

**Lampiran 1****No. Res :****KUESIONER PENELITIAN**

Responden yang Terhormat,

Saya Dina Nurmala (NIM 2012 11 085), mahasiswi Fakultas Ekonomi Universitas Esa Unggul yang sedang melakukan penelitian tentang “Pengaruh *Celebrity Endorser* terhadap Minat Beli Konsumen Secara *Online* pada Media Sosial Instagram (Studi kasus pada *followers* Ayu ting Ting di wilayah Jakarta Barat)”. Dalam rangka penulisan tugas akhir skripsi. Oleh karena itu, saya mohon ketersediaan anda untuk meluangkan waktu guna mengisi kuesioner ini dengan tepat dan teliti. Data yang diperoleh akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.

Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

Anda di minta untuk mengisi kuesioner ini dengan memberikan tanda (x) pada setiap pilhan yang disediakan.

## Identitas Responden

1. Usia
 

a. 17 s/d 22 tahun	c. 29 s/d 34 tahun
b. 23 s/d 28 tahun	d. >35 tahun
  
2. Pendidikan Formal Terakhir
 

a. SMP/Sederajat	d. S2
b. SMA/Sederajat	e. Lainnya (sebutkan).....
c. S1	
  
3. Pekerjaan
 

a. Pelajar / Mahasiswa	d. Karyawan Swasta
b. PNS	e. Lainnya (sebutkan) .....
c. Wirausaha	
  
4. Pengeluaran 3 bulan terakhir untuk kecantikan dan fashion :
  - a. < Rp. 500.000
  - b. Rp. 500.001 – Rp. 750.000
  - c. Rp. 750.001 – Rp. 1.000.000
  - d. > Rp. 1.000.000

5. Sudah berapa lama anda menjadi *followers* pada Instagram Ayu Ting Ting
- < 1 bulan
  - 1 – 3 bulan
  - 4 – 6 bulan
  - 7 bulan – 1 tahun
  - > 1 tahun

Berikanlah penilaian anda terhadap pernyataan-pernyataan dibawah ini dengan memberikan tanda (√) pada jawaban yang anda pilih.

Keterangan :

Pernyataan	Skor
STS = Sangat Tidak Setuju	1
TS = Tidak Setuju	2
S = Setuju	3
SS = Sangat Setuju	4

No.	Visibility	STS	TS	S	SS
		1	2	3	4
1.	Ayu Ting Ting merupakan tokoh yang dikagumi karena penampilannya.				
2.	Ayu Ting Ting adalah selebriti yang memiliki jumlah followers yang banyak				
3.	Kualitas foto yang diunggah oleh Ayu Ting Ting memiliki kualitas yang bagus dan jernih				
4.	Ayu Ting Ting memiliki intensitas yang sering dalam mengunggah foto				
	<i>Credibility</i>				
5.	Ayu Ting Ting memiliki keahlian sebagai <i>celebrity endorser</i> dalam Instagram				
6.	Ayu Ting Ting mempunyai pengalaman dalam mengendorse produk dilihat dari banyak foto produk yang diunggah				
7.	Ayu Ting Ting memiliki keterampilan bergaya dalam berfoto produk yang di <i>endorse</i>				
8.	Ayu Ting Ting memiliki pengetahuan yang memadai terhadap produk yang di <i>endorse</i>				
9.	Ayu Ting Ting Layak Untuk menjadi <i>celebrity endorser</i> dalam Instagram				
10.	Ayu Ting Ting memiliki kemampuan persuasif dalam menuliskan <i>caption</i> foto yang di unggah				
11.	Ayu Ting Ting mampu meyakinkan anda mengenai kualitas produk yang ditawarkan				
12.	Ayu Ting Ting dapat dipercaya sebagai <i>celebrity endorser</i> untuk membawakan berbagai macam produk				

No.	<i>Attractiveness</i>	STS	TS	S	SS
		1	2	3	4
13.	Penampilan Ayu Ting Ting terlihat menarik dalam setiap foto di Instagram				
14.	Penampilan Ayu Ting Ting terlihat cantik dalam setiap foto di Instagram				
15.	Penampilan Ayu Ting Ting terlihat <i>elegant</i> dalam setiap foto di Instagram				
16.	Penampilan Ayu Ting Ting terlihat <i>classy</i> (mewah) dalam setiap foto di Instagram				
17.	Penampilan Ayu Ting Ting terlihat <i>sexy</i> dalam setiap foto di Instagram				
	Power				
18.	Ayu Ting Ting merupakan tokoh yang inspiratif di bidang <i>fashion</i> bagi para <i>followersnya</i>				
19.	Ayu Ting Ting mampu menciptakan tren dari produk yang di <i>endorse</i>				
20.	Ayu Ting Ting memiliki kekuatan dalam meningkatkan <i>image</i> produk yang di <i>endorse</i>				
	Minat Beli				
21.	Setelah melihat foto produk yang dibawakan oleh Ayu Ting Ting saya berminat untuk membeli				
22.	Saya ingin merekomendasikan kepada orang lain produk yang di <i>endorse</i> Ayu Ting Ting dalam Akun Instagramnya				
23.	Saya tertarik terhadap produk yang dibawakan Ayu Ting Ting dalam Akun Instagramnya				

**Lampiran 2****Tabulasi Data Pretest 30 Responden**

No. R	Variabel																											
	Visibility					Credibility								Attractiveness						Power				Minat Beli				
	P 1	P 2	P 3	P 4	Rata-rata	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12	Rata-rata	P 13	P 14	P 15	P 16	P 17	Rata-rata	P 18	P 19	P 20	Rata-rata	P 21	P 22	P 23	Rata-rata
1	3	3	2	3	2.75	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2.6	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	4	3	3	3	3	3	3	3.13	4	4	2	2	4	3.2	3	1	2	2	2	2	2	2
3	3	4	3	3	3.25	4	3	4	3	4	3	3	4	3.5	4	4	4	3	3	3.6	3	3	3	3	3	3	3	3
4	3	3	3	3	3	4	4	3	3	4	3	3	4	3.5	4	4	4	4	3	3.8	3	3	3	3	3	3	3	3
5	4	4	3	3	3.5	3	3	4	3	3	3	3	4	3.25	4	4	4	4	4	4	3	4	3	3.33	4	3	4	3.67
6	4	4	3	3	3.5	3	4	3	3	4	3	3	4	3.38	4	4	4	3	2	3.4	3	3	3	3	3	4	3	3.33
7	3	3	3	3	3	4	3	3	3	4	3	3	4	3.38	4	3	3	3	4	3.4	3	3	3	3	3	4	4	3.67
8	4	4	3	3	3.5	4	4	3	3	4	3	4	4	3.63	4	4	3	3	4	3.6	4	3	3	3.33	4	4	4	4
9	3	3	3	3	3	3	3	3	3	4	3	3	4	3.25	4	4	4	4	3	3.8	3	3	4	3.33	3	3	3	3
10	4	3	3	3	3.25	4	4	3	3	3	3	3	3	3.25	4	4	4	3	4	3.8	3	3	4	3.33	4	3	4	3.67
11	3	4	3	3	3.25	3	4	4	3	3	3	3	3	3.25	4	4	4	3	3	3.6	3	3	3	3	4	3	4	3.67
12	4	3	4	3	3.5	4	3	4	3	4	4	4	3	3.63	4	4	3	3	4	3.6	4	4	3	3.67	4	4	3	3.67
13	4	4	4	4	4	3	3	4	4	3	3	3	3	3.25	3	3	3	4	2	3	3	4	3	3.33	3	3	3	3
14	4	4	4	4	4	4	4	4	4	4	4	3	3	3.75	3	4	3	4	4	3.6	4	3	4	3.67	4	4	4	4

No. R	Variabel																											
	Visibility					Credibility								Attractiveness						Power				Minat Beli				
	P 1	P 2	P 3	P 4	Rata- rata	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12	Rata- rata	P 13	P 14	P 15	P 16	P 17	Rata 2	P 18	P 19	P 20	Rata- rata	P 21	P 22	P 23	Rata- rata
15	4	4	4	4	4	3	3	3	3	4	4	3	3	3.25	4	4	3	3	3	3.4	4	4	3	3.67	3	3	4	3.33
16	4	4	4	3	3.75	3	4	4	4	4	3	4	4	3.75	4	4	4	4	4	4	4	4	4	4	4	4	4	4
17	3	3	3	3	3	3	3	2	3	3	2	3	2.75	3	4	3	3	4	3.4	4	3	4	3.67	3	2	3	2.67	
18	3	3	4	1	2.75	3	2	3	2	3	2	3	2	2.5	3	2	3	4	4	3.2	3	2	3	2.67	2	3	2	2.33
19	3	3	4	4	3.5	3	3	3	3	3	3	2	3	2.88	3	3	3	2	3	2.8	3	3	3	3	2	2	2	2
20	3	4	3	3	3.25	3	3	4	3	4	3	3	3	3.25	3	4	4	2	4	3.4	2	3	3	2.67	2	2	3	2.33
21	4	4	4	4	4	4	4	3	3	3	4	4	3	3.5	3	4	3	4	3	3.4	4	4	4	4	3	3	3	3
22	3	4	3	3	3.25	3	3	3	3	4	3	3	3	3.13	4	4	4	3	3	3.6	3	3	3	3	2	3	3	2.67
23	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3.2	3	3	3	3	3	3	3	3
24	3	3	3	3	3	2	2	3	2	3	2	3	2	2.38	4	3	2	3	3	3	3	2	3	2.67	2	4	3	3
25	3	4	3	3	3.25	3	4	3	3	4	3	3	4	3.38	3	4	3	3	4	3.4	3	4	4	3.67	4	4	4	4
26	2	4	2	4	3	3	3	3	3	3	3	3	3	3	2	3	2	2	2	2.2	3	3	2	2.67	2	3	2	2.33
27	2	3	2	4	2.75	3	3	3	3	3	3	3	3	3	3	3	2	2	4	2.8	3	3	3	3	3	2	2	2.33
28	3	3	2	3	2.75	3	3	3	4	3	4	3	3	3.25	2	3	2	2	3	2.4	2	3	3	2.67	2	2	2	2
29	2	3	3	3	2.75	2	3	3	2	3	2	2	3	2.5	3	3	3	3	4	3.2	3	3	3	3	2	2	2	2
30	3	4	3	3	3.25	3	4	3	3	4	3	3	3	3.25	3	4	3	4	4	3.6	3	4	3	3.33	3	3	3	3

**Lampiran 3****Uji Kualitas Data : Validitas**

No.	Variabel	No. Item	R	r-tabel	Keterangan
1.	<i>Visibility</i>	1	0,791	0,361	Valid
		2	0,663	0,361	Valid
		3	0,721	0,361	Valid
		4	0,508	0,361	Valid
2.	<i>Credibility</i>	5	0,735	0,361	Valid
		6	0,686	0,361	Valid
		7	0,455	0,361	Valid
		8	0,733	0,361	Valid
		9	0,638	0,361	Valid
		10	0,689	0,361	Valid
		11	0,645	0,361	Valid
		12	0,657	0,361	Valid
3.	<i>Attractiveness</i>	13	0,734	0,361	Valid
		14	0,695	0,361	Valid
		15	0,754	0,361	Valid
		16	0,670	0,361	Valid
		17	0,454	0,361	Valid
4.	<i>Power</i>	18	0,715	0,361	Valid
		19	0,803	0,361	Valid
		20	0,764	0,361	Valid

No.	Variabel	No. Item	R	r-tabel	Keterangan
5.	Minat Beli	21	0,715	0,361	Valid
		22	0,803	0,361	Valid
		23	0,764	0,361	Valid

**Lampiran 4****Output Uji Validitas****1. Uji Validitas *Visibility***

		Correlations				
		P1	P2	P3	P4	total
P1	Pearson Correlation	1	.379*	.619**	.078	.791**
	Sig. (2-tailed)		.039	.000	.684	.000
	N	30	30	30	30	30
P2	Pearson Correlation	.379*	1	.216	.286	.663**
	Sig. (2-tailed)	.039		.252	.125	.000
	N	30	30	30	30	30
P3	Pearson Correlation	.619**	.216	1	.031	.721**
	Sig. (2-tailed)	.000	.252		.871	.000
	N	30	30	30	30	30
P4	Pearson Correlation	.078	.286	.031	1	.508**
	Sig. (2-tailed)	.684	.125	.871		.004
	N	30	30	30	30	30
Total	Pearson Correlation	.791**	.663**	.721**	.508**	1
	Sig. (2-tailed)	.000	.000	.000	.004	
	N	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).



## 2. Uji Validitas *Credibility*

		Correlations								
		P5	P6	P7	P8	P9	P10	P11	P12	TOTAL
P5	Pearson Correlation	1	.441 <sup>*</sup>	.195	.358	.395 <sup>*</sup>	.553 <sup>**</sup>	.485 <sup>**</sup>	.397 <sup>*</sup>	.735 <sup>**</sup>
	Sig. (2-tailed)		.015	.302	.052	.031	.002	.007	.030	.000
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.441 <sup>*</sup>	1	.077	.441 <sup>*</sup>	.319	.378 <sup>*</sup>	.319	.499 <sup>**</sup>	.686 <sup>**</sup>
	Sig. (2-tailed)	.015		.685	.015	.085	.040	.086	.005	.000
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.195	.077	1	.438 <sup>*</sup>	.191	.216	.271	.153	.455 <sup>*</sup>
	Sig. (2-tailed)	.302	.685		.016	.311	.252	.147	.420	.012
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.358	.441 <sup>*</sup>	.438 <sup>*</sup>	1	.259	.630 <sup>**</sup>	.402 <sup>*</sup>	.347	.733 <sup>**</sup>
	Sig. (2-tailed)	.052	.015	.016		.167	.000	.028	.061	.000
	N	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.395 <sup>*</sup>	.319	.191	.259	1	.270	.351	.566 <sup>**</sup>	.638 <sup>**</sup>
	Sig. (2-tailed)	.031	.085	.311	.167		.150	.057	.001	.000
	N	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.553 <sup>**</sup>	.378 <sup>*</sup>	.216	.630 <sup>**</sup>	.270	1	.396 <sup>*</sup>	.179	.689 <sup>**</sup>
	Sig. (2-tailed)	.002	.040	.252	.000	.150		.030	.345	.000
	N	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	.485 <sup>**</sup>	.319	.271	.402 <sup>*</sup>	.351	.396 <sup>*</sup>	1	.219	.645 <sup>**</sup>
	Sig. (2-tailed)	.007	.086	.147	.028	.057	.030		.246	.000
	N	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.397 <sup>*</sup>	.499 <sup>**</sup>	.153	.347	.566 <sup>**</sup>	.179	.219	1	.657 <sup>**</sup>
	Sig. (2-tailed)	.030	.005	.420	.061	.001	.345	.246		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.735 <sup>**</sup>	.686 <sup>**</sup>	.455 <sup>*</sup>	.733 <sup>**</sup>	.638 <sup>**</sup>	.689 <sup>**</sup>	.645 <sup>**</sup>	.657 <sup>**</sup>	1
	Sig. (2-tailed)	.000	.000	.012	.000	.000	.000	.000	.000	

N	30	30	30	30	30	30	30	30	30
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\*. Correlation is significant at the 0.05 level (2-tailed).

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

### 3. Uji Validitas *Attractiveness*

		Correlations					
		P13	P14	P15	P16	P17	TOTAL
P13	Pearson Correlation	1	.509**	.538**	.308	.137	.734**
	Sig. (2-tailed)		.004	.002	.098	.471	.000
	N	30	30	30	30	30	30
P14	Pearson Correlation	.509**	1	.526**	.232	.152	.695**
	Sig. (2-tailed)	.004		.003	.218	.422	.000
	N	30	30	30	30	30	30
P15	Pearson Correlation	.538**	.526**	1	.445*	.000	.754**
	Sig. (2-tailed)	.002	.003		.014	1.000	.000
	N	30	30	30	30	30	30
P16	Pearson Correlation	.308	.232	.445*	1	.142	.670**
	Sig. (2-tailed)	.098	.218	.014		.455	.000
	N	30	30	30	30	30	30
P17	Pearson Correlation	.137	.152	.000	.142	1	.454*
	Sig. (2-tailed)	.471	.422	1.000	.455		.012
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.734**	.695**	.754**	.670**	.454*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.012	
	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).

#### 4. Uji Validitas *Power*

		Correlations			
		P18	P19	P20	Total
P18	Pearson Correlation	1	.318	.388 <sup>*</sup>	.715 <sup>**</sup>
	Sig. (2-tailed)		.087	.034	.000
	N	30	30	30	30
P19	Pearson Correlation	.318	1	.413 <sup>*</sup>	.803 <sup>**</sup>
	Sig. (2-tailed)	.087		.023	.000
	N	30	30	30	30
P20	Pearson Correlation	.388 <sup>*</sup>	.413 <sup>*</sup>	1	.764 <sup>**</sup>
	Sig. (2-tailed)	.034	.023		.000
	N	30	30	30	30
Total	Pearson Correlation	.715 <sup>**</sup>	.803 <sup>**</sup>	.764 <sup>**</sup>	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

#### 5. Uji Validitas *Minat Beli*

		Correlations			
		P21	P22	P23	Total
P21	Pearson Correlation	1	.567 <sup>**</sup>	.796 <sup>**</sup>	.897 <sup>**</sup>
	Sig. (2-tailed)		.001	.000	.000
	N	30	30	30	30
P22	Pearson Correlation	.567 <sup>**</sup>	1	.645 <sup>**</sup>	.829 <sup>**</sup>
	Sig. (2-tailed)	.001		.000	.000
	N	30	30	30	30
P23	Pearson Correlation	.796 <sup>**</sup>	.645 <sup>**</sup>	1	.923 <sup>**</sup>
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
Total	Pearson Correlation	.897 <sup>**</sup>	.829 <sup>**</sup>	.923 <sup>**</sup>	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

**Lampiran 5****Output Uji Reliabilitas****1. Uji Reliabilitas *Visibility*****Reliability Statistics**

Cronbach's Alpha	N of Items
.593	4

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
13.03	2.516	1.586	4

**2. Uji Reliabilitas *Credibility*****Reliability Statistics**

Cronbach's Alpha	N of Items
.812	8

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
25.57	7.702	2.775	8

**3. Uji Reliabilitas *Attractiveness*****Reliability Statistics**

Cronbach's Alpha	N of Items
.665	5

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.67	4.851	2.202	5

#### 4. Uji Reliabilitas *Power*

##### Reliability Statistics

Cronbach's Alpha	N of Items
.631	3

##### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.47	1.775	1.332	3

#### 5. Uji Reliabilitas Minat beli

##### Reliability Statistics

Cronbach's Alpha	N of Items
.859	3

##### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.07	3.857	1.964	3





No. R	Usia				Pendidikan Terakhir					Pekerjaan					Pengeluaran 3 bulan terakhir				Berdasarkan Lamanya Menjadi Followers				
	17-22	23-38	29-39	>35	SMP	SMA	S1	S2	Lain	P/M	PNS	W	KS	Lain	<500	501-750	751-1.000	>1.000	>1bln	1-3bln	4-6bln	7bln-1thn	>1thn
24	1					1							1		1							1	
25	1								1				1		1							1	
26	1					1				1						1						1	
27	1					1							1		1								1
28	1					1				1						1							1
29	1					1				1					1								1
30	1						1			1					1								1
31	1					1				1					1								1
32	1					1				1							1						1
33	1					1				1					1								1
34	1					1				1						1							1
35	1					1							1		1								1
36	1						1			1					1								1
37		1				1			1	1						1					1		



No. R	Usia				Pendidikan Terakhir					Pekerjaan					Pengeluaran 3 bulan terakhir				Berdasarkan Lamanya Menjadi Followers				
	17-22	23-38	29-39	>35	SMP	SMA	S1	S2	Lain	P/M	PNS	W	KS	Lain	<500	501-750	751-1.000	>1.000	>1bln	1-3bln	4-6bln	7bln-1thn	>1thn
38	1					1						1					1					1	
39	1					1							1					1				1	
40	1					1				1								1				1	
41	1					1							1		1							1	
42	1					1				1					1							1	
43	1					1							1				1						1
44	1					1							1		1								1
45	1					1							1		1							1	
46	1					1				1							1					1	
47	1					1							1				1						1
48	1						1							1									1
49	1					1							1		1							1	
50	1					1							1		1							1	
51	1						1			1							1					1	



No. R	Usia				Pendidikan Terakhir					Pekerjaan					Pengeluaran 3 bulan terakhir				Berdasarkan Lamanya Menjadi Followers				
	17-22	23-38	29-39	>35	SMP	SMA	S1	S2	Lain	P/M	PNS	W	KS	Lain	<500	501-750	751-1.000	>1.000	>1bln	1-3bln	4-6bln	7bln-1thn	>1thn
66		1				1							1					1			1		
67	1					1							1		1						1		
68		1				1							1		1						1		
69	1					1				1						1							1
70	1					1				1							1						1
71	1					1				1				1									1
72	1					1				1				1									1
73		1				1							1				1			1			
74		1				1							1		1						1		
75	1					1				1							1				1		
76	1					1				1				1								1	
77	1					1							1				1					1	
78	1					1							1				1					1	
79	1					1							1				1					1	









No. R	Variabel																											
	Visibility					Credibility								Attractiveness						Power				Minat Beli				
	P 1	P 2	P 3	P 4	Rata-rata	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12	Rata-rata	P 13	P 14	P 15	P 16	P 17	Rata	P 18	P 19	P 20	Rata-rata	P 21	P 22	P 23	Rata-rata
20	2	2	3	3	2.5	3	4	3	3	3	3	3	3	3.13	3	3	3	3	3	3	3	3	3	3	3	3	3	3
21	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
22	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
23	3	3	3	2	2.75	3	3	3	3	3	3	3	3	3	3	2	2	3	3	2.6	3	3	3	3	2	2	2	2
24	1	2	2	4	2.25	2	3	3	2	3	3	2	2	2.5	3	2	2	2	4	2.6	2	3	2	2.33	2	2	2	2
25	3	3	3	2	2.75	1	3	3	3	3	3	2	2	2.5	4	4	3	3	4	3.6	2	2	2	2	2	2	2	2
26	4	2	4	4	3.5	4	4	2	2	4	2	3	3	3	3	4	2	3	2	2.8	3	4	3	3.33	3	4	3	3.33
27	3	3	4	3	3.25	3	2	4	3	4	3	3	3	3.13	4	4	3	3	4	3.6	3	3	3	3	2	2	2	2
28	2	2	1	3	2	1	2	3	3	2	2	1	1	1.88	3	2	2	3	2	2.4	1	1	3	1.67	1	1	2	1.33
29	2	3	3	3	2.75	3	2	2	3	3	3	3	3	2.75	3	3	2	2	2	2.4	3	2	3	2.67	2	2	2	2
30	3	3	2	3	2.75	3	3	4	2	3	3	3	3	3	3	4	4	4	4	3.8	4	3	3	3.33	2	2	3	2.33
31	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
32	2	3	2	2	2.25	3	3	2	3	3	2	2	3	2.63	2	2	2	2	2	2	2	2	2	2	2	2	2	2
33	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2
34	3	4	4	3	3.5	4	3	3	3	3	3	3	3	3.13	3	4	3	4	4	3.6	3	3	3	3	3	3	3	3
35	3	2	3	3	2.75	2	2	2	3	2	2	2	3	2.25	3	3	3	3	3	3	2	2	3	2.33	2	2	3	2.33
36	1	4	3	3	2.75	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
37	3	3	3	3	3	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2.2	2	2	2	2	2	2	2	2
38	1	4	3	4	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3.6	3	3	3	3	4	3	3	3.33
39	2	3	2	3	2.5	4	3	3	3	4	1	1	2	2.63	3	3	2	3	2	2.6	2	1	2	1.67	1	2	2	1.67
40	3	3	2	2	2.5	2	2	3	3	3	3	3	3	2.75	4	4	4	3	3	3.6	3	3	3	3	3	3	3	3
41	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
42	3	4	3	3	3.25	2	3	4	2	2	4	2	2	2.63	4	4	4	4	4	4	2	2	3	2.33	1	2	1	1.33



No. R	Variabel																											
	Visibility					Credibility								Attractiveness						Power				Minat Beli				
	P 1	P 2	P 3	P 4	Rata-rata	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12	Rata-rata	P 13	P 14	P 15	P 16	P 17	Rata	P 18	P 19	P 20	Rata-rata	P 21	P 22	P 23	Rata-rata
43	2	4	3	3	3	4	3	3	3	3	3	3	3	3.13	3	3	3	3	3	3	3	3	3	3	2	3	2	2.33
44	1	2	2	2	1.75	3	3	2	2	2	2	2	2	2.25	2	2	2	2	2	2	2	2	2	2	2	2	2	2
45	3	4	4	4	3.75	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2.8	3	3	2	2.67	2	3	2	2.33
46	2	3	2	3	2.5	2	2	2	2	2	2	2	2	2	3	4	2	2	2	2.6	2	2	2	2	2	2	2	2
47	4	4	1	3	3	4	3	4	4	4	4	4	1	4	3.5	4	4	4	4	4	4	4	4	4	1	4	1	2
48	3	3	3	2	2.75	3	3	3	3	2	2	3	3	2.75	3	3	3	3	3	3	3	3	3	3	2	3	3	2.67
49	2	3	3	3	2.75	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3
50	2	3	3	3	2.75	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3
51	4	3	2	2	2.75	3	3	4	3	2	2	3	3	2.88	3	3	2	3	3	2.8	3	3	3	3	2	2	2	2
52	4	4	4	4	4	4	3	4	4	4	4	4	3	3.75	2	3	3	1	3	2.4	4	3	3	3.33	3	4	4	3.67
53	3	3	2	2	2.5	2	3	2	2	2	2	2	2	2.13	2	3	2	2	2	2.2	2	2	2	2	2	2	2	2
54	3	4	3	3	3.25	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3.2	3	3	3	3	2	2	2	2
55	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
56	4	3	1	3	2.75	4	4	3	3	3	3	3	2	3.13	2	4	4	4	2	3.2	2	3	3	2.67	3	3	4	3.33
57	4	3	1	3	2.75	4	4	3	3	3	3	3	2	3.13	2	4	4	4	2	3.2	2	3	3	2.67	3	3	4	3.33
58	1	2	1	2	1.5	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
59	3	3	2	3	2.75	2	2	3	3	3	3	3	3	2.75	3	3	4	3	3	3.2	3	4	4	3.67	4	4	3	3.67
60	4	4	3	3	3.5	4	3	3	4	3	3	4	4	3.5	3	3	4	4	4	3.6	4	4	4	4	4	4	4	4
61	2	3	2	2	2.25	2	2	2	2	2	2	3	3	2.25	2	3	3	2	3	2.6	2	3	2	2.33	3	2	2	2.33
62	3	4	4	4	3.75	3	3	3	3	3	3	3	3	3	3	3	3	2	3	2.8	3	2	3	2.67	2	3	3	2.67
63	2	2	2	2	2	2	1	1	1	3	2	2	2	1.75	2	3	2	2	2	2.2	2	2	2	2	2	2	2	2
64	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	3.6	3	3	3	3	4	4	3	3.67
65	4	3	3	4	3.5	3	3	3	3	2	2	2	3	2.63	3	3	3	3	3	3	3	3	3	3	3	2	3	2.67

No. R	Variabel																												
	Visibility					Credibility								Attractiveness						Power				Minat Beli					
	P 1	P 2	P 3	P 4	Rata-rata	P 5	P 6	P 7	P 8	P 9	P 10	P 11	P 12	Rata-rata	P 13	P 14	P 15	P 16	P 17	Rata	P 18	P 19	P 20	Rata-rata	P 21	P 22	P 23	Rata-rata	
66	3	2	2	3	2.5	3	3	3	2	3	3	2	2	2.63	3	3	3	3	3	3	3	2	2	2.33	2	2	3	2.33	
67	4	3	3	4	3.5	3	3	3	2	3	4	3	3	3	4	4	4	4	3	3.8	3	3	3	3	2	2	2	2	
68	3	2	2	3	2.5	3	3	3	3	3	3	3	2	2.88	3	3	2	2	2	2.4	2	2	2	2	2	2	2	2	
69	3	4	3	3	3.25	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
70	2	2	3	3	2.5	3	3	4	2	3	4	4	3	3.25	2	3	3	3	4	3	3	3	3	3	2	3	3	2.67	
71	3	2	2	3	2.5	3	2	2	2	2	2	2	2	2.13	3	2	2	2	3	2.4	3	4	3	3.33	2	2	2	2	
72	3	4	4	4	3.75	3	3	4	3	3	3	3	2	3	4	4	3	3	3	3.4	2	2	3	2.33	2	2	2	2	
73	4	4	4	4	4	4	4	4	2	2	3	3	3	3.13	4	4	4	4	4	4	4	3	4	3.67	2	2	2	2	
74	2	3	2	3	2.5	3	3	3	3	2	2	3	3	2.75	3	3	2	2	2	2.4	2	3	3	2.67	2	3	3	2.67	
75	3	3	4	2	3	2	3	2	3	2	2	3	3	2.5	3	2	2	2	3	2.4	3	3	3	3	3	3	2	2.67	
76	2	3	3	2	2.5	3	2	3	2	2	2	2	2	2.25	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
77	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
78	1	2	2	2	1.75	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
79	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	1	1	2
80	1	2	2	2	1.75	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
81	1	2	2	3	2	2	2	2	2	2	1	1	1	1.63	2	3	2	2	3	2.4	1	1	1	1	1	1	1	1	1
82	3	3	3	3	3	2	2	3	3	3	3	3	3	2.75	3	3	3	3	3	3	3	2	2	2.33	2	2	2	2	
83	4	4	4	4	4	3	3	3	3	3	3	2	2	2.75	4	4	3	3	3	3.4	2	2	2	2	2	3	3	2.67	
84	3	2	2	4	2.75	3	3	2	3	2	3	3	2	2.63	2	3	2	2	3	2.4	2	2	2	2	2	2	2	2	
85	3	3	4	4	3.5	3	4	3	3	3	4	3	3	3.25	4	4	3	3	3	3.4	3	3	3	3	3	2	3	2.67	
86	4	4	4	3	3.75	3	3	3	3	3	3	3	1	2.75	3	4	2	3	1	2.6	2	3	3	2.67	3	3	3	3	
87	1	2	2	2	1.75	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2.2	2	2	2	2	1	1	1	1	
88	2	3	2	2	2.25	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1.33	





**Lampiran 8****Output Uji Asumsi Klasik****1. Uji Normalitas****One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		115
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.48778099
Most Extreme Differences	Absolute	.101
	Positive	.077
	Negative	-.101
Kolmogorov-Smirnov Z		1.087
Asymp. Sig. (2-tailed)		.188

a. Test distribution is Normal.

b. Calculated from data.

**2. Uji Multikolonieritas****Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.123	.239		.513	.609	
	X1 = VISIBILITY	.193	.101	.162	1.905	.059	.510 1.961
	X2 = CREDIBILITY	.341	.129	.285	2.645	.009	.318 3.140
	X3 = ATTRACTIVENESS	.275	.108	.235	2.550	.012	.438 2.281
	X4 = POWER	.617	.108	.569	5.730	.000	.376 2.657

a. Dependent Variable: Y = MINAT BELI

### 3. Uji Heteroskedastisitas

#### Correlations

		X1 = VISIBILI TY	X2 = CREDIBIL ITY	X3 = ATTRACT IVENESS	X4 = POWER	Unstandar dized Residual
Spearman's rho	Correlation Coefficient	1.000	.634**	.617**	.593**	.060
	X1 = VISIBILITY Sig. (2-tailed)	.	.000	.000	.000	.527
	N	115	115	115	115	115
	Correlation Coefficient	.634**	1.000	.703**	.791**	.124
	X2 = Sig. (2-tailed)	.000	.	.000	.000	.188
	CREDIBILITY N	115	115	115	115	115
	Correlation Coefficient	.617**	.703**	1.000	.634**	.113
	X3 = Sig. (2-tailed)	.000	.000	.	.000	.229
	ATTRACTIVENESS N	115	115	115	115	115
	Correlation Coefficient	.593**	.791**	.634**	1.000	.090
	X4 = POWER Sig. (2-tailed)	.000	.000	.000	.	.340
	N	115	115	115	115	115
Correlation Coefficient	.060	.124	.113	.090	1.000	
Unstandardized Sig. (2-tailed)	.527	.188	.229	.340	.	
Residual N	115	115	115	115	115	

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

**Lampiran 9****Output Analisis Regresi Berganda****1. Analisis Regresi Berganda**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	.123	.239		
X1 = VISIBILITY	.193	.101	.162	1.905	.059
X2 =CREDIBILITY	.341	.129	.285	2.645	.009
X3 =ATTRACTIVENESS	.275	.108	.235	2.550	.012
X4 = POWER	.617	.108	.569	5.730	.000

a. Dependent Variable: Y = MINAT BELI

**2. Uji t**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	.123	.239		
X1 = VISIBILITY	.193	.101	.162	1.905	.059
X2 =CREDIBILITY	.341	.129	.285	2.645	.009
X3 =ATTRACTIVENESS	.275	.108	.235	2.550	.012
X4 = POWER	.617	.108	.569	5.730	.000

a. Dependent Variable: Y = MINAT BELI

### 3. Uji F

ANOVA<sup>a</sup>

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	39.317	4	9.829	39.861	.000 <sup>b</sup>
Residual	27.124	110	.247		
Total	66.441	114			

a. Dependent Variable: Y = MINAT BELI

b. Predictors: (Constant), X4 = POWER, X1 = VISIBILITY, X3 =ATTRACTIVENESS, X2 =CREDIBILITY

### 4. Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 <sup>a</sup>	.592	.577	.497

a. Predictors: (Constant), X4 = POWER, X1 = VISIBILITY, X3 =ATTRACTIVENESS, X2 =CREDIBILITY