

LAMPIRAN-LAMPIRAN

Lampiran 1 : Kuisisioner

PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM), INFLUENCER MARKETING DAN PERSEPSI HARGA DALAM DIGITAL MARKETING TERHADAP BUYING DECISION PADA PENGGUNA SHOPEE

Nama :..... Semester :.....

Jenis Kelamin :..... Jumlah Berkunjung :.....

Prodi :.....

Pilihlah jawaban yang menurut anda paling cocok dengan pernyataan tertera

Keterangan :

1. STS = Sangat tidak setuju
2. TS = Tidak setuju
3. R = Ragu-ragu
4. S = Setuju
5. SS = Sangat setuju

A. Variabel *Electronic Word Of Mouth* atau E-WOM (X1)

No	Electronic <i>Word Of Mouth</i> atau E-WOM (X1)					
	Pernyataan	STS	TS	R	S	SS
1	Saya sering mengumpulkan informasi <i>review</i> produk dari konsumen secara online sebelum membeli produk atau merk tertentu					
2	saya memastikan untuk membeli produk atau merek yang tepat, saya sering membaca <i>review</i> produk secara online dari konsumen lain					
3	Jika saya belum membaca ulasan atau <i>review</i> dari konsumen lain, saya khawatir dengan					

	keputusan saya untuk membeli produk					
4	Komentar positif, rekomendasi, dan komplain dari konsumen lain lebih memudahkan saya untuk memilih produk yang berkualitas					

B. Variabel *Influencer Marketing* (X2)

No	<i>Influencer Marketing</i>					
	Pernyataan	STS	TS	R	S	SS
1	Saya merasa <i>influencer marketing</i> lebih terlihat alami dan jujur dalam mempromosikan produk di <i>online shop</i> Shopee					
2	Saya merasa <i>influencer</i> yang mempromosikan produk online memiliki <i>followers</i> banyak					
3	Saya merasa <i>influencer</i> di Shopee lebih profesional dalam membuat konten yang diminati komunitasnya					
4	Saya merasa <i>influencer marketing</i> yang saya tonton memperlakukan penonton dan followernya dengan baik					

C. Variabel Persepsi Harga (X3)

No	Persepsi Harga					
	Pernyataan	STS	TS	R	S	SS
1	Produk di Shopee harga yang ditawarkan sesuai dengan harga <i>online shop</i> lain					
2	Produk yang dijual memiliki harga yang sesuai dengan kualitas yang ditawarkan					
3	<i>Online shop</i> Shopee sering memberikan					

	potongan harga (diskon)					
4	Harga produk di Shopee sesuai dengan daya beli saya					

D. Variabel Keputusan Pembelian (Y1)

No	Keputusan Pembelian					
	Pernyataan	STS	TS	R	S	SS
1	Saya lebih mengutamakan kualitas produk yang dijual di <i>online shop</i> Shopee					
2	Saya lebih mngutamakan merek dalam membeli suatu produk di <i>online shop</i> Shopee					
3	Saya merasa, nama toko atau distributor penyalur produk lebih diutamakan					
4	Waktu pembelian menjadi prioritas utama sebelum mengambil keputusan pembelian					
5	Saya akan mempertimbangkan banyaknya produk yang saya beli sebelum mengambil keputusan pembelian					

Lampiran 2 : Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	Total_X1
X1.1	Pearson Correlation	1	,262**	,349**	,553**	,715**
	Sig. (2-tailed)		,010	,000	,000	,000
	N	96	96	96	96	96
X1.2	Pearson Correlation	,262**	1	,654**	,559**	,796**
	Sig. (2-tailed)	,010		,000	,000	,000
	N	96	96	96	96	96
X1.3	Pearson Correlation	,349**	,654**	1	,454**	,795**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	96	96	96	96	96
X1.4	Pearson Correlation	,553**	,559**	,454**	1	,798**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	96	96	96	96	96
Total_X1	Pearson Correlation	,715**	,796**	,795**	,798**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

Correlations

		X2.1	X2.2	X2.3	X2.4	Total_X2
X2.1	Pearson Correlation	1	,192	,111	,178	,569**
	Sig. (2-tailed)		,060	,280	,084	,000
	N	96	96	96	96	96
X2.2	Pearson Correlation	,192	1	,331**	,192	,691**
	Sig. (2-tailed)	,060		,001	,061	,000
	N	96	96	96	96	96
X2.3	Pearson Correlation	,111	,331**	1	,340**	,692**
	Sig. (2-tailed)	,280	,001		,001	,000
	N	96	96	96	96	96
X2.4	Pearson Correlation	,178	,192	,340**	1	,632**
	Sig. (2-tailed)	,084	,061	,001		,000
	N	96	96	96	96	96
Total_X2	Pearson Correlation	,569**	,691**	,692**	,632**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

Correlations

		X3.1	X3.2	X3.3	X3.4	Total_X3
X3.1	Pearson Correlation	1	,150	,059	,183	,544**
	Sig. (2-tailed)		,143	,566	,074	,000
	N	96	96	96	96	96
X3.2	Pearson Correlation	,150	1	,464**	,179	,733**
	Sig. (2-tailed)	,143		,000	,080	,000
	N	96	96	96	96	96
X3.3	Pearson Correlation	,059	,464**	1	,237*	,695**
	Sig. (2-tailed)	,566	,000		,020	,000
	N	96	96	96	96	96
X3.4	Pearson Correlation	,183	,179	,237*	1	,582**
	Sig. (2-tailed)	,074	,080	,020		,000
	N	96	96	96	96	96
Total_X3	Pearson Correlation	,544**	,733**	,695**	,582**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

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

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

Correlations

		Y1	Y2	Y3	Y4	Y5	Total_Y
Y1	Pearson Correlation	1	,262**	,157	-,026	-,057	,520**
	Sig. (2-tailed)		,010	,127	,800	,581	,000
	N	96	96	96	96	96	96
Y2	Pearson Correlation	,262**	1	,507**	,262**	,333**	,795**
	Sig. (2-tailed)	,010		,000	,010	,001	,000
	N	96	96	96	96	96	96
Y3	Pearson Correlation	,157	,507**	1	,340**	,152	,698**
	Sig. (2-tailed)	,127	,000		,001	,139	,000
	N	96	96	96	96	96	96
Y4	Pearson Correlation	-,026	,262**	,340**	1	,248*	,539**
	Sig. (2-tailed)	,800	,010	,001		,015	,000
	N	96	96	96	96	96	96
Y5	Pearson Correlation	-,057	,333**	,152	,248*	1	,486**
	Sig. (2-tailed)	,581	,001	,139	,015		,000
	N	96	96	96	96	96	96
Total_Y	Pearson Correlation	,520**	,795**	,698**	,539**	,486**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	96	96	96	96	96	96

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

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

Lampiran 3: Uji Reliabilitas

Electronic word Of Mouth (X1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,765	,781	4

Influencer Marketing (X2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,660	,659	4

Persepsi Harga (X3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,751	,767	4

Buying Decision (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,743	,751	5

Lampiran 4 : Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

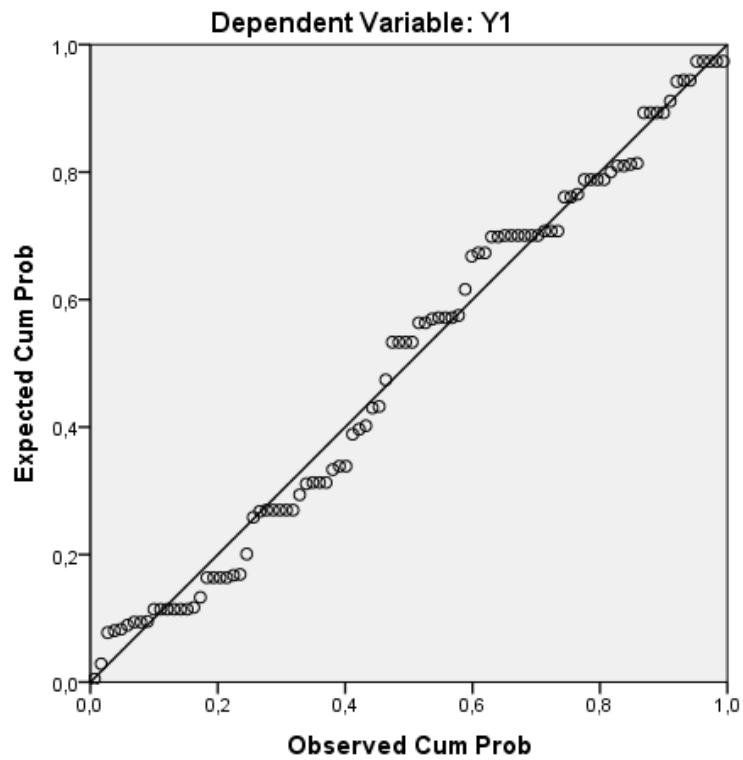
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,86375601
Most Extreme Differences	Absolute	,077
	Positive	,075
	Negative	-,077
Test Statistic		,077
Asymp. Sig. (2-tailed)		,199 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Normal P-P Plot of Regression Standardized Residual



Lampiran 5 : Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_Y *	Between Groups	(Combined)	653,269	12	54,439	18,313	,000
Total_X1		Linearity	613,046	1	613,046	206,228	,000
		Deviation from Linearity	40,223	11	3,657	1,230	,281
Within Groups			246,731	83	2,973		
Total			900,000	95			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_Y *	Between Groups	(Combined)	411,917	6	68,653	12,519	,000
Total_X2		Linearity	324,615	1	324,615	59,192	,000
		Deviation from Linearity	87,301	5	17,460	3,184	,011
Within Groups			488,083	89	5,484		
Total			900,000	95			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_Y *	Between Groups	(Combined)	494,624	10	49,462	10,371	,000
Total_X3		Linearity	398,504	1	398,504	83,559	,000
		Deviation from Linearity	96,120	9	10,680	2,239	,027
Within Groups			405,376	85	4,769		
Total			900,000	95			

Lampiran 6 : Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,171	,582		-,294	,769
	Total_X1	-,019	,029	-,079	-,662	,510
	Total_X2	,029	,037	,088	,779	,438
	Total_X3	,066	,042	,203	1,596	,114

a. Dependent Variable: RES2

Lampiran 7 : Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,205	,891		-,230	,819		
	Total_X1	,590	,044	,631	13,272	,000	,726	1,378
	Total_X2	,422	,057	,338	7,470	,000	,802	1,247
	Total_X3	,237	,064	,189	3,718	,000	,637	1,570

a. Dependent Variable: Total_Y

Lampiran 8 : Uji Hipotesis (Uji T)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-,205	,891		-,230	,819
	Total_X1	,590	,044	,631	13,272	,000
	Total_X2	,422	,057	,338	7,470	,000
	Total_X3	,237	,064	,189	3,718	,000

a. Dependent Variable: Total_Y

Lampiran 9 : Uji Hipotesis (Uji F)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	764,214	3	254,738	172,594	,000 ^b
	Residual	135,786	92	1,476		
	Total	900,000	95			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X3, Total_X2, Total_X1

Lampiran 10 : Koefisien Determinasi (R²)

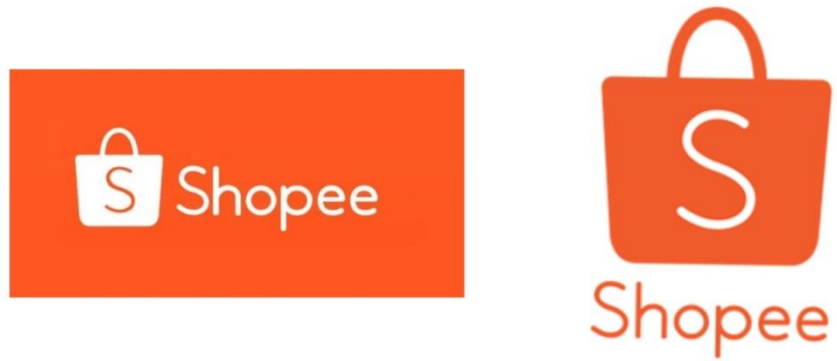
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,921 ^a	,849	,844	1,215

a. Predictors: (Constant), Total_X3, Total_X2, Total_X1

b. Dependent Variable: Total_Y

Lampiran 11 : Gambar Logo Shopee



Sumber: Wikipedia

Lampiran 12 : Hasil Dokumentasi



CURRICULUM VITE



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