L A M P I R A N

LAMPIRAN 1:

PROGRAM STUDI MANAJEMEN
INSTITUT INFORMATIKA DAN BISNIS DARMAJAYA
BANDAR LAMPUNG
Jalan Zainal Abidin Pagar Alam No.93 Bandar Lampung. Lampung 35142

Kuesioner Penelitian

PENGARUH *ATTRACTIVENESS, TRUSTWOTHINESS,* DAN *EXPERTISE* TERHADAP MINAT BELI PRODUK EMINA PADA PENGGUNA SOSIAL MEDIA INSTAGRAM

Responden Yth,

Perkenalkan Saya

Nama : Fitria Nugraheni
NPM : 1912110381
Prodi : Manajemen IIB Darmajaya

Saat ini sedang melakukan penelitian skripsi saya yang berjudul "Pengaruh *Attractivenss, Trustworthiness,* Dan *Expertise* Terhadap Minat Beli Produk Emina pada Pengguna Sosial media Instagram." Dalam rangka menyelesaikan skripsi saya pada program Strata-1 Fakultas Ekonomi & Bisnis Program Studi Manajemen, Institut Informatika & Bisnis Darmajaya tersebut, maka saya memerlukan bantuan Bpk./ Ibu/ Saudara(i) untuk mengisi kuesioner ini sebagai sumber data penelitian.

Saya mengharapkan kerja sama Bpk./ Ibu/ Saudara(i) untuk memberikan jawaban pada kuesioner ini secara jujur dan apa adanya karena identitas dan informasi dari Bpk./ Ibu/ Saudara(i) akan di rahasiakan oleh peneliti dan hanya digunakan untuk penelitian ini.

Cara Pengisian Kuesioner :

Isilah kolom pertanyaan dengan memberikan tanda silang (√) pada kolom pilihan jawaban yang paling tepat sesuai dengan kondisi Bpk./ Ibu/ Saudara(i) dalam lembar kuesioner yang telah disediakan.

Jawaban Pertanyaan	Skor
Sangat Setuju (SS)	5
Setuju (S)	4
Kurang Setuju (KS)	3
Tidak Setuju (TS)	2
Sangat Tidak Sejutu (STS)	1

Atas perhatian dan kerja sama Bpk./ Ibu/ Saudara(i), saya mengucapkan terima kasih.

Fitria Nugraheni

IDENTITAS RESPONDEN

Petunjuk Pengisian :

Beri tanda silang (X) pada huruf alternatif jawaban yang tersedia, yang sesuai dengan kondisi riil Anda.

1. Jenis Kelamin:
   a. Perempuan
   b. Laki-laki

2. Usia:
   a. 15 -20 Tahun
   b. 21- 30 Tahun
   c. 31–40
   d. 41–50
   e. > 50 tahun

3. Tingkat Pendidikan:
   a. SMP atau setara
   b. SMA atau setara
   c. S1 (sarjana)
   d. S2 (magister)
   e. Lainnya

4. Lama Menggunakan:
   a. < 1 Tahun
   b. 1 - 2 Tahun
   c. 2 – 3 Tahun
   e. > 3 Tahun

KUESIONER PENELITIAN

Variabel *Attractiveness* (daya tarik)

No	Item Pertanyaan	SS	S	KS	TS	STS
1	Penampilan *celebrity endorser* pada produk Emina terlihat menarik.					
2	*Celebrity endorser* terlihat ekspresif dalam menyampaikan produk Emina.					
3	Gaya bicara celebrity endorser produk Emina sangat meyakinkan.					
4	Penampilan *celebrity endorser* pada produk Emina terlihat elegan					
5	Wajah *celebrity endorser* terlihat cantik / tampan.					

Variabel *Trustworthiness* (Kepercayaan)

No	Item Pertanyaan	SS	S	KS	TS	STS
1	*Celebrity endorser* produk Emina memiliki keahlian dalam menyampaikan pesan produk.					
2	*Celebrity endorser* produk Emina memiliki pengalaman dalam mempromosikan produk.					
3	*Celebrity endorser* sangat menguasai pengetahuan produk Emi					
4	*Celebrity endorser* Emina dapat menyajikan iklan Emina dengan bermutu.					
5	*Celebrity endorser* Emina terampil dalam menyampaikan pesan produk.					

Variabel *Expertise* (Keahlian)

No	Item Pertanyaan	SS	S	KS	TS	STS
1	Emina dapat menciptakan keinginan pembelian di pasar kosmetik Indonesia.					
2	Saya berniat membeli produk Emina karena *celebrity endorser* nya terkenal di masyarakat.					
3	Saya berniat membeli karena produk Emina berkualitas.					
4	Saya memiliki keinginan untuk merekomendasikan produk Emina kepada orang terdekat.					
5	Saya bersedia membeli produk produk Emina karena banyak varian produknya.					

Variabel Minat Beli

No	Item Pertanyaan	SS	S	KS	TS	STS
1	Emina dapat menciptakan keinginan pembelian di pasar kosmetik Indonesia.					
2	Saya berniat membeli produk Emina karena *celebrity endorser* nya terkenal di masyarakat.					
3	Saya berniat membeli karena produk Emina berkualitas.					
4	Saya memiliki keinginan untuk merekomendasikan produk Emina kepada orang terdekat.					
5	Saya bersedia membeli produk produk Emina karena banyak varian produknya.					

LAMPIRAN 2:

Tabulasi Variabel *Attractiveness* (X1)

***ATTRACTIVENSS* (X1)**

No.	A01	A02	A03	A04	A05	JMLH
1	3	2	3	3	3	14
2	3	2	3	4	3	15
3	5	3	5	5	3	21
4	3	4	3	3	3	16
5	4	3	4	3	4	18
6	4	4	4	4	4	20
7	3	3	3	3	4	16
8	3	3	3	5	4	18
9	4	5	4	4	5	22
10	3	4	3	4	4	18
11	4	4	4	3	4	19
12	4	3	4	3	3	17
13	4	4	4	4	4	20
14	3	3	3	5	3	17
15	4	4	4	5	4	21
16	3	4	3	4	3	17
17	3	4	3	3	3	16
18	3	4	3	3	2	15
19	4	4	4	4	4	20
20	4	3	4	4	3	18
21	3	4	3	3	4	17
22	3	3	3	4	3	16
23	3	4	3	4	4	18
24	3	3	3	4	4	17
25	3	4	3	4	4	18
26	3	3	3	3	3	15
27	2	2	2	3	4	13
28	3	4	3	3	3	16
29	2	2	2	3	3	12
30	3	3	3	5	3	17
31	3	3	3	4	5	18
32	3	4	3	4	3	17
33	4	4	4	4	5	21
34	3	4	3	4	4	18
35	4	3	4	3	3	17
36	4	4	4	4	4	20
37	3	3	3	4	3	16
38	5	3	5	3	3	19

39	3	4	3	3	3	16
40	4	3	4	4	4	19
41	4	4	4	3	4	19
42	3	3	3	4	4	17
43	3	3	3	4	4	17
44	4	5	4	4	5	22
45	3	4	3	3	4	17
46	4	4	4	4	4	20
47	4	3	4	4	3	18
48	4	4	4	4	4	20
49	3	3	3	4	3	16
50	5	4	5	3	2	19
51	3	5	3	4	4	19
52	5	4	5	4	2	20
53	3	3	3	3	3	15
54	3	3	3	4	3	16
55	3	4	3	3	3	16
56	2	3	2	2	3	12
57	5	4	5	3	3	20
58	5	3	5	5	3	21
59	3	4	3	3	3	16
60	4	3	4	3	4	18
61	4	4	4	4	4	20
62	3	3	3	3	4	16
63	3	3	3	5	4	18
64	4	5	4	4	5	22
65	3	4	3	4	4	18
66	4	4	4	3	4	19
67	4	3	4	3	3	17
68	4	4	4	4	4	20
69	2	4	2	3	3	14
70	4	2	4	3	3	16
71	3	5	3	4	4	19
72	5	4	5	4	2	20
73	3	3	3	3	3	15
74	3	3	3	3	3	15
75	3	4	3	3	3	16
76	2	3	2	5	3	15
77	5	4	5	3	3	20
78	5	3	5	5	3	21
79	3	4	3	3	3	16
80	4	3	4	3	4	18

81	4	4	4	4	4	20
82	3	3	3	3	4	16
83	3	3	3	5	4	18
84	4	5	4	4	5	22
85	3	4	3	4	4	18
86	4	4	4	3	4	19
87	3	3	4	3	3	16
88	3	4	4	4	4	19
89	5	4	2	3	3	17
90	4	2	4	3	3	16
91	4	2	2	4	4	16
92	4	4	2	4	3	17
93	4	2	3	3	4	16
94	3	3	2	5	4	17
95	4	4	4	3	4	19
96	4	3	4	5	3	19
97	3	3	5	3	3	17
98	3	4	3	2	2	14
99	4	4	2	3	3	16
100	3	3	4	3	2	15
	3,51	3,50	3,45	3,63	3,49	3,52

Tabulasi Variabel *Trustworthiness* (X1)

TRUSTWORTHINESS (X2)

No	T01	T02	T03	T04	T05	Jumlah
1	3	3	5	3	3	17
2	3	3	2	3	4	15
3	5	5	4	5	5	24
4	3	4	3	4	3	17
5	4	4	4	4	3	19
6	4	4	4	4	4	20
7	3	4	3	4	3	17
8	3	3	5	3	5	19
9	4	4	5	4	4	21
10	3	4	5	4	4	20
11	4	3	3	3	3	16
12	4	3	2	3	3	15
13	4	4	3	4	4	19
14	3	3	4	3	5	18
15	4	4	4	4	5	21
16	3	4	3	4	4	18
17	3	4	4	4	3	18
18	3	3	3	3	3	15
19	4	4	4	4	4	20
20	4	4	4	4	4	20
21	3	4	3	4	3	17
22	3	4	3	4	4	18
23	3	3	3	3	4	16
24	3	4	4	4	4	19
25	3	4	4	4	4	19
26	3	3	3	3	3	15
27	2	4	4	4	3	17
28	3	3	3	3	3	15
29	2	2	4	2	3	13
30	3	3	4	3	5	18
31	3	3	3	3	4	16
32	3	2	3	2	4	14
33	4	4	3	4	4	19
34	3	2	4	2	4	15
35	4	4	4	4	3	19
36	4	3	3	3	4	17
37	3	3	3	3	4	16
38	5	5	4	5	3	22
39	3	4	3	4	3	17
40	4	4	4	4	4	20

41	4	4	4	4	3	19
42	3	4	3	4	4	18
43	3	3	5	3	4	18
44	4	4	5	4	4	21
45	3	4	5	4	3	19
46	4	3	3	3	4	17
47	4	3	2	3	4	16
48	4	4	3	4	4	19
49	3	2	3	2	4	14
50	5	4	3	4	3	19
51	3	3	5	3	4	18
52	5	4	4	4	4	21
53	3	3	2	3	3	14
54	3	1	3	1	4	12
55	3	3	3	3	3	15
56	2	3	3	3	2	13
57	5	3	3	3	3	17
58	5	5	4	5	5	24
59	3	4	3	4	3	17
60	4	4	4	4	3	19
61	4	4	4	4	4	20
62	3	4	3	4	3	17
63	3	3	5	3	5	19
64	4	4	5	4	4	21
65	3	4	5	4	4	20
66	4	3	3	3	3	16
67	4	3	2	3	3	15
68	4	4	3	4	4	19
69	2	4	5	4	3	18
70	4	3	3	3	3	16
71	3	3	5	3	4	18
72	5	4	4	4	4	21
73	3	3	2	3	3	14
74	3	1	3	1	3	11
75	3	3	3	3	3	15
76	3	5	3	3	5	19
77	3	4	3	3	3	16
78	4	3	4	5	5	21
79	3	4	3	4	3	17
80	4	5	4	4	3	20
81	4	4	4	4	4	20
82	3	3	3	4	3	16

83	5	4	5	3	5	22
84	5	3	5	4	4	21
85	5	4	5	4	4	22
86	3	3	3	3	3	15
87	2	4	3	3	3	15
88	4	3	4	3	4	18
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90	2	3	3	4	3	15
91	5	4	4	2	4	19
92	3	3	3	4	4	17
93	3	3	3	2	3	14
94	3	5	4	3	5	20
95	4	4	3	4	3	18
96	3	3	2	3	5	16
97	4	3	3	3	3	16
98	2	3	3	4	2	14
99	3	3	4	4	3	17
100	3	2	3	3	3	14
	3,47	3,49	3,57	3,48	3,63	3,53

Tabulasi Variabel *Expertise* (X3)

***EXPERTISE* (X3)**

NO	E01	E02	E03	E04	E05	
1	2	5	5	3	3	18
2	2	2	2	3	4	13
3	3	4	4	5	5	21
4	4	3	3	4	3	17
5	3	4	4	4	3	18
6	4	4	4	4	4	20
7	3	3	3	4	3	16
8	3	5	5	3	5	21
9	5	5	5	4	4	23
10	4	5	5	4	4	22
11	4	3	3	3	3	16
12	3	2	2	3	3	13
13	4	3	3	4	4	18
14	3	4	4	3	5	19
15	4	4	4	4	5	21
16	4	3	3	4	4	18
17	4	4	4	4	3	19
18	4	3	3	3	3	16
19	4	4	4	4	4	20
20	3	4	4	4	4	19
21	4	3	3	4	3	17
22	3	3	3	4	4	17
23	4	3	3	3	4	17
24	3	4	4	4	4	19
25	4	4	4	4	4	20
26	3	3	3	3	3	15
27	2	4	4	4	3	17
28	4	3	3	3	3	16
29	2	4	4	2	3	15
30	3	4	4	3	2	16
31	3	3	3	3	3	15
32	4	3	3	2	4	16
33	4	3	3	4	4	18
34	4	4	4	2	2	16
35	3	4	4	4	4	19
36	4	3	3	3	3	16
37	3	3	3	3	3	15
38	3	4	4	5	5	21
39	4	3	3	4	3	17
40	3	4	4	4	3	18

41	4	4	4	4	4	20
42	3	3	3	4	3	16
43	3	5	5	3	5	21
44	5	5	5	4	4	23
45	4	5	5	4	4	22
46	4	3	3	3	3	16
47	3	2	2	3	3	13
48	4	3	3	4	4	18
49	3	3	3	2	4	15
50	4	3	3	4	3	17
51	5	5	5	3	4	22
52	4	4	4	4	4	20
53	3	2	2	3	3	13
54	3	3	3	1	3	13
55	4	3	3	3	3	16
56	3	3	3	3	5	17
57	4	3	3	3	3	16
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61	4	4	4	4	4	20
62	3	3	3	4	3	16
63	3	5	5	3	5	21
64	5	5	5	4	4	23
65	4	5	5	4	4	22
66	4	3	3	3	3	16
67	3	2	2	3	3	13
68	4	3	3	4	4	18
69	4	5	5	4	3	21
70	2	3	3	3	3	14
71	5	5	3	3	4	20
72	4	4	4	4	4	20
73	3	2	5	5	3	18
74	3	3	3	2	3	14
75	4	3	3	3	3	16
76	3	3	5	4	5	20
77	4	3	4	3	3	17
78	3	4	3	2	5	17
79	4	3	4	4	3	18
80	3	4	5	4	3	19
81	4	4	4	3	4	19
82	3	3	3	3	3	15

83	3	5	4	5	5	22
84	5	5	3	3	4	20
85	4	5	4	5	4	22
86	4	3	3	4	3	17
87	3	2	4	2	3	14
88	4	3	2	4	4	17
89	4	5	3	3	3	18
90	2	3	3	3	3	14
91	4	3	4	3	2	16
92	3	2	3	2	2	12
93	4	3	4	3	3	17
94	4	5	4	5	3	21
95	2	4	3	4	3	16
96	2	3	2	3	2	12
97	3	4	3	4	3	17
98	3	4	5	4	5	21
99	2	3	2	3	3	13
100	4	5	3	4	4	20
	3,49	3,59	3,56	3,5	3,54	3,54

Tabulasi Variabel Minat Beli (Y)

MINAT BELI (Y)

NO	MB01	MB02	MB03	MB04	MB05	JUMLAH
1	2	3	3	3	3	14
2	2	3	3	4	3	15
3	3	5	5	5	5	23
4	4	3	4	3	4	18
5	3	4	4	3	4	18
6	4	4	4	4	4	20
7	3	3	4	3	4	17
8	3	3	3	5	3	17
9	5	4	4	4	4	21
10	4	3	4	4	4	19
11	4	4	3	3	3	17
12	3	4	3	3	3	16
13	4	4	4	4	4	20
14	3	3	3	5	3	17
15	4	4	4	5	4	21
16	4	3	4	4	4	19
17	4	3	4	3	4	18
18	4	3	3	3	3	16
19	4	4	4	4	4	20
20	3	4	4	4	4	19
21	4	3	4	3	4	18
22	3	3	4	4	4	18
23	4	3	3	4	3	17
24	3	3	4	4	4	18
25	4	3	4	4	4	19
26	3	3	3	3	3	15
27	2	2	4	3	4	15
28	4	3	3	3	3	16
29	2	2	2	3	2	11
30	3	3	3	2	3	14
31	3	3	3	3	3	15
32	4	3	2	4	2	15
33	4	4	4	4	4	20
34	4	3	2	2	2	13
35	3	4	4	4	4	19
36	4	4	3	3	3	17
37	3	3	3	3	3	15
38	3	5	5	5	5	23
39	4	3	4	3	4	18
40	3	4	4	3	4	18

41	4	4	4	4	4	20
42	3	3	4	3	4	17
43	3	3	3	5	3	17
44	5	4	4	4	4	21
45	4	3	4	4	4	19
46	4	4	3	3	3	17
47	3	4	3	3	3	16
48	4	4	4	4	4	20
49	3	3	2	4	2	14
50	4	5	4	3	4	20
51	5	3	3	4	3	18
52	4	5	4	4	4	21
53	3	3	3	3	3	15
54	3	3	1	3	1	11
55	4	3	3	3	3	16
56	3	2	3	5	3	16
57	4	5	3	3	3	18
58	3	5	5	5	5	23
59	4	3	4	3	4	18
60	3	4	4	3	4	18
61	4	4	4	4	4	20
62	3	3	4	3	4	17
63	3	3	3	5	3	17
64	5	4	4	4	4	21
65	4	3	4	4	4	19
66	4	4	3	3	3	17
67	3	4	3	3	3	16
68	4	4	4	4	4	20
69	4	2	4	3	4	17
70	2	4	3	3	3	15
71	5	3	3	4	3	18
72	4	5	4	4	4	21
73	3	3	3	3	5	17
74	3	3	1	3	2	12
75	4	3	3	3	3	16
76	3	2	3	5	4	17
77	4	5	3	3	3	18
78	3	5	5	5	2	20
79	4	3	4	3	4	18
80	3	4	4	3	4	18
81	4	4	4	4	3	19
82	3	3	4	3	3	16

83	3	3	3	5	5	19
84	5	4	4	4	3	20
85	4	3	4	4	5	20
86	4	4	3	3	4	18
87	3	4	3	3	2	15
88	4	4	4	4	4	20
89	4	2	4	3	3	16
90	2	4	3	3	3	15
91	2	2	3	3	3	13
92	4	2	4	3	2	15
93	2	3	4	2	3	14
94	3	2	5	3	5	18
95	4	4	3	4	4	19
96	3	4	2	3	3	15
97	3	5	3	5	4	20
98	4	3	4	3	4	18
99	4	2	4	2	3	15
100	3	4	5	4	4	20
	3,50	3,45	3,52	3,56	3,50	3,51

LAMPIRAN 3: Tabulasi Variabel *Attractiveness* (X1), *Trustworthiness* (X2), *Expertise* (X3), dan Minat Beli (Y)

X1	X2	X3	Y
14	17	18	14
15	15	13	15
21	24	21	23
16	17	17	18
18	19	18	18
20	20	20	20
16	17	16	17
18	19	21	17
22	21	23	21
18	20	22	19
19	16	16	17
17	15	13	16
20	19	18	20
17	18	19	17
21	21	21	21
17	18	18	19
16	18	19	18
15	15	16	16
20	20	20	20
18	20	19	19
17	17	17	18
16	18	17	18
18	16	17	17
17	19	19	18
18	19	20	19
15	15	15	15
13	17	17	15
16	15	16	16
12	13	15	11
17	18	16	14
18	16	15	15
17	14	16	15
21	19	18	20
18	15	16	13
17	19	19	19
20	17	16	17
16	16	15	15
19	22	21	23
16	17	17	18

19	20	18	18
19	19	20	20
17	18	16	17
17	18	21	17
22	21	23	21
17	19	22	19
20	17	16	17
18	16	13	16
20	19	18	20
16	14	15	14
19	19	17	20
19	18	22	18
20	21	20	21
15	14	13	15
16	12	13	11
16	15	16	16
12	13	17	16
20	17	16	18
21	24	21	23
16	17	17	18
18	19	18	18
20	20	20	20
16	17	16	17
18	19	21	17
22	21	23	21
18	20	22	19
19	16	16	17
17	15	13	16
20	19	18	20
14	18	21	17
16	16	14	15
19	18	20	18
20	21	20	21
15	14	18	17
15	11	14	12
16	15	16	16
15	19	20	17
20	16	17	18
21	21	17	20
16	17	18	18
18	20	19	18
20	20	19	19
16	16	15	16

18	22	22	19
22	21	20	20
18	22	22	20
19	15	17	18
16	15	14	15
19	18	17	20
17	21	18	16
16	15	14	15
16	19	16	13
17	17	12	15
16	14	17	14
17	20	21	18
19	18	16	19
19	16	12	15
17	16	17	20
14	14	21	18
16	17	13	15
15	14	20	20

LAMPIRAN 4: Data Frekuensi Variabel Penelitian

Attractiveness

A01					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	50	50.0	50.0	57.0
	4	32	32.0	32.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

A02					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	5	5.0	5.0	7.0
	3	41	41.0	41.0	48.0
	4	46	46.0	46.0	94.0
	5	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

A03					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	46	46.0	46.0	53.0
	4	30	30.0	30.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

A04					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	6	6.0	6.0	8.0
	3	39	39.0	39.0	47.0
	4	48	48.0	48.0	95.0
	5	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

A05					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	45	45.0	45.0	47.0
	4	41	41.0	41.0	88.0
	5	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Trustworthiness

T01					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	50	50.0	50.0	57.0
	4	32	32.0	32.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

T02					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	5	5.0	5.0	7.0
	3	41	41.0	41.0	48.0
	4	46	46.0	46.0	94.0
	5	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

T03					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7.0	7.0	7.0
	3	46	46.0	46.0	53.0
	4	30	30.0	30.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

T04					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	6	6.0	6.0	8.0
	3	39	39.0	39.0	47.0
	4	48	48.0	48.0	95.0
	5	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

T05					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	45	45.0	45.0	47.0
	4	41	41.0	41.0	88.0
	5	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Expertise

E01					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	9.0	9.0	9.0
	3	39	39.0	39.0	48.0
	4	46	46.0	46.0	94.0
	5	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

E02					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	44	44.0	44.0	52.0
	4	29	29.0	29.0	81.0
	5	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

E03					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	44	44.0	44.0	52.0
	4	32	32.0	32.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

E04					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	8	8.0	8.0	9.0
	3	38	38.0	38.0	47.0
	4	46	46.0	46.0	93.0
	5	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

E05					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	49	49.0	49.0	54.0
	4	33	33.0	33.0	87.0
	5	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Minat Beli

MB01					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	40	40.0	40.0	48.0
	4	46	46.0	46.0	94.0
	5	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

MB02					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	10.0	10.0	10.0
	3	45	45.0	45.0	55.0
	4	35	35.0	35.0	90.0
	5	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

MB03					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	5	5.0	5.0	7.0
	3	38	38.0	38.0	45.0
	4	49	49.0	49.0	94.0
	5	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

MB04					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	49	49.0	49.0	53.0
	4	34	34.0	34.0	87.0
	5	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

MB05					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	8	8.0	8.0	9.0
	3	38	38.0	38.0	47.0
	4	46	46.0	46.0	93.0
	5	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 5: Output Uji Validitas Variabel *Attractiveness* (X1), *Trustworthiness* (X2), *Expertise* (X3), dan Minat Beli (Y)

***Attractiveness* (X1)**

Correlations

		A01	A02	A03	A04	A05	JUMLAH
A01	Pearson Correlation	1	,144	,029	,230*	,049	,424**
	Sig. (2-tailed)		,174	,785	,029	,649	,000
	N	100	100	100	100	100	100
A02	Pearson Correlation	,144	1	,320**	,698**	,336**	,743**
	Sig. (2-tailed)	,174		,002	,000	,001	,000
	N	100	100	100	100	100	100
A03	Pearson Correlation	,029	,320**	1	,192	,842**	,717**
	Sig. (2-tailed)	,785	,002		,070	,000	,000
	N	100	100	100	100	100	100
A04	Pearson Correlation	,230*	,698**	,192	1	,312**	,716**
	Sig. (2-tailed)	,029	,000	,070		,003	,000
	N	100	100	100	100	100	100
A05	Pearson Correlation	,049	,336**	,842**	,312**	1	,762**
	Sig. (2-tailed)	,649	,001	,000	,003		,000
	N	100	100	100	100	100	100
JUMLAH	Pearson Correlation	,424**	,743**	,717**	,716**	,762**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

***Trustworthiness* (X2)**

Correlations

		T01	T02	T03	T04	T05	Jumlah
T01	Pearson Correlation	1	,149	,759**	,149	,759**	,790**
	Sig. (2-tailed)		,161	,000	,162	,000	,000
	N	100	100	100	100	100	100
T02	Pearson Correlation	,149	1	,103	,783**	,103	,561**
	Sig. (2-tailed)	,161		,335	,000	,335	,000
	N	100	100	100	100	100	100
T03	Pearson Correlation	,759**	,103	1	,148	1,000**	,846**
	Sig. (2-tailed)	,000	,335		,163	,000	,000
	N	100	100	100	100	100	100
T04	Pearson Correlation	,149	,783**	,148	1	,148	,588**
	Sig. (2-tailed)	,162	,000	,163		,163	,000
	N	100	100	100	100	100	100
T05	Pearson Correlation	,759**	,103	1,000**	,148	1	,846**
	Sig. (2-tailed)	,000	,335	,000	,163		,000
	N	90	90	90	90	90	90
Jumlah	Pearson Correlation	,790**	,561**	,846**	,588**	,846**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Expertise (X3)

Correlations

		E01	E02	E03	E04	Jumlah
E01	Pearson Correlation	1	,004	,914**	,222*	,803**
	Sig. (2-tailed)		,967	,000	,036	,000
	N	100	100	100	100	100
E02	Pearson Correlation	,004	1	-,006	,341**	,449**
	Sig. (2-tailed)	,967		,957	,001	,000
	N	100	100	100	100	100
E03	Pearson Correlation	,914**	-,006	1	,314**	,832**
	Sig. (2-tailed)	,000	,957		,003	,000
	N	100	100	100	100	100
E04	Pearson Correlation	,222*	,341**	,314**	1	,666**
	Sig. (2-tailed)	,036	,001	,003		,000
	N	100	100	100	100	100
E05	Pearson Correlation	,222*	,341**	,314**	1	,666**
	Sig. (2-tailed)	,036	,001	,003		,000
	N	100	100	100	100	100
Jumlah	Pearson Correlation	,803**	,449**	,832**	,666**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Minat Beli (Y)

		MB01	MB02	MB03	MB04	MB05	Jumlah
MB01	Pearson Correlation	1	,173	,276**	,207	,067	,571**
	Sig. (2-tailed)		,103	,008	,051	,532	,000
	N	100	100	100	100	100	100
MB02	Pearson Correlation	,173	1	-,065	,369**	,149	,449**
	Sig. (2-tailed)	,103		,545	,000	,161	,000
	N	100	100	100	100	100	100
MB03	Pearson Correlation	,276**	-,065	1	,295**	,411**	,676**
	Sig. (2-tailed)	,008	,545		,005	,000	,000
	N	100	100	100	100	100	100
MB04	Pearson Correlation	,207	,369**	,295**	1	,320**	,673**
	Sig. (2-tailed)	,051	,000	,005		,002	,000
	N	100	100	100	100	100	100
MB05	Pearson Correlation	,067	,149	,411**	,320**	1	,600**
	Sig. (2-tailed)	,532	,161	,000	,002		,000
	N	100	100	100	100	100	100
Jumlah	Pearson Correlation	,571**	,449**	,676**	,673**	,600**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

LAMPIRAN 6: Output Uji Reliabilitas Variabel *Attractivenes* (X1), *Trustworthiness* (X2), *Expertise* (X3), dan Minat Beli (Y)

X1

Reliability Statistics	
Cronbach's Alpha	N of Items
,527	5

X2

Reliability Statistics	
Cronbach's Alpha	N of Items
,674	5

X3

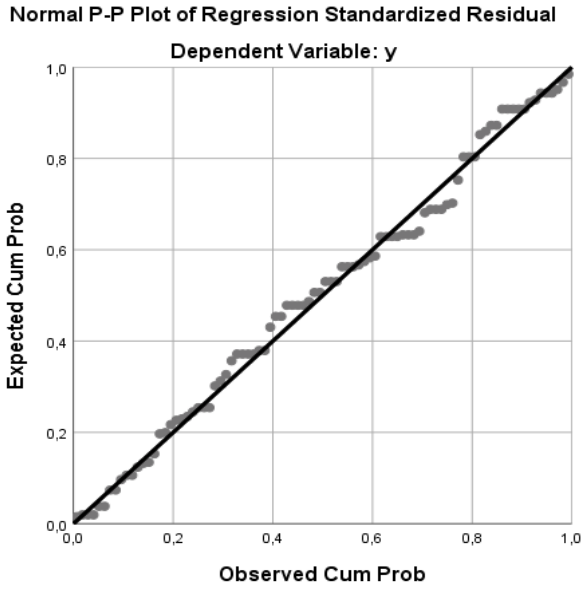
Reliability Statistics	
Cronbach's Alpha	N of Items
,704	5

Y

Reliability Statistics	
Cronbach's Alpha	N of Items
,629	5

LAMPIRAN 7: Output Asumsi Klasik dan Uji Determinasi R-*square*

1) Uji Normalitas P-P Plot



2) Uji Normalitas *One-Sample Kolmogorov-Smirnov Test*

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,46548138
Most Extreme Differences	Absolute	,061
	Positive	,061
	Negative	-,056
Test Statistic		,061
Asymp. Sig. (2-tailed)		,200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

3) Uji Multikolinearitas

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,049	,385		2,721	,008		
	x1	,536	,063	,469	8,507	,000	,114	8,763
	x2	,531	,066	,469	7,991	,000	,101	9,939
	x3	,091	,036	,076	2,548	,013	,387	2,583
a. Dependent Variable: y								

4) **Uji Determinasi R-*square***

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,985[a]	,970	,969	,474
a. Predictors: (Constant), x3, x1, x2				
b. Dependent Variable: y				

LAMPIRAN 8: Output Uji Hipotesis

1) Uji t

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,049	,385		2,721	,008
	x1	,536	,063	,469	8,507	,000
	x2	,531	,066	,469	7,991	,000
	x3	,091	,036	,076	2,548	,013
a. Dependent Variable: y						

2) Uji F

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	626,816	3	208,939	931,800	,000[b]
	Residual	19,284	86	,224		
	Total	646,100	89			
a. Dependent Variable: y						
b. Predictors: (Constant), x3, x1, x2						

LAMPIRAN 9: t-Tabel

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	d.f
1	3,078	6,314	12,706	31,821	63, 657	1
2	1,886	2,920	4,303	6,965	9,925	2
3	1,638	2,353	3,182	4,541	5,841	3
4	1,533	2,132	2,776	3,747	4,604	4
5	1,476	2,015	2,571	3,365	4,032	5
6	1,440	1,943	2,447	3,143	3,707	6
7	1,415	1,895	2,365	2,998	3,499	7
8	1,397	1,860	2,306	2,896	3,355	8
9	1,383	1,833	2,262	2,821	3,250	9
10	1,372	1,812	2,228	2,764	3,169	10
11	1,363	1,796	2,201	2,718	3,106	11
12	1,356	1,782	2,179	2,681	3,055	12
13	1,350	1,771	2,160	2,650	3,012	13
14	1,345	1,761	2,145	2,624	2,977	14
15	1,341	1,753	2,131	2,602	2,947	15
16	1,337	1,746	2,120	2,583	2,921	16
17	1,333	1,740	2,110	2,567	2,898	17
18	1,330	1,734	2,101	2,552	2,878	18
19	1,328	1,729	2,093	2,539	2,861	19
20	1,325	1,725	2,086	2,528	2,845	20
21	1,323	1,721	2,080	2,518	2,831	21
22	1,321	1,717	2,074	2,508	2,819	22
23	1,319	1,714	2,069	2,500	2,807	23
24	1,318	1,711	2,064	2,492	2,797	24
25	1,316	1,708	2,060	2,485	2,787	25
26	1,315	1,706	2,056	2,479	2,779	26
27	1,314	1,703	2,052	2,473	2,771	27
28	1,313	1,701	2,048	2,467	2,763	28
29	1,311	1,699	2,045	2,462	2,756	29
30	1,310	1,697	2,042	2,457	2,750	30
31	1,309	1,696	2,040	2,453	2,744	31
32	1,309	1,694	2,037	2,449	2,738	32
33	1,308	1,692	2,035	2,445	2,733	33
34	1,307	1,691	2,032	2,441	2,728	34
35	1,306	1,690	2,030	2,438	2,724	35
36	1,306	1,688	2,028	2,434	2,719	36
37	1,305	1,687	2,026	2,431	2,715	37
38	1,304	1,686	2,024	2,429	2,712	38
39	1,303	1,685	2,023	2,426	2,708	39
40	1,303	1,684	2,021	2,423	2,704	40
41	1,303	1,683	2,020	2,421	2,701	41
42	1,302	1,682	2,018	2,418	2,698	42
43	1,302	1,681	2,017	2,416	2,695	43

44	1,301	1,680	2,015	2,414	2,692	44
45	1,301	1,679	2,014	2,412	2,690	45
46	1,300	1,679	2,013	2,410	2,687	46
47	1,300	1,678	2,012	2,408	2,685	47
48	1,299	1,677	2,011	2,407	2,682	48
49	1,299	1,677	2,010	2,405	2,680	49
50	1,299	1,676	2,009	2,403	2,678	50
51	1,298	1,675	2,008	2,402	2,676	51
52	1,298	1,675	2,007	2,400	2,674	52
53	1,298	1,674	2,006	2,399	2,672	53
54	1,297	1,674	2,005	2,397	2,670	54
55	1,297	1,673	2,004	2,396	2,668	55
56	1,297	1,673	2,003	2,395	2,667	56
57	1,297	1,672	2,002	2,394	2,665	57
58	1,296	1,672	2,002	2,392	2,663	58
59	1,296	1,671	2,001	2,391	2,662	59
60	1,296	1,671	2,000	2,390	2,660	60
61	1,296	1,670	2,000	2,389	2,659	61
62	1,295	1,670	1,999	2,388	2,657	62
63	1,295	1,669	1,998	2,387	2,656	63
64	1,295	1,669	1,998	2,386	2,655	64
65	1,295	1,669	1,997	2,385	2,654	65
66	1,295	1,668	1,997	2,384	2,652	66
67	1,294	1,668	1,996	2,383	2,651	67
68	1,294	1,668	1,995	2,382	2,650	68
69	1,294	1,667	1,995	2,382	2,649	69
70	1,294	1,667	1,994	2,381	2,648	70
71	1,294	1,667	1,994	2,380	2,647	71
72	1,293	1,666	1,993	2,379	2,646	72
73	1,293	1,666	1,993	2,379	2,645	73
74	1,293	1,666	1,993	2,378	2,644	74
75	1,293	1,665	1,992	2,377	2,643	75
76	1,293	1,665	1,992	2,376	2,642	76
77	1,293	1,665	1,991	2,376	2,641	77
78	1,292	1,665	1,991	2,375	2,640	78
79	1,292	1,664	1,990	2,374	2,640	79
80	1,292	1,664	1,990	2,374	2,639	80
81	1,292	1,664	1,990	2,373	2,638	81
82	1,292	1,664	1,989	2,373	2,637	82
83	1,292	1,663	1,989	2,372	2,636	83
84	1,292	1,663	1,989	2,372	2,636	84
85	1,292	1,663	1,988	2,371	2,635	85
86	1,291	1,663	1,988	2,370	2,634	86
87	1,291	1,663	1,988	2,370	2,634	87
88	1,291	1,662	1,987	2,369	2,633	88
89	1,291	1,662	1,987	2,369	2,632	89

90	1,291	1,662	1,987	2,368	2,632	90
91	1,291	1,662	1,986	2,368	2,631	91
92	1,291	1,662	1,986	2,368	2,630	92
93	1,291	1,661	1,986	2,367	2,630	93
94	1,291	1,661	1,986	2,367	2,629	94
95	1,291	1,661	1,985	2,366	2,629	95
96	1,290	1,661	1,985	2,366	2,628	96
97	1,290	1,661	1,985	2,365	2,627	97
98	1,290	1,661	1,984	2,365	2,627	98
99	1,290	1,660	1,984	2,365	2,626	99
Inf.	1,290	1,660	1,984	2,364	2,626	Inf.