# LAMPIRAN

**IDENTITAS RESPONDEN**

1. Nama :
2. Jenis Kelamin :
3. Usia :

**PETUNJUK PENGISIAN**

Di bawah ini terdapat beberapa pertanyaan mengenai variabel yang diteliti. Silahkan beri respon anda dengan mengikuti petunjuk berikut ini:

**1 = Sangat Tidak Setuju (STS)**

**2 = Tidak Setuju (TS)**

**3 = Netral (N)**

**4 = Setuju (S)**

**5 = Sangat Setuju (SS)**

**1. Influencer Marketing**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya tertarik dengan produk yang di iklankan oleh *influencer marketing*  |  |  |  |  |  |
| 2. | Saya percaya menggunakan marketplace shopee karena banyaknya toko yang menggunakan *influencer marketing* |  |  |  |  |  |

a Attractiveness (Daya tarik)

b. Trustworthiness (Kepercayaan)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya merasa nyaman berbelanja pada toko shopee dengan produk yang ditawarkan *influencer marketing* |  |  |  |  |  |
| 2. | Saya merasa *influencer marketing* memberikan pengaruh terhadap tiki shopee dalam Keputusan pembelian |  |  |  |  |  |

c. Expertise (Keahlian)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya merasa *influencer marketing* sangat membantu berbagi pengalaman tentang toko shopee |  |  |  |  |  |

**2. Promosi Diskon**

a. besarnya potongan harga

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya mendapatkan keuntungan dari adanya potongan harga |  |  |  |  |  |
| 2. | Saya merasakan jangka waktu potongan harga yang diberikan oleh marketplace shopee diminati oleh konsumen |  |  |  |  |  |
| 3. | Saya merasa nyaman berbelanda pada toko shopee karena banyak produk yang mendapatkan potongan harga |  |  |  |  |  |

b. masa potongan harga

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya merasakan promosi diskon sangat membantu mengurangi harga |  |  |  |  |  |

c. Jenis produk yang mendapatkan potongan harga

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya merasakan bahwa promosi diskon sangat mempengaruhi minat dalam keputusan pembelian |  |  |  |  |  |

**3. Keputusan Pembelian**

a. kemantapan membeli

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya memutuskan pembelian melalui marketplace shopee setelah mengetahui informasi tentang produk tersebut |  |  |  |  |  |
| 2. | Saya memutuskan pembelian di marketplace shopee dengan merek- merek yang di rekomendasi teman dan keluarga  |  |  |  |  |  |

b. Memutuskan membeli

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya memutuskan pembelian melalui marketplace shopee sesuai dengan kebutuhan dan keinginan dan ingin melakukan pembelian ulang |  |  |  |  |  |

c. keinginan dan kebutuhan

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya memutuskan pembelian melalui marketplace shopee dengan melihat ulasan pengguna |  |  |  |  |  |

d. Rekomendasi

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya memutuskan pembelian produk dengan merek merek yang baik sesuai rating produk tersebut di marketplace shopee |  |  |  |  |  |

# Lampiran 1. Hasil Output SPSS

REGRESSION

 /MISSING LISTWISE

 /STATISTICS COEFF OUTS R ANOVA COLLIN TOL

 /CRITERIA=PIN(.05) POUT(.10)

 /NOORIGIN

 /DEPENDENT Y

 /METHOD=ENTER X1 X2

 /SCATTERPLOT=(\*SRESID ,\*ZPRED)

 /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID)

 /SAVE RESID.

**Regression**

|  |
| --- |
| **Notes** |
| Output Created | 07-JUN-2024 08:57:23 |
| Comments |  |
| Input | Active Dataset | DataSet0 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on cases with no missing values for any variable used. |
| Syntax | REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 /SCATTERPLOT=(\*SRESID ,\*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE RESID. |
| Resources | Processor Time | 00:00:02,48 |
| Elapsed Time | 00:00:01,48 |
| Memory Required | 2912 bytes |
| Additional Memory Required for Residual Plots | 664 bytes |
| Variables Created or Modified | RES\_1 | Unstandardized Residual |

[DataSet0]

|  |
| --- |
| **Variables Entered/Removeda** |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Promosi Diskon, Influencer Marketinb | . | Enter |
| a. Dependent Variable: Keputusan Pembelian |
| b. All requested variables entered. |

|  |
| --- |
| **Model Summaryb** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .941a | .885 | .882 | 1.221 |
| a. Predictors: (Constant), Promosi Diskon, Influencer Marketin |
| b. Dependent Variable: Keputusan Pembelian |

|  |
| --- |
| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1108.787 | 2 | 554.394 | 372.095 | .000b |
| Residual | 144.523 | 97 | 1.490 |  |  |
| Total | 1253.310 | 99 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian |
| b. Predictors: (Constant), Promosi Diskon, Influencer Marketin |

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta |  |  | Tolerance | VIF |
| 1 | (Constant) | 3.194 | .734 |  | 4.351 | .000 |  |  |
| Influencer Marketin | .613 | .080 | .688 | 7.686 | .000 | .148 | 6.749 |
| Promosi Diskon | .247 | .083 | .267 | 2.982 | .004 | .148 | 6.749 |
| a. Dependent Variable: Keputusan Pembelian |

|  |
| --- |
| **Collinearity Diagnosticsa** |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |
| (Constant) | Influencer Marketin | Promosi Diskon |
| 1 | 1 | 2.979 | 1.000 | .00 | .00 | .00 |
| 2 | .019 | 12.614 | .99 | .04 | .03 |
| 3 | .002 | 36.561 | .01 | .96 | .97 |
| a. Dependent Variable: Keputusan Pembelian |

|  |
| --- |
| **Residuals Statisticsa** |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 7.50 | 24.70 | 22.63 | 3.347 | 100 |
| Std. Predicted Value | -4.522 | .620 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .123 | .633 | .186 | .101 | 100 |
| Adjusted Predicted Value | 6.20 | 24.74 | 22.64 | 3.357 | 100 |
| Residual | -4.090 | 4.504 | .000 | 1.208 | 100 |
| Std. Residual | -3.351 | 3.690 | .000 | .990 | 100 |
| Stud. Residual | -3.502 | 4.186 | -.004 | 1.048 | 100 |
| Deleted Residual | -4.730 | 5.797 | -.010 | 1.362 | 100 |
| Stud. Deleted Residual | -3.727 | 4.601 | -.007 | 1.093 | 100 |
| Mahal. Distance | .015 | 25.665 | 1.980 | 4.599 | 100 |
| Cook's Distance | .000 | 1.676 | .048 | .214 | 100 |
| Centered Leverage Value | .000 | .259 | .020 | .046 | 100 |
| a. Dependent Variable: Keputusan Pembelian |

**Charts**







**Lampiran 2. Tabulasi Penelitian**

**Tabulasi Variabel *Influencer Marketing* (X1)**

|  |  |
| --- | --- |
| No Sampel |  Skor dari pernyataan questioner |
| 1 | 2 | 3 | 4 | 5 | Total |
| 1 | 4 | 3 | 4 | 4 | 4 | 19 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 5 | 5 | 5 | 4 | 24 |
| 4 | 3 | 5 | 5 | 4 | 3 | 20 |
| 5 | 5 | 5 | 4 | 4 | 4 | 22 |
| 6 | 3 | 3 | 3 | 4 | 3 | 16 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 4 | 5 | 3 | 4 | 4 | 20 |
| 9 | 4 | 4 | 5 | 4 | 4 | 21 |
| 10 | 4 | 4 | 4 | 4 | 4 | 20 |
| 11 | 1 | 1 | 3 | 3 | 1 | 9 |
| 12 | 5 | 5 | 5 | 5 | 4 | 24 |
| 13 | 4 | 5 | 4 | 4 | 4 | 21 |
| 14 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 5 | 4 | 4 | 4 | 4 | 21 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 19 | 3 | 3 | 4 | 4 | 4 | 18 |
| 20 | 4 | 3 | 4 | 4 | 4 | 19 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 22 | 5 | 5 | 5 | 5 | 5 | 25 |
| 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 1 | 3 | 1 | 3 | 3 | 11 |
| 25 | 1 | 1 | 1 | 1 | 1 | 5 |
| 26 | 5 | 5 | 5 | 4 | 4 | 23 |
| 27 | 5 | 5 | 5 | 5 | 4 | 24 |
| 28 | 3 | 4 | 4 | 5 | 4 | 20 |
| 29 | 5 | 5 | 5 | 5 | 5 | 25 |
| 30 | 4 | 4 | 4 | 4 | 4 | 20 |
| 31 | 5 | 5 | 5 | 5 | 5 | 25 |
| 32 | 4 | 5 | 5 | 5 | 5 | 24 |
| 33 | 1 | 1 | 1 | 1 | 1 | 5 |
| 34 | 3 | 1 | 4 | 4 | 1 | 13 |
| 35 | 4 | 4 | 4 | 4 | 4 | 20 |
| 36 | 5 | 5 | 5 | 5 | 5 | 25 |
| 37 | 5 | 5 | 5 | 5 | 5 | 25 |
| 38 | 5 | 5 | 5 | 5 | 5 | 25 |
| 39 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 4 | 5 | 4 | 4 | 5 | 22 |
| 41 | 4 | 5 | 5 | 5 | 5 | 24 |
| 42 | 5 | 5 | 5 | 5 | 5 | 25 |
| 43 | 5 | 5 | 5 | 5 | 5 | 25 |
| 44 | 5 | 4 | 5 | 5 | 5 | 24 |
| 45 | 5 | 5 | 5 | 5 | 5 | 25 |
| 46 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 5 | 5 | 5 | 5 | 5 | 25 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 4 | 4 | 4 | 4 | 4 | 20 |
| 50 | 5 | 5 | 5 | 5 | 5 | 25 |
| 51 | 5 | 5 | 5 | 5 | 5 | 25 |
| 52 | 5 | 5 | 5 | 5 | 5 | 25 |
| 53 | 5 | 5 | 5 | 5 | 5 | 25 |
| 54 | 5 | 5 | 5 | 5 | 5 | 25 |
| 55 | 5 | 5 | 5 | 5 | 5 | 25 |
| 56 | 5 | 5 | 5 | 5 | 5 | 25 |
| 57 | 4 | 5 | 5 | 5 | 4 | 23 |
| 58 | 5 | 5 | 5 | 5 | 5 | 25 |
| 59 | 5 | 5 | 5 | 5 | 5 | 25 |
| 60 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 5 | 5 | 5 | 5 | 5 | 25 |
| 62 | 5 | 5 | 5 | 5 | 5 | 25 |
| 63 | 5 | 5 | 5 | 5 | 5 | 25 |
| 64 | 4 | 4 | 4 | 4 | 4 | 20 |
| 65 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 5 | 5 | 5 | 5 | 5 | 25 |
| 67 | 5 | 5 | 5 | 5 | 5 | 25 |
| 68 | 5 | 5 | 5 | 5 | 5 | 25 |
| 69 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | 5 | 5 | 5 | 5 | 5 | 25 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 5 | 5 | 5 | 5 | 5 | 25 |
| 73 | 5 | 5 | 5 | 5 | 5 | 25 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 5 | 5 | 5 | 5 | 5 | 25 |
| 78 | 5 | 5 | 5 | 5 | 5 | 25 |
| 79 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | 4 | 4 | 4 | 4 | 4 | 20 |
| 82 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84 | 4 | 4 | 4 | 4 | 4 | 20 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 5 | 4 | 5 | 5 | 4 | 23 |
| 87 | 5 | 5 | 5 | 5 | 5 | 25 |
| 88 | 4 | 4 | 4 | 4 | 4 | 20 |
| 89 | 5 | 5 | 5 | 5 | 5 | 25 |
| 90 | 5 | 5 | 5 | 5 | 5 | 25 |
| 91 | 5 | 5 | 5 | 5 | 5 | 25 |
| 92 | 5 | 5 | 5 | 5 | 5 | 25 |
| 93 | 3 | 3 | 5 | 5 | 4 | 20 |
| 94 | 5 | 5 | 5 | 5 | 5 | 25 |
| 95 | 5 | 5 | 5 | 4 | 5 | 24 |
| 96 | 5 | 5 | 5 | 5 | 3 | 23 |
| 97 | 5 | 5 | 5 | 5 | 4 | 24 |
| 98 | 5 | 5 | 5 | 5 | 5 | 25 |
| 99 | 5 | 3 | 5 | 5 | 5 | 23 |
| 100 | 5 | 5 | 3 | 4 | 5 | 22 |

**Tabulasi Variabel Promosi Diskon (X2)**

|  |  |
| --- | --- |
| No Sampel |  Skor dari pernyataan questioner |
|   | 1 | 2 | 3 | 4 | 5 | Total |
| 1 | 4 | 4 | 4 | 4 | 3 | 20 |
| 2 | 5 | 5 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 5 | 5 | 4 | 5 | 5 | 3 | 27 |
| 6 | 3 | 3 | 3 | 3 | 3 | 21 |
| 7 | 5 | 5 | 5 | 5 | 5 | 32 |
| 8 | 4 | 4 | 4 | 4 | 4 | 28 |
| 9 | 4 | 4 | 4 | 4 | 4 | 29 |
| 10 | 4 | 3 | 3 | 4 | 3 | 27 |
| 11 | 3 | 3 | 4 | 3 | 3 | 27 |
| 12 | 5 | 4 | 5 | 4 | 5 | 35 |
| 13 | 3 | 3 | 3 | 3 | 3 | 28 |
| 14 | 4 | 4 | 4 | 4 | 4 | 34 |
| 15 | 3 | 3 | 4 | 4 | 4 | 33 |
| 16 | 4 | 4 | 3 | 3 | 4 | 34 |
| 17 | 4 | 4 | 3 | 4 | 4 | 36 |
| 18 | 4 | 4 | 4 | 4 | 4 | 38 |
| 19 | 4 | 3 | 3 | 3 | 3 | 35 |
| 20 | 4 | 4 | 4 | 4 | 4 | 40 |
| 21 | 5 | 5 | 5 | 5 | 5 | 46 |
| 22 | 5 | 5 | 5 | 5 | 5 | 47 |
| 23 | 4 | 4 | 4 | 4 | 4 | 43 |
| 24 | 3 | 3 | 3 | 3 | 3 | 39 |
| 25 | 1 | 1 | 1 | 1 | 1 | 30 |
| 26 | 5 | 4 | 4 | 4 | 4 | 47 |
| 27 | 5 | 5 | 5 | 5 | 5 | 52 |
| 28 | 4 | 4 | 4 | 5 | 5 | 50 |
| 29 | 5 | 4 | 5 | 5 | 5 | 53 |
| 30 | 4 | 4 | 4 | 4 | 4 | 50 |
| 31 | 5 | 5 | 5 | 5 | 5 | 56 |
| 32 | 5 | 5 | 5 | 5 | 5 | 57 |
| 33 | 1 | 1 | 1 | 1 | 1 | 38 |
| 34 | 4 | 4 | 4 | 4 | 3 | 53 |
| 35 | 4 | 4 | 4 | 4 | 4 | 55 |
| 36 | 5 | 5 | 5 | 5 | 5 | 61 |
| 37 | 5 | 5 | 5 | 5 | 5 | 62 |
| 38 | 5 | 5 | 5 | 5 | 5 | 63 |
| 39 | 5 | 5 | 5 | 5 | 5 | 64 |
| 40 | 4 | 4 | 4 | 4 | 4 | 60 |
| 41 | 5 | 5 | 5 | 5 | 5 | 66 |
| 42 | 5 | 5 | 5 | 5 | 5 | 67 |
| 43 | 5 | 5 | 5 | 5 | 5 | 68 |
| 44 | 5 | 5 | 5 | 5 | 4 | 68 |
| 45 | 5 | 5 | 5 | 5 | 5 | 70 |
| 46 | 5 | 5 | 5 | 5 | 5 | 71 |
| 47 | 5 | 5 | 5 | 5 | 5 | 72 |
| 48 | 5 | 5 | 5 | 5 | 5 | 73 |
| 49 | 4 | 4 | 5 | 5 | 4 | 71 |
| 50 | 5 | 5 | 5 | 5 | 5 | 75 |
| 51 | 5 | 5 | 5 | 5 | 5 | 76 |
| 52 | 5 | 5 | 5 | 5 | 5 | 77 |
| 53 | 5 | 5 | 5 | 5 | 5 | 78 |
| 54 | 5 | 5 | 5 | 5 | 5 | 79 |
| 55 | 5 | 5 | 5 | 5 | 5 | 80 |
| 56 | 5 | 5 | 5 | 5 | 5 | 81 |
| 57 | 5 | 5 | 5 | 5 | 5 | 82 |
| 58 | 5 | 5 | 5 | 5 | 5 | 83 |
| 59 | 5 | 5 | 5 | 5 | 5 | 84 |
| 60 | 5 | 5 | 5 | 5 | 5 | 85 |
| 61 | 5 | 5 | 5 | 5 | 5 | 86 |
| 62 | 5 | 5 | 5 | 5 | 5 | 87 |
| 63 | 5 | 5 | 5 | 5 | 5 | 88 |
| 64 | 4 | 4 | 4 | 4 | 4 | 84 |
| 65 | 5 | 5 | 5 | 5 | 5 | 90 |
| 66 | 5 | 5 | 5 | 5 | 5 | 91 |
| 67 | 5 | 5 | 5 | 5 | 5 | 92 |
| 68 | 5 | 5 | 5 | 5 | 5 | 93 |
| 69 | 5 | 5 | 5 | 5 | 5 | 94 |
| 70 | 5 | 5 | 5 | 5 | 5 | 95 |
| 71 | 5 | 5 | 5 | 5 | 5 | 96 |
| 72 | 5 | 5 | 5 | 5 | 5 | 97 |
| 73 | 5 | 5 | 5 | 5 | 5 | 98 |
| 74 | 5 | 5 | 5 | 5 | 5 | 99 |
| 75 | 5 | 5 | 5 | 5 | 5 | 100 |
| 76 | 4 | 4 | 4 | 4 | 4 | 96 |
| 77 | 5 | 5 | 5 | 5 | 5 | 102 |
| 78 | 5 | 5 | 5 | 5 | 5 | 103 |
| 79 | 5 | 5 | 5 | 5 | 5 | 104 |
| 80 | 5 | 5 | 5 | 5 | 5 | 105 |
| 81 | 4 | 4 | 4 | 4 | 4 | 101 |
| 82 | 5 | 5 | 5 | 5 | 5 | 107 |
| 83 | 5 | 5 | 5 | 5 | 5 | 108 |
| 84 | 4 | 4 | 4 | 4 | 4 | 104 |
| 85 | 5 | 5 | 5 | 5 | 5 | 110 |
| 86 | 5 | 4 | 4 | 4 | 4 | 107 |
| 87 | 5 | 5 | 5 | 5 | 5 | 112 |
| 88 | 4 | 4 | 4 | 4 | 4 | 108 |
| 89 | 5 | 5 | 5 | 5 | 5 | 114 |
| 90 | 5 | 5 | 5 | 5 | 5 | 115 |
| 91 | 5 | 5 | 5 | 5 | 5 | 116 |
| 92 | 5 | 5 | 5 | 5 | 5 | 117 |
| 93 | 4 | 3 | 5 | 5 | 5 | 115 |
| 94 | 5 | 5 | 5 | 5 | 5 | 119 |
| 95 | 4 | 5 | 5 | 5 | 5 | 119 |
| 96 | 5 | 5 | 5 | 5 | 4 | 120 |
| 97 | 5 | 5 | 5 | 5 | 5 | 122 |
| 98 | 5 | 5 | 5 | 5 | 5 | 123 |
| 99 | 4 | 5 | 5 | 5 | 4 | 122 |
| 100 | 3 | 3 | 4 | 5 | 4 | 119 |

**Tabulasi Variabel Keputusan Pembelian (Y)**

|  |  |
| --- | --- |
| No Sampel |  Skor dari pernyataan questioner |
|   | 1 | 2 | 3 | 4 | 5 | Total |
| 1 | 4 | 4 | 4 | 4 | 4 | 21 |
| 2 | 5 | 5 | 5 | 5 | 5 | 27 |
| 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| 6 | 4 | 4 | 4 | 4 | 3 | 25 |
| 7 | 5 | 5 | 5 | 5 | 5 | 32 |
| 8 | 4 | 4 | 5 | 4 | 4 | 29 |
| 9 | 5 | 4 | 5 | 4 | 4 | 31 |
| 10 | 4 | 4 | 3 | 4 | 4 | 29 |
| 11 | 4 | 1 | 3 | 3 | 1 | 23 |
| 12 | 5 | 4 | 4 | 4 | 5 | 34 |
| 13 | 3 | 3 | 4 | 3 | 3 | 29 |
| 14 | 4 | 4 | 4 | 4 | 4 | 34 |
| 15 | 4 | 4 | 4 | 4 | 4 | 35 |
| 16 | 4 | 4 | 4 | 4 | 4 | 36 |
| 17 | 4 | 4 | 4 | 4 | 4 | 37 |
| 18 | 4 | 4 | 4 | 4 | 4 | 38 |
| 19 | 4 | 4 | 3 | 4 | 4 | 38 |
| 20 | 4 | 4 | 4 | 4 | 4 | 40 |
| 21 | 5 | 5 | 5 | 5 | 5 | 46 |
| 22 | 5 | 5 | 5 | 5 | 5 | 47 |
| 23 | 4 | 4 | 4 | 4 | 4 | 43 |
| 24 | 3 | 3 | 4 | 3 | 3 | 40 |
| 25 | 1 | 1 | 1 | 1 | 1 | 30 |
| 26 | 4 | 4 | 4 | 5 | 4 | 47 |
| 27 | 5 | 5 | 5 | 5 | 4 | 51 |
| 28 | 4 | 4 | 4 | 3 | 3 | 46 |
| 29 | 5 | 5 | 5 | 5 | 5 | 54 |
| 30 | 4 | 4 | 4 | 4 | 4 | 50 |
| 31 | 5 | 5 | 5 | 5 | 5 | 56 |
| 32 | 4 | 4 | 4 | 4 | 4 | 52 |
| 33 | 3 | 3 | 1 | 1 | 4 | 45 |
| 34 | 3 | 4 | 1 | 3 | 1 | 46 |
| 35 | 4 | 4 | 5 | 4 | 5 | 57 |
| 36 | 5 | 4 | 5 | 5 | 5 | 60 |
| 37 | 5 | 5 | 5 | 5 | 5 | 62 |
| 38 | 5 | 5 | 5 | 5 | 5 | 63 |
| 39 | 5 | 5 | 5 | 5 | 5 | 64 |
| 40 | 4 | 5 | 4 | 4 | 5 | 62 |
| 41 | 5 | 5 | 5 | 5 | 5 | 66 |
| 42 | 5 | 5 | 5 | 5 | 5 | 67 |
| 43 | 5 | 5 | 5 | 5 | 5 | 68 |
| 44 | 5 | 5 | 4 | 4 | 4 | 66 |
| 45 | 5 | 5 | 5 | 5 | 5 | 70 |
| 46 | 5 | 5 | 5 | 5 | 5 | 71 |
| 47 | 5 | 5 | 5 | 5 | 5 | 72 |
| 48 | 5 | 4 | 4 | 4 | 5 | 70 |
| 49 | 4 | 4 | 4 | 4 | 4 | 69 |
| 50 | 5 | 5 | 5 | 5 | 5 | 75 |
| 51 | 5 | 5 | 5 | 5 | 5 | 76 |
| 52 | 5 | 5 | 5 | 5 | 5 | 77 |
| 53 | 5 | 5 | 5 | 5 | 5 | 78 |
| 54 | 5 | 5 | 5 | 5 | 5 | 79 |
| 55 | 5 | 5 | 5 | 5 | 5 | 80 |
| 56 | 5 | 5 | 5 | 5 | 5 | 81 |
| 57 | 5 | 5 | 4 | 5 | 4 | 80 |
| 58 | 5 | 5 | 5 | 5 | 5 | 83 |
| 59 | 5 | 5 | 5 | 5 | 5 | 84 |
| 60 | 5 | 5 | 5 | 5 | 5 | 85 |
| 61 | 5 | 5 | 5 | 5 | 5 | 86 |
| 62 | 5 | 5 | 5 | 5 | 5 | 87 |
| 63 | 5 | 5 | 5 | 5 | 5 | 88 |
| 64 | 4 | 4 | 4 | 4 | 4 | 84 |
| 65 | 5 | 5 | 5 | 5 | 5 | 90 |
| 66 | 5 | 5 | 5 | 5 | 5 | 91 |
| 67 | 5 | 5 | 5 | 5 | 5 | 92 |
| 68 | 5 | 5 | 5 | 5 | 5 | 93 |
| 69 | 5 | 5 | 5 | 5 | 5 | 94 |
| 70 | 5 | 5 | 5 | 5 | 5 | 95 |
| 71 | 5 | 5 | 5 | 5 | 5 | 96 |
| 72 | 5 | 5 | 5 | 5 | 5 | 97 |
| 73 | 5 | 5 | 5 | 5 | 5 | 98 |
| 74 | 5 | 5 | 5 | 5 | 5 | 99 |
| 75 | 5 | 5 | 5 | 5 | 5 | 100 |
| 76 | 4 | 4 | 4 | 4 | 4 | 96 |
| 77 | 5 | 5 | 5 | 5 | 5 | 102 |
| 78 | 5 | 5 | 5 | 5 | 5 | 103 |
| 79 | 5 | 5 | 5 | 5 | 5 | 104 |
| 80 | 5 | 5 | 5 | 5 | 5 | 105 |
| 81 | 4 | 4 | 4 | 4 | 4 | 101 |
| 82 | 5 | 5 | 5 | 5 | 5 | 107 |
| 83 | 5 | 5 | 5 | 5 | 5 | 108 |
| 84 | 4 | 4 | 4 | 4 | 4 | 104 |
| 85 | 5 | 5 | 5 | 5 | 5 | 110 |
| 86 | 4 | 5 | 4 | 5 | 4 | 108 |
| 87 | 5 | 5 | 5 | 5 | 5 | 112 |
| 88 | 4 | 4 | 4 | 4 | 4 | 108 |
| 89 | 5 | 5 | 5 | 5 | 5 | 114 |
| 90 | 5 | 5 | 5 | 5 | 5 | 115 |
| 91 | 5 | 5 | 5 | 5 | 5 | 116 |
| 92 | 5 | 5 | 5 | 5 | 5 | 117 |
| 93 | 5 | 5 | 4 | 4 | 5 | 116 |
| 94 | 5 | 5 | 5 | 5 | 5 | 119 |
| 95 | 4 | 5 | 5 | 4 | 5 | 118 |
| 96 | 5 | 5 | 5 | 4 | 5 | 120 |
| 97 | 5 | 5 | 5 | 5 | 5 | 122 |
| 98 | 5 | 5 | 5 | 5 | 5 | 123 |
| 99 | 5 | 4 | 5 | 4 | 5 | 122 |
| 100 | 5 | 4 | 5 | 5 | 5 | 124 |