

LAMPIRAN

Lampiran 1

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul

PENGARUH *CONTENT MARKETING* DAN *REVIEWPRODUCT* PADA APLIKASI TIKTOK TERHADAP KEPURUSAN PEMBELIAN *CAMILLE BEAUTY*

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang disajikan dibawah ini dengan benar dan jujur
2. Pertanyaan/pernyataan harus dijawab semua jangan sampai ada yang terlewatkan agar data dapat sepenuhnya di olah oleh peneliti

IDENTITAS RESPONDEN

1. Nama Responden :

1. Usia :

- 13 – 17 Tahun
- 18 – 25 Tahun
- 26 – 30 Tahun

2. Pekerjaan :

- Pelajar/Mahasiswa
- Pegawai
- Ibu Rumah Tangga
- Lainnya

CONTENT MARKETING (X1)

No	Pernyataan	Alternatif Jawaban				
		STS	TS	CS	S	S
		1	2	3	4	5

Relevansi

1	Konten TikTok @ndshvv berisi informasi yang cukup jelas					
2	Konten TikTok @ndshvv dapat membangun dan menjaga komunikasi dengan baik					

Akurasi

3	Konten TikTok @ndshvv berisi informasi yang rill mengenai produk					
4	Konten TikTok @ndshvv menjelaskan kandungan serta manfaat dari produk					

Bernilai

5	Konten TikTok bisa @ndshvv dipercaya					
6	Konten TikTok @ndshvv memberikan manfaat					

Mudah Dipahami

7	Informasi atau pesan pada konten pada TikTok @ndshvv mudah dipahami					
8	Konten TikTok @ndshvv mendorong target audiens untuk mencari informasi lebih rinci tentang produk					

Mudah Ditemukan

9	Konten TikTok @ndshvv mudah ditemukan					
10	Konten TikTok @ndshvv terdapat di berbagai media sosial seperti, Instagram, TikTok					

Konsisten

11	Konten TikTok @ndshvv di diperbarui secara berkala					
12	Konten TikTok @ndshvv yang disajikan tidak monoton					

REVIEW PRODUK (X2)

No	Pernyataan	Alternatif Jawaban				
		STS	TS	CS	S	SS
		1	2	3	4	5

Awaraness

1	Saya merasa mendapatkan manfaat dari adanya review produk.					
2	Saya merasa banyaknya review produk menandakan produk tersebut berkualitas baik.					

Comparation

3	Saya selalu membandingkan jumlah review positif dan negative.					
4	Saya selalu melihat & membandingkan review produk yang sama/sejenis.					

Frequency

5	Semakin banyak jumlah review positif maka semakin baik reputasi produk tersebut.					
6	Jumlah review produk camille beauty mempengaruhi saya dalam membel					

Influence

7	Review produk mempengaruhi pilihan saya dalam melakukan pembelian					
8	Review produk mempengaruhi saya dalam menentukan kandungan produk yang tepat untuk permasalahan wajah					

KEPUTUSAN PEMBELIAN (Y)

No	Pernyataan	Alternatif Jawaban				
		STS	TS	CS	S	SS
		1	2	3	4	5

Informasi Produk

1	Saya membeli produk camille beauty karena sesuai dengan informasi yang diberikan.					
2	Saya mencari informasi produk camille beauty sebelum membeli.					

Merek

3	Saya membeli produk camille beauty dikarenakan terpercaya.					
4	Camille Beauty sesuai dengan trend skincare yang diminati saat ini.					

Keinginan & Kebutuhan

5	Saya membeli produk camille beauty sesuai dengan keinginan.					
6	Saya membeli produk camille beauty dikarenakan sesuai dengan masalah pada wajah yang saya alami.					

Rekomendasi

7	Saya memutuskan membeli produk camille beauty berdasarkan pengalaman orang lain.					
8	Saya membeli produk camille beauty karena adanya ajakan orang lain.					

Lampiran 2 Hasil Kuisisioner

Variabel Content Marketing (X1)

No	X1 P1	X1 P2	X1 P3	X1 P4	X1 P5	X1 P6	X1 P7	X1 P8	X1 P9	X1 P10	X1 P11	X1 P12
1	1	2	1	3	5	4	3	2	1	2	1	2
2	3	2	1	3	3	2	3	4	3	3	2	2
3	3	3	2	1	3	2	2	2	3	2	4	3
4	2	2	1	2	1	2	2	1	3	2	3	2
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6	3	2	1	3	4	2	2	2	1	1	3	2
7	3	3	2	3	3	4	3	2	2	1	4	3
8	3	3	2	1	3	2	1	3	1	2	3	3
9	4	2	1	3	1	3	2	3	2	2	2	2
10	2	1	1	3	3	2	1	2	2	1	3	1
11	3	2	3	2	3	2	3	2	3	1	3	2
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13	3	3	3	1	2	3	1	4	1	1	1	3
14	2	3	2	3	4	2	3	1	2	1	2	3
15	1	2	3	2	1	3	3	2	4	2	2	2
16	2	2	4	2	3	3	3	2	3	2	3	2

17	3	2	2	3	2	3	4	2	3	4	4	2
18	3	3	3	3	5	4	3	3	4	2	5	3
19	3	1	2	1	3	2	3	2	2	1	1	3
20	3	1	4	5	3	4	3	4	4	3	5	3
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24	3	4	5	5	5	3	2	4	3	5	5	3
25	5	4	3	4	5	1	3	3	4	3	4	5
26	5	3	2	3	3	5	4	4	2	4	2	5
27	4	4	2	4	2	3	4	3	4	3	4	4
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31	2	1	2	3	3	4	2	3	3	3	4	3
32	4	2	1	2	1	3	2	1	2	1	3	5
33	3	4	1	3	3	2	3	2	1	2	1	5
34	5	2	1	2	3	3	4	2	3	3	4	4
35	4	3	4	3	2	3	3	3	3	2	3	4
36	2	3	2	1	2	2	3	2	2	3	2	4
37	3	2	3	2	1	2	3	2	2	2	3	3

38	4	3	3	3	3	3	3	4	3	4	4	4
39	2	1	2	1	2	4	2	3	3	1	4	3
40	4	3	2	2	3	3	2	1	2	3	3	4
41	3	2	1	2	3	1	2	2	3	1	4	1
42	3	3	4	3	2	3	4	1	3	1	3	2
43	4	3	3	4	3	2	1	2	2	3	2	3
44	3	4	3	3	3	3	1	3	3	2	1	2
45	5	3	2	3	4	3	2	5	1	5	2	3
46	4	2	3	3	2	4	1	2	3	4	4	4
47	3	3	3	3	3	3	2	3	4	4	5	5
48	3	3	2	4	3	4	2	2	3	2	1	4
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50	3	2	3	2	4	3	5	5	5	2	2	3
51	4	4	3	4	3	4	3	2	4	1	1	3
52	4	2	5	2	4	1	2	3	4	4	3	2
53	3	4	1	2	4	3	2	4	3	1	5	3
54	5	5	3	4	5	1	3	3	2	2	5	3
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58	4	3	4	5	5	4	3	3	4	4	3	3

59	4	2	1	3	2	2	3	2	2	3	2	1
60	3	1	2	1	2	2	2	2	1	3	2	1
61	4	3	2	4	3	3	3	4	2	3	2	2
62	2	1	3	3	2	1	1	2	1	2	1	2
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65	3	3	1	3	3	1	2	3	3	2	1	1
66	2	1	2	2	2	2	1	1	2	2	1	2
67	1	1	1	1	2	2	2	1	3	1	1	2
68	2	2	2	2	2	1	1	2	2	1	1	2
69	3	2	1	2	2	2	3	3	2	2	3	3
70	5	5	2	3	5	3	5	5	3	5	3	5
71	2	1	1	2	2	2	2	2	2	2	2	2
72	3	2	2	3	3	3	3	2	2	3	2	2
73	2	3	3	2	3	3	3	3	3	3	3	3
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75	3	3	1	2	2	3	1	2	3	2	3	2
76	3	3	3	3	3	3	3	3	3	3	3	3
77	2	3	2	3	2	5	3	2	5	3	2	3
78	1	2	2	1	2	1	1	1	2	3	2	1
79	2	2	1	2	2	1	2	1	2	1	1	2

80	1	1	1	1	1	2	1	1	1	2	1	1
81	2	2	1	1	2	2	1	2	2	2	1	3
82	1	1	2	1	3	4	2	1	4	3	1	3
83	1	2	1	2	1	2	3	1	2	1	2	1
84	3	1	1	1	2	2	1	1	3	1	1	2
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90	3	4	3	2	3	4	3	5	3	5	3	5
91	3	2	2	2	1	1	2	2	2	3	2	2
92	3	3	3	3	3	3	3	3	3	3	3	3
93	2	1	2	1	3	1	2	2	2	2	2	1
94	5	3	4	3	2	3	4	3	5	5	4	3
95	4	3	2	3	3	1	3	2	1	2	3	2
96	3	3	4	3	2	3	4	3	3	3	3	4
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98	3	2	2	3	2	3	2	3	2	3	3	2
99	4	2	1	4	4	3	3	4	3	2	4	4
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102	5	4	4	4	4	4	4	4	4	4	4	4
103	3	1	1	4	3	2	3	3	4	5	5	4
104	5	5	2	3	4	3	2	3	4	3	1	5
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106	4	3	2	2	2	3	2	4	3	1	2	3
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117	3	3	2	1	2	3	2	3	2	3	4	3
118	3	3	4	1	3	2	1	3	1	2	3	2
119	4	2	1	3	1	3	2	3	2	1	2	2
120	2	1	2	3	3	2	1	3	2	2	3	2
121	3	2	1	2	3	2	3	2	3	2	3	4

122	2	1	2	2	1	2	3	3	4	2	3	5
123	3	3	2	1	2	3	2	2	3	2	1	5
124	4	3	2	3	4	2	2	1	3	2	2	3
125	5	2	3	2	1	4	3	2	3	4	2	1
126	4	2	1	2	3	3	4	2	3	3	3	2
127	4	2	3	3	2	4	1	2	3	4	4	4
128	3	3	3	3	3	3	2	3	4	4	5	5
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130	3	1	2	3	3	4	3	3	4	3	5	5
131	3	2	3	2	4	3	5	5	5	2	2	3
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136	5	3	2	3	4	4	2	3	4	3	2	3
137	4	4	2	4	2	3	4	3	4	3	4	3
138	4	4	4	3	1	4	1	4	4	4	4	4
139	4	3	2	3	3	1	3	2	1	2	3	2
140	3	2	4	3	2	3	4	3	2	3	2	4

Variabel Review Product (X2)

No	X2 P1	X2 P2	X2 P3	X2 P4	X2 P5	X2 P6	X2 P7	X2 P8
1	4	3	3	2	4	1	2	3
2	5	4	3	3	2	3	3	4
3	2	2	1	2	3	4	2	3
4	2	3	3	2	2	1	3	2
5	2	2	1	1	3	2	2	4
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8	3	1	2	2	3	4	3	3
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14	3	2	3	2	1	3	2	3
15	4	3	1	2	1	3	4	3
16	2	3	2	4	4	3	2	4
17	4	3	2	1	3	4	3	2

18	3	2	4	3	2	1	3	2
19	4	3	2	1	3	2	1	3
20	3	2	1	3	2	4	3	4
21	4	2	3	2	2	3	4	3
22	3	3	1	3	2	4	2	4
23	4	5	4	3	2	3	4	3
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26	3	2	3	2	1	2	1	4
27	4	3	4	4	3	3	2	3
28	3	2	3	2	1	3	3	4
29	3	3	2	1	3	3	2	4
30	4	2	3	3	3	5	5	5
31	4	3	3	2	3	2	3	4
32	3	3	2	3	2	1	3	4
33	4	4	3	4	3	3	2	3
34	3	4	2	3	3	3	3	5
35	3	2	3	2	3	1	2	5
36	4	4	3	3	4	3	4	5
37	4	4	2	3	2	3	3	5
38	4	4	3	3	3	3	3	4

39	4	3	2	1	4	4	3	5
40	5	3	4	1	3	2	2	4
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42	5	3	3	2	3	5	3	4
43	3	3	4	3	3	2	3	2
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77	4	3	2	2	3	3	1	4
78	1	1	1	2	1	2	3	1
79	2	1	2	2	1	2	1	1
80	1	2	1	2	2	1	2	1

81	1	2	1	2	2	2	2	1
82	1	3	1	3	4	4	3	3
83	1	1	2	1	2	2	1	1
84	2	2	1	2	2	3	1	2
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92	3	3	1	3	3	2	3	2
93	2	2	1	3	1	2	2	2
94	5	4	3	2	3	5	5	5
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97	3	3	3	4	3	3	2	3
98	3	3	3	2	3	2	3	2
99	4	3	4	2	3	3	2	4
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101	2	3	2	3	2	3	2	3

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103	3	2	4	3	2	4	5	3
104	5	2	3	4	3	3	3	2
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107	3	4	3	3	2	3	3	2
108	2	1	1	2	1	2	1	1
109	5	4	3	1	3	4	3	3
110	4	3	3	3	3	2	1	5
111	4	3	3	2	4	1	2	3
112	4	4	3	3	2	3	3	4
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121	4	2	1	2	3	2	1	2
122	3	3	2	3	2	1	2	3

123	4	3	4	4	3	3	2	3
124	4	2	3	2	1	3	2	3
125	4	3	1	2	1	3	4	3
126	3	3	2	4	4	3	2	4
127	4	3	2	1	3	4	3	2
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129	4	3	2	1	3	2	1	3
130	3	2	1	3	2	4	3	4
131	4	2	3	2	2	3	4	3
132	4	3	1	3	2	4	2	4
133	4	5	4	3	2	3	4	3
134	3	3	3	3	4	3	5	3
135	4	2	1	2	3	3	2	2
136	3	2	3	2	1	2	1	4
137	4	3	4	4	3	3	2	3
138	5	2	3	2	1	3	3	4
139	5	3	2	1	3	3	2	4
140	4	2	3	3	3	5	5	5

Variabel Keputusan Pembelian (Y)

No	Y1 P1	Y1 P2	Y1 P3	Y1 P4	Y1 P5	Y1 P6	Y1 P7	Y1 P8
1	3	2	1	3	2	1	2	3
2	3	2	3	2	1	3	2	2
3	3	2	2	1	2	1	3	1
4	3	4	2	1	3	2	4	4
5	3	2	3	2	3	1	3	4
6	1	2	2	1	1	1	2	2
7	3	2	3	3	2	4	3	4
8	3	2	3	2	2	3	3	5
9	4	3	1	3	2	1	2	2
10	3	3	2	2	1	5	3	5
11	2	3	2	3	1	4	4	3
12	3	4	3	3	3	4	4	5
13	3	4	4	2	1	4	1	2
14	3	3	4	3	1	2	4	3
15	4	3	3	2	1	4	3	3
16	4	4	2	3	2	1	3	2
17	3	3	1	2	2	3	1	1
18	2	2	3	2	2	3	2	3

19	3	3	3	4	3	4	3	3
20	3	2	3	2	1	3	2	3
21	4	3	1	2	2	3	2	3
22	2	4	4	3	2	4	4	3
23	3	2	3	3	2	4	5	3
24	3	4	5	4	2	4	3	4
25	3	3	2	3	2	5	4	5
26	4	3	4	3	4	5	3	5
27	4	4	4	3	2	1	3	3
28	5	4	3	4	2	3	3	3
29	4	5	5	3	2	5	2	3
30	5	4	3	2	3	5	3	4
31	3	2	3	3	2	4	3	4
32	3	3	3	2	3	5	3	5
33	4	4	3	3	4	1	1	2
34	3	3	2	2	3	5	3	5
35	2	3	2	3	2	5	4	3
36	3	4	3	3	3	4	4	5
37	3	4	4	2	3	4	1	2
38	3	3	4	3	3	2	4	3
39	3	4	3	2	1	4	3	3

40	4	2	5	4	2	2	4	2
41	3	3	1	2	3	3	1	1
42	2	3	3	3	2	3	2	4
43	3	3	3	4	3	4	3	3
44	3	2	3	2	1	3	2	3
45	4	3	2	2	3	3	1	4
46	2	4	4	3	2	4	4	3
47	3	2	3	3	2	4	5	3
48	3	4	5	4	3	5	4	5
49	3	4	5	3	3	5	5	5
50	4	3	5	3	4	5	3	5
51	4	4	4	4	4	4	3	3
52	5	4	3	4	2	3	3	3
53	4	5	5	3	2	5	3	3
54	5	5	3	2	3	5	3	5
55	4	4	3	2	4	5	4	3
56	4	4	5	3	4	3	3	2
57	4	4	4	4	4	4	4	4
58	5	4	3	5	3	4	3	4
59	3	3	3	4	3	4	4	5
60	2	2	3	1	2	3	1	2

61	3	3	3	3	3	4	2	2
62	2	2	3	2	2	2	2	4
63	3	2	2	2	3	3	2	2
64	3	2	2	2	3	3	2	2
65	3	1	2	3	3	3	1	1
66	2	2	1	2	2	2	2	2
67	2	2	2	1	2	1	2	1
68	2	1	1	2	3	2	2	2
69	3	2	2	2	3	3	3	2
70	5	5	5	3	5	5	5	5
71	2	2	2	2	2	2	2	1
72	3	3	3	3	3	3	2	2
73	3	3	3	3	3	2	3	3
74	3	2	3	3	3	3	3	3
75	2	3	2	3	2	3	2	1
76	3	3	3	3	3	3	3	3
77	2	5	3	3	2	2	3	2
78	2	1	1	1	2	1	1	2
79	2	1	1	2	2	2	2	1
80	1	2	2	1	2	1	1	1
81	2	2	2	1	2	2	3	1

82	3	4	3	1	3	1	3	2
83	1	2	1	2	1	1	1	1
84	2	2	2	1	2	3	2	1
85	2	1	2	2	2	1	1	2
86	4	4	4	3	2	4	3	4
87	3	2	2	3	3	1	1	3
88	3	3	3	3	3	3	3	3
89	2	3	4	3	2	2	2	2
90	3	4	3	2	3	5	3	5
91	1	1	2	2	1	3	2	2
92	3	3	3	3	3	3	3	3
93	3	1	2	1	3	2	1	2
94	2	1	2	3	1	2	2	2
95	3	1	5	3	3	4	2	5
96	2	3	5	3	2	5	4	3
97	4	2	3	1	3	2	3	2
98	2	3	3	3	2	3	2	2
99	4	3	2	1	2	3	4	2
100	2	2	1	2	2	2	1	2
101	1	2	3	2	3	1	2	1
102	4	2	2	1	2	1	2	3

103	3	2	2	4	3	3	4	1
104	4	3	1	2	2	3	5	2
105	3	2	3	3	3	2	3	1
106	2	3	4	2	2	5	3	2
107	3	3	2	2	3	2	2	1
108	2	1	1	1	2	2	2	1
109	1	3	4	3	1	3	4	1
110	3	2	3	3	2	4	2	3
111	3	2	1	3	4	1	2	3
112	3	2	3	2	1	3	2	2
113	3	2	2	1	2	1	3	1
114	3	4	2	1	3	2	4	4
115	3	2	3	2	3	1	3	4
116	1	2	2	1	1	1	2	2
117	3	2	3	3	2	4	3	4
118	3	2	3	2	2	3	3	5
119	4	3	1	3	4	1	2	2
120	3	3	2	2	3	5	3	5
121	2	3	2	3	2	4	4	3
122	3	4	3	3	3	4	4	5
123	3	4	4	2	3	4	1	2

124	3	3	4	3	3	2	4	3
125	4	3	3	2	1	4	3	3
126	4	4	2	3	2	1	3	2
127	3	3	1	2	3	3	1	1
128	2	2	3	2	2	3	2	3
129	3	3	3	4	3	4	3	3
130	3	2	3	2	1	3	2	3
131	4	3	1	2	3	3	2	3
132	2	4	4	3	2	4	4	3
133	3	2	3	3	2	4	5	3
134	3	4	5	4	3	4	3	4
135	3	3	2	3	3	5	4	5
136	4	3	4	3	4	5	3	5
137	4	4	4	3	2	1	3	3
138	5	4	3	4	2	3	3	3
139	4	5	5	3	2	5	2	3
140	5	4	3	2	3	5	3	4

Lampiran 3 Hasil Jawaban Responden Berdasarkan Usia

		Usia			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	12-17 Tahun	18	12,9	12,9	12,9
	18-25 Tahun	94	67,1	67,1	80,0
	26-30 Tahun	28	20,0	20,0	100,0
	Total	140	100,0	100,0	

Lampiran 4 Hasil Jawaban Responden Berdasarkan Pekerjaan

		Pekerjaan			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Pelajar/Mahasiswa	101	72,1	72,1	72,1
	Pegawai	11	7,9	7,9	80,0
	Ibu Rumah Tangga	13	9,3	9,3	89,3
	Lainnya	15	10,7	10,7	100,0
	Total	140	100,0	100,0	

Lampiran 5 Deskripsi Jawaban Responden dari Variabel

Variabel Content Marketing (X1)

		X1.1			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	STS	12	8,6	8,6	8,6
	TS	26	18,6	18,6	27,1
	N	55	39,3	39,3	66,4
	S	33	23,6	23,6	90,0
	SS	14	10,0	10,0	100,0
	Total	140	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	25	17,9	17,9	17,9
	TS	54	38,6	38,6	56,4
	N	42	30,0	30,0	86,4
	S	16	11,4	11,4	97,9
	SS	3	2,1	2,1	100,0
	Total		140	100,0	100,0

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	35	25,0	25,0	25,0
	TS	50	35,7	35,7	60,7
	N	37	26,4	26,4	87,1
	S	15	10,7	10,7	97,9
	SS	3	2,1	2,1	100,0
	Total		140	100,0	100,0

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	19	13,6	13,6	13,6
	TS	41	29,3	29,3	42,9
	N	57	40,7	40,7	83,6
	S	19	13,6	13,6	97,1
	SS	4	2,9	2,9	100,0
	Total		140	100,0	100,0

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	17	12,1	12,1	12,1
	TS	38	27,1	27,1	39,3
	N	54	38,6	38,6	77,9
	S	20	14,3	14,3	92,1
	SS	11	7,9	7,9	100,0
	Total	140	100,0	100,0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	17	12,1	12,1	12,1
	TS	44	31,4	31,4	43,6
	N	52	37,1	37,1	80,7
	S	25	17,9	17,9	98,6
	SS	2	1,4	1,4	100,0
	Total	140	100,0	100,0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	22	15,7	15,7	15,7
	TS	41	29,3	29,3	45,0
	N	57	40,7	40,7	85,7
	S	17	12,1	12,1	97,9
	SS	3	2,1	2,1	100,0
	Total	140	100,0	100,0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	18	12,9	12,9	12,9
	TS	50	35,7	35,7	48,6
	N	50	35,7	35,7	84,3
	S	15	10,7	10,7	95,0
	SS	7	5,0	5,0	100,0
	Total	140	100,0	100,0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	19	13,6	13,6	13,6
	TS	38	27,1	27,1	40,7
	N	47	33,6	33,6	74,3
	S	30	21,4	21,4	95,7
	SS	6	4,3	4,3	100,0
	Total	140	100,0	100,0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	28	20,0	20,0	20,0
	TS	45	32,1	32,1	52,1
	N	42	30,0	30,0	82,1
	S	17	12,1	12,1	94,3
	SS	8	5,7	5,7	100,0
	Total	140	100,0	100,0	

X1.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	26	18,6	18,6	18,6
	TS	37	26,4	26,4	45,0
	N	40	28,6	28,6	73,6
	S	26	18,6	18,6	92,1
	SS	11	7,9	7,9	100,0
	Total	140	100,0	100,0	

X1.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	16	11,4	11,4	11,4
	TS	42	30,0	30,0	41,4
	N	49	35,0	35,0	76,4
	S	21	15,0	15,0	91,4
	SS	12	8,6	8,6	100,0
	Total	140	100,0	100,0	

Variabel Review Product (X2)

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	14	10,0	10,0	10,0
	TS	19	13,6	13,6	23,6
	N	45	32,1	32,1	55,7
	S	48	34,3	34,3	90,0
	SS	14	10,0	10,0	100,0
	Total	140	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	9	6,4	6,4	6,4
	TS	48	34,3	34,3	40,7
	N	60	42,9	42,9	83,6
	S	18	12,9	12,9	96,4
	SS	5	3,6	3,6	100,0
	Total	140	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	29	20,7	20,7	20,7
	TS	39	27,9	27,9	48,6
	N	55	39,3	39,3	87,9
	S	16	11,4	11,4	99,3
	SS	1	,7	,7	100,0
	Total	140	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	14	10,0	10,0	10,0
	TS	56	40,0	40,0	50,0
	N	55	39,3	39,3	89,3
	S	14	10,0	10,0	99,3
	SS	1	,7	,7	100,0
	Total	140	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	20	14,3	14,3	14,3
	TS	44	31,4	31,4	45,7
	N	60	42,9	42,9	88,6
	S	16	11,4	11,4	100,0
	Total	140	100,0	100,0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	16	11,4	11,4	11,4
	TS	35	25,0	25,0	36,4
	N	63	45,0	45,0	81,4
	S	21	15,0	15,0	96,4
	SS	5	3,6	3,6	100,0
	Total	140	100,0	100,0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	19	13,6	13,6	13,6
	TS	49	35,0	35,0	48,6
	N	46	32,9	32,9	81,4
	S	16	11,4	11,4	92,9
	SS	10	7,1	7,1	100,0
	Total	140	100,0	100,0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	8	5,7	5,7	5,7
	TS	31	22,1	22,1	27,9
	N	51	36,4	36,4	64,3
	S	34	24,3	24,3	88,6
	SS	16	11,4	11,4	100,0
	Total	140	100,0	100,0	

Variabel Keputusan Pembelian (Y)**Y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	5,0	5,0	5,0
	TS	29	20,7	20,7	25,7
	N	68	48,6	48,6	74,3
	S	28	20,0	20,0	94,3
	SS	8	5,7	5,7	100,0
	Total	140	100,0	100,0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	10	7,1	7,1	7,1
	TS	45	32,1	32,1	39,3
	N	45	32,1	32,1	71,4
	S	34	24,3	24,3	95,7
	SS	6	4,3	4,3	100,0
	Total	140	100,0	100,0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	17	12,1	12,1	12,1
	TS	36	25,7	25,7	37,9
	N	55	39,3	39,3	77,1
	S	19	13,6	13,6	90,7
	SS	13	9,3	9,3	100,0
	Total		140	100,0	100,0

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	18	12,9	12,9	12,9
	TS	48	34,3	34,3	47,1
	N	59	42,1	42,1	89,3
	S	14	10,0	10,0	99,3
	SS	1	,7	,7	100,0
	Total		140	100,0	100,0

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	18	12,9	12,9	12,9
	TS	59	42,1	42,1	55,0
	N	52	37,1	37,1	92,1
	S	10	7,1	7,1	99,3
	SS	1	,7	,7	100,0
	Total		140	100,0	100,0

Y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	24	17,1	17,1	17,1
	TS	22	15,7	15,7	32,9
	N	38	27,1	27,1	60,0
	S	33	23,6	23,6	83,6
	SS	23	16,4	16,4	100,0
	Total	140	100,0	100,0	

Y.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	17	12,1	12,1	12,1
	TS	40	28,6	28,6	40,7
	N	52	37,1	37,1	77,9
	S	25	17,9	17,9	95,7
	SS	6	4,3	4,3	100,0
	Total	140	100,0	100,0	

Y.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	20	14,3	14,3	14,3
	TS	36	25,7	25,7	40,0
	N	46	32,9	32,9	72,9
	S	17	12,1	12,1	85,0
	SS	21	15,0	15,0	100,0
	Total	140	100,0	100,0	

Lampiran 6 Hasil Uji Validitas

Variabel Content Marketing (X1)

		Correlations				CONTENT MARKETING
		X1.9	X1.10	X1.11	X1.12	
X1.1	Pearson Correlation	,043	,452 [*]	,076	,823 ^{**}	,615 ^{**}
	Sig. (2-tailed)	,820	,012	,690	,000	,000
	N	30	30	30	30	30
X1.2	Pearson Correlation	-,014	,268	,309	,671 ^{**}	,608 ^{**}
	Sig. (2-tailed)	,942	,153	,096	,000	,000
	N	30	30	30	30	30
X1.3	Pearson Correlation	,202	,341	,359	,345	,575 ^{**}
	Sig. (2-tailed)	,284	,065	,052	,062	,001
	N	30	30	30	30	30
X1.4	Pearson Correlation	,279	,510 ^{**}	,384 [*]	,226	,655 ^{**}
	Sig. (2-tailed)	,135	,004	,036	,230	,000
	N	30	30	30	30	30
X1.5	Pearson Correlation	-,025	-,049	,275	,375 [*]	,473 ^{**}
	Sig. (2-tailed)	,897	,797	,141	,041	,008
	N	30	30	30	30	30
X1.6	Pearson Correlation	,125	,245	,035	,212	,423 [*]
	Sig. (2-tailed)	,511	,193	,855	,261	,020
	N	30	30	30	30	30
X1.7	Pearson Correlation	,360	,400 [*]	-,112	,229	,367 [*]
	Sig. (2-tailed)	,051	,029	,554	,224	,046
	N	30	30	30	30	30
X1.8	Pearson Correlation	,239	,263	,064	,329	,388 [*]
	Sig. (2-tailed)	,203	,160	,736	,076	,034
	N	30	30	30	30	30
X1.9	Pearson Correlation	1	,100	,398 [*]	,017	,387 [*]
	Sig. (2-tailed)		,597	,030	,930	,034
	N	30	30	30	30	30
X1.10	Pearson Correlation	,100	1	,139	,424 [*]	,634 ^{**}
	Sig. (2-tailed)	,597		,464	,019	,000
	N	30	30	30	30	30
X1.11	Pearson Correlation	,398 [*]	,139	1	,011	,492 ^{**}
	Sig. (2-tailed)	,030	,464		,955	,006
	N	30	30	30	30	30
X1.12	Pearson Correlation	,017	,424 [*]	,011	1	,718 ^{**}
	Sig. (2-tailed)	,930	,019	,955		,000
	N	30	30	30	30	30

Variabel Review Product (X2)

		Correlations			REVIEW PRODUCT
		X2.6	X2.7	X2.8	
X2.1	Pearson Correlation	,136	,085	,234	,624**
	Sig. (2-tailed)	,473	,655	,213	,000
	N	30	30	30	30
X2.2	Pearson Correlation	-,165	,045	,072	,458*
	Sig. (2-tailed)	,383	,813	,705	,011
	N	30	30	30	30
X2.3	Pearson Correlation	-,188	,141	,004	,553**
	Sig. (2-tailed)	,320	,457	,983	,002
	N	30	30	30	30
X2.4	Pearson Correlation	,104	,171	,141	,498**
	Sig. (2-tailed)	,584	,367	,459	,005
	N	30	30	30	30
X2.5	Pearson Correlation	,202	,079	,042	,432*
	Sig. (2-tailed)	,286	,680	,827	,017
	N	30	30	30	30
X2.6	Pearson Correlation	1	,371*	,315	,460*
	Sig. (2-tailed)		,043	,090	,011
	N	30	30	30	30
X2.7	Pearson Correlation	,371*	1	,036	,517**
	Sig. (2-tailed)	,043		,852	,003
	N	30	30	30	30
X2.8	Pearson Correlation	,315	,036	1	,428*
	Sig. (2-tailed)	,090	,852		,018
	N	30	30	30	30
REVIEW PRODUCT	Pearson Correlation	,460*	,517**	,428*	1
	Sig. (2-tailed)	,011	,003	,018	
	N	30	30	30	30

Variabel Keputusan Pembelian (Y)

Correlations

	Y.6	Y.7	Y.8	KEPUTUSAN PEMBELIAN	
Y.1	Pearson Correlation	,126	-,052	,101	,442*
	Sig. (2-tailed)	,507	,784	,595	,015
	N	30	30	30	30
Y.2	Pearson Correlation	,297	,088	,096	,590**
	Sig. (2-tailed)	,111	,643	,613	,001
	N	30	30	30	30
Y.3	Pearson Correlation	,389*	,175	,257	,613**
	Sig. (2-tailed)	,033	,356	,170	,000
	N	30	30	30	30
Y.4	Pearson Correlation	,278	,275	,217	,600**
	Sig. (2-tailed)	,137	,141	,250	,000
	N	30	30	30	30
Y.5	Pearson Correlation	,098	,234	,408*	,488**
	Sig. (2-tailed)	,606	,213	,025	,006
	N	30	30	30	30
Y.6	Pearson Correlation	1	,191	,503**	,698**
	Sig. (2-tailed)		,311	,005	,000
	N	30	30	30	30
Y.7	Pearson Correlation	,191	1	,483**	,509**
	Sig. (2-tailed)	,311		,007	,004
	N	30	30	30	30
Y.8	Pearson Correlation	,503**	,483**	1	,691**
	Sig. (2-tailed)	,005	,007		,000
	N	30	30	30	30
KEPUTUSAN PEMBELIAN	Pearson Correlation	,698**	,509**	,691**	1
	Sig. (2-tailed)	,000	,004	,000	
	N	30	30	30	30

Variabel Content Marketing (X1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.742	.741	12

Variabel Review Product (X2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.742	.738	8

Variabel Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.808	.806	8

Lampiran 8 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		CONTENT MARKETING	REVIEW PRODUCT	KEPUTUSAN PEMBELIAN
N		140	140	140
Normal Parameters ^{a,b}	Mean	31,77	21,91	22,29
	Std. Deviation	7,191	4,683	5,499
Most Extreme Differences	Absolute	,059	,072	,065
	Positive	,043	,051	,058

	Negative	-,059	-,072	-,065
Test Statistic		,059	,072	,065
Asymp. Sig. (2-tailed)		,200 ^{c,d}	,076 ^c	,200 ^{c,d}

Variabel Content Marketing (X1)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * CONTENT MARKETING	Between Groups	(Combined)	2036,792	30	67,893	3,416	,000
		Linearity	1486,891	1	1486,891	74,818	,000
		Deviation from Linearity	549,901	29	18,962	,954	,540
	Within Groups		2166,201	109	19,873		
	Total		4202,993	139			

Variabel Review Product (X2)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * REVIEW PRODUCT	Between Groups	(Combined)	1925,177	21	91,675	4,749	,000
		Linearity	1302,116	1	1302,116	67,455	,000
		Deviation from Linearity	623,061	20	31,153	1,614	,060
	Within Groups		2277,816	118	19,304		
	Total		4202,993	139			

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients Beta			Tolerance	VIF
1	(Constant)	4,585	1,860		2,465	,015		
	CONTENT MARKETING	,310	,064	,406	4,856	,000	,616	1,623
	REVIEW PRODUCT	,358 ,358	,098 ,098	,305 ,305	3,654	,000	,616	1,623

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Lampiran 11 Uji t

Lampiran Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients Beta			Tolerance	VIF
1	(Constant)	4,585	1,860		2,465	,015		
	CONTENT MARKETING	,310	,064	,406	4,856	,000	,616	1,623
	REVIEW PRODUCT	,358	,098	,305	3,654	,000	,616	1,623

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,641 ^a	,411	,403	4,250

a. Predictors: (Constant), REVIEW PRODUCT, CONTENT MARKETING

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1728,087	2	864,044	47,830	,000 ^b
	Residual	2474,906	137	18,065		
	Total	4202,993	139			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), REVIEW PRODUCT, CONTENT MARKETING

Coefficient Correlations^a

Model			REVIEW PRODUCT	CONTENT MARKETING
1	Correlations	REVIEW PRODUCT	1,000	-,620
		CONTENT MARKETING	-,620	1,000
	Covariances	REVIEW PRODUCT	,010	-,004
		CONTENT MARKETING	-,004	,004

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					CONTENT MARKETING	REVIEW PRODUCT
1	1	2,957	1,000	,00	,00	,00
	2	,025	10,790	,95	,33	,08
	3	,017	13,105	,05	,67	,92

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Lampiran 13 R Tabel

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950

40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432

Lampiran 14 T Tabel

df	0,05	0,025
105	1.659	1.983
106	1.659	1.983
107	1.659	1.982
108	1.659	1.982
109	1.659	1.982
110	1.659	1.982
111	1.659	1.982
112	1.659	1.981
113	1.658	1.981
114	1.658	1.981
115	1.658	1.981
116	1.658	1.981
117	1.658	1.980
118	1.658	1.980
119	1.658	1.980
120	1.658	1.980
121	1.658	1.980
122	1.657	1.980
123	1.657	1.979
124	1.657	1.979
125	1.657	1.979
126	1.657	1.979
127	1.657	1.979
128	1.657	1.979
129	1.657	1.979
130	1.657	1.978
131	1.657	1.978
132	1.656	1.978
133	1.656	1.978
134	1.656	1.978
135	1.656	1.978
136	1.656	1.978
137	1.656	1.977

Lampiran 15 F Tabel

Titik Persentase Distribusi F untuk Probabilitas = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
136	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74
137	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
138	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
139	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
140	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.76	1.74
141	3.91	3.06	2.67	2.44	2.28	2.16	2.08	2.00	1.95	1.90	1.86	1.82	1.79	1.76	1.74
142	3.91	3.06	2.67	2.44	2.28	2.16	2.07	2.00	1.95	1.90	1.86	1.82	1.79	1.76	1.74
143	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.95	1.90	1.86	1.82	1.79	1.76	1.74
144	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.95	1.90	1.86	1.82	1.79	1.76	1.74
145	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90	1.86	1.82	1.79	1.76	1.74
146	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90	1.85	1.82	1.79	1.76	1.74
147	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90	1.85	1.82	1.79	1.76	1.73
148	3.91	3.06	2.67	2.43	2.28	2.16	2.07	2.00	1.94	1.90	1.85	1.82	1.79	1.76	1.73
149	3.90	3.06	2.67	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.79	1.76	1.73
150	3.90	3.06	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.79	1.76	1.73
151	3.90	3.06	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.79	1.76	1.73
152	3.90	3.06	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.79	1.76	1.73
153	3.90	3.06	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.78	1.76	1.73
154	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.78	1.76	1.73
155	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.82	1.78	1.76	1.73
156	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.76	1.73
157	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.76	1.73
158	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
159	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
160	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
161	3.90	3.05	2.66	2.43	2.27	2.16	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
162	3.90	3.05	2.66	2.43	2.27	2.15	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
163	3.90	3.05	2.66	2.43	2.27	2.15	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
164	3.90	3.05	2.66	2.43	2.27	2.15	2.07	2.00	1.94	1.89	1.85	1.81	1.78	1.75	1.73
165	3.90	3.05	2.66	2.43	2.27	2.15	2.07	1.99	1.94	1.89	1.85	1.81	1.78	1.75	1.73
166	3.90	3.05	2.66	2.43	2.27	2.15	2.07	1.99	1.94	1.89	1.85	1.81	1.78	1.75	1.73
167	3.90	3.05	2.66	2.43	2.27	2.15	2.06	1.99	1.94	1.89	1.85	1.81	1.78	1.75	1.73
168	3.90	3.05	2.66	2.43	2.27	2.15	2.06	1.99	1.94	1.89	1.85	1.81	1.78	1.75	1.73