

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 : Khofifah Parawansyah

NPM : 2012110208

Sedang melakukan penelitian yang berjudul “**PENGARUH *BRAND IMAGE* DAN *ONLINE CONSUMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN LIPSTIK MEREK MAYBELINE DI 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 kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Januari 2024

Peneliti

Khofifah Parawansyah
NPM.2012110208

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. 15 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. Mahasiswa	<input type="checkbox"/> d. Pegawai Swasta
<input type="checkbox"/> b. Wiraswasta	<input type="checkbox"/> e. Ibu Rumah Tangga
<input type="checkbox"/> c. Pegawai Negeri	

DAFTAR PERNYATAAN

<i>Brand Image</i>						
No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
<i>Strengthness</i>						
1	Lipstik Maybeline dapat melembabkan bibir					
2	Lipstik Maybeline memiliki warna yang tahan lama					
<i>Uniqueness</i>						
3	Lipstik Maybeline memiliki bentuk unik berbeda dari merek lain					
4	Lipstik Maybeline memiliki banyak pilihan warna					
<i>Favorable</i>						
5	Lipstik Maybeline mudah untuk diingat					
6	Lipstik Maybeline memberikan kesan positif					

Online Consumer Review						
No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
<i>Trust</i>						
1	Percaya kepada review yang diberikan konsumen lain pada Lipstik Maybeline di Shopee					
2	Review Lipstik Maybeline di Shopee memberikan gambaran yang lengkap mengenai produk secara keseluruhan					
<i>Decision Making</i>						
3	Semakin banyak jumlah review positif Lipstik Maybeline di Shopee maka semakin baik reputasi					
4	Akan mencari alternative produk lain apabila terdapat review negatif pada Lipstik Maybeline di Shopee					
<i>Contribution</i>						
5	Selalu melakukan review Lipstik Maybeline di Shopee					
6	Selalu memberikan penilaian secara keseluruhan Lipstik Maybeline di Shopee					

Keputusan Pembelian						
No	Pernyataan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
<i>Kemantapan Pada Sebuah Produk</i>						
1	Yakin membeli Lipstik Maybeline di Shopee karena memenuhi harapan					
2	Yakin membeli Lipstik Maybeline di Shopee karena berkualitas					
<i>Kebiasaan Dalam Membeli Produk</i>						
3	Selalu membeli Lipstik Maybeline dibandingkan dengan Lipstik merek lain di Shopee					
4	Mencari informasi tentang Lipstik Maybeline di Shopee sebelum membeli					
<i>Memberikan Rekomendasi Kepada Orang Lain</i>						
5	Bersedia merekomendasikan Lipstik Maybeline di Shopee kepada orang lain					
6	Bersedia membagikan ulasan positif mengenai Lipstik Maybeline di laman komentar di Shopee					
<i>Melakukan Pembelian Ulang</i>						
7	Berkeinginan membeli produk terbaru dari Lipstik Maybeline di Shopee					
8	Berkeinginan membeli Lipstik Maybeline di Shopee dimasa yang akan datang					

Lampiran II (Hasil Jawaban Responden)

No	B1	B2	B3	B4	B5	B6	Brand Image	O1	O2	O3	O4	O5	O6	Online Consumer Review	K1	K2	K3	K4	K5	K6	K7	K8	Keputusan Pembelian
1	1	2	1	2	2	2	10	5	5	5	5	5	5	30	4	4	2	3	3	3	3	3	25
2	3	4	4	4	4	3	22	3	2	1	1	2	1	10	4	5	4	4	5	4	4	4	34
3	3	2	4	4	5	5	23	5	5	5	5	5	5	30	5	5	3	4	3	5	5	5	35
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5	3	3	4	4	5	3	22	4	3	4	3	4	3	21	3	1	3	4	2	4	4	4	25
6	3	3	4	3	2	1	16	2	2	2	2	2	2	12	3	3	4	3	3	3	3	2	24
7	4	5	5	5	4	4	27	4	4	4	4	4	5	25	5	4	4	4	5	5	5	4	36
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Lampiran III (Hasil Uji Deskriptif)

Jenis kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perempuan	100	100.0	100.0	100.0

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
> 44 Tahun	8	8.0	8.0	8.0
Valid 15 Tahun - 24 Tahun	33	33.0	33.0	41.0
25 Tahun - 34 Tahun	32	32.0	32.0	73.0
35 Tahun - 44 Tahun	27	27.0	27.0	100.0
Total	100	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Ibu Rumah Tangga	19	19.0	19.0	19.0
Mahasiswa	24	24.0	24.0	43.0
Valid Pegawai Negeri	11	11.0	11.0	54.0
Pegawai Swasta	36	36.0	36.0	90.0
Wiraswasta	10	10.0	10.0	100.0
Total	100	100.0	100.0	

B1

	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	36	36.0	36.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

B2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	14	14.0	14.0	21.0
Valid 4	48	48.0	48.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

B3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	6	6.0	6.0	7.0
3	27	27.0	27.0	34.0
4	38	38.0	38.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

B4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	9	9.0	9.0	11.0
4	46	46.0	46.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

B5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	7	7.0	7.0	9.0
3	34	34.0	34.0	43.0
4	34	34.0	34.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

B6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	32	32.0	32.0	40.0
4	34	34.0	34.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

O1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	28	28.0	28.0	36.0
4	38	38.0	38.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

O2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	16	16.0	16.0	21.0
3	30	30.0	30.0	51.0
4	36	36.0	36.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

O3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	18	18.0	18.0	20.0
3	38	38.0	38.0	58.0
4	31	31.0	31.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

O4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	33	33.0	33.0	38.0
3	37	37.0	37.0	75.0
4	14	14.0	14.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

O5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	6.0	6.0	6.0
2	15	15.0	15.0	21.0
3	39	39.0	39.0	60.0
4	31	31.0	31.0	91.0
5	9	9.0	9.0	100.0
Total	100	100.0	100.0	

O6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	23	23.0	23.0	27.0
3	38	38.0	38.0	65.0
4	23	23.0	23.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

K1

	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	

K2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	8	8.0	8.0	10.0
3	29	29.0	29.0	39.0
4	35	35.0	35.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

K3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8.0	8.0	8.0
3	23	23.0	23.0	31.0
4	40	40.0	40.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

K4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	15	15.0	15.0	19.0
3	31	31.0	31.0	50.0
4	40	40.0	40.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

K5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8.0	8.0	8.0
3	27	27.0	27.0	35.0
4	34	34.0	34.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

K6

	Frequency	Percent	Valid Percent	Cumulative Percent
3	12	12.0	12.0	12.0
Valid 4	44	44.0	44.0	56.0
5	44	44.0	44.0	100.0
Total	100	100.0	100.0	

K7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	15	15.0	15.0	16.0
Valid 4	48	48.0	48.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

K8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
Valid 3	32	32.0	32.0	40.0
4	32	32.0	32.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

		Correlations						
		B1	B2	B3	B4	B5	B6	Brand_Image
B1	Pearson Correlation	1	.091	.101	.123	.362*	.269	.490**
	Sig. (2-tailed)		.633	.594	.517	.049	.151	.006
	N	30	30	30	30	30	30	30
B2	Pearson Correlation	.091	1	.322	.358	.246	.333	.600**
	Sig. (2-tailed)	.633		.083	.052	.190	.072	.000
	N	30	30	30	30	30	30	30
B3	Pearson Correlation	.101	.322	1	.519**	.509**	.333	.688**
	Sig. (2-tailed)	.594	.083		.003	.004	.072	.000
	N	30	30	30	30	30	30	30
B4	Pearson Correlation	.123	.358	.519**	1	.433*	.226	.634**
	Sig. (2-tailed)	.517	.052	.003		.017	.230	.000
	N	30	30	30	30	30	30	30
B5	Pearson Correlation	.362*	.246	.509**	.433*	1	.761**	.830**
	Sig. (2-tailed)	.049	.190	.004	.017		.000	.000
	N	30	30	30	30	30	30	30
B6	Pearson Correlation	.269	.333	.333	.226	.761**	1	.750**
	Sig. (2-tailed)	.151	.072	.072	.230	.000		.000
	N	30	30	30	30	30	30	30
Brand_Image	Pearson Correlation	.490**	.600**	.688**	.634**	.830**	.750**	1
	Sig. (2-tailed)	.006	.000	.000	.000	.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

		O1	O2	O3	O4	O5	O6	Online_Consumer_Review
O1	Pearson Correlation	1	.635**	.766**	.560**	.718**	.477**	.845**
	Sig. (2-tailed)		.000	.000	.001	.000	.008	.000
	N	30	30	30	30	30	30	30
O2	Pearson Correlation	.635**	1	.625**	.445*	.595**	.354	.757**
	Sig. (2-tailed)	.000		.000	.014	.001	.055	.000
	N	30	30	30	30	30	30	30
O3	Pearson Correlation	.766**	.625**	1	.605**	.840**	.577**	.903**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.000
	N	30	30	30	30	30	30	30
O4	Pearson Correlation	.560**	.445*	.605**	1	.538**	.622**	.795**
	Sig. (2-tailed)	.001	.014	.000		.002	.000	.000
	N	30	30	30	30	30	30	30
O5	Pearson Correlation	.718**	.595**	.840**	.538**	1	.424*	.841**
	Sig. (2-tailed)	.000	.001	.000	.002		.019	.000
	N	30	30	30	30	30	30	30
O6	Pearson Correlation	.477**	.354	.577**	.622**	.424*	1	.709**
	Sig. (2-tailed)	.008	.055	.001	.000	.019		.000
	N	30	30	30	30	30	30	30
Online Consumer Review	Pearson Correlation	.845**	.757**	.903**	.795**	.841**	.709**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.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

		K1	K2	K3	K4	K5	K6	K7	K8	Keputusan_Pembelian
K1	Pearson Correlation	1	.366*	.691**	.184	.370*	.344	.299	.404*	.649**
	Sig. (2-tailed)		.046	.000	.330	.044	.063	.108	.027	.000
	N	30	30	30	30	30	30	30	30	30
K2	Pearson Correlation	.366*	1	.527**	.323	.261	.212	.171	.323	.578**
	Sig. (2-tailed)	.046		.003	.081	.163	.260	.366	.081	.001
	N	30	30	30	30	30	30	30	30	30
K3	Pearson Correlation	.691**	.527**	1	.454*	.514**	.463**	.419*	.655**	.857**
	Sig. (2-tailed)	.000	.003		.012	.004	.010	.021	.000	.000
	N	30	30	30	30	30	30	30	30	30
K4	Pearson Correlation	.184	.323	.454*	1	.188	.534**	.427*	.558**	.689**
	Sig. (2-tailed)	.330	.081	.012		.320	.002	.019	.001	.000
	N	30	30	30	30	30	30	30	30	30
K5	Pearson Correlation	.370*	.261	.514**	.188	1	.180	.445*	.383*	.598**
	Sig. (2-tailed)	.044	.163	.004	.320		.342	.014	.037	.000
	N	30	30	30	30	30	30	30	30	30
K6	Pearson Correlation	.344	.212	.463**	.534**	.180	1	.363*	.448*	.626**
	Sig. (2-tailed)	.063	.260	.010	.002	.342		.048	.013	.000
	N	30	30	30	30	30	30	30	30	30
K7	Pearson Correlation	.299	.171	.419*	.427*	.445*	.363*	1	.747**	.696**
	Sig. (2-tailed)	.108	.366	.021	.019	.014	.048		.000	.000
	N	30	30	30	30	30	30	30	30	30
K8	Pearson Correlation	.404*	.323	.655**	.558**	.383*	.448*	.747**	1	.826**
	Sig. (2-tailed)	.027	.081	.000	.001	.037	.013	.000		.000
	N	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.649**	.578**	.857**	.689**	.598**	.626**	.696**	.826**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	
	N	30	30	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).

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.745	6

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.889	6

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.842	8

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Brand_Image	Online_Consumer_Review	Keputusan_Pembelian
N		100	100	100
Normal Parameters ^{a,b}	Mean	23.59	19.78	31.04
	Std. Deviation	3.361	4.494	4.278
Most Extreme Differences	Absolute	.120	.133	.088
	Positive	.087	.133	.088
	Negative	-.120	-.090	-.083
Kolmogorov-Smirnov Z		1.203	1.330	.875
Asymp. Sig. (2-tailed)		.111	.058	.428

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 * Brand_Image	(Combined)		414.833	16	25.927	1.540	.105
	Between Groups	Linearity	274.119	1	274.119	16.286	.000
		Deviation from Linearity	140.714	15	9.381	.557	.899
	Within Groups		1397.007	83	16.831		
	Total		1811.840	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Online_Consumer_Review	(Combined)		810.537	20	40.527	3.197	.000
	Between Groups	Linearity	464.728	1	464.728	36.666	.000
		Deviation from Linearity	345.809	19	18.200	1.436	.135
	Within Groups		1001.303	79	12.675		
	Total		1811.840	99			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	15.571	2.676		5.819	.000		
1 Brand_Image	.317	.114	.249	2.791	.006	.891	1.122
Online_Consumer_Review	.404	.085	.424	4.756	.000	.891	1.122

a. Dependent Variable: Keputusan_Pembelian

Lampiran IX (Hasil Uji Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Online_Consumer_Review, Brand_Image ^b		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	.558 ^a	.312	.298	3.585

a. Predictors: (Constant), Online_Consumer_Review, Brand_Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.571	2.676		5.819	.000
	Brand_Image	.317	.114	.249	2.791	.006
	Online_Consumer_Review	.404	.085	.424	4.756	.000

a. Dependent Variable: Keputusan_Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	564.892	2	282.446	21.971	.000 ^b
	Residual	1246.948	97	12.855		
	Total	1811.840	99			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Online_Consumer_Review, Brand_Image