

## Lampiran 1. Kuesioner penelitian

### 1. Petunjuk pengisian

Berilah tanda centang ✓ pada salah satu kotak  jawaban yang telah tersedia pada pertanyaan kuesioner. Pilihlah jawaban yang telah tersedia dengan memilih jawaban yang paling sesuai dengan pendapat saudara/i.

Keterangan	
Sangat Setuju	SS
Setuju	S
Netral	N
Tidak Setuju	TS
Sangat Tidak Setuju	STS

### 2. Identitas responden

Jenis Kelamin :  Laki-laki  Perempuan

Pendidikan :  SD  SMP

SMA/SMK  D3

S1  S2-S3

Usia : .....

Pekerjaan :  Pelajar/mahasiswa  Karyawan

Wiraswasta  Guru/ Dosen

Ibu rumah tangga  PNS  Lain-lain

Gaji perbulan : .....

## 3. Pertanyaan

## Brand ambassador (X1)

No	Pertanyaan	SS	S	N	TS	STS
1	Brand ambassador Desta dan Vincent di BUKALAPAK mudah di kenali					
2	Brand ambassador Desta dan Vincent yang digunakan di BUKALAPAK ahli dalam bidangnya.					
3	Brand ambassador Desta dan Vincent mampu menarik saya untuk membeli					
4	Brand ambassador Desta dan Vincent dapat mendukung e-commerce yang dibintanginya.					
5	Tindakan brand ambassador Desta dan Vincent dapat mengingatkan saya terhadap e-commerce yang dibintanginya					

## E-service quality (X2)

No	Pertanyaan	SS	S	N	TS	STS
1	Design website pada BUKALAPAK sangat menarik dan mudah digunakan					
2	BUKALAPAK mampu menjalankan komitmennya dengan baik					
3	Membeli melalui BUKALAPAK detail informasi data pribadi aman					
4	Kemampuan e-commerce BUKALAPAK dalam penanganan keluhan sesuai dengan yang diharapkan					
5	BUKALAPAK merupakan e-commerce yang dapat dipercaya					

## .Customer perception (Persepsi konsumen) (X3)

No	Pertanyaan	SS	S	N	TS	STS
1	Keengkapan produk yang dijual di BUKALAPAK sangat baik					
2	Harga di BUKALAPAK sesuai dengan kualitas produk					

3	Promosi harga menarik minat untuk membeli					
4	Iklan di BUKALAPAK menarik untuk membeli					
5	Event di BUKALAPAK menarik untuk membeli					
6	Pengunduhan dan peregristrasian tokopedia mudah					
7	Fitur BUKALAPAK mudah dipelajari					
8	Proses pembelian dan metode pembayaran di BUKALAPAK mudah dilakukan					

## Keputusan pembelian (Y)

No	Pertanyaan	SS	S	N	TS	STS
1	Membeli produk di BUKALAPAK karena sesuai dengan keinginan					
2	Membeli produk di BUKALAPAK karena sesuai dengan kebutuhan					
2	Berbelanja online adalah pilihan pertama ketika butuh barang dan jasa					
4	BUKALAPAK mampu menyediakan kuota produk sesuai dengan pembeli					

## Lampiran 2 Uji Validitas

### Variabel Brand Ambassador (X1)

#### Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	Brand Ambassador (X1)
x1.1	Pearson Correlation	1	,469**	,183*	,702**	,556**	,827**
	Sig. (2-tailed)		,000	,021	,000	,000	,000
	N	160	160	160	160	160	160
x1.2	Pearson Correlation	,469**	1	,764**	,410**	,347**	,762**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	160	160	160	160	160	160
x1.3	Pearson Correlation	,183*	,764**	1	,172*	,077	,528**
	Sig. (2-tailed)	,021	,000		,029	,336	,000
	N	160	160	160	160	160	160
x1.4	Pearson Correlation	,702**	,410**	,172*	1	,672**	,825**
	Sig. (2-tailed)	,000	,000	,029		,000	,000
	N	160	160	160	160	160	160
x1.5	Pearson Correlation	,556**	,347**	,077	,672**	1	,745**
	Sig. (2-tailed)	,000	,000	,336	,000		,000
	N	160	160	160	160	160	160
Brand Ambassador (X1)	Pearson Correlation	,827**	,762**	,528**	,825**	,745**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	160	160	160	160	160	160

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

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

## Variabel E-service quality (X2)

## Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	E-Service Quality (X2)
x2.1	Pearson Correlation	1	,278**	,489**	,435**	,451**	,695**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	160	160	160	160	160	160
x2.2	Pearson Correlation	,278**	1	,324**	,390**	,423**	,633**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	160	160	160	160	160	160
x2.3	Pearson Correlation	,489**	,324**	1	,593**	,661**	,791**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	160	160	160	160	160	160
x2.4	Pearson Correlation	,435**	,390**	,593**	1	,844**	,849**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	160	160	160	160	160	160
x2.5	Pearson Correlation	,451**	,423**	,661**	,844**	1	,876**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	160	160	160	160	160	160
E-Service Quality (X2)	Pearson Correlation	,695**	,633**	,791**	,849**	,876**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	160	160	160	160	160	160

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

## Variabel Customer perception (X3)

## Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	x3.7	x3.8	Customer perception (X3)
x3.1	Pearson Correlation	1	,544**	,532**	,330**	,366**	,400**	,363**	,386**	,645**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000
	N	160	160	160	160	160	160	160	160	160
x3.2	Pearson Correlation	,544**	1	,702**	,416**	,610**	,621**	,542**	,596**	,802**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000
	N	160	160	160	160	160	160	160	160	160
x3.3	Pearson Correlation	,532**	,702**	1	,389**	,607**	,752**	,705**	,741**	,859**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000
	N	160	160	160	160	160	160	160	160	160
x3.4	Pearson Correlation	,330**	,416**	,389**	1	,595**	,348**	,319**	,321**	,587**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000
	N	160	160	160	160	160	160	160	160	160
x3.5	Pearson Correlation	,366**	,610**	,607**	,595**	1	,769**	,740**	,748**	,841**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000
	N	160	160	160	160	160	160	160	160	160
x3.6	Pearson Correlation	,400**	,621**	,752**	,348**	,769**	1	,928**	,968**	,895**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000
	N	160	160	160	160	160	160	160	160	160
x3.7	Pearson Correlation	,363**	,542**	,705**	,319**	,740**	,928**	1	,925**	,852**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000
	N	160	160	160	160	160	160	160	160	160
x3.8	Pearson Correlation	,386**	,596**	,741**	,321**	,748**	,968**	,925**	1	,879**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000
	N	160	160	160	160	160	160	160	160	160
Customer perception (X3)	Pearson Correlation	,645**	,802**	,859**	,587**	,841**	,895**	,852**	,879**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	160	160	160	160	160	160	160	160	160

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

## Variabel Keputusan Pembelian (Y)

## Correlations

		y.1	y.2	y.3	y.4	Keputusan pembelian (Y)
y.1	Pearson Correlation	1	,429**	,177*	,345**	,683**
	Sig. (2-tailed)		,000	,026	,000	,000
	N	160	160	160	160	160
y.2	Pearson Correlation	,429**	1	,087	,266**	,595**
	Sig. (2-tailed)	,000		,273	,001	,000
	N	160	160	160	160	160
y.3	Pearson Correlation	,177*	,087	1	,763**	,732**
	Sig. (2-tailed)	,026	,273		,000	,000
	N	160	160	160	160	160
y.4	Pearson Correlation	,345**	,266**	,763**	1	,840**
	Sig. (2-tailed)	,000	,001	,000		,000
	N	160	160	160	160	160
Keputusan pembelian (Y)	Pearson Correlation	,683**	,595**	,732**	,840**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	160	160	160	160	160

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

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

### Lampiran 3 Uji Reabilitas

Brand ambassador (X1)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,791	5

E-service quality (X2)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,824	5

Customer perception (X3)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,911	8

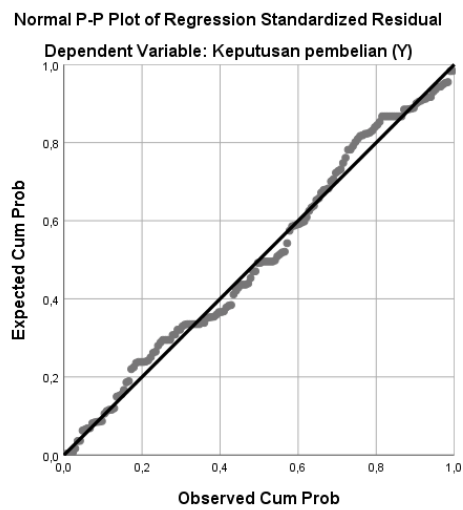
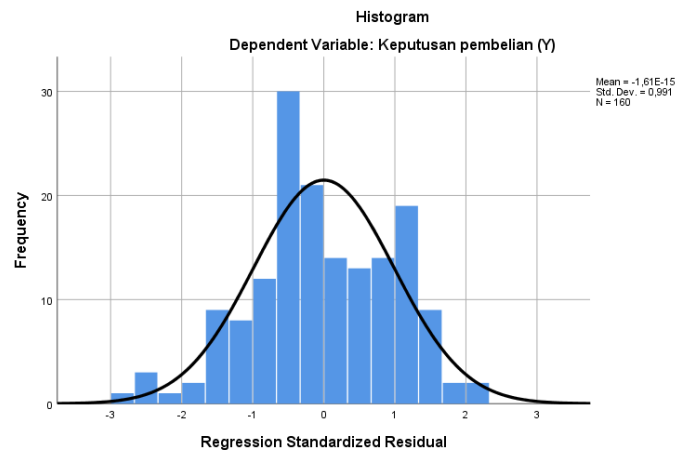
Keputusan pembelian (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,677	4



## Lampiran 4 Uji Normalitas



## Lampiran 5 Uji Multikoleniaritas

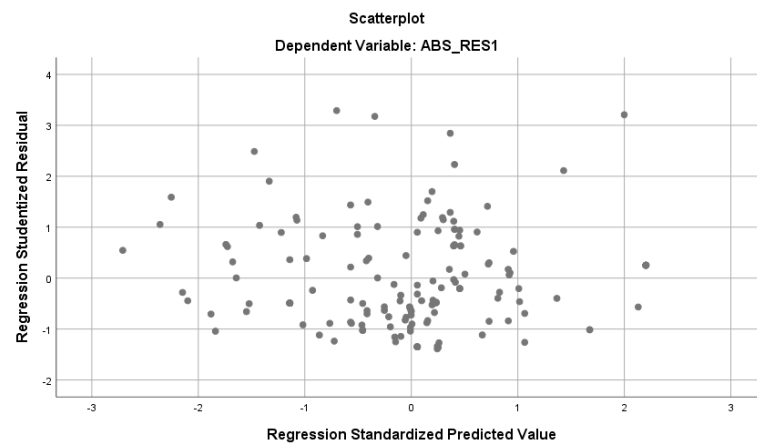
**Coefficients<sup>a</sup>**

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	Brand Ambassador (X1)	,359	,175	,125	,863	1,159
	E-Service Quality (X2)	,418	,178	,128	,790	1,265
	Customer perception (X3)	,687	,560	,477	,693	1,443

a. Dependent Variable: Keputusan pembelian (Y)

## Lampiran 6 Uji Heteroskedastisitas

Metode grafik



Metode Glejser

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,376	,700		1,964	,051
	Brand Ambassador (X1)	,024	,025	,082	,962	,338
	E-Service Quality (X2)	-,042	,032	-,117	-1,316	,190
	Customer perception (X3)	,006	,018	,031	,328	,744

a. Dependent Variable: ABS\_RES1

## Lampiran 7 Regresi Linier Berganda

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,553	1,193		2,980	,003
	Brand Ambassador (X1)	,094	,043	,135	2,220	,028
	E-Service Quality (X2)	,124	,055	,144	2,266	,025
	Customer perception (X3)	,253	,030	,573	8,446	,000

a. Dependent Variable: Keputusan pembelian (Y)

## Lampiran 8 Uji T (Parsial)

$$t\text{-Tabel } (n-k-1) = (160-3-1) = t\text{-Tabel } 156 = 1,975$$

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,553	1,193		2,980	,003
	Brand Ambassador (X1)	,094	,043	,135	2,220	,028
	E-Service Quality (X2)	,124	,055	,144	2,266	,025
	Customer perception (X3)	,253	,030	,573	8,446	,000

a. Dependent Variable: Keputusan pembelian (Y)

## Lampiran 9 Uji F (Simultan)

$$F\text{-Tabel}(n-k)(160-3) = F\text{-Tabel } 157 = 2,66$$

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	352,539	3	117,513	52,497	,000 <sup>b</sup>
	Residual	349,205	156	2,238		
	Total	701,744	159			

a. Dependent Variable: Keputusan pembelian (Y)

b. Predictors: (Constant), Customer perception (X3), Brand Ambassador (X1), E-Service Quality (X2)

**Lampiran 10 Uji Determinasi****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,510 <sup>a</sup>	,260	,174	1,49616	1,825

a. Predictors: (Constant), Customer perception (X3), Brand Ambassador (X1), E-Service Quality (X2)

b. Dependent Variable: Keputusan pembelian (Y)

## Lampiran 11. Tabulasi Data

No	Jenis kelami n	Usi a	Pendidika n	Pekerjaa n	Gaj i	Brand ambassador (X1)						E-service quality (X2)						Customer perception (X3)									Keputusan pembelian (Y)						
						x1. 1	x1. 2	x1. 3	x1. 4	x1. 5	total_x 1	x2. 1	x2. 2	x2. 3	x2. 4	x2. 5	total_x 2	x3. 1	x3. 2	x3. 3	x3. 4	x3. 5	x3.6	x3. 7	x3. 8	total_x 3	y.1	y.2	y.3	y.4	total_ y		
1	2	2	2	1	1	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	4	4	4	4	4	32	4	4	4	4	16
2	2	2	2	3	4	4	4	4	4	4	20	4	4	4	4	4	20	4	5	5	5	5	5	5	5	5	39	4	4	4	4	16	
3	2	2	4	3	5	4	4	4	3	4	19	4	3	4	3	3	17	4	4	4	4	4	3	3	4	30	4	4	3	3	14		
4	2	2	2	3	5	4	5	5	5	4	23	5	4	4	5	5	23	5	5	5	5	5	5	5	5	5	40	4	4	5	5	18	
5	2	2	4	6	1	2	3	3	3	3	14	3	3	3	3	3	15	3	3	4	3	3	3	3	3	25	3	3	3	3	12		
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Keterangan:

1. Jenis kelamin

- 1. Laki-laki
- 2. Perempuan

2. Usia

- 1. 18-20 tahun
- 2. 21-30 tahun
- 3. 31-40 tahun
- 4. 41-50 tahun

3. Pendidikan

- 1. SD
- 2. SMP
- 3. SMA/SMK
- 4. D3
- 5. S1
- 6. S2-S3

4. Pekerjaan

- 1. Pelajar/mahasiswa
- 2. Guru/Dosen
- 3. Karyawan/Wiraswasta
- 4. PNS/ASN
- 5. Wirausaha
- 6. Ibu rumah tangga
- 7. Lain-lain

5. Gaji/pendapatan

- 1. (500.000 – 1.000.000)
- 2. (1.100.000 – 2.000.000)
- 3. (2.100.000 – 3.000.000)
- 4. (3.100.000 – 4.000.000)
- 5. (4.100.000 – 5.000.000)
- 6. (5.100.000 – 6.000.000)

