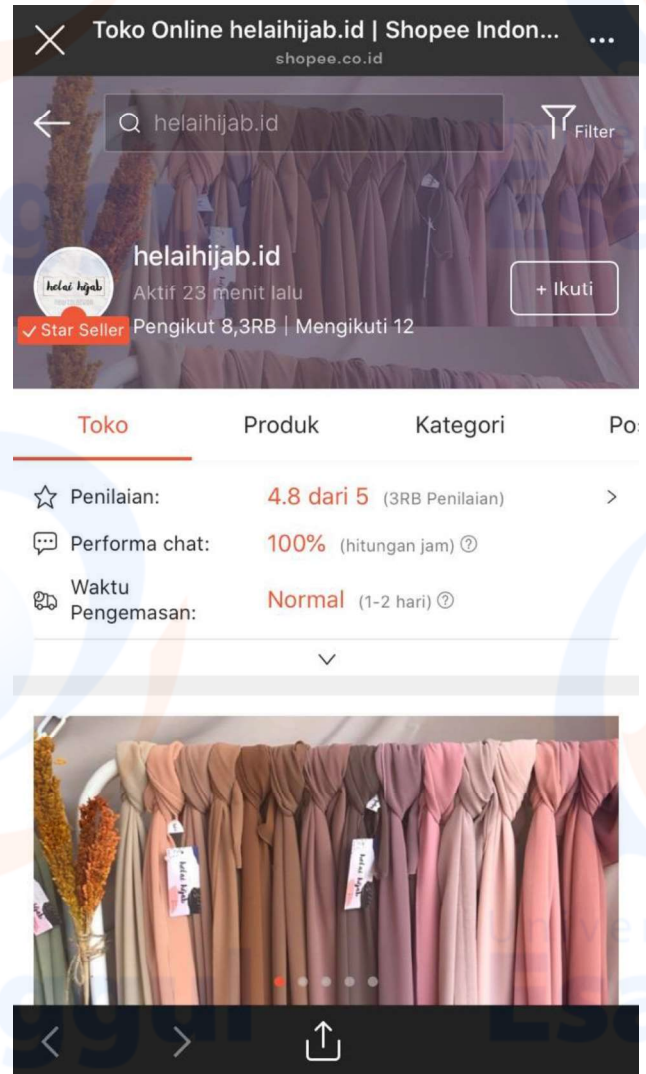
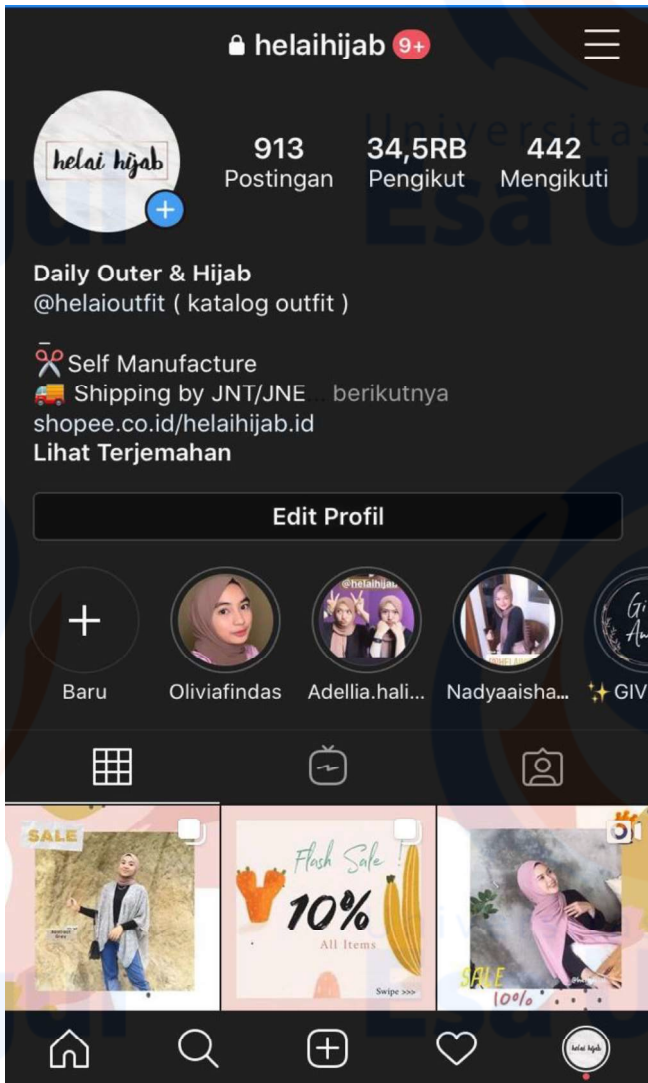


LAMPIRAN

Lampiran 1
Media Sosial Helai Hijab



Lampiran 2 Kuesioner Pra Survey

Responden yang terhormat,

Perkenalkan nama saya Indah Rizki Aulia dari Fakultas Ekonomi dan Bisnis, Jurusan Manajemen, Universitas Esa Unggul, ingin melakukan pra survey memenuhi tugas akhir. Terima kasih atas partisipasi anda untuk meluangkan waktu dalam mengisi daftar pernyataan pra survey ini, dengan tujuan sebagai data penelitian saya mengenai **“Pengaruh Celebrity Endorser , Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Online Shop Helai Hijab”**. Saya berharap responden dapat menjawab dengan sebaik-baiknya.

Pernyataan mengenai *Celebrity Endorser*

1. Artis yang digunakan Helai Hijab adalah artis yang menarik

a. Ya b. Tidak

Alasan:.....
.....

Pernyataan mengenai *Online Customer Review*

2. Ulasan/ Review yang buruk mempengaruhi keputusan saya membeli produk helai hijab?

a. Ya b. Tidak

Alasan:.....
.....

Pernyataan mengenai *Online Customer Rating*

3. Saya percaya kepada ulasan *rating* rendah Helai Hijab yang diberikan konsumen lain.

a. Ya b. Tidak

Alasan:.....
.....

Pernyataan mengenai Harga

4. Harga produk helai hijab relatif murah dan sesuai dengan kualitas produknya.

a. Ya b. Tidak

Alasan:.....
.....

Pernyataan mengenai Keputusan Pembelian

5. Saya membeli produk Helai Hijab karena sesuai dengan kebutuhan saya

a. Ya b. Tidak

Alasan:.....
.....

Lampiran 3 Kuesioner Penelitian

Perihal : Permohonan pengisian kuesioner penelitian
Judul : **Pengaruh *Celebrity Endorser, Online Customer Review, Online Customer Rating* dan Harga Terhadap Keputusan Pembelian *Online Shop Helai Hijab***

Kepada Yth,
Saudara/i Responden

Dengan Hormat,

Dalam rangka penulisan Skripsi di Universitas Esa Unggul, Jakarta Barat sebagai salah satu syarat untuk mendapatkan gelar Strata Satu (S1) konsentrasi Manajemen – Pemasaran. Peneliti sangat mengharapkan kesediaan Saudara/i dapat meluangkan waktunya untuk mengisi kuesioner ini secara lengkap dan benar.

Semua jawaban yang diberikan saudara/i adalah benar, dan jawaban yang diminta sesuai dengan kondisi yang dirasakan saudara/i selama ini. Setiap jawaban yang diberikan merupakan bantuan yang tidak ternilai harganya bagi penelitian ini, atas perhatian dan bantuannya saya mengucapkan terima kasih.

Hormat Saya

Indah Rizki Aulia

No. Responden :

IDENTITAS RESPONDEN

Petunjuk :

Isilah data responden dibawah ini dengan meylang (X) salah satu jawaban yang tersedia.

1. Usia :
 - a. 17 – 25 tahun
 - b. 26 – 35 tahun
 - c. 36 – 45 tahun
2. Pekerjaan :
 - a. Pelajar atau Mahasiswa
 - b. Karyawan Swasta
 - c. Ibu Rumah Tangga
 - d. Lainnya
3. Kapan terakhir kali anda membeli produk Helai Hijab?
 - a. 1 - 3 bulan yang lalu
 - b. 4 - 6 bulan yang lalu
 - c. 7 - 9 bulan yang lalu
 - d. >10 bulan yang lalu

CARA PENGISIAN

Isilah pernyataan di bawah ini yang menyangkut pengalaman anda mengenai Helai Hijab dengan memberikan tanda centang (√) di kolom yang sesuai.

Keterangan :

1	Sangat Tidak Setuju (STS)
2	Tidak Setuju (TS)
3	Setuju (S)
4	Sangat Setuju (SS)

No.	Pernyataan	Kategori			
		STS	ST	S	SS
<i>CELEBRITY ENDORSER</i>					
1.	Tidak ada pemberitaan yang buruk tentang <i>Celebrity Endorser</i> Diniyah Nurmala (diniyaan)				
2.	Saya merasa pesan yang disampaikan <i>Celebrity Endorser</i> Diniyah Nurmala (diniyaan) dapat dipercaya tentang produk Helai Hijab				
3.	<i>Celebrity Endorser</i> Diniyah Nurmala (diniyaan) berpengalaman dalam membintangi sebuah iklan.				
4.	<i>Celebrity Endorser</i> Diniyah Nurmala (diniyaan) sosok yang berprestasi.				
5.	Wajah cantik <i>Celebrity Endorser</i> Diniyah Nurmala (diniyaan) membuat saya tertarik untuk membeli.				
6.	<i>Celebrity Endorser</i> Diniyah Nurmala (diniyaan) merupakan sosok yang terkenal.				
<i>ONLINE CUSTOMER REVIEW</i>		STS	ST	S	SS
7.	<i>Online Customer Review</i> memudahkan saya untuk berbelanja online.				
8.	Dengan adanya <i>review</i> (ulasan) dari konsumen lain memudahkan saya mencari informasi produk Helai Hijab.				

No.	Pernyataan	Kategori			
		STS	ST	S	SS
9.	Saya percaya dengan komentar tentang Helai Hijab yang diberikan konsumen lain.				
10.	Saya percaya <i>review</i> (ulasan) Helai Hijab yang ada di Shopee memberikan informasi yang benar.				
11.	<i>Review</i> pada produk Helai Hijab memberikan saya informasi mengenai kekurangan dan kelebihan produk yang diulas.				
12.	<i>Review</i> produk membantu saya menentukan pilihan pembelian.				
13.	Ulasan Positif yang diberikan konsumen lain mempengaruhi pendapat saya terhadap produk Helai Hijab.				
14.	Saya akan mencari alternatif produk lain apabila terdapat <i>review</i> negatif pada produk Helai Hijab.				
15.	Semakin banyak <i>review</i> positif maka semakin baik reputasi produk tersebut.				
16.	Jumlah <i>review</i> menunjukkan kepopuleran produk tersebut				
	<i>ONLINE CUSTOMER RATING</i>	STS	ST	S	SS
17.	Saya percaya terhadap informasi <i>rating</i> yang ada pada Helai Hijab.				
18.	Saya percaya terhadap informasi <i>rating</i> yang diberikan konsumen lain pada Helai Hijab.				
19.	Dengan adanya <i>rating</i> merasa professional dalam menilai produk.				
20	Informasi <i>rating</i> dapat bermanfaat bagi saya untuk mengetahui kualitas produk				

No.	Pernyataan	Kategori			
		STS	ST	S	SS
21.	Saya merasa senang mendapatkan informasi <i>rating</i> .				
22.	Saya merasa tertarik terhadap produk Helai Hijab dengan adanya <i>rating</i> .				
	HARGA	STS	ST	S	SS
23.	Helai Hijab memiliki Harga yang terjangkau				
24.	Harga produk helai hijab lebih murah dari produk lain				
25.	Harga produk helai hijab sesuai dengan kualitas produk nya				
26.	Harga sesuai dengan kepuasan saya				
27.	Harga produk dapat bersaing di pasaran				
28.	Harga yang ditetapkan berbeda sehingga mampu bersaing dengan kompetitor lain				
29.	Harga sesuai dengan manfaat yang didapatkan konsumen				
30.	Saya akan membayar harga tinggi jika manfaat produk yang didapatkan sesuai dengan keinginan				
	KEPUTUSAN PEMBELIAN	STS	ST	S	SS
31.	Saya memilih media sosial instagram atau shopee untuk berbelanja <i>online</i> .				
32.	Saya berbelanja karna adanya kebutuhan.				
33.	Saya mencari informasi produk sebelum berbelanja <i>online</i> di Helai Hijab				
34.	Saya mencari informasi melalui <i>Online Customer Review</i> sebelum berbelanja di Helai Hijab				

No.	Pernyataan	Kategori			
		STS	ST	S	SS
35.	Saya menilai produk Helai Hijab melalui informasi <i>Online Customer Review</i> .				
36.	Saya menilai produk sejenis dari berbagai toko dan memilih berdasarkan <i>review</i> dan <i>rating</i> terbaik.				
37.	Saya memutuskan membeli produk Helai Hijab setelah membaca <i>review</i> positif.				
38.	Saya memutuskan tidak membeli produk Helai Hijab setelah membaca <i>review</i> negatif.				
39.	Saya Puas berbelanja di Helai Hijab				
40.	Saya akan kembali berbelanja di Helai Hijab.				

Lampiran 4
Tabulasi Pre-Test 30 Responden
Celebrity Endorser X1

<i>Celebrity Endorser</i>							
	p1	p2	p3	p4	p5	p6	total
1	4	4	4	3	4	3	22
2	4	4	3	3	3	3	20
3	4	4	4	3	4	4	23
4	4	3	3	3	3	3	19
5	3	4	3	2	2	3	17
6	4	4	4	4	4	4	24
7	3	2	3	2	2	2	14
8	4	3	3	3	2	3	18
9	4	4	3	3	4	3	21
10	4	4	4	4	3	2	21
11	4	4	4	3	4	3	22
12	4	4	4	4	4	4	24
13	4	4	4	4	4	4	24
14	4	3	2	3	2	4	18
15	4	4	4	4	3	4	23
16	4	4	4	4	4	4	24
17	4	4	4	3	4	4	23
18	4	4	4	4	3	4	23
19	4	4	3	4	3	4	22
20	3	3	3	4	4	3	20
21	4	4	3	3	2	2	18
22	4	3	4	3	3	3	20
23	4	3	3	3	1	3	17
24	4	4	4	4	4	3	23
25	4	4	4	3	4	3	22
26	4	4	3	4	4	3	22
27	4	4	3	3	2	3	19
28	1	4	4	4	4	4	21
29	4	4	4	4	4	4	24
30	4	4	3	2	2	3	18

**Tabulasi Pre-Test 30 Responden
Online Customer Review X2**

	Online Customer Review										total
	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	
1	4	4	3	3	4	4	4	3	4	4	37
2	4	4	4	4	4	4	4	4	4	4	40
3	4	4	4	4	4	4	4	2	4	4	38
4	4	4	4	4	4	4	4	3	4	4	39
5	4	4	4	3	3	4	4	3	4	4	37
6	4	4	4	4	4	4	4	3	4	4	39
7	2	2	2	2	3	3	3	2	3	2	24
8	4	4	3	4	4	4	4	4	4	4	39
9	4	4	3	4	4	4	4	3	4	4	38
10	4	4	4	4	4	4	4	4	4	4	40
11	4	4	4	4	4	3	4	2	4	3	36
12	4	4	4	4	4	4	4	4	4	4	40
13	4	4	4	4	4	4	4	4	4	4	40
14	4	4	4	4	3	4	4	4	4	3	38
15	4	4	4	4	4	4	3	1	4	4	36
16	4	4	3	4	4	4	4	2	4	4	37
17	4	4	2	4	4	4	4	1	4	4	35
18	4	4	4	4	4	4	4	3	4	4	39
19	4	3	3	4	4	4	4	2	4	4	36
20	3	4	3	3	3	3	3	2	4	4	32
21	4	4	4	4	4	4	4	3	4	4	39
22	4	4	4	4	4	4	4	3	4	4	39
23	3	4	4	3	4	3	4	2	4	3	34
24	4	4	4	4	4	4	4	2	4	4	38
25	4	4	3	4	4	4	4	2	4	4	37
26	4	4	4	4	4	4	4	4	4	4	40
27	4	3	4	4	4	4	4	2	4	4	37
28	4	4	3	4	4	4	4	1	4	4	36
29	4	4	4	4	4	4	4	4	4	4	40
30	4	4	4	4	4	4	4	3	4	4	39

**Tabulasi Pre-Test 30 Responden
Online Customer Rating X3**

<i>Online Customer Rating</i>							
	p2	p3	p4	p5	p6	total	
1	4	3	3	4	4	4	22
2	4	4	4	4	4	4	24
3	4	4	4	4	4	4	24
4	3	3	3	3	4	3	19
5	3	3	4	4	4	4	22
6	4	4	4	4	4	4	24
7	2	3	2	3	2	2	14
8	4	3	4	4	4	4	23
9	4	3	4	4	4	4	23
10	4	4	4	4	4	4	24
11	4	4	3	4	4	4	23
12	4	4	4	4	4	4	24
13	4	4	4	4	4	4	24
14	4	4	4	4	4	4	24
15	4	4	4	4	4	4	24
16	4	4	4	4	4	4	24
17	4	4	4	4	4	4	24
18	4	4	3	4	4	4	23
19	3	4	4	4	4	4	23
20	3	3	3	3	3	3	18
21	3	3	4	4	4	4	22
22	4	4	4	4	4	4	24
23	4	4	4	4	4	3	23
24	4	4	4	4	4	4	24
25	4	4	4	4	4	4	24
26	4	4	4	4	4	4	24
27	4	4	4	4	4	4	24
28	4	3	4	4	4	4	23
29	4	4	4	4	4	4	24
30	4	3	4	4	4	4	23

**Tabulasi Pre-Test 30 Responden
Harga X4**

	Harga							total	
	p23	p24	p25	p26	p27	p28	p29		p30
1	4	4	3	4	4	4	4	4	31
2	4	4	4	4	4	4	4	4	32
3	4	4	4	4	4	4	4	4	32
4	3	3	3	3	3	3	3	3	24
5	2	2	4	4	4	3	4	1	24
6	4	3	4	4	4	4	4	4	31
7	2	1	3	3	2	2	3	2	18
8	3	2	4	3	4	4	4	4	28
9	3	3	3	3	3	3	3	4	25
10	4	4	4	4	4	4	4	3	31
11	4	4	4	4	4	4	4	3	31
12	3	4	4	4	4	3	4	4	30
13	4	3	4	4	4	4	4	4	31
14	3	3	4	4	3	4	4	3	28
15	4	4	4	4	4	4	4	4	32
16	4	4	4	4	4	4	4	4	32
17	4	4	4	4	3	3	4	3	29
18	4	3	4	4	4	4	4	4	31
19	4	3	4	4	3	3	3	3	27
20	3	3	3	3	3	3	3	3	24
21	3	3	3	4	3	3	3	4	26
22	4	4	4	4	4	4	4	4	32
23	2	3	4	3	4	4	4	3	27
24	4	4	4	4	4	4	4	3	31
25	4	3	4	4	4	4	4	4	31
26	3	3	4	3	3	4	3	4	27
27	3	3	3	4	4	3	4	2	26
28	4	4	4	4	3	3	4	4	30
29	4	4	4	4	4	4	4	4	32
30	3	3	3	3	3	3	3	3	24

**Tabulasi Pre-Test 30 Responden
Keputusan Pembelian Y**

Keputusan Pembelian											
	p31	p32	p33	p34	p35	p36	p37	p38	p39	p40	total
1	4	4	4	4	3	3	4	4	4	4	38
2	4	4	4	4	4	4	4	4	4	4	40
3	4	4	4	4	3	4	4	2	4	4	37
4	4	3	4	4	4	3	4	3	3	3	35
5	4	2	3	4	3	3	4	3	4	4	34
6	4	4	4	4	4	4	4	4	4	4	40
7	3	3	3	2	2	3	3	2	4	3	28
8	4	4	4	4	4	4	4	4	4	4	40
9	4	4	4	4	4	4	3	3	4	3	37
10	4	4	4	4	4	4	4	4	4	4	40
11	4	3	4	4	4	4	3	2	4	4	36
12	4	4	4	4	4	4	4	4	4	4	40
13	4	4	4	4	4	4	4	4	4	4	40
14	4	4	3	4	2	3	4	4	4	4	36
15	4	4	4	2	2	3	4	1	4	4	32
16	4	4	4	4	4	4	4	4	4	4	40
17	4	4	4	4	4	3	4	2	4	4	37
18	4	3	4	4	4	4	4	2	4	4	37
19	3	4	4	3	3	4	4	2	4	4	35
20	3	3	3	3	3	3	3	2	3	3	29
21	4	4	4	4	3	4	4	3	4	4	38
22	4	4	4	4	4	4	4	2	4	4	38
23	4	4	4	4	4	4	4	2	4	4	38
24	4	4	4	4	4	4	4	2	4	4	38
25	4	4	4	4	3	4	4	2	4	4	37
26	4	4	4	4	4	4	4	4	4	4	40
27	4	4	3	4	4	4	4	4	4	4	39
28	4	4	4	4	4	4	4	1	4	4	37
29	4	4	4	4	4	4	4	4	4	4	40
30	4	3	4	4	4	4	4	3	4	3	37

Lampiran 5
Hasil Uji Validitas

Celebrity Endorser

		Correlations						
		p1	p2	p3	p4	p5	p6	total
p1	Pearson Correlation	1	.152	.000	.000	-.049	-.017	.243
	Sig. (2-tailed)		.423	1.000	1.000	.798	.927	.197
	N	30	30	30	30	30	30	30
p2	Pearson Correlation	.152	1	.463*	.367*	.473**	.346	.683**
	Sig. (2-tailed)	.423		.010	.046	.008	.061	.000
	N	30	30	30	30	30	30	30
p3	Pearson Correlation	.000	.463*	1	.456*	.651**	.324	.739**
	Sig. (2-tailed)	1.000	.010		.011	.000	.081	.000
	N	30	30	30	30	30	30	30
p4	Pearson Correlation	.000	.367*	.456*	1	.564**	.481**	.746**
	Sig. (2-tailed)	1.000	.046	.011		.001	.007	.000
	N	30	30	30	30	30	30	30
p5	Pearson Correlation	-.049	.473**	.651**	.564**	1	.412*	.826**
	Sig. (2-tailed)	.798	.008	.000	.001		.024	.000
	N	30	30	30	30	30	30	30
p6	Pearson Correlation	-.017	.346	.324	.481**	.412*	1	.653**
	Sig. (2-tailed)	.927	.061	.081	.007	.024		.000
	N	30	30	30	30	30	30	30
total	Pearson Correlation	.243	.683**	.739**	.746**	.826**	.653**	1
	Sig. (2-tailed)	.197	.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).								

Hasil Uji Validitas
Online Customer Review

Correlations												
		p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	total
p7	Pearson Correlation	1	.634**	.435*	.853**	.567**	.796**	.677**	.238	.812**	.746**	.878**
	Sig. (2-tailed)		.000	.016	.000	.001	.000	.000	.206	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	.634**	1	.435*	.525**	.337	.337	.416*	.238	.812**	.574**	.703**
	Sig. (2-tailed)	.000		.016	.003	.069	.069	.022	.206	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p9	Pearson Correlation	.435*	.435*	1	.413*	.225	.225	.327	.442*	.486**	.241	.655**
	Sig. (2-tailed)	.016	.016		.023	.233	.233	.077	.015	.006	.200	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p10	Pearson Correlation	.853**	.525**	.413*	1	.659**	.659**	.560**	.174	.702**	.618**	.800**
	Sig. (2-tailed)	.000	.003	.023		.000	.000	.001	.357	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p11	Pearson Correlation	.567**	.337	.225	.659**	1	.423*	.523**	-.007	.473**	.505**	.570**
	Sig. (2-tailed)	.001	.069	.233	.000		.020	.003	.972	.008	.004	.001
	N	30	30	30	30	30	30	30	30	30	30	30
p12	Pearson Correlation	.796**	.337	.225	.659**	.423*	1	.523**	.298	.473**	.721**	.726**
	Sig. (2-tailed)	.000	.069	.233	.000	.020		.003	.109	.008	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30

p1 3	Pearson Correlation	.677**	.416*	.327	.560**	.523**	.523**	1	.369*	.557**	.368*	.706**
	Sig. (2-tailed)	.000	.022	.077	.001	.003	.003		.045	.001	.046	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p1 4	Pearson Correlation	.238	.238	.442*	.174	-.007	.298	.369*	1	.141	.127	.579**
	Sig. (2-tailed)	.206	.206	.015	.357	.972	.109	.045		.456	.503	.001
	N	30	30	30	30	30	30	30	30	30	30	30
p1 5	Pearson Correlation	.812**	.812**	.486**	.702**	.473**	.473**	.557**	.141	1	.751**	.789**
	Sig. (2-tailed)	.000	.000	.006	.000	.008	.008	.001	.456		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
p1 6	Pearson Correlation	.746**	.574**	.241	.618**	.505**	.721**	.368*	.127	.751**	1	.716**
	Sig. (2-tailed)	.000	.001	.200	.000	.004	.000	.046	.503	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	.878**	.703**	.655**	.800**	.570**	.726**	.706**	.579**	.789**	.716**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	.001	.000	.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).												

**Hasil Uji Validitas
Online Customer Rating**

		Correlations						
		P17	P18	P19	P20	P21	P22	TOTAL
P17	Pearson Correlation	1	.523**	.593**	.740**	.731**	.717**	.866**
	Sig. (2-tailed)		.003	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
P18	Pearson Correlation	.523**	1	.381*	.471**	.357	.364*	.632**
	Sig. (2-tailed)	.003		.038	.009	.053	.048	.000
	N	30	30	30	30	30	30	30
P19	Pearson Correlation	.593**	.381*	1	.740**	.731**	.717**	.835**
	Sig. (2-tailed)	.001	.038		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
P20	Pearson Correlation	.740**	.471**	.740**	1	.758**	.858**	.900**
	Sig. (2-tailed)	.000	.009	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
P21	Pearson Correlation	.731**	.357	.731**	.758**	1	.836**	.877**
	Sig. (2-tailed)	.000	.053	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
P22	Pearson Correlation	.717**	.364*	.717**	.858**	.836**	1	.890**
	Sig. (2-tailed)	.000	.048	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.866**	.632**	.835**	.900**	.877**	.890**	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).								

**Hasil Uji Validitas
Harga**

		Correlations								
		P23	P24	P25	P26	P27	P28	P29	P30	TOTAL
P23	Pearson Correlation	1	.729*	.420*	.645*	.413*	.540*	.420*	.584*	.830**
	Sig. (2-tailed)		.000	.021	.000	.023	.002	.021	.001	.000
	N	30	30	30	30	30	30	30	30	30
P24	Pearson Correlation	.729**	1	.348	.552*	.457*	.477*	.450*	.481*	.792**
	Sig. (2-tailed)	.000		.060	.002	.011	.008	.013	.007	.000
	N	30	30	30	30	30	30	30	30	30
P25	Pearson Correlation	.420*	.348	1	.489*	.517*	.612*	.659*	.244	.673**
	Sig. (2-tailed)	.021	.060		.006	.003	.000	.000	.193	.000
	N	30	30	30	30	30	30	30	30	30
P26	Pearson Correlation	.645**	.552*	.489*	1	.517*	.342	.659*	.145	.695**
	Sig. (2-tailed)	.000	.002	.006		.003	.065	.000	.444	.000
	N	30	30	30	30	30	30	30	30	30
P27	Pearson Correlation	.413*	.457*	.517*	.517*	1	.733*	.789*	.253	.753**
	Sig. (2-tailed)	.023	.011	.003	.003		.000	.000	.177	.000
	N	30	30	30	30	30	30	30	30	30
P28	Pearson Correlation	.540**	.477*	.612*	.342	.733*	1	.612*	.520*	.808**
	Sig. (2-tailed)	.002	.008	.000	.065	.000		.000	.003	.000
	N	30	30	30	30	30	30	30	30	30
P29	Pearson Correlation	.420*	.450*	.659*	.659*	.789*	.612*	1	.145	.739**
	Sig. (2-tailed)	.021	.013	.000	.000	.000	.000		.444	.000
	N	30	30	30	30	30	30	30	30	30

P30	Pearson Correlation	.584**	.481*	.244	.145	.253	.520*	.145	1	.635**
	Sig. (2-tailed)	.001	.007	.193	.444	.177	.003	.444		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.830**	.792*	.673*	.695*	.753*	.808*	.739*	.635*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	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).

**Hasil Uji Validitas
Keputusan Pembelian**

Correlations

		P31	P32	P33	P34	P35	P36	P37	P38	P39	P40	TOTAL
P31	Pearson Correlation	1	.260	.447*	.698**	.449*	.302	.523**	.297	.356	.447*	.704**
	Sig. (2-tailed)		.165	.013	.000	.013	.105	.003	.112	.053	.013	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P32	Pearson Correlation	.260	1	.466**	.168	.150	.422*	.370*	.206	.383*	.466**	.572**
	Sig. (2-tailed)	.165		.009	.374	.430	.020	.044	.275	.037	.009	.001
	N	30	30	30	30	30	30	30	30	30	30	30
P33	Pearson Correlation	.447*	.466**	1	.330	.514**	.539**	.351	-.044	.239	.280	.572**
	Sig. (2-tailed)	.013	.009		.075	.004	.002	.057	.817	.203	.134	.001
	N	30	30	30	30	30	30	30	30	30	30	30

P3 4	Pearson Correlation	.698**	.168	.330	1	.682**	.473**	.398*	.450*	.148	.330	.779**
	Sig. (2-tailed)	.000	.374	.075		.000	.008	.029	.013	.435	.075	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P3 5	Pearson Correlation	.449*	.150	.514**	.682**	1	.625**	.186	.281	.027	.112	.693**
	Sig. (2-tailed)	.013	.430	.004	.000		.000	.325	.132	.889	.557	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P3 6	Pearson Correlation	.302	.422*	.539**	.473**	.625**	1	.207	.164	.443*	.337	.688**
	Sig. (2-tailed)	.105	.020	.002	.008	.000		.272	.387	.014	.069	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P3 7	Pearson Correlation	.523**	.370*	.351	.398*	.186	.207	1	.252	.288	.614**	.592**
	Sig. (2-tailed)	.003	.044	.057	.029	.325	.272		.179	.122	.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30
P3 8	Pearson Correlation	.297	.206	-.044	.450*	.281	.164	.252	1	.106	.133	.609**
	Sig. (2-tailed)	.112	.275	.817	.013	.132	.387	.179		.578	.485	.000
	N	30	30	30	30	30	30	30	30	30	30	30
P3 9	Pearson Correlation	.356	.383*	.239	.148	.027	.443*	.288	.106	1	.598**	.447*
	Sig. (2-tailed)	.053	.037	.203	.435	.889	.014	.122	.578		.000	.013
	N	30	30	30	30	30	30	30	30	30	30	30
P4 0	Pearson Correlation	.447*	.466**	.280	.330	.112	.337	.614**	.133	.598**	1	.572**
	Sig. (2-tailed)											
	N											

Sig. (2-tailed)	.013	.009	.134	.075	.557	.069	.000	.485	.000		.001
N	30	30	30	30	30	30	30	30	30	30	30
TO Pearson	.704	.572	.572	.779	.693	.688	.592	.609	.447	.572	1
TA Correlation	**	**	**	**	**	**	**	**	*	**	
Sig. (2-tailed)	.000	.001	.001	.000	.000	.000	.001	.000	.013	.001	
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).

Lampiran 6
Hasil Uji Reliabilitas
Celebrity Endorser

Reliability

Scale: ALL VARIABLES

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
.726	6

**Hasil Uji Reabilitas
Online Customer Review**

Reliability

Scale: ALL VARIABLES

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
.833	10

Hasil Uji Reliabilitas

Online Customer Rating

Reliability

Scale: ALL VARIABLES

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
.901	6

**Hasil Uji Reliabilitas
Harga**

Reliability

Scale: ALL VARIABLES

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
.872	8

Hasil Uji Reliabilitas

Keputusan Pembelian Konsumen

Reliability**Scale: ALL VARIABLES****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
.780	10

Lampiran 7

Tabulasi 195 responden
Celebrity Endorser
celebrity endorser

	p2	p3	p4	p5	p6	total
1	3	3	3	3	3	15
2	4	4	4	3	3	18
3	3	3	2	2	2	12
4	4	4	4	4	4	20
5	3	3	4	4	4	18
6	3	3	3	3	3	15
7	4	4	4	4	4	20
8	4	3	3	4	2	16
9	4	4	4	3	4	19
10	4	4	4	3	4	19
11	4	4	3	4	3	18
12	4	3	4	4	4	19
13	4	4	3	4	2	17
14	4	4	3	3	3	17
15	4	4	4	2	4	18
16	4	4	4	4	4	20
17	4	4	4	4	4	20
18	4	4	4	4	4	20
19	4	4	3	3	4	18
20	2	3	3	3	4	15
21	4	4	4	4	4	20
22	3	3	2	4	4	16
23	3	3	2	3	2	13
24	4	4	4	4	3	19
25	4	3	2	3	3	15
26	4	4	4	4	3	19
27	4	2	2	2	3	13
28	4	3	3	3	3	16
29	4	3	3	4	3	17
30	4	4	3	4	3	18
31	4	4	3	4	3	18
32	4	4	4	4	4	20
33	4	4	4	3	4	19
34	4	3	2	3	2	14
35	4	4	4	2	2	16
36	4	4	3	2	4	17
37	3	4	3	3	3	16
38	4	4	2	3	3	16
39	1	1	2	4	4	12
40	3	3	3	4	3	16

41	4	4	4	3	3	18
42	4	4	4	4	3	19
43	4	4	4	4	4	20
44	4	4	4	4	4	20
45	4	4	3	4	2	17
46	4	4	3	3	3	17
47	4	3	3	3	3	16
48	4	4	4	4	4	20
49	3	3	3	3	2	14
50	4	4	4	3	3	18
51	4	4	3	4	3	18
52	4	3	3	4	4	18
53	4	3	3	1	3	14
54	3	2	3	2	3	13
55	4	4	4	4	4	20
56	4	3	3	4	3	17
57	4	4	3	4	3	18
58	3	3	2	3	3	14
59	4	4	4	4	3	19
60	4	4	4	3	3	18
61	3	3	3	3	3	15
62	4	3	3	2	3	15
63	4	4	3	3	3	17
64	4	3	4	3	4	18
65	4	4	4	3	4	19
66	3	3	3	4	4	17
67	4	4	4	4	4	20
68	4	4	4	4	4	20
69	4	3	4	2	2	15
70	4	3	3	2	2	14
71	4	4	4	4	4	20
72	4	3	3	4	3	17
73	3	3	3	3	3	15
74	4	3	4	4	4	19
75	4	3	3	3	3	16
76	4	3	3	3	3	16
77	3	3	3	4	3	16
78	3	3	3	3	2	14
79	1	2	1	1	1	6
80	4	3	2	3	2	14
81	4	3	3	3	3	16
82	3	3	3	4	3	16
83	3	3	3	3	3	15
84	3	4	4	4	4	19

85	4	3	3	4	3	17
86	4	4	3	3	4	18
87	4	3	3	4	3	17
88	3	3	3	3	3	15
89	4	4	4	3	4	19
90	4	4	4	3	3	18
91	4	4	4	4	4	20
92	4	3	3	3	3	16
93	4	4	4	1	4	17
94	2	3	3	2	2	12
95	4	3	4	4	4	19
96	4	4	4	4	4	20
97	3	4	3	4	3	17
98	4	3	4	2	4	17
99	3	3	4	3	4	17
100	4	4	4	4	3	19
101	4	4	3	4	2	17
102	4	4	3	4	2	17
103	4	4	4	3	4	19
104	4	4	4	3	4	19
105	4	3	3	4	3	17
106	3	4	3	3	4	17
107	4	4	4	4	4	20
108	4	3	3	3	4	17
109	4	4	4	4	4	20
110	4	4	4	4	4	20
111	4	4	4	4	4	20
112	4	3	3	4	2	16
113	3	4	3	4	4	18
114	4	4	4	4	4	20
115	4	4	4	4	4	20
116	4	4	4	2	4	18
117	4	4	4	4	4	20
118	4	4	4	4	4	20
119	4	3	3	4	3	17
120	4	4	3	4	3	18
121	4	3	3	2	3	15
122	3	3	3	3	4	16
123	4	4	4	4	3	19
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125	4	3	3	4	3	17
126	3	3	2	3	2	13
127	4	4	4	3	3	18
128	4	4	4	4	3	19

129	4	4	4	4	4	20
130	4	4	4	4	4	20
131	4	4	4	1	2	15
132	3	3	3	4	4	17
133	4	3	3	4	3	17
134	3	4	3	4	3	17
135	4	4	4	3	3	18
136	4	3	3	4	3	17
137	4	4	3	4	4	19
138	3	2	2	2	3	12
139	4	3	4	2	2	15
140	3	4	4	4	3	18
141	4	4	4	4	4	20
142	4	4	4	4	4	20
143	4	3	4	4	4	19
144	4	4	4	4	4	20
145	4	4	4	4	4	20
146	4	3	3	4	3	17
147	4	4	3	3	3	17
148	3	4	4	4	3	18
149	4	4	4	4	4	20
150	4	4	4	3	4	19
151	4	4	3	3	3	17
152	4	4	4	4	4	20
153	4	4	4	4	4	20
154	4	4	4	4	4	20
155	4	4	4	2	2	16
156	4	4	4	4	4	20
157	3	3	3	3	3	15
158	4	3	3	3	3	16
159	4	2	3	4	3	16
160	4	2	3	4	3	16
161	4	4	3	4	3	18
162	3	3	2	3	3	14
163	4	4	4	4	4	20
164	4	4	4	4	4	20
165	4	4	4	4	4	20
166	4	4	4	4	3	19
167	4	4	2	2	3	15
168	4	4	3	4	2	17
169	4	4	4	4	4	20
170	4	3	3	2	3	15
171	4	4	4	4	4	20
172	3	2	3	1	2	11

173	4	3	3	2	2	14
174	3	3	3	3	3	15
175	3	3	2	3	2	13
176	4	4	3	4	4	19
177	4	3	3	3	3	16
178	4	4	3	3	4	18
179	4	3	3	4	2	16
180	3	3	3	3	3	15
181	3	3	3	3	3	15
182	4	4	1	1	4	14
183	4	3	3	3	3	16
184	4	4	4	4	4	20
185	4	3	4	4	3	18
186	4	4	4	4	4	20
187	4	3	3	3	3	16
188	4	4	3	4	3	18
189	3	4	3	2	3	15
190	4	3	4	3	3	17
191	4	4	3	4	3	18
192	3	4	3	3	3	16
193	3	3	3	3	3	15
194	4	3	3	3	3	16
195	4	4	4	4	1	17

Tabulasi 195 responden

Online Customer Review

<i>Online Customer Review</i>											
	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	total
1	3	3	3	3	4	4	3	3	3	3	32
2	4	4	4	4	4	4	4	2	3	2	35
3	4	3	3	3	3	3	4	3	3	3	32
4	4	4	4	4	4	4	4	2	4	4	38
5	4	4	3	4	4	4	3	3	4	4	37
6	4	4	4	4	4	4	4	3	4	4	39
7	4	4	4	4	4	4	4	1	4	4	37
8	4	4	4	4	3	4	4	2	4	4	37
9	4	4	4	4	4	4	4	3	4	4	39
10	4	4	3	4	4	3	4	3	4	4	37
11	4	4	4	4	4	4	4	4	4	4	40
12	4	4	4	4	3	4	4	2	4	3	36
13	4	4	3	3	4	4	4	3	4	4	37
14	4	4	3	4	4	4	4	3	4	4	38
15	3	4	3	3	3	3	4	3	4	3	33
16	4	4	4	4	4	4	4	3	4	4	39
17	4	4	4	4	4	4	4	4	4	4	40
18	4	4	4	4	4	4	4	4	4	4	40
19	4	4	4	4	4	4	4	3	4	3	38
20	4	4	3	3	4	4	3	3	2	3	33
21	4	4	4	4	4	4	4	3	4	4	39
22	3	4	2	2	3	4	2	2	4	4	30
23	3	4	3	3	3	3	3	3	3	3	31
24	4	4	4	4	4	4	4	4	4	4	40
25	4	4	3	4	3	3	4	3	4	3	35
26	4	4	4	4	4	4	4	2	4	4	38
27	4	4	3	4	4	3	3	3	4	4	36
28	4	4	3	4	4	4	3	2	4	3	35
29	4	4	3	4	4	4	4	3	4	4	38
30	4	4	4	4	4	4	4	4	4	4	40
31	4	4	4	4	3	3	4	1	3	3	33
32	4	4	4	4	4	4	4	3	4	4	39
33	4	4	4	4	4	4	4	3	4	4	39
34	3	4	3	3	3	4	4	3	4	4	35
35	4	4	4	2	3	3	4	3	4	3	34
36	4	4	4	3	4	4	4	2	4	4	37
37	4	4	4	4	4	4	4	4	4	4	40
38	4	4	4	4	4	4	4	3	4	4	39
39	4	4	4	4	4	4	4	4	3	3	38
40	3	3	3	3	3	3	4	3	4	3	32
41	3	4	4	4	4	4	4	1	4	4	36
42	4	4	4	4	4	4	4	3	4	4	39
43	4	4	4	4	4	4	4	1	4	4	37
44	4	4	4	4	4	4	4	4	4	4	40
45	4	4	4	4	4	4	4	2	4	4	38

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Tabulasi: 195 responden

Online Customer Rating

	<i>Online Customer Rating</i>						
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7	4	4	4	4	4	4	24
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22	3	2	3	3	3	3	17
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24	4	3	4	4	4	4	23
25	4	4	4	3	3	4	22
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79	1	2	1	1	1	1	7
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Tabulasi: 195 responden

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Tabulasi: 195 responden

Keputusan Pembelian

	Keputusan Pembelian										
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6	4	4	4	4	4	4	4	2	4	4	38
7	4	4	4	4	4	4	4	3	4	4	39
8	4	3	4	4	3	3	4	3	4	4	36
9	4	4	4	4	4	4	4	3	4	4	39
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27	4	4	3	2	2	3	2	2	4	3	29
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Lampiran 8

Tabel Durbin Watson

n	k=1		k=2		k=3		k=4		k=5	
	dL	dU	dL	dU	dL	dU	dL	dU	dL	dU
160	1.7289	1.7541	1.7163	1.7668	1.7035	1.7798	1.6906	1.7930	1.6776	1.8063
161	1.7298	1.7548	1.7172	1.7675	1.7045	1.7804	1.6917	1.7934	1.6788	1.8067
162	1.7306	1.7555	1.7182	1.7681	1.7055	1.7809	1.6928	1.7939	1.6800	1.8070
163	1.7315	1.7562	1.7191	1.7687	1.7066	1.7814	1.6939	1.7943	1.6811	1.8074
164	1.7324	1.7569	1.7200	1.7693	1.7075	1.7820	1.6950	1.7948	1.6823	1.8078
165	1.7332	1.7576	1.7209	1.7700	1.7085	1.7825	1.6960	1.7953	1.6834	1.8082
166	1.7340	1.7582	1.7218	1.7706	1.7095	1.7831	1.6971	1.7957	1.6846	1.8085
167	1.7348	1.7589	1.7227	1.7712	1.7105	1.7836	1.6982	1.7961	1.6857	1.8089
168	1.7357	1.7596	1.7236	1.7718	1.7115	1.7841	1.6992	1.7966	1.6868	1.8092
169	1.7365	1.7603	1.7245	1.7724	1.7124	1.7846	1.7002	1.7970	1.6879	1.8096
170	1.7373	1.7609	1.7254	1.7730	1.7134	1.7851	1.7012	1.7975	1.6890	1.8100
171	1.7381	1.7616	1.7262	1.7735	1.7143	1.7856	1.7023	1.7979	1.6901	1.8103
172	1.7389	1.7622	1.7271	1.7741	1.7152	1.7861	1.7033	1.7983	1.6912	1.8107
173	1.7396	1.7629	1.7279	1.7747	1.7162	1.7866	1.7042	1.7988	1.6922	1.8110
174	1.7404	1.7635	1.7288	1.7753	1.7171	1.7872	1.7052	1.7992	1.6933	1.8114
175	1.7412	1.7642	1.7296	1.7758	1.7180	1.7877	1.7062	1.7996	1.6943	1.8117
176	1.7420	1.7648	1.7305	1.7764	1.7189	1.7881	1.7072	1.8000	1.6954	1.8121
177	1.7427	1.7654	1.7313	1.7769	1.7197	1.7886	1.7081	1.8005	1.6964	1.8124
178	1.7435	1.7660	1.7321	1.7775	1.7206	1.7891	1.7091	1.8009	1.6974	1.8128
179	1.7442	1.7667	1.7329	1.7780	1.7215	1.7896	1.7100	1.8013	1.6984	1.8131
180	1.7449	1.7673	1.7337	1.7786	1.7224	1.7901	1.7109	1.8017	1.6994	1.8135
181	1.7457	1.7679	1.7345	1.7791	1.7232	1.7906	1.7118	1.8021	1.7004	1.8138
182	1.7464	1.7685	1.7353	1.7797	1.7241	1.7910	1.7128	1.8025	1.7014	1.8141
183	1.7471	1.7691	1.7360	1.7802	1.7249	1.7915	1.7137	1.8029	1.7023	1.8145
184	1.7478	1.7697	1.7368	1.7807	1.7257	1.7920	1.7146	1.8033	1.7033	1.8148
185	1.7485	1.7702	1.7376	1.7813	1.7266	1.7924	1.7155	1.8037	1.7042	1.8151
186	1.7492	1.7708	1.7384	1.7818	1.7274	1.7929	1.7163	1.8041	1.7052	1.8155
187	1.7499	1.7714	1.7391	1.7823	1.7282	1.7933	1.7172	1.8045	1.7061	1.8158
188	1.7506	1.7720	1.7398	1.7828	1.7290	1.7938	1.7181	1.8049	1.7070	1.8161
189	1.7513	1.7725	1.7406	1.7833	1.7298	1.7942	1.7189	1.8053	1.7080	1.8165
190	1.7520	1.7731	1.7413	1.7838	1.7306	1.7947	1.7198	1.8057	1.7089	1.8168
191	1.7526	1.7737	1.7420	1.7843	1.7314	1.7951	1.7206	1.8061	1.7098	1.8171
192	1.7533	1.7742	1.7428	1.7848	1.7322	1.7956	1.7215	1.8064	1.7107	1.8174
193	1.7540	1.7748	1.7435	1.7853	1.7329	1.7960	1.7223	1.8068	1.7116	1.8178
194	1.7546	1.7753	1.7442	1.7858	1.7337	1.7965	1.7231	1.8072	1.7124	1.8181
195	1.7553	1.7759	1.7449	1.7863	1.7345	1.7969	1.7239	1.8076	1.7133	1.8184
196	1.7559	1.7764	1.7456	1.7868	1.7352	1.7973	1.7247	1.8079	1.7142	1.8187
197	1.7566	1.7769	1.7463	1.7873	1.7360	1.7977	1.7255	1.8083	1.7150	1.8190
198	1.7572	1.7775	1.7470	1.7878	1.7367	1.7982	1.7263	1.8087	1.7159	1.8193
199	1.7578	1.7780	1.7477	1.7882	1.7374	1.7986	1.7271	1.8091	1.7167	1.8196
200	1.7584	1.7785	1.7483	1.7887	1.7382	1.7990	1.7279	1.8094	1.7176	1.8199