



## **LAMPIRAN-LAMPIRAN**

## Lampiran 01. Surat Permohonan Penelitian



KEMENTERIAN PENDIDIKAN TINGGI, SAINS,  
DAN TEKNOLOGI  
**UNIVERSITAS PENDIDIKAN GANESHA**  
**FAKULTAS EKONOMI**

Jalan Udayana No. 11 Singaraja-Bali. Telepon : (0362) 26830  
Website : <http://www.fe.undiksha.ac.id/>

Nomor : 395/UN48.13.1/DL/2025

Singaraja, 3 Maret 2025

Lamp. : -

Hal : *Permohonan Observasi Awal/Wawancara/Data dan Penelitian*

Kepada Yth. **Owner Toko Kosmetik Queen Beauty Singaraja**

di-

Tempat

Dengan Hormat,

Wakil Dekan I Fakultas Ekonomi Universitas Pendidikan Ganesha menerangkan bahwa mahasiswa/i tersebut dibawah ini :

|        |                          |
|--------|--------------------------|
| Nama   | : Putu Refi Mariska Dewi |
| NIM.   | : 2117041153             |
| Prodi. | : S1 Manajemen           |
| Kontak | : 081238356519           |

Bermaksud mengadakan observasi awal/wawancara/ dan penelitian lapangan untuk menempuh atau menyusun tugas akhir, skripsi dan melengkapi tugas lainnya. Sehubungan dengan hal tersebut, kami mohon izin agar mahasiswa kami dapat diberikan data di tempat yang Bapak/Ibu/Sdr. Pimpin.

Demikian surat ini kami buat agar bisa digunakan sebagaimana mestinya. Atas perhatian dan kerjasamanya, kami sampaikan terima kasih.

a.n. Dekan,  
Wakil Dekan I,



Ni Made Suci  
NIP. 196810291993032001



Balai  
Sertifikasi  
Elektronik

Catatan :

- UU ITE No. 11 Tahun 2008 Pasal 5 ayat 1 "Informasi Elektronik dan/atau Dokumen Elektronik dan/atau hasil cetaknya merupakan alat bukti hukum yang sah"
- Dokumen ini tertanda ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan BsrE
- Surat ini dapat dibuktikan keasliannya dengan menggunakan *qr code* yang telah tersedia

## Lampiran 02. Kuesioner Penelitian



**KUESIONER PENELITIAN**  
**UNIVERSITAS PENDIDIKAN GANESHA**  
**FAKULTAS EKONOMI**  
**JURUSAN MANAJEMEN**

Kepada Yth. Bapak/Ibu/Saudara/i

Hal: Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada program Studi Manajemen, dengan ini saya Putu Refi Mariska Dewi melakukan penelitian dengan judul **“Pengaruh Gaya Hidup dan *E-WOM* terhadap Keputusan Pembelian Produk *Sunscreen* Merek Azarine”**.

Maka dengan ini, saya mohon kesediaan bapak/ibu/saudara/i untuk berkenan berpartisipasi dalam penelitian ini dengan mengisi kuesioner terlampir. Data yang saya kumpulkan merupakan murni untuk tujuan penelitian dan diperlakukan secara konfidensial. Demikian saya sampaikan, atas perhatian dan kesediaan bapak/ibu/saudara/i mengisi kuesioner ini saya ucapkan terimakasih.

Singaraja, 4 Februari 2025

Peneliti

Putu Refi Mariska Dewi

CP. 081238356519

- Apakah anda pernah membeli produk *sunscreen* merek Azarine di Toko Kosmetik Queen Beauty Singaraja atau sedang menggunakan produk *sunscreen* merek Azarine?

☐ IYA                      ☐ TIDAK

Jika anda menjawab IYA, silahkan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK, silahkan berhenti untuk mengisi kuesioner.

#### A. Identitas Responden

Responden diharapkan menjawab pertanyaan-pertanyaan berikut dengan mengisi bagian yang kosong atau memberi tanda (✓) pada kotak jawaban yang tersedia.

1. Nama :
2. Usia :
3. Jenis Kelamin : ☐ Laki-Laki ☐ Perempuan
4. Pendidikan :
 

|                                        |                                        |
|----------------------------------------|----------------------------------------|
| <input type="checkbox"/> SD            | <input type="checkbox"/> Sarjana (S1)  |
| <input type="checkbox"/> SMP           | <input type="checkbox"/> Magister (S2) |
| <input type="checkbox"/> SMA/Sederajat | <input type="checkbox"/> Doktor (S3)   |
| <input type="checkbox"/> Diploma       |                                        |
5. Pekerjaan :
 

|                                            |                                    |
|--------------------------------------------|------------------------------------|
| <input type="checkbox"/> Pelajar/Mahasiswa | <input type="checkbox"/> Wirausaha |
| <input type="checkbox"/> Petani            | <input type="checkbox"/> PNS       |
| <input type="checkbox"/> Karyawan Swasta   | <input type="checkbox"/> TNI/Polri |
6. Pendapatan per Bulan :
 

|                                                  |
|--------------------------------------------------|
| <input type="checkbox"/> < Rp2.500.000           |
| <input type="checkbox"/> Rp2.500.000-Rp5.000.000 |
| <input type="checkbox"/> >Rp5.000.000            |

#### B. Petunjuk Pengisian Kuesioner

Silakan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

Keterangan :

SS : Sangat Setuju

S : Setuju

CS : Cukup Setuju

TS : Tidak Setuju

STS: Sangat Tidak Setuju

### C. Draf Pernyataan

#### Gaya Hidup

| No                           | Pernyataan                                                                                                                                          | SS | S | CS | TS | STS |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <i>Kegiatan (Activities)</i> |                                                                                                                                                     |    |   |    |    |     |
| 1.                           | Saya selalu menggunakan produk <i>sunscreen</i> merek Azarine dalam melakukan aktivitas sehari-hari                                                 |    |   |    |    |     |
| <i>Minat (Interest)</i>      |                                                                                                                                                     |    |   |    |    |     |
| 2.                           | Saya tertarik untuk membeli produk <i>sunscreen</i> merek Azarine karena memiliki beragam varian dan pilihan untuk berbagai jenis kulit             |    |   |    |    |     |
| <i>Pendapat (Opinion)</i>    |                                                                                                                                                     |    |   |    |    |     |
| 3.                           | Saya merasa penggunaan produk <i>sunscreen</i> merek Azarine sangat penting untuk melindungi kulit wajah dari dampak negatif paparan sinar matahari |    |   |    |    |     |

#### *Electronic Word of Mouth (E-WOM)*

| No                        | Pernyataan                                                                                                                                                  | SS | S | CS | TS | STS |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| <i>Intensity</i>          |                                                                                                                                                             |    |   |    |    |     |
| 1.                        | Sebelum membeli produk <i>sunscreen</i> merek Azarine, saya terlebih dahulu melihat ulasan atau pendapat konsumen di media sosial mengenai produk tersebut. |    |   |    |    |     |
| <i>Valance of opinion</i> |                                                                                                                                                             |    |   |    |    |     |
| 2.                        | Melalui media sosial saya mendapatkan banyak informasi berupa komentar / <i>review</i> positif dari pengguna produk <i>sunscreen</i> merek Azarine          |    |   |    |    |     |

| Content |                                                                                                                                                                                                                                         |  |  |  |  |  |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 3.      | Saya membeli produk <i>sunscreen</i> merek Azarine karena mendapatkan informasi yang jelas dan lengkap mengenai keunggulan dan manfaat dari produk tersebut melalui <i>review</i> , ulasan, dan pendapat yang saya baca di media sosial |  |  |  |  |  |

### Keputusan Pembelian

| No                        | Pernyataan                                                                                                                                             | SS | S | CS | TS | STS |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----|
| Pemilihan produk          |                                                                                                                                                        |    |   |    |    |     |
| 1.                        | Saya membeli produk <i>sunscreen</i> merek Azarine karena sesuai dengan kebutuhan kulit saya                                                           |    |   |    |    |     |
| Pemilihan merek           |                                                                                                                                                        |    |   |    |    |     |
| 2.                        | Saya membeli produk <i>sunscreen</i> Azarine karena mereknya sudah dikenal banyak orang                                                                |    |   |    |    |     |
| Pemilihan tempat penyalur |                                                                                                                                                        |    |   |    |    |     |
| 3.                        | Saya membeli produk <i>sunscreen</i> merek Azarine di Toko Kosmetik Queen Beauty Singaraja karena persediaan produknya yang lengkap                    |    |   |    |    |     |
| Waktu pembelian           |                                                                                                                                                        |    |   |    |    |     |
| 4.                        | Saya melakukan pembelian produk <i>sunscreen</i> merek Azarine ketika persediaan saya sudah habis                                                      |    |   |    |    |     |
| Jumlah pembelian          |                                                                                                                                                        |    |   |    |    |     |
| 5.                        | Saya membeli produk <i>sunscreen</i> merek Azarine sesuai dengan jumlah yang saya butuhkan                                                             |    |   |    |    |     |
| Metode pembayaran         |                                                                                                                                                        |    |   |    |    |     |
| 6.                        | Saya melakukan pembelian produk <i>sunscreen</i> merek Azarine di Toko Kosmetik Queen Beauty Singaraja, baik dengan pembayaran tunai atau via transfer |    |   |    |    |     |

### Lampiran 03. Tabulasi Data Responden

#### 1) Tabulasi Data Sampel Kecil (N=30)

| No<br>Res | Gaya Hidup (X <sub>1</sub> ) |      |      | T<br>X <sub>1</sub> | E-WOM (X <sub>2</sub> ) |      |      | T<br>X <sub>2</sub> | Keputusan Pembelian (Y) |    |    |    |    |    | TY |
|-----------|------------------------------|------|------|---------------------|-------------------------|------|------|---------------------|-------------------------|----|----|----|----|----|----|
|           | X1.1                         | X1.2 | X1.3 |                     | X2.1                    | X2.2 | X2.3 |                     | Y1                      | Y2 | Y3 | Y4 | Y5 | Y6 |    |
| 1         | 3                            | 4    | 4    | 11                  | 4                       | 5    | 5    | 14                  | 3                       | 2  | 2  | 2  | 1  | 3  | 13 |
| 2         | 5                            | 5    | 4    | 14                  | 5                       | 5    | 5    | 15                  | 4                       | 5  | 5  | 4  | 5  | 4  | 27 |
| 3         | 5                            | 4    | 5    | 14                  | 3                       | 4    | 4    | 11                  | 4                       | 4  | 3  | 4  | 5  | 5  | 25 |
| 4         | 4                            | 4    | 5    | 13                  | 4                       | 4    | 5    | 13                  | 3                       | 3  | 4  | 4  | 4  | 4  | 22 |
| 5         | 5                            | 5    | 5    | 15                  | 5                       | 5    | 4    | 14                  | 4                       | 4  | 4  | 4  | 4  | 4  | 24 |
| 6         | 4                            | 3    | 4    | 11                  | 3                       | 3    | 4    | 10                  | 4                       | 3  | 3  | 4  | 3  | 3  | 21 |
| 7         | 4                            | 5    | 4    | 13                  | 3                       | 4    | 5    | 12                  | 4                       | 4  | 4  | 3  | 3  | 4  | 22 |
| 8         | 4                            | 4    | 5    | 13                  | 4                       | 4    | 4    | 12                  | 5                       | 4  | 4  | 5  | 4  | 4  | 26 |
| 9         | 4                            | 3    | 3    | 10                  | 3                       | 4    | 4    | 11                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 10        | 5                            | 5    | 5    | 15                  | 4                       | 5    | 5    | 14                  | 5                       | 4  | 5  | 4  | 5  | 5  | 28 |
| 11        | 4                            | 4    | 4    | 12                  | 4                       | 4    | 4    | 12                  | 5                       | 5  | 4  | 5  | 4  | 5  | 28 |
| 12        | 4                            | 4    | 3    | 11                  | 4                       | 4    | 3    | 11                  | 4                       | 3  | 3  | 4  | 4  | 5  | 23 |
| 13        | 3                            | 4    | 4    | 11                  | 4                       | 4    | 5    | 13                  | 3                       | 4  | 5  | 3  | 4  | 4  | 23 |
| 14        | 4                            | 5    | 5    | 14                  | 5                       | 4    | 5    | 14                  | 5                       | 4  | 4  | 5  | 5  | 5  | 28 |
| 15        | 2                            | 3    | 3    | 8                   | 4                       | 5    | 4    | 13                  | 4                       | 2  | 4  | 4  | 5  | 5  | 24 |
| 16        | 4                            | 4    | 5    | 13                  | 4                       | 4    | 5    | 13                  | 5                       | 4  | 4  | 4  | 4  | 5  | 26 |
| 17        | 3                            | 4    | 4    | 11                  | 3                       | 4    | 4    | 11                  | 4                       | 4  | 5  | 5  | 4  | 5  | 27 |
| 18        | 5                            | 5    | 4    | 14                  | 4                       | 5    | 5    | 14                  | 4                       | 4  | 4  | 5  | 5  | 5  | 27 |
| 19        | 3                            | 4    | 4    | 11                  | 3                       | 4    | 3    | 10                  | 3                       | 2  | 3  | 4  | 4  | 4  | 20 |
| 20        | 3                            | 3    | 3    | 9                   | 4                       | 4    | 4    | 12                  | 4                       | 3  | 3  | 3  | 4  | 4  | 21 |
| 21        | 4                            | 4    | 5    | 13                  | 3                       | 3    | 4    | 10                  | 5                       | 5  | 4  | 4  | 5  | 5  | 28 |
| 22        | 5                            | 4    | 4    | 13                  | 4                       | 4    | 4    | 12                  | 4                       | 4  | 5  | 5  | 4  | 4  | 26 |
| 23        | 4                            | 5    | 4    | 13                  | 4                       | 5    | 5    | 14                  | 4                       | 3  | 5  | 5  | 4  | 4  | 25 |
| 24        | 5                            | 5    | 5    | 15                  | 5                       | 4    | 5    | 14                  | 5                       | 5  | 4  | 5  | 4  | 4  | 27 |
| 25        | 4                            | 4    | 5    | 13                  | 3                       | 2    | 3    | 8                   | 5                       | 5  | 4  | 3  | 5  | 5  | 27 |
| 26        | 4                            | 3    | 4    | 11                  | 5                       | 5    | 4    | 14                  | 5                       | 5  | 4  | 4  | 5  | 5  | 28 |
| 27        | 5                            | 5    | 4    | 14                  | 5                       | 4    | 5    | 14                  | 3                       | 3  | 3  | 3  | 4  | 4  | 20 |
| 28        | 4                            | 4    | 5    | 13                  | 4                       | 4    | 4    | 12                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 29        | 4                            | 4    | 4    | 12                  | 4                       | 2    | 3    | 9                   | 3                       | 4  | 3  | 2  | 3  | 3  | 18 |
| 30        | 4                            | 4    | 5    | 13                  | 3                       | 3    | 4    | 10                  | 5                       | 5  | 5  | 4  | 4  | 5  | 28 |

## 2) Tabulasi Data Sampel Besar (N=120)

| No<br>Res | Gaya Hidup (X <sub>1</sub> ) |      |      | T<br>X <sub>1</sub> | E-WOM (X <sub>2</sub> ) |      |      | T<br>X <sub>2</sub> | Keputusan Pembelian (Y) |    |    |    |    |    | TY |
|-----------|------------------------------|------|------|---------------------|-------------------------|------|------|---------------------|-------------------------|----|----|----|----|----|----|
|           | X1.1                         | X1.2 | X1.3 |                     | X2.1                    | X2.2 | X2.3 |                     | Y1                      | Y2 | Y3 | Y4 | Y5 | Y6 |    |
| 1         | 5                            | 5    | 5    | 15                  | 5                       | 5    | 5    | 15                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 2         | 4                            | 3    | 3    | 10                  | 4                       | 4    | 3    | 11                  | 5                       | 5  | 4  | 2  | 5  | 3  | 24 |
| 3         | 5                            | 5    | 4    | 14                  | 4                       | 4    | 4    | 12                  | 5                       | 5  | 4  | 5  | 4  | 4  | 27 |
| 4         | 5                            | 5    | 5    | 15                  | 3                       | 5    | 4    | 12                  | 4                       | 5  | 5  | 5  | 5  | 5  | 29 |
| 5         | 5                            | 5    | 5    | 15                  | 5                       | 5    | 5    | 15                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 6         | 5                            | 3    | 4    | 12                  | 4                       | 5    | 4    | 13                  | 4                       | 4  | 5  | 4  | 5  | 5  | 27 |
| 7         | 4                            | 3    | 3    | 10                  | 4                       | 4    | 3    | 11                  | 5                       | 4  | 5  | 2  | 4  | 4  | 24 |
| 8         | 4                            | 4    | 4    | 12                  | 5                       | 5    | 5    | 15                  | 5                       | 5  | 5  | 4  | 4  | 5  | 28 |
| 9         | 5                            | 3    | 5    | 13                  | 3                       | 4    | 4    | 11                  | 5                       | 4  | 5  | 4  | 5  | 4  | 27 |
| 10        | 4                            | 4    | 3    | 11                  | 3                       | 4    | 4    | 11                  | 5                       | 3  | 4  | 4  | 4  | 4  | 24 |
| 11        | 5                            | 5    | 5    | 15                  | 4                       | 4    | 3    | 11                  | 5                       | 5  | 5  | 4  | 5  | 5  | 29 |
| 12        | 5                            | 4    | 4    | 13                  | 5                       | 5    | 5    | 15                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 13        | 4                            | 5    | 4    | 13                  | 4                       | 4    | 4    | 12                  | 5                       | 3  | 5  | 5  | 5  | 5  | 28 |
| 14        | 5                            | 4    | 5    | 14                  | 4                       | 4    | 4    | 12                  | 5                       | 5  | 4  | 5  | 5  | 5  | 29 |
| 15        | 4                            | 4    | 3    | 11                  | 4                       | 4    | 3    | 11                  | 5                       | 4  | 5  | 2  | 3  | 5  | 24 |
| 16        | 5                            | 4    | 4    | 13                  | 3                       | 5    | 5    | 13                  | 5                       | 5  | 5  | 3  | 5  | 5  | 28 |
| 17        | 5                            | 3    | 5    | 13                  | 4                       | 3    | 3    | 10                  | 5                       | 4  | 5  | 4  | 4  | 5  | 27 |
| 18        | 4                            | 3    | 4    | 11                  | 5                       | 5    | 5    | 15                  | 5                       | 3  | 4  | 5  | 5  | 4  | 26 |
| 19        | 5                            | 3    | 3    | 11                  | 3                       | 4    | 3    | 10                  | 4                       | 3  | 4  | 3  | 5  | 5  | 24 |
| 20        | 5                            | 4    | 4    | 13                  | 5                       | 5    | 3    | 13                  | 5                       | 5  | 5  | 5  | 5  | 4  | 29 |
| 21        | 5                            | 3    | 3    | 11                  | 5                       | 5    | 5    | 15                  | 5                       | 4  | 5  | 5  | 5  | 5  | 29 |
| 22        | 4                            | 5    | 4    | 13                  | 2                       | 4    | 5    | 11                  | 5                       | 4  | 5  | 5  | 4  | 4  | 27 |
| 23        | 5                            | 5    | 3    | 13                  | 4                       | 5    | 3    | 12                  | 5                       | 5  | 5  | 4  | 5  | 5  | 29 |
| 24        | 5                            | 4    | 5    | 14                  | 4                       | 4    | 2    | 10                  | 5                       | 4  | 5  | 5  | 5  | 5  | 29 |
| 25        | 4                            | 3    | 3    | 10                  | 4                       | 5    | 5    | 14                  | 5                       | 2  | 4  | 4  | 5  | 5  | 25 |
| 26        | 5                            | 3    | 5    | 13                  | 5                       | 4    | 5    | 14                  | 5                       | 5  | 4  | 5  | 5  | 5  | 29 |
| 27        | 5                            | 4    | 3    | 12                  | 3                       | 5    | 5    | 13                  | 5                       | 4  | 3  | 5  | 5  | 5  | 27 |
| 28        | 5                            | 5    | 5    | 15                  | 4                       | 4    | 3    | 11                  | 5                       | 5  | 4  | 4  | 5  | 5  | 28 |
| 29        | 4                            | 3    | 3    | 10                  | 3                       | 4    | 3    | 10                  | 5                       | 4  | 3  | 2  | 4  | 4  | 22 |
| 30        | 5                            | 2    | 3    | 10                  | 4                       | 5    | 2    | 11                  | 5                       | 3  | 4  | 5  | 4  | 4  | 25 |
| 31        | 4                            | 2    | 4    | 10                  | 2                       | 5    | 3    | 10                  | 4                       | 4  | 3  | 2  | 5  | 3  | 21 |
| 32        | 5                            | 5    | 4    | 14                  | 5                       | 5    | 3    | 13                  | 5                       | 5  | 4  | 5  | 5  | 4  | 28 |
| 33        | 5                            | 4    | 4    | 13                  | 5                       | 4    | 4    | 13                  | 4                       | 5  | 5  | 4  | 5  | 5  | 28 |
| 34        | 5                            | 5    | 4    | 14                  | 5                       | 5    | 4    | 14                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 35        | 4                            | 5    | 4    | 13                  | 3                       | 5    | 3    | 11                  | 5                       | 3  | 5  | 5  | 5  | 4  | 27 |
| 36        | 5                            | 5    | 4    | 14                  | 5                       | 5    | 5    | 15                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 37        | 5                            | 4    | 5    | 14                  | 5                       | 5    | 4    | 14                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 38        | 5                            | 5    | 5    | 15                  | 4                       | 4    | 3    | 11                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 39        | 5                            | 4    | 3    | 12                  | 5                       | 5    | 4    | 14                  | 4                       | 4  | 4  | 4  | 5  | 5  | 26 |
| 40        | 5                            | 5    | 4    | 14                  | 5                       | 5    | 5    | 15                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 41        | 5                            | 5    | 5    | 15                  | 4                       | 4    | 4    | 12                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 42        | 4                            | 3    | 4    | 11                  | 3                       | 4    | 5    | 12                  | 4                       | 4  | 4  | 5  | 5  | 3  | 25 |
| 43        | 5                            | 3    | 4    | 12                  | 4                       | 4    | 4    | 12                  | 5                       | 4  | 5  | 4  | 3  | 4  | 25 |
| 44        | 5                            | 4    | 5    | 14                  | 4                       | 5    | 3    | 12                  | 5                       | 5  | 3  | 4  | 5  | 5  | 27 |
| 45        | 4                            | 3    | 3    | 10                  | 3                       | 4    | 3    | 10                  | 4                       | 3  | 3  | 3  | 3  | 4  | 20 |
| 46        | 4                            | 3    | 4    | 11                  | 5                       | 5    | 2    | 12                  | 5                       | 5  | 4  | 4  | 4  | 5  | 27 |
| 47        | 4                            | 3    | 4    | 11                  | 5                       | 5    | 5    | 15                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 48        | 5                            | 5    | 5    | 15                  | 5                       | 5    | 3    | 13                  | 5                       | 4  | 5  | 5  | 5  | 5  | 29 |
| 49        | 5                            | 3    | 3    | 11                  | 4                       | 4    | 5    | 13                  | 4                       | 4  | 4  | 4  | 4  | 5  | 25 |
| 50        | 4                            | 4    | 4    | 12                  | 4                       | 4    | 2    | 10                  | 5                       | 3  | 3  | 4  | 4  | 4  | 23 |
| 51        | 5                            | 5    | 4    | 14                  | 5                       | 5    | 2    | 12                  | 5                       | 3  | 5  | 5  | 5  | 5  | 28 |
| 52        | 5                            | 4    | 5    | 14                  | 4                       | 4    | 4    | 12                  | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |

| No<br>Res | Gaya Hidup (X <sub>1</sub> ) |      |      | T<br>X1 | E-WOM (X <sub>2</sub> ) |      |      | T<br>X2 | Keputusan Pembelian (Y) |    |    |    |    |    | TY |
|-----------|------------------------------|------|------|---------|-------------------------|------|------|---------|-------------------------|----|----|----|----|----|----|
|           | X1.1                         | X1.2 | X1.3 |         | X2.1                    | X2.2 | X2.3 |         | Y1                      | Y2 | Y3 | Y4 | Y5 | Y6 |    |
| 53        | 4                            | 3    | 3    | 10      | 5                       | 4    | 3    | 12      | 5                       | 4  | 4  | 2  | 4  | 4  | 23 |
| 54        | 5                            | 5    | 5    | 15      | 5                       | 5    | 4    | 14      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 55        | 4                            | 2    | 4    | 10      | 3                       | 5    | 3    | 11      | 4                       | 4  | 4  | 2  | 4  | 4  | 22 |
| 56        | 5                            | 2    | 4    | 11      | 4                       | 5    | 5    | 14      | 5                       | 3  | 5  | 5  | 5  | 5  | 28 |
| 57        | 5                            | 2    | 3    | 10      | 4                       | 4    | 3    | 11      | 5                       | 4  | 3  | 3  | 4  | 4  | 23 |
| 58        | 4                            | 4    | 4    | 12      | 5                       | 5    | 2    | 12      | 4                       | 5  | 5  | 5  | 4  | 4  | 27 |
| 59        | 5                            | 5    | 4    | 14      | 4                       | 4    | 4    | 12      | 5                       | 5  | 3  | 5  | 5  | 5  | 28 |
| 60        | 4                            | 4    | 3    | 11      | 5                       | 5    | 4    | 14      | 5                       | 5  | 5  | 5  | 3  | 5  | 28 |
| 61        | 5                            | 3    | 2    | 10      | 5                       | 4    | 5    | 14      | 4                       | 4  | 4  | 5  | 5  | 4  | 26 |
| 62        | 5                            | 5    | 5    | 15      | 4                       | 4    | 3    | 11      | 5                       | 4  | 4  | 4  | 5  | 5  | 27 |
| 63        | 5                            | 3    | 4    | 12      | 3                       | 5    | 5    | 13      | 4                       | 5  | 5  | 4  | 4  | 5  | 27 |
| 64        | 4                            | 4    | 4    | 12      | 4                       | 5    | 2    | 11      | 5                       | 4  | 4  | 5  | 5  | 4  | 27 |
| 65        | 4                            | 3    | 3    | 10      | 5                       | 5    | 4    | 14      | 5                       | 5  | 4  | 5  | 5  | 4  | 28 |
| 66        | 5                            | 5    | 4    | 14      | 5                       | 5    | 5    | 15      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 67        | 4                            | 3    | 3    | 10      | 5                       | 4    | 5    | 14      | 4                       | 4  | 5  | 5  | 4  | 4  | 26 |
| 68        | 5                            | 2    | 4    | 11      | 5                       | 5    | 5    | 15      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 69        | 4                            | 2    | 4    | 10      | 2                       | 5    | 3    | 10      | 5                       | 2  | 4  | 3  | 3  | 5  | 22 |
| 70        | 5                            | 3    | 4    | 12      | 5                       | 5    | 4    | 14      | 5                       | 4  | 3  | 5  | 5  | 5  | 27 |
| 71        | 4                            | 3    | 3    | 10      | 3                       | 4    | 3    | 10      | 5                       | 5  | 4  | 2  | 4  | 4  | 24 |
| 72        | 5                            | 4    | 5    | 14      | 5                       | 5    | 3    | 13      | 5                       | 4  | 5  | 5  | 5  | 5  | 29 |
| 73        | 5                            | 5    | 5    | 15      | 4                       | 4    | 3    | 11      | 5                       | 5  | 5  | 5  | 5  | 4  | 29 |
| 74        | 5                            | 5    | 3    | 13      | 5                       | 5    | 5    | 15      | 4                       | 5  | 5  | 5  | 5  | 5  | 29 |
| 75        | 3                            | 3    | 4    | 10      | 4                       | 4    | 3    | 11      | 4                       | 5  | 4  | 2  | 3  | 3  | 21 |
| 76        | 5                            | 5    | 4    | 14      | 4                       | 3    | 3    | 10      | 5                       | 4  | 4  | 4  | 5  | 4  | 26 |
| 77        | 5                            | 4    | 5    | 14      | 5                       | 5    | 5    | 15      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 78        | 5                            | 5    | 5    | 15      | 4                       | 4    | 3    | 11      | 5                       | 5  | 4  | 4  | 5  | 5  | 28 |
| 79        | 5                            | 4    | 3    | 12      | 4                       | 5    | 5    | 14      | 4                       | 3  | 5  | 5  | 5  | 5  | 27 |
| 80        | 5                            | 4    | 5    | 14      | 4                       | 4    | 4    | 12      | 5                       | 5  | 3  | 5  | 5  | 5  | 28 |
| 81        | 5                            | 4    | 5    | 14      | 4                       | 3    | 3    | 10      | 5                       | 4  | 5  | 5  | 3  | 5  | 27 |
| 82        | 4                            | 5    | 5    | 14      | 3                       | 5    | 3    | 11      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 83        | 5                            | 4    | 4    | 14      | 4                       | 4    | 2    | 10      | 4                       | 5  | 5  | 4  | 5  | 4  | 27 |
| 84        | 4                            | 3    | 4    | 11      | 5                       | 3    | 2    | 10      | 5                       | 5  | 4  | 1  | 4  | 4  | 23 |
| 85        | 5                            | 3    | 3    | 11      | 5                       | 5    | 5    | 15      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 86        | 4                            | 4    | 4    | 12      | 5                       | 5    | 5    | 15      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 87        | 4                            | 2    | 4    | 10      | 3                       | 5    | 4    | 12      | 5                       | 4  | 5  | 2  | 4  | 3  | 23 |
| 88        | 5                            | 5    | 4    | 14      | 4                       | 5    | 5    | 14      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 89        | 5                            | 5    | 5    | 15      | 3                       | 5    | 2    | 10      | 4                       | 5  | 4  | 4  | 5  | 5  | 27 |
| 90        | 4                            | 3    | 3    | 10      | 4                       | 4    | 3    | 11      | 5                       | 4  | 4  | 2  | 3  | 5  | 23 |
| 91        | 5                            | 5    | 5    | 15      | 3                       | 5    | 5    | 13      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 92        | 4                            | 3    | 3    | 10      | 4                       | 3    | 3    | 10      | 4                       | 3  | 4  | 4  | 4  | 4  | 23 |
| 93        | 4                            | 4    | 4    | 12      | 2                       | 4    | 4    | 10      | 4                       | 4  | 4  | 4  | 4  | 4  | 24 |
| 94        | 5                            | 4    | 5    | 14      | 5                       | 5    | 2    | 12      | 5                       | 4  | 5  | 5  | 5  | 5  | 29 |
| 95        | 5                            | 5    | 4    | 14      | 4                       | 5    | 5    | 14      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 96        | 5                            | 5    | 3    | 13      | 3                       | 5    | 5    | 13      | 5                       | 4  | 5  | 4  | 5  | 5  | 28 |
| 97        | 5                            | 5    | 5    | 15      | 5                       | 5    | 5    | 15      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 98        | 4                            | 3    | 3    | 10      | 5                       | 5    | 5    | 15      | 4                       | 3  | 5  | 5  | 5  | 5  | 27 |
| 99        | 4                            | 2    | 4    | 10      | 4                       | 4    | 3    | 11      | 4                       | 3  | 4  | 4  | 4  | 3  | 22 |
| 100       | 4                            | 3    | 4    | 11      | 5                       | 5    | 3    | 13      | 5                       | 5  | 4  | 4  | 5  | 4  | 27 |
| 101       | 5                            | 5    | 3    | 13      | 5                       | 5    | 5    | 15      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |
| 102       | 3                            | 4    | 4    | 11      | 4                       | 4    | 3    | 11      | 4                       | 3  | 4  | 4  | 5  | 5  | 24 |
| 103       | 5                            | 3    | 3    | 11      | 5                       | 4    | 5    | 14      | 5                       | 5  | 5  | 2  | 5  | 5  | 27 |
| 104       | 4                            | 3    | 4    | 11      | 4                       | 4    | 3    | 11      | 4                       | 3  | 4  | 5  | 4  | 4  | 24 |
| 105       | 5                            | 5    | 5    | 15      | 5                       | 5    | 5    | 15      | 5                       | 5  | 5  | 5  | 5  | 5  | 30 |

| No<br>Res | Gaya Hidup (X <sub>1</sub> ) |      |      | T<br>X1 | E-WOM (X <sub>2</sub> ) |      |      | T<br>X2 | Keputusan Pembelian (Y) |     |     |     |     |     | TY   |
|-----------|------------------------------|------|------|---------|-------------------------|------|------|---------|-------------------------|-----|-----|-----|-----|-----|------|
|           | X1.1                         | X1.2 | X1.3 |         | X2.1                    | X2.2 | X2.3 |         | Y1                      | Y2  | Y3  | Y4  | Y5  | Y6  |      |
| 106       | 5                            | 5    | 5    | 15      | 4                       | 4    | 4    | 12      | 5                       | 5   | 3   | 5   | 5   | 5   | 28   |
| 107       | 5                            | 4    | 3    | 12      | 4                       | 5    | 3    | 12      | 4                       | 5   | 3   | 5   | 5   | 4   | 26   |
| 108       | 4                            | 4    | 4    | 12      | 4                       | 4    | 4    | 12      | 5                       | 4   | 4   | 4   | 4   | 4   | 25   |
| 109       | 5                            | 3    | 3    | 11      | 5                       | 5    | 5    | 15      | 5                       | 5   | 4   | 5   | 5   | 5   | 29   |
| 110       | 4                            | 4    | 5    | 13      | 5                       | 4    | 3    | 12      | 4                       | 4   | 4   | 5   | 5   | 5   | 27   |
| 111       | 4                            | 3    | 3    | 10      | 4                       | 5    | 4    | 13      | 5                       | 5   | 4   | 5   | 4   | 4   | 27   |
| 112       | 5                            | 5    | 5    | 15      | 5                       | 4    | 5    | 14      | 5                       | 5   | 5   | 5   | 5   | 5   | 30   |
| 113       | 4                            | 4    | 5    | 13      | 4                       | 4    | 3    | 11      | 4                       | 4   | 5   | 5   | 5   | 5   | 28   |
| 114       | 5                            | 4    | 5    | 14      | 3                       | 5    | 3    | 11      | 5                       | 5   | 5   | 5   | 5   | 5   | 30   |
| 115       | 5                            | 5    | 5    | 15      | 5                       | 5    | 5    | 15      | 5                       | 5   | 5   | 5   | 5   | 5   | 30   |
| 116       | 5                            | 5    | 5    | 15      | 3                       | 5    | 4    | 12      | 5                       | 5   | 5   | 5   | 5   | 5   | 30   |
| 117       | 4                            | 4    | 4    | 12      | 2                       | 5    | 5    | 12      | 4                       | 5   | 3   | 4   | 5   | 5   | 26   |
| 118       | 4                            | 3    | 3    | 10      | 4                       | 4    | 2    | 10      | 5                       | 3   | 5   | 1   | 4   | 4   | 22   |
| 119       | 5                            | 2    | 3    | 10      | 4                       | 5    | 5    | 14      | 5                       | 4   | 4   | 3   | 5   | 4   | 25   |
| 120       | 5                            | 5    | 4    | 14      | 4                       | 5    | 4    | 13      | 5                       | 5   | 4   | 5   | 5   | 5   | 29   |
| Σ         | 553                          | 464  | 482  | 1499    | 496                     | 543  | 456  | 1495    | 571                     | 524 | 533 | 514 | 557 | 551 | 3250 |



#### Lampiran 04. Hasil Uji Validitas dan Reliabilitas

##### Output SPSS Uji Validitas Variabel Gaya Hidup (X<sub>1</sub>)

|      |                     | Correlations |        |        |        |
|------|---------------------|--------------|--------|--------|--------|
|      |                     | X1.1         | X1.2   | X1.3   | X1     |
| X1.1 | Pearson Correlation | 1            | .587** | .439*  | .846** |
|      | Sig. (2-tailed)     |              | .001   | .015   | .000   |
|      | N                   | 30           | 30     | 30     | 30     |
| X1.2 | Pearson Correlation | .587**       | 1      | .434*  | .824** |
|      | Sig. (2-tailed)     | .001         |        | .017   | .000   |
|      | N                   | 30           | 30     | 30     | 30     |
| X1.3 | Pearson Correlation | .439*        | .434*  | 1      | .762** |
|      | Sig. (2-tailed)     | .015         | .017   |        | .000   |
|      | N                   | 30           | 30     | 30     | 30     |
| X1   | Pearson Correlation | .846**       | .824** | .762** | 1      |
|      | Sig. (2-tailed)     | .000         | .000   | .000   |        |
|      | N                   | 30           | 30     | 30     | 30     |

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

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

##### Output SPSS Uji Reliabilitas Variabel Gaya Hidup (X<sub>1</sub>)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .739             | 3          |

**Output SPSS Uji Validitas Variabel *E-WOM* (X<sub>2</sub>)**

|      |                     | <b>Correlations</b> |        |        |        |
|------|---------------------|---------------------|--------|--------|--------|
|      |                     | X2.1                | X2.2   | X2.3   | X2     |
| X2.1 | Pearson Correlation | 1                   | .485** | .406*  | .774** |
|      | Sig. (2-tailed)     |                     | .007   | .026   | .000   |
|      | N                   | 30                  | 30     | 30     | 30     |
| X2.2 | Pearson Correlation | .485**              | 1      | .539** | .853** |
|      | Sig. (2-tailed)     | .007                |        | .002   | .000   |
|      | N                   | 30                  | 30     | 30     | 30     |
| X2.3 | Pearson Correlation | .406*               | .539** | 1      | .792** |
|      | Sig. (2-tailed)     | .026                | .002   |        | .000   |
|      | N                   | 30                  | 30     | 30     | 30     |
| X2   | Pearson Correlation | .774**              | .853** | .792** | 1      |
|      | Sig. (2-tailed)     | .000                | .000   | .000   |        |
|      | N                   | 30                  | 30     | 30     | 30     |

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

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

**Output SPSS Uji Reliabilitas Variabel *E-WOM* (X<sub>2</sub>)**

| <b>Reliability Statistics</b> |            |
|-------------------------------|------------|
| Cronbach's Alpha              | N of Items |
| .732                          | 3          |



### Output SPSS Uji Validitas Variabel Keputusan Pembelian (Y)

|    |                     | Correlations |        |        |        |        |        |        |
|----|---------------------|--------------|--------|--------|--------|--------|--------|--------|
|    |                     | Y1           | Y2     | Y3     | Y4     | Y5     | Y6     | Y      |
| Y1 | Pearson Correlation | 1            | .689** | .436*  | .550** | .518** | .680** | .821** |
|    | Sig. (2-tailed)     |              | .000   | .016   | .002   | .003   | .000   | .000   |
|    | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     |
| Y2 | Pearson Correlation | .689**       | 1      | .563** | .327   | .473** | .419*  | .760** |
|    | Sig. (2-tailed)     | .000         |        | .001   | .078   | .008   | .021   | .000   |
|    | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     |
| Y3 | Pearson Correlation | .436*        | .563** | 1      | .560** | .522** | .398*  | .757** |
|    | Sig. (2-tailed)     | .016         | .001   |        | .001   | .003   | .029   | .000   |
|    | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     |
| Y4 | Pearson Correlation | .550**       | .327   | .560** | 1      | .524** | .530** | .749** |
|    | Sig. (2-tailed)     | .002         | .078   | .001   |        | .003   | .003   | .000   |
|    | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     |
| Y5 | Pearson Correlation | .518**       | .473** | .522** | .524** | 1      | .745** | .804** |
|    | Sig. (2-tailed)     | .003         | .008   | .003   | .003   |        | .000   | .000   |
|    | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     |
| Y6 | Pearson Correlation | .680**       | .419*  | .398*  | .530** | .745** | 1      | .781** |
|    | Sig. (2-tailed)     | .000         | .021   | .029   | .003   | .000   |        | .000   |
|    | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     |
| Y  | Pearson Correlation | .821**       | .760** | .757** | .749** | .804** | .781** | 1      |
|    | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   |        |
|    | N                   | 30           | 30     | 30     | 30     | 30     | 30     | 30     |

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

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



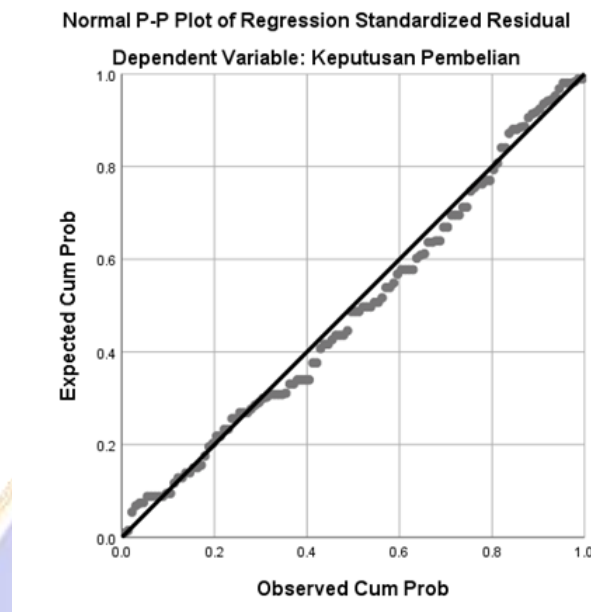
### Output SPSS Uji Reliabilitas Variabel Keputusan Pembelian (Y)

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .863                   | 6          |

## Lampiran 05. Hasil Uji Asumsi Klasik

### 1. Uji Normalitas

#### a. Grafik Histogram P-Plot



#### b. Kolmogorov-Smirnov

##### One-Sample Kolmogorov-Smirnov Test

|                                   |                | Unstandardized Residual |
|-----------------------------------|----------------|-------------------------|
| N                                 |                | 120                     |
| Normal Parameters <sup>a, b</sup> | Mean           | .0000000                |
|                                   | Std. Deviation | 1.1330427               |
| Most Extreme Differences          | Absolute       | .070                    |
|                                   | Positive       | .070                    |
|                                   | Negative       | -.041                   |
| Test Statistic                    |                | .070                    |
| Asymp. Sig. (2-tailed)            |                | .200 <sup>c, d</sup>    |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

## 2. Uji Multikolinieritas

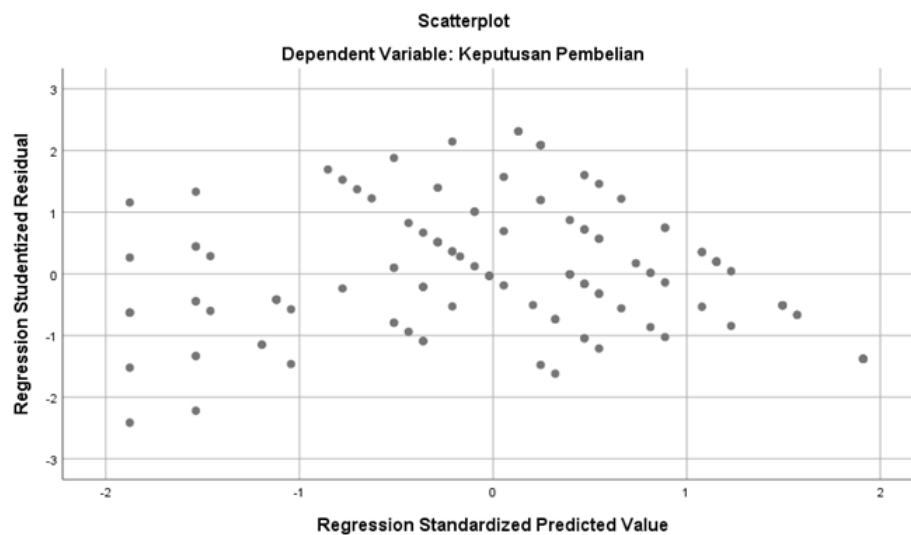
**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant) | 5.023                       | 1.005      |                           | 4.998  | .000 |                         |       |
|       | Gaya Hidup | .972                        | .059       | .671                      | 16.496 | .000 | .985                    | 1.016 |
|       | E-WOM      | .796                        | .062       | .522                      | 12.819 | .000 | .985                    | 1.016 |

a. Dependent Variable: Keputusan Pembelian

## 3. Uji Heteroskedastisitas

### a. Scaterrplot



### b. Uji Glejser

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 1.571                       | .596       |                           | 2.635  | .010 |
|       | Gaya Hidup | -.053                       | .035       | -.141                     | -1.525 | .130 |
|       | E-WOM      | .000                        | .037       | .000                      | -.004  | .997 |

a. Dependent Variable: abs\_res

## Lampiran 06. Hasil Uji Regresi Linier Berganda dan Hipotesis

### 1. Regresi Linier Berganda

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant) | 5.023                       | 1.005      |                           | 4.998  | .000 |                         |       |
|       | Gaya Hidup | .972                        | .059       | .671                      | 16.496 | .000 | .985                    | 1.016 |
|       | E-WOM      | .796                        | .062       | .522                      | 12.819 | .000 | .985                    | 1.016 |

a. Dependent Variable: Keputusan Pembelian

### 2. Uji F (Pengaruh Simultan)

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 648.396        | 2   | 324.198     | 248.289 | .000 <sup>b</sup> |
|       | Residual   | 152.770        | 117 | 1.306       |         |                   |
|       | Total      | 801.167        | 119 |             |         |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), E-WOM, Gaya Hidup

### 3. Uji t (Pengaruh Parsial)

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 5.023                       | 1.005      |                           | 4.998  | .000 |
|       | Gaya Hidup | .972                        | .059       | .671                      | 16.496 | .000 |
|       | E-WOM      | .796                        | .062       | .522                      | 12.819 | .000 |

a. Dependent Variable: Keputusan Pembelian

#### 4. Uji Koefisien Determinasi ( $R^2$ )

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .900 <sup>a</sup> | .809     | .806              | 1.143                      |

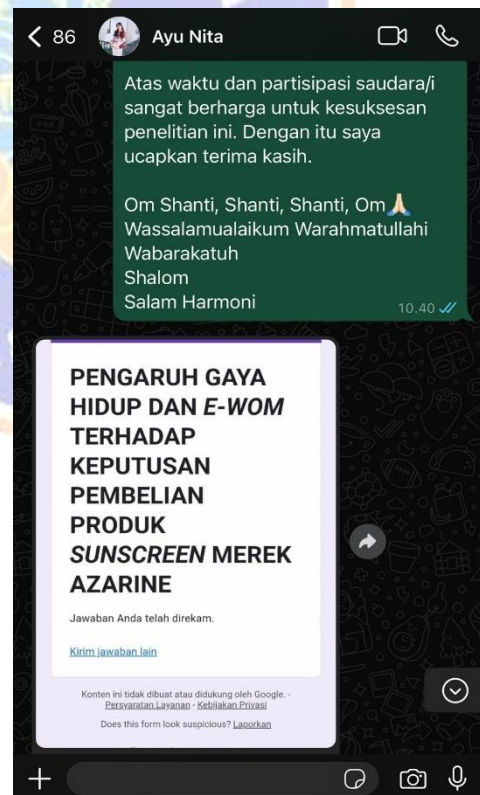
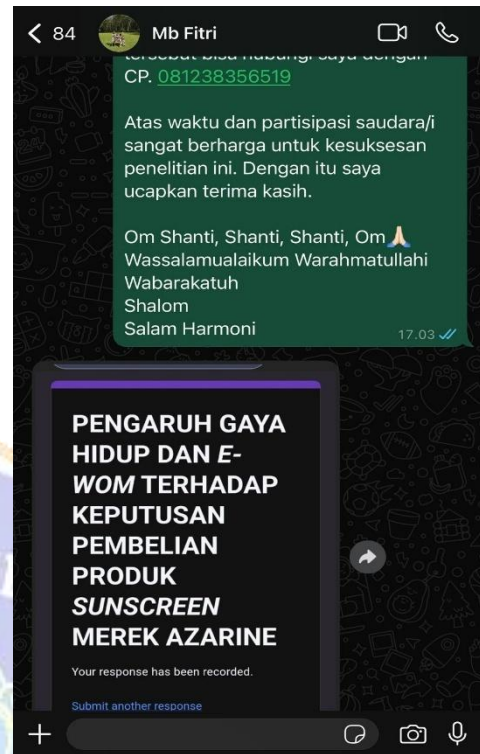
a. Predictors: (Constant), E-WOM, Gaya Hidup



**Lampiran 07. Dokumentasi Wawancara Pengguna *Sunscreen* Merek Azarine di Toko Kosmetik Queen Beauty Singaraja**



## Lampiran 08. Dokumentasi Penelitian



## RIWAYAT HIDUP



Putu Refi Mariska Dewi lahir di Desa Sidetapa pada 14 Agustus 2002 sebagai anak ke-1 dari pasangan Made Karta dan Ni Luh Arjani Asih. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis berasal dari Desa Sidetapa, Br. Dinas Dajan Pura, Kecamatan Banjar, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD Negeri 1 Cempaga dan lulus pada tahun 2015.

Kemudian penulis melanjutkan pendidikan di SMP Negeri 3 Banjar dan lulus pada tahun 2018, setelahnya penulis melanjutkan pendidikan di SMK Negeri 1 Singaraja dengan mengambil jurusan Akuntansi dan lulus pada tahun 2021. Setelah lulus penulis melanjutkan pendidikan ke jenjang perguruan tinggi di Universitas Pendidikan Ganesha dengan mengambil jurusan Manajemen sampai pada penulisan skripsi ini penulis masih terdaftar sebagai mahasiswa Jurusan Manajemen Universitas Pendidikan Ganesha. Dengan ketekunan dan kegigihan penulis sehingga pada tahun 2025 penulis telah menyelesaikan skripsi yang berjudul “Pengaruh Gaya Hidup dan *E-WOM* terhadap Keputusan Pembelian Produk *Sunscreen* Merek Azarine”.

