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LAMPIRAN

LAMPIRAN 1
KUESIONER PENELITIAN

PENGARUH DESAIN PRODUK DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN *ONLINE* PADA INDUSTRI KREATIF SUBSEKTOR *FASHION*
(Studi Kasus: Pengguna *E-commerce* Shopee di Kota Bogor)

Digunakan dalam Rangka Penyelesaian Skripsi
Program S1 Manajemen Universitas Binaniaga Indonesia

Kepada Yth:

Saudara/i Responden

Di Tempat

Responden yang terhormat,

Dalam rangka penyusunan skripsi sebagai salah satu syarat untuk memperoleh gelar Sarjana Manajemen, saya mahasiswa Program Studi Manajemen, Universitas Binaniaga Indonesia sedang melakukan penelitian dengan judul: **Pengaruh Desain Produk dan *Online Customer Review* Terhadap Keputusan Pembelian *Online* Pada Industri Kreatif Subsektor *Fashion* (Studi Kasus: Pengguna *E-commerce* Shopee di Kota Bogor)**

Dengan segala kerendahan hati, saya mengharapkan kesediaan Anda untuk mengisi kuisioner penelitian sesuai dengan pendapat pribadi. Objektivitas jawaban Anda akan diperlakukan sesuai dengan standar profesionalitas dan etika penelitian. Oleh karena itu, kerahasiaan Anda akan terjaga.

Atas bantuan dan ketersediaan Anda meluangkan waktu, saya ucapkan terimakasih.

Hormat saya

Rohani Cristi Pittauli Tobing

NPM. S1-0216204

Profil Responden

1. Jenis kelamin:
 - a. Pria
 - b. Wanita
2. Usia anda saat ini:
 - a. 17-24 Tahun
 - b. 25-35 Tahun
 - c. 36-44 Tahun
 - d. > 45 Tahun
3. Pekerjaan anda saat ini
 - a. Pelajar atau mahasiswa
 - b. PNS
 - c. Pegawai Swasta
 - d. Pengusaha/Wiraswasta
 - e. Lainnya
4. Pendapatan bulanan anda
 - a. < Rp 1000.000
 - b. Rp 1000.000 – 3000.000
 - c. Rp 3000.000 – 5000.000
 - d. > Rp 5000.000
5. Dimana Domisili anda?
 - a. Bogor Barat
 - b. Bogor Selatan
 - c. Bogor Tengah
 - d. Bogor Timur
 - e. Bogor Utara
 - f. Tanah Sereal
6. Dalam sebulan seberapa sering melakukan transaksi membeli produk *fashion* buatan Indonesia secara online pada Shopee
 - a. 1 kali atau terkadang tidak sama sekali
 - b. 2-3 kali
 - c. 4-5 kali
 - d. >6 kali

PETUNJUK PENGISIAN

1. Tidak ada jawaban benar atau salah.
2. Mohon menjawab secara jujur untuk mewakili pendapat Anda pribadi.
3. Mohon menjawab semua pertanyaan yang ada di kuisioner ini. Apabila ingin mengutarakan pendapat, Anda dapat mengisi pada kolom alasan yang telah disediakan.
4. Pilihan jawaban terdiri dari:

Sangat Setuju (SS)	: 5
Setuju (S)	: 4
Ragu-ragu (R)	: 3
Tidak Setuju (TS)	: 2
Sangat Tidak Setuju (STS)	: 1

KUESIONER

1. Desain Produk (X₁)

No	Pernyataan	Jawaban				
		STS	TS	R	S	SS
Variasi produk						
1	Saya merasa produk <i>fashion</i> di Shopee memiliki berbagai macam variasi warna					
2	Saya merasa produk <i>fashion</i> di Shopee memiliki berbagai macam variasi ukuran					
3	Saya merasa produk <i>fashion</i> di Shopee memiliki berbagai macam variasi bahan yang bermutu					
4	Saya merasa banyak pilihan produk <i>fashion</i> yang dijual oleh toko <i>online</i> di Shopee					
Model terbaru						
5	Saya merasa produk <i>fashion</i> yang dijual di Shoppe selalu memiliki model terbaru					
6	Saya merasa produk <i>fashion</i> yang dijual di Shoppe selalu lebih cepat <i>update</i>					
7	Shopee menawarkan model terbaru yang berbeda dengan <i>e-commerce</i> lainnya					
8	Saya merasa tertarik membeli produk <i>fashion</i> di Shoppe karena model yang ditawarkan berbeda dengan produk <i>fashion</i> lainnya					
Desain mengikuti trend						
9	Saya merasa produk <i>fashion</i> yang dijual di Shopee mengikuti perkembangan zaman					
10	Saya senang berbelanja produk <i>fashion</i> di Shopee karena selalu <i>up to date</i>					
11	Saya merasa desain produk <i>fashion</i> di Shopee memiliki kesan yang modis					

2. Online Customer Review (X₂)

No	Pernyataan	Jawaban				
		STS	TS	R	S	SS
Manfaat yang dirasakan						
12	Saya merasa <i>Online Customer Review</i> membuat lebih mudah untuk menemukan informasi produk					
13	<i>Online customer review</i> membuat lebih mudah untuk belanja <i>online</i>					
Kredibilitas sumber						
14	Saya Percaya kepada fitur <i>Online Customer Review</i>					
15	Saya Percaya kepada <i>review</i> yang diberikan konsumen lain terhadap produk					
Kualitas Argumen						
16	<i>Review</i> produk <i>fashion</i> di shopee memberikan informasi mengenai kelebihan dan kekurangan produk yang diulas					
17	<i>Review</i> membantu saya menemukan pilihan atas pembelian produk <i>fashion</i>					
Valensi						
18	Saya percaya <i>review</i> produk memberikan informasi yang benar					
19	Saya percaya <i>review</i> produk memberikan gambaran yang lengkap mengenai produk secara keseluruhan					
20	<i>Review</i> positif memengaruhi pendapat saya terhadap produk <i>fashion</i> tersebut					
21	Saya mencari alternatif produk <i>fashion</i> lain apabila erdapat <i>review</i> negatif pada produk					
Jumlah alasan						
22	jumlah <i>review</i> positif yang banyak memengaruhi saya dalam membeli produk <i>fashion</i> di shopee					
23	Saya yakin jumlah <i>review</i> menentukan ketenaran produk <i>fashion</i> tersebut					

3. Keputusan pembelian *online* (Y)

No	Pernyataan	Jawaban				
		STS	TS	R	S	SS
Pilihan produk						
24	Saya memutuskan membeli produk <i>fashion</i> di Shopee karena berbagai macam pilihan					
25	Saya memutuskan membeli produk <i>fashion</i> di Shopee karena pilihan produk menarik hati					
26	Saya memutuskan membeli produk karena pilihan produk <i>fashion</i> di shopee sangat <i>fashionable</i>					
27	Saya memutuskan membeli produk karena pilihan produk di <i>Shopee</i> diminati oleh semua orang					
Pilihan merek						
28	Saya memutuskan membeli produk <i>fashion</i> di Shopee karena memiliki berbagai merek yang menarik konsumen dari semua opsi merek yang ada					
29	Saya memutuskan membeli produk di Shopee karena pilihan merek <i>fesyen</i> lengkap					
30	Saya memutuskan membeli produk di Shopee karena pilihan merek yang ditawarkan sangat <i>familiar</i> di mata konsumen					
Pilihan Toko						
31	Saya memutuskan membeli produk <i>fashion</i> di Shopee karena pilihan toko yang dapat dipercaya dengan adanya fitur <i>star seller</i>					
32	Saya memutuskan membeli produk <i>fashion</i> di Shopee karena pilihan toko ada di daerah tempat tinggal saya					
33	Saya memutuskan membeli produk <i>fashion</i> di Shopee karena pilihan toko beranekaragam					

LAMPIRAN 2
Data Tabulasi Kuesioner 30 responden

1. Desain Produk (X₁)

No	Butir Pernyataan											Total_X1
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	
1	4	5	5	4	5	5	4	4	4	5	5	50
2	4	5	4	4	4	4	5	4	4	5	4	47
3	5	5	5	5	5	5	5	5	5	5	5	55
4	3	3	3	3	3	3	4	4	3	3	3	35
5	4	4	4	4	5	4	4	4	4	4	4	45
6	5	5	5	5	5	5	5	5	5	5	5	55
7	4	4	4	4	4	3	5	4	5	4	4	45
8	4	4	4	4	4	4	4	4	4	4	4	44
9	4	4	4	4	4	4	5	5	4	4	5	47
10	4	4	4	4	5	5	4	4	4	4	4	46
11	5	4	3	5	5	4	4	5	5	5	5	50
12	4	4	4	5	4	4	4	3	4	3	3	42
13	4	4	4	4	4	3	3	3	4	3	3	39
14	4	4	4	4	3	3	3	3	3	3	3	37
15	4	5	5	5	4	5	5	4	4	4	4	49
16	5	5	5	5	5	5	5	5	5	5	5	55
17	4	4	5	5	4	4	4	4	5	5	5	49
18	4	4	4	4	4	3	3	3	4	4	4	41
19	4	4	4	4	4	4	5	5	4	4	5	47
20	4	4	5	5	4	4	5	4	4	4	5	48
21	4	4	4	4	4	4	4	3	5	4	4	44
22	3	4	3	3	3	4	3	3	4	3	3	36
23	4	4	4	4	4	3	3	2	3	2	2	35
24	5	5	5	5	5	5	5	4	5	5	5	54
25	5	4	3	5	4	4	4	4	4	4	4	45
26	4	4	4	4	4	4	4	4	4	4	4	44
27	4	4	4	5	4	4	5	3	5	4	4	46
28	5	5	5	4	4	4	4	4	4	4	4	47
29	5	5	5	5	5	5	5	5	5	5	5	55
30	5	5	5	5	5	5	5	4	4	4	5	52
Total	127	129	127	131	127	123	128	118	127	122	125	1384
Rata-rata	4.18	4.25	4.18	4.32	4.18	4.04	4.21	3.89	4.21	4.04	4.11	45.61

2. Online Customer Review (X₂)

No	Online Customer Review												Total_ X ₂
	X _{2.1}	X _{2.2}	X _{2.3}	X _{2.4}	X _{2.5}	X _{2.6}	X _{2.7}	X _{2.8}	X _{2.9}	X _{2.10}	X _{2.11}	X _{2.12}	
1	5	4	5	4	4	5	5	4	4	5	5	4	54
2	4	4	4	4	4	4	5	4	4	4	4	4	49
3	5	5	4	5	5	5	4	4	4	5	5	5	56
4	3	3	3	3	3	3	3	3	3	3	4	4	38
5	4	4	4	4	4	4	5	4	4	4	4	4	49
6	5	5	5	5	5	5	5	5	5	5	5	5	60
7	4	5	5	5	4	4	3	4	5	4	4	4	51
8	4	5	4	4	4	4	4	4	4	4	4	4	49
9	5	4	4	4	5	4	4	4	5	4	4	4	51
10	4	4	4	4	4	4	4	4	4	4	4	4	48
11	5	5	5	5	5	5	5	5	5	5	5	5	60
12	5	5	4	4	4	4	4	4	4	5	5	5	53
13	5	5	4	4	4	5	3	3	5	4	5	5	52
14	4	4	4	4	4	4	3	3	4	4	4	3	45
15	4	4	4	3	4	4	4	4	4	4	4	4	47
16	5	5	5	5	5	5	5	5	5	5	5	5	60
17	5	5	4	5	5	5	5	5	5	5	5	5	59
18	4	4	4	4	4	4	4	3	4	4	4	3	46
19	5	4	4	4	5	4	4	4	5	4	4	4	51
20	4	4	4	4	4	4	5	4	4	4	4	4	49
21	4	4	4	4	3	4	4	4	4	5	4	4	48
22	4	3	3	3	3	4	4	3	5	4	3	3	42
23	4	4	3	3	4	4	3	3	4	5	5	5	47
24	5	5	5	5	5	5	5	5	5	5	5	5	60
25	5	5	4	4	4	4	4	4	5	4	4	4	51
26	5	4	5	4	5	4	4	4	4	4	4	4	51
27	5	4	5	5	4	5	4	4	5	4	5	3	53
28	5	4	4	4	4	4	5	4	4	4	3	5	50
29	5	5	5	5	5	5	5	5	5	5	5	5	60
30	5	4	5	4	5	5	5	5	5	5	5	5	58
Total	136	130	127	125	128	130	127	121	133	131	131	128	1547
Rata-rata	4.53	4.33	4.23	4.17	4.27	4.33	4.23	4.03	4.43	4.37	4.37	4.27	51.57

3. Keputusan Pembelian *Online* (Y)

No	Keputusan Pembelian (Y)										
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Total_Y
1	4	5	5	4	4	5	4	5	4	5	45
2	4	4	4	4	4	4	5	4	4	4	41
3	5	5	5	5	4	5	5	5	5	5	49
4	4	4	4	4	4	4	4	4	4	4	40
5	4	4	4	4	5	4	4	4	4	4	41
6	5	5	5	5	5	5	5	5	5	5	50
7	4	4	4	5	4	4	4	5	5	4	43
8	4	4	4	4	4	4	4	4	4	4	40
9	4	4	4	5	4	4	5	4	4	4	42
10	4	4	4	4	4	4	4	4	5	4	41
11	5	5	5	5	4	5	4	5	3	5	46
12	4	4	4	4	4	4	4	4	4	4	40
13	4	4	3	3	4	3	3	4	3	4	35
14	3	4	4	3	3	3	4	4	3	4	35
15	5	5	4	4	4	4	4	4	4	4	42
16	5	5	5	5	5	5	5	5	5	5	50
17	5	5	4	4	4	4	4	4	3	4	41
18	4	4	4	3	3	4	4	4	3	4	37
19	4	4	4	5	4	4	5	4	4	4	42
20	4	4	4	4	4	5	4	5	4	4	42
21	4	5	4	4	4	4	4	4	4	4	41
22	3	3	3	3	3	3	3	3	3	3	30
23	3	3	3	3	3	3	3	3	3	3	30
24	5	5	5	5	5	5	5	5	5	5	50
25	4	4	4	4	4	4	4	5	4	4	41
26	4	4	4	4	4	4	3	4	4	4	39
27	4	4	4	4	4	4	5	4	5	5	43
28	4	4	5	3	4	4	4	5	4	4	41
29	5	5	5	5	5	5	5	5	5	5	50
30	5	5	4	5	5	5	5	5	4	4	47
Total	126	129	125	124	122	125	126	130	121	126	1254
Rata-rata	4.20	4.30	4.17	4.13	4.07	4.17	4.20	4.33	4.03	4.20	41.80

LAMPIRAN 3
Hasil Output Olahan SPSS
Uji Validitas

1. Desain Produk (X1)

Correlations													
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	Total_X1
X1.1	Pearson	1	.669**	.480**	.733**	.714**	.537**	.421*	.500**	.520**	.582**	.570**	.762**
	Correlation												
	Sig. (2-tailed)		.000	.007	.000	.000	.002	.020	.005	.003	.001	.001	.000
X1.2	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.669**	1	.750**	.493**	.607**	.733**	.488**	.378*	.402*	.608**	.502**	.752**
	Correlation												
X1.3	Sig. (2-tailed)	.000		.000	.006	.000	.000	.006	.040	.028	.000	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.480**	.750**	1	.531**	.517**	.592**	.490**	.289	.354	.487**	.538**	.689**
X1.4	Correlation												
	Sig. (2-tailed)	.007	.000		.003	.003	.001	.006	.121	.055	.006	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson	.733**	.493**	.531**	1	.576**	.543**	.536**	.338	.576**	.519**	.549**	.727**
	Correlation												
	Sig. (2-tailed)	.000	.006	.003		.001	.002	.002	.068	.001	.003	.002	.000
X1.6	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.714**	.607**	.517**	.576**	1	.719**	.457*	.524**	.560**	.669**	.649**	.803**
	Correlation												
X1.7	Sig. (2-tailed)	.000	.000	.003	.001		.000	.011	.003	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.537**	.733**	.592**	.543**	.719**	1	.602**	.568**	.487**	.666**	.668**	.826**
X1.8	Correlation												
	Sig. (2-tailed)	.002	.000	.001	.002	.000		.000	.001	.006	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson	.421*	.488**	.490**	.536**	.457*	.602**	1	.685**	.531**	.622**	.708**	.774**
	Correlation												
	Sig. (2-tailed)	.020	.006	.006	.002	.011	.000		.000	.003	.000	.000	.000
X1.10	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.500**	.378*	.289	.338	.524**	.568**	.685**	1	.454*	.735**	.808**	.754**
	Correlation												
X1.11	Sig. (2-tailed)	.005	.040	.121	.068	.003	.001	.000		.012	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.520**	.402*	.354	.576**	.560**	.487**	.531**	.454*	1	.739**	.649**	.729**
X1.12	Correlation												
	Sig. (2-tailed)	.003	.028	.055	.001	.001	.006	.003	.012		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.13	Pearson	.582**	.608**	.487**	.519**	.669**	.666**	.622**	.735**	.739**	1	.878**	.884**
	Correlation												
	Sig. (2-tailed)	.001	.000	.006	.003	.000	.000	.000	.000	.000		.000	.000
X1.14	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.570**	.502**	.538**	.549**	.649**	.668**	.708**	.808**	.649**	.878**	1	.892**
	Correlation												
Total_X1	Sig. (2-tailed)	.001	.005	.002	.002	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson	.762**	.752**	.689**	.727**	.803**	.826**	.774**	.754**	.729**	.884**	.892**	1
Total_X2	Correlation												
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	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).

2. Online Customer Review (X₂)

		Correlations												Total_X2
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	
X2.1	Pearson	1	.564**	.604**	.590**	.730**	.736**	.437*	.584**	.644**	.557**	.504**	.500**	.810**
	Correlation													
	Sig. (2-		.001	.000	.001	.000	.000	.016	.001	.000	.001	.005	.005	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson	.564**	1	.515**	.732**	.563**	.589**	.208	.567**	.467**	.545**	.586**	.603**	.757**
	Correlation													
	Sig. (2-	.001		.004	.000	.001	.001	.269	.001	.009	.002	.001	.000	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson	.604**	.515**	1	.751**	.614**	.672**	.482**	.722**	.481**	.439*	.487**	.250	.769**
	Correlation													
	Sig. (2-	.000	.004		.000	.000	.000	.007	.000	.007	.015	.006	.183	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson	.590**	.732**	.751**	1	.638**	.714**	.427*	.703**	.546**	.495**	.534**	.359	.820**
	Correlation													
	Sig. (2-	.001	.000	.000		.000	.000	.019	.000	.002	.005	.002	.051	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson	.730**	.563**	.614**	.638**	1	.625**	.454*	.704**	.525**	.491**	.532**	.535**	.814**
	Correlation													
	Sig. (2-	.000	.001	.000	.000		.000	.012	.000	.003	.006	.002	.002	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson	.736**	.589**	.672**	.714**	.625**	1	.491**	.629**	.629**	.718**	.752**	.487**	.873**
	Correlation													
	Sig. (2-	.000	.001	.000	.000	.000		.006	.000	.000	.000	.000	.006	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson	.437*	.208	.482**	.427*	.454*	.491**	1	.763**	.247	.463*	.187	.352	.620**
	Correlation													
	Sig. (2-	.016	.269	.007	.019	.012	.006		.000	.188	.010	.321	.057	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson	.584**	.567**	.722**	.703**	.704**	.629**	.763**	1	.505**	.615**	.472**	.577**	.869**
	Correlation													
	Sig. (2-	.001	.001	.000	.000	.000	.000	.000		.004	.000	.008	.001	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson	.644**	.467**	.481**	.546**	.525**	.629**	.247	.505**	1	.353	.319	.222	.639**
	Correlation													
	Sig. (2-	.000	.009	.007	.002	.003	.000	.188	.004		.056	.086	.238	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson	.557**	.545**	.439*	.495**	.491**	.718**	.463*	.615**	.353	1	.703**	.634**	.764**
	Correlation													
	Sig. (2-	.001	.002	.015	.005	.006	.000	.010	.000	.056		.000	.000	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson	.504**	.586**	.487**	.534**	.532**	.752**	.187	.472**	.319	.703**	1	.573**	.721**
	Correlation													
	Sig. (2-	.005	.001	.006	.002	.002	.000	.321	.008	.086	.000		.001	.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.12	Pearson	.500**	.603**	.250	.359	.535**	.487**	.352	.577**	.222	.634**	.573**	1	.674**
	Correlation													
	Sig. (2-	.005	.000	.183	.051	.002	.006	.057	.001	.238	.000	.001		.000
	tailed)													
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Total_X2	Pearson	.810**	.757**	.769**	.820**	.814**	.873**	.620**	.869**	.639**	.764**	.721**	.674**	1
	Correlation													
	Sig. (2-	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	tailed)													
	N	30	30	30	30	30	30	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).

3. Keputusan Pembelian (Y)

		Correlations									
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Total_Y
Y1	Pearson	1	.872**	.668**	.712**	.736**	.785**	.578**	.652**	.456*	.698**
	Correlation										
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.001	.000	.011	.000
Y2	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.872**	1	.733**	.618**	.635**	.759**	.540**	.668**	.379*	.756**
	Correlation										
Y3	Sig. (2-tailed)	.000		.000	.000	.000	.000	.002	.000	.039	.000
	N	30	30	30	30	30	30	30	30	30	30
Y4	Pearson	.668**	.733**	1	.585**	.566**	.824**	.614**	.800**	.554**	.846**
	Correlation										
	Sig. (2-tailed)	.000	.000		.001	.001	.000	.000	.000	.001	.000
Y5	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.712**	.618**	.585**	1	.707**	.753**	.725**	.597**	.648**	.617**
	Correlation										
Y6	Sig. (2-tailed)	.000	.000	.001		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
Y7	Pearson	.736**	.635**	.566**	.707**	1	.700**	.587**	.617**	.653**	.601**
	Correlation										
	Sig. (2-tailed)	.000	.000	.001	.000		.000	.001	.000	.000	.000
Y8	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.785**	.759**	.824**	.753**	.700**	1	.641**	.819**	.580**	.773**
	Correlation										
Y9	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
Y10	Pearson	.578**	.540**	.614**	.725**	.587**	.641**	1	.513**	.636**	.641**
	Correlation										
	Sig. (2-tailed)	.001	.002	.000	.000	.001	.000		.004	.000	.000
Y11	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.652**	.668**	.800**	.597**	.617**	.819**	.513**	1	.528**	.723**
	Correlation										
Y12	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.004		.003	.000
	N	30	30	30	30	30	30	30	30	30	30
Y13	Pearson	.456*	.379*	.554**	.648**	.653**	.580**	.636**	.528**	1	.593**
	Correlation										
	Sig. (2-tailed)	.011	.039	.001	.000	.000	.001	.000	.003		.001
Y14	N	30	30	30	30	30	30	30	30	30	30
	Pearson	.698**	.756**	.846**	.617**	.601**	.773**	.641**	.723**	.593**	1
	Correlation										
Y15	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
Total_Y	Pearson	.855**	.827**	.857**	.846**	.818**	.915**	.785**	.825**	.735**	.863**
	Correlation										
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
Total_Y	N	30	30	30	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).

LAMPIRAN 4
 Hasil Output Olahan SPSS
 Uji Reliabilitas

1. Desain Produk (X₁)

Reliability Statistics

Cronbach's Alpha	N of Items
.935	11

2. Online Customer Review (X₂)

Reliability Statistics

Cronbach's Alpha	N of Items
.932	12

3. Keputusan Pembelian Online (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.949	10

LAMPIRAN 5
Data Tabulasi Kuesioner 100 Responden

1. Desain Produk (X₁)

No	Butir Pernyataan											
Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	Total_X1
1	4	5	5	4	5	5	4	4	4	5	5	50
2	4	5	4	4	4	4	5	4	4	5	4	47
3	5	5	5	5	5	5	5	5	5	5	5	55
4	4	4	4	5	5	3	4	4	3	3	3	42
5	4	4	4	4	5	4	4	4	4	4	4	45
6	5	5	5	5	5	5	5	5	5	5	5	55
7	4	4	4	4	4	3	5	4	5	4	4	45
8	4	4	4	4	4	4	4	4	4	4	4	44
9	4	4	4	4	4	4	5	5	4	4	5	47
10	4	4	4	4	5	5	4	4	4	4	4	46
11	5	4	3	5	5	4	4	5	5	5	5	50
12	4	4	4	5	4	4	4	3	4	3	3	42
13	4	4	4	4	4	4	3	3	4	5	3	42
14	4	4	4	4	3	3	3	3	3	3	3	37
15	4	5	5	5	4	5	5	4	4	4	4	49
16	5	5	5	5	5	5	5	5	5	5	5	55
17	3	4	4	5	4	4	4	4	5	5	5	47
18	4	4	4	4	4	3	3	3	4	4	4	41
19	4	4	4	4	4	4	5	5	4	4	5	47
20	4	4	5	5	4	4	5	4	4	4	5	48
21	4	4	4	4	4	4	4	3	5	4	4	44
22	3	4	3	5	3	4	3	3	4	5	4	41
23	4	4	4	4	4	3	3	2	3	2	2	35
24	5	5	5	5	5	5	5	4	5	5	5	54
25	5	4	3	5	4	4	4	4	4	4	4	45
26	4	4	4	4	4	4	4	4	4	4	4	44
27	4	4	4	5	4	4	5	3	5	4	4	46
28	5	5	5	4	4	4	4	4	4	4	4	47
29	5	5	5	5	5	5	5	5	5	5	5	55
30	5	5	5	5	5	5	5	4	4	4	5	52
31	5	4	5	4	4	4	5	5	5	5	4	50
32	5	5	5	5	5	5	5	5	5	5	5	55
33	5	5	5	5	5	5	5	1	5	5	5	51
34	4	4	4	4	4	4	4	4	5	4	3	44

35	5	5	2	2	4	4	2	2	3	4	3	36
36	4	4	3	5	3	4	4	3	4	4	4	42
37	4	4	5	5	5	3	4	5	3	5	4	47
38	5	5	5	5	4	3	3	3	3	3	4	43
39	5	5	5	5	5	5	5	4	4	5	5	53
40	4	4	3	4	4	3	4	3	4	4	4	41
41	5	5	4	5	5	5	5	4	5	5	4	52
42	4	4	4	5	5	5	5	4	5	5	5	51
43	5	4	3	4	5	4	3	4	5	4	3	44
44	4	4	5	4	5	5	4	4	4	4	4	47
45	5	4	4	5	4	3	4	4	4	4	4	45
46	4	4	3	4	4	4	4	4	5	4	4	44
47	4	4	4	4	5	4	4	4	4	4	4	45
48	5	5	5	5	4	5	4	5	4	5	5	52
49	4	4	4	4	4	5	4	4	4	4	4	45
50	5	5	5	5	5	4	5	4	5	5	4	52
51	5	4	4	5	4	3	3	4	4	4	3	43
52	5	5	4	5	4	5	4	5	5	4	5	51
53	5	4	4	5	4	3	3	4	4	4	4	44
54	5	5	5	5	5	5	4	5	5	5	5	54
55	5	5	5	5	5	5	5	5	5	5	5	55
56	5	4	5	5	3	4	4	4	4	4	3	45
57	5	4	4	5	4	5	4	3	4	4	4	46
58	4	4	4	4	4	4	5	5	4	4	5	47
59	5	5	4	5	5	5	3	3	4	4	4	47
60	5	5	4	4	4	3	4	4	5	4	4	46
61	5	4	3	5	4	4	3	4	4	3	3	42
62	5	5	3	5	5	5	3	3	5	4	4	47
63	5	4	4	5	4	3	4	4	4	4	4	45
64	4	4	4	4	4	4	4	4	4	4	4	44
65	5	4	5	4	5	4	4	4	4	4	4	47
66	4	4	4	4	5	4	4	4	5	4	4	46
67	4	4	4	4	4	4	4	4	4	4	4	44
68	4	3	4	3	3	4	3	4	4	5	5	42
69	4	4	3	4	3	3	2	3	3	3	3	35
70	4	4	4	4	3	3	4	3	4	3	3	39
71	4	4	4	4	4	4	4	4	4	4	4	44
72	5	4	5	4	4	5	5	4	5	4	4	49
73	4	4	4	4	4	4	4	4	4	4	4	44
74	5	5	4	5	5	5	3	4	5	5	4	50
75	4	4	2	4	3	3	3	4	3	4	4	38

76	4	4	2	4	3	3	3	4	3	4	4	38
77	4	4	3	5	4	3	3	4	4	3	4	41
78	3	4	3	4	3	4	4	4	4	4	3	40
79	4	4	3	4	5	5	4	3	4	4	4	44
80	5	5	5	5	5	5	3	3	5	5	5	51
81	5	4	4	5	5	4	3	4	4	4	4	46
82	4	5	3	5	4	4	4	3	5	5	4	46
83	4	5	3	4	4	5	2	2	4	3	4	40
84	5	4	4	5	4	5	4	4	4	4	3	46
85	5	5	4	5	3	3	3	4	4	3	4	43
86	5	4	5	4	5	5	5	4	5	4	4	50
87	5	5	4	5	4	4	4	4	4	5	4	48
88	4	5	3	5	3	3	4	2	4	3	4	40
89	4	5	5	4	5	4	4	5	5	5	5	51
90	4	4	5	4	5	5	4	5	3	4	5	48
91	5	4	4	5	4	4	4	4	4	4	4	46
92	3	4	5	4	5	5	4	3	4	4	4	45
93	5	5	5	5	3	4	4	3	3	3	3	43
94	4	4	4	4	5	5	5	4	5	4	5	49
95	5	5	5	5	5	5	5	4	4	5	5	53
96	5	5	4	5	5	5	3	3	5	5	5	50
97	4	4	5	4	4	4	4	4	4	4	4	45
98	5	4	4	3	4	5	4	5	4	5	4	47
99	4	4	3	4	4	4	3	4	4	4	3	41
100	4	4	5	4	4	4	4	4	5	5	4	47

2. Online Customer Review (X₂)

No	Butir Pernyataan												
Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	Total_X2
1	5	4	5	4	4	5	5	4	4	5	5	4	54
2	4	4	4	4	4	4	5	4	4	4	4	4	49
3	5	5	4	5	5	5	4	4	4	5	5	5	56
4	3	3	3	3	3	3	3	3	3	3	4	4	38
5	4	4	4	4	4	4	5	4	4	4	4	4	49
6	5	5	5	5	5	5	5	5	5	5	5	5	60
7	4	5	5	5	4	4	3	4	5	4	4	4	51
8	4	5	4	4	4	4	4	4	4	4	4	4	49
9	5	4	4	4	5	4	4	4	5	4	4	4	51
10	4	4	4	4	4	4	4	4	4	4	4	4	48
11	5	5	5	5	5	5	5	5	5	5	5	5	60
12	5	5	4	4	4	4	4	4	4	5	5	5	53
13	5	5	4	4	4	5	4	4	5	4	5	5	54
14	4	4	4	4	4	4	3	3	4	4	4	3	45
15	4	4	4	3	4	4	4	4	4	4	4	4	47
16	5	5	5	5	5	5	5	5	5	5	5	5	60
17	5	5	4	5	5	5	5	5	5	5	5	5	59
18	4	4	4	4	4	4	4	3	4	4	4	3	46
19	5	4	4	4	5	4	4	4	5	4	4	4	51
20	4	4	4	4	4	4	5	4	4	4	4	4	49
21	4	4	4	4	3	4	4	4	4	5	4	4	48
22	4	3	3	3	3	4	4	3	5	4	3	3	42
23	4	4	3	3	4	4	3	3	4	5	5	5	47
24	5	5	5	5	5	5	5	5	5	5	5	5	60
25	5	5	4	4	4	4	4	4	5	4	5	4	52
26	5	4	5	4	5	4	4	4	4	4	4	4	51
27	5	4	5	5	4	5	4	4	5	4	5	3	53
28	5	4	4	4	4	4	5	4	4	4	3	5	50
29	5	5	5	5	5	5	5	5	5	5	5	5	60
30	5	4	5	4	5	5	5	5	5	5	5	5	58
31	5	5	5	5	5	5	5	5	5	5	5	1	56
32	5	5	4	5	5	4	5	4	4	5	4	4	54
33	5	3	3	3	5	5	2	1	3	5	3	3	41
34	5	5	5	5	5	5	5	1	5	5	5	5	56
35	3	5	5	5	5	4	5	3	3	2	4	4	48

36	4	2	3	2	3	3	2	3	3	2	3	2	32
37	5	5	4	4	4	5	4	4	5	5	5	5	55
38	5	4	3	5	5	4	5	4	4	4	4	4	51
39	5	5	4	4	5	5	4	4	5	4	5	4	54
40	5	5	4	4	4	5	5	5	5	5	5	5	57
41	5	5	4	4	4	5	3	3	5	4	5	3	50
42	4	4	4	5	4	4	4	4	4	4	4	4	49
43	5	4	4	4	4	4	4	4	4	4	4	4	49
44	5	5	3	4	4	4	3	3	5	4	5	4	49
45	4	4	5	4	5	4	4	4	4	5	4	4	51
46	4	5	5	4	5	5	5	5	5	3	5	5	56
47	5	5	4	5	5	5	4	4	5	5	5	5	57
48	4	4	4	4	4	3	4	4	4	5	4	4	48
49	5	5	5	4	4	5	5	5	5	5	5	4	57
50	5	5	5	5	4	4	4	3	4	4	4	4	51
51	5	4	5	5	5	4	4	4	5	5	4	4	54
52	5	4	4	4	5	5	4	4	5	4	5	5	54
53	5	4	5	4	4	5	4	5	5	5	5	4	55
54	5	5	4	5	5	5	4	4	5	5	5	5	57
55	5	5	5	5	5	5	5	5	5	5	5	5	60
56	5	5	5	5	5	5	5	5	5	5	5	5	60
57	3	4	3	4	4	4	4	4	4	5	5	5	49
58	4	4	5	4	4	5	4	4	5	5	5	5	54
59	4	4	4	4	3	5	4	4	4	4	4	5	49
60	5	5	4	4	4	4	3	3	4	5	5	3	49
61	4	5	5	4	4	4	4	4	4	4	4	4	50
62	3	5	4	4	4	4	4	4	4	4	5	4	49
63	5	5	5	5	5	5	5	5	5	5	5	5	60
64	4	5	5	4	5	5	5	5	5	3	5	5	56
65	4	4	4	4	4	4	4	4	4	4	4	4	48
66	4	4	4	4	5	5	5	5	5	5	5	5	56
67	4	4	5	4	3	4	4	3	4	4	4	4	47
68	4	4	4	3	4	4	4	4	4	4	4	4	47
69	5	5	5	5	5	5	4	4	4	5	5	5	57
70	4	4	5	5	5	5	5	5	5	5	5	3	56
71	4	4	4	4	5	5	5	5	5	5	5	5	56
72	4	4	5	5	4	4	4	4	5	4	4	4	51
73	5	5	4	4	5	5	4	4	5	5	5	5	56
74	4	4	4	4	4	4	3	3	3	3	4	4	44
75	5	5	4	4	4	5	4	3	5	5	5	5	54

76	4	4	3	3	2	4	3	2	4	5	4	3	41
77	5	5	3	4	5	5	4	4	4	5	5	4	53
78	5	5	4	5	4	5	4	4	4	5	5	5	55
79	4	5	3	5	3	5	3	3	4	5	5	5	50
80	5	5	5	5	5	5	5	5	5	5	4	5	59
81	4	4	3	3	3	3	3	4	4	3	4	4	42
82	5	5	4	4	4	5	2	3	4	5	4	5	50
83	4	4	3	5	5	5	4	4	4	5	4	4	51
84	5	4	4	4	5	5	4	4	5	3	4	5	52
85	4	4	2	2	4	5	3	3	5	5	4	4	45
86	4	5	4	5	4	5	4	5	4	5	4	5	54
87	4	4	4	4	4	5	4	4	5	4	5	5	52
88	5	5	4	5	4	5	5	3	5	5	5	4	55
89	5	4	4	4	4	5	5	4	5	4	5	5	54
90	5	5	4	4	4	5	4	4	5	5	5	4	54
91	4	4	4	4	4	4	4	4	4	4	4	4	48
92	4	4	3	3	3	4	3	3	4	5	4	4	44
93	4	5	4	4	4	5	4	4	5	5	5	5	54
94	4	4	4	4	4	5	4	4	5	5	5	5	53
95	4	4	4	4	4	4	3	3	3	3	3	4	43
96	5	5	4	4	4	5	5	5	5	5	5	5	57
97	5	5	4	4	5	4	4	4	5	5	5	4	54
98	5	5	4	4	2	3	4	3	4	4	4	4	46
99	5	4	3	3	3	4	3	3	4	5	5	5	47
100	4	5	3	4	3	3	2	2	2	3	3	3	37

3. Keputusan Pembelian *Online* (Y)

No	Butir Pernyataan										
Responden	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Total_Y
1	4	5	5	4	4	5	4	5	4	5	45
2	4	4	4	4	4	4	5	4	4	4	41
3	5	5	5	5	4	5	5	5	5	5	49
4	4	4	4	4	4	4	4	4	4	4	40
5	4	4	4	4	5	4	4	4	4	4	41
6	5	5	5	5	5	5	5	5	5	5	50
7	4	4	4	5	4	4	4	5	5	4	43
8	4	4	4	4	4	4	4	4	4	4	40
9	4	4	4	5	4	4	5	4	4	4	42
10	4	4	4	4	4	4	4	4	5	4	41
11	5	5	5	5	4	5	4	5	3	5	46
12	4	4	4	4	4	4	4	4	4	4	40
13	4	4	3	3	4	3	3	4	3	4	35
14	3	4	4	3	3	3	4	4	3	4	35
15	5	5	4	4	4	4	4	4	4	4	42
16	5	5	5	5	5	5	5	5	5	5	50
17	5	5	4	4	4	4	4	4	3	4	41
18	4	4	4	3	3	4	4	4	3	4	37
19	4	4	4	5	4	4	5	4	4	4	42
20	4	4	4	4	4	5	4	5	4	4	42
21	4	5	4	4	4	4	4	4	4	4	41
22	3	3	3	3	3	3	3	3	3	3	30
23	3	3	3	3	3	3	3	3	3	3	30
24	5	5	5	5	5	5	5	5	5	5	50
25	4	4	4	4	4	4	4	5	4	4	41
26	4	4	4	4	4	4	3	4	4	4	39
27	4	4	4	4	4	4	5	4	5	5	43
28	4	4	5	3	4	4	4	5	4	4	41
29	5	5	5	5	5	5	5	5	5	5	50
30	5	5	4	5	5	5	5	5	4	4	47
31	5	3	3	1	5	5	1	5	5	5	38
32	4	3	3	3	3	5	4	4	3	5	37
33	5	5	5	3	3	3	5	5	1	5	40
34	5	5	5	5	1	5	5	5	5	5	46
35	4	4	4	3	4	3	3	4	3	3	35

36	2	3	4	5	4	3	2	5	2	4	34
37	4	3	3	4	4	4	4	4	4	4	38
38	5	4	4	3	4	5	4	3	4	3	39
39	4	4	4	3	4	3	3	4	3	4	36
40	5	5	5	5	5	5	4	5	5	5	49
41	4	4	3	3	4	4	4	5	3	4	38
42	4	4	4	5	4	4	4	4	4	4	41
43	4	4	4	4	4	5	4	5	4	5	43
44	4	4	3	3	5	5	5	5	4	5	43
45	5	4	4	4	4	5	4	5	4	4	43
46	5	5	5	4	4	4	4	4	3	5	43
47	5	5	4	4	4	5	5	5	5	5	47
48	4	4	4	4	4	4	4	4	5	4	41
49	4	5	5	5	5	5	5	5	5	5	49
50	4	4	5	4	5	4	4	3	4	4	41
51	4	5	4	5	4	4	5	5	5	4	45
52	4	4	4	4	4	4	5	4	3	5	41
53	5	4	4	5	5	4	5	5	4	5	46
54	4	5	4	3	4	4	4	5	2	4	39
55	5	5	5	5	5	5	5	5	5	5	50
56	5	5	5	5	5	5	5	5	5	5	50
57	5	5	4	4	4	4	4	5	5	5	45
58	4	4	4	4	5	4	5	5	4	4	43
59	3	3	4	4	4	4	4	4	4	4	38
60	4	4	4	4	4	4	4	5	5	5	43
61	4	4	5	5	4	4	3	4	1	4	38
62	4	4	4	4	4	4	5	4	4	4	41
63	3	4	4	5	5	4	4	5	3	3	40
64	5	5	5	4	4	4	4	4	3	5	43
65	4	4	4	4	4	4	4	4	4	4	40
66	5	5	5	5	5	5	5	5	5	5	50
67	4	4	4	4	4	4	4	4	4	5	41
68	4	4	4	4	4	4	4	4	4	4	40
69	5	5	5	5	5	5	5	5	5	5	50
70	3	4	3	2	4	3	2	2	2	4	29
71	5	4	5	5	4	4	4	5	3	5	44
72	4	4	4	4	4	4	4	4	4	4	40
73	5	4	4	4	4	4	4	5	5	5	44
74	4	4	4	4	4	5	4	4	4	4	41
75	3	3	4	3	5	5	4	5	3	3	38

76	3	4	3	3	2	2	3	3	3	3	29
77	3	3	4	4	4	4	4	4	2	3	35
78	4	4	4	5	4	5	4	5	5	5	45
79	4	4	5	4	4	5	4	4	5	5	44
80	5	5	4	3	4	4	3	4	3	4	39
81	4	4	5	4	5	4	4	4	4	4	42
82	3	4	4	4	4	4	4	4	3	4	38
83	3	3	3	2	3	3	3	4	3	4	31
84	5	4	4	3	5	3	4	5	4	4	41
85	4	3	3	3	4	3	3	5	4	4	36
86	4	5	4	4	5	4	4	5	4	5	44
87	4	5	5	4	4	4	4	5	5	5	45
88	3	3	3	4	3	4	4	4	2	4	34
89	4	4	5	5	5	5	5	4	5	5	47
90	3	3	3	3	3	3	3	4	4	3	32
91	4	4	4	4	4	4	4	4	4	4	40
92	3	3	2	2	3	3	3	4	3	3	29
93	5	5	5	3	5	3	4	4	3	3	40
94	4	5	4	5	4	4	5	4	4	5	44
95	4	4	4	4	4	4	4	4	4	4	40
96	5	5	4	5	5	5	5	5	5	5	49
97	4	4	4	4	4	4	4	5	4	4	41
98	2	2	2	2	3	2	3	3	4	2	25
99	4	3	3	4	4	4	3	3	4	4	36
100	4	3	3	3	4	3	3	3	3	3	32

LAMPIRAN 6**Tabel r**

df = (N2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	10.000
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

LAMPIRAN 7**Tabel t**

Pr df		0.25	0.10	0.05	0.025	0.01	0.005	0.001
		0.50	0.20	0.10	0.050	0.02	0.010	0.002
	1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
	2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
	3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
	4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
	5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
	6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
	7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
	8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
	9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
	10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
	11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
	12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
	13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
	14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
	15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
	16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
	17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
	18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
	19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
	20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
	21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
	22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
	23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
	24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
	25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
	26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
	27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103

Pr df		0.25	0.10	0.05	0.025	0.01	0.005	0.001
		0.50	0.20	0.10	0.050	0.02	0.010	0.002
	28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
	29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
	30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
	31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
	32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
	33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
	34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
	35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
	36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
	37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
	38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
	39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
	40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
	41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
	42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
	43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
	44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
	45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
	46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
	47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
	48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
	49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
	50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
	51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
	52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
	53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
	54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
	55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
	56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
	57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
	58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
	59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
	60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
	61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
	62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
	63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
	64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
	65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
	66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
	67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639

Pr df		0.25	0.10	0.05	0.025	0.01	0.005	0.001
		0.50	0.20	0.10	0.050	0.02	0.010	0.002
	68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
	69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
	70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
	71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
	72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
	73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
	74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
	75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
	76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
	77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
	78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
	79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
	80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
	81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
	82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
	83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
	84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
	85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
	86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
	87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
	88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
	89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
	90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
	91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
	92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
	93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
	94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
	95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
	96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
	97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
	98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
	99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
	100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

LAMPIRAN 8
Tabel f

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	161	199	216	225	230	234	237	239	241	242	243	244	245	245	246
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40	19.40	19.41	19.42	19.42	19.43
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.76	8.74	8.73	8.71	8.70
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96	5.94	5.91	5.89	5.87	5.86
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.70	4.68	4.66	4.64	4.62
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06	4.03	4.00	3.98	3.96	3.94
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.60	3.57	3.55	3.53	3.51
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35	3.31	3.28	3.26	3.24	3.22
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.10	3.07	3.05	3.03	3.01
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.94	2.91	2.89	2.86	2.85
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85	2.82	2.79	2.76	2.74	2.72
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75	2.72	2.69	2.66	2.64	2.62
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.63	2.60	2.58	2.55	2.53
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60	2.57	2.53	2.51	2.48	2.46
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54	2.51	2.48	2.45	2.42	2.40
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.46	2.42	2.40	2.37	2.35
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45	2.41	2.38	2.35	2.33	2.31
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.37	2.34	2.31	2.29	2.27
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38	2.34	2.31	2.28	2.26	2.23
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35	2.31	2.28	2.25	2.22	2.20
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.28	2.25	2.22	2.20	2.18
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30	2.26	2.23	2.20	2.17	2.15
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27	2.24	2.20	2.18	2.15	2.13
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25	2.22	2.18	2.15	2.13	2.11
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.20	2.16	2.14	2.11	2.09
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.18	2.15	2.12	2.09	2.07
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20	2.17	2.13	2.10	2.08	2.06
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.15	2.12	2.09	2.06	2.04
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18	2.14	2.10	2.08	2.05	2.03
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.13	2.09	2.06	2.04	2.01
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15	2.11	2.08	2.05	2.03	2.00
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14	2.10	2.07	2.04	2.01	1.99
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13	2.09	2.06	2.03	2.00	1.98
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12	2.08	2.05	2.02	1.99	1.97
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11	2.07	2.04	2.01	1.99	1.96
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11	2.07	2.03	2.00	1.98	1.95
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10	2.06	2.02	2.00	1.97	1.95
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09	2.05	2.02	1.99	1.96	1.94
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08	2.04	2.01	1.98	1.95	1.93
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.04	2.00	1.97	1.95	1.92

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07	2.03	2.00	1.97	1.94	1.92
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06	2.03	1.99	1.96	1.94	1.91
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06	2.02	1.99	1.96	1.93	1.91
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05	2.01	1.98	1.95	1.92	1.90
45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05	2.01	1.97	1.94	1.92	1.89
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04	2.00	1.97	1.94	1.91	1.89
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04	2.00	1.96	1.93	1.91	1.88
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03	1.99	1.96	1.93	1.90	1.88
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03	1.99	1.96	1.93	1.90	1.88
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03	1.99	1.95	1.92	1.89	1.87
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.90	1.88	1.85
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00	1.96	1.92	1.89	1.87	1.84
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00	1.96	1.92	1.89	1.86	1.84
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.95	1.92	1.89	1.86	1.84
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99	1.95	1.91	1.88	1.86	1.83
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99	1.95	1.91	1.88	1.85	1.83
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.85	1.82
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.84	1.82
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98	1.93	1.90	1.87	1.84	1.82
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97	1.93	1.90	1.87	1.84	1.82
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97	1.93	1.90	1.86	1.84	1.81
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97	1.93	1.89	1.86	1.84	1.81
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.80
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.80
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.81	1.79
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.90	1.87	1.84	1.81	1.79
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.79
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.78
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.87	1.83	1.81	1.78
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.86	1.83	1.81	1.78
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77

LAMPIRAN 9

Hasil Output Deskriptif Responden

1. Berdasarkan Jenis Kelamin

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	29	29.0	29.0	29.0
	Wanita	71	71	71	100.0
	Total	100	100.0	100.0	

2. Berdasarkan Usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-24th	63	63.0	63.0	63.0
	25-35th	27	27.0	27.0	90.0
	40-45th	6	6.0	6.0	96.0
	>45th	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

3. Berdasarkan Pekerjaan

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/mahasiswa	30	30.0	30.0	30.0
	PNS	2	2.0	2.0	32.0
	Pegawai Swasta	38	38.0	38.0	70.0
	Pengusaha/wiraswasta	1	1.0	1.0	71.0
	lainnya	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

4. Berdasarkan Pendapatan Bulanan

Pendapatan Bulanan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1juta	27	27.0	27.0	27.0
	1jt-3jt	34	34.0	34.0	61.0
	3jt-5jt	20	20.0	20.0	81.0
	>5jt	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

5. Berdasarkan Domisili

Domisili					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bogor barat	16	16.0	16.0	16.0
	Bogor selatan	16	16.0	16.0	32.0
	Bogor Tengah	17	17.0	17.0	49.0
	Bogor Timur	17	17.0	17.0	66.0
	Bogor utara	17	17.0	17.0	83.0
	Tanah sereal	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

6. Berdasarkan Frekuensi Pembelian Sebulan

Frekuensi Pembelian Sebulan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1kali_atau_tidak_sama_sekali	39	39.0	39.0	39.0
	2-3kali	37	37.0	37.0	76
	4-5kali	18	18.0	18.0	94
	>6kali	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 10
Frekuensi Tanggapan Responden Pada Kuesioner

1. Desain Produk

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	4	4.0	4.0	4.0
Setuju	49	49.0	49.0	53.0
Sangat setuju	47	47.0	47.0	100.0
Total	100	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ragu-ragu	1	1.0	1.0	1.0
Setuju	63	63.0	63.0	64.0
Sangat setuju	36	36.0	36.0	100.0
Total	100	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	2	2.0	2.0	2.0
Ragu-ragu	17	17.0	17.0	19.0
Setuju	47	47.0	47.0	66.0
Sangat setuju	34	34.0	34.0	100.0
Total	100	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	1	1.0	1.0	1.0
Ragu-ragu	2	2.0	2.0	3.0
Setuju	46	46.0	46.0	49.0
Sangat setuju	51	51.0	51.0	100.0
Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	13	13.0	13.0	13.0
	Setuju	49	49.0	49.0	62.0
	Sangat setuju	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	20	20.0	20.0	20.0
	Setuju	44	44.0	44.0	64.0
	Sangat setuju	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	3	3.0	3.0	3.0
	Ragu-ragu	22	22.0	22.0	25.0
	Setuju	49	49.0	49.0	74.0
	Sangat setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	4	4.0	4.0	5.0
	Ragu-ragu	22	22.0	22.0	27.0
	Setuju	55	55.0	55.0	82.0
	Sangat setuju	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	11	11.0	11.0	11.0
	Setuju	55	55.0	55.0	66.0
	Sangat setuju	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Ragu-ragu	13	13.0	13.0	14.0
	Setuju	54	54.0	54.0	68.0
	Sangat setuju	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

X1.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Ragu-ragu	17	17.0	17.0	18.0
	Setuju	54	54.0	54.0	72.0
	Sangat setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

2. Online Customer Review

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	4	4.0	4.0	4.0
	Setuju	42	42.0	42.0	46.0
	Sangat setuju	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Ragu-ragu	3	3.0	3.0	4.0
	Setuju	47	47.0	47.0	51.0
	Sangat setuju	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Ragu-ragu	16	16.0	16.0	17.0
	Setuju	53	53.0	53.0	70.0
	Sangat setuju	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Ragu-ragu	10	10.0	10.0	12.0
	Setuju	57	57.0	57.0	69.0
	Sangat setuju	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Ragu-ragu	11	11.0	11.0	13.0
	Setuju	49	49.0	49.0	62.0
	Sangat setuju	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	6	6.0	6.0	6.0
	Setuju	42	42.0	42.0	48.0
	Sangat setuju	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	4	4.0	4.0	4.0
	Ragu-ragu	15	15.0	15.0	19.0
	Setuju	50	50.0	50.0	69.0
	Sangat setuju	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	2	2.0	2.0	2.0
	Tidak setuju	2	2.0	2.0	4.0
	Ragu-ragu	22	22.0	22.0	26.0
	Setuju	52	52.0	52.0	78.0
	Sangat setuju	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Ragu-ragu	6	6.0	6.0	7.0
	Setuju	43	43.0	43.0	50.0
	Sangat setuju	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

X2.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Ragu-ragu	8	8.0	8.0	10.0
	Setuju	36	36.0	36.0	46.0
	Sangat setuju	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

X2.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ragu-ragu	6	6.0	6.0	6.0
	Setuju	41	41.0	41.0	47.0
	Sangat setuju	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

X2.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	1	1.0	1.0	2.0
	Ragu-ragu	10	10.0	10.0	12.0
	Setuju	45	45.0	45.0	57.0
	Sangat setuju	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

3. Keputusan Pembelian *Online*

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	2	2.0	2.0	2.0
Ragu-ragu	14	14.0	14.0	16.0
Setuju	54	54.0	54.0	70.0
Sangat setuju	30	30.0	30.0	100.0
Total	100	100.0	100.0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	1	1.0	1.0	1.0
Ragu-ragu	16	16.0	16.0	17.0
Setuju	52	52.0	52.0	69.0
Sangat setuju	31	31.0	31.0	100.0
Total	100	100.0	100.0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	2	2.0	2.0	2.0
Ragu-ragu	16	16.0	16.0	18.0
Setuju	56	56.0	56.0	74.0
Sangat setuju	26	26.0	26.0	100.0
Total	100	100.0	100.0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat tidak setuju	1	1.0	1.0	1.0
Tidak setuju	4	4.0	4.0	5.0
Ragu-ragu	22	22.0	22.0	27.0
Setuju	45	45.0	45.0	72.0
Sangat setuju	28	28.0	28.0	100.0
Total	100	100.0	100.0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	1	1.0	1.0	2.0
	Ragu-ragu	11	11.0	11.0	13.0
	Setuju	62	62.0	62.0	75.0
	Sangat setuju	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Ragu-ragu	16	16.0	16.0	18.0
	Setuju	53	53.0	53.0	71.0
	Sangat setuju	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Y7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	2	2.0	2.0	3.0
	Ragu-ragu	16	16.0	16.0	19.0
	Setuju	54	54.0	54.0	73.0
	Sangat setuju	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Y8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Ragu-ragu	8	8.0	8.0	9.0
	Setuju	47	47.0	47.0	56.0
	Sangat setuju	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

Y9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	2	2.0	2.0	2.0
	Tidak setuju	5	5.0	5.0	7.0
	Ragu-ragu	24	24.0	24.0	31.0
	Setuju	42	42.0	42.0	73.0
	Sangat setuju	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Y10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	1.0	1.0	1.0
	Ragu-ragu	12	12.0	12.0	13.0
	Setuju	50	50.0	50.0	63.0
	Sangat setuju	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 11

Output Asumsi Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	0E-7
	Std. Deviation	3.38116738
Most Extreme Differences	Absolute	.102
	Positive	.102
	Negative	-.098
Kolmogorov-Smirnov Z		1.024
Asymp. Sig. (2-tailed)		.245

a. Test distribution is Normal.

b. Calculated from data.

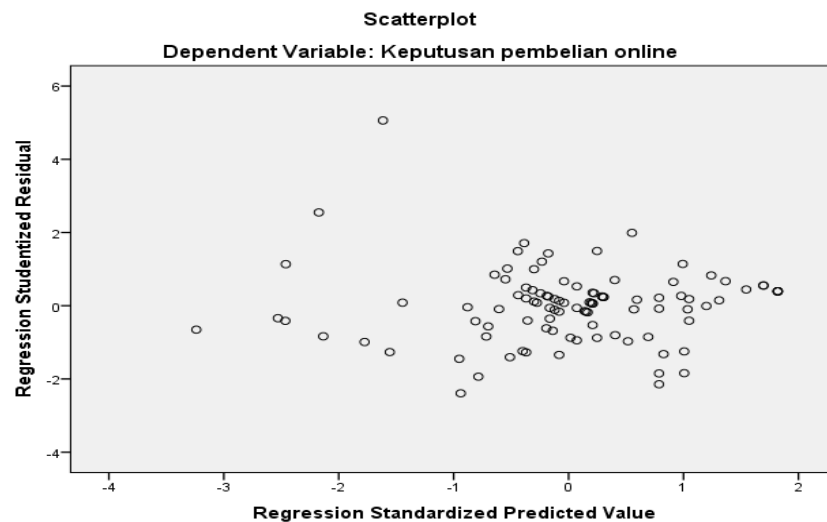
2. Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.861	3.356		.554	.581		
Desain produk	.531	.063	.595	8.398	.000	.790	1.266
Online customer review	.293	.068	.307	4.331	.000	.790	1.266

a. Dependent Variable: Keputusan pembelian online

3. Uji Heteroskedasitas



4. Uji Linearitas

Hasil Uji Linearitas X_1

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian Online * Desain Produk	Between Groups	(Combined)	1810.169	22	82.280	5.579	.000
		Linearity	1508.585	1	1508.585	102.289	.000
		Deviation from Linearity	301.584	21	14.361	.974	.504
	Within Groups		1135.621	77	14.748		
	Total		2945.790	99			

Hasil Uji Linearitas X_2

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian Online * Online Customer Review	Between Groups	(Combined)	1458.014	23	63.392	3.238	.000
		Linearity	968.462	1	968.462	49.472	.000
		Deviation from Linearity	489.552	22	22.252	1.137	.330
	Within Groups		1487.776	76	19.576		
	Total		2945.790	99			

5. Uji Parsial (t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.669	4.351		.154	.878
	Desain Produk	.526	.089	.471	5.926	.000
	Online Customer Review	.321	.072	.356	4.477	.000

a. Dependent Variable: Keputusan Pembelian Online

6. Uji Simultan (F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1477.886	2	738.943	50.999	.000 ^b
	Residual	1405.474	97	14.489		
	Total	2883.360	99			

a. Dependent Variable: Keputusan Pembelian Online

b. Predictors: (Constant), Online Customer Review, Desain Produk

7. Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.513	.503	3.755

a. Predictors: (Constant), Online Customer Review, Desain Produk

b. Dependent Variable: Keputusan Pembelian Online