | 3.15954 |

LAMPIRAN 14. Kartu Bimbingan



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS EKONOMI DAN BISNIS

Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp (031) 5931800 Pst 140&141 E-mail: feb@untag-sby.ac.id

SEMESTER
 Gasal / Genap
 2023 , 2024

KARTU BIMBINGAN SKRIPSI



Nama Mahasiswa / NBI : ARINA VIDIA AYUNINGTYAS
 Nama Pembimbing : Drs. Ec. Istiono, MBA
 Judul Skripsi : Pengaruh Promosi, Persepsi dan Kepercayaan Terhadap Keputusan Pembelian Pada Online Customer Review Terhadap Keputusan Pembelian Pada Produk Scarlett Whitenng Studi Pada Mahasiswa Manajemen Universitas 17 Agustus 1945 Surabaya
 Mulai Program Skripsi : Semester Thn. Ak Selesai Bimbingan Tanggal.....

| No. | HARI / TANGGAL | KONSENTRASI | | PARAF |
|-----|--------------------|-------------|-------------------|-------|
| | | BAB / HAL | KETERANGAN REVISI | |
| 1 | kam, 14/9/2023 | Jadual | Kontrol hari | |
| 2 | kam, 21/9/2023 | Proposal | - | |
| 3 | kam, 5/10/2023 | - | Revisi | |
| 4 | kam, 12/10/2023 | - | Ace | |
| 5 | Selasa, 14/11/2023 | Bab I, II | Revisi | |
| 6 | Selasa, 21/11/2023 | Bab I, II | Ace | |
| 7 | Selasa, 21/11/2023 | Bab III | Revisi | |
| 8 | Selasa, 28/11/2023 | Bab III | Ace | |
| 9 | Selasa, 5/12/2023 | Bab IV & V | Revisi | |
| 10 | kam, 7/12/2023 | Bab IV & V | Ace | |
| 11 | kam, 7/12/2023 | Abstrak | Ace | |

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

Surabaya, 07 Desember 2023

Istiono
 (Nama dan tanda tangan Pembimbing)

Lampiran 15. Hasil Turnitin

PENGARUH PROMOSI, PERSEPSI HARGA DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN PRODUK SCARLETT WHITENING (Studi Pada Mahasiswi Program Studi Manajemen Universitas 17 Agustus 1945 Surabaya)

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