

Kuesioner Penelitian

Pertanyaan ini berguna dalam rangka penelitian skripsi berjudul "PENGARUH BEAUTY VLOGGER DAN BRAND IMAGE TERHADAP MINAT BELI PRODUK KECANTIKAN (Studi Pada Viewers Video Youtube Pixy Make It Glow, Akun Suhay Salim)"

Petunjuk pengisian daftar pertanyaan ini :

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur
2. Semua pertanyaan harus dijawab, jangan sampai ada yang terlewatkan agar data dapat sepenuhnya di olah oleh peneliti
3. Berilah tanda (√) pada jawaban yang telah di selesaikan oleh peneliti

Kriteria Penilaian:

SS	: Sangat Setuju	5
S	: Setuju	4
CS	: Cukup Setuju	3
TS	: Tidak Setuju	2
STS	: Sangat Tidak Setuju	1

"Beauty Vlogger Suhay Salim"



"Video Pixy Make It Glow Review + Tutorial"



Nama :

Usia:

Email:

1. Saya memiliki kepercayaan terhadap review *beauty vlogger* Suhay Salim
 - 5
 - 4
 - 3
 - 2
 - 1

2. *Beauty vlogger* memiliki kelebihan dan kreatifitas yang baik di bidang produk kecantikan
 - 5
 - 4
 - 3
 - 2
 - 1

3. Saya tertarik dengan penampilan *beauty vlogger*
 - 5
 - 4
 - 3
 - 2
 - 1

4. *Beauty vlogger* memberi ulasan yang baik dalam memberikan ulasan
 - 5
 - 4
 - 3
 - 2
 - 1

5. Beauty Vlogger dapat meyakinkan bahwa produk dapat menambah kecantikan anda
 - 5
 - 4
 - 3
 - 2
 - 1

6. Produk Pixy dikenal sebagai merek produk kecantikan yang berkualitas
 - 5
 - 4
 - 3
 - 2
 - 1

7. Brand Pixy mudah diingat dan diucapkan
 - 5
 - 4
 - 3
 - 2
 - 1

8. Pixy memiliki produk yang sesuai dengan kebutuhan kulit anda
 - 5
 - 4
 - 3
 - 2
 - 1

9. Pixy peduli dengan kebutuhan konsumen
 - 5
 - 4
 - 3
 - 2

- 1

10. Informasi mengenai produk Pixy dapat diakses melalui web Pixy

- 5
- 4
- 3
- 2
- 1

11. Setelah menonton video *beauty vlogger*, saya bersedia melakukan pembelian

- 5
- 4
- 3
- 2
- 1

12. Setelah menonton video ,Saya ingin membeli produk karena manfaat yang ada pada produk

- 5
- 4
- 3
- 2
- 1

13. Setelah menonton video ,Saya ingin membeli produk karena terinspirasi dari *beauty vlogger* yang mempromosikannya

- 5
- 4
- 3
- 2
- 1

14. Setelah menonton video , Saya ingin membeli produk karena yakin dengan *beauty vlogger* yang mempromosikannya

- 5
- 4
- 3
- 2
- 1

15. Setelah menonton video , Saya ingin melakukan pembelian di masa mendatang

- 5
- 4
- 3
- 2
- 1

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perempuan	100,0	100,0	100,0	100,0
Total	100			

Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17	3	3.0	3.0	3.0
18	1	1.0	1.0	4.0
19	9	9.0	9.0	13.0
20	12	12.0	12.0	25.0
21	37	37.0	37.0	62.0
22	24	24.0	24.0	86.0
23	7	7.0	7.0	93.0
24	2	2.0	2.0	95.0
25	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Hasil Uji Validitas Beauty Vlogger (X1)

Beauty Vlogger X1

Correlations

		P1	P2	P3	P4	P5	Skortotal
P1	Pearson Correlation	1	,337**	,404**	,153	-,173	,568**
	Sig. (2-tailed)		,001	,000	,128	,086	,000
	N	100	100	100	100	100	100
P2	Pearson Correlation	,337**	1	,438**	,358**	,054	,676**
	Sig. (2-tailed)	,001		,000	,000	,591	,000
	N	100	100	100	100	100	100
P3	Pearson Correlation	,404**	,438**	1	,438**	,197*	,799**
	Sig. (2-tailed)	,000	,000		,000	,049	,000
	N	100	100	100	100	100	100
P4	Pearson Correlation	,153	,358**	,438**	1	,240*	,720**
	Sig. (2-tailed)	,128	,000	,000		,016	,000
	N	100	100	100	100	100	100
P5	Pearson Correlation	-,173	,054	,197*	,240*	1	,376**
	Sig. (2-tailed)	,086	,591	,049	,016		,000
	N	100	100	100	100	100	100
Skortotal	Pearson Correlation	,568**	,676**	,799**	,720**	,376**	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).

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

Brand Image (X2)

Correlations

		P1	P2	P3	P4	P5	Skortotal
P1	Pearson Correlation	1	,441**	,341**	,250*	,199*	,647**
	Sig. (2-tailed)		,000	,001	,012	,047	,000
	N	100	100	100	100	100	100
P2	Pearson Correlation	,441**	1	,470**	,317**	,173	,740**
	Sig. (2-tailed)	,000		,000	,001	,085	,000
	N	100	100	100	100	100	100
P3	Pearson Correlation	,341**	,470**	1	,389**	,324**	,754**
	Sig. (2-tailed)	,001	,000		,000	,001	,000
	N	100	100	100	100	100	100
P4	Pearson Correlation	,250*	,317**	,389**	1	,383**	,658**
	Sig. (2-tailed)	,012	,001	,000		,000	,000
	N	100	100	100	100	100	100
P5	Pearson Correlation	,199*	,173	,324**	,383**	1	,597**
	Sig. (2-tailed)	,047	,085	,001	,000		,000
	N	100	100	100	100	100	100
Skortotal	Pearson Correlation	,647**	,740**	,754**	,658**	,597**	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).

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

Hasil Uji Validitas Minat Beli (Y)

Correlations

		P1	P2	P3	P4	P5	Skortotal
P1	Pearson Correlation	1	,426**	,272**	,303**	,319**	,630**
	Sig. (2-tailed)		,000	,006	,002	,001	,000
	N	100	100	100	100	100	100
P2	Pearson Correlation	,426**	1	,537**	,277**	,437**	,759**
	Sig. (2-tailed)	,000		,000	,005	,000	,000
	N	100	100	100	100	100	100
P3	Pearson Correlation	,272**	,537**	1	,262**	,579**	,785**
	Sig. (2-tailed)	,006	,000		,008	,000	,000
	N	100	100	100	100	100	100
P4	Pearson Correlation	,303**	,277**	,262**	1	,190	,537**
	Sig. (2-tailed)	,002	,005	,008		,058	,000
	N	100	100	100	100	100	100
P5	Pearson Correlation	,319**	,437**	,579**	,190	1	,770**
	Sig. (2-tailed)	,001	,000	,000	,058		,000
	N	100	100	100	100	100	100
Skortotal	Pearson Correlation	,630**	,759**	,785**	,537**	,770**	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).

Hasil Uji Realibilitas

Beauty Vlogger (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,751	6

Brand Image

Reliability Statistics

Cronbach's Alpha	N of Items
,770	6

Hasil Jawaban Responden Beauty Vlogger (X1)

p1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	17	17.0	17.0	21.0
	4	49	49.0	49.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

p2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	18.0	18.0	18.0
	4	56	56.0	56.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

p3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	41	41.0	41.0	41.0
	4	33	33.0	33.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

p4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	33	33.0	33.0	41.0
	4	40	40.0	40.0	81.0
	5	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

p5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.0	9.0	9.0
	4	48	48.0	48.0	57.0
	5	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Hasil Jawaban Responden Brand Image (X2)

p1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.0	10.0	10.0
	4	61	61.0	61.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

p2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	43	43.0	43.0	43.0
	4	36	36.0	36.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

p3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	26	26.0	26.0	28.0
	4	57	57.0	57.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

p4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.0	6.0	6.0
	4	63	63.0	63.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

p5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.0	9.0	9.0
	4	48	48.0	48.0	57.0
	5	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Hasil Jawaban Responden Minat Beli (Y)

p1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.0	6.0	6.0
	4	50	50.0	50.0	56.0
	5	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

p2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	28	28.0	28.0	28.0
	4	56	56.0	56.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

p3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	37	37.0	37.0	37.0
	4	42	42.0	42.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

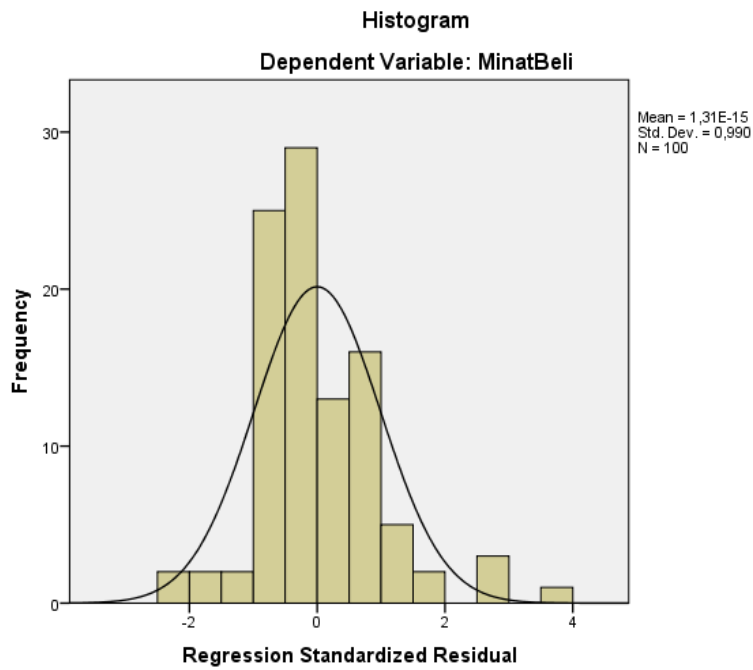
p4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19.0	19.0	19.0
	4	66	66.0	66.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

p5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	42	42.0	42.0	43.0
	4	29	29.0	29.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Hasil Uji Nomaitas Residual



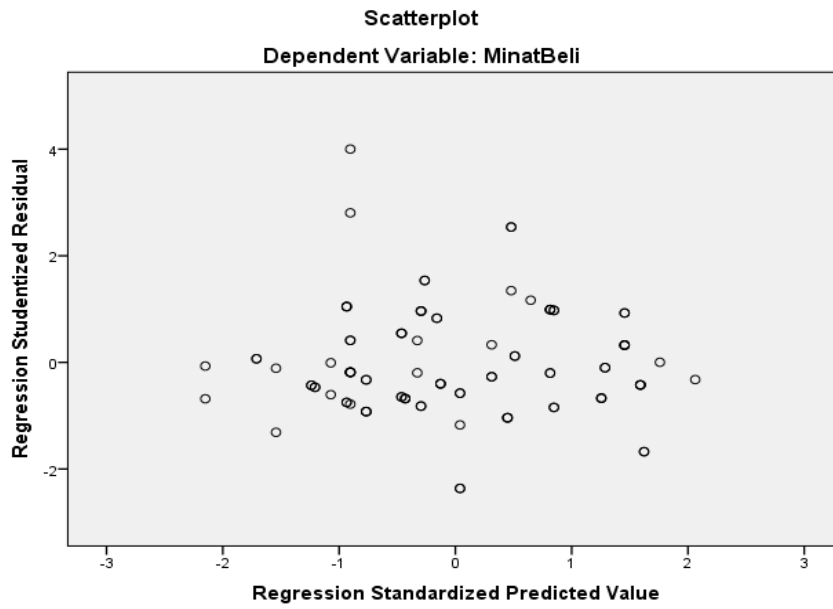
Hasil Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	3,063	1,635		1,873	,064					
	BeautyVlogger	,295	,098	,293	3,020	,003	,633	,293	,211	,520	1,924
	Brandimage	,535	,106	,490	5,047	,000	,693	,456	,353	,520	1,924

a. Dependent Variable: MinatBeli

Hasil Uji Heterokedastisitas



Hasil Analisis Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,063	1,635		1,873	,064
	BeautyVlogger	,295	,098	,293	3,020	,003
	Brandimage	,535	,106	,490	5,047	,000

a. Dependent Variable: MinatBeli

Hasil Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,725 ^a	,525	,515	1,693

a. Predictors: (Constant), Brandimage, BeautyVlogger

b. Dependent Variable: MinatBeli

Uji F

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,063	1,635		1,873	,064
	BeautyVlogger	,295	,098	,293	3,020	,003
	Brandimage	,535	,106	,490	5,047	,000

a. Dependent Variable: MinatBeli

Normalitas One Sample K-S

Beauty Vlogger (X1)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,00000000
	Absolute	,085
Most Extreme Differences	Positive	,085
	Negative	-,077
Kolmogorov-Smirnov Z		,855
Asymp. Sig. (2-tailed)		,458

a. Test distribution is Normal.

b. Calculated from data.

Brand Image (X2)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,00000000
	Absolute	,133
Most Extreme Differences	Positive	,090
	Negative	-,133
Kolmogorov-Smirnov Z		1,332
Asymp. Sig. (2-tailed)		,057

a. Test distribution is Normal.

b. Calculated from data.

Minat Beli (Y)

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,67548694
	Absolute	,123
Most Extreme Differences	Positive	,123
	Negative	-,097
Kolmogorov-Smirnov Z		1,232
Asymp. Sig. (2-tailed)		,096

a. Test distribution is Normal.

b. Calculated from data.