

LAMPIRAN
SURAT PENGANTAR KUISIONER

Kepada Yth.

Mahasiswa Universitas 17 Agustus 1945 Surabaya

Saya mohon kesedian untuk menjawab pada lembar kuesioner mengenai “KEPUTUSAN PEMBELIAN PRODUK DI MARKETPLACE DIKAJI DARI KEPERCAYAAN KONSUMEN, KUALITAS PRODUK & VIRAL MARKETING” pada Mahasiswa Universitas 17 Agustus 1945 Surabaya sebagai bahan penelitian. Atas waktu dan kesediaan anda dalam mengisi kuisioner, saya mengucapkan banyak terima kasih

I. Identitas Saudara/i

Kepada YTH. Saudara/i untuk menjawab setiap pernyataan yang diberikan dengan jujur dan sebenar-benarnya.

Berilah tanda checklist () pada pilihan pada kotak yang tersedia di bawah ini.

- 1) Nama Responden :
- 2) Usia:

| | | | |
|--|-------------|--|------------|
| | 18-20 tahun | | ≥ 25 tahun |
| | 20-25 tahun | | |
- 3) Berapa kali anda membeli produk fashion di shopee

| | | | |
|--|----------|--|----------|
| | 1-2 kali | | 5-6 kali |
| | 3-4 kali | | ≥ 7 kali |

Hormat saya,

Peneliti

Kanda Wahyu Dwi Jusuf

II. Petunjuk Pengisian

Pilih salah satu jawaban yang mewakili diri Anda dan memberi tanda (√). Berikan jawaban terhadap pertanyaan dalam kuesioner ini yang menurut anda sesuai dengan realita dengan memberikan tanda (√) pada setiap kolom pernyataan yang disediakan.

Skor jawaban di bagi menjadi 5 kriteria sebagai berikut:

1. Sangat Tidak Setuju (STS) / berbobot 1
2. Tidak Setuju (TS) / berbobot 2
3. Netral (N) / berbobot 3
4. Setuju (S) / berbobot 4
5. Sangat Setuju (ST) / berbobot 5

1. Pernyataan untuk Variabel kepercayaan konsumen (X1)

Lampiran 1 pernyataan variable kepercayaan konsumen (X1)

| NO | PERNYATAAN | STS | TS | N | S | SS |
|--|---|-----|----|---|---|----|
| BENEVOLENCE (KESUNGGUHAN/KETULUSAN) | | | | | | |
| 1 | Penjual produk fashion di <i>marketplace</i> shopee selalu berusaha memuaskan kebutuhan konsumen | | | | | |
| 2 | Banyak penjual di <i>marketplace</i> Shopee yang jujur di komentar tentang produk yang dijual | | | | | |
| ABILITY (KEMAMPUAN) | | | | | | |
| 1 | Penjual produk fashion di <i>marketplace</i> shopee mampu menyakinkan pembeli | | | | | |
| 2 | Penjual produk fashion di <i>marketplace</i> shopee mampu memberikan keamanan Ketika bertransaksi | | | | | |
| INTEGRITY (INTEGRITAS) | | | | | | |
| 1 | Penjual Produk fashion melalui <i>marketplace</i> shopee jujur memberikan informasi sesuai deskripsi yang dicantumkan | | | | | |
| 2 | Penjual Produk fashion di <i>marketplace</i> shopee mampu memenuhi kesepakatan yang dibuat | | | | | |
| WILLINGNESS TO DEPEND | | | | | | |
| 1 | Penjual produk fashion pada <i>marketplace</i> shopee mampu menggambarkan resiko pembelian produk | | | | | |
| 2 | Penjual produk fashion pada <i>marketplace</i> shopee mampu menggambarkan konsekuensi yang | | | | | |

| | | | | | | |
|--|-----------------------|--|--|--|--|--|
| | diterima oleh pembeli | | | | | |
|--|-----------------------|--|--|--|--|--|

2. Pernyataan untuk Variabel kualitas produk (X2)

Lampiran 2 pernyataan variabel kualitas produk (X2)

| NO | PERNYATAAN | STS | TS | N | S | SS |
|---|--|-----|----|---|---|----|
| KUALITAS KINERJA (<i>PERFORMANCE QUALITY</i>) | | | | | | |
| 1 | Produk fashion yang dijual di marketplace shopee tidak cacat produk | | | | | |
| 2 | Produk fashion yang dijual di marketplace shopee adalah produk asli | | | | | |
| KUALITAS KESESUAIAN (<i>CONFORMANCE QUALITY</i>) | | | | | | |
| 1 | Produk fashion yang dijual di marketplace shopee sesuai dengan deskripsi penjual | | | | | |
| 2 | Produk fashion yang dijual di marketplace shopee sesuai dengan keinginan konsumen | | | | | |
| KEANDALAN (<i>RELIABILITY</i>) | | | | | | |
| 1 | Produk fashion yang dijual di <i>marketplace</i> shopee se bisa diandalkan kualitasnya | | | | | |
| 2 | Produk fashion yang dijual di <i>marketplace</i> shopee awet karena kualitas yang baik | | | | | |

3. Pernyataan untuk Variabel viral marketing (X3)

Lampiran 3 Pernyataan untuk Variabel viral marketing (X3)

| NO | PERNYATAAN | STS | TS | N | S | SS |
|------------------------------------|---|-----|----|---|---|----|
| MEDIA SOSIAL | | | | | | |
| 1 | Saya mudah mendapatkan informasi yang trending tentang produk fashion yang modelnya unik melalui media sosial (facebook, instagram, tiktok dll) | | | | | |
| 2 | Saya mudah mendapatkan informasi yang trending tentang produk fashion yang harganya murah melalui media sosial (facebook, instagram, tiktok dll) | | | | | |
| KETERLIBATAN OPINION LEADER | | | | | | |
| 1 | Saya mencari informasi produk melalui testimoni dan saran dari <i>influencer</i> tentang produk yang akan saya beli | | | | | |
| 2 | Saya sering mencari informasi produk yang fashion yang dijual di marketplace shopee setelah adanya iklan/promosi di sosial media dari <i>influencer</i> | | | | | |
| PENGETAHUAN TENTANG PRODUK | | | | | | |
| 1 | Media sosial (facebook, instagram, tiktok dll) menampilkan iklan tentang produk fashion yang ada di Shopee | | | | | |
| 2 | Saya mudah mendapatkan Informasi tentang keunggulan produk Shopee melalui internet | | | | | |
| KEJELASAN INFORMASI PRODUK | | | | | | |

| NO | PERNYATAAN | STS | TS | N | S | SS |
|----------------------------|--|-----|----|---|---|----|
| 1 | Saya membeli produk Shopee karena melihat komentar yang baik tentang produk yang ada di Shopee | | | | | |
| 2 | Saya melihat review di komentar yang ada di situs Shopee | | | | | |
| MEMBICARAKAN PRODUK | | | | | | |
| 1 | Saya dan (teman, kerabat, keluarga) sering berdiskusi tentang produk yang dipake <i>influencer</i> di marketplace shopee | | | | | |
| 2 | Saya dan (teman, kerabat, keluarga) sering berdiskusi tentang produk yang paling laku di marketplace shopee | | | | | |

4. Pernyataan untuk Variabel Keputusan Pembelian (Y)

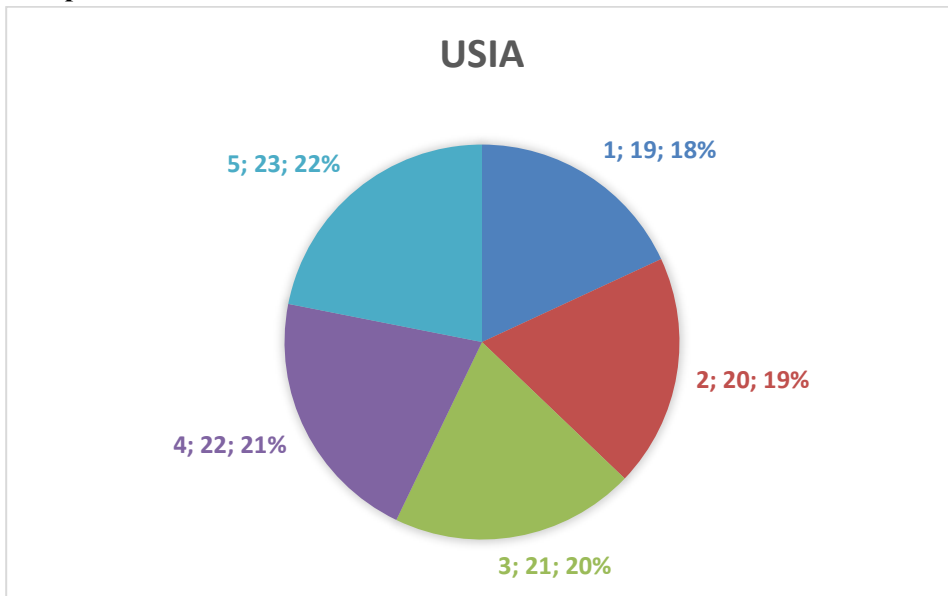
Lampiran 4 Pernyataan untuk Variabel Keputusan Pembelian (Y)

| NO | PERNYATAAN | STS | TS | N | S | SS |
|-----------------------|---|-----|----|---|---|----|
| PILIHAN PRODUK | | | | | | |
| 1 | Saya merasa bahwa <i>marketplace</i> shopee menyediakan beragam produk fashion yang memenuhi kebutuhan saya | | | | | |
| 2 | Saya merasa bahwa <i>marketplace</i> shopee menyediakan produk fashion yang asli | | | | | |
| PILIHAN MERK | | | | | | |
| 1 | Saya merasa bahwa <i>marketplace</i> shopee menawarkan banyak pilihan brand yang saya sukai | | | | | |
| 2 | Saya merasa bahwa <i>marketplace</i> shopee menawarkan brand fashion yang terkenal | | | | | |

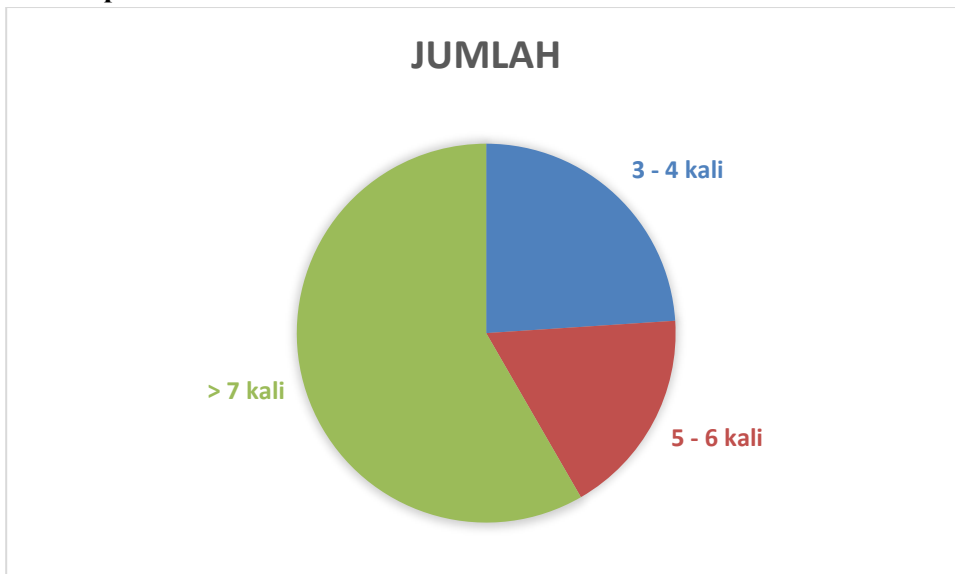
| NO | PERNYATAAN | STS | TS | N | S | SS |
|--------------------------|--|-----|----|---|---|----|
| PILIHAN PENYALUR | | | | | | |
| 1 | <i>Marketplace</i> shopee memiliki beragam toko yang menyediakan produk yang saya cari | | | | | |
| 2 | Harga produk di <i>Marketplace</i> shopee lebih terjangkau daripada toko offline | | | | | |
| WAKTU PEMBELIAN | | | | | | |
| 1 | <i>Marketplace</i> shopee menyediakan waktu berbelanja setiap saat | | | | | |
| 2 | <i>Marketplace</i> shopee menyediakan waktu tertentu untuk berbelanja dengan banjir promo | | | | | |
| JUMLAH PEMBELIAN | | | | | | |
| 1 | Saya dapat membeli produk fashion dengan jumlah yang sesuai dengan kebutuhan saya di <i>marketplace</i> shopee | | | | | |
| 2 | Saya dapat membeli produk fashion di <i>marketplace</i> shopee dengan jumlah yang banyak | | | | | |
| METODE PEMBAYARAN | | | | | | |
| 1 | Saya merasa senang dengan berbagai ragam metode pembayaran yang ditawarkan oleh <i>marketplace</i> shopee | | | | | |
| 2 | Saya merasa pembayaran di <i>marketplace</i> shopee sangat mempermudah dengan adanya <i>shopeepay</i> later | | | | | |

Lampiran Tabulasi Hasil Kuesioner

Lampiran 5 Tabulasi Hasil Kuesioner Berdasarkan Usia



Lampiran 6 Tabulasi Hasil Kuesioner Berdasarkan Frekuensi Pembelian



Variabel kepercayaan konsumen (X1)

Lampiran 7 Tabulasi Hasil Kuesioner kepercayaan konsumen (X1)

| kepercayaan konsumen (x1) | | | | | | | | |
|---------------------------|------|------|------|------|------|------|------|-------|
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | TOTAL |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 28 |
| 4 | 4 | 5 | 4 | 3 | 4 | 2 | 4 | 30 |
| 4 | 3 | 2 | 1 | 3 | 4 | 4 | 2 | 23 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 32 |
| 5 | 3 | 4 | 5 | 3 | 5 | 2 | 5 | 32 |
| 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 29 |
| 5 | 3 | 5 | 4 | 5 | 3 | 4 | 5 | 34 |
| 3 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 28 |
| 5 | 3 | 4 | 4 | 2 | 4 | 2 | 4 | 28 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 28 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 33 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 5 | 3 | 4 | 5 | 2 | 4 | 2 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 28 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 27 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |

| kepercayaan konsumen (x1) | | | | | | | | |
|---------------------------|------|------|------|------|------|------|------|-------|
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | TOTAL |
| 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 28 |
| 5 | 3 | 5 | 2 | 4 | 2 | 5 | 5 | 31 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 5 | 3 | 4 | 2 | 4 | 5 | 3 | 4 | 30 |
| 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 32 |
| 4 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 31 |
| 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 5 | 4 | 5 | 4 | 4 | 4 | 2 | 3 | 31 |
| 3 | 4 | 2 | 4 | 3 | 2 | 3 | 1 | 22 |
| 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 36 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 5 | 3 | 5 | 5 | 3 | 3 | 1 | 3 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 27 |
| 4 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 29 |
| 4 | 4 | 3 | 5 | 5 | 5 | 4 | 3 | 33 |
| 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 3 | 2 | 5 | 4 | 3 | 5 | 5 | 4 | 31 |
| 5 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 29 |
| 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 28 |
| 4 | 2 | 3 | 5 | 3 | 4 | 1 | 4 | 26 |
| 3 | 3 | 4 | 4 | 2 | 3 | 2 | 3 | 24 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 35 |

| kepercayaan konsumen (x1) | | | | | | | | |
|---------------------------|------|------|------|------|------|------|------|-------|
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | TOTAL |
| 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 4 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 25 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 37 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 36 |
| 5 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 34 |
| 4 | 4 | 3 | 4 | 2 | 3 | 2 | 4 | 26 |
| 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 3 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 23 |
| 3 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 19 |
| 3 | 2 | 3 | 2 | 1 | 3 | 4 | 2 | 20 |
| 2 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 18 |
| 3 | 2 | 3 | 2 | 3 | 2 | 1 | 1 | 17 |
| 3 | 2 | 3 | 2 | 3 | 3 | 1 | 1 | 18 |
| 2 | 3 | 2 | 3 | 2 | 3 | 4 | 3 | 22 |
| 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 20 |
| 3 | 2 | 3 | 1 | 1 | 1 | 1 | 2 | 14 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 36 |
| 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 20 |

| kepercayaan konsumen (x1) | | | | | | | | |
|---------------------------|------|------|------|------|------|------|------|-------|
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | TOTAL |
| 3 | 4 | 2 | 2 | 3 | 3 | 2 | 4 | 23 |
| 5 | 2 | 3 | 2 | 2 | 3 | 4 | 4 | 25 |
| 4 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 26 |
| 4 | 2 | 2 | 4 | 3 | 3 | 4 | 4 | 26 |
| 5 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 32 |
| 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 28 |
| 4 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 30 |
| 1 | 3 | 3 | 2 | 3 | 1 | 3 | 4 | 20 |
| 2 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 31 |
| 3 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 31 |
| 5 | 4 | 5 | 3 | 5 | 2 | 5 | 5 | 34 |
| 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 28 |
| 4 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 34 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 37 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 36 |
| 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 37 |

Variabel kualitas produk (X2)

Lampiran 8 Tabulasi Hasil Kuesioner Kualitas Produk (X2)

| kualitas produk (X2) | | | | | | |
|----------------------|------|------|------|------|------|-------|
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | TOTAL |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 4 | 4 | 3 | 4 | 2 | 4 | 21 |
| 4 | 4 | 5 | 3 | 4 | 3 | 23 |
| 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 4 | 3 | 5 | 4 | 4 | 5 | 25 |
| 4 | 3 | 4 | 4 | 3 | 5 | 23 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 2 | 4 | 5 | 2 | 20 |
| 2 | 2 | 2 | 3 | 3 | 3 | 15 |
| 3 | 4 | 2 | 4 | 4 | 1 | 18 |
| 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| 4 | 4 | 3 | 3 | 4 | 3 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 5 | 4 | 5 | 5 | 2 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 2 | 3 | 3 | 4 | 3 | 3 | 18 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 3 | 4 | 4 | 3 | 20 |
| 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| 4 | 4 | 3 | 3 | 5 | 4 | 23 |
| 3 | 4 | 2 | 5 | 4 | 2 | 20 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 3 | 4 | 2 | 4 | 4 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |

| kualitas produk (X2) | | | | | | |
|----------------------|------|------|------|------|------|-------|
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | TOTAL |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 3 | 4 | 4 | 3 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 3 | 4 | 2 | 1 | 4 | 4 | 18 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 4 | 4 | 4 | 5 | 5 | 25 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 5 | 5 | 4 | 3 | 4 | 4 | 25 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 3 | 3 | 3 | 4 | 4 | 2 | 19 |
| 5 | 3 | 4 | 4 | 3 | 4 | 23 |
| 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 3 | 5 | 4 | 3 | 5 | 5 | 25 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 4 | 5 | 3 | 3 | 4 | 4 | 23 |
| 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 3 | 3 | 3 | 5 | 5 | 3 | 22 |
| 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 5 | 4 | 5 | 25 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 5 | 4 | 5 | 4 | 5 | 4 | 27 |

| kualitas produk (X2) | | | | | | |
|----------------------|------|------|------|------|------|-------|
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | TOTAL |
| 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| 2 | 3 | 3 | 4 | 2 | 3 | 17 |
| 2 | 3 | 4 | 4 | 3 | 4 | 20 |
| 3 | 4 | 2 | 1 | 2 | 3 | 15 |
| 3 | 4 | 2 | 3 | 2 | 2 | 16 |
| 2 | 3 | 3 | 4 | 1 | 2 | 15 |
| 2 | 3 | 2 | 3 | 2 | 3 | 15 |
| 2 | 3 | 2 | 3 | 2 | 3 | 15 |
| 3 | 2 | 3 | 2 | 3 | 3 | 16 |
| 3 | 1 | 2 | 2 | 3 | 2 | 13 |
| 2 | 3 | 2 | 3 | 2 | 2 | 14 |
| 2 | 2 | 3 | 4 | 2 | 2 | 15 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 2 | 3 | 2 | 3 | 2 | 2 | 14 |
| 3 | 2 | 2 | 4 | 3 | 3 | 17 |
| 3 | 2 | 3 | 3 | 3 | 2 | 16 |
| 2 | 2 | 4 | 3 | 3 | 3 | 17 |
| 3 | 3 | 4 | 2 | 4 | 4 | 20 |
| 3 | 4 | 4 | 5 | 3 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 4 | 4 | 1 | 1 | 4 | 2 | 16 |
| 4 | 3 | 5 | 4 | 4 | 4 | 24 |
| 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 5 | 4 | 5 | 5 | 2 | 3 | 24 |
| 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 4 | 4 | 3 | 4 | 5 | 4 | 24 |
| 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 4 | 5 | 4 | 5 | 5 | 5 | 28 |
| 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 4 | 4 | 4 | 5 | 4 | 3 | 24 |

| <i>Viral Marketing (X3)</i> | | | | | | | | | | |
|-----------------------------|------|------|------|------|------|------|------|------|-------|-------|
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X2.9 | X3.10 | TOTAL |
| 4 | 5 | 5 | 3 | 5 | 2 | 5 | 2 | 5 | 3 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 5 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 3 | 39 |
| 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 41 |
| 5 | 5 | 3 | 5 | 2 | 5 | 2 | 5 | 1 | 1 | 34 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 44 |
| 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 3 | 3 | 43 |
| 1 | 1 | 1 | 2 | 3 | 2 | 1 | 1 | 2 | 4 | 18 |
| 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 47 |
| 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 47 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 38 |
| 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 3 | 5 | 44 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 48 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 38 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 42 |
| 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 2 | 38 |
| 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 43 |
| 4 | 3 | 3 | 3 | 3 | 2 | 5 | 5 | 3 | 3 | 34 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 45 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 41 |
| 4 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 43 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 44 |
| 5 | 5 | 2 | 5 | 5 | 3 | 5 | 5 | 3 | 4 | 42 |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 34 |
| 5 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 43 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |

| <i>Viral Marketing (X3)</i> | | | | | | | | | | |
|-----------------------------|------|------|------|------|------|------|------|------|-------|-------|
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X2.9 | X3.10 | TOTAL |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 44 |
| 4 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 33 |
| 5 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 5 | 4 | 43 |
| 3 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 42 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 35 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 3 | 2 | 2 | 3 | 4 | 3 | 3 | 2 | 5 | 3 | 30 |
| 3 | 4 | 3 | 2 | 2 | 3 | 2 | 4 | 2 | 3 | 28 |
| 2 | 1 | 1 | 4 | 5 | 3 | 3 | 2 | 3 | 2 | 26 |
| 2 | 3 | 3 | 4 | 3 | 2 | 1 | 2 | 3 | 3 | 26 |
| 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 26 |
| 3 | 2 | 2 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 23 |
| 2 | 2 | 1 | 1 | 2 | 3 | 2 | 2 | 3 | 2 | 20 |
| 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 25 |
| 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 25 |
| 3 | 3 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 3 | 38 |
| 2 | 3 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 21 |
| 4 | 3 | 4 | 4 | 2 | 3 | 3 | 2 | 4 | 3 | 32 |
| 4 | 4 | 3 | 3 | 4 | 2 | 2 | 3 | 3 | 4 | 32 |
| 4 | 2 | 3 | 3 | 4 | 4 | 2 | 4 | 2 | 3 | 31 |
| 4 | 4 | 2 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 32 |
| 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 3 | 42 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
| 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 3 | 3 | 43 |
| 2 | 3 | 3 | 1 | 1 | 2 | 4 | 2 | 2 | 1 | 21 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 39 |
| 5 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 42 |
| 5 | 3 | 5 | 3 | 5 | 2 | 5 | 4 | 5 | 4 | 41 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 5 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 46 |
| 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 45 |

| <i>Viral Marketing (X3)</i> | | | | | | | | | | |
|-----------------------------|------|------|------|------|------|------|------|------|-------|-------|
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X2.9 | X3.10 | TOTAL |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 44 |
| 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 41 |
| 4 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 42 |
| 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 41 |

Variabel Keputusan Pembelian (Y)

Lampiran 10 Tabulasi Hasil Kuesioner Keputusan Pembelian (Y)

| keputusan pembelian (Y) | | | | | | | | | | | | |
|-------------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
| Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | 78 | Y9 | Y10 | Y11 | Y12 | TOTAL |
| 5 | 5 | 5 | 5 | 3 | 5 | 5 | 2 | 5 | 2 | 5 | 5 | 52 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 51 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 52 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 41 |
| 4 | 5 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 44 |
| 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 46 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 2 | 5 | 4 | 48 |
| 3 | 4 | 5 | 2 | 4 | 3 | 2 | 4 | 1 | 5 | 4 | 3 | 40 |
| 5 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 52 |
| 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 2 | 5 | 2 | 48 |
| 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 41 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 5 | 4 | 3 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 45 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 37 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 50 |
| 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 4 | 3 | 52 |
| 5 | 5 | 2 | 4 | 4 | 3 | 5 | 3 | 5 | 2 | 5 | 3 | 46 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 46 |
| 5 | 4 | 5 | 3 | 5 | 3 | 1 | 5 | 5 | 5 | 5 | 5 | 51 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 43 |

| keputusan pembelian (Y) | | | | | | | | | | | | |
|-------------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
| Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | 78 | Y9 | Y10 | Y11 | Y12 | TOTAL |
| 4 | 5 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 51 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 5 | 4 | 5 | 4 | 5 | 4 | 3 | 2 | 5 | 3 | 5 | 4 | 49 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 5 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 47 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 5 | 3 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 51 |
| 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 46 |
| 5 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 4 | 3 | 5 | 2 | 48 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 52 |
| 5 | 5 | 3 | 3 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 51 |
| 1 | 5 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 2 | 21 |
| 5 | 2 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 52 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 53 |
| 5 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 52 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 5 | 4 | 3 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 52 |
| 4 | 3 | 2 | 5 | 5 | 2 | 4 | 3 | 5 | 5 | 4 | 4 | 46 |
| 5 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 51 |
| 4 | 4 | 5 | 2 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 51 |
| 5 | 4 | 4 | 2 | 4 | 3 | 5 | 5 | 5 | 2 | 5 | 5 | 49 |
| 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 47 |
| 4 | 4 | 5 | 3 | 3 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 48 |
| 2 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 47 |
| 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 51 |
| 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 53 |
| 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 51 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 5 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 46 |
| 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 48 |
| 5 | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 5 | 4 | 5 | 4 | 52 |
| 4 | 2 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 2 | 4 | 4 | 39 |
| 4 | 4 | 4 | 4 | 2 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 51 |

| keputusan pembelian (Y) | | | | | | | | | | | | |
|-------------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
| Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | 78 | Y9 | Y10 | Y11 | Y12 | TOTAL |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 5 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 51 |
| 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 5 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 53 |
| 4 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 47 |
| 3 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 40 |
| 4 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 3 | 2 | 4 | 2 | 3 | 4 | 2 | 3 | 3 | 2 | 2 | 3 | 33 |
| 3 | 2 | 4 | 3 | 2 | 4 | 2 | 3 | 3 | 4 | 3 | 3 | 36 |
| 3 | 1 | 3 | 4 | 2 | 3 | 1 | 4 | 2 | 2 | 3 | 2 | 30 |
| 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 32 |
| 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 2 | 2 | 3 | 34 |
| 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 32 |
| 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 30 |
| 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 31 |
| 3 | 2 | 2 | 3 | 1 | 4 | 3 | 2 | 4 | 2 | 3 | 3 | 32 |
| 5 | 5 | 5 | 3 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 52 |
| 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 30 |
| 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 38 |
| 3 | 3 | 4 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 40 |
| 3 | 2 | 4 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 36 |
| 3 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 37 |
| 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 54 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 5 | 3 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 53 |
| 2 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 30 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 5 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 52 |
| 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 2 | 3 | 51 |
| 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 49 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 57 |
| 5 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 3 | 2 | 5 | 50 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 55 |
| 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 49 |
| 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 53 |

| keputusan pembelian (Y) | | | | | | | | | | | | |
|-------------------------|----|----|----|----|----|----|----|----|-----|-----|-----|-------|
| Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | 78 | Y9 | Y10 | Y11 | Y12 | TOTAL |
| 5 | 5 | 4 | 4 | 3 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 49 |
| 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 48 |

Lampiran Uji Validitas X1,X2,X3,Y

Lampiran 11 Uji Validitas kepercayaan konsumen (X1)

| | | Correlations | | | | | | | | TOTAL |
|------|-----------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | X1.2 | X1.1 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | L |
| X1.2 | Pearson | 1 | .377** | .398** | .479** | .659** | .461** | .473** | .423** | .751** |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X1.1 | Pearson | .377** | 1 | .513** | .369** | .406** | .370** | .228* | .445** | .631** |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .025 | .000 | .000 |
| N | | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X1.3 | Pearson | .398** | .513** | 1 | .409** | .451** | .377** | .357** | .523** | .689** |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| N | | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X1.4 | Pearson | .479** | .369** | .409** | 1 | .403** | .612** | .287** | .465** | .710** |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .005 | .000 | .000 |
| N | | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X1.5 | Pearson | .659** | .406** | .451** | .403** | 1 | .502** | .505** | .400** | .762** |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| N | | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X1.6 | Pearson | .461** | .370** | .377** | .612** | .502** | 1 | .381** | .454** | .731** |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| N | | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X1.7 | Pearson | .473** | .228* | .357** | .287** | .505** | .381** | 1 | .578** | .683** |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .025 | .000 | .005 | .000 | .000 | | .000 | .000 |

| | | | | | | | | | |
|--------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X1.8 | Pearson Correlation | .423** | .445** | .523** | .465** | .400** | .454** | .578** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| TOT AL | Pearson Correlation | .751** | .631** | .689** | .710** | .762** | .731** | .683** | .752** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |

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

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

Lampiran 12 Uji Validitas Kualitas Produk (X2)

| | | X2.2 | X2.1 | X2.3 | X2.4 | X2.5 | X2.6 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| X2.2 | Pearson Correlation | 1 | .597** | .391** | .349** | .537** | .524** | .739** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X2.1 | Pearson Correlation | .597** | 1 | .610** | .342** | .540** | .576** | .802** |
| | Sig. (2-tailed) | .000 | | .000 | .001 | .000 | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X2.3 | Pearson Correlation | .391** | .610** | 1 | .528** | .405** | .667** | .797** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X2.4 | Pearson Correlation | .349** | .342** | .528** | 1 | .309** | .346** | .637** |
| | Sig. (2-tailed) | .000 | .001 | .000 | | .002 | .001 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X2.5 | Pearson Correlation | .537** | .540** | .405** | .309** | 1 | .566** | .744** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .002 | | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X2.6 | Pearson Correlation | .524** | .576** | .667** | .346** | .566** | 1 | .815** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 | | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| TOTAL | Pearson Correlation | .739** | .802** | .797** | .637** | .744** | .815** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 |

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

| | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X3.6 | Pearson Correlation | .448** | .409** | .396** | .534** | .373** | 1 | .295** | .529** | .374** | .295** | .673** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .004 | .000 | .000 | .004 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.7 | Pearson Correlation | .437** | .470** | .551** | .273** | .480** | .295** | 1 | .456** | .523** | .295** | .700** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .007 | .000 | .004 | | .000 | .000 | .004 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.8 | Pearson Correlation | .573** | .631** | .519** | .463** | .394** | .529** | .456** | 1 | .262** | .310** | .744** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .010 | .002 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.9 | Pearson Correlation | .291** | .323** | .430** | .391** | .457** | .374** | .523** | .262** | 1 | .347** | .642** |
| | Sig. (2-tailed) | .004 | .001 | .000 | .000 | .000 | .000 | .000 | .010 | | .001 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| X3.10 | Pearson Correlation | .348** | .294** | .291** | .331** | .359** | .295** | .295** | .310** | .347** | 1 | .565** |
| | Sig. (2-tailed) | .001 | .004 | .004 | .001 | .000 | .004 | .004 | .002 | .001 | | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| TOTAL | Pearson Correlation | .738** | .746** | .726** | .679** | .673** | .673** | .700** | .744** | .642** | .565** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |

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

| | | | | | | | | | | | | | | |
|-------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | |
| Y10 | Pearson Correlation | .373* | .329* | .307* | .226* | .192 | .385* | .273* | .303* | .155 | 1 | .163 | .364* | .526** |
| | Sig. (2-tailed) | .000 | .001 | .002 | .027 | .062 | .000 | .007 | .003 | .130 | | .112 | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| Y11 | Pearson Correlation | .520* | .361* | .324* | .344* | .317* | .359* | .501* | .323* | .352* | .163 | 1 | .539* | .658** |
| | Sig. (2-tailed) | .000 | .000 | .001 | .001 | .002 | .000 | .000 | .001 | .000 | .112 | | .000 | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| Y12 | Pearson Correlation | .514* | .348* | .449* | .374* | .353* | .465* | .433* | .409* | .554* | .364* | .539* | 1 | .743** |
| | Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |
| TOTAL | Pearson Correlation | .802* | .619* | .580* | .596* | .621* | .641* | .693* | .587* | .700* | .526* | .658* | .743* | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 | 96 |

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

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

Lampiran 15 Uji Realibilitas

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .861 | .862 | 8 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .849 | .850 | 6 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .876 | .877 | 10 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .873 | .874 | 12 |

Lampiran 16 Uji Asumsi Klasik Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardi zed Residual |
|----------------------------------|-----------------------------|--------------------------------|
| N | | 96 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 3.11094203 |
| | Most Extreme Differences | |
| | Absolute | .070 |
| | Positive | .043 |
| | Negative | -.070 |
| Test Statistic | | .070 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

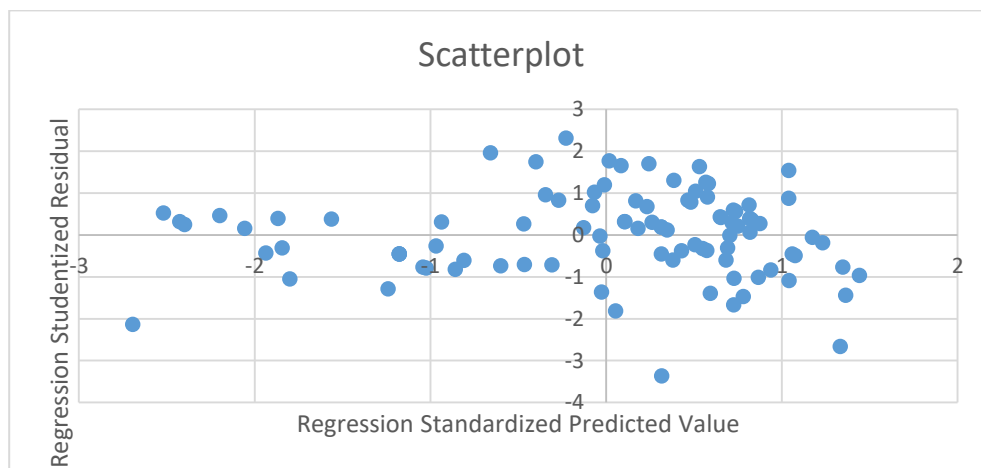
d. This is a lower bound of the true significance.

Lampiran 17 Uji Multikolinearitas

| Model | Unstandardized Coefficients | | Coefficients ^a | | | Collinearity Statistics | |
|--------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 (Constant) | 7.454 | 1.919 | | 3.884 | .000 | | |
| X1 | .150 | .120 | .112 | 1.256 | .212 | .242 | 4.131 |
| X2 | .095 | .138 | .052 | .685 | .495 | .333 | 3.007 |
| X3 | .822 | .082 | .774 | 10.037 | .000 | .324 | 3.085 |

a. Dependent Variable: Y

Lampiran 18 Uji heteroskedastisitas



Lampiran 19 Uji regresi linier berganda

| Coefficients ^a | | | | | | |
|---------------------------|-------------|-------|-------|---------------------------|--------|-------|
| Model | | | | Standardized Coefficients | T | Sig. |
| | | | | Beta | | |
| 1 | (Constant) | 7,454 | 1,919 | | 3,884 | 0,000 |
| | VARIABEL X1 | 0,150 | 0,120 | 0,112 | 12,186 | 0,000 |
| | VARIABEL X2 | 0,095 | 0,138 | 0,052 | 9,698 | 0,000 |
| | VARIABEL X3 | 0,822 | 0,082 | 0,774 | 20,335 | 0,000 |

a. Dependent Variable: TOTAL Y

sumber :

Lampiran 20 Uji t

| | | Coefficients ^a | | | | |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 14.162 | 2.600 | | 5.446 | .000 |
| | TOTALX | 1.051 | .086 | .783 | 12.186 | .000 |
| 1 | | | | | | |

a. Dependent Variable: TOTALLY

| | | Coefficients ^a | | | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 17.828 | 2.885 | | 6.179 | .000 |
| | TOTALX | 1.283 | .132 | .707 | 9.698 | .000 |
| 2 | | | | | | |

a. Dependent Variable: TOTALLY

| | | Coefficients ^a | | | | |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 8.706 | 1.830 | | 4.757 | .000 |
| | TOTALX | .959 | .047 | .903 | 20.335 | .000 |
| 3 | | | | | | |

a. Dependent Variable: TOTALLY


Lampiran 21 Analisis Koefisien Determinasi (R²)

| Model Summary ^b | | | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|--|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson | |
| 1 | .907 ^a | .823 | .817 | 3.16126 | 2.197 | |

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y



Lampiran 22 Kartu Bimbingan



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KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa / NBI : KANDA WAHYUWI JUFUF / 12100058
 Nama Pembimbing : Dr. ENDAH BUDIARTI, M.S.
 Judul Skripsi :
KEPUTUSAN PEMBELIAN PRODUK pada MARKETPLACE
DIKaji DARI KEPERCAYAAN KONSUMEN - KUALITAS PRODUK DAN VISUAL MARKETING
 Mulai Program Skripsi : Semester Thn. Ak Selesai Bimbingan Tanggal

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 Paraf Kajar _____

Surabaya _____

 (Nama dan tanda tangan Pembimbing)
Dr. Endah Budiarti, M.S.

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