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**Lampiran 1** Kuesioner Penelitian

**KUESIONER PENELITIAN**

Kepada Yth.

Bapak/Ibu/Saudara

Dengan hormat,

Sehubungan dengan penyusunan skripsi saya yang berjudul “Pengaruh *Brand Trust*, Media Sosial dan *Online Consumer Review* terhadap Minat Beli pada *Marketplace* Shopee (Studi Kasus Pengguna Aplikasi Shopee di Surakarta)” Dengan ini saya Fajrin Mustika Hapsari dari Fakultas Ekonomi Program Studi Manajemen Universitas Islam Batik Surakarta memohon kesediaan Bapak/Ibu/Saudara untuk berkenan mengisi kuesioner ini.

Dengan demikian, saya berharap bapak/ibu/saudara dapat memberikan jawaban sebaik-baiknya dan sejujur-jujurnya. Setiap informasi yang diberikan, akan saya jamin kerahasiaannya. Atas perhatian dan kesediaan bapak/ibu/saudara menjadi partisipan dalam penelitian ini, saya ucapkan terima kasih.

Hormat Saya,

**Fajrin Mustika Hapsari**

NIM. 2018020062

**Data responden :**

Sebelum menjawab pernyataan dalam kuesioner ini, mohon Bapak/Ibu/Saudara untuk mengisi data berikut terlebih dahulu (Jawaban yang Bapak/Ibu/Saudara akan diperlakukan secara rahasia)

|  |  |  |
| --- | --- | --- |
| 1. | Nama | : |
| 2. | Jenis Kelamin | : Laki- Laki Perempuan |
| 3. | Usia | : 17 – 26 tahun  27 – 36 tahun  37 – 46 tahun  47 – 56 tahun |
| 4. | Pendidikan Terakhir | : SMP  SMA/SMK  D3  S1  S2  Lainnya ………………. |
| 5. | Apakah anda pernah menggunakan aplikasi belanja online shopee? | : Ya Tidak |
| 6. | Media apa yang anda gunakan dalam mengakses shopee | : Hp / Smartphone  PC / Laptop  Tablet |

Pada masing-masing pertanyaan terdapat lima alternatif jawaban yang mengacu pada teknik skala likert 1-5. Kriteria dalam penilaiannya adalah sebagai berikut :

1 = Sangat tidak setuju (STS)

2 = Tidak setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

1. ***Brand Trust* (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **Alternatif Jawaban** | | | | |
| **1** | **2** | **3** | **4** | **5** |
| **STS** | **TS** | **N** | **S** | **SS** |
| 1. | Saya percaya shopee dapat memenuhi kebutuhan konsumen. |  |  |  |  |  |
| 2. | Saya percaya deskripsi produk di shopee sesuai dengan produk yang dijual. |  |  |  |  |  |
| 3. | Saya percaya adanya garansi/kompensasi dari shopee terhadap keluhan konsumen. |  |  |  |  |  |
| 4. | Situs belanja online shopee memiliki reputasi yang baik. |  |  |  |  |  |
| 5. | Situs belanja online shopee memberikan keamanan dalam bertransaksi. |  |  |  |  |  |

1. **Media Sosial (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **Alternatif Jawaban** | | | | |
| **1** | **2** | **3** | **4** | **5** |
| **STS** | **TS** | **N** | **S** | **SS** |
| 1. | Periklanan shopee di media sosial memiliki konten yang informatif, menarik dan menghibur. |  |  |  |  |  |
| 2. | Saya meyakini bahwa adanya komentar positif di media sosial shopee akan merubah persepsi pelanggan lain. |  |  |  |  |  |
| 3. | Shopee selalu menawarkan produknya melalui media sosial. |  |  |  |  |  |
| 4. | Media sosial menawarkan pencarian informasi yang diinginkan konsumen. |  |  |  |  |  |
| 5. | Saya merekomendasikan shopee sebagai marketplace berbelanja online kepada rekan-rekan saya |  |  |  |  |  |

1. ***Online Consumer Review* (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **Alternatif Jawaban** | | | | |
| **1** | **2** | **3** | **4** | **5** |
| **STS** | **TS** | **N** | **S** | **SS** |
| 1. | Review konsumen menjadi pertimbangan dalam membeli suatu produk. |  |  |  |  |  |
| 2. | Saya yakin review produk dapat bermanfaat bagi pembeli selanjutnya. |  |  |  |  |  |
| 3. | Saya tertarik membeli produk setelah membaca review konsumen. |  |  |  |  |  |
| 4. | Saya cenderung memilih produk yang memiliki review baik dari konsumen lain. |  |  |  |  |  |
| 5. | Review konsumen dapat memberikan informasi tentang kelebihan dan kekurangan suatu produk |  |  |  |  |  |

1. **Minat Beli (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **Alternatif Jawaban** | | | | |
| **1** | **2** | **3** | **4** | **5** |
| **STS** | **TS** | **N** | **S** | **SS** |
| 1. | Saya tertarik untuk berbelanja online di shopee setelah melihat iklan di sosial media. |  |  |  |  |  |
| 2. | Saya akan merekomendasikan shopee kepada orang lain sebagai aplikasi dalam berbelanja online. |  |  |  |  |  |
| 3. | Saya lebih senang berbelanja online di shopee dibanding marketplace lainnya. |  |  |  |  |  |
| 4. | Saya cenderung mengumpulkan informasi sebanyak mungkin mengenai suatu produk di shopee sebelum melakukan pembelian. |  |  |  |  |  |
| 5. | Saya tertarik untuk berbelanja online di shopee karena tersedia banyak promo setiap bulannya. |  |  |  |  |  |

**Lampiran 2** Data karakteristik responden

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Jenis Kelamin** | **Usia** | **Pendidikan Terakhir** | **Media untuk Mengakses** |
| 1 | Perempuan | 47 - 56 tahun | S1 | HP/ Smartphone |
| 2 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 3 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 4 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 5 | Laki-Laki | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 6 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 7 | Laki-laki | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 8 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 9 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 10 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 11 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 12 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 13 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 14 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 15 | Laki-laki | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 16 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 17 | Perempuan | 17 - 26 tahun | S1 | HP/ Smartphone |
| 18 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 19 | Perempuan | 17 - 26 tahun | S1 | HP/ Smartphone |
| 20 | Perempuan | 17 - 26 tahun | S1 | HP/ Smartphone |
| 21 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 22 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 23 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 24 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 25 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 26 | Laki-laki | 27 - 36 tahun | S2 | HP/ Smartphone |
| 27 | Laki-laki | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 28 | Laki-laki | 17 - 26 tahun | S1 | PC / Laptop |
| 29 | Laki-laki | 37 - 46 tahun | S3 | PC / Laptop |
| 30 | Laki-laki | 17 - 26 tahun | S1 | PC / Laptop |
| 31 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 32 | Perempuan | 27 - 36 tahun | S1 | HP/ Smartphone |
| 33 | Perempuan | 17 - 26 tahun | SMP | HP/ Smartphone |
| 34 | Laki-laki | 17 - 26 tahun | SMA/SMK | PC / Laptop |
| 35 | Laki-Laki | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 36 | Laki-laki | 17 - 26 tahun | SMP | Tablet |
| 37 | Perempuan | 17 - 26 tahun | S1 | PC / Laptop |
| 38 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 39 | Perempuan | 27 - 36 tahun | S2 | HP/ Smartphone |
| 40 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 41 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 42 | Perempuan | 17 - 26 tahun | S1 | HP/ Smartphone |
| 43 | Perempuan | 17 - 26 tahun | S1 | HP/ Smartphone |
| 44 | Perempuan | 17 - 26 tahun | SMP | PC / Laptop |
| 45 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 46 | Perempuan | 27 - 36 tahun | SMP | HP/ Smartphone |
| 47 | Laki-laki | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 48 | Perempuan | 17 - 26 tahun | S1 | HP/ Smartphone |
| 49 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 50 | Perempuan | 17 - 26 tahun | SMP | HP/ Smartphone |
| 51 | Laki-laki | 37 - 46 tahun | S2 | PC / Laptop |
| 52 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 53 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 54 | Perempuan | 17 - 26 tahun | S1 | HP/ Smartphone |
| 55 | Perempuan | 17 - 26 tahun | D3 | HP/ Smartphone |
| 56 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 57 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 58 | Laki-laki | 17 - 26 tahun | SMA/SMK | PC / Laptop |
| 59 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 60 | Laki-laki | 17 - 26 tahun | S2 | Tablet |
| 61 | Perempuan | 17 - 26 tahun | D3 | HP/ Smartphone |
| 62 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 63 | Perempuan | 27 - 36 tahun | S1 | HP/ Smartphone |
| 64 | Perempuan | 27 - 36 tahun | S1 | HP/ Smartphone |
| 65 | Perempuan | 37 - 46 tahun | S1 | HP/ Smartphone |
| 66 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 67 | Laki-laki | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 68 | Perempuan | 27 - 36 tahun | S1 | HP/ Smartphone |
| 69 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 70 | Perempuan | 17 - 26 tahun | S1 | HP/ Smartphone |
| 71 | Laki-laki | 27 - 36 tahun | S2 | HP/ Smartphone |
| 72 | Laki-laki | 27 - 36 tahun | S1 | HP/ Smartphone |
| 73 | Laki-laki | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 74 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 75 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 76 | Perempuan | 17 - 26 tahun | SMP | HP/ Smartphone |
| 77 | Perempuan | 17 - 26 tahun | D3 | HP/ Smartphone |
| 78 | Perempuan | 17 - 26 tahun | D3 | HP/ Smartphone |
| 79 | Perempuan | 27 - 36 tahun | S1 | HP/ Smartphone |
| 80 | Laki-laki | 27 - 36 tahun | S1 | HP/ Smartphone |
| 81 | Perempuan | 17 - 26 tahun | S1 | HP/ Smartphone |
| 82 | Laki-laki | 27 - 36 tahun | S1 | HP/ Smartphone |
| 83 | Laki-laki | 27 - 36 tahun | S1 | HP/ Smartphone |
| 84 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 85 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 86 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 87 | Perempuan | 27 - 36 tahun | SMA/SMK | HP/ Smartphone |
| 88 | Perempuan | 37 - 46 tahun | S2 | HP/ Smartphone |
| 89 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 90 | Laki-laki | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 91 | Perempuan | 37 - 46 tahun | S1 | HP/ Smartphone |
| 92 | Perempuan | 17 - 26 tahun | S1 | HP/ Smartphone |
| 93 | Perempuan | 17 - 26 tahun | SMP | HP/ Smartphone |
| 94 | Perempuan | 17 - 26 tahun | SMP | HP/ Smartphone |
| 95 | Perempuan | 17 - 26 tahun | SMP | HP/ Smartphone |
| 96 | Perempuan | 17 - 26 tahun | SMP | HP/ Smartphone |
| 97 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 98 | Perempuan | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |
| 99 | Laki-laki | 17 - 26 tahun | S1 | HP/ Smartphone |
| 100 | Laki-laki | 17 - 26 tahun | SMA/SMK | HP/ Smartphone |

**Lampiran 3** Hasil Deskripsi Responden

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pengelompokan responden berdasarkan gender** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-Laki | 35 | 35.0 | 35.0 | 35.0 |
| Perempuan | 65 | 65.0 | 65.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pengelompokan responden berdasarkan usia** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17 - 26 tahun | 79 | 79.0 | 79.0 | 79.0 |
| 27 - 36 tahun | 14 | 14.0 | 14.0 | 93.0 |
| 37 - 46 tahun | 6 | 6.0 | 6.0 | 99.0 |
| 47 - 56 tahun | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pengelompokan responden berdasarkan pendidikan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SMP | 10 | 10.0 | 10.0 | 10.0 |
| SMA/SMK | 41 | 41.0 | 41.0 | 51.0 |
| D3 | 6 | 6.0 | 6.0 | 57.0 |
| S1 | 36 | 36.0 | 36.0 | 93.0 |
| S2 | 6 | 6.0 | 6.0 | 99.0 |
| 6 | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

**Lampiran 4** Tabulasi Data Uji Instrumen (30 Responden)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Brand Trust** | | | | | **Total** |
| **P1** | **P2** | **P3** | **P4** | **P5** |
| 1. | 4 | 4 | 4 | 4 | 4 | 20 |
| 2. | 3 | 4 | 2 | 4 | 5 | 18 |
| 3. | 4 | 4 | 5 | 5 | 5 | 23 |
| 4. | 5 | 4 | 4 | 5 | 5 | 23 |
| 5. | 4 | 5 | 4 | 5 | 5 | 23 |
| 6. | 3 | 3 | 3 | 3 | 3 | 15 |
| 7. | 4 | 3 | 4 | 3 | 4 | 18 |
| 8. | 4 | 2 | 3 | 4 | 4 | 17 |
| 9. | 4 | 3 | 3 | 4 | 4 | 18 |
| 10. | 5 | 5 | 4 | 5 | 5 | 24 |
| 11. | 5 | 4 | 4 | 5 | 3 | 21 |
| 12. | 3 | 3 | 2 | 4 | 1 | 13 |
| 13. | 5 | 3 | 3 | 5 | 5 | 21 |
| 14. | 4 | 4 | 4 | 4 | 4 | 20 |
| 15. | 5 | 3 | 4 | 4 | 5 | 21 |
| 16. | 5 | 5 | 5 | 5 | 5 | 25 |
| 17. | 5 | 5 | 5 | 5 | 5 | 25 |
| 18. | 4 | 4 | 4 | 4 | 4 | 20 |
| 19. | 5 | 5 | 5 | 5 | 5 | 25 |
| 20. | 4 | 4 | 4 | 4 | 4 | 20 |
| 21. | 5 | 5 | 5 | 5 | 5 | 25 |
| 22. | 4 | 3 | 3 | 4 | 4 | 18 |
| 23. | 3 | 3 | 2 | 3 | 4 | 15 |
| 24. | 5 | 4 | 4 | 5 | 5 | 23 |
| 25. | 4 | 5 | 3 | 4 | 5 | 21 |
| 26. | 5 | 5 | 5 | 5 | 5 | 25 |
| 27. | 5 | 5 | 3 | 5 | 5 | 23 |
| 28. | 4 | 2 | 4 | 4 | 4 | 18 |
| 29. | 5 | 5 | 5 | 5 | 5 | 25 |
| 30. | 5 | 5 | 5 | 5 | 5 | 25 |

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| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Media Sosial** | | | | | **Total** |
| **P6** | **P7** | **P8** | **P9** | **P10** |
| 1. | 4 | 4 | 4 | 4 | 4 | 20 |
| 2. | 1 | 2 | 3 | 3 | 4 | 13 |
| 3. | 4 | 5 | 5 | 5 | 4 | 23 |
| 4. | 5 | 5 | 5 | 5 | 5 | 25 |
| 5. | 4 | 4 | 5 | 5 | 4 | 22 |
| 6. | 5 | 5 | 5 | 5 | 5 | 25 |
| 7. | 3 | 5 | 5 | 4 | 3 | 20 |
| 8. | 5 | 3 | 3 | 3 | 3 | 17 |
| 9. | 4 | 4 | 4 | 4 | 4 | 20 |
| 10. | 5 | 4 | 5 | 4 | 5 | 23 |
| 11. | 4 | 5 | 4 | 5 | 4 | 22 |
| 12. | 2 | 3 | 3 | 3 | 3 | 14 |
| 13. | 4 | 5 | 5 | 5 | 5 | 24 |
| 14. | 5 | 4 | 4 | 4 | 4 | 21 |
| 15. | 5 | 4 | 4 | 4 | 4 | 21 |
| 16. | 5 | 5 | 5 | 5 | 5 | 25 |
| 17. | 5 | 5 | 5 | 5 | 5 | 25 |
| 18. | 4 | 4 | 4 | 4 | 4 | 20 |
| 19. | 5 | 5 | 5 | 5 | 5 | 25 |
| 20. | 5 | 4 | 5 | 4 | 5 | 23 |
| 21. | 5 | 5 | 5 | 5 | 5 | 25 |
| 22. | 4 | 4 | 4 | 3 | 3 | 18 |
| 23. | 4 | 4 | 3 | 4 | 4 | 19 |
| 24. | 4 | 5 | 4 | 5 | 5 | 23 |
| 25. | 4 | 5 | 5 | 4 | 5 | 23 |
| 26. | 5 | 5 | 5 | 5 | 5 | 25 |
| 27. | 5 | 5 | 5 | 5 | 5 | 25 |
| 28. | 4 | 4 | 4 | 4 | 4 | 20 |
| 29. | 5 | 5 | 5 | 5 | 5 | 25 |
| 30. | 5 | 5 | 5 | 5 | 5 | 25 |

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| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Online Consumer Review** | | | | | **Total** |
| **P11** | **P12** | **P13** | **P14** | **P15** |
| 1. | 4 | 4 | 4 | 4 | 4 | 20 |
| 2. | 5 | 4 | 3 | 4 | 5 | 21 |
| 3. | 4 | 5 | 4 | 5 | 5 | 23 |
| 4. | 5 | 5 | 5 | 5 | 5 | 25 |
| 5. | 4 | 4 | 4 | 4 | 4 | 20 |
| 6. | 5 | 5 | 5 | 5 | 5 | 25 |
| 7. | 2 | 3 | 3 | 2 | 4 | 14 |
| 8. | 4 | 4 | 4 | 4 | 4 | 20 |
| 9. | 4 | 4 | 4 | 4 | 4 | 20 |
| 10. | 4 | 5 | 4 | 4 | 5 | 22 |
| 11. | 4 | 5 | 3 | 4 | 4 | 20 |
| 12. | 3 | 4 | 4 | 4 | 4 | 19 |
| 13. | 5 | 5 | 5 | 5 | 5 | 25 |
| 14. | 4 | 4 | 4 | 4 | 4 | 20 |
| 15. | 5 | 5 | 5 | 5 | 4 | 24 |
| 16. | 5 | 5 | 5 | 5 | 5 | 25 |
| 17. | 5 | 5 | 5 | 5 | 5 | 25 |
| 18. | 5 | 5 | 5 | 5 | 5 | 25 |
| 19. | 5 | 5 | 5 | 5 | 5 | 25 |
| 20. | 5 | 4 | 5 | 5 | 5 | 24 |
| 21. | 5 | 5 | 5 | 5 | 5 | 25 |
| 22. | 4 | 4 | 4 | 4 | 4 | 20 |
| 23. | 4 | 4 | 3 | 3 | 3 | 17 |
| 24. | 5 | 5 | 5 | 5 | 5 | 25 |
| 25. | 5 | 4 | 5 | 4 | 4 | 22 |
| 26. | 5 | 5 | 5 | 5 | 5 | 25 |
| 27. | 5 | 5 | 5 | 5 | 5 | 25 |
| 28. | 4 | 4 | 4 | 4 | 4 | 20 |
| 29. | 5 | 5 | 5 | 5 | 5 | 25 |
| 30. | 5 | 5 | 5 | 5 | 5 | 25 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Minat Beli** | | | | | **Total** |
| **P16** | **P17** | **P18** | **P19** | **P20** |
| 1. | 4 | 4 | 4 | 4 | 5 | 21 |
| 2. | 2 | 4 | 2 | 4 | 3 | 15 |
| 3. | 4 | 4 | 5 | 5 | 5 | 23 |
| 4. | 5 | 5 | 5 | 5 | 5 | 25 |
| 5. | 5 | 5 | 5 | 5 | 5 | 25 |
| 6. | 4 | 4 | 4 | 4 | 4 | 20 |
| 7. | 4 | 5 | 3 | 4 | 3 | 19 |
| 8. | 3 | 3 | 3 | 3 | 4 | 16 |
| 9. | 3 | 3 | 4 | 4 | 4 | 18 |
| 10. | 5 | 5 | 5 | 5 | 5 | 25 |
| 11. | 3 | 4 | 4 | 4 | 4 | 19 |
| 12. | 3 | 3 | 3 | 4 | 5 | 18 |
| 13. | 5 | 4 | 5 | 5 | 5 | 24 |
| 14. | 4 | 4 | 4 | 4 | 4 | 20 |
| 15. | 5 | 5 | 4 | 4 | 5 | 23 |
| 16. | 5 | 5 | 5 | 5 | 5 | 25 |
| 17. | 5 | 5 | 5 | 5 | 5 | 25 |
| 18. | 5 | 5 | 5 | 5 | 5 | 25 |
| 19. | 5 | 5 | 5 | 5 | 5 | 25 |
| 20. | 5 | 5 | 5 | 5 | 5 | 25 |
| 21. | 5 | 5 | 5 | 5 | 5 | 25 |
| 22. | 3 | 3 | 4 | 4 | 4 | 18 |
| 23. | 5 | 4 | 4 | 2 | 4 | 19 |
| 24. | 4 | 5 | 5 | 5 | 5 | 24 |
| 25. | 5 | 3 | 5 | 4 | 5 | 22 |
| 26. | 5 | 5 | 5 | 5 | 5 | 25 |
| 27. | 5 | 5 | 5 | 5 | 5 | 25 |
| 28. | 4 | 4 | 4 | 4 | 4 | 20 |
| 29. | 5 | 5 | 5 | 5 | 5 | 25 |
| 30. | 5 | 5 | 5 | 5 | 5 | 25 |

**Lampiran 5** Skoring Data Responden

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Brand Trust** | | | | | **Total** |
| **P1** | **P2** | **P3** | **P4** | **P5** |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 3 | 4 | 2 | 4 | 5 | 18 |
| 3 | 4 | 4 | 5 | 5 | 5 | 23 |
| 4 | 5 | 4 | 4 | 5 | 5 | 23 |
| 5 | 4 | 5 | 4 | 5 | 5 | 23 |
| 6 | 3 | 3 | 3 | 3 | 3 | 15 |
| 7 | 4 | 3 | 4 | 3 | 4 | 18 |
| 8 | 4 | 2 | 3 | 4 | 4 | 17 |
| 9 | 4 | 3 | 3 | 4 | 4 | 18 |
| 10 | 5 | 5 | 4 | 5 | 5 | 24 |
| 11 | 5 | 4 | 4 | 5 | 3 | 21 |
| 12 | 3 | 3 | 2 | 4 | 1 | 13 |
| 13 | 5 | 3 | 3 | 5 | 5 | 21 |
| 14 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 5 | 3 | 4 | 4 | 5 | 21 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 4 | 4 | 3 | 4 | 4 | 19 |
| 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 19 | 5 | 4 | 4 | 4 | 4 | 21 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 21 | 4 | 4 | 4 | 5 | 5 | 22 |
| 22 | 4 | 3 | 3 | 4 | 4 | 18 |
| 23 | 3 | 3 | 2 | 3 | 4 | 15 |
| 24 | 5 | 4 | 4 | 5 | 5 | 23 |
| 25 | 4 | 5 | 3 | 4 | 5 | 21 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 4 | 4 | 4 | 4 | 4 | 20 |
| 28 | 4 | 2 | 4 | 4 | 4 | 18 |
| 29 | 4 | 3 | 3 | 3 | 3 | 16 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 |
| 31 | 5 | 4 | 3 | 4 | 4 | 20 |
| 32 | 5 | 3 | 3 | 5 | 5 | 21 |
| 33 | 5 | 5 | 5 | 5 | 5 | 25 |
| 34 | 4 | 2 | 2 | 4 | 4 | 16 |
| 35 | 4 | 4 | 5 | 4 | 5 | 22 |
| 36 | 4 | 5 | 4 | 5 | 4 | 22 |
| 37 | 5 | 5 | 5 | 5 | 5 | 25 |
| 38 | 5 | 3 | 4 | 4 | 5 | 21 |
| 39 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 5 | 5 | 4 | 5 | 5 | 24 |
| 41 | 5 | 5 | 5 | 5 | 5 | 25 |
| 42 | 5 | 5 | 5 | 5 | 5 | 25 |
| 43 | 5 | 5 | 3 | 5 | 4 | 22 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 5 | 5 | 5 | 5 | 5 | 25 |
| 46 | 5 | 5 | 5 | 3 | 5 | 23 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 |
| 48 | 5 | 4 | 5 | 4 | 5 | 23 |
| 49 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 4 | 4 | 4 | 4 | 4 | 20 |
| 51 | 4 | 3 | 4 | 4 | 3 | 18 |
| 52 | 4 | 4 | 4 | 4 | 4 | 20 |
| 53 | 5 | 5 | 5 | 5 | 5 | 25 |
| 54 | 5 | 5 | 5 | 5 | 5 | 25 |
| 55 | 5 | 5 | 5 | 5 | 5 | 25 |
| 56 | 5 | 5 | 5 | 5 | 5 | 25 |
| 57 | 4 | 4 | 4 | 4 | 4 | 20 |
| 58 | 4 | 4 | 4 | 4 | 4 | 20 |
| 59 | 4 | 4 | 4 | 4 | 4 | 20 |
| 60 | 5 | 4 | 5 | 4 | 5 | 23 |
| 61 | 5 | 5 | 5 | 5 | 4 | 24 |
| 62 | 5 | 4 | 5 | 3 | 5 | 22 |
| 63 | 4 | 4 | 4 | 4 | 4 | 20 |
| 64 | 5 | 5 | 5 | 5 | 5 | 25 |
| 65 | 4 | 4 | 4 | 5 | 5 | 22 |
| 66 | 4 | 2 | 3 | 4 | 4 | 17 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 |
| 68 | 5 | 4 | 5 | 4 | 5 | 23 |
| 69 | 5 | 5 | 4 | 4 | 5 | 23 |
| 70 | 5 | 5 | 4 | 5 | 4 | 23 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 4 | 4 | 4 | 4 | 4 | 20 |
| 73 | 4 | 4 | 4 | 4 | 4 | 20 |
| 74 | 5 | 5 | 5 | 4 | 5 | 24 |
| 75 | 5 | 3 | 5 | 5 | 5 | 23 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 5 | 4 | 5 | 5 | 5 | 24 |
| 78 | 5 | 4 | 5 | 5 | 5 | 24 |
| 79 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 4 | 3 | 4 | 4 | 4 | 19 |
| 81 | 5 | 5 | 5 | 5 | 5 | 25 |
| 82 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84 | 5 | 5 | 4 | 5 | 5 | 24 |
| 85 | 5 | 4 | 5 | 4 | 5 | 23 |
| 86 | 3 | 3 | 4 | 4 | 4 | 18 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 |
| 88 | 5 | 4 | 5 | 4 | 4 | 22 |
| 89 | 5 | 4 | 5 | 5 | 5 | 24 |
| 90 | 4 | 2 | 1 | 5 | 5 | 17 |
| 91 | 3 | 3 | 3 | 3 | 3 | 15 |
| 92 | 4 | 4 | 4 | 5 | 4 | 21 |
| 93 | 5 | 4 | 5 | 4 | 5 | 23 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 5 | 4 | 5 | 5 | 5 | 24 |
| 97 | 5 | 4 | 4 | 5 | 4 | 22 |
| 98 | 5 | 5 | 5 | 5 | 5 | 25 |
| 99 | 5 | 5 | 4 | 4 | 5 | 23 |
| 100 | 3 | 3 | 3 | 4 | 4 | 17 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Media Sosial** | | | | | **Total** |
| **P1** | **P2** | **P3** | **P4** | **P5** |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 3 | 2 | 3 | 3 | 4 | 15 |
| 3 | 4 | 5 | 5 | 5 | 4 | 23 |
| 4 | 5 | 5 | 3 | 4 | 5 | 22 |
| 5 | 4 | 4 | 5 | 5 | 4 | 22 |
| 6 | 4 | 4 | 5 | 5 | 4 | 22 |
| 7 | 3 | 5 | 5 | 4 | 3 | 20 |
| 8 | 5 | 3 | 3 | 3 | 3 | 17 |
| 9 | 4 | 5 | 4 | 3 | 4 | 20 |
| 10 | 5 | 4 | 5 | 4 | 3 | 21 |
| 11 | 4 | 5 | 4 | 5 | 4 | 22 |
| 12 | 2 | 3 | 3 | 3 | 4 | 15 |
| 13 | 4 | 5 | 3 | 3 | 5 | 20 |
| 14 | 5 | 4 | 4 | 4 | 4 | 21 |
| 15 | 5 | 4 | 4 | 4 | 4 | 21 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 5 | 5 | 5 | 3 | 3 | 21 |
| 18 | 4 | 5 | 5 | 3 | 5 | 22 |
| 19 | 4 | 5 | 3 | 3 | 3 | 18 |
| 20 | 5 | 4 | 5 | 4 | 5 | 23 |
| 21 | 3 | 2 | 3 | 3 | 4 | 15 |
| 22 | 5 | 4 | 4 | 3 | 4 | 20 |
| 23 | 4 | 4 | 3 | 4 | 4 | 19 |
| 24 | 4 | 5 | 4 | 5 | 5 | 23 |
| 25 | 4 | 5 | 5 | 4 | 5 | 23 |
| 26 | 4 | 3 | 4 | 3 | 2 | 16 |
| 27 | 4 | 4 | 4 | 5 | 4 | 21 |
| 28 | 5 | 4 | 5 | 4 | 5 | 23 |
| 29 | 3 | 3 | 4 | 3 | 5 | 18 |
| 30 | 5 | 4 | 5 | 5 | 4 | 23 |
| 31 | 5 | 3 | 4 | 5 | 3 | 20 |
| 32 | 5 | 5 | 5 | 5 | 5 | 25 |
| 33 | 5 | 5 | 5 | 5 | 5 | 25 |
| 34 | 4 | 4 | 4 | 4 | 3 | 19 |
| 35 | 4 | 5 | 5 | 4 | 4 | 22 |
| 36 | 5 | 4 | 3 | 5 | 4 | 21 |
| 37 | 4 | 4 | 4 | 4 | 4 | 20 |
| 38 | 5 | 5 | 4 | 4 | 5 | 23 |
| 39 | 4 | 4 | 4 | 5 | 4 | 21 |
| 40 | 3 | 4 | 3 | 3 | 3 | 16 |
| 41 | 4 | 3 | 5 | 4 | 5 | 21 |
| 42 | 4 | 3 | 5 | 4 | 3 | 19 |
| 43 | 3 | 2 | 4 | 4 | 5 | 18 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 5 | 5 | 3 | 4 | 4 | 21 |
| 46 | 3 | 5 | 4 | 4 | 3 | 19 |
| 47 | 4 | 4 | 5 | 4 | 5 | 22 |
| 48 | 5 | 4 | 5 | 4 | 4 | 22 |
| 49 | 5 | 5 | 4 | 5 | 4 | 23 |
| 50 | 5 | 5 | 5 | 5 | 5 | 25 |
| 51 | 3 | 5 | 5 | 2 | 5 | 20 |
| 52 | 4 | 4 | 4 | 4 | 4 | 20 |
| 53 | 5 | 5 | 3 | 5 | 4 | 22 |
| 54 | 4 | 5 | 4 | 4 | 5 | 22 |
| 55 | 5 | 5 | 5 | 5 | 5 | 25 |
| 56 | 5 | 2 | 3 | 3 | 3 | 16 |
| 57 | 4 | 4 | 3 | 4 | 2 | 17 |
| 58 | 4 | 4 | 4 | 4 | 4 | 20 |
| 59 | 4 | 3 | 4 | 4 | 4 | 19 |
| 60 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 5 | 5 | 3 | 5 | 5 | 23 |
| 62 | 5 | 5 | 5 | 5 | 5 | 25 |
| 63 | 5 | 4 | 4 | 4 | 4 | 21 |
| 64 | 5 | 5 | 5 | 4 | 4 | 23 |
| 65 | 4 | 4 | 4 | 4 | 5 | 21 |
| 66 | 4 | 5 | 4 | 5 | 4 | 22 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 |
| 68 | 4 | 5 | 4 | 5 | 5 | 23 |
| 69 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | 5 | 5 | 5 | 5 | 5 | 25 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 4 | 4 | 4 | 4 | 4 | 20 |
| 73 | 4 | 4 | 4 | 4 | 4 | 20 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 5 | 5 | 5 | 5 | 5 | 25 |
| 78 | 5 | 5 | 5 | 5 | 5 | 25 |
| 79 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | 5 | 5 | 5 | 5 | 5 | 25 |
| 82 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84 | 5 | 5 | 5 | 4 | 5 | 24 |
| 85 | 4 | 5 | 4 | 5 | 5 | 23 |
| 86 | 4 | 4 | 4 | 4 | 4 | 20 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 |
| 88 | 5 | 5 | 5 | 5 | 5 | 25 |
| 89 | 5 | 5 | 5 | 5 | 5 | 25 |
| 90 | 4 | 3 | 4 | 5 | 2 | 18 |
| 91 | 3 | 3 | 3 | 3 | 3 | 15 |
| 92 | 4 | 5 | 3 | 3 | 3 | 18 |
| 93 | 4 | 5 | 4 | 5 | 4 | 22 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 5 | 5 | 5 | 5 | 5 | 25 |
| 97 | 2 | 4 | 4 | 5 | 4 | 19 |
| 98 | 5 | 5 | 5 | 5 | 5 | 25 |
| 99 | 5 | 4 | 5 | 4 | 5 | 23 |
| 100 | 4 | 5 | 4 | 4 | 4 | 21 |

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| --- | --- | --- | --- | --- | --- | --- |
| **No.** | ***Online Consumer Review*** | | | | | **Total** |
| **P1** | **P2** | **P3** | **P4** | **P5** |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 5 | 4 | 3 | 4 | 5 | 21 |
| 3 | 4 | 5 | 4 | 5 | 5 | 23 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 2 | 3 | 3 | 2 | 4 | 14 |
| 8 | 4 | 4 | 4 | 4 | 4 | 20 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 4 | 5 | 4 | 4 | 5 | 22 |
| 11 | 4 | 5 | 3 | 4 | 4 | 20 |
| 12 | 3 | 4 | 4 | 4 | 4 | 19 |
| 13 | 5 | 5 | 5 | 5 | 5 | 25 |
| 14 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 5 | 5 | 5 | 5 | 4 | 24 |
| 16 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 5 | 5 | 5 | 5 | 5 | 25 |
| 20 | 5 | 4 | 5 | 5 | 5 | 24 |
| 21 | 3 | 3 | 4 | 4 | 3 | 17 |
| 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 4 | 4 | 3 | 3 | 3 | 17 |
| 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 25 | 5 | 4 | 5 | 4 | 4 | 22 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 5 | 5 | 4 | 5 | 3 | 22 |
| 28 | 4 | 4 | 4 | 4 | 4 | 20 |
| 29 | 4 | 4 | 3 | 4 | 3 | 18 |
| 30 | 5 | 3 | 3 | 2 | 1 | 14 |
| 31 | 3 | 2 | 2 | 1 | 4 | 12 |
| 32 | 5 | 5 | 5 | 5 | 5 | 25 |
| 33 | 5 | 5 | 5 | 5 | 5 | 25 |
| 34 | 5 | 5 | 5 | 5 | 5 | 25 |
| 35 | 5 | 4 | 5 | 5 | 5 | 24 |
| 36 | 5 | 4 | 5 | 4 | 5 | 23 |
| 37 | 4 | 5 | 5 | 5 | 5 | 24 |
| 38 | 5 | 5 | 5 | 5 | 5 | 25 |
| 39 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 5 | 5 | 5 | 5 | 5 | 25 |
| 41 | 3 | 5 | 4 | 5 | 5 | 22 |
| 42 | 5 | 5 | 5 | 5 | 5 | 25 |
| 43 | 2 | 3 | 4 | 5 | 5 | 19 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 5 | 5 | 5 | 5 | 5 | 25 |
| 46 | 5 | 5 | 5 | 4 | 4 | 23 |
| 47 | 4 | 4 | 4 | 4 | 4 | 20 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 4 | 4 | 4 | 4 | 4 | 20 |
| 51 | 3 | 2 | 1 | 3 | 3 | 12 |
| 52 | 4 | 4 | 4 | 4 | 4 | 20 |
| 53 | 5 | 5 | 5 | 5 | 5 | 25 |
| 54 | 5 | 5 | 5 | 5 | 5 | 25 |
| 55 | 5 | 5 | 5 | 5 | 5 | 25 |
| 56 | 5 | 5 | 5 | 5 | 5 | 25 |
| 57 | 4 | 4 | 4 | 4 | 4 | 20 |
| 58 | 4 | 4 | 4 | 4 | 4 | 20 |
| 59 | 4 | 5 | 5 | 5 | 5 | 24 |
| 60 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 5 | 5 | 5 | 5 | 5 | 25 |
| 62 | 5 | 5 | 4 | 5 | 4 | 23 |
| 63 | 4 | 4 | 4 | 4 | 4 | 20 |
| 64 | 4 | 5 | 5 | 4 | 4 | 22 |
| 65 | 4 | 4 | 4 | 4 | 4 | 20 |
| 66 | 4 | 4 | 4 | 4 | 4 | 20 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 |
| 68 | 5 | 5 | 5 | 5 | 5 | 25 |
| 69 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | 5 | 5 | 5 | 5 | 5 | 25 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 4 | 4 | 4 | 4 | 4 | 20 |
| 73 | 4 | 4 | 4 | 4 | 4 | 20 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 5 | 5 | 5 | 5 | 5 | 25 |
| 78 | 5 | 5 | 5 | 5 | 5 | 25 |
| 79 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | 5 | 5 | 5 | 5 | 5 | 25 |
| 82 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84 | 5 | 5 | 5 | 4 | 5 | 24 |
| 85 | 5 | 4 | 5 | 3 | 5 | 22 |
| 86 | 4 | 4 | 4 | 4 | 4 | 20 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 |
| 88 | 5 | 5 | 5 | 5 | 5 | 25 |
| 89 | 5 | 5 | 5 | 5 | 5 | 25 |
| 90 | 5 | 4 | 4 | 5 | 5 | 23 |
| 91 | 3 | 3 | 3 | 3 | 3 | 15 |
| 92 | 4 | 4 | 3 | 4 | 4 | 19 |
| 93 | 5 | 4 | 5 | 5 | 5 | 24 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 5 | 5 | 5 | 5 | 5 | 25 |
| 97 | 5 | 5 | 5 | 5 | 5 | 25 |
| 98 | 5 | 5 | 5 | 5 | 5 | 25 |
| 99 | 5 | 5 | 5 | 4 | 5 | 24 |
| 100 | 5 | 5 | 5 | 5 | 5 | 25 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Minat Beli** | | | | | **Total** |
| **P1** | **P2** | **P3** | **P4** | **P5** |
| 1 | 4 | 4 | 3 | 3 | 5 | 19 |
| 2 | 2 | 4 | 2 | 4 | 3 | 15 |
| 3 | 4 | 4 | 5 | 5 | 5 | 23 |
| 4 | 5 | 5 | 4 | 5 | 4 | 23 |
| 5 | 5 | 4 | 5 | 5 | 4 | 23 |
| 6 | 4 | 4 | 5 | 4 | 4 | 21 |
| 7 | 4 | 5 | 3 | 4 | 3 | 19 |
| 8 | 3 | 5 | 3 | 3 | 4 | 18 |
| 9 | 3 | 3 | 4 | 4 | 5 | 19 |
| 10 | 5 | 5 | 4 | 5 | 4 | 23 |
| 11 | 3 | 4 | 4 | 4 | 5 | 20 |
| 12 | 3 | 3 | 3 | 4 | 5 | 18 |
| 13 | 5 | 4 | 5 | 5 | 5 | 24 |
| 14 | 4 | 4 | 5 | 4 | 5 | 22 |
| 15 | 5 | 5 | 4 | 5 | 5 | 24 |
| 16 | 5 | 5 | 4 | 4 | 4 | 22 |
| 17 | 4 | 4 | 5 | 5 | 5 | 23 |
| 18 | 5 | 4 | 5 | 5 | 5 | 24 |
| 19 | 4 | 5 | 5 | 4 | 4 | 22 |
| 20 | 5 | 5 | 4 | 5 | 5 | 24 |
| 21 | 3 | 4 | 3 | 4 | 4 | 18 |
| 22 | 3 | 3 | 4 | 4 | 4 | 18 |
| 23 | 5 | 4 | 4 | 2 | 4 | 19 |
| 24 | 4 | 5 | 5 | 5 | 5 | 24 |
| 25 | 5 | 3 | 5 | 4 | 5 | 22 |
| 26 | 4 | 3 | 4 | 4 | 5 | 20 |
| 27 | 3 | 3 | 3 | 4 | 3 | 16 |
| 28 | 4 | 5 | 4 | 4 | 4 | 21 |
| 29 | 3 | 4 | 4 | 4 | 4 | 19 |
| 30 | 4 | 5 | 3 | 5 | 4 | 21 |
| 31 | 5 | 4 | 4 | 5 | 3 | 21 |
| 32 | 5 | 4 | 3 | 5 | 5 | 22 |
| 33 | 4 | 5 | 5 | 5 | 5 | 24 |
| 34 | 5 | 3 | 5 | 4 | 4 | 21 |
| 35 | 5 | 4 | 4 | 5 | 4 | 22 |
| 36 | 4 | 3 | 5 | 5 | 4 | 21 |
| 37 | 5 | 4 | 4 | 4 | 4 | 21 |
| 38 | 5 | 5 | 5 | 5 | 5 | 25 |
| 39 | 3 | 3 | 4 | 4 | 4 | 18 |
| 40 | 5 | 5 | 5 | 4 | 5 | 24 |
| 41 | 5 | 5 | 5 | 4 | 5 | 24 |
| 42 | 5 | 3 | 3 | 5 | 5 | 21 |
| 43 | 3 | 4 | 4 | 5 | 4 | 20 |
| 44 | 4 | 4 | 4 | 4 | 4 | 20 |
| 45 | 5 | 5 | 5 | 5 | 5 | 25 |
| 46 | 4 | 3 | 5 | 3 | 5 | 20 |
| 47 | 3 | 4 | 4 | 4 | 4 | 19 |
| 48 | 5 | 5 | 5 | 5 | 4 | 24 |
| 49 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 4 | 4 | 5 | 4 | 4 | 21 |
| 51 | 4 | 4 | 2 | 3 | 3 | 16 |
| 52 | 4 | 4 | 4 | 4 | 4 | 20 |
| 53 | 3 | 5 | 5 | 5 | 5 | 23 |
| 54 | 4 | 4 | 5 | 5 | 5 | 23 |
| 55 | 5 | 5 | 5 | 5 | 5 | 25 |
| 56 | 5 | 5 | 5 | 4 | 5 | 24 |
| 57 | 4 | 5 | 3 | 5 | 4 | 21 |
| 58 | 4 | 4 | 4 | 4 | 3 | 19 |
| 59 | 5 | 5 | 5 | 4 | 4 | 23 |
| 60 | 4 | 5 | 5 | 5 | 5 | 24 |
| 61 | 5 | 5 | 5 | 5 | 4 | 24 |
| 62 | 5 | 3 | 3 | 5 | 4 | 20 |
| 63 | 4 | 4 | 4 | 4 | 5 | 21 |
| 64 | 4 | 4 | 4 | 4 | 5 | 21 |
| 65 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 4 | 4 | 4 | 5 | 5 | 22 |
| 67 | 5 | 5 | 5 | 4 | 4 | 23 |
| 68 | 5 | 5 | 5 | 4 | 4 | 23 |
| 69 | 5 | 4 | 5 | 4 | 5 | 23 |
| 70 | 5 | 5 | 3 | 3 | 4 | 20 |
| 71 | 4 | 5 | 5 | 5 | 5 | 24 |
| 72 | 5 | 5 | 5 | 5 | 5 | 25 |
| 73 | 4 | 4 | 4 | 4 | 4 | 20 |
| 74 | 4 | 4 | 4 | 5 | 5 | 22 |
| 75 | 4 | 5 | 5 | 5 | 5 | 24 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 5 | 5 | 5 | 5 | 5 | 25 |
| 78 | 5 | 5 | 5 | 5 | 5 | 25 |
| 79 | 5 | 5 | 5 | 5 | 4 | 24 |
| 80 | 4 | 5 | 5 | 5 | 5 | 24 |
| 81 | 5 | 4 | 5 | 5 | 5 | 24 |
| 82 | 5 | 4 | 3 | 5 | 5 | 22 |
| 83 | 4 | 4 | 4 | 4 | 5 | 21 |
| 84 | 4 | 5 | 5 | 5 | 5 | 24 |
| 85 | 4 | 5 | 4 | 5 | 4 | 22 |
| 86 | 4 | 4 | 3 | 4 | 4 | 19 |
| 87 | 4 | 4 | 4 | 4 | 5 | 21 |
| 88 | 4 | 5 | 5 | 5 | 5 | 24 |
| 89 | 5 | 5 | 5 | 4 | 5 | 24 |
| 90 | 4 | 2 | 2 | 5 | 4 | 17 |
| 91 | 3 | 3 | 3 | 3 | 3 | 15 |
| 92 | 4 | 4 | 4 | 4 | 4 | 20 |
| 93 | 5 | 5 | 5 | 5 | 5 | 25 |
| 94 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 5 | 5 | 5 | 5 | 5 | 25 |
| 97 | 4 | 5 | 4 | 5 | 4 | 22 |
| 98 | 5 | 5 | 5 | 5 | 5 | 25 |
| 99 | 5 | 4 | 3 | 5 | 5 | 22 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 |

**Lampiran 6** Hasil Uji Instrumen Penelitian

**Variabel *Brand Trust* (X1)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .869 | 5 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| P1 | 4.3333 | .71116 | 30 |
| P2 | 3.9667 | .96431 | 30 |
| P3 | 3.8333 | .94989 | 30 |
| P4 | 4.4000 | .67466 | 30 |
| P5 | 4.4000 | .89443 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| P1 | 16.6000 | 8.110 | .783 | .826 |
| P2 | 16.9667 | 7.344 | .673 | .850 |
| P3 | 17.1000 | 7.334 | .690 | .844 |
| P4 | 16.5333 | 8.326 | .772 | .831 |
| P5 | 16.5333 | 7.844 | .628 | .859 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 20.9333 | 11.789 | 3.43344 | 5 |

**Variabel Media Sosial (X2)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .898 | 5 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| P6 | 4.3000 | .95231 | 30 |
| P7 | 4.4000 | .77013 | 30 |
| P8 | 4.4333 | .72793 | 30 |
| P9 | 4.3667 | .71840 | 30 |
| P10 | 4.3667 | .71840 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| P6 | 17.5667 | 6.875 | .620 | .915 |
| P7 | 17.4667 | 6.947 | .822 | .859 |
| P8 | 17.4333 | 7.220 | .800 | .866 |
| P9 | 17.5000 | 7.155 | .834 | .859 |
| P10 | 17.5000 | 7.500 | .727 | .881 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 21.8667 | 10.878 | 3.29821 | 5 |

**Variabel *Online Consumer Review* (X3)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .929 | 5 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| P11 | 4.4667 | .73030 | 30 |
| P12 | 4.5333 | .57135 | 30 |
| P13 | 4.4000 | .72397 | 30 |
| P14 | 4.4333 | .72793 | 30 |
| P15 | 4.5333 | .57135 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| P11 | 17.9000 | 5.403 | .821 | .912 |
| P12 | 17.8333 | 6.144 | .795 | .918 |
| P13 | 17.9667 | 5.482 | .802 | .916 |
| P14 | 17.9333 | 5.099 | .941 | .886 |
| P15 | 17.8333 | 6.282 | .738 | .927 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 22.3667 | 8.723 | 2.95347 | 5 |

**Variabel Minat Beli (Y)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .894 | 5 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| P16 | 4.3333 | .88409 | 30 |
| P17 | 4.3667 | .76489 | 30 |
| P18 | 4.4000 | .81368 | 30 |
| P19 | 4.4333 | .72793 | 30 |
| P20 | 4.6000 | .62146 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| P16 | 17.8000 | 6.097 | .790 | .860 |
| P17 | 17.7667 | 7.082 | .653 | .889 |
| P18 | 17.7333 | 6.202 | .854 | .843 |
| P19 | 17.7000 | 7.114 | .691 | .881 |
| P20 | 17.5333 | 7.430 | .741 | .874 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 22.1333 | 10.326 | 3.21348 | 5 |

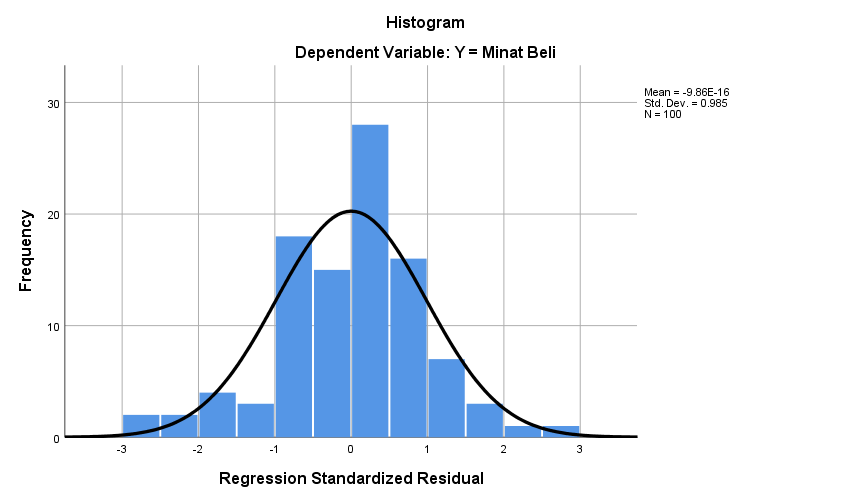
**Lampiran 7** Hasil Uji Asumsi Klasik

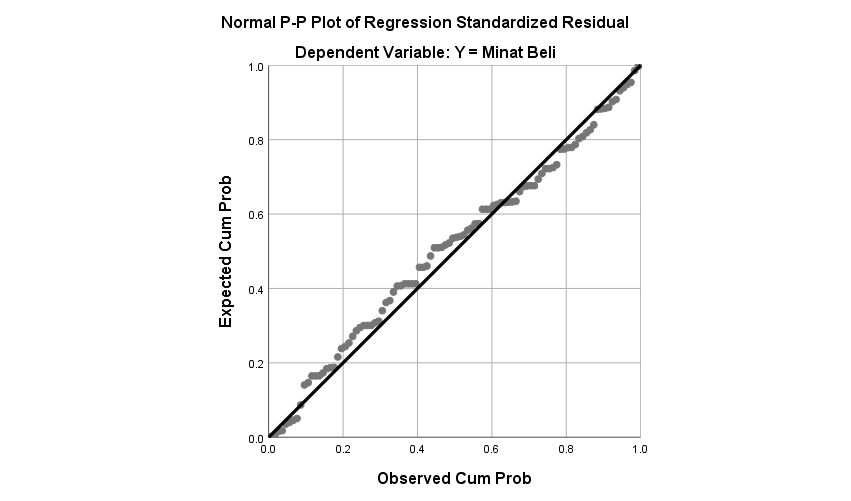
**Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.74174814 |
| Most Extreme Differences | Absolute | .070 |
| Positive | .044 |
| Negative | -.070 |
| Test Statistic | | .070 |
| Asymp. Sig. (2-tailed) | | .200c,d |

|  |
| --- |
| a. Test distribution is Normal. |
| b. Calculated from data. |
| c. Lilliefors Significance Correction. |
| d. This is a lower bound of the true significance. |

**Charts**





**Uji Multikolinearitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.191 | 1.750 |  | 2.966 | .004 |
| X1 = Brand Trust | .233 | .089 | .235 | 2.630 | .010 |
| X2 = Media Sosial | .274 | .075 | .309 | 3.643 | .000 |
| X3 = Online Consumer Review | .252 | .069 | .325 | 3.636 | .000 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| X1 = Brand Trust | .656 | 1.525 |
| X2 = Media Sosial | .728 | 1.373 |
| X3 = Online Consumer Review | .658 | 1.520 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | |
| (Constant) | X1 = Brand Trust | X2 = Media Sosial |
| 1 | 1 | 3.975 | 1.000 | .00 | .00 | .00 |
| 2 | .010 | 19.598 | .17 | .00 | .20 |
| 3 | .009 | 21.509 | .34 | .12 | .80 |
| 4 | .006 | 25.512 | .49 | .88 | .00 |

|  |  |  |
| --- | --- | --- |
| **Collinearity Diagnosticsa** | | |
| Model | Dimension | Variance Proportions |
| X3 = Online Consumer Review |
| 1 | 1 | .00 |
| 2 | .82 |
| 3 | .02 |
| 4 | .16 |

|  |
| --- |
| a. Dependent Variable: Y = Minat Beli |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 16.59 | 24.19 | 21.67 | 1.728 | 100 |
| Std. Predicted Value | -2.938 | 1.459 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .190 | .699 | .335 | .115 | 100 |
| Adjusted Predicted Value | 16.77 | 24.31 | 21.67 | 1.729 | 100 |
| Residual | -5.171 | 4.842 | .000 | 1.742 | 100 |
| Std. Residual | -2.923 | 2.737 | .000 | .985 | 100 |
| Stud. Residual | -2.945 | 2.766 | .000 | 1.006 | 100 |
| Deleted Residual | -5.305 | 4.943 | -.001 | 1.817 | 100 |
| Stud. Deleted Residual | -3.071 | 2.868 | -.002 | 1.021 | 100 |
| Mahal. Distance | .158 | 14.485 | 2.970 | 3.027 | 100 |
| Cook's Distance | .000 | .106 | .011 | .021 | 100 |
| Centered Leverage Value | .002 | .146 | .030 | .031 | 100 |

|  |
| --- |
| a. Dependent Variable: Y = Minat Beli |

**Uji Heterokedastisitas**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .165a | .027 | -.003 | 1.13567 | 2.149 |

|  |
| --- |
| a. Predictors: (Constant), X3 = Online Consumer Review, X2 = Media Sosial, X1 = Brand Trust |
| b. Dependent Variable: Abs\_ut |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3.446 | 3 | 1.149 | .891 | .449b |
| Residual | 123.815 | 96 | 1.290 |  |  |
| Total | 127.261 | 99 |  |  |  |

|  |
| --- |
| a. Dependent Variable: Abs\_ut |
| b. Predictors: (Constant), X3 = Online Consumer Review, X2 = Media Sosial, X1 = Brand Trust |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |  |  |
| 1 | (Constant) | 2.079 | 1.124 |  | 1.850 | .067 |
| X1 = Brand Trust | .030 | .057 | .065 | .523 | .602 |
| X2 = Media Sosial | -.079 | .048 | -.191 | -1.623 | .108 |
| X3 = Online Consumer Review | .012 | .045 | .034 | .275 | .784 |

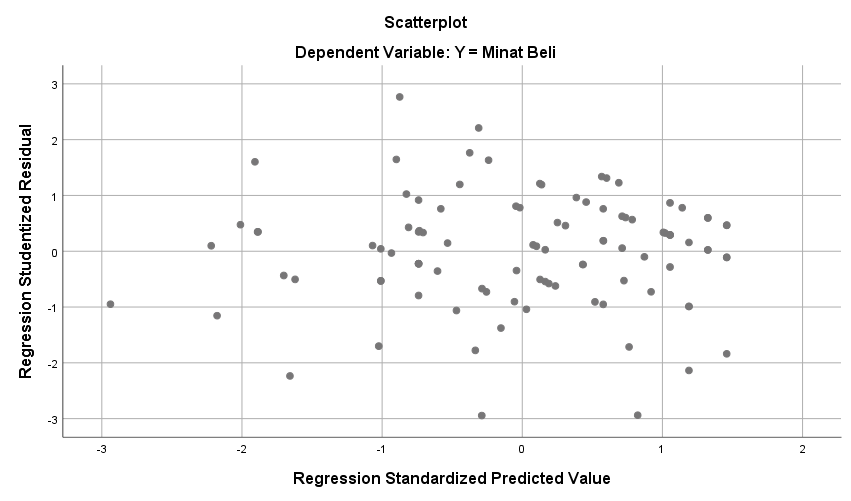
|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| X1 = Brand Trust | .656 | 1.525 |
| X2 = Media Sosial | .728 | 1.373 |
| X3 = Online Consumer Review | .658 | 1.520 |

|  |
| --- |
| a. Dependent Variable: Abs\_ut |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
| (Constant) | X1 = Brand Trust | X2 = Media Sosial |
| 1 | 1 | 3.975 | 1.000 | .00 | .00 | .00 |
| 2 | .010 | 19.598 | .17 | .00 | .20 |
| 3 | .009 | 21.509 | .34 | .12 | .80 |
| 4 | .006 | 25.512 | .49 | .88 | .00 |

|  |  |  |
| --- | --- | --- |
| **Collinearity Diagnosticsa** | | |
| Model | Dimension | Variance Proportions |
| X3 = Online Consumer Review |
| 1 | 1 | .00 |
| 2 | .82 |
| 3 | .02 |
| 4 | .16 |

|  |
| --- |
| a. Dependent Variable: Abs\_ut |



Hasil Uji Analisis Regresi Linear Berganda

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | X3 = Online Consumer Review, X2 = Media Sosial, X1 = Brand Trustb | . | Enter |

|  |
| --- |
| a. Dependent Variable: Y = Minat Beli |
| b. All requested variables entered. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .704a | .496 | .480 | 1.769 | 1.891 |

|  |
| --- |
| a. Predictors: (Constant), X3 = Online Consumer Review, X2 = Media Sosial, X1 = Brand Trust |
| b. Dependent Variable: Y = Minat Beli |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 295.775 | 3 | 98.592 | 31.514 | .000b |
| Residual | 300.335 | 96 | 3.128 |  |  |
| Total | 596.110 | 99 |  |  |  |

|  |
| --- |
| a. Dependent Variable: Y = Minat Beli |
| b. Predictors: (Constant), X3 = Online Consumer Review, X2 = Media Sosial, X1 = Brand Trust |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |  |  |
| 1 | (Constant) | 5.191 | 1.750 |  | 2.966 | .004 |
| X1 = Brand Trust | .233 | .089 | .235 | 2.630 | .010 |
| X2 = Media Sosial | .274 | .075 | .309 | 3.643 | .000 |
| X3 = Online Consumer Review | .252 | .069 | .325 | 3.636 | .000 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| X1 = Brand Trust | .656 | 1.525 |
| X2 = Media Sosial | .728 | 1.373 |
| X3 = Online Consumer Review | .658 | 1.520 |

|  |
| --- |
| a. Dependent Variable: Y = Minat Beli |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | |
| (Constant) | X1 = Brand Trust | X2 = Media Sosial |
| 1 | 1 | 3.975 | 1.000 | .00 | .00 | .00 |
| 2 | .010 | 19.598 | .17 | .00 | .20 |
| 3 | .009 | 21.509 | .34 | .12 | .80 |
| 4 | .006 | 25.512 | .49 | .88 | .00 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | |
| Model | Dimension | Variance Proportions |
| X3 = Online Consumer Review |
| 1 | 1 | .00 |
| 2 | .82 |
| 3 | .02 |
| 4 | .16 |

|  |
| --- |
| a. Dependent Variable: Y = Minat Beli |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 16.59 | 24.19 | 21.67 | 1.728 | 100 |
| Std. Predicted Value | -2.938 | 1.459 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .190 | .699 | .335 | .115 | 100 |
| Adjusted Predicted Value | 16.77 | 24.31 | 21.67 | 1.729 | 100 |
| Residual | -5.171 | 4.842 | .000 | 1.742 | 100 |
| Std. Residual | -2.923 | 2.737 | .000 | .985 | 100 |
| Stud. Residual | -2.945 | 2.766 | .000 | 1.006 | 100 |
| Deleted Residual | -5.305 | 4.943 | -.001 | 1.817 | 100 |
| Stud. Deleted Residual | -3.071 | 2.868 | -.002 | 1.021 | 100 |
| Mahal. Distance | .158 | 14.485 | 2.970 | 3.027 | 100 |
| Cook's Distance | .000 | .106 | .011 | .021 | 100 |
| Centered Leverage Value | .002 | .146 | .030 | .031 | 100 |

|  |
| --- |
| a. Dependent Variable: Y = Minat Beli |