

KURIKULUM VITAE

Nama : Imama Noor Diany Fitriyah

Nim : 201569100057

Tempat dan Tanggal Lahir : Mojokerto, 8 Maret 1996

Pendidikan :

PERIODE	SEKOLAH/UNIVERSITAS	JURUSAN
2000 - 2001	TK Dewi Sartika	-
2003 – 2009	SDN Lolawang	-
2009 – 2012	SMP Balongbendo	-
2012 – 2015	MAN Mojokerto	IPS

Pengalaman Organisasi

1. PMII (Pergerakan Mahasiswa Islam Indonesia)
2. Kepengurusan Pondok Pesantren

SURAT BALASAN



**ASTER : FEEDBACK PENGAJUAN PENELITIAN UNTUK
KEBUTUHAN SKRIPSI**

Hrdastergroup <hrdastergroup@gmail.com>

29 Juli 2019 14.29

Kepada: diany.nor@gmail.com

Dear,

Surat lampiran kuesioner sudah kami terima dan pengajuan saudari sudah di ACC oleh management. Maka penelitian sudah dapat dilakukan.

Terima kasih atas perhatian dan kerjasamanya.

CP 081915969888

KUESIONER

Berikut ini adalah kuesioner yang akan meneliti “Pengaruh *Beauty Vlogger* Dan Country Of Origin Terhadap Keputusan Pembelian L’Oreal” (Survei pada pembeli di toko kosmetik Aster Malang).

DataPeneliti :

1. Nama : Imama Noor Diany Fitriyah
2. Instansi : Universitas Yudharta Pasuruan
3. Program Studi : Ilmu Administrasi Bisnis – Pemasaran
4. Kontak: 081554327972 | ig:@d.diany_

A. Identitas Responden

1. Nama :
.....
2. Usia :Tahun
3. Jenis Kelamin : Perempuan
4. Pendidikan :
5. Pekerjaan :
6. Pendapatan :
7. Alamat :
.....

B. Daftar Pernyataan

Petunjuk Pengisian:Jawablah pertanyaan berikut dengan memberikan tanda centang (✓) pada kolom jawaban yang telah disediakan. Setiap kolom jawaban memiliki skor. Pemberian skor adalah sebagai berikut:

- | | | |
|-----|---------------------|-----|
| STS | (SangatTidakSetuju) | : 1 |
| TS | (TidakSetuju) | : 2 |
| N | (Netral) | : 3 |
| S | (Setuju) | : 4 |
| SS | (SangatSetuju) | : 5 |

Pernyataan berikut bertujuan mengetahui pengaruh *Beauty Vlogger* dan *Country of origin* terhadap keputusan pembelian (survei pada pembeli di toko kosmetik Aster Malang).

Data Penelitian

:

1. Saya mengenal seorang *Beauty Vlogger* dan melihat video kontennya dalam tutorial L'Oréal

 Ya Tidak

NO.	PERNYATAAN	SS	S	N	TS	STS
VARIABLE BEAUTY VLOGGER						
TRUSTWORTHINESS (DAPAT DIPERCAYA)						
1.	<i>Tutorial</i> produk L'oreal oleh <i>Beauty Vlogger</i> sesuai dengan kualitas produk sebenarnya					
EXPERTISE (KEHLIAN)						
2.	<i>Beauty Vlogger</i> ahli dalam bidang <i>Make Up</i>					
3.	<i>Beauty Vlogger</i> ahli melakukan <i>review</i> terhadap suatu produk					
ATTRACTION (DAYA TARIK)						
4.	<i>Beauty Vlogger</i> dapat membuat penonton tertarik melalui caranya berkomunikasi					
5.	<i>Beauty Vlogger</i> dapat membuat penonton tertarik melalui fisik yang dimiliki					

VARIABEL NEGARAASAL(COUNTRYOFORIGIN)						
COUNTRY BELIEF						
6.	karena kecanggihan teknologinya saya tertarik membeli produk L'Oreal Paris					
PEOPLE AFFECT						

7.	Saya terpicat menggunakan produk L'Oreal karena Paris terkenal fashionya					
8.	Saya tertarik produk L'oreal karena Paris adalah negara maju					
DESIRE INTERACTION						
9.	Saya setuju jika Indonesia bisa bekerja sama dengan Paris dalam hal kosmetik					
10.	bersedia menerima inspirasi dari paris tanpa menghilangkan ciri khas produk Indonesia					
VARIABEL COUNTRY OF ORIGIN						
KESADARAN AKAN KEBUTUHAN						
11.	Saya memilih L'oreal karena harga yang terjangkau					
KEINGINAN DALAM MENCOBA SUATU PRODUK						
12.	Ke kepoan saya memilih produk L'oreal untuk mengetahui kualitas produknya					
13.	Keinginan memiliki L'oreal karena kemasan produknya					
14.	Tertarik dengan berbagai warna yang ditawarkan					

	ADOPSI/ TERBIASA MENGGUNAKAN (PERNAH MEMILIKI)					
15.	saya sudah merasa cocok dan pernah menggunakan produk L'oreal sebelumnya					

Uji Regresi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.627	.620	2.16933

Sumber : Data diolah 2019

a. Predictors: (Constant), COO (X2), Beauty Vlogger (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.477	1.221		2.847	.005
	Beauty Vlogger (X1)	.335	.097	.312	3.440	.001
	COO (X2)	.481	.082	.532	5.874	.000

a. Dependent Variable: keputusan Pembelian (Y)

Sumber : Data Primer, diolah 2019

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	807.324	2	403.662	85.777	.000 ^b
	Residual	480.009	102	4.706		
	Total	1287.333	104			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Country Of Origin (X2), Beauty Vloger (X1)

Sumber : Data Primer, diolah 2019

**Uji Validitas
Beauty Vlogger (X1)**

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL_X 1
X1.1	Pearson Correlation	1	.254**	.397**	.430**	.526**	.737**
	Sig. (2-tailed)		.009	.000	.000	.000	.000
	N	105	105	105	105	105	105
X1.2	Pearson Correlation	.254**	1	.270**	.227*	.237*	.526**
	Sig. (2-tailed)	.009		.005	.020	.015	.000
	N	105	105	105	105	105	105
X1.3	Pearson Correlation	.397**	.270**	1	.493**	.449**	.750**
	Sig. (2-tailed)	.000	.005		.000	.000	.000
	N	105	105	105	105	105	105
X1.4	Pearson Correlation	.430**	.227*	.493**	1	.454**	.755**
	Sig. (2-tailed)	.000	.020	.000		.000	.000
	N	105	105	105	105	105	105
X1.5	Pearson Correlation	.526**	.237*	.449**	.454**	1	.760**
	Sig. (2-tailed)	.000	.015	.000	.000		.000
	N	105	105	105	105	105	105
TOTAL_X 1	Pearson Correlation	.737**	.526**	.750**	.755**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

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

Variabel Country Of Origin (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL_X 2
X2.1	Pearson Correlation	1	.780**	.410**	.428**	.627**	.858**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	105	105	105	105	105	105
X2.2	Pearson Correlation	.780**	1	.508**	.563**	.568**	.893**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105
X2.3	Pearson Correlation	.410**	.508**	1	.483**	.362**	.652**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105
X2.4	Pearson Correlation	.428**	.563**	.483**	1	.431**	.740**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105
X2.5	Pearson Correlation	.627**	.568**	.362**	.431**	1	.757**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105
TOTAL_X 2	Pearson Correlation	.858**	.893**	.652**	.740**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

Variabel Keputusan pembelian (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL_ Y
Y.1	Pearson Correlation	1	.506**	.324**	.529**	.601**	.651**
	Sig. (2-tailed)		.000	.001	.000	.000	.000
	N	105	105	105	105	105	105
Y.2	Pearson Correlation	.506**	1	.295**	.386**	.565**	.635**
	Sig. (2-tailed)	.000		.002	.000	.000	.000
	N	105	105	105	105	105	105
Y.3	Pearson Correlation	.324**	.295**	1	.699**	.456**	.785**
	Sig. (2-tailed)	.001	.002		.000	.000	.000
	N	105	105	105	105	105	105
Y.4	Pearson Correlation	.529**	.386**	.699**	1	.536**	.811**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105
Y.5	Pearson Correlation	.601**	.565**	.456**	.536**	1	.805**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105
TOTAL_ Y	Pearson Correlation	.651**	.635**	.785**	.811**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

Uji Lineritas Variabel Beauty Vlogger (X1)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between	(Combined)	713.141	14	50.939	7.984	.000
	Groups	Linearity	644.932	1	644.932	101.088	.000
		Deviation from Linearity	68.209	13	5.247	.822	.635
Within Groups			574.193	90	6.380		
Total			1287.333	104			

Uji Lineritas variabel Country Of origin (X2)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between	(Combined)	928.680	16	58.042	14.241	.000
	Groups	Linearity	751.640	1	751.640	184.424	.000
		Deviation from Linearity	177.040	15	11.803	2.896	.001
Within Groups			358.654	88	4.076		
Total			1287.333	104			

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.14836555
Most Extreme Differences	Absolute	.063
	Positive	.063
	Negative	-.055
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Sumber : Data Primer, diolah 2019

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.893	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	36.4381	48.460	.774	.864
X2	36.7143	39.437	.817	.828
Y	36.4857	44.887	.790	.846

Uji Frekuensi X1

Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL_X
N	Valid	105	105	105	105	105	105
	Missing	0	0	0	0	0	0
Mean		3.6762	4.3429	3.6286	3.4857	3.2476	18.3810
Median		4.0000	4.0000	4.0000	3.0000	3.0000	19.0000

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	S	10	9.5	9.5	10.5
	N	29	27.6	27.6	38.1
	S	47	44.8	44.8	82.9
	SS	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	S	2	1.9	1.9	2.9
	N	8	7.6	7.6	10.5
	S	43	41.0	41.0	51.4
	SS	51	48.6	48.6	100.0
	Total	105	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2.9	2.9	2.9
	S	6	5.7	5.7	8.6
	N	40	38.1	38.1	46.7
	S	34	32.4	32.4	79.0
	SS	22	21.0	21.0	100.0
	Total	105	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1.9	1.9	1.9
	S	15	14.3	14.3	16.2
	N	36	34.3	34.3	50.5
	S	34	32.4	32.4	82.9
	SS	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2.9	2.9	2.9
	S	15	14.3	14.3	17.1
	N	52	49.5	49.5	66.7
	S	23	21.9	21.9	88.6
	SS	12	11.4	11.4	100.0
	Total	105	100.0	100.0	

Uji Frekuensi X2**Statistics**

		X2.1	X2.2	X2.3	X2.4	X2.5
N	Valid	105	105	105	105	105
	Missing	0	0	0	0	0
Mean		3.0762	3.3905	4.3905	3.7714	3.4762
Median		3.0000	3.0000	4.0000	4.0000	3.0000

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	12.4	12.4	12.4
	2.00	20	19.0	19.0	31.4
	3.00	31	29.5	29.5	61.0
	4.00	28	26.7	26.7	87.6
	5.00	13	12.4	12.4	100.0
	Total	105	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	6.7	6.7	6.7
	2.00	14	13.3	13.3	20.0
	3.00	33	31.4	31.4	51.4
	4.00	33	31.4	31.4	82.9
	5.00	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.9	1.9	1.9
	3.00	4	3.8	3.8	5.7
	4.00	50	47.6	47.6	53.3
	5.00	49	46.7	46.7	100.0
	Total	105	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	12	11.4	11.4	13.3
	3.00	23	21.9	21.9	35.2
	4.00	39	37.1	37.1	72.4
	5.00	29	27.6	27.6	100.0
	Total	105	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	7	6.7	6.7	8.6
	3.00	48	45.7	45.7	54.3
	4.00	35	33.3	33.3	87.6
	5.00	13	12.4	12.4	100.0
	Total	105	100.0	100.0	

Uji Frekuensi variabel Y**Statistics**

		Y.1	Y.2	Y.3	Y.4	Y.5
N	Valid	105	105	105	105	105
	Missing	0	0	0	0	0
Mean		3.6762	4.0190	3.7429	3.5905	3.5429
Median		4.0000	4.0000	4.0000	4.0000	3.0000

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	7	6.7	6.7	8.6
	3.00	39	37.1	37.1	45.7
	4.00	32	30.5	30.5	76.2
	5.00	25	23.8	23.8	100.0
	Total	105	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.9	2.9	2.9
	3.00	21	20.0	20.0	22.9
	4.00	52	49.5	49.5	72.4
	5.00	29	27.6	27.6	100.0
	Total	105	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	10	9.5	9.5	10.5
	3.00	28	26.7	26.7	37.1
	4.00	42	40.0	40.0	77.1
	5.00	24	22.9	22.9	100.0
	Total	105	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.9	1.9	1.9
	2.00	12	11.4	11.4	13.3
	3.00	37	35.2	35.2	48.6
	4.00	30	28.6	28.6	77.1
	5.00	24	22.9	22.9	100.0
	Total	105	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.8	3.8	3.8
	2.00	10	9.5	9.5	13.3
	3.00	39	37.1	37.1	50.5
	4.00	29	27.6	27.6	78.1
	5.00	23	21.9	21.9	100.0
	Total	105	100.0	100.0	

Dokumentasi



Bagian depan toko Aster





Pengambilan data responden



