

Lampiran I

Bandar Lampung, Januari 2023

Hal : Permohonan Bantuan Pengisian Kuesioner

Kepada Yth :

Bapak/ Ibu

Di Tempat

Dengan ini saya :

Nama : Adelila Putri

NPM : 1912110293

Jurusan : S1 Manajemen

Dengan Hormat,

Untuk mendapatkan data yang diperlukan untuk penelitian ini, saya Adelila Putri akan menyebarkan kuesioner kepada konsumen makeup ESQA di Shopee Mall sebagai bagian dari tugas akhir atau skripsi mahasiswa S1 Jurusan Manajemen di Institut Informatika dan Bisnis Darmajaya dengan judul " Pengaruh Sales Promotion Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Makeup ESQA di Shopee Mall." Karena penelitian ini dilakukan untuk kepentingan akademik, peneliti berharap responden mengisi kuesioner secara objektif, sehingga menghasilkan data yang akurat dan valid. Saya ucapkan terima kasih kepada responden atas ketersediaan untuk mengisi kuesioner.

Hormat Saya,

Adelila Putri
NPM. 1912110293

KUESIONER PENELITIAN

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

PENGARUH SALES PROMOTION DAN ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN MAKEUP ESQA DI SHOPEE MALL

Petunjuk pengisian:

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda (√) pada salah satu jawaban yang paling benar.
3. Pertanyaan / pernyataan harus dijawab semua

Keterangan:

- SS = Sangat Setuju
- S = Setuju
- CS = Cukup Setuju
- TS = Tidak Setuju
- STS = Sangat Tidak Setuju

Nomer Responden:

A. KARAKTERISTIK RESPONDEN

1. **Nama Responden** :(boleh tidak diisi)/Inisial

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

2. **Usia**

- a. 17 Tahun – 25 Tahun
- b. 26 Tahun – 35 Tahun
- c. 36 Tahun – 45 Tahun
- d. 46 Tahun – 55 Tahun

<i>Electronic Word Of Mouth</i>						
No	Pernyataan	STS	TS	CS	S	SS
1	Banyak pendapat atau komentar konsumen produk makeup ESQA di Shopee Mall					
2	Banyak ulasan positif atau negatif kosumen terkait produk makeup ESQA di Shopee Mall					
3	Konten membantu saya dalam memahami produk makeup ESQA di Shopee Mall					

Keputusan Pembelian						
No	Pernyataan	STS	TS	CS	S	SS
1	Saya membeli makeup ESQA di Shopee Mall karena ada ragam pilihan					
2	Saya membeli makeup ESQA di Shopee Mall karena merek sudah terkenal					
3	Saya hanya membeli makeup ESQA di Shopee Mall karena lebih terpercaya					
4	Saya membeli makeup ESQA di Shopee Mall di waktu-waktu tertentu					
5	Saya membeli makeup ESQA di Shopee Mall lebih dari satu diwaktu tertentu					

Lampiran II (Hasil Jawaban Responden)

No	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	Sales Promotion	E1	E2	E3	Electronic Word Of Mouth
1	4	4	2	2	2	3	1	4	4	4	30	5	4	4	13
2	5	4	5	5	3	3	4	3	4	3	39	4	3	4	11
3	5	5	5	5	3	3	4	5	5	5	45	5	5	5	15
4	5	5	5	5	4	5	3	5	3	2	42	2	5	4	11
5	5	5	5	4	4	4	4	3	5	4	43	5	3	4	12
6	4	5	4	2	5	5	5	4	4	4	42	4	4	3	11
7	4	3	4	4	4	3	3	4	5	5	39	5	4	5	14
8	5	4	3	3	3	3	2	4	5	5	37	5	4	5	14
9	5	4	4	4	4	4	5	5	5	5	45	5	5	5	15
10	3	5	5	5	4	4	5	5	3	5	44	5	5	5	15
11	4	4	4	4	4	5	5	5	4	4	43	5	5	4	14
12	4	5	5	4	5	5	5	4	4	5	46	4	4	4	12
13	5	5	5	5	5	5	5	5	5	5	50	5	5	5	15
14	5	5	5	5	4	4	4	5	5	5	47	5	5	4	14
15	5	3	5	5	5	5	5	5	5	4	47	5	5	4	14
16	4	3	4	5	5	5	5	5	4	4	44	4	5	5	14
17	5	5	5	5	5	5	5	5	3	3	46	5	5	5	15
18	4	5	5	5	4	3	4	2	4	4	40	4	2	5	11
19	3	4	4	4	3	2	3	2	3	3	31	3	2	4	9
20	3	5	5	5	3	3	4	4	3	5	40	3	4	5	12
21	4	2	4	4	3	2	3	1	4	4	31	4	1	4	9
22	4	5	3	4	2	3	3	3	4	5	36	4	3	4	11
23	3	4	3	3	3	4	4	3	3	3	33	3	3	3	9
24	4	4	4	4	4	4	5	4	4	4	41	4	4	4	12
25	5	3	5	5	3	3	3	2	5	5	39	5	2	5	12
26	4	3	4	5	3	2	3	3	4	4	35	4	3	5	12
27	2	2	3	3	2	2	3	3	4	2	26	2	3	3	8
28	4	5	5	5	3	3	4	4	4	4	41	4	4	5	13
29	4	5	4	4	3	4	4	3	4	4	39	4	3	4	11
30	3	5	5	5	4	3	3	3	4	3	38	3	3	5	11
31	3	4	5	5	4	4	4	4	2	5	40	2	4	3	9
32	2	4	4	5	3	4	3	4	5	5	39	5	4	5	14
33	5	4	2	5	3	3	4	3	3	4	36	3	3	2	8
34	3	4	3	5	4	4	4	3	3	3	36	3	3	5	11
35	4	3	3	3	3	3	4	4	4	4	35	4	4	3	11
36	4	5	3	5	4	3	4	4	4	4	40	4	4	5	13
37	4	4	4	5	4	3	4	3	4	4	39	4	3	5	12
38	5	4	4	4	3	3	3	3	4	4	37	4	3	4	11
39	4	4	3	4	3	4	4	3	4	4	37	4	3	4	11
40	4	4	4	5	5	3	5	3	4	4	41	4	3	5	12
41	5	4	4	5	3	5	5	3	5	5	44	5	3	5	13
42	4	3	3	4	3	3	3	4	4	4	35	4	4	4	12
43	3	5	3	4	3	4	4	3	3	3	35	3	3	4	10
44	4	4	4	4	4	4	5	3	4	4	40	4	3	5	12
45	3	4	3	4	3	2	3	4	3	5	34	3	4	4	11
46	3	3	3	3	3	3	2	4	3	5	32	3	4	4	11
47	3	4	5	4	4	4	3	2	3	5	37	3	2	4	9
48	4	4	3	4	3	3	5	3	4	3	36	4	3	4	11
49	5	4	3	5	3	3	2	3	5	4	37	5	3	3	11
50	5	4	4	4	4	5	4	2	4	3	39	4	2	5	11
51	5	5	2	4	5	5	5	4	3	3	41	3	4	4	11
52	3	4	4	4	4	4	3	4	3	3	36	4	4	3	11
53	3	4	4	4	5	5	4	2	3	2	36	3	2	4	9
54	4	5	5	4	3	3	4	3	4	4	39	4	3	4	11

55	3	4	4	5	3	4	3	4	5	5	40	5	4	3	12
56	5	5	4	4	3	4	4	2	3	3	37	3	2	3	8
57	2	4	4	5	4	4	5	1	3	4	36	3	1	3	7
58	5	5	5	4	3	3	5	2	3	3	38	3	2	3	8
59	3	4	3	5	3	4	4	4	5	4	39	5	4	5	14
60	4	4	4	4	4	3	4	3	4	3	37	4	3	4	11
61	3	5	3	4	4	4	5	3	4	2	37	4	3	3	10
62	3	4	4	5	4	4	5	4	2	4	39	5	4	3	12
63	2	2	5	4	2	3	4	4	4	4	34	4	4	4	12
64	5	4	3	4	1	4	4	2	4	1	32	4	2	3	9
65	3	4	2	5	3	4	4	3	2	3	33	2	3	3	8
66	4	3	5	5	4	3	3	4	2	3	36	2	4	2	8
67	4	5	2	5	3	3	2	3	3	3	33	5	3	3	11
68	5	5	5	5	4	5	3	4	3	5	44	5	4	3	12
69	4	4	4	4	4	5	4	4	3	3	39	4	4	5	13
70	4	5	4	4	5	5	4	2	2	2	37	4	2	5	11
71	3	3	3	3	5	4	5	2	5	5	38	4	2	2	8
72	4	4	3	3	3	5	3	3	5	3	36	5	3	4	12
73	5	5	3	4	4	5	4	1	3	3	37	3	1	2	6
74	5	4	4	5	4	4	3	2	5	3	39	5	2	3	10
75	3	2	4	5	5	5	5	4	5	3	41	5	4	2	11
76	5	4	3	4	3	3	3	3	3	2	33	3	3	3	9
77	4	4	3	4	5	4	4	3	4	3	38	3	3	4	10
78	5	3	2	4	4	5	3	4	4	4	38	3	4	4	11
79	5	5	3	4	5	3	3	4	4	3	39	3	4	3	10
80	5	5	4	5	5	5	3	4	5	3	44	2	4	2	8
81	5	5	3	4	4	3	3	2	3	2	34	3	2	2	7
82	5	3	5	4	5	5	5	4	3	3	42	4	4	3	11
83	3	4	4	5	5	5	1	1	5	3	36	5	1	4	10
84	5	4	4	4	5	4	4	4	4	3	41	4	4	4	12
85	5	4	3	5	4	4	3	3	3	2	36	4	3	3	10
86	4	4	2	4	5	5	4	2	3	4	37	4	2	3	9
87	4	4	3	4	4	4	3	3	4	4	37	4	3	4	11
88	5	4	4	5	5	5	5	4	4	4	45	4	4	3	11
89	1	2	2	4	3	3	3	3	4	4	29	4	4	4	12
90	3	4	4	4	4	3	3	3	4	5	37	4	4	5	13
91	3	2	4	4	5	5	5	5	5	5	43	3	4	3	10
92	2	2	3	4	1	1	2	1	4	4	24	2	2	4	8
93	3	3	4	4	5	3	4	3	3	1	33	3	4	2	9
94	3	3	4	3	2	1	2	2	3	3	26	4	3	3	10
95	4	5	5	5	4	4	4	4	5	4	44	4	4	5	13
96	4	4	5	5	3	4	4	4	4	5	42	4	4	5	13
97	4	4	5	5	5	4	5	4	5	4	45	4	4	5	13
98	4	4	5	3	4	4	4	4	5	5	42	5	5	5	15
99	4	4	4	5	2	4	4	4	5	5	41	5	5	5	15
100	5	5	5	5	3	5	4	5	3	5	45	5	5	5	15
101	5	4	4	5	4	4	3	2	5	3	39	5	5	5	15
102	3	2	4	5	5	5	5	4	5	3	41	5	5	5	15
103	5	4	3	4	3	3	3	3	3	2	33	5	5	5	15
104	4	4	3	4	5	4	4	3	4	3	38	5	5	5	15
105	5	5	5	5	5	5	3	4	4	4	45	5	5	5	15
106	5	5	5	5	5	5	4	4	4	3	45	5	5	5	15
107	5	5	5	5	5	5	3	4	5	3	45	5	5	5	15

No	K1	K2	K3	K4	K5	Keputusan_Pembelian
1	5	3	5	5	5	23
2	5	5	3	5	5	23
3	4	5	5	4	5	23
4	5	4	5	5	4	23
5	4	5	5	4	5	23
6	4	4	5	5	5	23
7	4	5	5	4	5	23
8	5	5	5	3	5	23
9	5	5	5	4	5	24
10	5	5	5	4	5	24
11	5	5	5	5	4	24
12	5	5	5	5	4	24
13	5	5	5	5	5	25
14	5	5	5	5	5	25
15	5	4	5	5	4	23
16	5	5	5	5	5	25
17	5	5	5	5	5	25
18	5	4	5	5	4	23
19	3	3	3	3	3	15
20	3	4	3	3	4	17
21	3	3	3	3	3	15
22	3	3	3	3	3	15
23	3	3	3	3	3	15
24	4	5	5	4	5	23
25	5	4	4	5	4	22
26	4	5	5	4	5	23
27	4	4	3	4	4	19
28	4	5	5	4	5	23
29	3	3	3	3	3	15
30	3	4	3	3	4	17
31	4	4	3	4	4	19
32	3	4	3	3	4	17
33	3	5	4	3	5	20
34	3	3	3	3	3	15
35	4	4	3	4	4	19
36	3	5	4	3	5	20
37	5	5	2	5	5	22
38	4	4	4	4	4	20
39	5	5	4	5	5	24
40	3	3	4	3	3	16
41	5	5	4	5	5	24
42	4	4	3	4	4	19
43	3	4	4	3	4	18
44	3	4	3	3	4	17
45	3	4	3	3	4	17
46	3	4	2	3	4	16
47	4	4	3	4	4	19
48	4	4	3	4	4	19
49	4	5	1	4	5	19
50	4	3	1	4	3	15
51	4	4	3	4	4	19
52	4	5	4	4	5	22
53	4	4	2	4	4	18
54	4	3	3	4	3	17
55	3	3	4	3	3	16

56	2	4	2	2	4	14
57	3	5	4	3	5	20
58	4	5	4	4	5	22
59	5	5	4	5	5	24
60	4	4	5	4	4	21
61	4	4	5	4	4	21
62	4	4	5	4	4	21
63	4	4	4	4	4	20
64	4	4	5	4	4	21
65	4	4	4	4	4	20
66	5	5	2	5	5	22
67	4	4	3	4	4	19
68	4	4	4	4	4	20
69	3	3	4	3	3	16
70	4	4	3	4	4	19
71	4	4	4	4	4	20
72	3	4	4	3	4	18
73	4	4	5	4	4	21
74	3	3	4	3	3	16
75	4	4	4	4	4	20
76	3	3	3	3	3	15
77	4	4	4	4	4	20
78	4	4	4	4	4	20
79	4	4	4	4	4	20
80	5	5	5	5	5	25
81	4	4	4	4	4	20
82	4	4	5	4	4	21
83	4	4	4	4	4	20
84	4	4	3	4	4	19
85	4	4	5	4	4	21
86	4	4	3	4	4	19
87	4	4	4	4	4	20
88	3	4	5	3	4	19
89	3	3	3	3	3	15
90	4	4	4	4	4	20
91	5	5	5	5	5	25
92	3	3	3	3	3	15
93	3	4	4	3	4	18
94	3	3	2	3	3	14
95	5	5	4	5	5	24
96	5	5	5	5	5	25
97	4	5	4	4	5	22
98	2	2	2	2	2	10
99	5	5	5	5	5	25
100	5	5	5	5	5	25
101	5	5	5	5	5	25
102	5	5	5	5	5	25
103	5	5	5	5	5	25
104	5	5	5	5	5	25
105	5	5	5	5	5	25
106	5	5	5	5	5	25
107	5	5	5	5	5	25

Lampiran III (Hasil Uji Deskriptif)

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	15	14.0	14.0	14.0
Valid Perempuan	92	86.0	86.0	100.0
Total	107	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 Tahun - 25 Tahun	50	46.7	46.7	46.7
Valid 26 Tahun - 35 Tahun	48	44.9	44.9	91.6
Valid 36 Tahun - 45 Tahun	6	5.6	5.6	97.2
Valid 46 Tahun - 55 Tahun	3	2.8	2.8	100.0
Total	107	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Karyawan Swasta	33	30.8	30.8	30.8
Valid Mahasiswa	48	44.9	44.9	75.7
Valid Pegawai Negeri	8	7.5	7.5	83.2
Valid Pelajar	5	4.7	4.7	87.9
Valid Wiraswasta	13	12.1	12.1	100.0
Total	107	100.0	100.0	

S1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.9	.9	.9
Valid 2	5	4.7	4.7	5.6
Valid 3	26	24.3	24.3	29.9
Valid 4	37	34.6	34.6	64.5
Valid 5	38	35.5	35.5	100.0
Total	107	100.0	100.0	

S2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	7.5	7.5	7.5
Valid 3	14	13.1	13.1	20.6
Valid 4	51	47.7	47.7	68.2
Valid 5	34	31.8	31.8	100.0
Total	107	100.0	100.0	

S3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	7.5	7.5	7.5
3	29	27.1	27.1	34.6
4	39	36.4	36.4	71.0
5	31	29.0	29.0	100.0
Total	107	100.0	100.0	

S4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.9	1.9	1.9
3	9	8.4	8.4	10.3
4	48	44.9	44.9	55.1
5	48	44.9	44.9	100.0
Total	107	100.0	100.0	

S5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.9	1.9	1.9
2	6	5.6	5.6	7.5
3	36	33.6	33.6	41.1
4	35	32.7	32.7	73.8
5	28	26.2	26.2	100.0
Total	107	100.0	100.0	

S6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.9	1.9	1.9
2	5	4.7	4.7	6.5
3	34	31.8	31.8	38.3
4	36	33.6	33.6	72.0
5	30	28.0	28.0	100.0
Total	107	100.0	100.0	

S7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.9	1.9	1.9
2	6	5.6	5.6	7.5
3	33	30.8	30.8	38.3
4	40	37.4	37.4	75.7
5	26	24.3	24.3	100.0
Total	107	100.0	100.0	

S8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	4.7	4.7	4.7
2	16	15.0	15.0	19.6
3	34	31.8	31.8	51.4
4	40	37.4	37.4	88.8
5	12	11.2	11.2	100.0
Total	107	100.0	100.0	

S9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	4.7	4.7	4.7
3	31	29.0	29.0	33.6
4	43	40.2	40.2	73.8
5	28	26.2	26.2	100.0
Total	107	100.0	100.0	

S10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.9	1.9	1.9
2	9	8.4	8.4	10.3
3	34	31.8	31.8	42.1
4	36	33.6	33.6	75.7
5	26	24.3	24.3	100.0
Total	107	100.0	100.0	

E1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	6.5	6.5	6.5
3	23	21.5	21.5	28.0
4	42	39.3	39.3	67.3
5	35	32.7	32.7	100.0
Total	107	100.0	100.0	

E2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.7	3.7	3.7
2	15	14.0	14.0	17.8
3	30	28.0	28.0	45.8
4	38	35.5	35.5	81.3
5	20	18.7	18.7	100.0
Total	107	100.0	100.0	

E3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	7.5	7.5	7.5
3	26	24.3	24.3	31.8
Valid 4	34	31.8	31.8	63.6
5	39	36.4	36.4	100.0
Total	107	100.0	100.0	

K1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.9	1.9	1.9
3	27	25.2	25.2	27.1
Valid 4	45	42.1	42.1	69.2
5	33	30.8	30.8	100.0
Total	107	100.0	100.0	

K2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.9	.9	.9
3	17	15.9	15.9	16.8
Valid 4	48	44.9	44.9	61.7
5	41	38.3	38.3	100.0
Total	107	100.0	100.0	

K3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.9	1.9	1.9
2	7	6.5	6.5	8.4
Valid 3	27	25.2	25.2	33.6
4	31	29.0	29.0	62.6
5	40	37.4	37.4	100.0
Total	107	100.0	100.0	

K4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.9	1.9	1.9
3	28	26.2	26.2	28.0
Valid 4	46	43.0	43.0	71.0
5	31	29.0	29.0	100.0
Total	107	100.0	100.0	

K5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	.9	.9	.9
3	16	15.0	15.0	15.9
Valid 4	49	45.8	45.8	61.7
5	41	38.3	38.3	100.0
Total	107	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	Sales Promotion
S1	Pearson Correlation	1	.462*	.650**	.575**	.513**	.381*	.587**	.047	.348	.149	.740**
	Sig. (2-tailed)		.010	.000	.001	.004	.038	.001	.806	.059	.431	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S2	Pearson Correlation	.462*	1	.620**	.420*	.411*	.478**	.206	.238	.297	.329	.679**
	Sig. (2-tailed)	.010		.000	.021	.024	.008	.274	.205	.111	.076	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S3	Pearson Correlation	.650**	.620**	1	.832**	.584**	.497**	.386*	.502**	.338	.164	.835**
	Sig. (2-tailed)	.000	.000		.000	.001	.005	.035	.005	.068	.387	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S4	Pearson Correlation	.575**	.420*	.832**	1	.359	.487**	.382*	.621**	.023	.143	.723**
	Sig. (2-tailed)	.001	.021	.000		.052	.006	.037	.000	.903	.450	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S5	Pearson Correlation	.513**	.411*	.584**	.359	1	.637**	.327	.396*	.630**	.386*	.775**
	Sig. (2-tailed)	.004	.024	.001	.052		.000	.078	.030	.000	.035	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S6	Pearson Correlation	.381*	.478**	.497**	.487**	.637**	1	.280	.441*	.332	.770**	.783**
	Sig. (2-tailed)	.038	.008	.005	.006	.000		.134	.015	.073	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
S7	Pearson Correlation	.587**	.206	.386*	.382*	.327	.280	1	-.016	.234	.105	.574**
	Sig. (2-tailed)	.001	.274	.035	.037	.078	.134		.935	.212	.582	.001
	N	30	30	30	30	30	30	30	30	30	30	30
S8	Pearson Correlation	.047	.238	.502**	.621**	.396*	.441*	-.016	1	.146	.175	.475**
	Sig. (2-tailed)	.806	.205	.005	.000	.030	.015	.935		.441	.355	.008
	N	30	30	30	30	30	30	30	30	30	30	30
S9	Pearson Correlation	.348	.297	.338	.023	.630**	.332	.234	.146	1	.470**	.547**
	Sig. (2-tailed)	.059	.111	.068	.903	.000	.073	.212	.441		.009	.002
	N	30	30	30	30	30	30	30	30	30	30	30
S10	Pearson Correlation	.149	.329	.164	.143	.386*	.770**	.105	.175	.470**	1	.529**
	Sig. (2-tailed)	.431	.076	.387	.450	.035	.000	.582	.355	.009		.003
	N	30	30	30	30	30	30	30	30	30	30	30
Sales Promotion	Pearson Correlation	.740**	.679**	.835**	.723**	.775**	.783**	.574**	.475**	.547**	.529**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.008	.002	.003	
	N	30	30	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).

Correlations

		E1	E2	E3	Electronic_Word_Of_Mouth
E1	Pearson Correlation	1	.670**	.257	.855**
	Sig. (2-tailed)		.000	.171	.000
	N	30	30	30	30
E2	Pearson Correlation	.670**	1	.318	.854**
	Sig. (2-tailed)	.000		.087	.000
	N	30	30	30	30
E3	Pearson Correlation	.257	.318	1	.630**
	Sig. (2-tailed)	.171	.087		.000
	N	30	30	30	30
Electronic_Word Of_Mouth	Pearson Correlation	.855**	.854**	.630**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Correlations

		K1	K2	K3	K4	K5	Keputusan_Pembelian
K1	Pearson Correlation	1	.469**	.381*	.408*	.206	.680**
	Sig. (2-tailed)		.009	.038	.025	.275	.000
	N	30	30	30	30	30	30
K2	Pearson Correlation	.469**	1	.665**	.582**	.808**	.871**
	Sig. (2-tailed)	.009		.000	.001	.000	.000
	N	30	30	30	30	30	30
K3	Pearson Correlation	.381*	.665**	1	.785**	.641**	.843**
	Sig. (2-tailed)	.038	.000		.000	.000	.000
	N	30	30	30	30	30	30
K4	Pearson Correlation	.408*	.582**	.785**	1	.608**	.832**
	Sig. (2-tailed)	.025	.001	.000		.000	.000
	N	30	30	30	30	30	30
K5	Pearson Correlation	.206	.808**	.641**	.608**	1	.772**
	Sig. (2-tailed)	.275	.000	.000	.000		.000
	N	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.680**	.871**	.843**	.832**	.772**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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) Sales_Promotion

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
.856	8

Electronic_Word_Of_Mouth

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
.685	3

Keputusan_Pembelian

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
.839	5

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Sales_Promotion	Electronic_Word _Of_Mouth	Keputusan_Pemb elian
N		107	107	107
Normal Parameters ^{a,b}	Mean	38.50	11.47	20.36
	Std. Deviation	4.729	2.233	3.430
Most Extreme Differences	Absolute	.093	.127	.125
	Positive	.074	.125	.088
	Negative	-.093	-.127	-.125
Kolmogorov-Smirnov Z		.965	1.318	1.290
Asymp. Sig. (2-tailed)		.310	.062	.072

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 * Sales_Promotion		(Combined)	498.735	21	23.749	2.699	.001
	Between	Linearity	363.788	1	363.788	41.337	.000
	Groups	Deviation from Linearity	134.947	20	6.747	.767	.745
	Within	Groups	748.050	85	8.801		
	Total		1246.785	106			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Electronic_Word_Of_Mouth		(Combined)	387.626	9	43.070	4.863	.000
	Between	Linearity	255.864	1	255.864	28.887	.000
	Groups	Deviation from Linearity	131.762	8	16.470	1.860	.075
	Within	Groups	859.159	97	8.857		
	Total		1246.785	106			

Lampiran VIII (Hasil Uji Multikolinieritas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.847	2.274		2.131	.035		
1 Sales_Promotion	.303	.070	.417	4.294	.000	.687	1.455
Electronic_Word_Of_Mouth	.337	.149	.220	2.259	.026	.687	1.455

a. Dependent Variable: Keputusan_Pembelian

Lampiran IX (Hasil Uji Uji Heteroskedastisitas)

Correlations

			Sales_Promotion	Electronic Word_Of_Mouth	Unstandardized Residual
Spearman's rho	Sales Promotion	Correlation Coefficient	1.000	.581**	.023
		Sig. (2-tailed)	.	.000	.818
		N	107	107	107
	Electronic Word Of Mouth	Correlation Coefficient	.581**	1.000	.058
		Sig. (2-tailed)	.000	.	.552
		N	107	107	107
Unstandardized Residual	Correlation Coefficient	.023	.058	1.000	
	Sig. (2-tailed)	.818	.552	.	
	N	107	107	107	

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

Lampiran X (Hasil Uji Regresi Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Electronic_Word _Of_Mouth, Sales_Promotion ^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	.570 ^a	.325	.312	2.845

a. Predictors: (Constant), Electronic_Word_Of_Mouth, Sales_Promotion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.847	2.274		2.131	.035
	Sales_Promotion	.303	.070	.417	4.294	.000
	Electronic_Word_Of_Mouth	.337	.149	.220	2.259	.026

a. Dependent Variable: Keputusan_Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	405.079	2	202.540	25.026	.000 ^b
	Residual	841.706	104	8.093		
	Total	1246.785	106			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Electronic_Word_Of_Mouth, Sales_Promotion

Lampiran X Rumus Perhitungan Sampel Menggunakan G Power

