

## Lampiran I

# KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i  
Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya:

Nama : Dira Yolandari

NPM : 1912110229

Sedang melakukan penelitian yang berjudul **“PENGARUH VIRTUAL TRY-ON DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN LIPTINT SOMETHINC DI APLIKASI SHOPEE”** Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaannya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Agustus 2023

Peneliti

Dira Yolandari

NPM. 1912110229

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.
4. Keterangan : SS (Sangat Setuju)  
S (Setuju)  
SS (Cukup Setuju)  
TS (Tidak Setuju)  
STS (Sangat Tidak Setuju)

#### IDENTITAS RESPONDEN

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

2. Jenis Kelamin :  Laki-laki  
 Perempuan

3. Usia :

<input type="checkbox"/> a. 17 Tahun – 24 Tahun	<input type="checkbox"/> c. 35 Tahun – 44 Tahun
<input type="checkbox"/> b. 25 Tahun – 34 Tahun	<input type="checkbox"/> d. > 44 Tahun

4. Pekerjaan :

<input type="checkbox"/> a. Pelajar	<input type="checkbox"/> d. Pegawai Negeri
<input type="checkbox"/> b. Mahasiswa	<input type="checkbox"/> e. Pegawai Negeri
<input type="checkbox"/> c. Wiraswasta	

## DAFTAR PERNYATAAN

<i><b>VIRTUAL TRY-ON</b></i>						
<b>No</b>	<b>Pernyataan</b>	<b>STS</b>	<b>TS</b>	<b>CS</b>	<b>S</b>	<b>SS</b>
<i><b>Perceived Usefulness</b></i>						
<b>1</b>	Saya merasa penggunaan fitur <i>Virtual try-on</i> di Shopee dapat mempermudah saya dalam menilai produk lipstik Somethinc					
<b>2</b>	<i>Virtual try-on</i> Somethinc di shopee berguna untuk membantu saya mengurangi kekhawatiran saat memilih warna lipstik					
<i><b>Perceived Ease Of Use</b></i>						
<b>3</b>	<i>Virtual try-on</i> Somethinc di Shopee dapat dioperasikan dengan mudah					
<b>4</b>	Dapat dengan mudah mencoba produk Somethinc melalui <i>Virtual try-on</i> di Shopee					
<i><b>Perceived enjoyment</b></i>						
<b>5</b>	<i>Virtual try-on</i> Somethinc di Shopee memberikan kesenangan dalam proses pemilihan warna lipstik					
<b>6</b>	<i>Virtual try-on</i> Somethinc di Shopee memberikan pengalaman positif dalam memilih warna lipstik					

<b>ONLINE CUSTOMER REVIEW</b>						
<b>No</b>	<b>Pernyataan</b>	<b>STS</b>	<b>TS</b>	<b>CS</b>	<b>S</b>	<b>SS</b>
<b><i>Credibility</i></b>						
<b>1</b>	Online review lipstick Somethinc yang diberikan oleh konsumen memberikan informasi yang terpercaya					
<b>2</b>	Online review lipstick Somethinc memberikan informasi yang jujur					
<b><i>Skill</i></b>						
<b>3</b>	Online review lipstick Somethinc memberikan informasi yang dapat di andalkan dan dipercaya karena dilakukan oleh para ahli atau orang yang memiliki pengetahuan					
<b>4</b>	Online review lipstick Somethinc memberikan informasi yang menguntungkan tentang produk yang di tawarkan					
<b><i>Pleasant</i></b>						
<b>5</b>	Online review lipstick Somethinc memberikan informasi tentang rasa senang atas pelayanan atau kepuasan konsumen					
<b>6</b>	Online review lipstick Somethinc memberikan informasi data yang lengkap terkait produk					

<b>KEPUTUSAN PEMBELIAN</b>						
<b>No</b>	<b>Pernyataan</b>	<b>STS</b>	<b>TS</b>	<b>CS</b>	<b>S</b>	<b>SS</b>
<b><i>Pemilihan Produk</i></b>						
<b>1</b>	Saya mencari informasi produk lipstik Somethinc di Shopee sebelum memutuskan membeli					
<b>2</b>	Saya membeli lipstik Somethinc di Shopee setelah membandingkan alternatif produk sejenis					
<b><i>Kemantapan Pembelian</i></b>						
<b>3</b>	Saya merasa mantap dalam membeli produk karena pertimbangan produk alternatif atau pilihan produk					
<b>4</b>	Saya membeli produk berdasarkan informasi terpercaya					
<b><i>Kebiasaan Dalam Membeli</i></b>						
<b>5</b>	Kebiasaan saya membeli produk adalah membeli produk yang pernah saya beli sebelumnya					
<b>6</b>	Kebiasaan saya membeli produk adalah membeli produk yang sudah memberikan manfaat bagi saya					
<b><i>Memberikan Rekomendasi</i></b>						
<b>7</b>	Saya merekomendasikan produk yang saya beli karena memberikan manfaat					
<b>8</b>	Saya merekomendasikan merek bagus yang pernah saya beli					
<b><i>Melakukan Pembelian Ulang</i></b>						
<b>9</b>	Saya melakukan pembelian ulang karena saya mendapatkan kenyamanan dari produk yang saya beli					
<b>10</b>	Saya melakukan pembelian ulang karena saya merasakan kecocokan atas manfaat yang saya terima dari produk					

## Lampiran II (Hasil Jawaban Responden)

No	VT1	VT2	VT3	VT4	VT5	VT6	Virtual Try On	OR1	OR2	OR3	OR4	OR5	OR6	Online CustomerReview
1	3	5	5	5	3	5	26	4	4	4	4	2	5	23
2	3	5	5	5	3	4	25	4	4	4	4	4	4	24
3	3	5	5	5	3	5	26	5	5	5	5	5	5	30
4	4	5	5	5	5	5	29	2	5	4	3	3	2	19
5	4	5	5	4	4	5	27	4	3	5	5	4	5	26
6	5	4	4	2	5	5	25	4	4	3	4	5	4	24
7	4	4	4	4	3	3	22	5	4	3	5	3	5	25
8	3	5	3	3	3	4	21	5	4	2	5	2	5	23
9	4	5	4	4	4	4	25	5	5	5	5	5	5	30
10	4	3	5	5	4	5	26	5	5	4	3	5	5	27
11	4	4	4	4	5	4	25	4	5	3	4	5	5	26
12	5	4	5	4	5	5	28	5	4	5	4	5	4	27
13	5	5	5	5	5	5	30	5	5	4	5	5	5	29
14	4	5	5	5	4	5	28	5	5	5	5	4	5	29
15	5	5	5	5	5	3	28	4	5	5	5	5	5	29
16	5	4	4	5	5	3	26	4	5	5	4	5	4	27
17	5	5	5	5	5	5	30	3	5	5	3	5	5	26
18	4	4	5	5	3	5	26	4	2	4	4	4	4	22
19	3	3	4	4	2	4	20	3	2	4	3	3	3	18
20	3	3	5	5	3	5	24	5	4	4	3	4	3	23
21	3	4	4	4	2	2	19	4	1	3	4	3	4	19
22	2	4	3	4	3	5	21	5	3	4	4	3	4	23
23	3	3	3	3	4	4	20	3	3	3	3	4	3	19
24	4	4	4	4	4	4	24	4	4	3	4	5	4	24
25	3	5	5	5	3	3	24	5	2	4	5	3	5	24
26	3	4	4	5	2	3	21	4	3	4	4	3	4	22
27	2	2	3	3	2	2	14	2	3	3	4	3	2	17
28	3	4	5	5	3	5	25	4	4	4	4	4	4	24
29	3	4	4	4	4	5	24	4	3	3	4	4	4	22
30	4	3	5	5	3	5	25	3	3	3	4	3	3	19
31	4	3	5	5	4	4	25	5	4	3	2	4	2	20
32	3	2	4	5	4	4	22	5	4	3	5	3	5	25
33	3	5	2	5	3	4	22	4	3	2	3	4	3	19
34	4	3	3	5	4	4	23	3	3	3	3	4	3	19
35	3	4	3	3	3	3	19	4	4	3	4	4	4	23
36	4	4	3	5	3	5	24	4	4	2	4	4	4	22
37	4	4	4	5	3	4	24	4	3	2	4	4	4	21
38	3	5	4	4	3	4	23	4	3	2	4	3	4	20
39	3	4	3	4	4	4	22	4	3	3	4	4	4	22
40	5	4	4	5	3	4	25	4	3	2	4	5	4	22
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42	3	4	3	4	3	3	20	4	4	3	4	3	4	22
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44	4	4	4	4	4	4	24	4	3	1	4	5	4	21
45	3	3	3	4	2	4	19	5	4	2	3	3	3	20
46	3	3	3	3	3	3	18	5	4	3	3	2	3	20
47	4	3	5	4	4	4	24	5	2	2	3	3	3	18
48	3	4	3	4	3	4	21	3	3	3	4	5	4	22
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50	4	5	4	4	5	4	26	3	2	2	4	4	4	19
51	5	5	2	4	5	5	26	3	4	3	3	5	3	21
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57	4	2	4	5	4	4	23	4	1	2	3	5	3	18
58	3	5	5	4	3	5	25	3	2	3	3	5	3	19
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62	4	3	4	5	4	4	24	4	4	3	2	5	5	23
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66	4	4	5	5	3	3	24	3	4	3	2	3	2	17
67	3	4	2	5	3	5	22	3	3	2	3	2	5	18
68	4	5	5	5	5	5	29	5	4	3	3	3	5	23
69	4	4	4	4	5	4	25	3	4	1	3	4	4	19
70	5	4	4	4	5	5	27	2	2	2	2	4	4	16
71	5	3	3	3	4	3	21	5	2	3	5	5	4	24
72	3	4	3	3	5	4	22	3	3	3	5	3	5	22
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79	5	5	3	4	3	5	25	3	4	3	4	3	3	20
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81	4	5	3	4	3	5	24	2	2	3	3	3	3	16
82	5	5	5	4	5	3	27	3	4	4	3	5	4	23
83	5	3	4	5	5	4	26	3	1	3	5	1	5	18
84	5	5	4	4	4	4	26	3	4	2	4	4	4	21
85	4	5	3	5	4	4	25	2	3	3	3	3	4	18
86	5	4	2	4	5	4	24	4	2	3	3	4	4	20
87	4	4	3	4	4	4	23	4	3	4	4	3	4	22
88	5	5	4	5	5	4	28	4	4	2	4	5	4	23
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90	4	3	4	4	3	4	22	5	3	3	4	3	4	22
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92	1	2	3	4	1	2	13	4	1	1	4	2	2	14
93	5	3	4	4	3	3	22	1	3	3	3	4	3	17
94	2	3	4	3	1	3	16	3	2	2	3	2	4	16
95	4	4	5	5	4	5	27	4	4	5	5	4	4	26
96	3	4	5	5	4	4	25	5	4	4	4	4	4	25
97	5	4	5	5	4	4	27	4	4	5	5	5	5	28
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No	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	Keputusan_Pembelian
1	3	3	3	3	3	3	4	3	4	3	32
2	4	4	4	4	4	4	4	4	4	4	40
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4	4	5	4	5	5	4	5	4	4	5	45
5	5	4	5	5	5	5	3	5	4	4	45
6	3	4	4	4	4	3	4	4	3	4	37
7	5	4	5	4	5	5	4	5	5	4	46
8	5	5	2	5	5	5	4	5	5	2	43
9	5	5	5	5	5	5	5	5	5	4	49
10	5	5	5	5	5	5	5	5	5	4	49
11	5	5	4	5	5	5	5	5	4	5	48
12	5	5	4	5	5	5	4	5	4	5	47
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15	5	5	4	5	4	5	5	4	4	5	46
16	5	5	5	5	5	5	5	5	5	5	50
17	5	5	5	5	5	5	5	5	5	5	50
18	5	5	4	3	5	5	2	4	5	5	43
19	3	3	3	4	4	3	2	3	4	3	32
20	3	3	4	4	4	3	4	4	5	3	37
21	3	3	3	4	3	3	1	3	4	3	30
22	3	3	3	3	3	3	3	3	4	3	31
23	3	3	3	3	4	3	3	3	3	3	31
24	5	4	5	5	5	5	4	5	4	4	46
25	4	5	4	5	5	4	2	4	5	5	43
26	5	4	5	5	5	5	3	5	5	4	46
27	3	4	4	4	4	3	3	4	3	4	36
28	5	4	5	4	5	5	4	5	5	4	46
29	3	3	3	4	4	3	3	3	4	3	33
30	3	3	4	5	5	3	3	4	5	3	38
31	3	4	4	4	4	3	4	4	3	4	37
32	3	3	4	5	3	3	4	4	5	3	37
33	4	3	5	5	3	4	3	5	2	3	37
34	3	3	3	4	3	3	3	3	5	3	33
35	3	4	4	5	4	3	4	4	3	4	38
36	4	3	5	5	4	4	4	5	5	3	42
37	2	5	5	5	5	2	3	5	5	5	42
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39	4	5	5	5	5	4	3	5	4	5	45
40	4	3	3	5	4	4	3	3	5	3	37
41	4	5	5	5	5	4	3	5	5	5	46
42	3	4	4	4	4	3	4	4	4	4	38
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44	3	3	4	4	5	3	3	4	5	3	37
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47	3	4	4	5	4	3	2	4	4	4	37
48	3	4	4	5	4	3	3	4	4	4	38
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52	4	4	5	5	5	4	4	5	3	4	43
53	2	4	4	4	4	2	2	4	4	4	34
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67	3	4	4	4	4	3	3	4	3	4	36
68	4	4	4	3	3	4	4	4	3	4	37
69	4	3	3	5	5	4	4	3	5	3	39
70	3	4	4	4	4	3	2	4	5	4	37
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73	5	4	4	4	4	5	1	4	2	4	37
74	4	3	3	5	5	4	2	3	3	3	35
75	4	4	4	4	4	4	4	4	2	4	38
76	3	3	3	4	4	3	3	3	3	3	32
77	4	4	4	5	5	4	3	4	4	4	41
78	4	4	4	4	4	4	4	4	4	4	40
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84	3	4	4	4	4	3	4	4	4	4	38
85	5	4	4	4	4	5	3	4	3	4	40
86	3	4	4	4	4	3	2	4	3	4	35
87	4	4	4	5	4	4	3	4	4	4	40
88	5	3	4	4	4	5	4	4	3	3	39
89	3	3	3	4	3	3	4	3	4	3	33
90	4	4	4	4	4	4	4	4	5	4	41
91	5	5	5	5	5	5	4	5	3	5	47
92	3	3	3	4	3	3	2	3	4	3	31
93	4	3	4	4	4	4	4	4	2	3	36
94	2	3	3	3	3	2	3	3	3	3	28
95	4	5	5	5	5	4	4	5	5	5	47
96	5	5	5	5	5	5	4	5	5	5	49
97	4	4	5	3	3	4	4	5	4	4	40
98	3	3	3	4	4	3	4	3	5	3	35
99	5	5	5	5	5	5	4	5	5	5	49
100	5	5	5	5	5	5	4	5	5	5	49

### Lampiran III (Hasil Uji Deskriptif)

#### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
> 44Tahun	3	3.0	3.0	3.0
15 Tahun - 24 Tahun	40	40.0	40.0	43.0
Valid 25 Tahun - 34 Tahun	49	49.0	49.0	92.0
35 Tahun - 44 Tahun	8	8.0	8.0	100.0
Total	100	100.0	100.0	

#### Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Mahasiswa	25	25.0	25.0	25.0
Pegawai Negeri	13	13.0	13.0	38.0
Valid Pegawai Swasta	29	29.0	29.0	67.0
Pelajar	15	15.0	15.0	82.0
Wiraswasta	18	18.0	18.0	100.0
Total	100	100.0	100.0	

#### VT1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
Valid 3	36	36.0	36.0	43.0
4	34	34.0	34.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

#### VT2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	5	5.0	5.0	6.0
Valid 3	25	25.0	25.0	31.0
4	35	35.0	35.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

#### VT3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	27	27.0	27.0	34.0
Valid 4	37	37.0	37.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

**VT4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	9	9.0	9.0	10.0
Valid 4	46	46.0	46.0	56.0
5	44	44.0	44.0	100.0
Total	100	100.0	100.0	

**VT5**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
Valid 3	33	33.0	33.0	40.0
4	34	34.0	34.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

**VT6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	14	14.0	14.0	21.0
Valid 4	47	47.0	47.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

**OR1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	8	8.0	8.0	10.0
Valid 3	28	28.0	28.0	38.0
4	36	36.0	36.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

**OR2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	15	15.0	15.0	20.0
Valid 3	31	31.0	31.0	51.0
4	37	37.0	37.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

**OR3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	23	23.0	23.0	26.0
3	40	40.0	40.0	66.0
4	22	22.0	22.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

**OR4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.0	5.0	5.0
3	30	30.0	30.0	35.0
4	40	40.0	40.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

**OR5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
3	29	29.0	29.0	37.0
4	37	37.0	37.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

**OR6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7.0	7.0	7.0
3	23	23.0	23.0	30.0
4	41	41.0	41.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

**KP1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	29	29.0	29.0	37.0
4	33	33.0	33.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**KP2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	29	29.0	29.0	30.0
4	46	46.0	46.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

**KP3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	18	18.0	18.0	19.0
4	51	51.0	51.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**KP4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	10.0	10.0	10.0
4	44	44.0	44.0	54.0
5	46	46.0	46.0	100.0
Total	100	100.0	100.0	

**KP5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	14	14.0	14.0	15.0
4	47	47.0	47.0	62.0
5	38	38.0	38.0	100.0
Total	100	100.0	100.0	

**KP6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	29	29.0	29.0	37.0
4	33	33.0	33.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**KP7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
Valid 2	15	15.0	15.0	19.0
Valid 3	29	29.0	29.0	48.0
Valid 4	42	42.0	42.0	90.0
Valid 5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

**KP8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	18	18.0	18.0	18.0
Valid 4	49	49.0	49.0	67.0
Valid 5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

**KP9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8.0	8.0	8.0
Valid 3	26	26.0	26.0	34.0
Valid 4	35	35.0	35.0	69.0
Valid 5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

**KP10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
Valid 3	29	29.0	29.0	31.0
Valid 4	48	48.0	48.0	79.0
Valid 5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**Lampiran IV (Hasil Uji Validitas)**

		Correlations						Virtual_Try_On
		VT1	VT2	VT3	VT4	VT5	VT6	Virtual_Try_On
VT1	Pearson Correlation	1	.312	.431*	.129	.805**	.214	.737**
	Sig. (2-tailed)		.093	.017	.498	.000	.256	.000
	N	30	30	30	30	30	30	30
VT2	Pearson Correlation	.312	1	.400*	.315	.353	.206	.629**
	Sig. (2-tailed)	.093		.029	.090	.055	.275	.000
	N	30	30	30	30	30	30	30
VT3	Pearson Correlation	.431*	.400*	1	.742**	.249	.451*	.774**
	Sig. (2-tailed)	.017	.029		.000	.185	.012	.000
	N	30	30	30	30	30	30	30
VT4	Pearson Correlation	.129	.315	.742**	1	.001	.195	.542**
	Sig. (2-tailed)	.498	.090	.000		.994	.303	.002
	N	30	30	30	30	30	30	30
VT5	Pearson Correlation	.805**	.353	.249	.001	1	.363*	.729**
	Sig. (2-tailed)	.000	.055	.185	.994		.049	.000
	N	30	30	30	30	30	30	30
VT6	Pearson Correlation	.214	.206	.451*	.195	.363*	1	.621**
	Sig. (2-tailed)	.256	.275	.012	.303	.049		.000
	N	30	30	30	30	30	30	30
Virtual_Try_On	Pearson Correlation	.737**	.629**	.774**	.542**	.729**	.621**	1
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000	
	N	30	30	30	30	30	30	30

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

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

**Correlations**

		OR1	OR2	OR3	OR4	OR5	OR6	Online Customer Review
OR1	Pearson Correlation	1	.194	.198	.531**	.207	.704**	.682**
	Sig. (2-tailed)		.305	.293	.003	.273	.000	.000
	N	30	30	30	30	30	30	30
OR2	Pearson Correlation	.194	1	.377*	.112	.550**	.335	.695**
	Sig. (2-tailed)	.305		.040	.556	.002	.070	.000
	N	30	30	30	30	30	30	30
OR3	Pearson Correlation	.198	.377*	1	.132	.450*	.291	.614**
	Sig. (2-tailed)	.293	.040		.487	.013	.119	.000
	N	30	30	30	30	30	30	30
OR4	Pearson Correlation	.531**	.112	.132	1	.010	.610**	.543**
	Sig. (2-tailed)	.003	.556	.487		.959	.000	.002
	N	30	30	30	30	30	30	30
OR5	Pearson Correlation	.207	.550**	.450*	.010	1	.283	.664**
	Sig. (2-tailed)	.273	.002	.013	.959		.130	.000
	N	30	30	30	30	30	30	30
OR6	Pearson Correlation	.704**	.335	.291	.610**	.283	1	.785**
	Sig. (2-tailed)	.000	.070	.119	.000	.130		.000
	N	30	30	30	30	30	30	30
Online Customer Review	Pearson Correlation	.682**	.695**	.614**	.543**	.664**	.785**	1
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000	
	N	30	30	30	30	30	30	30

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

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



**Correlations**

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	Keputusan Pembelian
KP1	Pearson Correlation	1	.788**	.646**	.606**	.772**	1.000**	.537**	.877**	.520**	.593**	.925**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.002	.000	.003	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	.788**	1	.449*	.615**	.688**	.788**	.551**	.703**	.320	.760**	.843**
	Sig. (2-tailed)	.000		.013	.000	.000	.000	.002	.000	.085	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	.646**	.449*	1	.510**	.639**	.646**	.491**	.747**	.392*	.644**	.777**
	Sig. (2-tailed)	.000	.013		.004	.000	.000	.006	.000	.032	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP4	Pearson Correlation	.606**	.615**	.510**	1	.700**	.606**	.488**	.722**	.371*	.435*	.750**
	Sig. (2-tailed)	.000	.000	.004		.000	.000	.006	.000	.044	.016	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP5	Pearson Correlation	.772**	.688**	.639**	.700**	1	.772**	.413*	.841**	.540**	.523**	.850**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.023	.000	.002	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	1.000**	.788**	.646**	.606**	.772**	1	.537**	.877**	.520**	.593**	.925**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.002	.000	.003	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	.537**	.551**	.491**	.488**	.413*	.537**	1	.609**	.192	.422*	.689**
	Sig. (2-tailed)	.002	.002	.006	.006	.023	.002		.000	.309	.020	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	.877**	.703**	.747**	.722**	.841**	.877**	.609**	1	.500**	.498**	.925**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.005	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP9	Pearson Correlation	.520**	.320	.392*	.371*	.540**	.520**	.192	.500**	1	.118	.536**
	Sig. (2-tailed)	.003	.085	.032	.044	.002	.003	.309	.005		.533	.002
	N	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation	.593**	.760**	.644**	.435*	.523**	.593**	.422*	.498**	.118	1	.713**
	Sig. (2-tailed)	.001	.000	.000	.016	.003	.001	.020	.005	.533		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.925**	.843**	.777**	.750**	.850**	.925**	.689**	.925**	.536**	.713**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

## Lampiran V (Hasil Uji Reliabilitas)

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.751	6

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.746	6

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.932	10

## Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Virtual_Try_On	Online_Customer_Review	Keputusan_Pembelian
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	23.69	21.86	39.58
	Std. Deviation	3.187	3.570	5.551
Most Extreme Differences	Absolute	.119	.084	.122
	Positive	.084	.084	.122
	Negative	-.119	-.056	-.096
Kolmogorov-Smirnov Z		1.187	.844	1.220
Asymp. Sig. (2-tailed)		.119	.475	.102

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Virtual_Try_On	(Combined)		969.626	16	60.602	2.417	.005
	Between Groups	Linearity	732.183	1	732.183	29.207	.000
		Deviation from Linearity	237.443	15	15.830	.631	.841
	Within Groups		2080.734	83	25.069		
	Total		3050.360	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Online_Customer_Review	(Combined)		1760.473	15	117.365	7.643	.000
	Between Groups	Linearity	1408.203	1	1408.203	91.705	.000
		Deviation from Linearity	352.270	14	25.162	1.639	.085
	Within Groups		1289.887	84	15.356		
	Total		3050.360	99			

## Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	9.434	3.227		2.924	.004		
1 Virtual_Try_On	.447	.134	.257	3.324	.001	.836	1.197
Online_Customer_Review	.895	.120	.575	7.452	.000	.836	1.197

a. Dependent Variable: Keputusan\_Pembelian

## Lampiran IX (Hasil Uji Analisis Regresi Lnear Berganda)

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Online_Customer_Review, Virtual_Try_On <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan\_Pembelian

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 <sup>a</sup>	.517	.507	3.899

a. Predictors: (Constant), Online\_Customer\_Review, Virtual\_Try\_On

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 <sup>a</sup>	.517	.507	3.899

a. Predictors: (Constant), Online\_Customer\_Review, Virtual\_Try\_On

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1576.120	2	788.060	51.852	.000 <sup>b</sup>
	Residual	1474.240	97	15.198		
	Total	3050.360	99			

a. Dependent Variable: Keputusan\_Pembelian

b. Predictors: (Constant), Online\_Customer\_Review, Virtual\_Try\_On