IDENTITAS RESPONDEN

1. **Nama** : .....(Dapat dikosongkan)

2. **Jenis Kelamin** :
   - ☐ Laki-laki
   - ☐ Perempuan

3. **Usia** :
   - ☐ a. 17 Tahun – 19 Tahun
   - ☐ b. 20 Tahun – 25 Tahun
   - ☐ c. 26 Tahun – 30 Tahun

4. **Pekerjaan** :
   - ☐ Pelajar
   - ☐ Mahasiswa
   - ☐ PNS
   - ☐ Pegawai Swasta
   - ☐ Wiraswasta
   - ☐ Ibu Rumah Tangga

5. Apakah Anda berdomisili Lampung?

   ☐ Ya ☐ Tidak

6. Lampung Bagian mana Anda berasal?
   - ☐ Bandar Lampung
   - ☐ Metro
   - ☐ Lampung Selatan
   - ☐ Lampung Utara
   - ☐ Lampung Barat
   - ☐ Lampung Timur
   - ☐ Lampung Tengah
   - ☐ Pesawaran
   - ☐ Pringsewu
   - ☐ Tanggamus
   - ☐ Pesisir Barat
   - ☐ Tulang Bawang
   - ☐ Tulang Bawang Barat
   - ☐ Mesuji
   - ☐ Way Kanan

7. Apakah Anda Pernah Menggunakan Sunscreen Emina?

   ☐ Pernah ☐ Tidak pernah

DAFTAR PERNYATAAN

1. **Kelompok Referensi**

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
	Kelompok Formal					
1	Saya membeli sunscreen Emina karena teman saya memakainya					
2	Saya mendengarkan pendapat teman saya untuk membeli sunscreen Emina					
	Kelompok primer					
3	Saya menggunakan sunscreen Emina karenasaran keluarga					
4	Keluarga saya memakai sunscreen Emina dan saya mengikutinya					
	Kelompok aspirasi					
5	Saya mengikuti artis untuk menggunakan sunscreen Emina					
6	Saya membeli sunscreenEmina karena melihat review influencer					

2. Sikap

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
	Komponen kognitif (pengetahuan)					
1	Saya membeli sunscreen Emina karena bahannya yang alami					
2	Saya membeli sunscreen Emina karena Emina produk terkenal					
	Komponen afektif (perasaan)					
3	Saya menyukai sunscreen Emina daripada merek lain					
4	Saya menyukai sunscreen Emina karena harga terjangkau					
	Komponen konatif (tujuan membeli)					
5	Saya membeli sunscreen Emina untuk kebutuhan kulit agar tidak terpapar sinar uv					
6	Saya terdorong menggunakan sunscreen Emina karena ingin mencobanya					

3. **Keputusan Pembelian**

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
	Pilihan produk					
1	Saya memilih menggunakan Sunscreen Emina karena sesuai kebutuhan					
2	Keberagaman produk memudahkan saya untuk melakukan pembelian sunscreen Emina.					
	Pilihan merek					
3	Saya memilih produk sunscreen Emina karena salah satu merek terkenal					
	Pilihan penyalur					
4	Saya membeli Sunscreen emina karena mudah ditemui diberbagai toko yang mnyediakan produk kecantikan					
5	Saya membeli Sunscreen emina karena tersedia diberbagai e-commerce					
	Waktu pembelian					
6	Saya bisa membeli sunscreen emina kapan saja					

Lampiran IV (Hasil Uji Validitas)

1. Kelompok Referensi

Correlations

		KR_1	KR_2	KR_3	KR_4	KR_5	KR_6	TOTAL
KR_1	Pearson Correlation	1	.848**	.797**	.179	.141	.384*	.693**
	Sig. (2-tailed)		.000	.000	.269	.387	.014	.000
	N	40	40	40	40	40	40	40
KR_2	Pearson Correlation	.848**	1	.815**	.312*	.158	.456**	.756**
	Sig. (2-tailed)	.000		.000	.050	.329	.003	.000
	N	40	40	40	40	40	40	40
KR_3	Pearson Correlation	.797**	.815**	1	.200	.132	.316*	.670**
	Sig. (2-tailed)	.000	.000		.217	.417	.047	.000
	N	40	40	40	40	40	40	40
KR_4	Pearson Correlation	.179	.312*	.200	1	.470**	.570**	.684**
	Sig. (2-tailed)	.269	.050	.217		.002	.000	.000
	N	40	40	40	40	40	40	40
KR_5	Pearson Correlation	.141	.158	.132	.470**	1	.681**	.667**
	Sig. (2-tailed)	.387	.329	.417	.002		.000	.000
	N	40	40	40	40	40	40	40
KR_6	Pearson Correlation	.384*	.456**	.316*	.570**	.681**	1	.841**
	Sig. (2-tailed)	.014	.003	.047	.000	.000		.000
	N	40	40	40	40	40	40	40
TOTAL	Pearson Correlation	.693**	.756**	.670**	.684**	.667**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40

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

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

2. **Sikap**

Correlations

		S_1	S_2	S_3	S_4	S_5	S_6	TOTAL
S_1	Pearson Correlation	1	.256	.359*	.187	.596**	.352*	.612**
	Sig. (2-tailed)		.111	.023	.248	.000	.026	.000
	N	40	40	40	40	40	40	40
S_2	Pearson Correlation	.256	1	.669**	.453**	.246	.284	.702**
	Sig. (2-tailed)	.111		.000	.003	.127	.076	.000
	N	40	40	40	40	40	40	40
S_3	Pearson Correlation	.359*	.669**	1	.519**	.331*	.237	.739**
	Sig. (2-tailed)	.023	.000		.001	.037	.141	.000
	N	40	40	40	40	40	40	40
S_4	Pearson Correlation	.187	.453**	.519**	1	.498**	.424**	.748**
	Sig. (2-tailed)	.248	.003	.001		.001	.006	.000
	N	40	40	40	40	40	40	40
S_5	Pearson Correlation	.596**	.246	.331*	.498**	1	.558**	.755**
	Sig. (2-tailed)	.000	.127	.037	.001		.000	.000
	N	40	40	40	40	40	40	40
S_6	Pearson Correlation	.352*	.284	.237	.424**	.558**	1	.673**
	Sig. (2-tailed)	.026	.076	.141	.006	.000		.000
	N	40	40	40	40	40	40	40
TOTAL	Pearson Correlation	.612**	.702**	.739**	.748**	.755**	.673**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40

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

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

4. Keputusan Pembelian

Correlations

		KP_1	KP_2	KP_3	KP_4	KP_5	KP_6	TOTAL
KP_1	Pearson Correlation	1	.316*	.062	.316*	.316*	.200	.426**
	Sig. (2-tailed)		.047	.703	.047	.047	.217	.006
	N	40	40	40	40	40	40	40
KP_2	Pearson Correlation	.316*	1	.334*	1.000**	1.000**	.570**	.943**
	Sig. (2-tailed)	.047		.035	.000	.000	.000	.000
	N	40	40	40	40	40	40	40
KP_3	Pearson Correlation	.062	.334*	1	.334*	.334*	.414**	.549**
	Sig. (2-tailed)	.703	.035		.035	.035	.008	.000
	N	40	40	40	40	40	40	40
KP_4	Pearson Correlation	.316*	1.000**	.334*	1	1.000**	.570**	.943**
	Sig. (2-tailed)	.047	.000	.035		.000	.000	.000
	N	40	40	40	40	40	40	40
KP_5	Pearson Correlation	.316*	1.000**	.334*	1.000**	1	.570**	.943**
	Sig. (2-tailed)	.047	.000	.035	.000		.000	.000
	N	40	40	40	40	40	40	40
KP_6	Pearson Correlation	.200	.570**	.414**	.570**	.570**	1	.730**
	Sig. (2-tailed)	.217	.000	.008	.000	.000		.000
	N	40	40	40	40	40	40	40
TOTAL	Pearson Correlation	.426**	.943**	.549**	.943**	.943**	.730**	1
	Sig. (2-tailed)	.006	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40

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

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

Lampiran V (Hasil Uji Reliabilitas)

1. Kelompok Referensi

Reliability Statistics

Cronbach's Alpha	N of Items
.803	6

2. Sikap

Reliability Statistics

Cronbach's Alpha	N of Items
.798	6

3. Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.866	6

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		X1	X2	Y
N		100	100	100
Normal Parameters[a,b]	Mean	24.75	21.16	22.78
	Std. Deviation	3.400	4.982	4.467
Most Extreme Differences	Absolute	.090	.093	.091
	Positive	.067	.053	.053
	Negative	-.090	-.093	-.091
Test Statistic		.090	.093	.091
Asymp. Sig. (2-tailed)		.085[c]	.074[c]	.057[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PMBELIAN * SIKAP	Between Groups	(Combined)	1402.568	19	73.819	7.284	.000
		Linearity	1119.871	1	1119.871	110.503	.000
		Deviation from Linearity	282.697	18	15.705	1.550	.095
	Within Groups		810.742	80	10.134		
	Total		2213.310	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PMBELIAN * SIKAP	Between Groups	(Combined)	1402.568	19	73.819	7.284	.000
		Linearity	1119.871	1	1119.871	110.503	.000
		Deviation from Linearity	282.697	18	15.705	1.550	.095
	Within Groups		810.742	80	10.134		
	Total		2213.310	99			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	7.746	1.392		5.564	.000		
	KELOMPOK REFERENSI	1.121	.076	.806	14.731	.000	.525	1.905
	SIKAP	.148	.052	.155	2.840	.005	.525	1.905

a. Dependent Variable: KEPUTUSAN PMBELIAN

Lampiran IX (Hasil Uji Analisis Regresi Linear Berganda)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921[a]	.847	.844	1.866

a. Predictors: (Constant), SIKAP, KELOMPOK REFERENSI

b. Dependent Variable: KEPUTUSAN PMBELIAN

Uji T

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.746	1.392		5.564	.000
	KELOMPOK REFERENSI	1.121	.076	.806	14.731	.000
	SIKAP	.148	.052	.155	2.840	.005

a. Dependent Variable: KEPUTUSAN PMBELIAN

Uji F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1875.522	2	937.761	269.290	.000[b]
	Residual	337.788	97	3.482		
	Total	2213.310	99			

a. Dependent Variable: KEPUTUSAN PMBELIAN

b. Predictors: (Constant), SIKAP, KELOMPOK REFERENSI