



LAMPIRAN

Lampiran 01. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Variabel *Direct Marketing*, *Product Quality*, dan *Minat Beli*

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner *Direct Marketing* (X1).

1. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner:

- A. Apabila jawaban (SS) diberikan skor 5
- B. Apabila jawaban (S) diberikan skor 4
- C. Apabila jawaban (KS) diberikan skor 3
- D. Apabila jawaban (TS) diberikan skor 2
- E. Apabila jawaban (STS) diberikan skor 1

- a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden
- b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

Nilai Tertinggi = 5

Nilai Terendah = 1

Jumlah Pertanyaan = 3

Jumlah Responden = 10

Skor Tertinggi = $5 \times 3 = 15$

Skor Terendah = $1 \times 3 = 3$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{15-3}{5} = 2,4$

Rentang Skor:

Rentang Skor	Keterangan
13 – 15	Sangat Tinggi
10 – 12	Tinggi
7 – 9	Sedang
4 – 6	Rendah
1 – 3	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner *Online Customer Review* (X2).

2. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor

Kuesioner:

F. Apabila jawaban (SS) diberikan skor 5

G. Apabila jawaban (S) diberikan skor 4

H. Apabila jawaban (KS) diberikan skor 3

I. Apabila jawaban (TS) diberikan skor 2

J. Apabila jawaban (STS) diberikan skor 1

c) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden

d) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

Nilai Tertinggi = 5

Nilai Terendah = 1

Jumlah Pertanyaan = 3

Jumlah Responden = 10

Skor Tertinggi = $5 \times 3 = 15$

Skor Terendah = $1 \times 3 = 3$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{15 - 3}{5} = 2,4$

Rentang Skor:

Rentang Skor	Keterangan
16 – 19	Sangat Tinggi
12– 15	Tinggi
8 – 11	Sedang
4 – 7	Rendah
1 – 3	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Minat Beli (Y).

3. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor

Kuesioner:

K. Apabila jawaban (SS) diberikan skor 5

L. Apabila jawaban (S) diberikan skor 4

M. Apabila jawaban (KS) diberikan skor 3

N. Apabila jawaban (TS) diberikan skor 2

O. Apabila jawaban (STS) diberikan skor 1

e) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden

f) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

Nilai Tertinggi = 5

Nilai Terendah = 1

Jumlah Pertanyaan = 4

Jumlah Responden = 10

Skor Tertinggi = $5 \times 4 = 20$

Skor Terendah = $1 \times 4 = 4$

Interval = $\frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{20-4}{5} = 3,2$

Rentang Skor:

Rentang Skor	Keterangan
17 – 20	Sangat Tinggi
13 – 16	Tinggi
9 – 12	Sedang
5 – 8	Rendah
1 – 4	Sangat Rendah

3. Variabel Minat Beli (Y)

Responden	Minat Beli (Y)						Total Y
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	
1	5	5	5	5	5	5	30
2	4	4	4	4	4	4	24
3	5	5	5	5	5	5	30
4	4	4	4	4	4	4	24
5	4	4	4	4	4	4	24
6	4	4	4	4	4	4	24
7	4	4	4	4	4	4	24
8	5	5	5	5	5	5	30
9	5	5	5	5	5	5	30
10	5	5	4	5	4	5	28
11	4	4	4	4	4	4	24
12	4	4	5	4	5	4	26
13	4	4	4	4	4	4	24
14	5	5	5	5	5	5	30
15	4	4	4	4	4	4	24
16	3	3	4	3	4	3	20
17	5	5	5	5	5	5	30
18	4	4	3	3	4	4	22
19	4	4	4	5	4	4	25
20	4	4	4	4	4	4	24
21	4	4	4	4	4	4	24
22	4	4	4	4	4	4	24
23	4	4	4	4	4	4	24
24	3	3	3	3	3	3	18
25	4	4	4	4	4	4	24
26	5	5	4	5	4	5	28
27	4	4	4	4	4	4	24
28	4	4	4	4	4	4	24
29	4	4	4	4	4	4	24
30	5	5	5	5	5	5	30

2. Variabel *Online Customer Review* (X₂)

Responden	<i>Online Customer Review</i> (X ₂)								Total X ₂
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	
1	5	5	5	5	5	5	5	5	40
2	5	5	5	5	5	4	4	4	37
3	5	4	5	5	5	4	5	4	37
4	4	4	4	4	4	4	4	4	32
5	4	3	3	4	3	3	3	4	27
6	5	4	5	5	4	4	4	4	35
7	4	5	4	4	4	5	5	4	35
8	4	5	5	4	4	5	4	4	35
9	4	4	4	4	3	4	4	4	31
10	4	5	5	4	4	4	4	5	35
11	5	5	4	5	4	4	5	4	36
12	4	4	4	4	4	5	5	4	34
13	4	4	5	4	4	4	4	4	33
14	4	4	4	4	4	4	4	4	32
15	5	4	5	5	5	4	5	4	37
16	4	4	5	4	4	4	4	5	34
17	3	3	4	3	3	4	4	4	28
18	5	4	5	5	4	4	4	4	35
19	4	5	4	4	4	5	5	4	35
20	4	5	5	4	4	5	4	4	35
21	4	4	4	4	4	4	4	4	32
22	4	5	5	4	4	4	4	5	35
23	5	5	4	5	4	4	5	4	36
24	4	4	4	4	4	5	5	4	34
25	4	4	5	4	4	4	4	4	33
26	4	4	4	4	4	4	4	4	32
27	5	5	4	5	5	4	5	5	38
28	4	4	5	4	5	5	5	4	36
29	4	4	4	4	5	5	5	5	36
30	4	4	4	4	4	3	4	4	31
31	4	4	4	4	5	4	5	4	34
32	3	4	4	3	4	4	4	3	29
33	5	5	5	5	4	4	5	4	37
34	3	4	4	3	4	4	3	4	29
35	5	4	5	4	5	4	5	4	36
36	4	5	5	4	5	5	4	5	37
37	5	5	5	5	5	5	5	5	40
38	5	3	4	4	5	3	5	3	32

Responden	<i>Online Customer Review (X₂)</i>								Total X ₂
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	
39	4	5	4	5	4	5	4	5	36
40	4	4	3	4	4	4	4	4	31
41	5	4	4	4	5	4	5	4	35
42	4	4	4	5	4	4	4	4	33
43	4	4	4	4	4	4	4	4	32
44	5	5	5	5	5	5	5	5	40
45	5	5	4	5	5	5	5	5	39
46	4	5	5	4	4	5	4	5	36
47	4	4	4	4	4	4	4	4	32
48	5	4	4	5	5	4	5	4	36
49	5	5	5	5	5	5	5	5	40
50	4	5	5	5	4	5	4	5	37
51	3	3	3	3	3	3	3	3	24
52	4	3	3	4	4	3	4	3	28
53	5	4	5	4	5	4	5	4	36
54	4	3	3	4	4	3	4	3	28
55	5	5	5	5	5	5	5	5	40
56	4	4	5	5	4	4	4	4	34
57	4	3	3	4	4	3	4	3	28
58	5	5	5	5	5	5	5	5	40
59	4	4	4	4	4	4	4	4	32
60	4	4	4	4	4	4	4	4	32
61	4	4	4	4	4	4	4	4	32
62	4	4	4	4	4	4	4	4	32
63	4	4	4	4	4	4	4	4	32
64	4	4	4	4	4	4	4	4	32
65	4	5	5	4	5	5	5	4	37
66	5	5	5	5	5	5	5	5	40
67	5	5	5	5	5	5	5	4	39
68	4	4	4	4	4	4	4	4	32
69	5	4	5	5	4	5	5	4	37
70	4	5	5	4	5	5	4	4	36
71	5	5	5	5	5	5	5	5	40
72	5	4	4	5	4	4	5	5	36
73	3	4	3	3	4	3	4	4	28
74	5	5	5	5	5	5	5	5	40
75	4	5	5	5	4	4	5	4	36
76	4	4	4	4	4	4	4	4	32
77	5	5	4	5	4	5	5	4	37

Responden	<i>Online Customer Review (X₂)</i>								Total X ₂
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	
78	4	4	4	4	4	4	4	4	32
79	5	4	4	5	5	4	5	4	36
80	4	3	3	4	4	3	4	3	28
81	4	4	4	4	4	4	4	5	33
82	4	4	4	4	4	4	4	4	32
83	4	3	3	4	4	3	4	4	29
84	4	4	4	4	4	4	4	4	32
85	4	5	5	4	4	5	4	5	36
86	3	3	3	3	3	3	3	3	24
87	4	4	4	4	4	4	4	4	32
88	4	4	4	4	4	4	4	4	32
89	5	5	5	5	5	5	5	5	40
90	4	4	4	4	4	4	4	4	32
91	5	4	4	5	5	4	5	5	37
92	4	5	5	4	4	5	4	5	36
93	5	5	5	5	5	5	5	5	40
94	5	5	5	5	5	5	5	5	40
95	5	4	4	5	5	4	5	5	37
96	5	5	5	5	5	5	5	5	40
97	4	4	4	4	4	4	4	4	32
98	4	5	5	4	4	5	4	4	35
99	4	5	5	4	4	5	4	5	36
100	5	4	4	5	5	4	5	5	37

3. Variabel Minat Beli (Y)

Responden	Minat Beli (Y)						Total Y
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	
1	5	5	5	5	5	5	30
2	4	5	5	4	4	5	27
3	5	5	5	5	5	5	30
4	5	4	4	5	5	5	28
5	3	4	3	4	4	3	21
6	5	5	5	5	5	5	30
7	4	4	4	4	4	4	24
8	4	5	4	4	4	5	26
9	3	4	3	4	4	3	21
10	4	4	4	4	4	4	24
11	3	4	4	4	4	3	22
12	4	4	4	4	5	4	25
13	5	5	5	5	5	5	30
14	4	4	5	4	5	5	27
15	5	5	5	5	5	5	30
16	4	5	5	4	5	4	27
17	3	3	3	3	3	3	18
18	5	4	5	4	4	4	26
19	4	5	4	4	5	5	27
20	4	4	4	4	4	4	24
21	4	4	4	4	4	4	24
22	5	4	5	4	4	5	27
23	4	5	5	4	5	4	27
24	5	5	5	5	5	5	30
25	3	3	4	3	4	4	21
26	4	4	4	4	4	4	24
27	4	4	4	5	5	5	27
28	5	4	4	5	4	5	27
29	5	5	5	4	4	4	27
30	5	4	4	4	4	4	25
31	4	5	4	4	4	4	25
32	3	3	3	4	4	4	21
33	4	4	5	4	5	5	27
34	4	3	3	4	3	4	21
35	4	4	5	5	5	4	27
36	4	4	5	4	4	5	26
37	5	5	5	5	5	5	30
38	5	4	5	5	4	5	28

Responden	Minat Beli (Y)						Total Y
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	
39	4	5	4	4	5	3	25
40	4	4	4	4	4	3	23
41	4	4	4	4	4	5	25
42	4	5	4	4	5	5	27
43	5	4	5	5	4	5	28
44	4	4	4	4	4	4	24
45	4	4	4	4	4	4	24
46	5	5	5	5	5	5	30
47	4	4	4	4	4	4	24
48	4	4	4	4	4	5	25
49	5	5	5	5	5	5	30
50	5	5	5	5	5	4	29
51	4	3	4	4	3	4	22
52	4	4	4	4	4	5	25
53	4	4	4	4	4	4	24
54	3	5	3	3	5	3	22
55	5	5	5	5	5	5	30
56	4	4	4	4	4	5	25
57	4	3	4	4	3	4	22
58	5	5	5	5	5	5	30
59	4	4	4	4	4	4	24
60	5	5	5	5	5	5	30
61	4	4	4	4	4	4	24
62	4	4	4	4	4	4	24
63	4	4	4	4	4	4	24
64	4	4	4	4	4	4	24
65	5	5	5	5	5	5	30
66	5	5	5	5	5	5	30
67	5	4	5	5	4	5	28
68	4	4	5	4	4	5	26
69	4	5	4	4	5	4	26
70	4	4	4	4	4	4	24
71	5	5	5	5	5	5	30
72	4	4	4	4	4	4	24
73	3	4	4	3	4	4	22
74	5	5	5	5	5	5	30
75	4	4	4	4	4	4	24
76	5	4	5	5	4	5	28
77	3	4	3	3	4	4	21

Responden	Minat Beli (Y)						Total Y
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	
78	5	4	4	5	5	5	28
79	4	4	5	5	5	5	28
80	4	3	3	4	4	4	22
81	4	5	5	4	4	4	26
82	5	5	4	4	4	4	26
83	4	3	3	4	4	4	22
84	5	4	5	4	4	4	26
85	4	4	4	4	4	4	24
86	3	3	3	3	3	3	18
87	5	5	5	5	5	5	30
88	4	4	4	4	4	4	24
89	5	5	5	5	5	5	30
90	4	4	4	4	4	4	24
91	5	5	4	5	4	4	27
92	4	4	4	4	4	4	24
93	5	5	4	5	4	4	27
94	5	5	5	5	5	5	30
95	5	5	5	5	5	5	30
96	5	5	5	5	5	5	30
97	4	4	4	4	4	4	24
98	4	4	4	5	5	5	27
99	5	4	3	5	5	5	27
100	5	5	5	4	4	4	27

Lampiran 03. Uji Kualitas Data

1. Variabel *Direct Marketing* (X₁)

		Correlations								
		X1.01	X1.02	X1.03	X1.04	X1.05	X1.06	X1.07	X1.08	Total_X1
X1.01	Pearson Correlation	1	.481**	.634**	.731**	.791**	.643**	.586**	.683**	.832**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.02	Pearson Correlation	.481**	1	.589**	.612**	.592**	.795**	.651**	.564**	.790**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.03	Pearson Correlation	.634**	.589**	1	.613**	.644**	.690**	.810**	.658**	.851**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.04	Pearson Correlation	.731**	.612**	.613**	1	.811**	.570**	.644**	.682**	.850**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.05	Pearson Correlation	.791**	.592**	.644**	.811**	1	.525**	.634**	.669**	.850**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.06	Pearson Correlation	.643**	.795**	.690**	.570**	.525**	1	.631**	.573**	.812**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1.07	Pearson Correlation	.586**	.651**	.810**	.644**	.634**	.631**	1	.647**	.847**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000

	N	100	100	100	100	100	100	100	100	100
X1.08	Pearson Correlation	.683**	.564**	.658**	.682**	.669**	.573**	.647**	1	.824**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Total_X1	Pearson Correlation	.832**	.790**	.851**	.850**	.850**	.812**	.847**	.824**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.936	8



2. Variabel Online Customer Review (X₂)

		Correlations								
		X2.01	X2.02	X2.03	X2.04	X2.05	X2.06	X2.07	X2.08	Total_X2
X2.01	Pearson Correlation	1	.401**	.442**	.865**	.702**	.324**	.762**	.423**	.780**
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.02	Pearson Correlation	.401**	1	.709**	.500**	.425**	.803**	.431**	.668**	.809**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.03	Pearson Correlation	.442**	.709**	1	.457**	.468**	.691**	.381**	.550**	.770**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.04	Pearson Correlation	.865**	.500**	.457**	1	.564**	.397**	.654**	.503**	.788**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.05	Pearson Correlation	.702**	.425**	.468**	.564**	1	.429**	.740**	.446**	.758**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.06	Pearson Correlation	.324**	.803**	.691**	.397**	.429**	1	.474**	.638**	.780**
	Sig. (2-tailed)	.001	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.07	Pearson Correlation	.762**	.431**	.381**	.654**	.740**	.474**	1	.376**	.765**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X2.08	Pearson Correlation	.423**	.668**	.550**	.503**	.446**	.638**	.376**	1	.746**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Total_X2	Pearson Correlation	.780**	.809**	.770**	.788**	.758**	.780**	.765**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.904	8



3. Variabel Minat Beli (Y)

		Correlations						
		Y.01	Y.02	Y.03	Y.04	Y.05	Y.06	Total_Y
Y.01	Pearson Correlation	1	.546**	.677**	.801**	.445**	.633**	.851**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y.02	Pearson Correlation	.546**	1	.597**	.485**	.682**	.366**	.759**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y.03	Pearson Correlation	.677**	.597**	1	.584**	.503**	.606**	.827**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y.04	Pearson Correlation	.801**	.485**	.584**	1	.605**	.664**	.851**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
Y.05	Pearson Correlation	.445**	.682**	.503**	.605**	1	.516**	.766**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
Y.06	Pearson Correlation	.633**	.366**	.606**	.664**	.516**	1	.784**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Total_Y	Pearson Correlation	.851**	.759**	.827**	.851**	.766**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	6

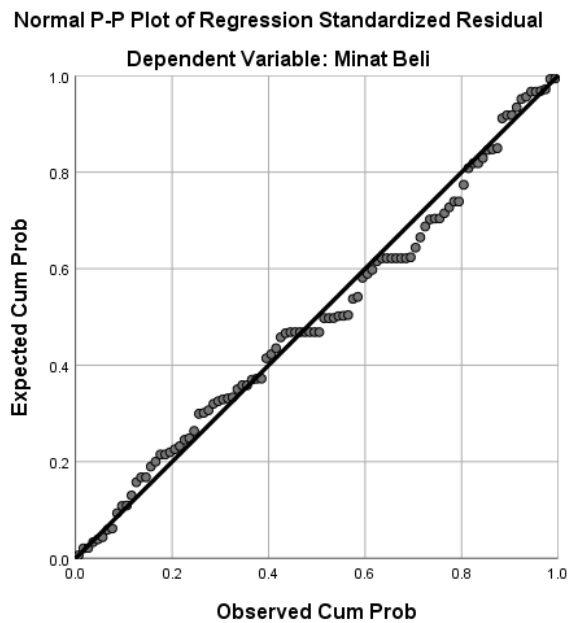
Lampiran 04. Analisis Deskriptif**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Direct Marketing	100	24.00	40.00	35.2200	4.38450
Online Customer Review	100	24.00	40.00	34.3500	3.71014
Minat Beli	100	18.00	30.00	25.8900	2.98784
Valid N (listwise)	100				



Lampiran 05. Uji Asumsi Klasik

1. Uji Normalita



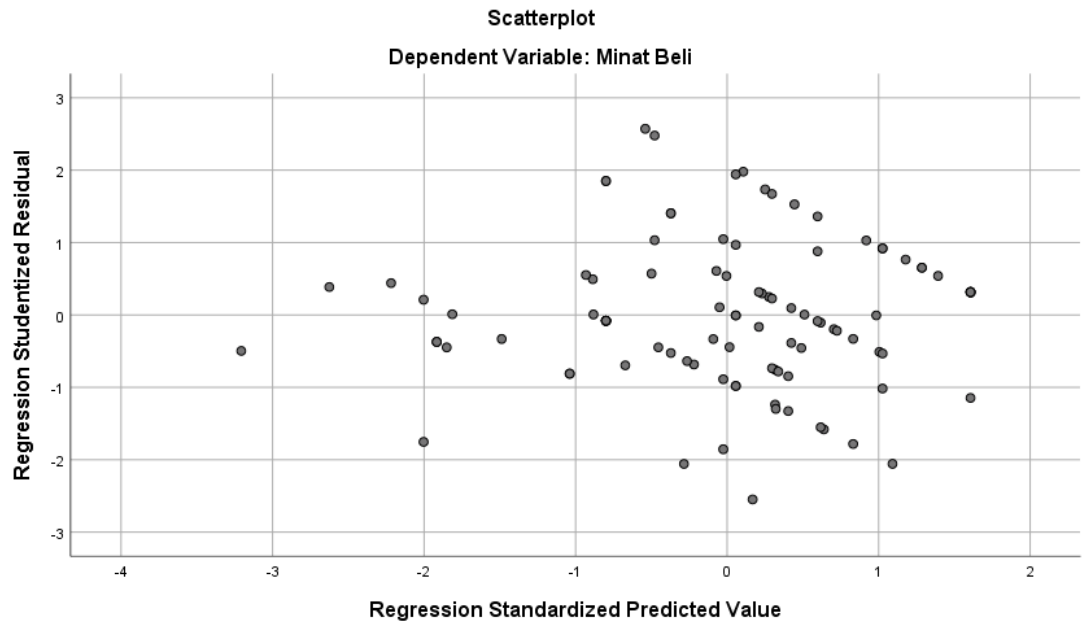
2. Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.414	2.201		1.551	.124		
	Direct Marketing	.231	.052	.339	4.439	.000	.848	1.179
	Online Customer Review	.418	.061	.518	6.792	.000	.848	1.179

a. Dependent Variable: Minat Beli

3. Uji Heterokedastisitas



Lampiran 06. Pengujian Hipotesis

1. Koefisien Regresi dan Uji t

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.414	2.201		1.551	.124
	Direct Marketing	.231	.052	.339	4.439	.000
	Online Customer Review	.418	.061	.518	6.792	.000

a. Dependent Variable: Minat Beli

2. Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.521	.511	2.09012

a. Predictors: (Constant), Online Customer Review, Direct Marketing

3. Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	460.034	2	230.017	52.652	.000 ^b
	Residual	423.756	97	4.369		
	Total	883.790	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Online Customer Review, Direct Marketing

F-Tabel = (2:100) adalah 3,09

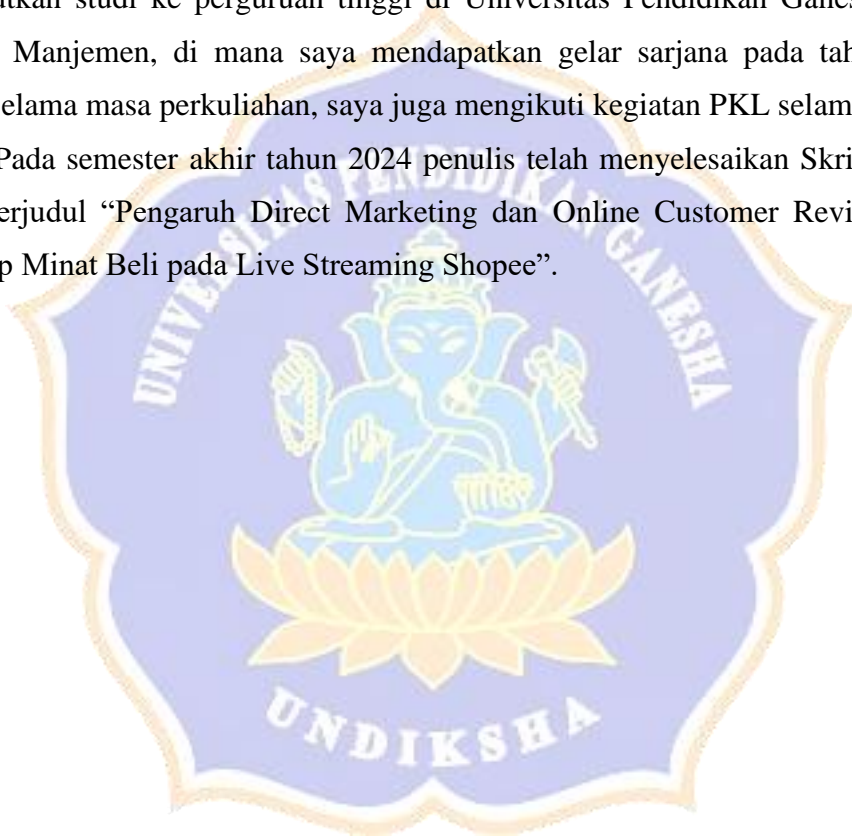
Lampiran 07. Dokumentasi



RIWAYAT HIDUP



Saya, I Putu Krishna Mahendra Putra lahir di Mas Ubud pada tanggal 24 September 2002. Pendidikan formal saya dimulai dari Sekolah Dasar di SD Lab Undiksha, kemudian melanjutkan ke Sekolah Menengah Pertama di SMP N 2 Singaraja, dan lulus dari Sekolah Menengah Atas di SMA N 2 Singaraja. Setelah itu, saya melanjutkan studi ke perguruan tinggi di Universitas Pendidikan Ganesha jurusan Manajemen, di mana saya mendapatkan gelar sarjana pada tahun 2024. Selama masa perkuliahan, saya juga mengikuti kegiatan PKL selama 3 bulan. Pada semester akhir tahun 2024 penulis telah menyelesaikan Skripsi yang berjudul “Pengaruh Direct Marketing dan Online Customer Review terhadap Minat Beli pada Live Streaming Shopee”.



SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa karya tulis yang berjudul “ Pengaruh *Direct Marketing* dan *Online Customer Review* terhadap Minat Beli pada *Live Streaming Shopee*” beserta seluruh isinya adalah benar-benar karya sendiri dan saya tidak melakukan penjiplakan dan pengutipan dengan cara-cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran atas etika keilmuan dalam karya saya ini atau ada klaim terhadap keaslian karya saya ini.

Singaraja, 18 November 2024

I Putu Krishna Mahendra Putra

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