

LAMPIRAN 1 KUESIONER PENELITIAN

PENGARUH *SOCIAL MEDIA MARKETING* DAN *ONLINE CONSUMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SKINCARE* SVAH KEINA BEAUTY

Kepada,

Yth. Bapak/Ibu/Saudara/i

di tempat

Dengan hormat,

Dalam rangka penyusunan skripsi sebagai salah satu syarat kelulusan pada Program Studi S1 Manajemen Universitas Pendidikan Ganesha, saya memerlukan informasi yang dapat mendukung penyelesaian skripsi ini.

Bersama ini saya mohon kesediaan Bapak/Ibu/Saudara/i responden untuk melengkapi kuisisioner penelitian saya yang berjudul Pengaruh *Social Media Marketing* dan *Online Consumer Review* terhadap Keputusan Pembelian Produk *Skincare* Svah Keina *Beauty* dengan lengkap dan jujur.

Kuisisioner ini hanya digunakan untuk keperluan skripsi, maka saya menjamin kerahasiaan Anda sebagai kode etik penelitian. Atas bantuan dan kesediaan Bapak/Ibu/Saudara/I dalam mengisi kuisisioner ini saya ucapkan terima kasih.

Hormat Saya,

Dewa Gede Andika Darmawangsa

1. Identitas Responden

(Beri tanda \checkmark pada kotak jawaban)

1. Nama Lengkap :

2. Jenis Kelamin :

Perempuan

Laki-laki

3. Usia : tahun

4. Alamat :

5. Saya sudah pernah membeli produk *skincare* Svah Keina Beauty lebih dari 1 kali

IYA

TIDAK

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

2. Petunjuk Pengisian Kuesioner

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (\checkmark) pada pilihan jawaban yang tersedia.

| Keterangan | Arti | Angka |
|------------|---------------|-------|
| SS | Sangat setuju | 5 |
| S | Setuju | 4 |
| R | Ragu-ragu | 3 |
| TS | Tidak setuju | 2 |

| | | |
|-----|---------------------|---|
| STS | Sangat tidak setuju | 1 |
|-----|---------------------|---|

3. Draft Pernyataan Keputusan Pembelian

| No | Pernyataan | Tanggapan | | | | |
|----|---|-----------|---|---|----|-----|
| | Keputusan Pembelian (Y) | SS | S | R | TS | STS |
| 1 | Saya membeli produk <i>skincare</i> Svah Keina Beauty sesuai dengan keinginan dan kebutuhan saya | | | | | |
| 2 | Saya memutuskan membeli produk <i>skincare</i> Svah Keina Beauty setelah membandingkannya dengan toko <i>skincare</i> lainnya | | | | | |
| 3 | Saya membeli <i>skincare</i> Svah Keina Beauty karena mudah ditemukan, baik di online ataupun offline store | | | | | |
| 4 | Saya dapat membeli produk <i>skincare</i> Svah Keina Beauty kapanpun | | | | | |
| 5 | Saya dapat membeli produk <i>skincare</i> Svah Keina Beauty sesuai dengan jumlah yang saya inginkan | | | | | |
| 6 | Saya memutuskan untuk berbelanja di Svah Keina Beauty karena metode pembayarannya sangat mudah dan praktis | | | | | |
| | <i>Social Media Marketing (X₁)</i> | SS | S | R | TS | STS |
| 1 | Saya dapat berbagi pengalaman tentang <i>skincare</i> Svah Keina Beauty dengan <i>followers</i> komunitas Svah Keina Beauty lainnya | | | | | |
| 2 | Saya dapat mengumpulkan informasi yang <i>up to date</i> mengenai <i>skincare</i> Svah Keina Beauty | | | | | |

| | | | | | | |
|---|--|----|---|---|----|-----|
| 3 | Saya ingin bertukar opini mengenai <i>skincare</i> Svah Keina Beauty dan mengunggah konten dalam bentuk gambar atau video atau status update tentang <i>skincare</i> Svah Keina Beauty pada instagram saya | | | | | |
| 4 | Saya dapat dengan mudah mengakses akun media sosial Svah Keina Beauty tanpa harus membayar untuk berpartisipasi | | | | | |
| | <i>Online Consumer Review (X₂)</i> | SS | S | R | TS | STS |
| 1 | <i>Online Consumer Review</i> membuat lebih mudah dalam mencari dan menemukan informasi tentang produk atau jasa | | | | | |
| 2 | Saya akan membeli produk <i>skincare</i> Svah Keina Beauty setelah saya melihat review yang diberikan konsumen | | | | | |
| 3 | <i>Review</i> produk di media sosial Svah Keina Beauty memberikan gambaran yang lengkap mengenai produk secara keseluruhan | | | | | |
| 4 | Saya akan mencari alternative produk lain apabila terdapat <i>review</i> negative pada produk <i>skincare</i> Svah Keina Beauty | | | | | |

LAMPIRAN 2 TABULASI DATA 70 RESPONDEN

Tabulasi Data Pengujian Instrumen Penelitian

| No Res | Social Media Marketing (X1) | | | | Total X1 | Online Consumer Review (X2) | | | | Total X2 | Keputusan Pembelian (Y) | | | | | | Total Y |
|--------|-----------------------------|------|------|------|----------|-----------------------------|------|------|------|----------|-------------------------|----|----|----|----|----|---------|
| | X1.1 | X1.2 | X1.3 | X1.4 | | X2.1 | X2.2 | X2.3 | X2.4 | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | |
| 1 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 2 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 4 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 6 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 7 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 5 | 4 | 18 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 8 | 4 | 5 | 4 | 5 | 18 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 9 | 4 | 4 | 4 | 5 | 17 | 5 | 3 | 5 | 2 | 15 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 10 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 5 | 3 | 4 | 23 |
| 11 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 12 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 13 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 5 | 3 | 4 | 23 |
| 14 | 3 | 5 | 4 | 4 | 16 | 5 | 3 | 5 | 4 | 17 | 3 | 4 | 3 | 2 | 3 | 4 | 19 |
| 15 | 5 | 5 | 4 | 4 | 18 | 3 | 5 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 16 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 17 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 3 | 5 | 17 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 18 | 2 | 3 | 2 | 3 | 10 | 2 | 2 | 2 | 2 | 8 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 19 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 21 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 22 | 2 | 3 | 2 | 2 | 9 | 2 | 2 | 2 | 2 | 8 | 3 | 4 | 2 | 3 | 3 | 4 | 19 |
| 23 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 3 | 15 | 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 24 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 25 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |

| | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|-----------|---|---|---|---|-----------|---|---|---|---|---|---|-----------|
| 26 | 4 | 2 | 3 | 4 | 13 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 27 | 2 | 4 | 3 | 3 | 12 | 4 | 5 | 2 | 5 | 16 | 4 | 3 | 5 | 5 | 4 | 3 | 24 |
| 28 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 29 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 3 | 5 | 5 | 5 | 28 |
| 30 | 4 | 2 | 2 | 3 | 11 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |



LAMPIRAN 3 HASIL UJI INSTRUMEN

1. Hasil Uji Validitas Sampel Kecil (N = 30)

Variabel *Social Media Marketing* (X₁)

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | Total.X1 |
|----------|---------------------|--------|--------|--------|--------|----------|
| X1.1 | Pearson Correlation | 1 | .498** | .695** | .708** | .839** |
| | Sig. (2-tailed) | | .005 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .498** | 1 | .724** | .543** | .803** |
| | Sig. (2-tailed) | .005 | | .000 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .695** | .724** | 1 | .801** | .937** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .708** | .543** | .801** | 1 | .876** |
| | Sig. (2-tailed) | .000 | .002 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Total.X1 | Pearson Correlation | .839** | .803** | .937** | .876** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

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

Variabel *Online Consumer Review* (X₂)

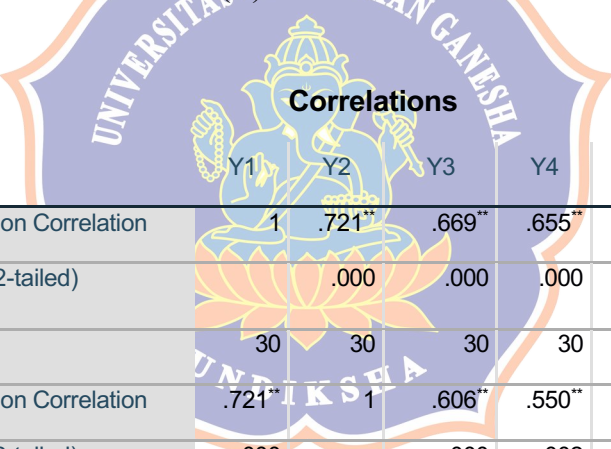
Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | Total.X2 |
|------|---------------------|--------|--------|--------|--------|----------|
| X2.1 | Pearson Correlation | 1 | .557** | .688** | .670** | .862** |
| | Sig. (2-tailed) | | .001 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .557** | 1 | .531** | .744** | .836** |

| | | | | | | |
|----------|---------------------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .001 | | .003 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .688** | .531** | 1 | .502** | .810** |
| | Sig. (2-tailed) | .000 | .003 | | .005 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .670** | .744** | .502** | 1 | .867** |
| | Sig. (2-tailed) | .000 | .000 | .005 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| Total.X2 | Pearson Correlation | .862** | .836** | .810** | .867** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

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

Variabel Keputusan Pembelian (Y)



| | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Total.Y |
|----|---------------------|---------|--------|--------|--------|---------|---------|---------|
| Y1 | Pearson Correlation | 1 | .721** | .669** | .655** | 1.000** | .721** | .929** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .721** | 1 | .606** | .550** | .721** | 1.000** | .862** |
| | Sig. (2-tailed) | .000 | | .000 | .002 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .669** | .606** | 1 | .662** | .669** | .606** | .818** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .655** | .550** | .662** | 1 | .655** | .550** | .793** |
| | Sig. (2-tailed) | .000 | .002 | .000 | | .000 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | 1.000** | .721** | .669** | .655** | 1 | .721** | .929** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 |

| | | | | | | | | |
|---------|---------------------|--------|---------|--------|--------|--------|--------|--------|
| N | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y6 | Pearson Correlation | .721** | 1.000** | .606** | .550** | .721** | 1 | .862** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .002 | .000 | | .000 |
| N | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.Y | Pearson Correlation | .929** | .862** | .818** | .793** | .929** | .862** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| N | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

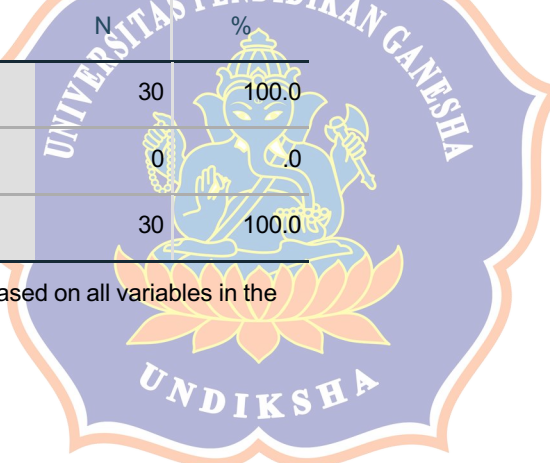
** . Correlation is significant at the 0.01 level (2-tailed).

2. Hasil Uji Reliabilitas Sampel Kecil (N = 30)

Variabel *Social Media Marketing* (X₁)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |



a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .886 | 4 |

Variabel *Online Consumer Review* (X₂)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .864 | 4 |

Variabel Keputusan Pembelian (Y)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .929 | 6 |

LAMPIRAN 4 KARAKTERISTIK 70 RESPONDEN

| Jenis Kelamin | Kode Jenis Kelamin | Usia | Kode Usia |
|---------------|--------------------|------|-----------|
| Perempuan | 2 | 24 | 2 |
| Laki-laki | 1 | 23 | 2 |
| Perempuan | 2 | 18 | 1 |
| Perempuan | 2 | 18 | 1 |
| Laki-laki | 1 | 18 | 1 |
| Perempuan | 2 | 23 | 2 |
| Perempuan | 2 | 19 | 1 |
| Laki-laki | 1 | 22 | 2 |
| Laki-laki | 1 | 19 | 1 |
| Perempuan | 2 | 26 | 3 |
| Perempuan | 2 | 21 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 18 | 1 |
| Perempuan | 2 | 26 | 3 |
| Laki-laki | 1 | 22 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 19 | 1 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 26 | 3 |
| Perempuan | 2 | 18 | 1 |
| Laki-laki | 1 | 23 | 2 |
| Perempuan | 2 | 29 | 3 |
| Perempuan | 2 | 26 | 3 |
| Perempuan | 2 | 23 | 2 |
| Laki-laki | 1 | 23 | 2 |
| Perempuan | 2 | 19 | 1 |

| | | | |
|-----------|---|----|---|
| Perempuan | 2 | 21 | 2 |
| Perempuan | 2 | 21 | 2 |
| Perempuan | 2 | 20 | 1 |
| Perempuan | 2 | 23 | 2 |
| Perempuan | 2 | 24 | 2 |
| Perempuan | 2 | 21 | 2 |
| Laki-laki | 1 | 23 | 2 |
| Perempuan | 2 | 20 | 1 |
| Perempuan | 2 | 23 | 2 |
| Perempuan | 2 | 24 | 2 |
| Perempuan | 2 | 26 | 3 |
| Perempuan | 2 | 26 | 3 |
| Perempuan | 2 | 23 | 2 |
| Perempuan | 2 | 23 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 25 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 21 | 2 |
| Laki-laki | 1 | 22 | 2 |
| Perempuan | 2 | 23 | 2 |
| Perempuan | 2 | 21 | 2 |
| Laki-laki | 1 | 21 | 2 |
| Laki-laki | 1 | 26 | 3 |
| Laki-laki | 1 | 22 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 20 | 1 |
| Laki-laki | 1 | 21 | 2 |

| | | | |
|-----------|---|----|---|
| Perempuan | 2 | 21 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 24 | 2 |
| Perempuan | 2 | 21 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 23 | 2 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 22 | 2 |
| Laki-laki | 1 | 22 | 2 |
| Perempuan | 2 | 26 | 3 |
| Perempuan | 2 | 22 | 2 |
| Perempuan | 2 | 23 | 2 |



| Jenis Kelamin | |
|---------------|------|
| Keterangan | Kode |
| Laki-laki | 1 |
| Perempuan | 2 |

| Usia | |
|-------------|------|
| Keterangan | Kode |
| 18-20 Tahun | 1 |
| 21-25 Tahun | 2 |
| 26-30 Tahun | 3 |

LAMPIRAN 5 TABULASI DATA 70 RESPONDEN

Tabulasi Data Keseluruhan

| No. Res | Social Media Marketing (X1) | | | | Total X1 | Online Consumer Review (X2) | | | | Total X2 | Keputusan Pembelian (Y) | | | | | | Total Y |
|---------|-----------------------------|------|------|------|----------|-----------------------------|------|------|------|----------|-------------------------|----|----|----|----|----|---------|
| | X1.1 | X1.2 | X1.3 | X1.4 | | X2.1 | X2.2 | X2.3 | X2.4 | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | |
| 1 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 2 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 4 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 6 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 7 | 5 | 4 | 5 | 5 | 19 | 4 | 5 | 5 | 4 | 18 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 8 | 4 | 5 | 4 | 5 | 18 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 9 | 4 | 4 | 4 | 5 | 17 | 5 | 3 | 5 | 2 | 15 | 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 10 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 5 | 3 | 4 | 23 |
| 11 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 12 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 13 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 5 | 3 | 4 | 23 |
| 14 | 3 | 5 | 4 | 4 | 16 | 5 | 3 | 5 | 4 | 17 | 3 | 4 | 3 | 2 | 3 | 4 | 19 |
| 15 | 5 | 5 | 4 | 4 | 18 | 3 | 5 | 4 | 4 | 16 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 16 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 17 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 3 | 5 | 17 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 18 | 2 | 3 | 2 | 3 | 10 | 2 | 2 | 2 | 2 | 8 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 19 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 21 | 4 | 5 | 5 | 4 | 18 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 22 | 2 | 3 | 2 | 2 | 9 | 2 | 2 | 2 | 2 | 8 | 3 | 4 | 2 | 3 | 3 | 4 | 19 |
| 23 | 4 | 3 | 3 | 4 | 14 | 4 | 4 | 4 | 3 | 15 | 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| 24 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 4 | 17 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 25 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 26 | 4 | 2 | 3 | 4 | 13 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |

| | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|---|----|
| 27 | 2 | 4 | 3 | 3 | 12 | 4 | 5 | 2 | 5 | 16 | 4 | 3 | 5 | 5 | 4 | 3 | 24 |
| 28 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 29 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 3 | 5 | 5 | 5 | 28 |
| 30 | 4 | 2 | 2 | 3 | 11 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 31 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 4 | 17 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 32 | 3 | 5 | 5 | 5 | 18 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 33 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 34 | 4 | 3 | 3 | 3 | 13 | 3 | 2 | 2 | 2 | 9 | 3 | 2 | 3 | 2 | 3 | 2 | 15 |
| 35 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 36 | 2 | 2 | 2 | 2 | 8 | 2 | 2 | 2 | 2 | 8 | 2 | 2 | 2 | 2 | 2 | 2 | 12 |
| 37 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 38 | 2 | 3 | 2 | 2 | 9 | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 4 | 4 | 3 | 4 | 22 |
| 39 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 40 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 41 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 42 | 3 | 3 | 3 | 3 | 12 | 2 | 3 | 3 | 2 | 10 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 43 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 44 | 2 | 3 | 3 | 2 | 10 | 2 | 3 | 2 | 3 | 10 | 2 | 3 | 4 | 2 | 2 | 3 | 16 |
| 45 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 46 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 4 | 4 | 14 | 2 | 3 | 2 | 3 | 2 | 3 | 15 |
| 47 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 48 | 3 | 4 | 3 | 4 | 14 | 1 | 1 | 3 | 3 | 8 | 3 | 3 | 4 | 5 | 3 | 3 | 21 |
| 49 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 50 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 51 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 52 | 4 | 3 | 4 | 4 | 15 | 4 | 5 | 4 | 4 | 17 | 3 | 4 | 4 | 2 | 3 | 4 | 20 |
| 53 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 54 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 55 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 56 | 4 | 4 | 4 | 5 | 17 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 57 | 3 | 2 | 3 | 2 | 10 | 2 | 2 | 2 | 2 | 8 | 3 | 2 | 3 | 2 | 3 | 2 | 15 |
| 58 | 4 | 5 | 5 | 5 | 19 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 59 | 3 | 3 | 3 | 2 | 11 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 2 | 3 | 3 | 17 |
| 60 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 61 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |

| | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|----|---|---|---|---|----|---|---|---|---|---|---|----|
| 62 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 63 | 3 | 4 | 3 | 3 | 13 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 64 | 2 | 3 | 2 | 2 | 9 | 3 | 4 | 2 | 4 | 13 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| 65 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 66 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 67 | 2 | 3 | 3 | 2 | 10 | 2 | 2 | 2 | 2 | 8 | 2 | 3 | 3 | 3 | 2 | 3 | 16 |
| 68 | 3 | 3 | 4 | 2 | 12 | 2 | 3 | 2 | 3 | 10 | 3 | 5 | 3 | 4 | 3 | 5 | 23 |
| 69 | 4 | 4 | 4 | 5 | 17 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 4 | 3 | 4 | 5 | 25 |
| 70 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 5 | 19 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |



LAMPIRAN 6 DESKRIPSI DATA RESPONDEN

1. Jenis Kelamin Responden

Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-laki | 14 | 20.0 | 20.0 | 20.0 |
| | Perempuan | 56 | 80.0 | 80.0 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

2. Usia Responden

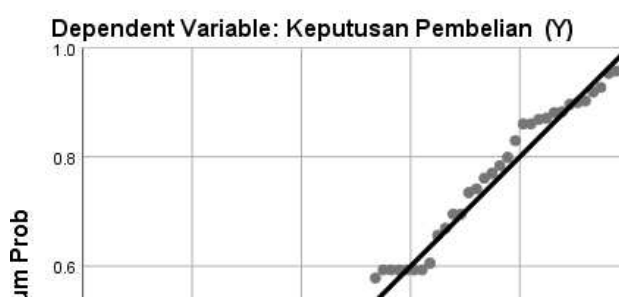
Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 18-20 Tahun | 12 | 17.1 | 17.1 | 17.1 |
| | 21-25 Tahun | 49 | 70.0 | 70.0 | 87.1 |
| | 26-30 Tahun | 9 | 12.9 | 12.9 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

LAMPIRAN 7 HASIL UJI KLASIK

1. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test

Unstandardized
Residual

| | | |
|----------------------------------|----------------|---------------------|
| N | | 70 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.64990647 |
| Most Extreme Differences | Absolute | .064 |
| | Positive | .040 |
| | Negative | -.064 |
| Test Statistic | | .064 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

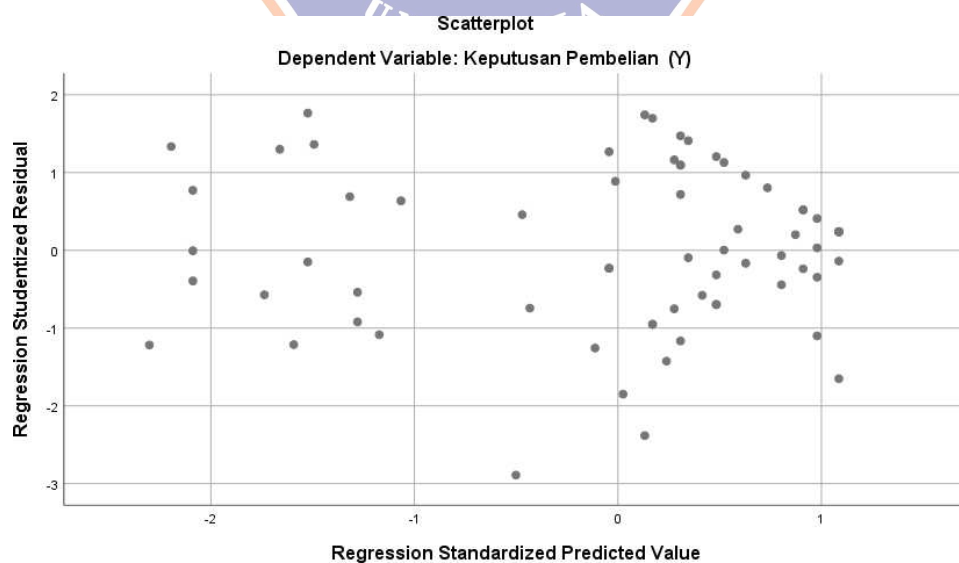
2. Hasil Uji Multikolinieritas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-----------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | 5.617 | 1.550 | | 3.624 | .001 | | |
| Social Media Marketing (X1) | .449 | .180 | .312 | 2.489 | .015 | .270 | 3.706 |
| Online Consumer Review (X2) | .738 | .164 | .564 | 4.497 | .000 | .270 | 3.706 |

a. Dependent Variable: Keputusan Pembelian (Y)

3. Hasil Uji Heteroskedastisitas



Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
|-------|-----------------------------|-----------------------------|------------|----------------------|-------|------|
| | | B | Std. Error | Coefficients Beta | | |
| 1 | (Constant) | 3.711 | .892 | | 4.160 | .000 |
| | Social Media Marketing (X1) | -.036 | .104 | -.079 | -.344 | .732 |
| | Online Consumer Review (X2) | -.063 | .095 | -.152 | -.662 | .510 |

a. Dependent Variable: Abs_Res

LAMPIRAN 8 HASIL UJI REGRESI LINEAR BERGANDA Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
|-------|-----------------------------|-----------------------------|------------|----------------------|-------|------|
| | | B | Std. Error | Coefficients Beta | | |
| 1 | (Constant) | 5.617 | 1.550 | | 3.624 | .001 |
| | Social Media Marketing (X1) | .449 | .180 | .312 | 2.489 | .015 |
| | Online Consumer Review (X2) | .738 | .164 | .564 | 4.497 | .000 |

a. Dependent Variable: Keputusan Pembelian (Y)

LAMPIRAN 9 KOEFISIEN DETERMINASI (R²)

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .846 ^a | .716 | .707 | 2.689 |

a. Predictors: (Constant), Online Consumer Review (X2), Social Media Marketing (X1)

LAMPIRAN 10 HASIL UJI HIPOTESIS

1. Uji t (Parsial)

| Model | | Coefficients ^a | | Standardized Coefficients Beta | t | Sig. |
|-------|-----------------------------|----------------------------------|------------|-----------------------------------|-------|------|
| | | Unstandardized Coefficients B | Std. Error | | | |
| 1 | (Constant) | 5.617 | 1.550 | | 3.624 | .001 |
| | Social Media Marketing (X1) | .449 | .180 | .312 | 2.489 | .015 |
| | Online Consumer Review (X2) | .738 | .164 | .564 | 4.497 | .000 |

a. Dependent Variable: Keputusan Pembelian (Y)

2. Hasil Uji F (Simultan)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 1220.682 | 2 | 610.341 | 84.399 | .000 ^b |
| | Residual | 484.518 | 67 | 7.232 | | |
| | Total | 1705.200 | 69 | | | |

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Online Consumer Review (X2), Social Media Marketing (X1)

