

LAMPIRAN - LAMPIRAN

LAMPIRAN 1

KUESIONER PENELITIAN

Responden Yth

Assalamu'alaikumWr.Wb

Saya Dewi Utari Yana, mahasiswa jurusan Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Antasari Banjarmasin. Kuesioner ini disusun dalam rangka penelitian sebagai syarat kelulusan. Penelitian ini berjudul **“Pengaruh Pemasaran Afiliasi, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Pada Pengguna Aplikasi *Shopee* di Kota Banjarmasin”**. Mengingat pentingnya data ini, saya mengharapkan kepada Bapak/Ibu/Saudara(i) untuk dapat mengisi dengan lengkap sesuai dengan kondisi yang sebenarnya. Jawaban yang Bapak/Ibu/Saudara(i) berikan hanya digunakan untuk penelitian dan dijamin kerahasiannya. Atas perhatian dan waktu Bapak/Ibu/Saudara(i) saya ucapkan terima kasih.

Wassalamu'alaikum Wr.Wb

Hormat Saya,

Dewi Utari Yana

A. PETUNJUK PENGISIAN

Berikanlah jawaban untuk mengisi pertanyaan-pertanyaan di bawah ini dengan memberikan tanda checklist (√) pada salah satu jawaban yang sesuai dengan jawaban anda.

a. Identitas Responden

Nama :

Jenis Kelamin :

Pekerjaan :

Usia :

Domisili :

- a. Banjarmasin Selatan
- b. Banjarmasin Utara
- c. Banjarmasin Tengah
- d. Banjarmasin Barat
- e. Banjarmasin Timur

Rata-rata Transaksi 3 bulan terakhir :

- a. 1 kali
- b. 2 – 5 kali
- c. 6 – 10 kali
- d. > 10 kali

b. Kriteria

STS = Sangat Tidak Setuju

S = Setuju

TS = Tidak Setuju

SS = Sangat Setuju

| NO | VARIABEL | INDIKATOR | PERTANYAAN (ITEM) | SKALA LIKERT | | | |
|----|---------------------|---|--|--------------|----|---|----|
| | | | | STS | TS | S | SS |
| 1 | Keputusan Pembelian | 1. Kemantapan pada sebuah produk | 1. Saya membeli produk di shopee karena memiliki kualitas yang baik | | | | |
| | | | 2. Saya membeli produk pada shopee karena sesuai dengan yang diiklankan harga dan kualitas yang diharapkan | | | | |
| | | 2. Kebiasaan dalam membeli produk | 1. Saya selalu mencari informasi sebelum memutuskan membeli produk di shopee | | | | |
| | | | 2. Saya terbiasa berbelanja menggunakan aplikasi shopee | | | | |
| | | | 3. Saya tertarik membeli produk di shopee karena dibeli banyak orang | | | | |
| | | 3. Memberikan rekomendasi kepada orang lain | 1. Saya akan merekomendasikan shopee karena memudahkan konsumen dalam berbelanja online | | | | |
| | | | 2. Saya memberikan ulasan yang positif dan berguna untuk konsumen pada produk yang saya beli | | | | |
| | | | 3. Saya menceritakan pengalaman dan produk yang saya beli di shopee | | | | |
| | | 4. Melakukan pembelian ulang | 1. Produk yang saya beli di shopee sesuai keinginan dan harapan saya | | | | |
| | | | 2. Saya merasa puas terhadap produk yang saya beli di shopee | | | | |
| | | | 3. Saya pernah melakukan pembelian ulang di shopee | | | | |

| NO | VARIABEL | INDIKATOR | PERTANYAAN (ITEM) | SKALA LIKERT | | | |
|----|-----------------------|----------------------|---|--------------|----|---|----|
| | | | | STS | TS | S | SS |
| 2 | Pemasaran Afiliasi | 1. Media | 1. Iklan afiliasi yang muncul di media sosial membantu saya untuk lebih mengetahui tentang produk yang ingin saya beli | | | | |
| | | | 2. Saya cenderung membeli produk dari tautan afiliasi yang direkomendasikan oleh <i>influencer</i> di media sosial | | | | |
| | | | 3. Media sosial adalah sumber utama saya untuk menjangkau tautan afiliasi produk baru yang saya butuhkan | | | | |
| | | 2. Pesan atau Seruan | 1. Ulasan atau rekomendasi dari afiliasi berpengaruh dalam keputusan saya untuk melakukan pembelian online | | | | |
| | | | 2. Saya cenderung membeli produk yang diiklankan oleh afiliasi di <i>platform</i> media sosial karena merasa terpengaruh oleh cerita atau pengalaman pribadi yang dibagikan | | | | |
| | | | 3. Saya cenderung membeli produk karena dipengaruhi oleh tautan afiliasi yang menawarkan banyak keuntungan atau diskon | | | | |
| | | 3. Lingkungan | 1. Saya merasa lebih percaya pada produk yang direkomendasikan oleh afiliasi yang telah saya kenal atau ikuti sebelumnya | | | | |
| | | | 2. Saya merasa bahwa ulasan atau rekomendasi dari mitra afiliasi dapat membantu saya membuat keputusan pembelian | | | | |
| | | | 3. Kredibilitas dari mitra afiliasi berperan penting dalam mempengaruhi keputusan saya ketika berbelanja online | | | | |

| NO | VARIABEL | INDIKATOR | PERTANYAAN (ITEM) | SKALA LIKERT | | | |
|----|-----------------|---------------------------------------|--|--------------|----|---|----|
| | | | | STS | TS | S | SS |
| 3 | Kualitas Produk | 1. Kinerja <i>(Performance)</i> | 1. Saya melakukan pembelian pada aplikasi shopee karena produk yang disajikan menggunakan bahan berkualitas dan aman | | | | |
| | | | 2. Saya merasa produk yang saya beli di shopee memberikan kenyamanan saat dipakai | | | | |
| | | | 3. Saya merasa produk yang saya beli di shopee memiliki kualitas yang bagus dan sesuai selera konsumen | | | | |
| | | 2. Keandalan <i>(Reliability)</i> | 1. Saya merasa produk yang dijual di shopee cenderung produk yang inovatif dan bermanfaat | | | | |
| | | | 2. Saya merasa percaya kepada produk yang dijual di shopee | | | | |
| | | | 3. Saya merasa mudah melakukan transaksi pembelian di shopee | | | | |
| | | 3. Fitur <i>(Feature)</i> | 1. Saya melakukan pembelian pada aplikasi shopee karena produk yang dijual memiliki variasi yang beragam | | | | |
| | | | 2. Saya melakukan pembelian pada aplikasi shopee karena produk yang dijual menarik perhatian | | | | |
| | | | 3. Saya melakukan pembelian pada aplikasi shopee karena adanya proteksi untuk barang yang mudah rusak | | | | |
| | | 4. Kesesuaian <i>(Conformance)</i> | 1. Saya melakukan pembelian pada aplikasi shopee karena kualitas produk sesuai spesifikasi yang saya harapkan | | | | |

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| | | | 2. Saya melakukan pembelian pada aplikasi shopee karena kualitas barang yang ditawarkan sesuai dengan yang saya butuhkan | | | | |
| | | | 3. Saya melakukan pembelian pada aplikasi shopee karena produk yang diterima sesuai dengan yang ditawarkan oleh penjual | | | | |
| | | 5. Daya tahan (Durability) | 1. Saya melakukan pembelian pada aplikasi shopee karena memiliki produk yang baik | | | | |
| | | | 2. Saya melakukan pembelian pada aplikasi shopee karena memiliki produk yang tidak mudah rusak | | | | |
| | | | 3. Saya melakukan pembelian pada aplikasi shopee karena memiliki produk yang tahan lama | | | | |
| 4 | Harga | 1. Keterjangkauan harga | 1. Harga produk pada aplikasi shopee terjangkau | | | | |
| | | | 2. Harga produk di aplikasi Shopee dapat dijangkau oleh semua kalangan | | | | |
| | | | 3. Harga produk pada aplikasi Shopee bervariasi | | | | |
| | | 2. Kesesuaian harga dengan kualitas produk | 1. Harga produk yang ditawarkan oleh shopee sesuai dengan kualitas produk yang saya beli | | | | |
| | | | 2. Harga produk yang ditawarkan oleh shopee sesuai dengan kualitas produk yang saya inginkan | | | | |
| | | | 3. Harga produk yang ditawarkan oleh shopee sesuai dengan kinerja produknya | | | | |
| | | 3. Daya saing harga | 1. Harga produk pada shopee sangat bervariasi dari beberapa seller yang berbeda dengan produk yang sama | | | | |

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|--|--|------------------------------------|---|--|--|--|--|
| | | | 2. Harga produk yang ditawarkan oleh shopee lebih murah dari <i>marketplace</i> lain | | | | |
| | | | 3. Harga produk yang ditawarkan oleh shopee memiliki banyak diskon | | | | |
| | | 4. Kesesuaian harga dengan manfaat | 1. Produk yang dijual oleh shopee memiliki harga yang sesuai dengan manfaat produk yang saya butuhkan | | | | |
| | | | 2. Saya lebih memperhatikan manfaat daripada harga pada produk yang saya beli | | | | |
| | | | 3. Harga produk sesuai dengan kegunaan produk yang ditawarkan | | | | |

LAMPIRAN 2

TABULASI DATA PENELITIAN

VARIABEL KEPUTUSAN PEMBELIAN (Y)

| Keputusan Pembelian (Y) | | | | | | | | | | | | |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|
| NO | Y_1_1 | Y_1_2 | Y_2_1 | Y_2_2 | Y_2_3 | Y_3_1 | Y_3_2 | Y_3_3 | Y_4_1 | Y_4_2 | Y_4_3 | Total Y |
| 1. | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 38 |
| 2. | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 31 |
| 3. | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4. | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 5. | 2 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 6. | 3 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 36 |
| 7. | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 8. | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 34 |
| 9. | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 10. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 11. | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 36 |
| 12. | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 35 |
| 13. | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 33 |

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| 14. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 15. | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 28 |
| 16. | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 17. | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 34 |
| 18. | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 39 |
| 19. | 3 | 3 | 2 | 4 | 2 | 3 | 2 | 2 | 3 | 3 | 1 | 28 |
| 20. | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 38 |
| 21. | 3 | 3 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 36 |
| 22. | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 40 |
| 23. | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 39 |
| 24. | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 35 |
| 25. | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 38 |
| 26. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 32 |
| 27. | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 37 |
| 28. | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 1 | 3 | 4 | 4 | 39 |
| 29. | 2 | 2 | 4 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 29 |
| 30. | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 |
| 31. | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 39 |
| 32. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 33. | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 35 |
| 34. | 3 | 3 | 4 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 36 |
| 35. | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 29 |
| 36. | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 31 |

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| 37. | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 41 |
| 38. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 |
| 39. | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 39 |
| 40. | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 38 |
| 41. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 42. | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 43. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 44. | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 45. | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 46. | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 37 |
| 47. | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 48. | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 40 |
| 49. | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 50. | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 51. | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 38 |
| 52. | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 37 |
| 53. | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 35 |
| 54. | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 1 | 2 | 3 | 30 |
| 55. | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 39 |
| 56. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 57. | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 34 |
| 58. | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 29 |
| 59. | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |

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| 60. | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 31 |
| 61. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 62. | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 36 |
| 63. | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 1 | 30 |
| 64. | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 42 |
| 65. | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 35 |
| 66. | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 35 |
| 67. | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 38 |
| 68. | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 32 |
| 69. | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 38 |
| 70. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 71. | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 39 |
| 72. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 73. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 74. | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 34 |
| 75. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 76. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 77. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 42 |
| 78. | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 35 |
| 79. | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 33 |
| 80. | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 31 |
| 81. | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 37 |
| 82. | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 38 |

VARIABEL PEMASARAN AFILIASI (X1)

| Pemasaran Afiliasi (X1) | | | | | | | | | | |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| NO | X1_1_1 | X1_1_2 | X1_1_3 | X1_2_1 | X1_2_2 | X1_2_3 | X1_3_1 | X1_3_2 | X1_3_3 | Total X1 |
| 1. | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 25 |
| 2. | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 3. | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 22 |
| 4. | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 26 |
| 5. | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 24 |
| 6. | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 31 |
| 7. | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 28 |
| 8. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 9. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 10. | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 11. | 3 | 1 | 1 | 3 | 2 | 2 | 2 | 3 | 3 | 20 |
| 12. | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 21 |
| 13. | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 29 |
| 14. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 15. | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 19 |
| 16. | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 27 |
| 17. | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 22 |
| 18. | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 32 |
| 19. | 2 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 22 |

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| 66. | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 26 |
| 67. | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 68. | 4 | 2 | 3 | 3 | 2 | 2 | 4 | 2 | 3 | 25 |
| 69. | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 30 |
| 70. | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 71. | 2 | 3 | 4 | 3 | 1 | 4 | 3 | 4 | 4 | 28 |
| 72. | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 24 |
| 73. | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 19 |
| 74. | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 20 |
| 75. | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |
| 76. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 77. | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 78. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 79. | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 25 |
| 80. | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 22 |
| 81. | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 30 |
| 82. | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 22 |
| 83. | 2 | 2 | 3 | 4 | 2 | 3 | 2 | 3 | 3 | 24 |
| 84. | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 85. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 86. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 28 |
| 87. | 4 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 25 |
| 88. | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |

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| 89. | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 90. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 91. | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 15 |
| 92. | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 25 |
| 93. | 3 | 1 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 22 |
| 94. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 95. | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 20 |
| 96. | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 29 |
| 97. | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 98. | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 99. | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 31 |
| 100. | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 23 |

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| 66. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 67. | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 52 |
| 68. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 47 |
| 69. | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 58 |
| 70. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 71. | 2 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 72. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 42 |
| 73. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 74. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 75. | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 46 |
| 76. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 77. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 58 |
| 78. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 79. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 44 |
| 80. | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 41 |
| 81. | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 47 |
| 82. | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 83. | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 46 |
| 84. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 85. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 46 |
| 86. | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 47 |
| 87. | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 47 |
| 88. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 2 | 43 |

| | | | | | | | | | | | | | | | | |
|-------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-----------|
| 89. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 46 |
| 90. | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 56 |
| 91. | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 44 |
| 92. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 93. | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 44 |
| 94. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
| 95. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 96. | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 50 |
| 97. | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 46 |
| 98. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| 99. | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 45 |
| 100. | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 34 |

| | | | | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|---|---|---|---|-----------|
| 20. | 4 | 4 | 3 | 1 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 35 |
| 21. | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 41 |
| 22. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 45 |
| 23. | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 41 |
| 24. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 25. | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 44 |
| 26. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 27. | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 44 |
| 28. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 29. | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 37 |
| 30. | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 12 |
| 31. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 47 |
| 32. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 35 |
| 33. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 34. | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 42 |
| 35. | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 40 |
| 36. | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 37 |
| 37. | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 45 |
| 38. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 39. | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 39 |
| 40. | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 41 |
| 41. | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 35 |
| 42. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 43 |

| | | | | | | | | | | | | | |
|-------------|---|---|---|---|---|---|---|---|---|---|---|---|-----------|
| 89. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 44 |
| 90. | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 91. | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 36 |
| 92. | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 38 |
| 93. | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 35 |
| 94. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 95. | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 35 |
| 96. | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 97. | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 38 |
| 98. | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 99. | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 42 |
| 100. | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 40 |

LAMPIRAN 3

HASIL PENGOLAHAN DATA

UJI KUALITAS DATA

A. UJI VALIDITAS

Keputusan pembelian (Y)

| View | Proc | Object | Print | Name | Freeze | Sample | Sheet | Stats | Spec | | | | | | |
|------|------|--------|-------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------------|
| | | Y_2_2 | | 0.406924 0.0000 | 0.344904 0.0004 | 0.263271 0.0081 | 1.000000 ---- | | | | | | | | |
| | | Y_2_3 | | 0.406841 0.0000 | 0.272291 0.0061 | 0.238482 0.0169 | 0.392732 0.0001 | 1.000000 ---- | | | | | | | |
| | | Y_3_1 | | 0.422267 0.0000 | 0.517516 0.0000 | 0.378788 0.0001 | 0.513644 0.0000 | 0.444821 0.0000 | 1.000000 ---- | | | | | | |
| | | Y_3_2 | | 0.382197 0.0001 | 0.440685 0.0000 | 0.510776 0.0000 | 0.318803 0.0012 | 0.308797 0.0018 | 0.629066 0.0000 | 1.000000 ---- | | | | | |
| | | Y_3_3 | | 0.298471 0.0026 | 0.392520 0.0001 | 0.241922 0.0153 | 0.236051 0.0181 | 0.255116 0.0104 | 0.555879 0.0000 | 0.563173 0.0000 | 1.000000 ---- | | | | |
| | | Y_4_1 | | 0.592602 0.0000 | 0.594787 0.0000 | 0.456831 0.0000 | 0.377201 0.0001 | 0.349556 0.0004 | 0.475485 0.0000 | 0.472917 0.0000 | 0.513921 0.0000 | 1.000000 ---- | | | |
| | | Y_4_2 | | 0.557571 0.0000 | 0.527504 0.0000 | 0.444362 0.0000 | 0.358192 0.0003 | 0.404788 0.0000 | 0.467571 0.0000 | 0.408301 0.0000 | 0.430040 0.0000 | 0.782695 0.0000 | 1.000000 ---- | | |
| | | Y_4_3 | | 0.328769 0.0008 | 0.277870 0.0051 | 0.362616 0.0002 | 0.340935 0.0005 | 0.335572 0.0006 | 0.356321 0.0003 | 0.323660 0.0010 | 0.163582 0.1039 | 0.189250 0.0593 | 0.177816 0.0767 | 1.000000 ---- | |
| | | Y | | 0.705946 0.0000 | 0.707117 0.0000 | 0.626840 0.0000 | 0.520382 0.0000 | 0.609093 0.0000 | 0.783540 0.0000 | 0.724441 0.0000 | 0.632818 0.0000 | 0.756799 0.0000 | 0.723584 0.0000 | 0.548608 0.0000 | 1.000000 ---- |

Pemasaran Afiliasi (X1)

| View | Proc | Object | Print | Name | Freeze | Sample | Sheet | Stats | Spec | | | | |
|------|------|--------|-------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------------|
| | | X1_1_2 | | 0.466392 0.0000 | 1.000000 ---- | | | | | | | | |
| | | X1_1_3 | | 0.457838 0.0000 | 0.539685 0.0000 | 1.000000 ---- | | | | | | | |
| | | X1_2_1 | | 0.527202 0.0000 | 0.465985 0.0000 | 0.645018 0.0000 | 1.000000 ---- | | | | | | |
| | | X1_2_2 | | 0.545352 0.0000 | 0.631219 0.0000 | 0.487558 0.0000 | 0.549492 0.0000 | 1.000000 ---- | | | | | |
| | | X1_2_3 | | 0.391620 0.0001 | 0.557672 0.0000 | 0.594270 0.0000 | 0.526223 0.0000 | 0.632765 0.0000 | 1.000000 ---- | | | | |
| | | X1_3_1 | | 0.522865 0.0000 | 0.356346 0.0003 | 0.531808 0.0000 | 0.575465 0.0000 | 0.470591 0.0000 | 0.525911 0.0000 | 1.000000 ---- | | | |
| | | X1_3_2 | | 0.481389 0.0000 | 0.485296 0.0000 | 0.577819 0.0000 | 0.639524 0.0000 | 0.515907 0.0000 | 0.562392 0.0000 | 0.638514 0.0000 | 1.000000 ---- | | |
| | | X1_3_3 | | 0.399983 0.0000 | 0.380285 0.0001 | 0.510639 0.0000 | 0.538622 0.0000 | 0.490140 0.0000 | 0.539811 0.0000 | 0.600055 0.0000 | 0.690945 0.0000 | 1.000000 ---- | |
| | | X1 | | 0.689184 0.0000 | 0.726826 0.0000 | 0.774319 0.0000 | 0.789710 0.0000 | 0.787139 0.0000 | 0.784432 0.0000 | 0.753787 0.0000 | 0.808887 0.0000 | 0.745793 0.0000 | 1.000000 ---- |

Kulitas Prooduk (X2)

EViews - [Group: UNTITLED Workfile: UNTITLED:Untitled]

File Edit Object View Proc Quick Options Add-ins Window Help

Command

Command Capture

| View | Proc | Object | Print | Name | Freeze | Sample | Sheet | Stats | Spec | | | | | | | | | | | |
|--------|------|--------|-------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--|--|--|
| X2_3_2 | | | | 0.439943 0.0000 | 0.426782 0.0000 | 0.386457 0.0001 | 0.556121 0.0000 | 0.433834 0.0000 | 0.527896 0.0000 | 0.494300 0.0000 | 1.000000 ---- | | | | | | | | | |
| X2_3_3 | | | | 0.453389 0.0000 | 0.387352 0.0001 | 0.483436 0.0000 | 0.507798 0.0000 | 0.406143 0.0000 | 0.376487 0.0001 | 0.448262 0.0000 | 0.266341 0.0074 | 1.000000 ---- | | | | | | | | |
| X2_4_1 | | | | 0.599377 0.0000 | 0.626294 0.0000 | 0.602682 0.0000 | 0.671305 0.0000 | 0.671568 0.0000 | 0.462289 0.0001 | 0.385276 0.0000 | 0.526407 0.0000 | 0.473655 0.0000 | 1.000000 ---- | | | | | | | |
| X2_4_2 | | | | 0.106650 0.0000 | 0.634018 0.0000 | 0.581037 0.0000 | 0.623336 0.0000 | 0.477734 0.0000 | 0.536158 0.0000 | 0.534320 0.0000 | 0.647749 0.0000 | 0.324765 0.0010 | 0.659338 0.0000 | 1.000000 ---- | | | | | | |
| X2_4_3 | | | | 0.547418 0.0000 | 0.534703 0.0000 | 0.482508 0.0000 | 0.564565 0.0000 | 0.510479 0.0000 | 0.458548 0.0000 | 0.455021 0.0000 | 0.675292 0.0002 | 0.358553 0.0000 | 0.740512 0.0000 | 0.751140 0.0000 | 1.000000 ---- | | | | | |
| X2_5_1 | | | | 0.600000 0.0000 | 0.665566 0.0000 | 0.644137 0.0000 | 0.621981 0.0000 | 0.588472 0.0000 | 0.480027 0.0000 | 0.511122 0.0000 | 0.512065 0.0000 | 0.424138 0.0000 | 0.676716 0.0000 | 0.689955 0.0000 | 0.626183 0.0000 | 1.000000 ---- | | | | |
| X2_5_2 | | | | 0.537587 0.0000 | 0.504382 0.0000 | 0.470522 0.0000 | 0.565814 0.0000 | 0.611127 0.0000 | 0.312866 0.0015 | 0.237360 0.0174 | 0.473244 0.0000 | 0.416248 0.0000 | 0.611418 0.0000 | 0.507839 0.0000 | 0.566651 0.0000 | 0.600833 0.0000 | 1.000000 ---- | | | |
| X2_5_3 | | | | 0.499756 0.0000 | 0.556623 0.0000 | 0.555933 0.0000 | 0.545565 0.0000 | 0.600910 0.0000 | 0.340502 0.0064 | 0.270731 0.0000 | 0.444910 0.0000 | 0.308355 0.0018 | 0.619013 0.0000 | 0.513983 0.0000 | 0.587375 0.0000 | 0.593460 0.0000 | 0.790184 0.0000 | | | |
| X2 | | | | 0.786669 0.0000 | 0.813142 0.0000 | 0.781190 0.0000 | 0.821903 0.0000 | 0.784294 0.0000 | 0.665140 0.0000 | 0.631699 0.0000 | 0.689063 0.0000 | 0.602428 0.0000 | 0.824713 0.0000 | 0.796785 0.0000 | 0.781108 0.0000 | 0.814698 0.0000 | 0.738732 0.0000 | | | |

Harga (X3)

EViews - [Group: UNTITLED Workfile: UNTITLED:Untitled]

File Edit Object View Proc Quick Options Add-ins Window Help

Command

Command Capture

| View | Proc | Object | Print | Name | Freeze | Sample | Sheet | Stats | Spec | | | | | | | | | | | |
|--------|------|--------|-------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------------|--|--|--|--|
| X3_2_1 | | | | 0.0000 | 0.0000 | 0.0000 | 0.0000 | 0.0000 | 0.0000 | 0.0000 | 1.000000 ---- | | | | | | | | | |
| X3_2_2 | | | | 0.505644 0.0000 | 0.506225 0.0000 | 0.668518 0.0000 | 0.705865 0.0000 | 1.000000 ---- | | | | | | | | | | | | |
| X3_2_3 | | | | 0.540620 0.0000 | 0.568909 0.0000 | 0.548646 0.0000 | 0.526096 0.0000 | 0.749815 0.0000 | 1.000000 ---- | | | | | | | | | | | |
| X3_3_1 | | | | 0.483316 0.0000 | 0.531428 0.0000 | 0.604832 0.0000 | 0.550286 0.0000 | 0.613274 0.0000 | 0.583831 0.0000 | 1.000000 ---- | | | | | | | | | | |
| X3_3_2 | | | | 0.640813 0.0000 | 0.598137 0.0000 | 0.453764 0.0000 | 0.511046 0.0000 | 0.509219 0.0000 | 0.509735 0.0000 | 0.407272 0.0000 | 1.000000 ---- | | | | | | | | | |
| X3_3_3 | | | | 0.556448 0.0000 | 0.569017 0.0000 | 0.497931 0.0000 | 0.408536 0.0000 | 0.584304 0.0000 | 0.553980 0.0000 | 0.625618 0.0000 | 0.617809 0.0000 | 1.000000 ---- | | | | | | | | |
| X3_4_1 | | | | 0.571716 0.0000 | 0.599074 0.0000 | 0.483175 0.0000 | 0.557963 0.0000 | 0.682808 0.0000 | 0.650227 0.0000 | 0.583831 0.0000 | 0.635472 0.0000 | 0.652262 0.0000 | 1.000000 ---- | | | | | | | |
| X3_4_2 | | | | 0.277822 0.0051 | 0.454683 0.0000 | 0.434815 0.0000 | 0.397482 0.0000 | 0.467927 0.0000 | 0.437833 0.0000 | 0.412416 0.0000 | 0.309873 0.0017 | 0.336493 0.0006 | 0.409365 0.0000 | 1.000000 ---- | | | | | | |
| X3_4_3 | | | | 0.474212 0.0000 | 0.541466 0.0000 | 0.541495 0.0000 | 0.695198 0.0000 | 0.597355 0.0000 | 0.526492 0.0000 | 0.623376 0.0000 | 0.528319 0.0000 | 0.396873 0.0000 | 0.632073 0.0000 | 0.536207 0.0000 | 1.000000 ---- | | | | | |
| X3 | | | | 0.758984 0.0000 | 0.786925 0.0000 | 0.770593 0.0000 | 0.762850 0.0000 | 0.824421 0.0000 | 0.781529 0.0000 | 0.760474 0.0000 | 0.749769 0.0000 | 0.744778 0.0000 | 0.812854 0.0000 | 0.604182 0.0000 | 0.773119 0.0000 | 1.000000 ---- | | | | |

B. UJI RELIABILITAS

Keputusan Pembelian (Y)

| | Y_1_1 | Y_1_2 | Y_2_1 | Y_2_2 | Y_2_3 | Y_3_1 | Y_3_2 | Y_3_3 | Y_4_1 | Y_4_2 | Y_4_3 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Y_1_1 | 0.23 | 0.17 | 0.12 | 0.13 | 0.14 | 0.13 | 0.11 | 0.10 | 0.16 | 0.14 | 0.12 |
| Y_1_2 | 0.17 | 0.32 | 0.14 | 0.13 | 0.11 | 0.19 | 0.16 | 0.16 | 0.19 | 0.16 | 0.12 |
| Y_2_1 | 0.12 | 0.14 | 0.34 | 0.10 | 0.10 | 0.14 | 0.19 | 0.10 | 0.15 | 0.14 | 0.17 |
| Y_2_2 | 0.13 | 0.13 | 0.10 | 0.43 | 0.19 | 0.22 | 0.13 | 0.11 | 0.14 | 0.13 | 0.18 |
| Y_2_3 | 0.14 | 0.11 | 0.10 | 0.19 | 0.52 | 0.21 | 0.14 | 0.13 | 0.14 | 0.16 | 0.19 |
| Y_3_1 | 0.13 | 0.19 | 0.14 | 0.22 | 0.21 | 0.42 | 0.26 | 0.25 | 0.17 | 0.16 | 0.18 |
| Y_3_2 | 0.11 | 0.16 | 0.19 | 0.13 | 0.14 | 0.26 | 0.40 | 0.25 | 0.17 | 0.14 | 0.16 |
| Y_3_3 | 0.10 | 0.16 | 0.10 | 0.11 | 0.13 | 0.25 | 0.25 | 0.50 | 0.20 | 0.16 | 0.09 |
| Y_4_1 | 0.16 | 0.19 | 0.15 | 0.14 | 0.14 | 0.17 | 0.17 | 0.20 | 0.31 | 0.23 | 0.08 |
| Y_4_2 | 0.14 | 0.16 | 0.14 | 0.13 | 0.16 | 0.16 | 0.14 | 0.16 | 0.23 | 0.29 | 0.07 |
| Y_4_3 | 0.12 | 0.12 | 0.17 | 0.18 | 0.19 | 0.18 | 0.16 | 0.09 | 0.08 | 0.07 | 0.61 |

$$\alpha = \frac{N\hat{c}}{\tilde{v} + (N-1)\hat{c}}$$

| | |
|------------------------------|------|
| Jumlah Item (N) | 11 |
| Rata Variant (\tilde{V}) | 0.40 |
| Rata Covariant (\hat{C}) | 0.15 |
| Cronbach Alpha | 0.87 |

Pemasaran Afiliasi (X1)

| | X1_1_1 | X1_1_2 | X1_1_3 | X1_2_1 | X1_2_2 | X1_2_3 | X1_3_1 | X1_3_2 | X1_3_3 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X1_1_1 | 0.36 | 0.22 | 0.18 | 0.21 | 0.25 | 0.17 | 0.21 | 0.19 | 0.16 |
| X1_1_2 | 0.22 | 0.63 | 0.28 | 0.24 | 0.39 | 0.32 | 0.19 | 0.25 | 0.20 |
| X1_1_3 | 0.18 | 0.28 | 0.41 | 0.27 | 0.24 | 0.28 | 0.23 | 0.24 | 0.22 |
| X1_2_1 | 0.21 | 0.24 | 0.27 | 0.42 | 0.27 | 0.25 | 0.25 | 0.27 | 0.23 |
| X1_2_2 | 0.25 | 0.39 | 0.24 | 0.27 | 0.59 | 0.35 | 0.25 | 0.26 | 0.25 |
| X1_2_3 | 0.17 | 0.32 | 0.28 | 0.25 | 0.35 | 0.53 | 0.26 | 0.27 | 0.26 |
| X1_3_1 | 0.21 | 0.19 | 0.23 | 0.25 | 0.25 | 0.26 | 0.46 | 0.28 | 0.27 |
| X1_3_2 | 0.19 | 0.25 | 0.24 | 0.27 | 0.26 | 0.27 | 0.28 | 0.42 | 0.30 |
| X1_3_3 | 0.16 | 0.20 | 0.22 | 0.23 | 0.25 | 0.26 | 0.27 | 0.30 | 0.45 |

$$\alpha = \frac{N\hat{c}}{\tilde{v} + (N-1)\hat{c}}$$

| | |
|--------------------|------|
| Jumlah Item (N) | 9 |
| Rata Variant (V) | 0.48 |
| Rata Covariant (C) | 0.25 |
| Cronbach Alpha | 0.91 |

Kualitas Produk (X2)

| | X2 1 1 | X2 1 2 | X2 1 3 | X2 2 1 | X2 2 2 | X2 2 3 | X2 3 1 | X2 3 2 | X2 3 3 | X2 4 1 | X2 4 2 | X2 4 3 | X2 5 1 | X2 5 2 | X2 5 3 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X2 1 1 | 0.25 | 0.21 | 0.19 | 0.15 | 0.19 | 0.11 | 0.12 | 0.12 | 0.16 | 0.16 | 0.16 | 0.14 | 0.15 | 0.17 | 0.16 |
| X2 1 2 | 0.21 | 0.26 | 0.22 | 0.16 | 0.22 | 0.14 | 0.11 | 0.12 | 0.14 | 0.17 | 0.16 | 0.14 | 0.17 | 0.16 | 0.18 |
| X2 1 3 | 0.19 | 0.22 | 0.28 | 0.15 | 0.21 | 0.13 | 0.12 | 0.11 | 0.18 | 0.17 | 0.16 | 0.13 | 0.17 | 0.16 | 0.19 |
| X2 2 1 | 0.15 | 0.16 | 0.15 | 0.22 | 0.18 | 0.15 | 0.15 | 0.15 | 0.16 | 0.16 | 0.15 | 0.14 | 0.15 | 0.17 | 0.17 |
| X2 2 2 | 0.19 | 0.22 | 0.21 | 0.18 | 0.33 | 0.16 | 0.13 | 0.14 | 0.16 | 0.20 | 0.14 | 0.15 | 0.17 | 0.22 | 0.22 |
| X2 2 3 | 0.11 | 0.14 | 0.13 | 0.15 | 0.16 | 0.30 | 0.20 | 0.16 | 0.14 | 0.13 | 0.15 | 0.13 | 0.13 | 0.11 | 0.12 |
| X2 3 1 | 0.12 | 0.11 | 0.12 | 0.15 | 0.13 | 0.20 | 0.32 | 0.15 | 0.17 | 0.11 | 0.15 | 0.13 | 0.14 | 0.08 | 0.10 |
| X2 3 2 | 0.12 | 0.12 | 0.11 | 0.15 | 0.14 | 0.16 | 0.15 | 0.31 | 0.10 | 0.15 | 0.18 | 0.19 | 0.14 | 0.17 | 0.16 |
| X2 3 3 | 0.16 | 0.14 | 0.18 | 0.16 | 0.16 | 0.14 | 0.17 | 0.10 | 0.47 | 0.17 | 0.11 | 0.13 | 0.15 | 0.18 | 0.14 |
| X2 4 1 | 0.16 | 0.17 | 0.17 | 0.16 | 0.20 | 0.13 | 0.11 | 0.15 | 0.17 | 0.27 | 0.17 | 0.20 | 0.18 | 0.20 | 0.21 |
| X2 4 2 | 0.16 | 0.16 | 0.16 | 0.15 | 0.14 | 0.15 | 0.15 | 0.18 | 0.11 | 0.17 | 0.26 | 0.19 | 0.18 | 0.16 | 0.17 |
| X2 4 3 | 0.14 | 0.14 | 0.13 | 0.14 | 0.15 | 0.13 | 0.13 | 0.19 | 0.13 | 0.20 | 0.19 | 0.26 | 0.16 | 0.18 | 0.19 |
| X2 5 1 | 0.15 | 0.17 | 0.17 | 0.15 | 0.17 | 0.13 | 0.14 | 0.14 | 0.15 | 0.18 | 0.18 | 0.16 | 0.25 | 0.19 | 0.19 |
| X2 5 2 | 0.17 | 0.16 | 0.16 | 0.17 | 0.22 | 0.11 | 0.08 | 0.17 | 0.18 | 0.20 | 0.16 | 0.18 | 0.19 | 0.40 | 0.32 |
| X2 5 3 | 0.16 | 0.18 | 0.19 | 0.17 | 0.22 | 0.12 | 0.10 | 0.16 | 0.14 | 0.21 | 0.17 | 0.19 | 0.19 | 0.32 | 0.41 |

$$\alpha = \frac{N\hat{c}}{\hat{v} + (N-1)\hat{c}}$$

| | |
|--------------------|------|
| Jumlah Item (N) | 15 |
| Rata Variant (V) | 0.31 |
| Rata Covariant (C) | 0.16 |
| Cronbach Alpha | 0.94 |

Harga (X3)

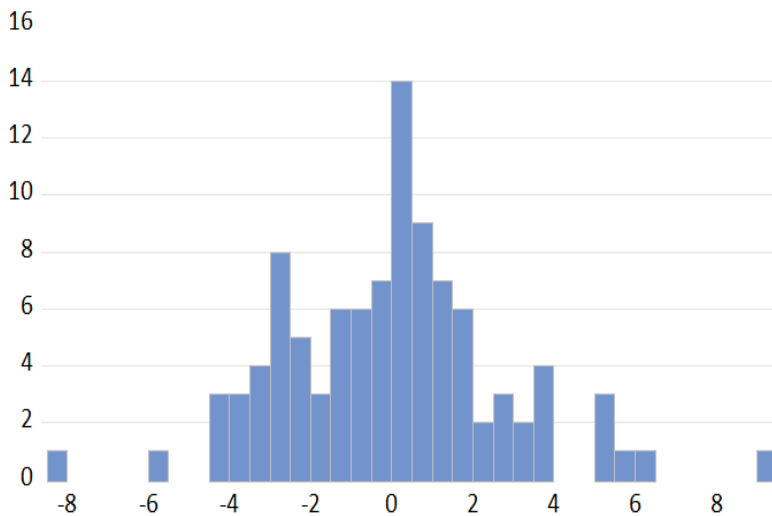
| | X3 1 1 | X3 1 2 | X3 1 3 | X3 2 1 | X3 2 2 | X3 2 3 | X3 3 1 | X3 3 2 | X3 3 3 | X3 4 1 | X3 4 2 | X3 4 3 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X3 1 1 | 0.37 | 0.26 | 0.22 | 0.18 | 0.17 | 0.18 | 0.16 | 0.29 | 0.19 | 0.19 | 0.11 | 0.15 |
| X3 1 2 | 0.26 | 0.39 | 0.20 | 0.19 | 0.18 | 0.19 | 0.19 | 0.28 | 0.20 | 0.20 | 0.19 | 0.18 |
| X3 1 3 | 0.22 | 0.20 | 0.33 | 0.22 | 0.22 | 0.17 | 0.20 | 0.19 | 0.16 | 0.15 | 0.16 | 0.17 |
| X3 2 1 | 0.18 | 0.19 | 0.22 | 0.37 | 0.24 | 0.17 | 0.19 | 0.23 | 0.14 | 0.18 | 0.16 | 0.22 |
| X3 2 2 | 0.17 | 0.18 | 0.22 | 0.24 | 0.31 | 0.23 | 0.19 | 0.21 | 0.19 | 0.21 | 0.17 | 0.18 |
| X3 2 3 | 0.18 | 0.19 | 0.17 | 0.17 | 0.23 | 0.29 | 0.18 | 0.20 | 0.17 | 0.19 | 0.16 | 0.15 |
| X3 3 1 | 0.16 | 0.19 | 0.20 | 0.19 | 0.19 | 0.18 | 0.32 | 0.17 | 0.20 | 0.18 | 0.15 | 0.19 |
| X3 3 2 | 0.29 | 0.28 | 0.19 | 0.23 | 0.21 | 0.20 | 0.17 | 0.56 | 0.26 | 0.26 | 0.15 | 0.21 |
| X3 3 3 | 0.19 | 0.20 | 0.16 | 0.14 | 0.19 | 0.17 | 0.20 | 0.26 | 0.33 | 0.20 | 0.13 | 0.12 |
| X3 4 1 | 0.19 | 0.20 | 0.15 | 0.18 | 0.21 | 0.19 | 0.18 | 0.26 | 0.20 | 0.29 | 0.15 | 0.18 |
| X3 4 2 | 0.11 | 0.19 | 0.16 | 0.16 | 0.17 | 0.16 | 0.15 | 0.15 | 0.13 | 0.15 | 0.44 | 0.19 |
| X3 4 3 | 0.15 | 0.18 | 0.17 | 0.22 | 0.18 | 0.15 | 0.19 | 0.21 | 0.12 | 0.18 | 0.19 | 0.29 |

$$\alpha = \frac{N\hat{c}}{\tilde{v} + (N-1)\hat{c}}$$

| | |
|--------------------|------|
| Jumlah Item (N) | 12 |
| Rata Variant (V) | 0.36 |
| Rata Covariant (C) | 0.19 |
| Cronbach Alpha | 0.93 |

UJI ANALISIS DATA

C. Uji Normalitas



| Series: Residuals | |
|-------------------|-----------|
| Sample | 1 100 |
| Observations | 100 |
| Mean | 4.71e-16 |
| Median | 0.097435 |
| Maximum | 9.122096 |
| Minimum | -8.036646 |
| Std. Dev. | 2.706948 |
| Skewness | 0.292839 |
| Kurtosis | 4.010671 |
| Jarque-Bera | 5.685315 |
| Probability | 0.058271 |

Private Win
Go to Settings to

D. Uji Multikolinieritas

Variance Inflation Factors

Date: 04/18/24 Time: 02:36

Sample: 1 100

Included observations: 100

| Variable | Coefficient Variance | Uncentered VIF | Centered VIF |
|----------|-------------------------|-------------------|-----------------|
| C | 4.996209 | 66.11754 | NA |
| X1 | 0.005161 | 49.40017 | 1.506076 |
| X2 | 0.004741 | 138.3716 | 2.370565 |
| X3 | 0.006668 | 138.5587 | 2.547747 |

E. Uji Heteroskedastisitas

Heteroskedasticity Test: Breusch-Pagan-Godfrey

Null hypothesis: Homoskedasticity

| | | | |
|---------------------|----------|---------------------|--------|
| F-statistic | 2.365458 | Prob. F(3,96) | 0.0758 |
| Obs*R-squared | 6.883244 | Prob. Chi-Square(3) | 0.0757 |
| Scaled explained SS | 9.549243 | Prob. Chi-Square(3) | 0.0228 |

Test Equation:

Dependent Variable: RESID²

Method: Least Squares

Date: 04/18/24 Time: 02:54

Sample: 1 100

Included observations: 100

| Variable | Coefficient | Std. Error | t-Statistic | Prob. |
|----------|-------------|------------|-------------|--------|
| C | 11.33566 | 10.08007 | 1.124562 | 0.2636 |
| X1 | -0.090045 | 0.323987 | -0.277929 | 0.7817 |
| X2 | -0.767168 | 0.310501 | -2.470742 | 0.0152 |
| X3 | 0.866592 | 0.368249 | 2.353276 | 0.0206 |

| | | | |
|--------------------|-----------|-----------------------|----------|
| R-squared | 0.068832 | Mean dependent var | 7.254294 |
| Adjusted R-squared | 0.039733 | S.D. dependent var | 12.65054 |
| S.E. of regression | 12.39667 | Akaike info criterion | 7.911911 |
| Sum squared resid | 14753.04 | Schwarz criterion | 8.016118 |
| Log likelihood | -391.5956 | Hannan-Quinn criter. | 7.954086 |
| F-statistic | 2.365458 | Durbin-Watson stat | 1.991146 |
| Prob(F-statistic) | 0.075768 | | |

F. Regresi Linier Berganda

Dependent Variable: Y

Method: Least Squares

Date: 04/18/24 Time: 03:02

Sample: 1 100

Included observations: 100

| Variable | Coefficient | Std. Error | t-Statistic | Prob. |
|----------|-------------|------------|-------------|--------|
| C | 5.477510 | 2.235220 | 2.450546 | 0.0161 |
| X1 | 0.189171 | 0.071843 | 2.633119 | 0.0099 |
| X2 | 0.339631 | 0.068853 | 4.932728 | 0.0000 |
| X3 | 0.229241 | 0.081658 | 2.807334 | 0.0061 |

| | | | |
|--------------------|-----------|-----------------------|----------|
| R-squared | 0.653402 | Mean dependent var | 35.30000 |
| Adjusted R-squared | 0.642571 | S.D. dependent var | 4.597979 |
| S.E. of regression | 2.748919 | Akaike info criterion | 4.899471 |
| Sum squared resid | 725.4294 | Schwarz criterion | 5.003677 |
| Log likelihood | -240.9735 | Hannan-Quinn criter. | 4.941645 |
| F-statistic | 60.32600 | Durbin-Watson stat | 1.936152 |
| Prob(F-statistic) | 0.000000 | | |