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KUISIONER PENELITIAN

Bogor, Juni 2023

Nomor : -
 Lampiran : Kuesioner
 Hal : Pengisian Kuesioner

Kepada Yth.
 Pelanggan Toko Kosmetik Online Rosshop Lazada
 di
 Tempat

Assalamu'alaikum wr. wb. Dengan hormat,

Saya yang bertanda tangan di bawah ini:

Nama : MUH PRIDASYA SULISTA
 NPM : S1-19180080

Jurusan : Manajemen
 Institusi : Universitas Binaniaga Indonesia
 Judul Skripsi : Pengaruh Harga, *Online Customer Review* Dan *Online Customer Rating* Terhadap Keputusan Pembelian Secara Online

Sedang menyusun sebuah karya ilmiah (skripsi) sebagai salah satu syarat untuk memperoleh gelar Sarjana Management (S.M.). Untuk itu, saya memohon kesediaan bapak/ibu untuk menjawab semua pertanyaan pada kuesioner yang terlampir secara jujur dan terbuka. Informasi yang diperoleh melalui kuesioner ini bersifat ilmiah dan hanya dipergunakan untuk kepentingan penelitian.

Demikian permohonan saya, atas kesediaan Bapak/Ibu dalam meluangkan waktu untuk mengisi kuesioner dan menyatakan pendapat dalam penelitian ini, saya ucapkan terima kasih.

Hormat Saya,

MUH PRIDASYA SULISTA

KUESIONER

Profil Responden

Mohon isi dengan memberi tanda check list (√) pada data, sebagai berikut:

Usia : 17–20 tahun ☐ 21 – 24 tahun ☐
 25–28 tahun ☐ > 28 tahun ☐

Jenis Kelamin : Pria ☐ Wanita ☐

Jenjang Pendidikan : SMA ☐ Diploma ☐
 S1 ☐ S2 ☐

Lama Jadi Pelanggan: 0–1 tahun ☐ 2 – 3 tahun ☐
 4 –5 tahun ☐ > 5 tahun ☐

Petunjuk Pengisian Kuesioner

Bapak/Ibu diminta untuk menjawab pertanyaan dibawah ini, kemudian dimohonkan menjawab pernyataan tersebut dengan memberikan tanda check list (√) satu dari lima alternatif jawaban yang terdapat dalam pernyataan tersebut. Keterangan :

Sangat Setuju (SS) = 5
 Setuju (S) = 4
 Netral (N) = 3
 Tidak Setuju (TS) = 2
 Sangat Tidak Setuju (STS) = 1

Daftar Pertanyaan

No.	Pernyataan	SS	S	N	TS	STS
Variabel Harga (X1), Rasyid & Indah, (2018;46)						
Keterjangkauan Harga						
1.	Barang-barang yang dijual Toko Kosmetik Online Rosshop Lazada, harganya murah.					
2.	Harga kosmetik di Toko Kosmetik Online Rosshop Lazada lebih mahal dibandingkan di tempat lain.					
Kesesuaian Harga dengan Kualitas Produk						
1.	Barang-barang di Toko Kosmetik Online Rosshop Lazada Makmur, harganya sesuai dengan kualitas nya.					
2.	Kosmetik Toko Kosmetik Online Rosshop Lazada, harganya sangat mahal.					
Daya Saing Harga						
1.	Toko Kosmetik Online Rosshop Lazada, selalu memberikan potongan harga/diskon					
2.	Kosmetik di Toko Kosmetik Online Rosshop Lazada harganya murah dibandingkan di tempat lain.					
Variabel <i>Online Customer Review</i> (X2), Putri (2016;37)						
Manfaat yang dirasakan						
1	Kosmetik yang di jual di Toko Kosmetik Online					
2	Semua Kosmetik yang ada di Toko Kosmetik Online Rosshop Lazada, sangat bermanfaat					
Kredibilitas Sumber						
1.	Toko Kosmetik Online Rosshop Lazada, sudah terkenal					

No.	Pernyataan	SS	S	N	TS	STS
2.	Toko Kosmetik Online Rosshop Lazada, menjual kosmetik yang tidak bermerek					
Kualitas Argumen						
1.	Manajemen Toko Kosmetik Online Rosshop Lazada, selalu memberikan jawaban konsumen					
2.	Pengembalian barang yang sudah dibeli di Toko Kosmetik Online Rosshop Lazada, respon nya lama.					
<i>Valensi</i> (positif atau negatif dari sebuah pernyataan)						
1	Manajemen Toko Kosmetik Online Rosshop Lazada, tidak pernah merespon komplain dari Konsumen					
2	Toko Kosmetik Online Rosshop Lazada, mendapat respon yang baik.					
Variabel <i>Online customer rating</i> (X_3), Megawati (2018;35)						
Kredibel						
1.	Manajemen Toko Kosmetik Online Rosshop Lazada, sangat cepat melayani konsumen					
2.	Kosmetik di Toko Kosmetik Online Rosshop Lazada, bermerek dan berkualitas.					
Keahlian						
1.	Toko Kosmetik Online Rosshop Lazada, Mempunyai karyawan yang cepat merespon konsumen yang membeli kosmetik					
2.	Toko Kosmetik Online Rosshop Lazada, lambat dalam pengiriman barang ke konsumen					
Menyenangkan						
1.	Belanja di Toko Kosmetik Online Rosshop Lazada, sangat menyenangkan					
2.	Pelayanan Toko Kosmetik Online Rosshop Lazada, lambat					

No.	Pernyataan	SS	S	N	TS	STS
Variabel Keputusan Pembelian (Y), Katrin & Diyah (2016: 251)						
Pilihan Produk						
1.	Belanja di Toko Kosmetik Online Rosshop Lazada, banyak pilihan.					
2.	Saya selalu belanja di Toko Kosmetik Online Rosshop Lazada,					
Pilihan Merek						
1.	Toko Kosmetik Online Rosshop Lazada menjual semua merek kosmetik					
2.	Toko Kosmetik Online Rosshop Lazada, menjamin kualitas barang yang dijual (ber merek)					
Pilihan Penyalur						
1.	Produk yang dijual di Toko Kosmetik Online Rosshop Lazada cukup lengkap dari semua distributor					
2.	Toko Kosmetik Online Rosshop Lazada memberikan fasilitas gratis ongkir					
Jumlah Pembelian						
1.	Belanja di Toko Kosmetik Online Rosshop Lazada tidak dibatasi					
2.	Toko Kosmetik Online Rosshop Lazada, Tidak pernah memberikan potongan harga untuk pembelian lebih dari satu					
Waktu Pembelian						
1.	Belanja di Toko Kosmetik Online Rosshop Lazada bisa 24 jam					
2.	Toko Kosmetik Online Rosshop Lazada memberikan diskon setiap bulan					

LAMPIRAN 2
HASIL TABULASI UJI VALIDITAS VARIABEL HARGA (X1)

No Resp	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TotalX1
1	4	4	4	3	4	4	23
2	5	5	5	5	5	5	30
3	4	4	4	4	4	3	23
4	4	4	4	4	4	4	24
5	4	4	4	5	4	4	25
6	5	5	5	5	5	5	30
7	4	4	4	4	4	3	23
8	2	2	2	3	2	2	13
9	4	4	4	4	4	4	24
10	5	4	4	4	5	5	27
11	2	3	3	3	2	3	16
12	5	5	5	5	5	2	27
13	5	5	5	5	5	5	30
14	4	5	5	4	4	4	26
15	5	4	4	5	5	5	28
16	3	5	5	5	3	3	24
17	5	5	5	5	5	5	30
18	5	5	5	5	5	5	30
19	4	4	4	4	4	5	25
20	4	3	3	5	4	3	22
21	4	4	4	3	4	4	23
22	5	5	5	5	5	5	30
23	4	4	4	4	4	3	23
24	4	4	4	4	4	4	24
25	4	4	4	5	4	4	25
26	3	4	4	3	3	3	20
27	4	3	4	4	4	5	24
28	5	5	5	5	5	4	29
29	5	5	5	5	5	5	30
30	5	4	5	5	5	4	28
Total	126	126	128	130	126	120	

HASIL TABULASI UJI VALIDITAS VARIABEL *ONLINE CUSTOMER REVIEW* (X2)

No Resp	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TotalX2
1	4	4	4	5	5	4	4	5	35
2	2	1	1	2	2	2	3	2	15
3	4	4	4	4	4	4	4	4	32
4	4	4	5	4	4	5	5	4	35
5	5	5	5	5	5	5	4	4	38
6	5	5	1	5	3	5	3	5	32
7	4	4	4	5	5	4	4	5	35
8	2	1	1	2	2	2	3	2	15
9	4	4	4	4	4	4	4	4	32
10	4	4	5	4	4	5	5	4	35
11	3	3	5	5	3	3	3	1	26
12	4	4	4	4	4	4	4	4	32
13	4	4	3	4	4	4	4	4	31
14	4	5	4	4	5	4	5	4	35
15	5	5	3	5	5	5	5	5	38
16	5	5	5	5	5	5	5	5	40
17	3	4	5	4	4	4	4	4	32
18	4	4	3	5	3	4	5	3	31
19	4	4	4	4	4	4	4	4	32
20	3	4	2	3	4	3	4	3	26
21	4	3	2	3	5	4	3	3	27
22	5	5	5	5	5	5	5	5	40
23	3	3	3	3	3	3	3	3	24
24	3	3	3	3	3	3	3	3	24
25	3	3	4	3	3	3	3	3	25
26	3	3	3	4	4	3	4	4	28
27	4	4	3	3	4	4	5	3	30
28	4	4	4	5	5	4	4	4	34
29	5	5	5	5	5	5	5	5	40
30	5	5	5	4	5	4	4	4	36
Total	116	116	109	121	121	118	121	113	

**HASIL TABULASI UJI VALIDITAS VARIABEL *ONLINE CUSTOMER*
RATING (X3)**

No Resp	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	TotalX3
1	4	5	4	5	5	4	27
2	2	3	1	2	2	2	12
3	4	4	4	4	4	4	24
4	3	4	5	4	4	5	25
5	4	5	5	5	5	5	29
6	5	5	1	5	3	5	24
7	4	5	4	5	5	4	27
8	2	3	1	2	2	2	12
9	4	4	4	4	4	4	24
10	3	4	5	4	4	5	25
11	3	3	5	5	3	3	22
12	4	4	4	4	4	4	24
13	4	4	3	4	4	4	23
14	4	4	4	4	5	4	25
15	5	5	3	5	5	5	28
16	4	4	5	5	5	5	28
17	4	4	5	4	4	4	25
18	4	4	3	5	3	4	23
19	4	5	4	4	4	4	25
20	5	4	2	3	4	3	21
21	4	4	2	3	5	4	22
22	5	5	5	5	5	5	30
23	3	3	3	3	3	3	18
24	3	3	3	3	3	3	18
25	3	3	4	3	3	3	19
26	4	4	3	4	4	3	22
27	4	3	3	3	4	4	21
28	4	4	4	5	5	4	26
29	5	5	5	5	5	5	30
30	4	4	5	4	5	4	26
Total	115	121	109	121	121	118	

**HASIL TABULASI UJI VALIDITAS VARIABEL KEPUTUSAN
PEMBELIAN (Y)**

No Resp	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	TotalY
1	5	5	5	5	5	5	5	5	5	5	50
2	4	4	4	4	4	4	4	4	4	4	40
3	3	4	4	5	3	4	4	3	5	3	38
4	4	4	4	4	4	4	4	4	4	4	40
5	4	4	4	4	4	4	4	4	4	4	40
6	5	4	5	5	5	5	4	5	5	5	48
7	5	4	4	4	5	4	4	4	4	5	43
8	2	2	2	1	1	2	2	2	1	1	16
9	4	4	4	4	4	4	4	4	4	4	40
10	3	4	4	5	4	4	4	4	5	4	41
11	3	3	3	3	3	3	3	3	3	3	30
12	4	4	4	4	4	4	4	4	4	4	40
13	4	4	4	4	4	4	4	4	4	4	40
14	4	4	4	4	4	4	4	4	4	4	40
15	5	4	5	5	5	5	4	5	5	5	48
16	5	4	4	4	5	4	4	4	4	5	43
17	5	4	5	5	4	4	4	4	5	4	44
18	5	5	5	5	5	5	5	5	5	5	50
19	4	4	4	4	4	4	4	4	4	4	40
20	3	4	4	5	3	4	4	3	5	3	38
21	3	3	4	2	3	1	3	5	2	3	29
22	5	5	5	5	5	5	5	4	5	5	49
23	3	3	3	3	3	3	3	3	3	3	30
24	3	3	3	3	3	3	3	3	3	3	30
25	3	3	3	3	3	3	3	3	3	3	30
26	3	4	3	3	4	3	4	3	3	4	34
27	5	4	4	5	4	5	4	3	5	4	43
28	5	5	5	5	5	4	5	4	5	5	48
29	5	5	5	5	5	5	5	5	5	5	50
30	5	4	5	5	5	5	4	5	5	5	48
Total	121	118	122	123	120	118	118	117	123	120	

LAMPIRAN 3

HASIL UJI VALIDITAS VARIABEL HARGA (X1)

Correlations								
		Harga	Harga	Harga	Harga	Harga	Harga	Tootal X1
Harga	Pearson Correlation	1	.685**	.738**	.698**	1.000**	.645**	.939**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
Harga	Pearson Correlation	.685**	1	.943**	.598**	.685**	.431*	.837**
	Sig. (2-tailed)	.000		.000	.000	.000	.018	.000
	N	30	30	30	30	30	30	30
Harga	Pearson Correlation	.738**	.943**	1	.635**	.738**	.492**	.880**
	Sig. (2-tailed)	.000	.000		.000	.000	.006	.000
	N	30	30	30	30	30	30	30
Harga	Pearson Correlation	.698**	.598**	.635**	1	.698**	.384*	.777**
	Sig. (2-tailed)	.000	.000	.000		.000	.036	.000
	N	30	30	30	30	30	30	30
Harga	Pearson Correlation	1.000**	.685**	.738**	.698**	1	.645**	.939**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
Harga	Pearson Correlation	.645**	.431*	.492**	.384*	.645**	1	.727**
	Sig. (2-tailed)	.000	.018	.006	.036	.000		.000
	N	30	30	30	30	30	30	30
Tootal X1	Pearson Correlation	.939**	.837**	.880**	.777**	.939**	.727**	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).								

HASIL VALIDITAS VARIABEL *ONLINE CUSTOMER RATTING* (X3)

Correlations								
		Online Cust Rattng	Online Cust Rattng	Online Cust Rattng	Online Cust Rattng	Online Cust Rattng	Online Cust Rattng	TotalX3
Online Cust Rattng	Pearson Correlation	1	.738**	.177	.618**	.665**	.636**	.742**
	Sig. (2-tailed)		.000	.350	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
Online Cust Rattng	Pearson Correlation	.738**	1	.278	.723**	.671**	.722**	.807**
	Sig. (2-tailed)	.000		.137	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
Online Cust Rattng	Pearson Correlation	.177	.278	1	.566**	.566**	.539**	.706**
	Sig. (2-tailed)	.350	.137		.001	.001	.002	.000
	N	30	30	30	30	30	30	30
Online Cust Rattng	Pearson Correlation	.618**	.723**	.566**	1	.599**	.730**	.868**
	Sig. (2-tailed)	.000	.000	.001		.000	.000	.000
	N	30	30	30	30	30	30	30
Online Cust Rattng	Pearson Correlation	.665**	.671**	.566**	.599**	1	.688**	.860**
	Sig. (2-tailed)	.000	.000	.001	.000		.000	.000
	N	30	30	30	30	30	30	30
Online Cust Rattng	Pearson Correlation	.636**	.722**	.539**	.730**	.688**	1	.878**
	Sig. (2-tailed)	.000	.000	.002	.000	.000		.000
	N	30	30	30	30	30	30	30
TotalX3	Pearson Correlation	.742**	.807**	.706**	.868**	.860**	.878**	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).

HASIL VALIDITAS VARIABEL KEPUTUSAN PEMBELIAN (Y)

Correlations												
		Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Total Y
Keputusan Pembelian	Pearson Correlation	1	.756**	.849**	.719**	.903**	.790**	.756**	.699**	.719**	.903**	.900**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.756**	1	.834**	.834**	.843**	.785**	1.000**	.609**	.834**	.843**	.919**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.849**	.834**	1	.845**	.835**	.750**	.834**	.832**	.845**	.835**	.937**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.719**	.834**	.845**	1	.743**	.894**	.834**	.513**	1.000**	.743**	.909**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.004	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.903**	.843**	.835**	.743**	1	.771**	.843**	.771**	.743**	1.000**	.937**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.790**	.785**	.750**	.894**	.771**	1	.785**	.491**	.894**	.771**	.889**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.006	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.756**	1.000**	.834**	.834**	.843**	.785**	1	.609**	.834**	.843**	.919**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.699**	.609**	.832**	.513**	.771**	.491**	.609**	1	.513**	.771**	.748**

	Sig. (2-tailed)	.000	.000	.000	.004	.000	.006	.000		.004	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.719**	.834**	.845**	1.000**	.743**	.894**	.834**	.513**	1	.743**	.909**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.004		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.903**	.843**	.835**	.743**	1.000**	.771**	.843**	.771**	.743**	1	.937**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Total Y	Pearson Correlation	.900**	.919**	.937**	.909**	.937**	.889**	.919**	.748**	.909**	.937**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

HASIL UJI RELIABILITAS

VARIABEL HARGA (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.920	6

VARIABEL ONLINE CUSTOMER REVIEW (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.932	8

VARIABEL *ONLINE CUSTOMER RATTING* (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.880	6

VARIABEL KEPUTUSAN PEMBELIAN (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.972	10

LAMPIRAN 4
HASIL TABULASI RESPONDEN VARIABEL HARGA (X1)

No Resp	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TotalX1
1	4	4	4	3	4	4	23
2	5	5	5	5	5	5	30
3	4	4	4	4	4	3	23
4	4	4	4	4	4	4	24
5	4	4	4	5	4	4	25
6	5	5	5	5	5	5	30
7	4	4	4	4	4	3	23
8	2	2	2	3	2	2	13
9	4	4	4	4	4	4	24
10	5	4	4	4	5	5	27
11	2	3	3	3	2	3	16
12	5	5	5	5	5	2	27
13	5	5	5	5	5	5	30
14	4	5	5	4	4	4	26
15	5	4	4	5	5	5	28
16	3	5	5	5	3	3	24
17	5	5	5	5	5	5	30
18	5	5	5	5	5	5	30
19	4	4	4	4	4	5	25
20	4	3	3	5	4	3	22
21	4	4	4	3	4	4	23
22	5	5	5	5	5	5	30
23	4	4	4	4	4	3	23
24	4	4	4	4	4	4	24
25	4	4	4	5	4	4	25
26	3	4	4	3	3	3	20
27	4	3	4	4	4	5	24
28	5	5	5	5	5	4	29
29	5	5	5	5	5	5	30
30	5	4	5	5	5	4	28
31	5	4	4	4	5	5	27
32	2	3	3	3	2	3	16
33	5	5	5	5	5	2	27
34	5	5	5	5	5	5	30
35	4	5	5	4	4	4	26
36	5	4	4	5	5	5	28
37	3	5	5	5	3	3	24
38	4	5	5	4	4	4	26

39	5	4	4	5	5	5	28
40	3	5	5	5	3	3	24
41	4	4	4	4	4	3	23
42	4	4	4	4	4	4	24
43	4	4	4	5	4	4	25
44	5	5	5	5	5	5	30
45	4	4	4	4	4	3	23
46	2	2	2	3	2	2	13
47	4	4	4	4	4	4	24
48	5	4	4	4	5	5	27
49	2	3	3	3	2	3	16
50	5	5	5	5	5	2	27
51	4	4	4	4	4	3	23
52	4	4	4	4	4	4	24
53	4	4	4	5	4	4	25
54	5	5	5	5	5	5	30
55	4	4	4	4	4	3	23
56	2	2	2	3	2	2	13
57	4	4	4	4	4	4	24
58	5	4	4	4	5	5	27
59	2	3	3	3	2	3	16
60	5	5	5	5	5	2	27
61	3	5	5	5	3	3	24
62	4	5	5	4	4	4	26
63	5	4	4	5	5	5	28
64	3	5	5	5	3	3	24
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66	4	4	4	4	4	4	24
67	4	4	4	5	4	4	25
68	5	5	5	5	5	5	30
69	4	4	4	4	4	3	23
70	2	2	2	3	2	2	13
71	4	4	4	4	4	4	24
72	5	4	4	4	5	5	27
73	2	3	3	3	2	3	16
74	5	5	5	5	5	2	27
75	4	4	4	4	4	5	25
76	4	3	3	5	4	3	22
77	4	4	4	3	4	4	23
78	5	5	5	5	5	5	30
79	4	4	4	4	4	3	23

80	4	4	4	4	4	4	24
81	4	4	4	5	4	4	25
82	3	4	4	3	3	3	20
83	4	3	4	4	4	5	24
84	5	5	5	5	5	4	29
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86	5	4	5	5	5	4	28
87	5	4	4	4	5	5	27
88	2	3	3	3	2	3	16
89	5	5	5	5	5	2	27
90	5	5	5	5	5	5	30
91	4	5	5	4	4	4	26
92	5	4	4	5	5	5	28
93	3	5	5	5	3	3	24
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95	5	4	4	5	5	5	28
96	3	5	5	5	3	3	24
97	4	4	4	4	4	3	23
98	4	4	4	4	4	4	24
99	4	4	4	5	4	4	25
100	5	5	5	5	5	5	30
101	4	4	4	4	4	5	25
102	4	3	3	5	4	3	22
103	4	4	4	3	4	4	23
104	5	5	5	5	5	5	30
105	4	4	4	4	4	3	23
106	4	4	4	4	4	4	24
107	4	4	4	5	4	4	25
108	3	4	4	3	3	3	20
109	4	3	4	4	4	5	24
110	5	5	5	5	5	4	29
111	5	5	5	5	5	5	30
112	5	4	5	5	5	4	28
113	5	4	4	4	5	5	27
114	2	3	3	3	2	3	16
115	5	5	5	5	5	2	27
116	5	5	5	5	5	5	30
117	4	5	5	4	4	4	26
118	5	4	4	5	5	5	28
119	3	5	5	5	3	3	24
120	4	5	5	4	4	4	26

121	5	4	4	5	5	5	28
122	3	5	5	5	3	3	24
123	4	4	4	4	4	3	23
124	4	4	4	4	4	4	24
125	4	4	4	5	4	4	25
126	5	5	5	5	5	5	30
127	4	4	4	4	4	5	25
128	4	3	3	5	4	3	22
129	4	4	4	3	4	4	23
130	5	5	5	5	5	5	30
131	4	4	4	4	4	3	23
132	4	4	4	4	4	4	24
133	4	4	4	5	4	4	25
134	3	4	4	3	3	3	20
135	4	3	4	4	4	5	24
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139	4	4	4	3	4	4	23
140	5	5	5	5	5	5	30
141	4	4	4	4	4	3	23
142	4	4	4	4	4	4	24
143	4	4	4	5	4	4	25
144	3	4	4	3	3	3	20
145	4	3	4	4	4	5	24
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148	4	4	4	4	4	5	25
149	4	3	3	5	4	3	22
150	4	4	4	3	4	4	23
151	5	5	5	5	5	5	30
152	4	4	4	4	4	3	23
153	4	4	4	4	4	4	24
154	4	4	4	5	4	4	25
155	3	4	4	3	3	3	20
156	4	3	4	4	4	5	24
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158	5	5	5	5	5	5	30
159	5	4	5	5	5	4	28
160	5	4	4	4	5	5	27
161	2	3	3	3	2	3	16

162	5	5	5	5	5	2	27
163	5	5	5	5	5	5	30
164	4	5	5	4	4	4	26
165	5	4	4	5	5	5	28
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187	4	4	4	4	4	5	25
188	4	3	3	5	4	3	22
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191	4	4	4	4	4	3	23
192	4	4	4	4	4	4	24
193	4	4	4	5	4	4	25
194	3	4	4	3	3	3	20
195	4	3	4	4	4	5	24
196	5	5	5	5	5	4	29
197	4	5	5	4	4	4	26
198	5	4	4	5	5	5	28
199	3	5	5	5	3	3	24
200	4	5	5	4	4	4	26
201	5	4	4	5	5	5	28
202	3	5	5	5	3	3	24

203	4	4	4	4	4	3	23
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205	4	4	4	5	4	4	25
206	5	5	5	5	5	5	30
207	4	4	4	4	4	5	25
208	4	3	3	5	4	3	22
209	4	4	4	3	4	4	23
210	5	5	5	5	5	5	30
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212	4	4	4	4	4	4	24
213	4	4	4	5	4	4	25
214	3	4	4	3	3	3	20
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216	5	5	5	5	5	4	29
217	4	5	5	4	4	4	26
218	5	4	4	5	5	5	28
219	3	5	5	5	3	3	24
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221	5	4	4	5	5	5	28
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225	4	4	4	5	4	4	25
226	5	5	5	5	5	5	30
227	4	4	4	4	4	5	25
228	4	3	3	5	4	3	22
229	4	4	4	3	4	4	23
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231	4	4	4	4	4	3	23
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236	5	5	5	5	5	4	29
237	4	5	5	4	4	4	26
238	5	4	4	5	5	5	28
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240	4	4	4	4	4	3	23
241	4	4	4	4	4	4	24
242	4	4	4	5	4	4	25
243	5	5	5	5	5	5	30

244	4	4	4	4	4	5	25
245	4	3	3	5	4	3	22
246	4	4	4	3	4	4	23
247	5	5	5	5	5	5	30
248	4	4	4	4	4	3	23
249	4	4	4	4	4	4	24
250	4	4	4	5	4	4	25
251	3	4	4	3	3	3	20
252	4	3	4	4	4	5	24
253	5	5	5	5	5	4	29
254	4	5	5	4	4	4	26
255	5	4	4	5	5	5	28
256	3	5	5	5	3	3	24
257	4	5	5	4	4	4	26
258	5	4	4	5	5	5	28
259	3	5	5	5	3	3	24
260	4	4	4	4	4	3	23
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263	5	5	5	5	5	5	30
264	4	4	4	4	4	5	25
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267	5	5	5	5	5	5	30
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271	3	4	4	3	3	3	20
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275	5	4	4	5	5	5	28
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286	4	4	4	4	4	5	25
287	4	3	3	5	4	3	22
288	4	4	4	3	4	4	23
289	5	5	5	5	5	5	30
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292	4	4	4	5	4	4	25
293	3	4	4	3	3	3	20
294	4	3	4	4	4	5	24
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307	5	5	5	5	5	5	30
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311	5	5	5	5	5	5	30
312	4	4	4	4	4	3	23
313	4	4	4	4	4	4	24
314	4	4	4	5	4	4	25
315	3	4	4	3	3	3	20
316	4	3	4	4	4	5	24
317	5	5	5	5	5	4	29
318	4	5	5	4	4	4	26
319	5	4	4	5	5	5	28
320	3	5	5	5	3	3	24
321	4	4	4	4	4	3	23
322	4	4	4	4	4	4	24
323	4	4	4	5	4	4	25
324	4	4	4	3	4	4	23
325	5	5	5	5	5	5	30

326	4	4	4	4	4	3	23
327	4	4	4	4	4	4	24
328	4	4	4	5	4	4	25
329	3	4	4	3	3	3	20
330	4	3	4	4	4	5	24
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333	5	4	4	5	5	5	28
334	3	5	5	5	3	3	24
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343	3	5	5	5	3	3	24
344	4	4	4	4	4	3	23
345	4	4	4	4	4	4	24
346	4	4	4	5	4	4	25
347	5	5	5	5	5	5	30
348	4	4	4	4	4	5	25
349	4	3	3	5	4	3	22
350	4	4	4	3	4	4	23
351	5	5	5	5	5	5	30
352	4	4	4	4	4	3	23
353	4	4	4	4	4	4	24
354	4	4	4	5	4	4	25
355	3	4	4	3	3	3	20
356	4	3	4	4	4	5	24
357	5	5	5	5	5	4	29
358	4	5	5	4	4	4	26
359	5	4	4	5	5	5	28
360	3	5	5	5	3	3	24
361	4	4	4	4	4	3	23
362	3	5	5	5	3	3	24
363	4	4	4	4	4	3	23
364	4	4	4	4	4	4	24
365	4	4	4	5	4	4	25
366	5	5	5	5	5	5	30

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91	4	4	5	4	4	5	5	4	35
92	5	5	5	5	5	5	4	4	38
93	5	5	1	5	3	5	3	5	32
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113	5	5	3	5	5	5	5	5	38
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[illegible]

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225	4	4	5	4	4	5	5	4	35
226	5	5	5	5	5	5	4	4	38
227	3	4	2	3	4	3	4	3	26
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241	5	5	5	4	5	4	4	4	36
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243	4	4	4	5	5	4	4	5	35
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247	5	5	5	5	5	5	4	4	38
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249	4	3	2	3	5	4	3	3	27
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265	4	5	4	4	5	4	5	4	35
266	5	5	3	5	5	5	5	5	38
267	5	5	5	5	5	5	5	5	40
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269	4	4	4	5	5	4	4	5	35
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273	5	5	5	5	5	5	4	4	38
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285	4	4	4	5	5	4	4	4	34

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371	2	1	1	2	2	2	3	2	15
372	4	4	4	4	4	4	4	4	32
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374	5	5	5	5	5	5	4	4	38
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380	4	4	4	5	5	4	4	5	35
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383	4	4	5	4	4	5	5	4	35
384	5	5	5	5	5	5	4	4	38
385	3	4	2	3	4	3	4	3	26
TOTAL	1496	1496	1416	1519	1590	1494	1549	1445	

**HASIL TABULASI RESPONDEN VARIABEL *ONLINE CUSTOMER RATTING*
(X3)**

No Resp	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	TotalX3
1	4	5	4	5	5	4	27
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4	3	4	5	4	4	5	25
5	4	5	5	5	5	5	29
6	5	5	1	5	3	5	24
7	4	5	4	5	5	4	27
8	2	3	1	2	2	2	12
9	4	4	4	4	4	4	24
10	3	4	5	4	4	5	25
11	3	3	5	5	3	3	22
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16	4	4	5	5	5	5	28
17	4	4	5	4	4	4	25
18	4	4	3	5	3	4	23
19	4	5	4	4	4	4	25
20	5	4	2	3	4	3	21
21	4	4	2	3	5	4	22
22	5	5	5	5	5	5	30
23	3	3	3	3	3	3	18
24	3	3	3	3	3	3	18
25	3	3	4	3	3	3	19
26	4	4	3	4	4	3	22
27	4	3	3	3	4	4	21
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29	5	5	5	5	5	5	30
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34	4	4	5	5	5	5	28
35	4	4	5	4	4	4	25
36	4	4	3	5	3	4	23
37	4	5	4	4	4	4	25
38	5	4	2	3	4	3	21

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76	4	4	3	4	4	4	23
77	4	4	4	4	5	4	25
78	5	5	3	5	5	5	28
79	3	3	4	3	3	3	19

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81	4	3	3	3	4	4	21
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83	5	5	5	5	5	5	30
84	4	4	5	4	5	4	26
85	4	4	3	4	4	4	23
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114	5	5	3	5	5	5	28
115	4	4	5	5	5	5	28
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123	5	5	3	5	5	5	28
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167	4	4	5	4	5	4	26
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172	4	4	5	4	4	4	25
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175	5	4	2	3	4	3	21
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177	4	4	3	4	4	4	23
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179	5	5	3	5	5	5	28
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184	2	3	1	2	2	2	12
185	4	4	4	4	4	4	24
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207	3	4	5	4	4	5	25
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222	4	4	5	5	5	5	28
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224	4	4	3	5	3	4	23
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227	4	4	2	3	5	4	22
228	4	4	3	4	4	4	23
229	4	4	4	4	5	4	25
230	5	5	3	5	5	5	28
231	4	4	5	5	5	5	28
232	4	4	5	4	4	4	25
233	4	4	3	5	3	4	23
234	4	5	4	4	4	4	25
235	2	3	1	2	2	2	12
236	4	4	4	4	4	4	24
237	3	4	5	4	4	5	25
238	4	5	5	5	5	5	29
239	5	5	1	5	3	5	24
240	4	5	4	5	5	4	27
241	2	3	1	2	2	2	12
242	4	4	4	4	4	4	24
243	3	4	5	4	4	5	25

244	3	3	5	5	3	3	22
245	4	4	4	4	4	4	24
246	4	4	3	4	4	4	23
247	4	4	4	4	5	4	25
248	5	5	3	5	5	5	28
249	4	5	4	5	5	4	27
250	2	3	1	2	2	2	12
251	4	4	4	4	4	4	24
252	3	4	5	4	4	5	25
253	4	5	5	5	5	5	29
254	5	5	1	5	3	5	24
255	4	5	4	5	5	4	27
256	2	3	1	2	2	2	12
257	4	4	4	4	4	4	24
258	3	4	5	4	4	5	25
259	3	3	5	5	3	3	22
260	4	4	4	4	4	4	24
261	4	4	3	4	4	4	23
262	4	4	4	4	5	4	25
263	5	5	3	5	5	5	28
264	3	3	4	3	3	3	19
265	4	4	3	4	4	3	22
266	4	3	3	3	4	4	21
267	4	4	4	5	5	4	26
268	5	5	5	5	5	5	30
269	4	4	5	4	5	4	26
270	4	4	3	4	4	4	23
271	4	4	4	4	5	4	25
272	5	5	3	5	5	5	28
273	4	4	5	5	5	5	28
274	4	4	5	4	4	4	25
275	4	4	3	5	3	4	23
276	4	5	4	4	4	4	25
277	5	4	2	3	4	3	21
278	4	4	2	3	5	4	22
279	4	4	3	4	4	4	23
280	4	4	4	4	5	4	25
281	5	5	3	5	5	5	28
282	4	4	5	5	5	5	28
283	4	4	5	4	4	4	25
284	4	4	3	5	3	4	23

285	4	5	4	4	4	4	25
286	2	3	1	2	2	2	12
287	4	4	4	4	4	4	24
288	3	4	5	4	4	5	25
289	4	5	5	5	5	5	29
290	5	5	1	5	3	5	24
291	4	5	4	5	5	4	27
292	2	3	1	2	2	2	12
293	4	4	4	4	4	4	24
294	3	4	5	4	4	5	25
295	3	3	5	5	3	3	22
296	4	4	4	4	4	4	24
297	4	4	3	4	4	4	23
298	4	4	4	4	5	4	25
299	5	5	3	5	5	5	28
300	4	5	4	5	5	4	27
301	2	3	1	2	2	2	12
302	4	4	4	4	4	4	24
303	3	4	5	4	4	5	25
304	4	5	5	5	5	5	29
305	5	5	1	5	3	5	24
306	4	5	4	5	5	4	27
307	2	3	1	2	2	2	12
308	4	4	4	4	4	4	24
309	3	4	5	4	4	5	25
310	3	3	5	5	3	3	22
311	4	4	4	4	4	4	24
312	4	4	3	4	4	4	23
313	4	4	4	4	5	4	25
314	5	5	3	5	5	5	28
315	3	3	4	3	3	3	19
316	4	4	3	4	4	3	22
317	4	3	3	3	4	4	21
318	4	4	4	5	5	4	26
319	5	5	5	5	5	5	30
320	4	4	5	4	5	4	26
321	4	4	3	4	4	4	23
322	4	4	4	4	5	4	25
323	5	5	3	5	5	5	28
324	4	4	5	5	5	5	28
325	4	4	5	4	4	4	25

326	4	4	3	5	3	4	23
327	4	5	4	4	4	4	25
328	5	4	2	3	4	3	21
329	4	4	2	3	5	4	22
330	4	4	3	4	4	4	23
331	4	4	4	4	5	4	25
332	5	5	3	5	5	5	28
333	4	4	5	5	5	5	28
334	4	4	5	4	4	4	25
335	4	4	3	5	3	4	23
336	4	5	4	4	4	4	25
337	5	5	1	5	3	5	24
338	4	5	4	5	5	4	27
339	2	3	1	2	2	2	12
340	4	4	4	4	4	4	24
341	3	4	5	4	4	5	25
342	3	3	5	5	3	3	22
343	4	4	4	4	4	4	24
344	4	4	3	4	4	4	23
345	4	4	4	4	5	4	25
346	5	5	3	5	5	5	28
347	4	5	4	5	5	4	27
348	2	3	1	2	2	2	12
349	4	4	4	4	4	4	24
350	3	4	5	4	4	5	25
351	4	5	5	5	5	5	29
352	5	5	1	5	3	5	24
353	4	5	4	5	5	4	27
354	2	3	1	2	2	2	12
355	5	5	5	5	5	5	30
356	4	4	5	4	5	4	26
357	4	4	3	4	4	4	23
358	4	4	4	4	5	4	25
359	5	5	3	5	5	5	28
360	4	4	5	5	5	5	28
361	4	4	5	4	4	4	25
362	4	4	3	5	3	4	23
363	4	5	4	4	4	4	25
364	5	4	2	3	4	3	21
365	4	4	2	3	5	4	22
366	4	4	3	4	4	4	23

367	4	4	4	4	5	4	25
368	5	5	3	5	5	5	28
369	4	4	5	5	5	5	28
370	4	4	5	4	4	4	25
371	4	4	3	5	3	4	23
372	4	5	4	4	4	4	25
373	2	3	1	2	2	2	12
374	4	4	4	4	4	4	24
375	3	4	5	4	4	5	25
376	4	5	4	5	5	4	27
377	2	3	1	2	2	2	12
378	4	4	4	4	4	4	24
379	3	4	5	4	4	5	25
380	4	5	5	5	5	5	29
381	5	5	1	5	3	5	24
382	4	5	4	5	5	4	27
383	2	3	1	2	2	2	12
384	4	4	4	4	4	4	24
385	3	4	5	4	4	5	25
Total	1495	1588	1374	1582	1575	1548	

HASIL TABULASI RESPONDEN VARIABEL KEPUTUSAN PEMBELIAN (Y)

No Resp	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	TotalY
1	5	5	5	5	5	5	5	5	5	5	50
2	4	4	4	4	4	4	4	4	4	4	40
3	3	4	4	5	3	4	4	3	5	3	38
4	4	4	4	4	4	4	4	4	4	4	40
5	2	2	2	1	1	2	2	2	1	1	16
6	5	4	5	5	5	5	4	5	5	5	48
7	5	4	4	4	5	4	4	4	4	5	43
8	2	2	2	1	1	2	2	2	1	1	16
9	4	4	4	4	4	4	4	4	4	4	40
10	3	4	4	5	4	4	4	4	5	4	41
11	3	3	3	3	3	3	3	3	3	3	30
12	4	4	4	4	4	4	4	4	4	4	40
13	2	2	2	1	1	2	2	2	1	1	16
14	4	4	4	4	4	4	4	4	4	4	40
15	5	4	5	5	5	5	4	5	5	5	48
16	5	4	4	4	5	4	4	4	4	5	43
17	5	4	5	5	4	4	4	4	5	4	44
18	5	5	5	5	5	5	5	5	5	5	50
19	4	4	4	4	4	4	4	4	4	4	40
20	3	4	4	5	3	4	4	3	5	3	38
21	3	3	4	2	3	1	3	5	2	3	29
22	5	5	5	5	5	5	5	4	5	5	49
23	3	3	3	3	3	3	3	3	3	3	30
24	2	2	2	1	1	2	2	2	1	1	16
25	3	3	3	3	3	3	3	3	3	3	30
26	3	4	3	3	4	3	4	3	3	4	34
27	5	4	4	5	4	5	4	3	5	4	43
28	5	5	5	5	5	4	5	4	5	5	48
29	5	5	5	5	5	5	5	5	5	5	50
30	5	4	5	5	5	5	4	5	5	5	48
31	4	4	4	4	4	4	4	4	4	4	40
32	2	2	2	1	1	2	2	2	1	1	16
33	4	4	4	4	4	4	4	4	4	4	40
34	5	4	5	5	5	5	4	5	5	5	48
35	5	4	4	4	5	4	4	4	4	5	43
36	5	4	5	5	4	4	4	4	5	4	44
37	5	5	5	5	5	5	5	5	5	5	50
38	4	4	4	4	4	4	4	4	4	4	40
39	3	4	4	5	3	4	4	3	5	3	38

122	3	3	3	3	3	3	3	3	3	3	30
123	3	4	3	3	4	3	4	3	3	4	34
124	5	4	4	5	4	5	4	3	5	4	43
125	5	5	5	5	5	4	5	4	5	5	48
126	5	5	5	5	5	5	5	5	5	5	50
127	5	4	5	5	5	5	4	5	5	5	48
128	4	4	4	4	4	4	4	4	4	4	40
129	4	4	4	4	4	4	4	4	4	4	40
130	4	4	4	4	4	4	4	4	4	4	40
131	5	4	5	5	5	5	4	5	5	5	48
132	5	4	4	4	5	4	4	4	4	5	43
133	5	4	5	5	4	4	4	4	5	4	44
134	5	5	5	5	5	5	5	5	5	5	50
135	4	4	4	4	4	4	4	4	4	4	40
136	3	4	4	5	3	4	4	3	5	3	38
137	3	3	4	2	3	1	3	5	2	3	29
138	5	5	5	5	5	5	5	4	5	5	49
139	5	4	4	4	5	4	4	4	4	5	43
140	5	4	5	5	4	4	4	4	5	4	44
141	5	5	5	5	5	5	5	5	5	5	50
142	4	4	4	4	4	4	4	4	4	4	40
143	3	4	4	5	3	4	4	3	5	3	38
144	3	3	4	2	3	1	3	5	2	3	29
145	5	5	5	5	5	5	5	4	5	5	49
146	3	3	3	3	3	3	3	3	3	3	30
147	3	3	3	3	3	3	3	3	3	3	30
148	3	3	3	3	3	3	3	3	3	3	30
149	3	4	3	3	4	3	4	3	3	4	34
150	5	4	4	5	4	5	4	3	5	4	43
151	5	5	5	5	5	4	5	4	5	5	48
152	5	5	5	5	5	5	5	5	5	5	50
153	5	4	5	5	5	5	4	5	5	5	48
154	4	4	4	4	4	4	4	4	4	4	40
155	4	4	4	4	4	4	4	4	4	4	40
156	4	4	4	4	4	4	4	4	4	4	40
157	5	4	5	5	5	5	4	5	5	5	48
158	5	4	4	4	5	4	4	4	4	5	43
159	5	4	5	5	4	4	4	4	5	4	44
160	5	5	5	5	5	5	5	5	5	5	50
161	4	4	4	4	4	4	4	4	4	4	40
162	3	4	4	5	3	4	4	3	5	3	38

286	2	2	2	1	1	2	2	2	1	1	16
287	3	4	3	3	4	3	4	3	3	4	34
288	5	4	4	5	4	5	4	3	5	4	43
289	5	5	5	5	5	4	5	4	5	5	48
290	5	5	5	5	5	5	5	5	5	5	50
291	3	4	4	5	3	4	4	3	5	3	38
292	3	3	4	2	3	1	3	5	2	3	29
293	5	5	5	5	5	5	5	4	5	5	49
294	3	3	3	3	3	3	3	3	3	3	30
295	2	2	2	1	1	2	2	2	1	1	16
296	3	3	4	2	3	1	3	5	2	3	29
No Resp	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	TotalY
297	5	5	5	5	5	5	5	4	5	5	49
298	3	3	3	3	3	3	3	3	3	3	30
299	2	2	2	1	1	2	2	2	1	1	16
300	3	3	3	3	3	3	3	3	3	3	30
301	3	4	3	3	4	3	4	3	3	4	34
302	5	4	4	5	4	5	4	3	5	4	43
303	5	5	5	5	5	4	5	4	5	5	48
304	5	5	5	5	5	5	5	5	5	5	50
305	3	4	4	5	3	4	4	3	5	3	38
306	3	3	4	2	3	1	3	5	2	3	29
307	5	5	5	5	5	5	5	4	5	5	49
308	3	3	3	3	3	3	3	3	3	3	30
309	2	2	2	1	1	2	2	2	1	1	16
310	3	3	3	3	3	3	3	3	3	3	30
311	3	4	3	3	4	3	4	3	3	4	34
312	5	4	4	5	4	5	4	3	5	4	43
313	5	5	5	5	5	4	5	4	5	5	48
314	5	5	5	5	5	5	5	5	5	5	50
315	3	4	4	5	3	4	4	3	5	3	38
316	3	3	4	2	3	1	3	5	2	3	29
317	5	5	5	5	5	5	5	4	5	5	49
318	3	3	3	3	3	3	3	3	3	3	30
319	2	2	2	1	1	2	2	2	1	1	16
320	3	3	3	3	3	3	3	3	3	3	30
321	3	4	3	3	4	3	4	3	3	4	34
322	3	3	4	2	3	1	3	5	2	3	29
323	5	5	5	5	5	5	5	4	5	5	49
324	3	3	3	3	3	3	3	3	3	3	30
325	2	2	2	1	1	2	2	2	1	1	16

[illegible]

367	3	4	4	5	3	4	4	3	5	3	38
368	3	3	4	2	3	1	3	5	2	3	29
369	5	5	5	5	5	5	5	4	5	5	49
370	3	3	3	3	3	3	3	3	3	3	30
371	2	2	2	1	1	2	2	2	1	1	16
372	3	3	3	3	3	3	3	3	3	3	30
373	3	4	3	3	4	3	4	3	3	4	34
374	5	5	5	5	5	5	5	5	5	5	50
375	4	4	4	4	4	4	4	4	4	4	40
376	3	4	4	5	3	4	4	3	5	3	38
377	4	4	4	4	4	4	4	4	4	4	40
378	2	2	2	1	1	2	2	2	1	1	16
379	5	4	5	5	5	5	4	5	5	5	48
380	5	4	4	4	5	4	4	4	4	5	43
381	2	2	2	1	1	2	2	2	1	1	16
382	4	4	4	4	4	4	4	4	4	4	40
383	3	4	4	5	4	4	4	4	5	4	41
384	3	3	3	3	3	3	3	3	3	3	30
385	4	4	4	4	4	4	4	4	4	4	40
Total	1482	1479	1512	1478	1448	1410	1479	1423	1478	1448	

Output Uji t

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	27.721	3.251		8.526	.000		
	Tootal X1	.192	.100	.097	1.923	.055	.986	1.014
	Total X2	.114	.054	.106	2.092	.037	.979	1.022
	TotalX3	.154	.077	.101	2.003	.046	.986	1.014
a. Dependent Variable: Total Y								

Output Uji Koefisien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.192 ^a	.037	.029	6.747
a. Predictors: (Constant), TotalX3, Tootal X1, Total X2				
b. Dependent Variable: Total Y				

**OTPUT DESKRIPTIF
VARIABEL HARGA (X)**

Statistics								
		Harga	Harga	Harga	Harga	Harga	Harga	Tootal X1
N	Valid	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0
Mean		4.08	4.19	4.24	4.35	4.08	3.88	24.82
Median		4.00	4.00	4.00	4.00	4.00	4.00	24.00
Mode		4	4	4	5	4	4	24
Std. Deviation		.788	.694	.661	.695	.788	.880	3.473
Variance		.621	.482	.438	.483	.621	.774	12.062
Minimum		2	2	2	3	2	2	13
Maximum		5	5	5	5	5	5	30
Percentiles	25	4.00	4.00	4.00	4.00	4.00	3.00	23.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	24.00
	75	5.00	5.00	5.00	5.00	5.00	5.00	27.00

Harga					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	20	5.2	5.2	5.2
	3	45	11.7	11.7	16.9
	4	204	53.0	53.0	69.9
	5	116	30.1	30.1	100.0
	Total	385	100.0	100.0	

Harga					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	2.1	2.1	2.1
	3	39	10.1	10.1	12.2
	4	210	54.5	54.5	66.8
	5	128	33.2	33.2	100.0
	Total	385	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	2.1	2.1	2.1
	3	25	6.5	6.5	8.6
	4	219	56.9	56.9	65.5
	5	133	34.5	34.5	100.0
	Total	385	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	49	12.7	12.7	12.7
	4	153	39.7	39.7	52.5
	5	183	47.5	47.5	100.0
	Total	385	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	20	5.2	5.2	5.2
	3	45	11.7	11.7	16.9
	4	204	53.0	53.0	69.9
	5	116	30.1	30.1	100.0
	Total	385	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	20	5.2	5.2	5.2
	3	115	29.9	29.9	35.1
	4	142	36.9	36.9	71.9
	5	108	28.1	28.1	100.0
	Total	385	100.0	100.0	

Variabel Online Customer Review (X2)

Statistics										
		Online Cust Rev	Online Cust Rev	Online Cust Rev	Online Cust Rev	Online Cust Rev	Online Cust Rev	Online Cust Rev	Online Cust Rev	Total X2
N	Valid	385	385	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0	0	0
Mean		4.10	3.99	4.13	4.16	4.03	3.96	3.93	3.96	32.25
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
Mode		5	5	4	5	4	4	4	4	32
Std. Deviation		.912	.933	.811	1.034	.915	.957	.722	.803	6.406
Variance		.832	.870	.658	1.069	.838	.915	.521	.644	41.037
Minimum		2	2	2	1	1	1	2	2	14
Maximum		5	5	5	5	5	5	5	5	40
Percentiles	25	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	29.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
	75	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	38.00

Online Cust Rev

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	107	27.8	27.8	30.9
	4	98	25.5	25.5	56.4
	5	168	43.6	43.6	100.0
	Total	385	100.0	100.0	

Online Cust Rev

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	25	6.5	6.5	6.5
	3	94	24.4	24.4	30.9
	4	126	32.7	32.7	63.6
	5	140	36.4	36.4	100.0
	Total	385	100.0	100.0	

Online Cust Rev

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	69	17.9	17.9	21.0
	4	162	42.1	42.1	63.1
	5	142	36.9	36.9	100.0
	Total	385	100.0	100.0	

Online Cust Rev

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	3.1	3.1	3.1
	2	13	3.4	3.4	6.5
	3	69	17.9	17.9	24.4
	4	100	26.0	26.0	50.4
	5	191	49.6	49.6	100.0
	Total	385	100.0	100.0	

Online Cust Rev

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	3.1	3.1	3.1
	3	83	21.6	21.6	24.7
	4	159	41.3	41.3	66.0
	5	131	34.0	34.0	100.0
	Total	385	100.0	100.0	

Online Cust Rev

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	3.4	3.4	3.4
	2	12	3.1	3.1	6.5
	3	69	17.9	17.9	24.4
	4	173	44.9	44.9	69.4
	5	118	30.6	30.6	100.0
	Total	385	100.0	100.0	

Online Cust Rev

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	79	20.5	20.5	23.6
	4	219	56.9	56.9	80.5
	5	75	19.5	19.5	100.0
	Total	385	100.0	100.0	

Online Cust Rev

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.1	3.1	3.1
	3	96	24.9	24.9	28.1
	4	173	44.9	44.9	73.0
	5	104	27.0	27.0	100.0
	Total	385	100.0	100.0	

Variabel Online Customer Rating

Statistics								
		Online Cust Rating	Online Cust Rating	Online Cust Rating	Online Cust Rating	Online Cust Rating	Online Cust Rating	TotalX3
N	Valid	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0
Mean		3.92	3.86	3.80	3.84	3.95	3.95	23.33
Median		4.00	4.00	4.00	4.00	4.00	4.00	24.00
Mode		4	4	4	4	4	4	24
Std. Deviation		.869	.903	1.055	.925	.840	.782	4.505
Variance		.754	.815	1.114	.856	.706	.612	20.299
Minimum		2	1	1	1	2	2	10
Maximum		5	5	5	5	5	5	30
Percentiles	25	3.00	3.00	3.00	3.00	3.00	3.00	20.50
	50	4.00	4.00	4.00	4.00	4.00	4.00	24.00
	75	5.00	4.00	5.00	5.00	5.00	5.00	26.00

Online Cust Ratting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	19	4.9	4.9	4.9
	3	104	27.0	27.0	31.9
	4	150	39.0	39.0	70.9
	5	112	29.1	29.1	100.0
	Total	385	100.0	100.0	

Online Cust Ratting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	2.6	2.6	2.6
	2	9	2.3	2.3	4.9
	3	99	25.7	25.7	30.6
	4	172	44.7	44.7	75.3
	5	95	24.7	24.7	100.0
	Total	385	100.0	100.0	

Online Cust Ratting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	4.2	4.2	4.2
	2	20	5.2	5.2	9.4
	3	104	27.0	27.0	36.4
	4	130	33.8	33.8	70.1
	5	115	29.9	29.9	100.0
	Total	385	100.0	100.0	

Online Cust Ratting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	1.3	1.3	1.3
	2	19	4.9	4.9	6.2
	3	112	29.1	29.1	35.3
	4	144	37.4	37.4	72.7
	5	105	27.3	27.3	100.0
	Total	385	100.0	100.0	

Online Cust Ratting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	19	4.9	4.9	4.9
	3	89	23.1	23.1	28.1
	4	170	44.2	44.2	72.2
	5	107	27.8	27.8	100.0
	Total	385	100.0	100.0	

Online Cust Ratting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	2.6	2.6	2.6
	3	98	25.5	25.5	28.1
	4	179	46.5	46.5	74.5
	5	98	25.5	25.5	100.0
	Total	385	100.0	100.0	

Variabel Keputusan Pembelian

Statistics												
		Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Keputusan Pembelian	Total Y
N	Valid	385	385	385	385	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0	0	0	0	0
Mean		3.98	4.02	3.69	4.12	4.11	3.96	4.08	3.84	3.92	4.04	39.75
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	40.00
Mode		4	4	5	5	4	4	4	4	4	4	42
Std. Deviation		.820	.928	1.187	.852	.836	.803	.735	.978	.738	.682	6.848
Variance		.672	.862	1.409	.725	.700	.644	.541	.957	.545	.465	46.897
Minimum		2	1	1	2	2	2	3	1	2	3	20
Maximum		5	5	5	5	5	5	5	5	5	5	50
Percentiles	25	3.00	4.00	3.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	36.00
	50	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	40.00
	75	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	44.00

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	3.6	3.6	3.6
	3	90	23.4	23.4	27.0
	4	169	43.9	43.9	70.9
	5	112	29.1	29.1	100.0
	Total	385	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	3.6	3.6	3.6
	3	78	20.3	20.3	23.9
	4	166	43.1	43.1	67.0
	5	127	33.0	33.0	100.0
	Total	385	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	6.5	6.5	6.5
	2	36	9.4	9.4	15.8
	3	92	23.9	23.9	39.7
	4	114	29.6	29.6	69.4
	5	118	30.6	30.6	100.0
	Total	385	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	3.6	3.6	3.6
	3	77	20.0	20.0	23.6
	4	143	37.1	37.1	60.8
	5	151	39.2	39.2	100.0
	Total	385	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	3.6	3.6	3.6
	3	74	19.2	19.2	22.9
	4	154	40.0	40.0	62.9
	5	143	37.1	37.1	100.0
	Total	385	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	3.6	3.6	3.6
	3	90	23.4	23.4	27.0
	4	179	46.5	46.5	73.5
	5	102	26.5	26.5	100.0
	Total	385	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	90	23.4	23.4	23.4
	4	175	45.5	45.5	68.8
	5	120	31.2	31.2	100.0
	Total	385	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	3.9	3.9	3.9
	2	14	3.6	3.6	7.5
	3	87	22.6	22.6	30.1
	4	170	44.2	44.2	74.3
	5	99	25.7	25.7	100.0
	Total	385	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	3.6	3.6	3.6
	3	80	20.8	20.8	24.4
	4	215	55.8	55.8	80.3
	5	76	19.7	19.7	100.0
	Total	385	100.0	100.0	

		Keputusan Pembelian			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	82	21.3	21.3	21.3
	4	206	53.5	53.5	74.8
	5	97	25.2	25.2	100.0
	Total	385	100.0	100.0	

LAMPIRAN 9
TABEL r

	0,1	0,05	0,02	0,01	0,001
	r 0,005	r 0,05	r 0,025	r 0,01	r 0,001
1	0,9877	0,9969	0,9995	0,9999	1,0000
2	0,9000	0,9500	0,9800	0,9900	0,9990
3	0,8054	0,8783	0,9343	0,9587	0,9911
4	0,7293	0,8114	0,8822	0,9172	0,9741
5	0,6694	0,7545	0,8329	0,8745	0,9509
6	0,6215	0,7067	0,7887	0,8343	0,9249
7	0,5822	0,6664	0,7498	0,7977	0,8983
8	0,5494	0,6319	0,7155	0,7646	0,8721
9	0,5214	0,6021	0,6851	0,7348	0,8470
10	0,4973	0,5760	0,6581	0,7079	0,8233
11	0,4762	0,5529	0,6339	0,6835	0,8010
12	0,4575	0,5324	0,6120	0,6614	0,7800
13	0,4409	0,5140	0,5923	0,6411	0,7604
14	0,4259	0,4973	0,5742	0,6226	0,7419
15	0,4124	0,4821	0,5577	0,6055	0,7247
16	0,4000	0,4683	0,5425	0,5897	0,7084
17	0,3887	0,4555	0,5285	0,5751	0,6932
18	0,3783	0,4438	0,5155	0,5614	0,6788
19	0,3687	0,4329	0,5034	0,5487	0,6652
20	0,3598	0,4227	0,4921	0,5368	0,6524
21	0,3515	0,4132	0,4815	0,5256	0,6402
22	0,3438	0,4044	0,4716	0,5151	0,6287
23	0,3365	0,3961	0,4622	0,5052	0,6178
24	0,3297	0,3882	0,4534	0,4958	0,6074
25	0,3233	0,3809	0,4451	0,4869	0,5974
26	0,3172	0,3739	0,4372	0,4785	0,5880
27	0,3115	0,3673	0,4297	0,4705	0,5790
28	0,3061	0,3610	0,4226	0,4629	0,5703
29	0,3009	0,3550	0,4158	0,4556	0,5620
30	0,2960	0,3494	0,4093	0,4487	0,5541
31	0,2913	0,3440	0,4032	0,4421	0,5465
32	0,2869	0,3388	0,3972	0,4357	0,5392
33	0,2826	0,3338	0,3916	0,4296	0,5322
34	0,2785	0,3291	0,3862	0,4238	0,5254
35	0,2746	0,3246	0,3810	0,4182	0,5189
36	0,2709	0,3202	0,3760	0,4128	0,5126
37	0,2673	0,3160	0,3712	0,4076	0,5066
38	0,2638	0,3120	0,3665	0,4026	0,5007
39	0,2605	0,3081	0,3621	0,3978	0,4950
40	0,2573	0,3044	0,3578	0,3932	0,4896

LAMPIRAN 10
TABEL t

d.f.	TINGKAT SIGNIFIKANSI						
dua sisi	20%	10%	5%	2%	1%	0,2%	0,1%
satu sisi	10%	5%	2,5%	1%	0,5%	0,1%	0,05%
374	1,284	1,649	1,966	2,336	2,589	3,112	3,317
375	1,284	1,649	1,966	2,336	2,589	3,112	3,317
376	1,284	1,649	1,966	2,336	2,589	3,112	3,317
377	1,284	1,649	1,966	2,336	2,589	3,112	3,317
378	1,284	1,649	1,966	2,336	2,589	3,112	3,316
379	1,284	1,649	1,966	2,336	2,589	3,112	3,316
380	1,284	1,649	1,966	2,336	2,589	3,112	3,316
381	1,284	1,649	1,966	2,336	2,589	3,112	3,316
382	1,284	1,649	1,966	2,336	2,589	3,112	3,316
383	1,284	1,649	1,966	2,336	2,589	3,112	3,316
384	1,284	1,649	1,966	2,336	2,589	3,112	3,316
385	1,284	1,649	1,966	2,336	2,589	3,112	3,316

LAMPIRAN 11
TABEL F

	DF	NUMERATOR								
DENUMERATOR		1	2	3	4	5	30	40	60	120
	370	3,8667140	3,0201189	2,6290329	2,3960686	2,2383820	1,4901128	1,4271764	1,3549782	1,2665221
	371	3,8666456	3,0200528	2,6289676	2,3960032	2,2383162	1,4900294	1,4270875	1,3548801	1,2664052
	372	3,8665776	3,0199871	2,6289025	2,3959381	2,2382507	1,4899465	1,4269990	1,3547825	1,2662888
	373	3,8665099	3,0199217	2,6288378	2,3958734	2,2381856	1,4898640	1,4269110	1,3546855	1,2661730
	374	3,8664426	3,0198567	2,6287735	2,3958090	2,2381208	1,4897819	1,4268235	1,3545889	1,2660579
	375	3,8663756	3,0197920	2,6287095	2,3957450	2,2380564	1,4897003	1,4267364	1,3544928	1,2659433
	376	3,8663091	3,0197277	2,6286459	2,3956813	2,2379924	1,4896191	1,4266498	1,3543973	1,2658293
	377	3,8662428	3,0196637	2,6285826	2,3956180	2,2379286	1,4895384	1,4265637	1,3543022	1,2657159
	378	3,8661770	3,0196000	2,6285196	2,3955549	2,2378652	1,4894580	1,4264780	1,3542077	1,2656031
	379	3,8661114	3,0195367	2,6284570	2,3954923	2,2378022	1,4893781	1,4263928	1,3541136	1,2654908
	380	3,8660462	3,0194738	2,6283946	2,3954299	2,2377395	1,4892986	1,4263080	1,3540201	1,2653792
	381	3,8659814	3,0194111	2,6283327	2,3953679	2,2376771	1,4892196	1,4262236	1,3539270	1,2652681
	382	3,8659169	3,0193488	2,6282710	2,3953062	2,2376150	1,4891409	1,4261397	1,3538344	1,2651575
	383	3,8658527	3,0192868	2,6282097	2,3952449	2,2375533	1,4890627	1,4260562	1,3537422	1,2650475
	384	3,8657889	3,0192252	2,6281487	2,3951838	2,2374919	1,4889848	1,4259732	1,3536506	1,2649381
	385	3,8657254	3,0191638	2,6280880	2,3951231	2,2374308	1,4889074	1,4258905	1,3535594	1,2648292