

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

PENGARUH *DIGITAL MARKETING*, *E-SERVICE QUALITY*, DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PADA APLIKASI TIKTOK SHOP

**(Studi Kasus pada Generasi Z yang Menggunakan Aplikasi Tiktok Shop Di
Sidoarjo)**

Kepada,

Pengguna Aplikasi Tiktok Shop

Ditempat

Dengan Hormat,

Saya Defitri Prakasiwi Fausana Putri mahasiswa Fakultas Ekonomi dan Bisnis Universitas 17 Agustus 1945 Surabaya bermaksud mengadakan penelitian dengan judul “Pengaruh *Digital Marketing*, *E-Service Quality*, Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Pada Aplikasi Tiktok Shop”

Mohon kesediaan saudara untuk membantu mengisi kuisisioner. Atas perhatian dan bantuannya di ucapkan terimakasih.

Sidoarjo, November 2024
Peneliti

Defitri Prakasiwi Fausana Putri

A. IDENTITAS RESPONDEN (MOHON DIISI DENGAN CENTANG)

Nama : _____

Jenis Kelamin : Perempuan / Laki - Laki

Usia : 13 – 20 Tahun ☐

21 – 27 Tahun ☐

Berdomisili di Sidoarjo? : Iya ☐

Tidak ☐

Pernah Menggunakan Aplikasi Tiktok Shop :

1. Satu Kali ☐
2. Dua Kali ☐
3. > Dua Kali ☐

B. PETUNJUK PENGISIAN KUISIONER

Kuesioner ini disajikan dalam bentuk pernyataan, yang didalamnya tidak ada jawaban yang benar atau salah, sehingga memungkinkan anda untuk secara bebas memilih alternatif jawaban sesuai dengan pendapat atau pengalaman anda. Jawablah pertanyaan dibawah ini dengan memberikan tanda (x) atau (✓) .

C. KETERANGAN

Berikut ini merupakan pilihan jawaban pernyataan kuisisioner :

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

1. Pernyataan Variabel *Digital Marketing* (X1)

NO	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
Accessibility (Aksesibilitas)						
1.	Konsumen merasa nyaman membaca deskripsi produk					
2.	Menyediakan informasi cara melakukan pembelian					
3.	Mudah menemukan produk yang dicari di Tikok Shop.					
Interactivity (Interaktivitas)						
1.	Fitur live streaming di Tiktok Shop membuat konsumen lebih tertarik untuk membeli produk.					
2.	Konsumen merasa terhubung dengan penjual atau brand					
3.	Konsumen membeli produk jika ber interaksi langsung dengan penjual.					
Entertainment (Hiburan)						
1.	Konsumen merasa terhubung dengan brand atau produk melalui konten hiburan yang disajikan di Tiktok Shop.					
2.	live streaming membuat pengalaman berbelanja di TikTok Shop lebih menghibur.					
3.	Membeli produk setelah menonton konten hiburan					
Credibility (Kepercayaan)						
1.	Iklan memberikan gambaran realistis tentang produk					
2.	Produk yang diiklankan di Tiktok Shop berkualitas baik.					
3.	Testimonial yang ditampilkan dalam iklan membantu konsumen merasa lebih percaya untuk membeli.					
Irritation (Kejengkelan)						
1.	Frekuensi iklan yang muncul dan tidak berlebihan.					
2.	Navigasi di Tiktok Shop mudah diakses					
3.	Pemberitahuan dan notifikasi tidak mengganggu pengalaman berbelanja konsumen.					
Informativeness (Informatif)						
1.	Video produk di Tiktok Shop menyediakan semua informasi yang dibutuhkan sebelum membeli.					
2.	Informasi yang disampaikan dalam video produk di Tiktok Shop mudah dipahami.					
3.	Informasi yang diberikan berasal dari sumber yang baik					

2. Pernyataan Variabel E-Service Quality (X2)

NO	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
Efficiency (Efisiensi)						
1.	Akses informasi produk cepat dan mudah.					
2.	Waktu yang dibutuhkan untuk menemukan dan membeli produk di Tiktok Shop sangat efisien.					
3.	Layanan pelanggan memberikan respon yang cepat terhadap pertanyaan konsumen.					
Fulfillment (Pemenuhan)						
1.	Pengiriman produk tepat waktu yang dijanjikan.					
2.	Kualitas produk yang diterima sesuai dengan informasi					
3.	Pesanan konsumen selalu dipenuhi dengan tepat					
System Availability (Kesediaan Jaringan)						
1.	Aplikasi Tiktok Shop jarang mengalami keterlambatan.					
2.	Aplikasi Tiktok Shop selalu tersedia dan dapat diakses saat konsumen membutuhkannya.					
3.	Semua fitur di TikTok Shop mudah diakses tanpa masalah teknis.					
Privacy (Keamanan)						
1.	Transaksi yang dilakukan konsumen terlindungi					
2.	Melindungi data pribadi konsumen dengan baik.					
3.	TikTok Shop responsif dalam menanggapi keluhan					

3. Pernyataan Variabel Kepercayaan Konsumen (X3)

NO	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
Integrity (Integritas)						
1.	Konsumen merasa Tiktok Shop transparan dalam memberikan informasi tentang produk dan kebijakan mereka.					
2.	Tiktok Shop menunjukkan tanggung jawab yang tinggi terhadap masalah atau keluhan yang dihadapi pelanggan					
3.	Konsumen mengalami konsistensi dalam kualitas layanan setiap kali berbelanja di TikTok Shop.					
Benevolence (Kebaikan)						
1.	Tiktok Shop mengambil inisiatif untuk meningkatkan pengalaman belanja konsumen.					
2.	Tiktok Shop menanggapi umpan balik pelanggan dengan serius dan berusaha melakukan perbaikan.					
3.	Promosi dan diskon yang ditawarkan di Tiktok Shop adil dan menguntungkan bagi pelanggan.					
Competence (Kompetensi)						
1.	Tiktok Shop dapat beradaptasi dengan baik terhadap perubahan kebutuhan dan harapan pelanggan					
2.	Tiktok Shop menggunakan teknologi yang tepat untuk memberikan pengalaman berbelanja yang baik.					
3.	Kualitas layanan dan produk yang diterima dari Tiktok Shop konsisten dari waktu ke waktu.					
Predictability (Konsistensi Perilaku Oleh Penjual)						
1.	Tiktok Shop memberikan informasi yang konsisten dan dapat diandalkan tentang stok produk yang tersedia					
2.	Tiktok Shop memberikan promosi dan potongan harga yang sesuai dengan apa yang dijanjikan sebelumnya					
3.	Komunikasi dengan penjual di Tiktok Shop selalu terbuka dan konsisten setiap kali konsumen menghubungi mereka					

4. Pernyataan Variabel Keputusan Pembelian (Y)

NO	PERNYATAAN	JAWABAN				
		SS	S	N	TS	STS
Kemantapan membeli setelah mengetahui informasi produk						
1.	Transparan dalam memberikan informasi produk					
2.	Tanggung jawab yang tinggi terhadap masalah atau keluhan					
3.	Konsumen mengalami konsistensi dalam kualitas layanan setiap kali berbelanja di TikTok Shop.					
Memilih untuk membeli karena merek yang paling disukai						
1.	Berinisiatif untuk meningkatkan pengalaman belanja.					
2.	Menanggapi umpan balik pelanggan dengan serius.					
3.	Promosi dan diskon yang ditawarkan menguntungkan.					
Membeli karena sesuai dengan keinginan dan kebutuhan						
1.	Tiktok Shop dapat beradaptasi dengan baik terhadap perubahan kebutuhan dan harapan pelanggan					
2.	Tiktok Shop menggunakan teknologi yang tepat untuk memberikan pengalaman berbelanja yang baik.					
3.	Kualitas layanan dan produk Tiktok Shop konsisten					
Membeli karena mendapat rekomendasi dari orang lain.						
1.	Memberikan informasi yang konsisten dan diandalkan					
2.	Memberikan promosi dan potongan harga yang sesuai					
3.	Komunikasi kepada konsumen selalu terbuka					

Lampiran 2. Jawaban Responden

1. Digital Marketing (X1)

X 1. 1	X 1. 2	X 1. 3	X 1. 4	X 1. 5	X 1. 6	X 1. 7	X 1. 8	X 1. 9	X 1. 10	X 1. 11	X 1. 12	X 1. 13	X 1. 14	X 1. 15	X 1. 16	X 1. 17	X 1. 18
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X 1. 1	X 1. 2	X 1. 3	X 1. 4	X 1. 5	X 1. 6	X 1. 7	X 1. 8	X 1. 9	X 1. 10	X 1. 11	X 1. 12	X 1. 13	X 1. 14	X 1. 15	X 1. 16	X 1. 17	X 1. 18
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X 1. 1	X 1. 2	X 1. 3	X 1. 4	X 1. 5	X 1. 6	X 1. 7	X 1. 8	X 1. 9	X 1. 10	X 1. 11	X 1. 12	X 1. 13	X 1. 14	X 1. 15	X 1. 16	X 1. 17	X 1. 18
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2. E-Service Quality (X2)

X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	X2. 6	X2. 7	X2. 8	X2. 9	X2.1 0	X2.1 1	X2.1 2
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X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	X2. 6	X2. 7	X2. 8	X2. 9	X2.1 0	X2.1 1	X2.1 2
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5	4	3	3	4	4	2	5	3	5	5	3
5	5	5	4	4	5	5	5	5	5	5	5
4	4	4	3	4	3	4	3	4	5	4	4
4	4	3	4	4	4	4	4	4	4	5	5
2	4	4	4	3	4	4	4	5	4	4	3
4	4	5	4	4	4	5	4	4	4	4	5
5	5	5	5	5	4	5	5	5	5	5	5
5	5	5	5	5	5	4	5	5	5	5	5
5	5	4	5	5	5	4	4	5	5	5	5
4	4	4	4	4	5	3	4	5	5	5	3
4	4	4	5	4	5	5	5	5	5	4	4
5	5	4	5	5	5	5	5	5	5	4	5
4	4	4	4	3	4	5	5	5	4	3	4
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	4	4	4	3	4	4
4	4	4	4	3	4	5	4	4	4	5	3
4	5	5	4	4	4	4	4	4	3	4	4
3	4	4	4	5	5	5	4	5	4	4	3
4	3	5	5	4	5	4	5	5	4	4	4
4	4	4	4	3	3	5	5	5	5	5	4
4	4	4	4	4	5	5	5	5	5	4	5
4	4	3	3	4	4	4	4	4	3	4	4
2	3	3	4	4	4	4	4	3	4	5	5
5	5	4	4	5	4	5	5	4	5	5	5

X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	X2. 6	X2. 7	X2. 8	X2. 9	X2.1 0	X2.1 1	X2.1 2
5	5	5	5	5	5	5	5	5	5	5	4
4	4	4	4	4	4	4	5	5	5	4	4
4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	3	4	3	4	4	4
5	5	5	5	5	5	5	4	4	5	5	5
5	5	3	4	4	4	4	5	5	4	5	5
4	4	5	5	4	4	5	5	5	4	4	5
5	5	4	4	4	5	4	5	4	5	5	4
5	5	5	5	5	5	4	5	5	5	5	5
5	4	5	5	5	4	5	5	5	5	5	5
5	5	5	5	4	5	5	5	5	5	5	5
5	4	5	5	5	4	5	5	5	5	5	4
5	5	4	4	4	4	4	4	4	4	4	5
5	5	5	3	4	4	4	4	4	5	4	4
4	4	4	4	3	4	4	4	5	5	4	4
5	4	5	5	4	4	4	4	4	4	4	4
4	4	4	3	5	5	5	5	5	4	5	5
5	5	4	5	4	5	5	4	5	5	5	4
4	4	4	4	4	5	5	4	4	4	4	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	5	5	5	4	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	4	4	5	5	4	4	4	5	5

3. Kepercayaan Konsumen (X3)

[illegible]

X3. 1	X3. 2	X3. 3	X3. 4	X3. 5	X3. 6	X3. 7	X3. 8	X3. 9	X3.1 0	X3.1 1	X3.1 2
4	5	5	5	5	5	5	4	5	4	5	4
4	4	4	4	4	5	5	4	4	4	5	4
4	5	4	3	4	4	4	4	3	3	3	4
4	4	5	4	5	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	3	4	5
4	4	4	2	4	4	5	4	5	4	4	4
4	4	4	4	4	4	4	5	4	4	5	5
4	4	3	5	4	4	4	4	4	5	4	4
4	4	5	4	4	4	4	5	5	4	5	5
4	4	4	4	4	5	4	5	4	4	4	4
5	4	4	4	4	4	4	4	2	4	5	5
4	4	3	4	4	3	4	4	3	4	3	4
4	4	4	4	4	5	4	4	4	4	3	4
4	3	3	4	4	4	4	4	3	5	4	5
4	4	4	4	3	4	5	5	5	4	5	5
4	5	4	5	4	5	4	5	4	4	5	5
3	4	4	4	4	3	4	4	5	5	3	4
4	4	3	3	3	3	4	4	3	4	4	4
3	3	3	3	5	5	5	5	5	5	3	3
4	4	4	3	5	3	3	5	4	5	4	5
5	5	5	5	4	5	4	5	5	4	4	5
4	4	4	5	5	5	5	5	5	5	5	5
5	4	4	4	5	4	5	5	5	5	5	4
4	4	4	4	4	4	5	4	4	4	4	4
4	5	4	4	4	4	5	4	4	4	5	4
4	5	4	5	4	5	4	4	4	4	4	5
4	5	4	3	4	3	4	4	4	3	4	4
5	5	5	4	5	5	5	5	5	5	5	5
3	4	4	4	3	5	4	4	4	5	5	5
3	3	4	4	3	3	4	4	4	4	4	4
4	4	4	4	3	3	3	4	4	4	4	4
3	5	5	5	4	4	4	3	3	3	4	4
5	5	3	4	4	4	4	3	3	3	4	4
4	5	4	3	4	3	3	4	4	4	5	4
4	5	3	4	4	4	5	4	4	4	5	4
4	4	3	4	3	4	4	4	3	4	4	4
4	3	3	3	3	3	3	3	3	4	4	4
4	5	4	4	5	4	5	3	5	5	4	5

X3. 1	X3. 2	X3. 3	X3. 4	X3. 5	X3. 6	X3. 7	X3. 8	X3. 9	X3.1 0	X3.1 1	X3.1 2
5	5	4	4	4	4	4	5	5	5	5	5
5	5	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	5	4	4	3	4	4	3	4	4
5	5	5	5	5	5	5	5	5	4	5	4
5	4	4	4	5	5	4	5	5	5	4	4
5	4	4	5	3	4	4	5	4	5	5	5
5	4	4	5	5	4	5	5	5	5	4	5
5	5	5	5	5	5	5	5	5	5	4	4
5	4	5	5	5	5	5	5	5	5	5	5
5	5	4	5	5	5	5	4	5	5	5	5
5	4	5	4	5	5	5	4	4	4	5	4
4	5	4	5	4	4	4	5	4	4	4	5
4	4	3	3	4	4	4	5	5	5	4	4
4	4	3	4	4	5	5	4	4	4	3	4
4	4	4	4	4	4	4	4	4	4	4	4
4	5	5	4	5	4	5	4	4	4	5	5
5	4	5	4	5	5	4	4	5	4	5	4
4	4	4	4	4	4	4	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	4	4	5	5	5	5	5	5	5
5	5	5	5	4	4	5	5	5	5	5	5
5	5	5	4	4	5	5	5	5	5	5	5
5	5	5	5	5	5	5	4	5	5	5	5
4	4	4	4	5	4	4	5	5	5	5	5

4. Keputusan Pembelian (Y)

Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y.12
5	5	5	5	4	5	4	5	4	5	4	5
4	4	4	4	4	4	4	4	4	4	4	4
5	4	4	4	4	3	3	4	4	5	3	4
5	4	4	5	5	4	5	5	4	4	5	5
4	5	4	3	4	4	5	4	5	4	5	5
5	5	5	4	5	5	5	5	5	5	5	5
4	4	4	3	3	3	4	4	4	4	3	4
5	4	4	5	3	5	5	5	4	5	5	5
3	3	2	5	5	5	4	4	4	5	2	4
5	5	5	5	5	5	5	5	5	5	3	4
5	5	5	5	5	4	5	5	5	5	5	5
5	5	4	4	3	3	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	3	4	3	4	3	3	4	4	4
4	4	5	4	4	5	4	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	5	4	4	3	3	3	3	3	3
5	5	4	5	5	5	4	5	4	5	4	5
5	4	4	5	5	5	4	4	4	5	3	5
5	5	5	5	4	4	4	5	5	5	5	5
5	5	3	4	4	4	4	5	4	5	4	4
5	5	5	5	4	4	4	4	4	5	5	5
4	5	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4
4	4	5	5	4	4	5	5	5	4	4	5
4	5	4	4	4	4	5	5	4	5	4	4
5	5	5	5	5	5	5	5	5	5	4	4
4	3	3	3	4	4	4	5	4	4	4	5
5	5	5	3	4	4	4	4	4	5	4	5
4	4	5	4	4	4	5	5	4	4	4	5
4	4	5	5	4	4	3	4	5	4	4	5
5	5	5	5	5	4	4	5	4	5	5	5
4	4	3	4	4	4	4	3	4	4	5	4
5	4	4	4	4	3	4	5	5	5	4	4
4	5	4	5	5	4	5	5	5	4	5	5
5	5	5	5	4	4	4	4	4	4	5	5
4	4	4	5	5	4	5	5	3	4	4	4
5	5	5	5	4	5	4	5	4	5	5	5

Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y.12
4	4	4	4	5	4	5	4	4	5	5	4
3	4	4	4	4	5	4	4	4	3	4	3
4	4	4	5	4	4	4	4	4	5	5	5
5	5	5	5	5	5	5	4	5	5	5	5
5	4	4	4	4	5	4	4	5	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	2	4	4	4	4	4	5	5	5
4	4	5	4	5	5	4	4	4	4	5	5
4	4	4	4	4	3	3	4	4	4	4	5
4	4	4	5	5	5	4	4	4	4	5	5
5	5	4	5	5	3	4	4	5	4	4	3
4	4	4	4	5	4	4	4	4	4	4	4
5	5	5	4	5	4	5	4	4	5	5	5
4	5	5	4	3	4	4	5	3	5	4	4
5	4	4	5	5	5	5	5	5	5	5	4
5	4	4	4	4	4	4	4	4	4	4	5
3	4	3	4	3	4	3	4	4	4	4	4
4	4	4	4	5	5	4	4	4	4	3	4
4	5	5	4	4	4	4	4	4	4	4	4
5	5	5	4	5	5	5	4	5	5	5	5
5	5	5	4	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	4	5	5
4	4	4	4	3	4	4	4	5	4	4	4
5	4	4	5	4	4	4	4	5	5	4	4
5	5	5	4	4	5	5	4	4	5	5	5
4	4	3	4	4	4	3	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	4	4	4	4	5	4	4	3	5
4	4	5	4	3	3	3	4	5	4	3	3
4	3	4	4	4	4	4	4	4	4	4	4
4	3	4	5	5	4	4	4	3	4	4	4
5	4	4	4	5	5	5	4	4	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
4	5	4	4	5	4	4	5	4	5	3	5
4	4	3	4	3	4	4	4	4	5	4	5
4	4	3	3	2	3	3	3	3	4	4	3
5	5	4	5	5	4	4	4	4	4	4	4
5	5	5	5	5	5	3	5	5	5	5	4
4	4	4	4	4	4	4	5	4	4	4	4

Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y.12
4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	5	4	4	5	5	4	4	4	4
5	5	5	5	5	4	4	5	5	5	5	5
4	5	4	5	4	3	4	5	4	4	5	4
5	4	5	5	4	5	4	5	4	5	5	4
5	5	5	5	5	5	5	5	5	5	4	5
5	5	5	4	5	5	4	5	5	5	5	5
5	4	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	5	5	4
5	4	5	5	5	5	4	5	5	4	4	5
4	4	4	4	4	4	4	4	4	4	4	4
5	4	3	3	4	5	4	4	4	4	4	4
4	4	4	4	4	3	4	5	5	4	4	4
4	4	4	3	4	4	4	4	4	5	4	4
4	4	5	5	5	4	4	4	4	4	4	5
5	4	4	5	4	5	4	5	5	4	5	4
4	4	4	4	4	4	4	4	5	4	4	4
5	5	5	4	5	5	5	5	5	5	5	5
4	4	5	5	5	5	5	5	5	5	5	5
4	5	5	5	5	5	5	5	4	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	4	4	5	5	5	5	5	5	5
5	5	4	4	5	4	4	4	4	5	4	4

Lampiran 3. Uji Validitas

1. Uji Validitas *Digital Marketing* (X1)

		Correlations																		
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	X1.17	X1.18	X1
X1.1	Pearson Correlation	1	.342 ^{**}	.350 ^{**}	.322 ^{**}	.325 ^{**}	.225 [*]	.369 ^{**}	.276 ^{**}	.320 ^{**}	.275 ^{**}	.268 ^{**}	.216 [*]	.312 ^{**}	.183	.162	.130	-.022	.132	.637 ^{**}
	Sig. (2-tailed)		.000	.000	.001	.001	.025	.000	.006	.001	.006	.007	.031	.002	.069	.108	.198	.830	.191	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.342 ^{**}	1	.221 [*]	.251 [*]	.103	.093	.136	.049	.158	.038	.229 [*]	.067	.216 [*]	.146	.137	-.012	.079	.022	.367 ^{**}
	Sig. (2-tailed)	.000		.027	.012	.309	.356	.176	.626	.117	.708	.022	.508	.030	.148	.174	.905	.436	.831	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.350 ^{**}	.221 [*]	1	.126	.183	.192	.144	.234 [*]	.192	.253 [*]	.148	.174	.135	.186	-.064	-.049	.014	-.023	.406 ^{**}
	Sig. (2-tailed)	.000	.027		.212	.068	.056	.154	.019	.056	.011	.143	.083	.179	.064	.524	.629	.892	.820	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.322 ^{**}	.251 [*]	.126	1	.308 ^{**}	.306 ^{**}	.263 ^{**}	.189	.266 ^{**}	.063	.104	.163	.069	.147	.165	.106	.167	.005	.495 ^{**}
	Sig. (2-tailed)	.001	.012	.212		.002	.002	.008	.060	.007	.533	.303	.105	.498	.144	.102	.295	.098	.958	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.325 ^{**}	.103	.183	.306 ^{**}	1	.206 [*]	.051	.290 ^{**}	.339 ^{**}	.208 [*]	.118	.212	.255 [*]	.002	-.029	.058	-.205	.076	.443 ^{**}
	Sig. (2-tailed)	.001	.309	.068	.002		.037	.616	.003	.001	.038	.241	.034	.010	.981	.776	.563	.040	.450	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.225 [*]	.093	.192	.306 ^{**}	.206 [*]	1	.259 ^{**}	.140	.312 ^{**}	.115	.150	.212 [*]	.278 ^{**}	.343 ^{**}	-.017	.162	.032	.134	.531 ^{**}
	Sig. (2-tailed)	.025	.356	.056	.002	.037		.009	.164	.002	.256	.136	.035	.005	.000	.864	.108	.750	.183	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.369 ^{**}	.136	.144	.263 ^{**}	.051	.259 ^{**}	1	.187	.229 [*]	.267 ^{**}	.188	.056	.169	.037	.153	.129	.163	.042	.462 ^{**}
	Sig. (2-tailed)	.000	.176	.154	.008	.616	.009		.063	.022	.007	.060	.579	.094	.717	.129	.201	.106	.681	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	.276 ^{**}	.049	.234 [*]	.189	.290 ^{**}	.140	.187	1	.296 ^{**}	.129	.153	.204 [*]	.045	.098	.069	.064	-.138	-.041	.367 ^{**}
	Sig. (2-tailed)	.006	.626	.019	.060	.003	.164	.063		.003	.200	.127	.042	.659	.332	.495	.526	.172	.686	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.9	Pearson Correlation	.320 ^{**}	.158	.192	.266 ^{**}	.339 ^{**}	.312 ^{**}	.229 [*]	.296 ^{**}	1	.175	.203 [*]	.221 [*]	.156	.088	.042	-.069	-.011	.120	.513 ^{**}
	Sig. (2-tailed)	.001	.117	.056	.007	.001	.002	.022	.003		.081	.043	.027	.121	.382	.675	.495	.910	.236	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.10	Pearson Correlation	.275 ^{**}	.038	.253 [*]	.063	.208 [*]	.115	.267 ^{**}	.129	.175	1	.337 ^{**}	.091	.237 ^{**}	.011	.038	.056	.024	.037	.425 ^{**}
	Sig. (2-tailed)	.006	.708	.011	.533	.038	.256	.007	.200	.081		.001	.365	.018	.917	.710	.580	.811	.711	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.11	Pearson Correlation	.268 ^{**}	.229 [*]	.148	.104	.118	.150	.188	.153	.203 [*]	.337 ^{**}	1	.254 [*]	.338 ^{**}	.394 ^{**}	.148	-.075	-.050	.067	.490 ^{**}
	Sig. (2-tailed)	.007	.022	.143	.303	.241	.136	.060	.127	.043	.001		.011	.001	.000	.142	.458	.620	.507	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.12	Pearson Correlation	.216 [*]	.067	.174	.163	.212 [*]	.212 [*]	.056	.204 [*]	.221 [*]	.091	.254 [*]	1	.251 [*]	.237 [*]	.172	.195	.025	.158	.492 ^{**}
	Sig. (2-tailed)	.031	.508	.083	.105	.034	.035	.579	.042	.027	.365	.011		.012	.018	.067	.052	.898	.117	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.13	Pearson Correlation	.312 ^{**}	.216 [*]	.135	.069	.255 [*]	.278 ^{**}	.169	.045	.156	.237 [*]	.338 ^{**}	.251 [*]	1	.396 ^{**}	.137	.224 [*]	-.117	.163	.541 ^{**}
	Sig. (2-tailed)	.002	.030	.179	.498	.010	.005	.094	.659	.121	.018	.001	.012		.000	.175	.025	.247	.105	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.14	Pearson Correlation	.183	.146	.186	.147	.002	.343 ^{**}	.037	.098	.088	.011	.394 ^{**}	.237 [*]	.396 ^{**}	1	.168	.193	.050	.199 [*]	.477 ^{**}
	Sig. (2-tailed)	.069	.148	.064	.144	.981	.000	.717	.332	.382	.917	.000	.018	.000		.095	.054	.619	.047	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.15	Pearson Correlation	.162	.137	-.064	.165	-.029	-.017	.153	.069	.042	.038	.148	.172	.137	.168	1	.332 ^{**}	.248 [*]	.030	.356 ^{**}
	Sig. (2-tailed)	.108	.174	.524	.102	.776	.864	.129	.495	.675	.710	.142	.087	.175	.095		.001	.013	.766	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.16	Pearson Correlation	.130	-.012	-.049	.106	.058	.162	.129	.064	-.069	.056	-.075	.195	.224 [*]	.193	.332 ^{**}	1	.250 [*]	.262 ^{**}	.372 ^{**}
	Sig. (2-tailed)	.198	.905	.629	.295	.563	.108	.201	.526	.495	.580	.458	.052	.025	.054	.001		.012	.008	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.17	Pearson Correlation	-.022	.079	.014	.167	-.205 [*]	.032	.163	-.138	-.011	.024	-.050	.025	-.117	.059	.248 [*]	.250 [*]	1	.249 [*]	.216 [*]
	Sig. (2-tailed)	.830	.436	.892	.098	.040	.750	.106	.172	.910	.811	.620	.808	.247	.619	.013	.012		.012	.031
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.18	Pearson Correlation	.132	.022	-.023	.005	.076	.134	.042	-.041	.120	.037	.067	.159	.163	.199 [*]	.030	.262 ^{**}	.249 [*]	1	.342 ^{**}
	Sig. (2-tailed)	.191	.831	.820	.958	.450	.183	.681	.886	.236	.711	.507	.117	.105	.047	.766	.008	.012		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1	Pearson Correlation	.637 ^{**}	.397 ^{**}	.406 ^{**}	.495 ^{**}	.443 ^{**}	.531 ^{**}	.482 ^{**}	.397 ^{**}	.513 ^{**}	.425 ^{**}	.496 ^{**}	.492 ^{**}	.541 ^{**}	.477 ^{**}	.356 ^{**}	.372 ^{**}	.216 [*]	.342 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.031	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

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

2. Uji Validitas *E-Service Quality* (X2)

		Correlations												
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2
X2.1	Pearson Correlation	1	.653**	.436**	.446**	.467**	.267**	.183	.323**	.228*	.350**	.312**	.367**	.663**
	Sig. (2-tailed)		.000	.000	.000	.000	.007	.069	.001	.022	.000	.002	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.653**	1	.472**	.429**	.505**	.318**	.246*	.318**	.328**	.294**	.296**	.291**	.673**
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.014	.001	.001	.003	.003	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.436**	.472**	1	.502**	.455**	.284**	.353**	.376**	.424**	.257**	.214*	.225*	.667**
	Sig. (2-tailed)	.000	.000		.000	.000	.004	.000	.000	.000	.010	.033	.025	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.446**	.429**	.502**	1	.500**	.416**	.428**	.385**	.497**	.336**	.319**	.244*	.735**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.001	.001	.014	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.467**	.505**	.455**	.500**	1	.413**	.360**	.327**	.355**	.283**	.342**	.356**	.713**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.001	.000	.004	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.267**	.318**	.284**	.416**	.413**	1	.324**	.290**	.353**	.268**	.333**	.186	.584**
	Sig. (2-tailed)	.007	.001	.004	.000	.000		.001	.003	.000	.007	.001	.064	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.183	.246*	.353**	.428**	.360**	.324**	1	.249*	.476**	.132	.122	.324**	.565**
	Sig. (2-tailed)	.069	.014	.000	.000	.000	.001		.013	.000	.190	.228	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.8	Pearson Correlation	.323**	.318**	.376**	.385**	.327**	.290**	.249*	1	.531**	.412**	.359**	.295**	.629**
	Sig. (2-tailed)	.001	.001	.000	.000	.001	.003	.013		.000	.000	.000	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.9	Pearson Correlation	.228*	.328**	.424**	.497**	.355**	.353**	.476**	.531**	1	.486**	.244*	.201*	.675**
	Sig. (2-tailed)	.022	.001	.000	.000	.000	.000	.000	.000		.000	.015	.045	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.10	Pearson Correlation	.350**	.294**	.257**	.336**	.283**	.268**	.132	.412**	.486**	1	.509**	.248*	.592**
	Sig. (2-tailed)	.000	.003	.010	.001	.004	.007	.190	.000	.000		.000	.013	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.11	Pearson Correlation	.312**	.296**	.214*	.319**	.342**	.333**	.122	.359**	.244*	.509**	1	.376**	.564**
	Sig. (2-tailed)	.002	.003	.033	.001	.000	.001	.228	.000	.015	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.12	Pearson Correlation	.367**	.291**	.225*	.244*	.356**	.186	.324**	.295**	.201*	.248*	.376**	1	.538**
	Sig. (2-tailed)	.000	.003	.025	.014	.000	.064	.001	.003	.045	.013	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X2	Pearson Correlation	.663**	.673**	.667**	.735**	.713**	.584**	.565**	.629**	.675**	.592**	.564**	.538**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

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

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

3. Uji Validitas Kepercayaan Konsumen (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
X3.1	Pearson Correlation	1	.462**	.391**	.362**	.424**	.302**	.295**	.383**	.246*	.220*	.331**	.321**	.625**
	Sig. (2-tailed)		.000	.000	.000	.000	.002	.003	.000	.013	.028	.001	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.462**	1	.440**	.357**	.338**	.232*	.253*	.109	.120	-.014	.193	.193	.487**
	Sig. (2-tailed)	.000		.000	.000	.001	.020	.011	.280	.236	.890	.054	.055	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.391**	.440**	1	.526**	.514**	.399**	.442**	.333**	.433**	.194	.369**	.188	.707**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.001	.000	.053	.000	.061	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.362**	.357**	.526**	1	.381**	.497**	.404**	.277**	.270**	.276**	.335**	.306**	.673**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.005	.007	.005	.001	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.424**	.338**	.514**	.381**	1	.428**	.485**	.357**	.365**	.327**	.222*	.148	.671**
	Sig. (2-tailed)	.000	.001	.000	.000		.000	.000	.000	.000	.001	.026	.143	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.302**	.232*	.399**	.497**	.428**	1	.598**	.394**	.364**	.315**	.388**	.145	.687**
	Sig. (2-tailed)	.002	.020	.000	.000	.000		.000	.000	.000	.001	.000	.150	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	.295**	.253*	.442**	.404**	.485**	.598**	1	.312**	.449**	.327**	.357**	.119	.678**
	Sig. (2-tailed)	.003	.011	.000	.000	.000	.000		.002	.000	.001	.000	.239	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	.383**	.109	.333**	.277**	.357**	.394**	.312**	1	.496**	.443**	.273**	.341**	.628**
	Sig. (2-tailed)	.000	.280	.001	.005	.000	.000	.002		.000	.000	.006	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.9	Pearson Correlation	.246*	.120	.433**	.270**	.365**	.364**	.449**	.496**	1	.499**	.276**	.268**	.652**
	Sig. (2-tailed)	.013	.236	.000	.007	.000	.000	.000	.000		.000	.005	.007	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.10	Pearson Correlation	.220*	-.014	.194	.276**	.327**	.315**	.327**	.443**	.499**	1	.335**	.275**	.565**
	Sig. (2-tailed)	.028	.890	.053	.005	.001	.001	.001	.000	.000		.001	.006	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.11	Pearson Correlation	.331**	.193	.369**	.335**	.222*	.388**	.357**	.273**	.276**	.335**	1	.416**	.600**
	Sig. (2-tailed)	.001	.054	.000	.001	.026	.000	.000	.006	.005	.001		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3.12	Pearson Correlation	.321**	.193	.188	.306**	.148	.145	.119	.341**	.268**	.275**	.416**	1	.484**
	Sig. (2-tailed)	.001	.055	.061	.002	.143	.150	.239	.001	.007	.006	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X3	Pearson Correlation	.625**	.487**	.707**	.673**	.671**	.687**	.678**	.628**	.652**	.565**	.600**	.484**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

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

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

4. Uji Validitas Keputusan Pembelian (Y)

		Correlations												
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y.12	Y
Y.1	Pearson Correlation	1	.545**	.458**	.307**	.334**	.323**	.314**	.385**	.368**	.480**	.335**	.333**	.666**
	Sig. (2-tailed)		.000	.000	.002	.001	.001	.001	.000	.000	.000	.001	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.545**	1	.536**	.206*	.255*	.178	.327**	.375**	.270**	.443**	.380**	.325**	.621**
	Sig. (2-tailed)	.000		.000	.040	.010	.077	.001	.000	.007	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.458**	.536**	1	.352**	.346**	.344**	.378**	.409**	.399**	.339**	.441**	.436**	.714**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.4	Pearson Correlation	.307**	.206*	.352**	1	.456**	.344**	.230*	.425**	.240*	.191	.218*	.201*	.557**
	Sig. (2-tailed)	.002	.040	.000		.000	.000	.021	.000	.016	.057	.029	.045	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.5	Pearson Correlation	.334**	.255*	.346**	.456**	1	.500**	.472**	.343**	.284**	.271**	.232*	.324**	.639**
	Sig. (2-tailed)	.001	.010	.000	.000		.000	.000	.000	.004	.006	.020	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.6	Pearson Correlation	.323**	.178	.344**	.344**	.500**	1	.461**	.353**	.303**	.311**	.291**	.333**	.628**
	Sig. (2-tailed)	.001	.077	.000	.000	.000		.000	.000	.002	.002	.003	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.7	Pearson Correlation	.314**	.327**	.378**	.230*	.472**	.461**	1	.489**	.303**	.329**	.416**	.377**	.666**
	Sig. (2-tailed)	.001	.001	.000	.021	.000	.000		.000	.002	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.8	Pearson Correlation	.385**	.375**	.409**	.425**	.343**	.353**	.489**	1	.405**	.445**	.311**	.416**	.692**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.002	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.9	Pearson Correlation	.368**	.270**	.399**	.240*	.284**	.303**	.303**	.405**	1	.292**	.289**	.265**	.570**
	Sig. (2-tailed)	.000	.007	.000	.016	.004	.002	.002	.000		.003	.003	.008	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.10	Pearson Correlation	.480**	.443**	.339**	.191	.271**	.311**	.329**	.445**	.292**	1	.351**	.479**	.630**
	Sig. (2-tailed)	.000	.000	.001	.057	.006	.002	.001	.000	.003		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.11	Pearson Correlation	.335**	.380**	.441**	.218*	.232*	.291**	.416**	.311**	.289**	.351**	1	.490**	.628**
	Sig. (2-tailed)	.001	.000	.000	.029	.020	.003	.000	.002	.003	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y.12	Pearson Correlation	.333**	.325**	.436**	.201*	.324**	.333**	.377**	.416**	.265**	.479**	.490**	1	.649**
	Sig. (2-tailed)	.001	.001	.000	.045	.001	.001	.000	.000	.008	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Y	Pearson Correlation	.666**	.621**	.714**	.557**	.639**	.628**	.666**	.692**	.570**	.630**	.628**	.649**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

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

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

Lampiran 4. Uji Reliabilitas

Uji Reliabilitas *Digital Marketing* (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.761	18

Uji Reliabilitas *E-Service Quality* (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.864	12

Uji Reliabilitas Kepercayaan Konsumen (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.857	12

Uji Reliabilitas Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.866	12

Lampiran 5. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.71370340
Most Extreme Differences	Absolute	.085
	Positive	.075
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.072 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

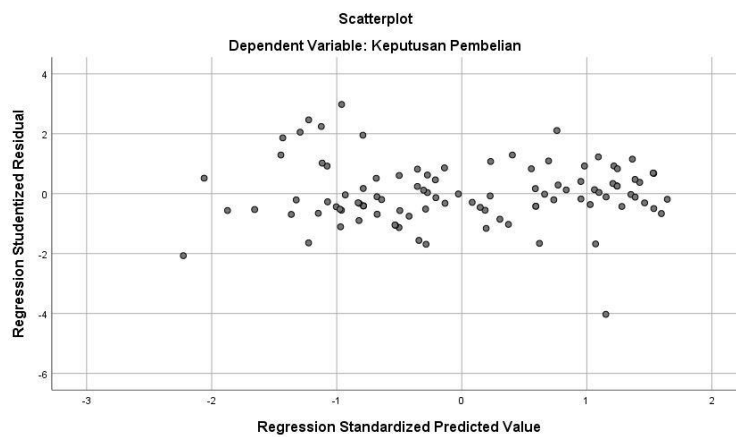
Lampiran 6. Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.974	2.503		.389	.698		
	X1	.150	.065	.171	2.315	.023	.254	3.934
	X2	.478	.067	.485	7.126	.000	.299	3.340
	X3	.322	.072	.334	4.462	.000	.248	4.040

a. Dependent Variable: Y

Lampiran 7. Uji Heteroskedastisitas



Lampiran 8. Uji Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.974	2.503		.389	.698
	Digital Marketing	.150	.065	.171	2.315	.023
	E-Service Quality	.478	.067	.485	7.126	.000
	Kepercayaan Konsumen	.322	.072	.334	4.462	.000

a. Dependent Variable: Keputusan Pembelian

Lampiran 9. Uji Koefisiensi Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931 ^a	.867	.862	1.74027

a. Predictors: (Constant), Kepercayaan Konsumen, E-Service Quality, Digital Marketing

b. Dependent Variable: Keputusan Pembelian

Lampiran 10. Uji t (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.974	2.503		.389	.698
	Digital Marketing	.150	.065	.171	2.315	.023
	E-Service Quality	.478	.067	.485	7.126	.000
	Kepercayaan Konsumen	.322	.072	.334	4.462	.000

a. Dependent Variable: Keputusan Pembelian

Lampiran 11. Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1889.299	3	629.766	207.943	.000 ^b
	Residual	290.741	96	3.029		
	Total	2180.040	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kepercayaan Konsumen, E-Service Quality, Digital Marketing

Lampiran 12. 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	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
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 13. F Tabel

Titik Persentase Distribusi F untuk Probabilitas = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

Lampiran 14. 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 Lampiran 15. Kartu Bimbingan



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SEMESTER
Gasal / Genap
2024, 2025

KARTU BIMBINGAN SKRIPSI



Nama Mahasiswa / NBI : Defitri Prafasiwi Fausana p. 1201190448

Nama Pembimbing : Dr. Sumiah, MM

Judul Skripsi :
Pengaruh Digital Marketing, E-service Quality, Kepercayaan Konsumen Terhadap Keputusan Pemberian pada Aplikasi Tiket shop. (Studi kasus di Sidoarjo)

Mulai Program Skripsi : Semester 7 **Thn. Ak.** 2021 **Selesai Bimbingan Tanggal**

No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
1.	16-09-2024	Judul	ACC	
2.	05-10-2024	BAB 1-3	Revisi Bab I, II, III	
3.	07-10-2024	BAB 1-3	ACC Proposal	
4.	04-11-2024	Kuesioner	Bimbingan Kuesioner	
5.	02-12-2024	BAB IV-V	Revisi Bab IV, V	
6.	04-12-2024	BAB V	Revisi Bab V	
7.	05-12-2024	BAB 1-5	Revisi Abstrak, Ringkasan	
8.	06-12-2024	BAB 1-5	ACC Skripsi full.	

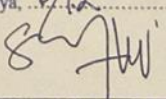
Perpanjangan I _____

Semester : _____

Th. Ak. : _____

Paraf Kejur : _____

Surabaya, 6/12 ²⁴



(Nama dan tanda tangan Pembimbing)

Dipindai dengan CamScanner

Lampiran 16. Lampiran Plagiasi

PENGARUH DIGITAL MARKETING, E-SERVICE QUALITY, DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PADA APLIKASI TIKTOK SHOP

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