





LAMPIRAN A

SKALA PENELITIAN

A.1. Skala Keputusan Pembelian

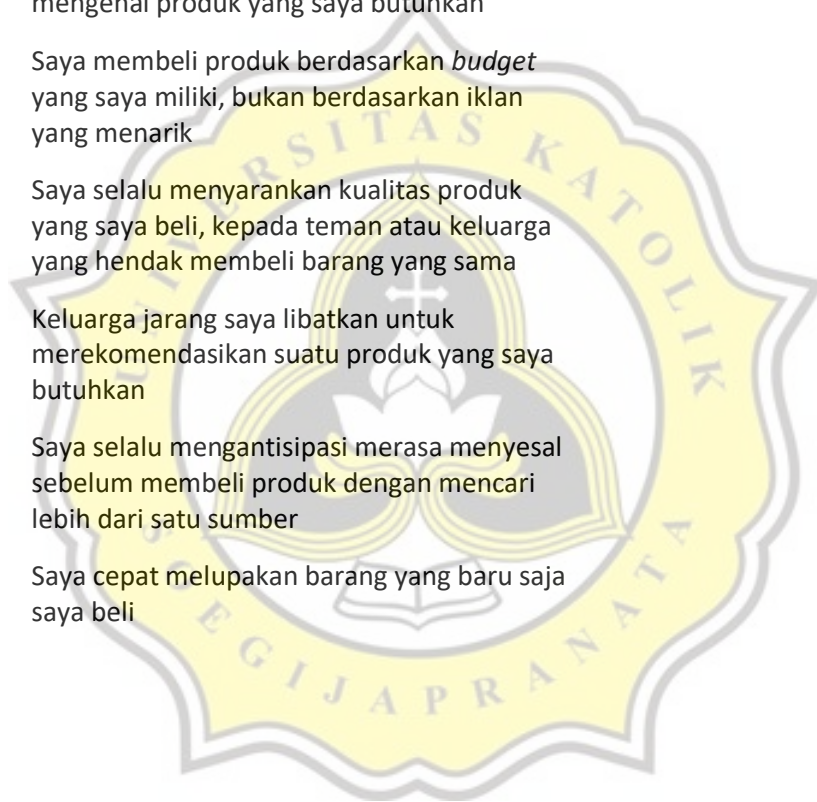
A.2. Skala *Tagline* #DijaminOri pada JD.ID



A.1. Kuesioner Skala Keputusan Pembelian

NO	ITEM	PILIHAN JAWABAN			
		STS	TS	S	SS
1	Saya jarang melakukan evaluasi terhadap barang yang sudah saya beli				
2	Saya tau kemana saya harus mencari informasi produk				
3	Saya membeli suatu produk karena tertarik oleh iklan, bukan berdasarkan kebutuhan				
4	Ketika saya menginginkan suatu produk, saya akan mulai membuat list				
5	Saya jarang mencari informasi produk yang sedang saya cari di internet, karena takut dengan penipuan				
6	Saya akan bertanya dengan teman-teman ketika membutuhkan rekomendasi produk yang sedang saya butuhkan				
7	Saya akan membeli produk berdasarkan keyakinan saya akan produk tersebut				
8	Saya selalu mempertimbangkan keinginan saya akan suatu produk berdasarkan keberfungsian				
9	Saya selalu memiliki produk pembandingan dari merek yang berbeda untuk memastikan mana yang lebih baik untuk saya beli				
10	Saya orang yang peragu dalam membeli produk, sehingga jarang memutuskan pembelian				
11	Saya selalu melakukan evaluasi pribadi setelah pembelian				
12	Saya tidak melakukan perbandingan produk, saya melakukan review produk di media yang memasarkannya				
13	Saya jarang meminta rekomendasi teman mengenai produk yang sedang saya butuhkan				
14	Saya membeli sesuatu berdasarkan kebutuhan saya				

- 15 Saya mencari produk yang saya butuhkan menggunakan internet
- 16 Saya tidak percaya rekomendasi produk dari siapapun.
- 17 Saya membeli suatu produk karena teriming-imingi dengan diskon
- 18 Saya cepat percaya dengan satu produk, dan mendasarkan pilihan pada intuisi
- 19 Saya selalu meminta saran dari keluarga mengenai produk yang saya butuhkan
- 20 Saya membeli produk berdasarkan *budget* yang saya miliki, bukan berdasarkan iklan yang menarik
- 21 Saya selalu menyarankan kualitas produk yang saya beli, kepada teman atau keluarga yang hendak membeli barang yang sama
- 22 Keluarga jarang saya libatkan untuk merekomendasikan suatu produk yang saya butuhkan
- 23 Saya selalu mengantisipasi merasa menyesal sebelum membeli produk dengan mencari lebih dari satu sumber
- 24 Saya cepat melupakan barang yang baru saja saya beli





A.2. Kuesioner Skala *Tagline* JD.ID #DijaminOri

NO	ITEM	PILIHAN JAWABAN			
		STS	KS	S	SS
1	<i>Tagline</i> JD.ID #DijaminOri mudah diingat				
2	Saya tidak peduli dengan kualitas barang, karena beberapa barang yang saya beli karena mengikuti <i>trend</i> saja				
3	Pesan yang ingin disampaikan JD.ID terhadap produk mereka mudah saya mengerti				
4	Saya tidak suka membeli produk karena sedang <i>nge-trend</i>				
5	Standar harapan saya pada produk adalah kualitasnya				
6	Saya tidak tertarik membeli barang berdasarkan <i>taglinenya</i>				
7	Bagi saya, ciri khas pada brand memberikan kekuatan tersendiri untuk produk-produk yang dijualnya				
8	Yang paling penting dari membeli produk adalah diskonnya				
9	<i>Tagline</i> JD.ID #DijaminOri, membuat tingkat kepercayaan saya meningkat				
10	Saya tidak peduli dengan ciri khas dari sebuah brand, yang saya cari adalah kualitas barangnya.				
11	<i>Tagline</i> JD.ID yang berbunyi #DijaminOri menarik perhatian saya untuk mengunjungi JD.ID				
12	Saya tidak peduli dengan <i>tagline</i> suatu produk atau brand				
13	<i>Tagline</i> JD.ID #DijaminOri, mudah dimengerti				
14	Produk yang saya pilih selalu memiliki nilai keberfungsian yang maksimal bukan berdasarkan emosional saya				

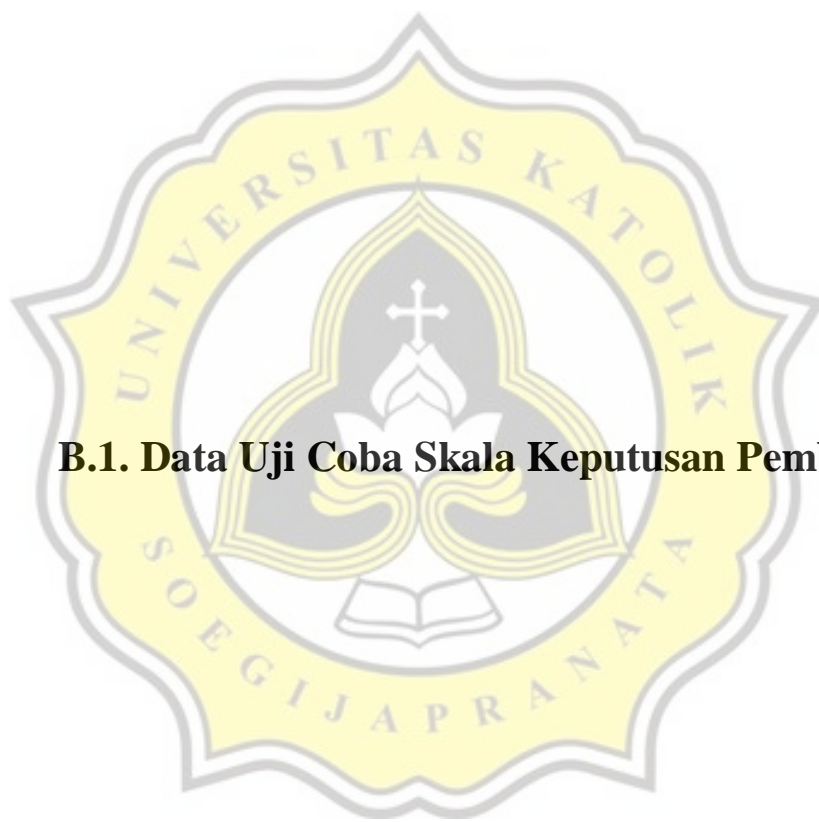
- 15 Menurut saya, *Tagline* #DijaminOri meningkatkan keyakinan saya untuk membeli barang di JD.ID
- 16 Saya tidak peduli dengan ciri khas sebuah brand, saat membeli barang saya memilih barang yang cocok.
- 17 Saya merasa *Tagline* JD.ID #DijaminOri membuat saya aman dalam melakukan transaksi pembelian
- 18 Saya tidak pernah melihat review produk di marketplace yang saya kunjungi
- 19 Menurut saya *tagline* #dijaminori simple menjadikan *tagline* tersebut mudah diingat
- 20 Saya tidak tertarik dengan ajakan kampanye *tagline* manapun, karena saya membeli barang sesuai dengan kebutuhan
- 21 JD.ID #DijaminOri memiliki ciri khas *tagline* tersendiri, yang membuat JD.ID beda daripada brand lain
- 22 Saya tidak tahu dan tidak ingin tahu kampanye suatu produk
- 23 Walaupun JD.ID memiliki *Tagline* #DijaminOri, saya tetap merasa was-was ketika berbelanja di JD.ID
- 24 Saya selalu memulai pencarian dengan *tagline* yang menarik, lalu melihat ulasannya
- 25 Menurut saya, *tagline* JD.ID #dijaminori kurang menarik perhatian saya untuk berkunjung ke JD.ID
- 26 Saya memutuskan untuk membeli karena *tagline* #diajminori menjanjikan dan menarik



**LAMPIRAN B
DATA UJI COBA**

B.1. Data Uji Coba Skala Keputusan Pembelian

**B.2. Data Uji Coba Skala *Tagline* #DijaminOri pada
JD.ID**



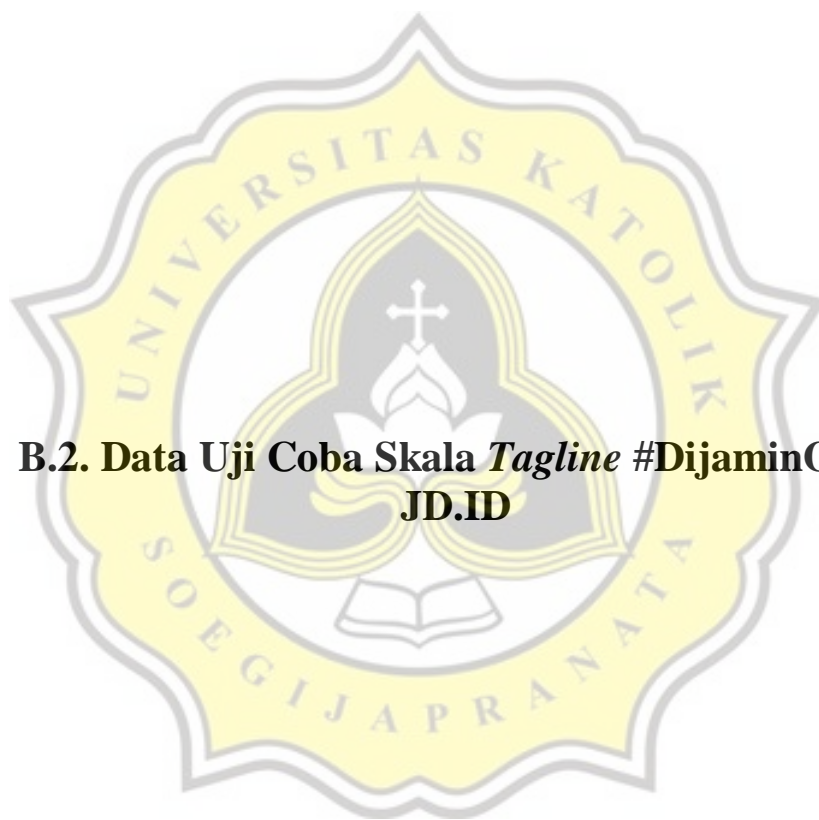
B.1. Data Uji Coba Skala Keputusan Pembelian

Data Uji Coba Skala Keputusan Pembelian

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B.2. Data Uji Coba Skala *Tagline* #DijaminOri pada JD.ID

Subjek	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	XTOT
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63	2	3	4	4	3	3	3	2	4	4	3	3	4	4	4	3	4	4	3	3	4	3	3	3	3	3	86	
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71	3	3	3	3	3	3	3	4	3	3	3	4	3	3	4	1	4	3	3	1	4	3	3	3	3	3	79	
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79	4	4	3	4	4	3	3	3	3	3	4	3	3	3	2	3	3	3	4	4	3	4	3	3	4	2	86
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97	4	3	3	4	3	3	3	4	3	4	3	3	1	2	3	2	3	3	3	3	4	3	4	3	2	4	80
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105	2	1	3	1	3	3	3	1	4	2	3	4	3	2	3	2	3	3	4	3	4	4	3	3	3	4	74



LAMPIRAN C

UJI COBA ALAT UKUR

**C.1. Validitas dan Reliabilitas Skala Keputusan
Pembelian**

**C.2. Validitas dan Reliabilitas Skala *Tagline* #DijaminOri
pada JD.ID**



C.1. Validitas dan Reliabilitas Skala Keputusan Pembelian

Putaran 1

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Y17	Y18	Y19	Y20	Y21	Y22	Y23	Y24	YTO T
Y1	Pearson Correlation	1	.144	.409*	.057	.473*	.066	.099	.342*	.031	.172	.357*	.395*	.195*	.146	-.080	.039	-.120	-.013	.109	-.039	.105	.272*	.004	-.079	.447**
	Sig. (2-tailed)		.142	.000	.566	.000	.502	.314	.000	.750	.079	.000	.000	.046	.137	.415	.691	.222	.895	.269	.691	.286	.005	.967	.423	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y2	Pearson Correlation	.144	1	-.096	.246*	-.062	.418*	.171	-.039	.193*	.134	.304*	.199*	.052	.479*	.194*	-.035	.138	.016	.103	.124	.065	.163	.005	-.020	.397**
	Sig. (2-tailed)	.142		.329	.011	.531	.000	.081	.695	.048	.173	.002	.042	.596	.000	.047	.724	.160	.870	.295	.206	.511	.097	.959	.840	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y3	Pearson Correlation	.409*	-.096	1	.136	.441*	-.072	.334*	.509*	.368*	.110	.423*	.054	.274*	-.078	.123	-.099	-.094	-.099	.083	-.135	-.071	.084	-.052	-.131	.350**
	Sig. (2-tailed)	.000	.329		.168	.000	.463	.000	.000	.000	.264	.000	.584	.005	.432	.211	.316	.341	.313	.401	.170	.474	.396	.602	.182	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y4	Pearson Correlation	.057	.246*	.136	1	.173	.241*	.453*	.297*	.442*	.123	.440*	-.105	.036	.258*	.211*	.193*	.090	.142	-.001	-.115	-.123	.053	-.072	-.039	.406**
	Sig. (2-tailed)	.566	.011	.168		.078	.013	.000	.002	.000	.210	.000	.286	.713	.008	.031	.049	.363	.150	.995	.245	.210	.589	.466	.690	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

Y5	Pearson Correlation	.473*	-.062	.441*	.173	1	-.010	.185	.541*	.160	.280*	.232*	.324*	.305*	.014	.013	.046	-.116	-.062	.023	-	.102	.168	.004	-.018	.429**
	Sig. (2-tailed)	.000	.531	.000	.078		.916	.059	.000	.103	.004	.017	.001	.002	.889	.899	.640	.237	.533	.813	.011	.298	.087	.969	.858	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y6	Pearson Correlation	.066	.418*	-.072	.241*	-.010	1	.302*	-.006	.298*	-.014	.152	.126	-.060	.400*	-.129	.128	.005	-.077	.055	-.010	-.013	.091	.005	-.178	.243*
	Sig. (2-tailed)	.502	.000	.463	.013	.916		.002	.953	.002	.885	.122	.200	.547	.000	.189	.193	.961	.432	.576	.920	.893	.357	.961	.069	.013
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y7	Pearson Correlation	.099	.171	.334*	.453*	.185	.302*	1	.255*	.538*	.009	.469*	-.123	.158	.347*	.084	.106	.074	.046	-.014	-.077	-.029	.059	.024	-.080	.427**
	Sig. (2-tailed)	.314	.081	.000	.000	.059	.002		.009	.000	.931	.000	.212	.107	.000	.393	.283	.452	.639	.889	.436	.769	.552	.805	.417	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y8	Pearson Correlation	.342*	-.039	.509*	.297*	.541*	-.006	.255*	1	.244*	.568*	.237*	.242*	.272*	.149	.064	-.011	-.111	.069	.020	-.113	.116	.127	-.134	-.109	.479**
	Sig. (2-tailed)	.000	.695	.000	.002	.000	.953	.009		.012	.000	.015	.013	.005	.129	.516	.908	.260	.487	.841	.253	.238	.197	.173	.267	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y9	Pearson Correlation	.031	.193*	.368*	.442*	.160	.298*	.538*	.244*	1	-.028	.454*	-.015	.130	.186	.053	-.003	.001	-.089	.032	-	-.057	-.070	-.022	-.159	.307**
	Sig. (2-tailed)	.750	.048	.000	.000	.103	.002	.000	.012		.778	.000	.882	.185	.058	.592	.978	.991	.367	.747	.037	.564	.479	.821	.105	.001
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

Y10	Pearson Correlation	.172	.134	.110	.123	.280*	-.014	.009	.568*	-.028	1	-.021	.347*	.313*	.229*	.246*	.038	-.084	.081	-.023	.099	-.063	.076	-.091	.021	.396**
	Sig. (2-tailed)	.079	.173	.264	.210	.004	.885	.931	.000	.778		.831	.000	.001	.019	.011	.702	.395	.412	.817	.317	.526	.444	.354	.835	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y11	Pearson Correlation	.357*	.304*	.423*	.440*	.232*	.152	.469*	.237*	.454*	-.021	1	-.034	.121	.374*	.242*	.106	.025	.074	.063	-.108	.004	.191	.026	-.118	.504**
	Sig. (2-tailed)	.000	.002	.000	.000	.017	.122	.000	.015	.000	.831		.727	.220	.000	.013	.284	.797	.451	.525	.274	.966	.051	.794	.232	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y12	Pearson Correlation	.395*	.199*	.054	-.105	.324*	.126	-.123	.242*	-.015	.347*	-.034	1	.246*	.127	-.121	.060	-.065	-.049	.030	.010	.009	.032	.008	-.021	.303**
	Sig. (2-tailed)	.000	.042	.584	.286	.001	.200	.212	.013	.882	.000	.727		.012	.195	.218	.542	.512	.617	.757	.919	.924	.742	.937	.835	.002
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y13	Pearson Correlation	.195*	.052	.274*	.036	.305*	-.060	.158	.272*	.130	.313*	.121	.246*	1	.124	.107	.107	-.035	.040	.004	.016	-.079	.071	-.015	.070	.384**
	Sig. (2-tailed)	.046	.596	.005	.713	.002	.547	.107	.005	.185	.001	.220	.012		.208	.277	.276	.725	.685	.964	.872	.424	.472	.882	.479	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y14	Pearson Correlation	.146	.479*	-.078	.258*	.014	.400*	.347*	.149	.186	.229*	.374*	.127	.124	1	.026	.215*	-.056	.151	.062	.003	.025	.210*	.039	-.047	.434**
	Sig. (2-tailed)	.137	.000	.432	.008	.889	.000	.000	.129	.058	.019	.000	.195	.208		.789	.028	.571	.125	.531	.974	.798	.032	.696	.633	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

Y15	Pearson Correlation	-.080	.194*	.123	.211*	.013	-.129	.084	.064	.053	.246*	.242*	-.121	.107	.026	1	-.080	.040	.000	-.143	-.041	-.098	-.027	-.081	.003	.176
	Sig. (2-tailed)	.415	.047	.211	.031	.899	.189	.393	.516	.592	.011	.013	.218	.277	.789		.415	.689	1.000	.146	.675	.318	.784	.410	.978	.072
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y16	Pearson Correlation	.039	-.035	-.099	.193*	.046	.128	.106	-.011	-.003	.038	.106	.060	.107	.215*	-.080	1	.122	.577*	.283*	.086	.126	.269*	.115	.303*	.447**
	Sig. (2-tailed)	.691	.724	.316	.049	.640	.193	.283	.908	.978	.702	.284	.542	.276	.028	.415		.217	.000	.003	.385	.200	.005	.242	.002	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y17	Pearson Correlation	-.120	.138	-.094	.090	-.116	.005	.074	-.111	.001	-.084	.025	-.065	-.035	-.056	.040	.122	1	.215*	.301*	.271*	.082	.041	.235*	.151	.284**
	Sig. (2-tailed)	.222	.160	.341	.363	.237	.961	.452	.260	.991	.395	.797	.512	.725	.571	.689	.217		.028	.002	.005	.406	.679	.016	.123	.003
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y18	Pearson Correlation	-.013	.016	-.099	.142	-.062	-.077	.046	.069	-.089	.081	.074	-.049	.040	.151	.000	.577*	.215*	1	.221*	.223*	.150	.150	.184	.483*	.450**
	Sig. (2-tailed)	.895	.870	.313	.150	.533	.432	.639	.487	.367	.412	.451	.617	.685	.125	1.000	.000	.028		.024	.022	.128	.126	.060	.000	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y19	Pearson Correlation	.109	.103	.083	-.001	.023	.055	-.014	.020	.032	-.023	.063	.030	.004	.062	-.143	.283*	.301*	.221*	1	.235*	.297*	.172	.166	.167	.398**
	Sig. (2-tailed)	.269	.295	.401	.995	.813	.576	.889	.841	.747	.817	.525	.757	.964	.531	.146	.003	.002	.024		.016	.002	.079	.091	.089	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

Y20	Pearson Correlation	-.039	.124	-.135	-.115	-.246*	-.010	-.077	-.113	-.203*	.099	-.108	.010	.016	.003	-.041	.086	.271*	.223*	.235*	1	.095	.143	.194*	.363*	.285**
	Sig. (2-tailed)	.691	.206	.170	.245	.011	.920	.436	.253	.037	.317	.274	.919	.872	.974	.675	.385	.005	.022	.016		.335	.145	.048	.000	.003
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y21	Pearson Correlation	.105	.065	-.071	-.123	.102	-.013	-.029	.116	-.057	-.063	.004	.009	-.079	.025	-.098	.126	.082	.150	.297*	.095	1	.075	.232*	.202*	.276**
	Sig. (2-tailed)	.286	.511	.474	.210	.298	.893	.769	.238	.564	.526	.966	.924	.424	.798	.318	.200	.406	.128	.002	.335		.444	.017	.038	.004
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y22	Pearson Correlation	.272*	.163	.084	.053	.168	.091	.059	.127	-.070	.076	.191	.032	.071	.210*	-.027	.269*	.041	.150	.172	.143	.075	1	.036	.018	.403**
	Sig. (2-tailed)	.005	.097	.396	.589	.087	.357	.552	.197	.479	.444	.051	.742	.472	.032	.784	.005	.679	.126	.079	.145	.444		.712	.858	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y23	Pearson Correlation	.004	.005	-.052	-.072	.004	.005	.024	-.134	-.022	-.091	.026	.008	-.015	.039	-.081	.115	.235*	.184	.166	.194*	.232*	.036	1	.170	.268**
	Sig. (2-tailed)	.967	.959	.602	.466	.969	.961	.805	.173	.821	.354	.794	.937	.882	.696	.410	.242	.016	.060	.091	.048	.017	.712		.082	.006
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y24	Pearson Correlation	-.079	-.020	-.131	-.039	-.018	-.178	-.080	-.109	-.159	.021	-.118	-.021	.070	-.047	.003	.303*	.151	.483*	.167	.363*	.202*	.018	.170	1	.305**
	Sig. (2-tailed)	.423	.840	.182	.690	.858	.069	.417	.267	.105	.835	.232	.835	.479	.633	.978	.002	.123	.000	.089	.000	.038	.858	.082		.002
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

YTO	Pearson	.447*	.397*	.350*	.406*	.429*	.243*	.427*	.479*	.307*	.396*	.504*	.303*	.384*	.434*	.176	.447*	.284*	.450*	.398*	.285*	.276*	.403*	.268*	.305*	1
T	Correlation	*	*	*	*	*		*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.013	.000	.000	.001	.000	.000	.002	.000	.000	.072	.000	.003	.000	.000	.003	.004	.000	.006	.002	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105



Putaran 2

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Y17	Y18	Y19	Y20	Y21	Y22	Y23	Y24	YTO T
Y1	Pearson Correlation	1	.144	.409*	.057	.473*	.066	.099	.342*	.031	.172	.357*	.395*	.195*	.146	-.080	.039	-.120	-.013	.109	-.039	.105	.272*	.004	-.079	.447**
	Sig. (2-tailed)		.142	.000	.566	.000	.502	.314	.000	.750	.079	.000	.000	.046	.137	.415	.691	.222	.895	.269	.691	.286	.005	.967	.423	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y2	Pearson Correlation	.144	1	-.096	.246*	-.062	.418*	.171	-.039	.193*	.134	.304*	.199*	.052	.479*	.194*	-.035	.138	.016	.103	.124	.065	.163	.005	-.020	.397**
	Sig. (2-tailed)	.142		.329	.011	.531	.000	.081	.695	.048	.173	.002	.042	.596	.000	.047	.724	.160	.870	.295	.206	.511	.097	.959	.840	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y3	Pearson Correlation	.409*	-.096	1	.136	.441*	-.072	.334*	.509*	.368*	.110	.423*	.054	.274*	-.078	.123	-.099	-.094	-.099	.083	-.135	-.071	.084	-.052	-.131	.350**
	Sig. (2-tailed)	.000	.329		.168	.000	.463	.000	.000	.000	.264	.000	.584	.005	.432	.211	.316	.341	.313	.401	.170	.474	.396	.602	.182	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y4	Pearson Correlation	.057	.246*	.136	1	.173	.241*	.453*	.297*	.442*	.123	.440*	-.105	.036	.258*	.211*	.193*	.090	.142	-.001	-.115	-.123	.053	-.072	-.039	.406**
	Sig. (2-tailed)	.566	.011	.168		.078	.013	.000	.002	.000	.210	.000	.286	.713	.008	.031	.049	.363	.150	.995	.245	.210	.589	.466	.690	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

Y5	Pearson Correlation	.473*	-.062	.441*	.173	1	-.010	.185	.541*	.160	.280*	.232*	.324*	.305*	.014	.013	.046	-.116	-.062	.023	-	.102	.168	.004	-.018	.429**
	Sig. (2-tailed)	.000	.531	.000	.078		.916	.059	.000	.103	.004	.017	.001	.002	.889	.899	.640	.237	.533	.813	.011	.298	.087	.969	.858	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y6	Pearson Correlation	.066	.418*	-.072	.241*	-.010	1	.302*	-.006	.298*	-.014	.152	.126	-.060	.400*	-.129	.128	.005	-.077	.055	-.010	-.013	.091	.005	-.178	.243*
	Sig. (2-tailed)	.502	.000	.463	.013	.916		.002	.953	.002	.885	.122	.200	.547	.000	.189	.193	.961	.432	.576	.920	.893	.357	.961	.069	.013
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y7	Pearson Correlation	.099	.171	.334*	.453*	.185	.302*	1	.255*	.538*	.009	.469*	-.123	.158	.347*	.084	.106	.074	.046	-.014	-.077	-.029	.059	.024	-.080	.427**
	Sig. (2-tailed)	.314	.081	.000	.000	.059	.002		.009	.000	.931	.000	.212	.107	.000	.393	.283	.452	.639	.889	.436	.769	.552	.805	.417	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y8	Pearson Correlation	.342*	-.039	.509*	.297*	.541*	-.006	.255*	1	.244*	.568*	.237*	.242*	.272*	.149	.064	-.011	-.111	.069	.020	-.113	.116	.127	-.134	-.109	.479**
	Sig. (2-tailed)	.000	.695	.000	.002	.000	.953	.009		.012	.000	.015	.013	.005	.129	.516	.908	.260	.487	.841	.253	.238	.197	.173	.267	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y9	Pearson Correlation	.031	.193*	.368*	.442*	.160	.298*	.538*	.244*	1	-.028	.454*	-.015	.130	.186	.053	-.003	.001	-.089	.032	-	-.057	-.070	-.022	-.159	.307**
	Sig. (2-tailed)	.750	.048	.000	.000	.103	.002	.000	.012		.778	.000	.882	.185	.058	.592	.978	.991	.367	.747	.037	.564	.479	.821	.105	.001
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

Y10	Pearson Correlation	.172	.134	.110	.123	.280*	-.014	.009	.568*	-.028	1	-.021	.347*	.313*	.229*	.246*	.038	-.084	.081	-.023	.099	-.063	.076	-.091	.021	.396**
	Sig. (2-tailed)	.079	.173	.264	.210	.004	.885	.931	.000	.778		.831	.000	.001	.019	.011	.702	.395	.412	.817	.317	.526	.444	.354	.835	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y11	Pearson Correlation	.357*	.304*	.423*	.440*	.232*	.152	.469*	.237*	.454*	-.021	1	-.034	.121	.374*	.242*	.106	.025	.074	.063	-.108	.004	.191	.026	-.118	.504**
	Sig. (2-tailed)	.000	.002	.000	.000	.017	.122	.000	.015	.000	.831		.727	.220	.000	.013	.284	.797	.451	.525	.274	.966	.051	.794	.232	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y12	Pearson Correlation	.395*	.199*	.054	-.105	.324*	.126	-.123	.242*	-.015	.347*	-.034	1	.246*	.127	-.121	.060	-.065	-.049	.030	.010	.009	.032	.008	-.021	.303**
	Sig. (2-tailed)	.000	.042	.584	.286	.001	.200	.212	.013	.882	.000	.727		.012	.195	.218	.542	.512	.617	.757	.919	.924	.742	.937	.835	.002
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y13	Pearson Correlation	.195*	.052	.274*	.036	.305*	-.060	.158	.272*	.130	.313*	.121	.246*	1	.124	.107	.107	-.035	.040	.004	.016	-.079	.071	-.015	.070	.384**
	Sig. (2-tailed)	.046	.596	.005	.713	.002	.547	.107	.005	.185	.001	.220	.012		.208	.277	.276	.725	.685	.964	.872	.424	.472	.882	.479	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y14	Pearson Correlation	.146	.479*	-.078	.258*	.014	.400*	.347*	.149	.186	.229*	.374*	.127	.124	1	.026	.215*	-.056	.151	.062	.003	.025	.210*	.039	-.047	.434**
	Sig. (2-tailed)	.137	.000	.432	.008	.889	.000	.000	.129	.058	.019	.000	.195	.208		.789	.028	.571	.125	.531	.974	.798	.032	.696	.633	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

Y15	Pearson Correlation	-.080	.194*	.123	.211*	.013	-.129	.084	.064	.053	.246*	.242*	-.121	.107	.026	1	-.080	.040	.000	-.143	-.041	-.098	-.027	-.081	.003	.176
	Sig. (2-tailed)	.415	.047	.211	.031	.899	.189	.393	.516	.592	.011	.013	.218	.277	.789		.415	.689	1.000	.146	.675	.318	.784	.410	.978	.072
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y16	Pearson Correlation	.039	-.035	-.099	.193*	.046	.128	.106	-.011	-.003	.038	.106	.060	.107	.215*	-.080	1	.122	.577*	.283*	.086	.126	.269*	.115	.303*	.447**
	Sig. (2-tailed)	.691	.724	.316	.049	.640	.193	.283	.908	.978	.702	.284	.542	.276	.028	.415		.217	.000	.003	.385	.200	.005	.242	.002	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y17	Pearson Correlation	-.120	.138	-.094	.090	-.116	.005	.074	-.111	.001	-.084	.025	-.065	-.035	-.056	.040	.122	1	.215*	.301*	.271*	.082	.041	.235*	.151	.284**
	Sig. (2-tailed)	.222	.160	.341	.363	.237	.961	.452	.260	.991	.395	.797	.512	.725	.571	.689	.217		.028	.002	.005	.406	.679	.016	.123	.003
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y18	Pearson Correlation	-.013	.016	-.099	.142	-.062	-.077	.046	.069	-.089	.081	.074	-.049	.040	.151	.000	.577*	.215*	1	.221*	.223*	.150	.150	.184	.483*	.450**
	Sig. (2-tailed)	.895	.870	.313	.150	.533	.432	.639	.487	.367	.412	.451	.617	.685	.125	1.000	.000	.028		.024	.022	.128	.126	.060	.000	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y19	Pearson Correlation	.109	.103	.083	-.001	.023	.055	-.014	.020	.032	-.023	.063	.030	.004	.062	-.143	.283*	.301*	.221*	1	.235*	.297*	.172	.166	.167	.398**
	Sig. (2-tailed)	.269	.295	.401	.995	.813	.576	.889	.841	.747	.817	.525	.757	.964	.531	.146	.003	.002	.024		.016	.002	.079	.091	.089	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

Y20	Pearson Correlation	-.039	.124	-.135	-.115	-.246*	-.010	-.077	-.113	-.203*	.099	-.108	.010	.016	.003	-.041	.086	.271*	.223*	.235*	1	.095	.143	.194*	.363*	.285**
	Sig. (2-tailed)	.691	.206	.170	.245	.011	.920	.436	.253	.037	.317	.274	.919	.872	.974	.675	.385	.005	.022	.016		.335	.145	.048	.000	.003
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y21	Pearson Correlation	.105	.065	-.071	-.123	.102	-.013	-.029	.116	-.057	-.063	.004	.009	-.079	.025	-.098	.126	.082	.150	.297*	.095	1	.075	.232*	.202*	.276**
	Sig. (2-tailed)	.286	.511	.474	.210	.298	.893	.769	.238	.564	.526	.966	.924	.424	.798	.318	.200	.406	.128	.002	.335		.444	.017	.038	.004
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y22	Pearson Correlation	.272*	.163	.084	.053	.168	.091	.059	.127	-.070	.076	.191	.032	.071	.210*	-.027	.269*	.041	.150	.172	.143	.075	1	.036	.018	.403**
	Sig. (2-tailed)	.005	.097	.396	.589	.087	.357	.552	.197	.479	.444	.051	.742	.472	.032	.784	.005	.679	.126	.079	.145	.444		.712	.858	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y23	Pearson Correlation	.004	.005	-.052	-.072	.004	.005	.024	-.134	-.022	-.091	.026	.008	-.015	.039	-.081	.115	.235*	.184	.166	.194*	.232*	.036	1	.170	.268**
	Sig. (2-tailed)	.967	.959	.602	.466	.969	.961	.805	.173	.821	.354	.794	.937	.882	.696	.410	.242	.016	.060	.091	.048	.017	.712		.082	.006
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Y24	Pearson Correlation	-.079	-.020	-.131	-.039	-.018	-.178	-.080	-.109	-.159	.021	-.118	-.021	.070	-.047	.003	.303*	.151	.483*	.167	.363*	.202*	.018	.170	1	.305**
	Sig. (2-tailed)	.423	.840	.182	.690	.858	.069	.417	.267	.105	.835	.232	.835	.479	.633	.978	.002	.123	.000	.089	.000	.038	.858	.082		.002
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

YTO	Pearson	.447*	.397*	.350*	.406*	.429*	.243*	.427*	.479*	.307*	.396*	.504*	.303*	.384*	.434*	.176	.447*	.284*	.450*	.398*	.285*	.276*	.403*	.268*	.305*	1
T	Correlation	*	*	*	*	*		*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.013	.000	.000	.001	.000	.000	.002	.000	.000	.072	.000	.003	.000	.000	.003	.004	.000	.006	.002	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105



Reliabilitas Skala Keputusan Pembelian

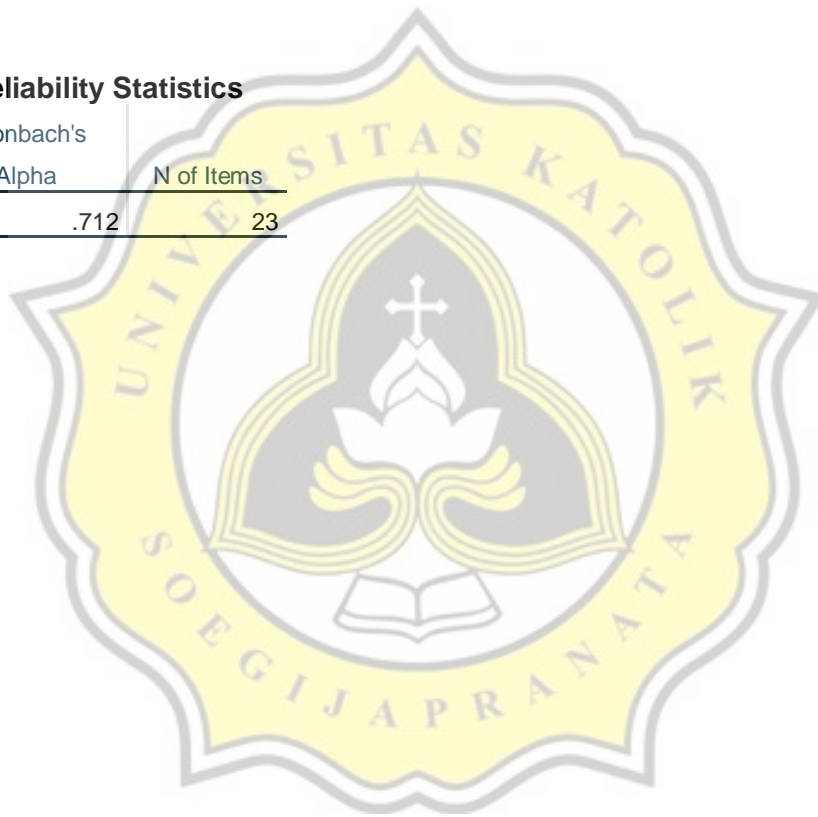
Case Processing Summary

		N	%
Cases	Valid	105	100.0
	Excluded ^a	0	.0
	Total	105	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.712	23



C.2. Validitas dan Reliabilitas Skala *Tagline* #DijaminOri pada JD.ID



Putaran 1

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	XTO T
X1	Pearson Correlation	1	-	.136	.005	.133	-	.272	.172	.251	.346	.023	-	.028	.015	-	-	-	.043	.084	-	-	-	-	.102	-	-	.090
	Sig. (2-tailed)		.973	.168	.958	.178	.621	.005	.079	.010	.000	.819	.017	.778	.880	.069	.514	.482	.660	.392	.540	.030	.066	.432	.299	.580	.249	.360
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X2	Pearson Correlation	-	1	.146	.458	-	.437	-	.318	-	.036	.075	-	.059	.067	.003	-	-	-	-	.069	-	.032	.084	.155	-	.088	.231*
	Sig. (2-tailed)	.973		.136	.000	.972	.000	.132	.001	.224	.713	.447	.225	.549	.498	.977	.366	.287	.774	.234	.481	.561	.744	.392	.115	.683	.375	.018
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X3	Pearson Correlation	.136	.146	1	.208	.271	.281	.346	.151	.191	.194	.059	-	.121	.107	.074	-	.064	.012	-	.095	-	.037	.066	.173	-	.003	.290*
	Sig. (2-tailed)	.168	.136		.033	.005	.004	.000	.124	.050	.048	.552	.245	.219	.279	.454	.726	.515	.903	.391	.334	.835	.711	.506	.078	.701	.979	.003
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X4	Pearson Correlation	.005	.458	.208	1	.067	.399	.017	.237	-	.196	-	-	-	.052	-	-	-	-	.016	-	.104	.001	.077	-	-	.192	
	Sig. (2-tailed)	.958	.000	.033		.496	.000	.863	.015	.678	.045	.710	.277	.486	.696	.597	.038	.563	.980	.329	.872	.616	.293	.988	.435	.197	.892	.050
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

X5	Pearson Correlation	.133	-	.271	.067	1	.375	.331	.189	.278	.225	.099	.138	.102	-	-	-	-	.000	.016	.024	-	-	.069	.005	-	.004	.269*
	Sig. (2-tailed)	.178	.972	.005	.496		.000	.001	.054	.004	.021	.315	.160	.301	.361	.580	.910	.665	1.000	.873	.805	.859	.955	.487	.962	.935	.970	.006
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X6	Pearson Correlation	-	.437	.281	.399	.375	1	.085	.392	.147	.072	.037	.087	.035	-	-	.039	-	.081	-	.157	-	.049	-	.130	-	.190	.341*
	Sig. (2-tailed)	.621	.000	.004	.000	.000		.391	.000	.135	.463	.708	.380	.726	.078	.564	.690	.358	.412	.721	.111	.626	.623	.619	.185	.555	.052	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X7	Pearson Correlation	.272	-	.346	.017	.331	.085	1	.112	.468	.268	-	-	-	.043	.016	.139	.032	-	.146	.170	-	.081	.139	-	.211	-	.307*
	Sig. (2-tailed)	.005	.132	.000	.863	.001	.391		.254	.000	.006	.953	.836	.946	.662	.874	.158	.750	.716	.136	.083	.555	.413	.158	.614	.031	.687	.001
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X8	Pearson Correlation	.172	.318	.151	.237	.189	.392	.112	1	.137	.134	-	.084	.047	.141	-	-	.031	.060	-	.020	.002	.094	.134	.238	.031	.175	.388*
	Sig. (2-tailed)	.079	.001	.124	.015	.054	.000	.254		.164	.174	.338	.392	.636	.151	.433	.958	.754	.541	.766	.837	.981	.338	.172	.014	.755	.074	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X9	Pearson Correlation	.251	-	.191	-	.278	.147	.468	.137	1	.294	-	-	.199	.119	.083	.166	-	.188	.122	.060	-	-	-	.070	.043	.056	.275*
	Sig. (2-tailed)	.010	.224	.050	.678	.004	.135	.000	.164		.002	.919	.380	.042	.225	.399	.091	.817	.055	.215	.541	.081	.398	.322	.479	.661	.571	.004
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

X10	Pearson Correlation	.346**	.036	.194*	.196*	.225*	.072	.268**	.134	.294**	1	.096	.022	.114	.127	-	-	.021	.028	-	.069	.079	-	.039	-	.046	-	.290*	
	Sig. (2-tailed)	.000	.713	.048	.045	.021	.463	.006	.174	.002		.330	.826	.248	.196	.261	.662	.830	.776	.903	.485	.426	.345	.691	.615	.644	.454	.003	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X11	Pearson Correlation	.023	.075	.059	-.037	.099	.037	-.006	-.094	-.010	.096	1	.040	.428**	.027	.293**	.067	.311**	.080	.201*	.195*	.318**	-	-.003	.197*	-.019	.329*		
	Sig. (2-tailed)	.819	.447	.552	.710	.315	.708	.953	.338	.919	.330		.683	.000	.787	.002	.496	.001	.420	.040	.046	.001	.976	.951	.980	.045	.847	.001	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X12	Pearson Correlation	-.232*	-.119	-.115	-.107	.138	.087	-.020	-.084	-.087	-.022	.040	1	.124	.081	.068	.308**	-.041**	.319**	.126	.267**	.455**	.533**	.571**	-.040*	.197*	.158	.493*	
	Sig. (2-tailed)	.017	.225	.245	.277	.160	.380	.836	.392	.380	.826	.683		.208	.413	.489	.001	.675	.001	.199	.006	.000	.000	.000	.682	.044	.108	.000	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X13	Pearson Correlation	.028	.059	.121	-.069	.102	.035	-.007	-.047	.199	.114	.428**	.124	1	.372**	.181	.000	.219	.110	.113	.028	.147	.110	.110	.152	.058	.028	.377*	
	Sig. (2-tailed)	.778	.549	.219	.486	.301	.726	.946	.636	.042	.248	.000	.208		.000	.065	.997	.025	.263	.250	.773	.135	.263	.263	.122	.555	.774	.000	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X14	Pearson Correlation	.015	.067	.107	-.039	-.090	-.173	-.043	.141	.119	.127	.027	.081	.372**	1	.302**	.063	.274**	.090	.120	.012	.197*	.148	.179	-.003	.282**	-.091*	.359*	
	Sig. (2-tailed)	.880	.498	.279	.696	.361	.078	.662	.151	.225	.196	.787	.413	.000		.002	.524	.005	.362	.223	.906	.044	.131	.068	.975	.004	.356	.000	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

X15	Pearson Correlation	-	.003	.074	.052	-	-	.016	-	.083	-	.293	.068	.181	.302	1	.102	.387	.131	.175	.182	.402	.038	.053	-	.093	-	.297*
	Sig. (2-tailed)	.178				.055	.057		.077		.111	**			**		.298	.000	.183	.074	.063	.000	.701	.588	.747	.345	.349	.002
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X16	Pearson Correlation	-	-	-	-	-	.039	.139	-	.166	-	.067	.308	.000	.063	.102	1	-	.390	.098	.396	.207	.230	.317	.011	.228	.068	.414*
	Sig. (2-tailed)	.064	.089	.035	.203	.011			.005		.043	**					.026	**		**	*	*	**	*	*	*	*	*
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X17	Pearson Correlation	-	-	.064	-	-	-	.032	.031	-	.021	.311	-	.219	.274	.387	-	1	.190	.137	.011	.322	-	.025	-	.113	-	.250*
	Sig. (2-tailed)	.069	.105		.057	.043	.091			.023	**	.041	*	**	**	**	.026		.052	.164	.911	.001	.626	.796	.911	.249	.929	.010
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X18	Pearson Correlation	.043	-	.012	-	.000	.081	-	.060	.188	.028	.080	.319	.110	.090	.131	.390	.190	1	.136	.494	.150	.300	.167	.255	.231	.071	.529*
	Sig. (2-tailed)		.028		.003		.036					**	**	**	**	**	**	.052		.167	.000	.127	.002	.088	.009	.018	.472	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X19	Pearson Correlation	.084	-	-	-	.016	-	.146	-	.122	-	.201	.126	.113	.120	.175	.098	.137	.136	1	.119	.279	.294	.150	.081	.197	.233	.353*
	Sig. (2-tailed)		.117	.085	.096		.035		.029		.012	*									.225	.004	.002	.126	.410	.045	.017	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

X20	Pearson Correlation	-	.069	.095	.016	.024	.157	.170	.020	.060	.069	.195	.267	.028	.012	.182	.396	.011	.494	.119	1	.272	.381	.229	.103	.207	.053	.533*
	Sig. (2-tailed)	.060										*	**				**		**		**	**	*		*		*	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X21	Pearson Correlation	-	-	-	-	-	-	-	.002	-	.079	.318	.455	.147	.197	.402	.207	.322	.150	.279	.272	1	.363	.472	-	.325	.007	.502*
	Sig. (2-tailed)	.212	.057	.021	.050	.018	.048	.058		.171		**	**	*	**	*	**	**	**	**	**	**	**	**	.014	**		*
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X22	Pearson Correlation	-	.032	.037	.104	-	.049	.081	.094	-	-	-	.533	.110	.148	.038	.230	-	.300	.294	.381	.363	1	.528	.159	.369	.261	.569*
	Sig. (2-tailed)	.180			.006					.083	.093	.003	**				*	.048	**	**	**	**	**	**	**	**	**	*
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X23	Pearson Correlation	-	.084	.066	.001	.069	-	.139	.134	-	.039	-	.571	.110	.179	.053	.317	.025	.167	.150	.229	.472	.528	1	.019	.293	.110	.550*
	Sig. (2-tailed)	.077				.049				.098	.006	**	**				**	**	**	**	*	**	**	**	**	**	**	*
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X24	Pearson Correlation	.102	.155	.173	.077	.005	.130	-	.238	.070	-	.003	-	.152	-	-	.011	-	.255	.081	.103	-	.159	.019	1	.055	.378	.287*
	Sig. (2-tailed)	.299	.115	.078	.435	.962	.185	.614	.014	.479	.615	.980	.682	.122	.975	.747	.915	.911	.009	.410	.297	.884	.104	.846		.576	.000	.003
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

X25	Pearson Correlation	-	-	-	-	-	-	.211	.031	.043	.046	.197	.197	.058	.282	.093	.228	.113	.231	.197	.207	.325	.369	.293	.055	1	.215	.472*
	Sig. (2-tailed)	.055	.040	.038	.127	.008	.058	*				*	*		**		*		*	*	*	**	**	**			.027	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X26	Pearson Correlation	-	.088	.003	-	.004	.190	-	.175	.056	-	-	.158	.028	-	-	.068	-	.071	.233	.053	.007	.261	.110	.378	.215	1	.282*
	Sig. (2-tailed)	.114			.013		.040				.074	.019		.091	.092		.009		*	*		**	**	*	*			.004
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
XTO T	Pearson Correlation	.090	.231	.290	.192	.269	.341	.307	.388	.275	.290	.329	.493	.377	.359	.297	.414	.250	.529	.353	.533	.502	.569	.550	.287	.472	.282	1
	Sig. (2-tailed)	.360	.018	.003	.050	.006	.000	.001	.000	.004	.003	.001	.000	.000	.000	.002	.000	.010	.000	.000	.000	.000	.000	.000	.003	.000	.004	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

Putaran 2

		X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	XTO T
X2	Pearson Correlation	1	.146	.458 **	- .003	.437 **	- .148	.318 **	- .120	.036	.075	- .119	.059	.067	.003	- .089	- .105	- .028	- .117	.069	- .057	.032	.084	.155	- .040	.088	.232*
	Sig. (2- tailed)		.136	.000	.972	.000	.132	.001	.224	.713	.447	.225	.549	.498	.977	.366	.287	.774	.234	.481	.561	.744	.392	.115	.683	.375	.017
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X3	Pearson Correlation	.146	1	.208 *	.271* *	.281 **	.346 **	.151	.191	.194 *	.059 *	- .115	.121	.107	.074	- .035	.064	.012	- .085	.095	- .021	.037	.066	.173	- .038	.003	.278* *
	Sig. (2- tailed)	.136		.033	.005	.004	.000	.124	.050	.048	.552	.245	.219	.279	.454	.726	.515	.903	.391	.334	.835	.711	.506	.078	.701	.979	.004
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X4	Pearson Correlation	.458 **	.208 *	1	.067	.399 **	.017	.237 *	- .041	.196 *	- .037	- .107	- .069	- .039	.052	- .203	- .057	- .003	- .096	.016	- .050	.104	.001	.077	- .127	- .013	.192*
	Sig. (2- tailed)	.000	.033		.496	.000	.863	.015	.678	.045	.710	.277	.486	.696	.597	.038	.563	.980	.329	.872	.616	.293	.988	.435	.197	.892	.050
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X5	Pearson Correlation	- .003	.271 **	.067	1	.375 **	.331 **	.189	.278 **	.225 *	.099 *	.138	.102	- .090	- .055	- .011	- .043	.000	.016	.024	- .018	- .006	.069	.005	- .008	.004	.257* *
	Sig. (2- tailed)	.972	.005	.496		.000	.001	.054	.004	.021	.315	.160	.301	.361	.580	.910	.665	1.00 0	.873	.805	.859	.955	.487	.962	.935	.970	.008
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

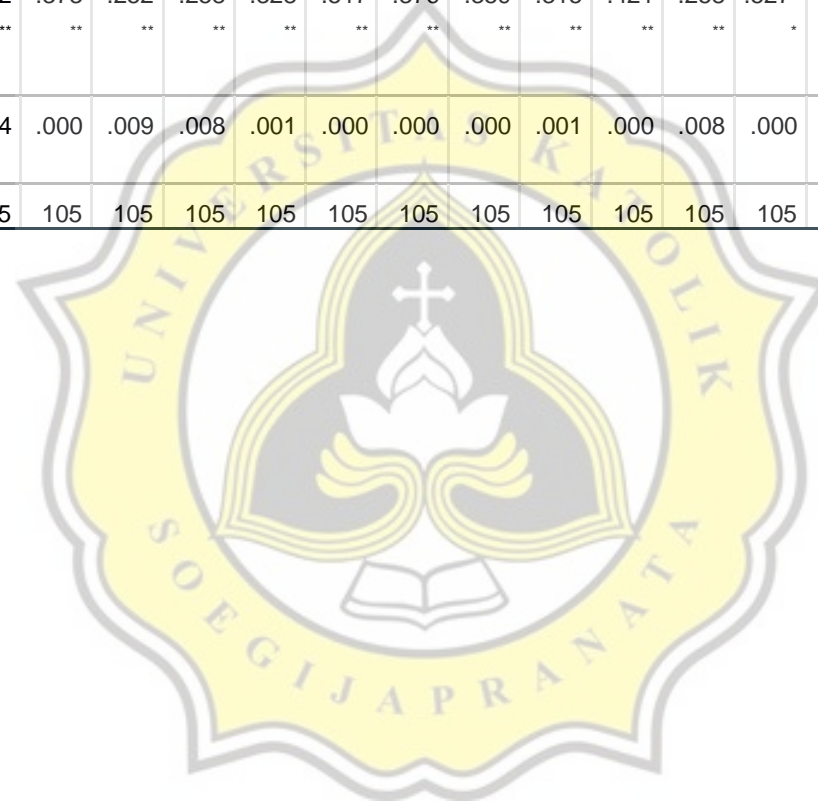
X6	Pearson Correlation	.437**	.281**	.399**	.375*	1	.085	.392**	.147	.072	.037	.087	.035	-	-	.039	-	.081	-	.157	-	.049	-	.130	-	.190	.348*
	Sig. (2-tailed)	.000	.004	.000	.000		.391	.000	.135	.463	.708	.380	.726	.078	.564	.690	.358	.412	.721	.111	.626	.623	.619	.185	.555	.052	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X7	Pearson Correlation	-.148	.346**	.017	.331*	.085	1	.112	.468**	.268**	-	-	-.043	.016	.139	.032	-	.146	.170	-	.081	.139	-	.211*	-	.282*	
	Sig. (2-tailed)	.132	.000	.863	.001	.391		.254	.000	.006	.953	.836	.946	.662	.874	.158	.750	.716	.136	.083	.555	.413	.158	.614	.031	.687	.004
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X8	Pearson Correlation	.318**	.151	.237*	.189	.392**	.112	1	.137	.134	-	.084	.047	.141	-	-.031	.060	-	.020	.002	.094	.134	.238*	.031	.175	.373*	
	Sig. (2-tailed)	.001	.124	.015	.054	.000	.254		.164	.174	.338	.392	.636	.151	.433	.958	.754	.541	.766	.837	.981	.338	.172	.014	.755	.074	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X9	Pearson Correlation	-.120	.191	-.041	.278*	.147	.468**	.137	1	.294**	-	-	.199	.119	.083	.166	-	.188	.122	.060	-	-	-	.070	.043	.056	.252*
	Sig. (2-tailed)	.224	.050	.678	.004	.135	.000	.164		.002	.919	.380	.042	.225	.399	.091	.817	.055	.215	.541	.081	.398	.322	.479	.661	.571	.009
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X10	Pearson Correlation	.036	.194*	.196*	.225*	.072	.268**	.134	.294**	1	.096	.022	.114	.127	-	-	.021	.028	-	.069	.079	-	.039	-	.046	-	.258*
	Sig. (2-tailed)	.713	.048	.045	.021	.463	.006	.174	.002		.330	.826	.248	.196	.261	.662	.830	.776	.903	.485	.426	.345	.691	.615	.644	.454	.008
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

X11	Pearson Correlation	.075	.059	-	.099	.037	-	-	-	.096	1	.040	.428	.027	.293	.067	.311	.080	.201	.195	.318	-	-	.003	.197	-	.328*
	Sig. (2-tailed)	.447	.552	.710	.315	.708	.953	.338	.919	.330		.683	.000	.787	.002	.496	.001	.420	.040	.046	.001	.976	.951	.980	.045	.847	.001
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X12	Pearson Correlation	-	-	-	.138	.087	-	.084	-	.022	.040	1	.124	.081	.068	.308	-	.319*	.126	.267	.455	.533	.571	-	.197	.158	.517*
	Sig. (2-tailed)	.119	.115	.107		.020		.087			.683		.208	.413	.489	.001	.675	.001	.199	.006	.000	.000	.000	.682	.044	.108	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X13	Pearson Correlation	.059	.121	-	.102	.035	-	.047	.199	.114	.428	.124	1	.372	.181	.000	.219	.110	.113	.028	.147	.110	.110	.152	.058	.028	.376*
	Sig. (2-tailed)	.549	.219	.486	.301	.726	.946	.636	.042	.248	.000	.208		.000	.065	.997	.025	.263	.250	.773	.135	.263	.263	.122	.555	.774	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X14	Pearson Correlation	.067	.107	-	-	-	.043	.141	.119	.127	.027	.081	.372	1	.302	.063	.274	.090	.120	.012	.197	.148	.179	-	.282	-	.359*
	Sig. (2-tailed)	.498	.279	.696	.361	.078	.662	.151	.225	.196	.787	.413	.000		.002	.524	.005	.362	.223	.906	.044	.131	.068	.975	.004	.356	.000
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X15	Pearson Correlation	.003	.074	.052	-	-	.016	-	.083	-	.293	.068	.181	.302	1	.102	.387	.131	.175	.182	.402	.038	.053	-	.093	-	.315*
	Sig. (2-tailed)	.977	.454	.597	.580	.564	.874	.433	.399	.261	.002	.489	.065	.002		.298	.000	.183	.074	.063	.000	.701	.588	.747	.345	.349	.001
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

X16	Pearson	-	-	-	-	.039	.139	-	.166	-	.067	.308	.000	.063	.102	1	-	.390*	.098	.396	.207	.230	.317	.011	.228	.068	.421*
	Correlation	.089	.035	.203*	.011			.005	.043			**					.026	*		**	*	*	**	*	*	*	*
	Sig. (2-tailed)	.366	.726	.038	.910	.690	.158	.958	.091	.662	.496	.001	.997	.524	.298		.793	.000	.318	.000	.034	.018	.001	.915	.019	.492	.000
N		105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X17	Pearson	-	.064	-	-	-	.032	.031	-	.021	.311	-	.219	.274	.387	-	1	.190	.137	.011	.322	-	.025	-	.113	-	.258*
	Correlation	.105		.057	.043	.091			.023		**	.041	*	**	**	.026				**	.048		.011		.009	*	*
	Sig. (2-tailed)	.287	.515	.563	.665	.358	.750	.754	.817	.830	.001	.675	.025	.005	.000	.793		.052	.164	.911	.001	.626	.796	.911	.249	.929	.008
N		105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X18	Pearson	-	.012	-	.000	.081	-	.060	.188	.028	.080	.319	.110	.090	.131	.390	.190	1	.136	.494	.150	.300	.167	.255	.231	.071	.527*
	Correlation	.028		.003		.036						**	*			**				**	**	**	**	*	*	*	*
	Sig. (2-tailed)	.774	.903	.980	1.000	.412	.716	.541	.055	.776	.420	.001	.263	.362	.183	.000	.052		.167	.000	.127	.002	.088	.009	.018	.472	.000
N		105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X19	Pearson	-	-	-	.016	-	.146	-	.122	-	.201	.126	.113	.120	.175	.098	.137	.136	1	.119	.279	.294	.150	.081	.197	.233	.346*
	Correlation	.117	.085	.096		.035		.029		.012	*					**				*	**	**	*	*	*	*	*
	Sig. (2-tailed)	.234	.391	.329	.873	.721	.136	.766	.215	.903	.040	.199	.250	.223	.074	.318	.164	.167		.225	.004	.002	.126	.410	.045	.017	.000
N		105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X20	Pearson	.069	.095	.016	.024	.157	.170	.020	.060	.069	.195	.267	.028	.012	.182	.396	.011	.494*	.119	1	.272	.381	.229	.103	.207	.053	.541*
	Correlation										*	**				**	*	*	*	*	**	**	*	*	*	*	*
	Sig. (2-tailed)	.481	.334	.872	.805	.111	.083	.837	.541	.485	.046	.006	.773	.906	.063	.000	.911	.000	.225		.005	.000	.019	.297	.034	.588	.000
N		105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

X21	Pearson	-	-	-	-	-	-	.002	-	.079	.318	.455	.147	.197	.402	.207	.322	.150	.279	.272	1	.363	.472	-	.325	.007	.525*
	Correlation	.057	.021	.050	.018	.048	.058		.171		**	**		*	**	*	**		**	**		**	**	.014	**		*
	Sig. (2-tailed)	.561	.835	.616	.859	.626	.555	.981	.081	.426	.001	.000	.135	.044	.000	.034	.001	.127	.004	.005		.000	.000	.884	.001	.943	.000
N		105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X22	Pearson	.032	.037	.104	-	.049	.081	.094	-	-	-	.533	.110	.148	.038	.230	-	.300*	.294	.381	.363	1	.528	.159	.369	.261	.588*
	Correlation				.006				.083	.093	.003	**			*	.048	*	**	**	**		**	**	**	**	**	*
	Sig. (2-tailed)	.744	.711	.293	.955	.623	.413	.338	.398	.345	.976	.000	.263	.131	.701	.018	.626	.002	.002	.000	.000		.000	.104	.000	.007	.000
N		105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X23	Pearson	.084	.066	.001	.069	-	.139	.134	-	.039	-	.571	.110	.179	.053	.317	.025	.167	.150	.229	.472	.528	1	.019	.293	.110	.560*
	Correlation				.049				.098		.006	**			**				*	*	**	**		**	**	*	*
	Sig. (2-tailed)	.392	.506	.988	.487	.619	.158	.172	.322	.691	.951	.000	.263	.068	.588	.001	.796	.088	.126	.019	.000	.000		.846	.002	.265	.000
N		105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X24	Pearson	.155	.173	.077	.005	.130	-	.238	.070	-	.003	-	.152	-	-	.011	-	.255*	.081	.103	-	.159	.019	1	.055	.378	.279*
	Correlation					.050			.050		.040		.003	.032		.011	*			.014					**	**	*
	Sig. (2-tailed)	.115	.078	.435	.962	.185	.614	.014	.479	.615	.980	.682	.122	.975	.747	.915	.911	.009	.410	.297	.884	.104	.846		.576	.000	.004
N		105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
X25	Pearson	-	-	-	-	-	.211	.031	.043	.046	.197	.197	.058	.282	.093	.228	.113	.231*	.197	.207	.325	.369	.293	.055	1	.215	.479*
	Correlation	.040	.038	.127	.008	.058	*				*	*		**		*		*	*	**	**	**	**		*	*	*
	Sig. (2-tailed)	.683	.701	.197	.935	.555	.031	.755	.661	.644	.045	.044	.555	.004	.345	.019	.249	.018	.045	.034	.001	.000	.002	.576		.027	.000
N		105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

X26	Pearson Correlation	.088	.003	-	.004	.190	-	.175	.056	-	-	.158	.028	-	-	.068	-	.071	.233	.053	.007	.261	.110	.378	.215	1	.294*
	Sig. (2-tailed)	.375	.979	.892	.970	.052	.687	.074	.571	.454	.847	.108	.774	.356	.349	.492	.929	.472	.017	.588	.943	.007	.265	.000	.027		.002
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
XTO T	Pearson Correlation	.232	.278	.192	.257*	.348	.282	.373	.252	.258	.328	.517	.376	.359	.315	.421	.258	.527*	.346	.541	.525	.588	.560	.279	.479	.294	1
	Sig. (2-tailed)	.017	.004	.050	.008	.000	.004	.000	.009	.008	.001	.000	.000	.000	.001	.000	.008	.000	.000	.000	.000	.000	.000	.004	.000	.002	
	N	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105



Reliabilitas Skala *Tagline #DijaminOri* pada JD.ID

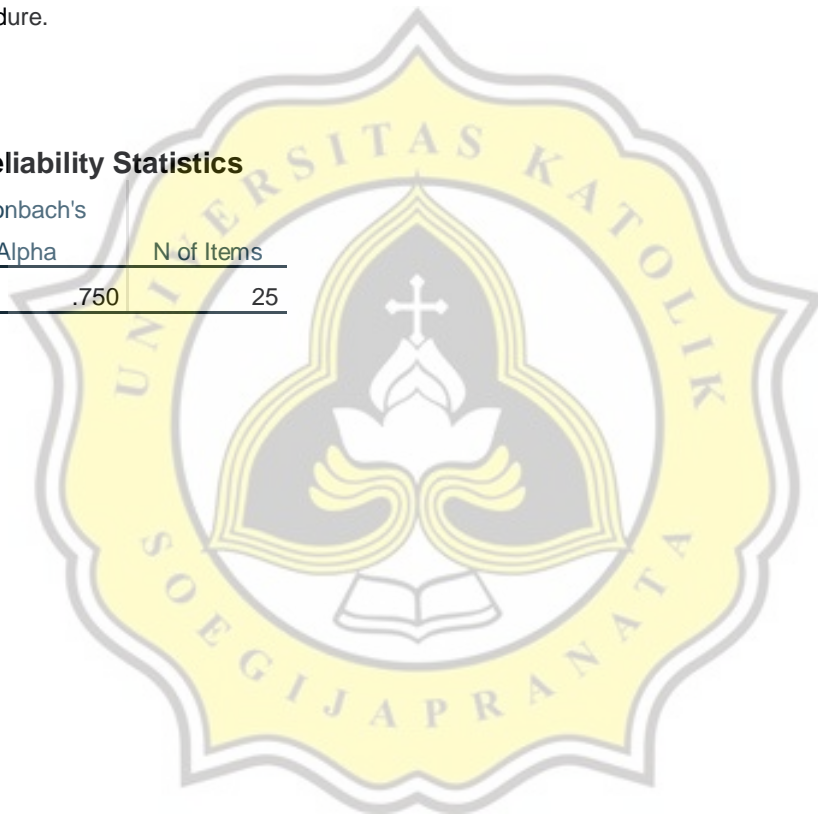
Case Processing Summary

		N	%
Cases	Valid	105	100.0
	Excluded ^a	0	.0
	Total	105	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.750	25





LAMPIRAN D
DATA PENELITIAN

D.1. Data Penelitian Variabel Keputusan pembelian

D.2. Data Penelitian Variabel *Tagline* #DijaminOri pada JD.ID

D.1. Data Penelitian Variabel Keputusan pembelian



Subjek	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y16	Y17	Y18	Y19	Y20	Y21	Y22	Y23	Y24	YTOT
1	3	3	3	4	3	3	4	3	3	3	4	2	3	3	3	3	4	4	3	3	4	3	4	75
2	3	3	3	3	2	3	3	3	3	3	3	2	3	3	2	3	1	4	1	2	4	2	1	60
3	3	3	3	3	3	4	4	3	3	3	3	3	4	3	2	4	2	2	2	2	2	2	2	65
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5	2	3	2	3	2	3	3	2	3	3	3	2	2	3	2	3	2	3	2	3	2	3	2	58
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D.2. Data Penelitian Variabel *Tagline* #DijaminOri pada JD.ID



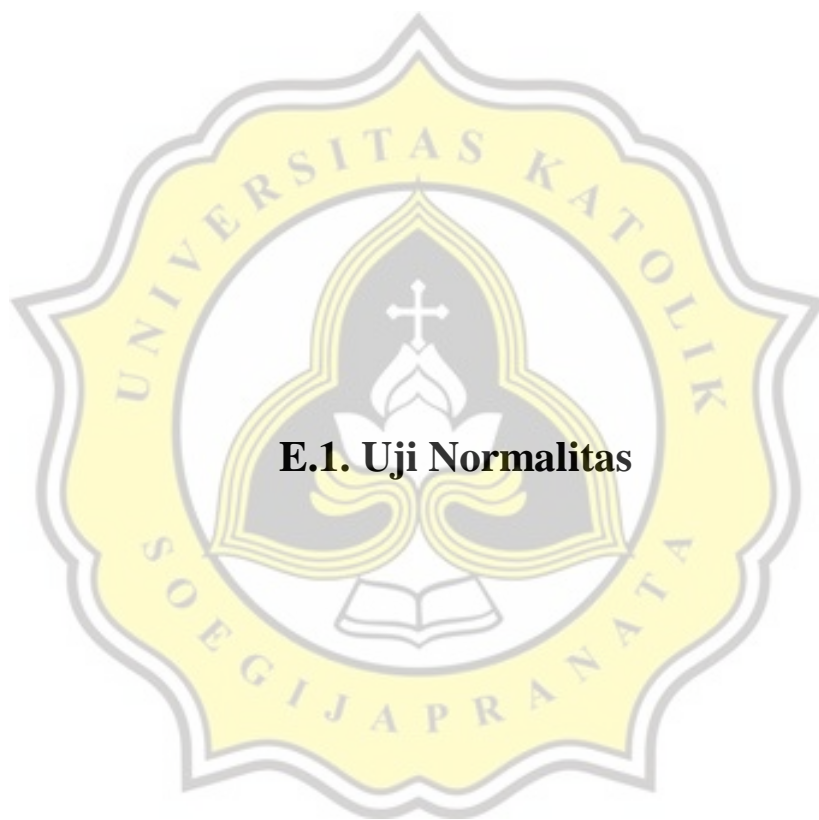
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68		3	3	3	3	3	3	3	3	3	2	1	1	1	3	1	4	1	1	1	2	1	1	3	1	3	54
69		3	3	3	2	3	3	2	3	2	1	3	2	3	2	3	1	1	2	1	2	3	1	3	1	3	56
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71		3	3	3	3	3	3	4	3	3	3	4	3	3	4	1	4	3	3	1	4	3	3	3	3	3	76
72		3	3	3	4	3	3	3	3	4	4	4	4	3	3	4	4	3	2	3	3	4	3	3	3	2	80
73		2	3	2	4	2	4	4	4	4	2	3	3	4	4	2	4	2	3	1	4	3	3	3	1	3	74

74		3	3	3	3	3	3	3	3	4	4	4	4	3	3	4	4	3	3	2	4	4	3	3	2	3	81
75		2	3	2	4	3	3	1	4	4	3	4	3	2	3	2	2	4	3	3	3	3	3	3	1	3	71
76		3	3	3	3	3	3	3	3	3	3	4	3	4	4	3	3	4	2	3	4	3	3	3	2	3	78
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78		4	4	4	4	4	4	4	4	4	3	3	3	4	4	2	3	1	2	3	3	3	3	3	3	3	82
79		4	3	4	4	3	3	3	3	4	3	3	3	2	3	3	3	4	4	3	4	3	3	4	2	4	82
80		3	3	3	3	3	3	4	3	4	3	4	3	4	4	2	3	2	4	3	4	3	3	3	3	3	80
81		3	3	3	3	3	3	3	3	4	4	4	3	3	3	2	4	1	3	3	4	3	3	3	1	3	75
82		4	3	3	3	3	3	3	3	4	3	1	3	4	3	2	3	2	3	1	3	2	2	3	3	3	70
83		3	3	3	3	2	3	2	3	1	3	3	3	3	3	2	2	1	4	1	3	4	4	3	1	3	66
84		2	4	4	4	2	4	2	3	4	3	1	2	3	4	2	3	1	2	3	4	3	3	3	4	3	73
85		3	3	4	3	3	3	3	4	4	3	1	2	3	4	4	3	4	2	4	4	3	3	4	3	2	79
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87		3	3	3	3	3	3	3	3	4	3	4	3	3	3	1	3	3	3	3	4	2	3	3	1	3	73
88		3	3	2	3	3	3	3	3	2	4	2	4	3	4	4	3	2	3	2	4	3	4	3	3	3	76
89		2	3	4	3	2	3	3	4	4	3	3	4	3	4	4	2	3	3	3	4	3	4	3	2	3	79
90		2	3	2	3	2	3	2	3	4	3	3	4	4	4	3	3	2	3	1	4	3	4	3	3	3	74
91		3	2	4	3	2	2	3	3	4	3	2	3	3	3	1	4	3	3	2	4	4	3	3	2	3	72
92		2	4	3	4	4	3	2	3	4	3	3	2	3	4	4	3	2	3	3	3	3	4	2	1	2	74
93		4	4	3	4	4	4	3	4	4	3	3	3	3	3	3	3	3	4	2	3	4	3	4	3	3	84
94		2	4	3	3	3	3	3	3	4	3	2	3	3	2	2	3	3	4	3	3	4	3	4	3	4	77
95		4	3	3	4	4	3	4	3	4	4	3	3	3	3	1	2	3	4	3	3	4	3	4	3	4	82
96		3	3	3	4	3	4	3	4	2	4	3	4	2	4	2	3	3	4	3	3	3	4	3	3	3	80
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98		3	4	3	3	3	3	4	3	2	3	2	3	3	3	1	3	2	4	1	4	3	4	4	2	4	74
99		4	4	2	3	3	4	4	4	1	2	1	2	3	4	4	3	2	4	3	3	4	4	4	1	4	77
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101		1	2	3	3	4	3	4	3	2	2	3	1	1	4	3	3	3	4	3	3	3	1	4	1	4	68
102		4	3	4	3	4	3	4	3	3	4	3	3	4	4	1	3	3	3	3	4	4	2	3	3	4	82
103		3	3	3	4	4	3	2	4	2	4	3	4	1	4	3	3	3	3	4	4	4	1	4	1	4	78
104		3	3	4	2	2	3	1	2	2	3	2	1	2	4	1	3	2	3	4	4	4	2	2	2	2	63
105		1	3	1	3	3	3	1	4	2	3	4	3	2	3	2	3	3	4	3	4	4	3	3	3	4	72



LAMPIRAN E
UJI ASUMSI DASAR
E.1. Uji Normalitas
E.2. Uji Linieritas
E.3. Uji Heteroskasdisitas



E.1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

Unstandardized

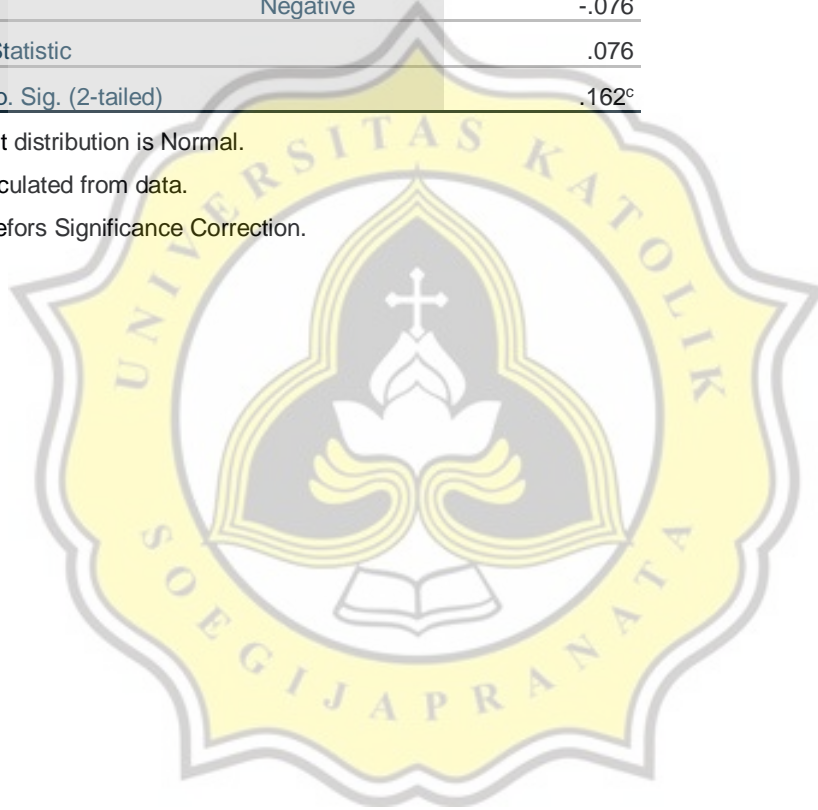
Residual

N		105
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.17862482
Most Extreme Differences	Absolute	.076
	Positive	.053
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.162 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.





E.2. Uji Linieritas

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
YTOT * XTOT	105	100.0%	0	0.0%	105	100.0%

Report

YTOT	Mean	N	Std. Deviation
54	56.00	1	.
55	55.00	1	.
56	57.00	1	.
61	60.00	2	2.828
62	53.00	1	.
63	60.50	4	2.646
64	59.00	1	.
65	61.50	6	5.683
66	64.50	4	5.802
67	64.00	5	5.701
68	66.50	6	4.889
69	66.50	2	6.364
70	65.20	5	4.207
71	67.17	6	7.494
72	68.20	5	3.271
73	68.29	7	6.370
74	68.00	5	7.106
75	69.50	4	3.697
76	68.00	5	6.708
77	64.25	4	6.702
78	66.67	3	3.055
79	72.75	4	3.775
80	68.00	5	3.000
81	72.50	2	.707
82	70.60	5	9.990
83	74.67	3	1.528

84	77.50	2	3.536
85	72.50	2	3.536
86	73.00	2	4.243
88	71.00	1	.
90	79.00	1	.
Total	66.98	105	6.593

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
YTOT *	Between	(Combined)	2198.067	30	73.269	2.335	.002
XTOT	Groups	Linearity	1730.874	1	1730.874	55.164	.000
		Deviation from Linearity	467.193	29	16.110	.513	.976
Within Groups			2321.895	74	31.377		
Total			4519.962	104			

Measures of Association

	R	R Squared	Eta	Eta Squared
YTOT * XTOT	.619	.383	.697	.486



E.3. Uji Heteroskedastisitas

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.840	1	6.840	.662	.418 ^b
	Residual	1064.638	103	10.336		
	Total	1071.478	104			

a. Dependent Variabel: Abs_RES

b. Predictors: (Constant), XTOT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.514	3.127		.484	.629
	XTOT	.035	.043	.080	.813	.418

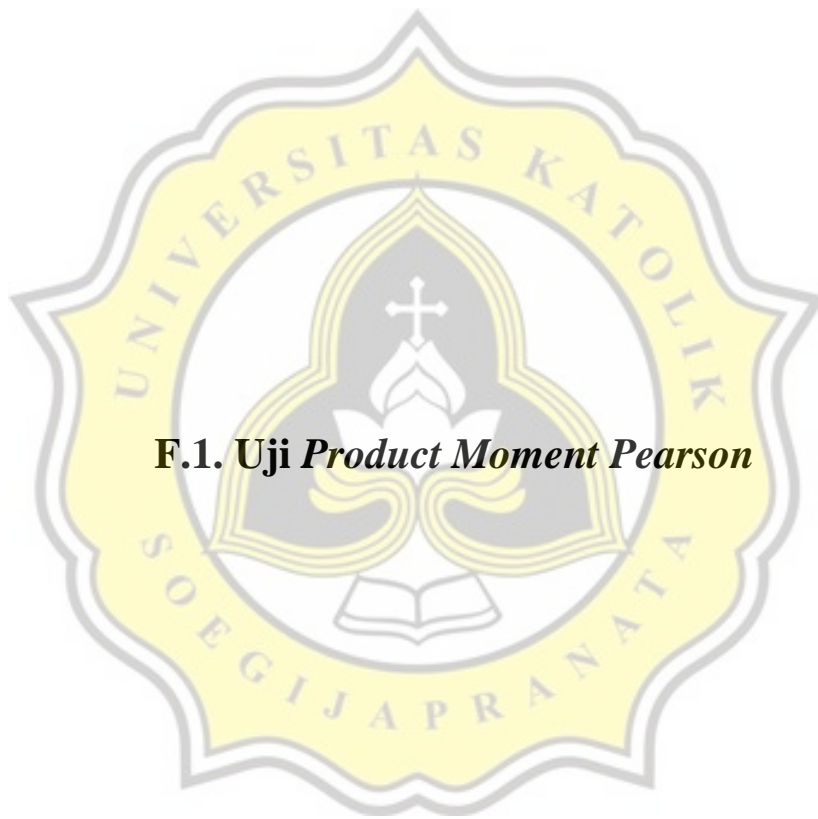
a. Dependent Variabel: Abs_RES



LAMPIRAN F
UJI HIPOTESIS

F.1. Uji *Product Moment Pearson*

F.2 Uji Analisis Regresi Linier



F.1. Uji *Product Moment* Pearson

Correlations

		YTOT	XTOT
YTOT	Pearson Correlation	1	.619**
	Sig. (2-tailed)		.000
	N	105	105
XTOT	Pearson Correlation	.619**	1
	Sig. (2-tailed)	.000	
	N	105	105

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





F.2 Uji Analisis Regresi Linier

Variabels Entered/Removed^a

Model	Variabels Entered	Variabels Removed	Method
1	XTOT ^b	.	Enter

- a. Dependent Variabel: YTOT
 b. All requested variabels entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.619 ^a	.383	.377	5.204	.383	63.921	1	103	.000

- a. Predictors: (Constant), XTOT

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1730.874	1	1730.874	63.921	.000 ^b
	Residual	2789.088	103	27.079		
	Total	4519.962	104			

- a. Dependent Variabel: YTOT
 b. Predictors: (Constant), XTOT

Coefficients^a

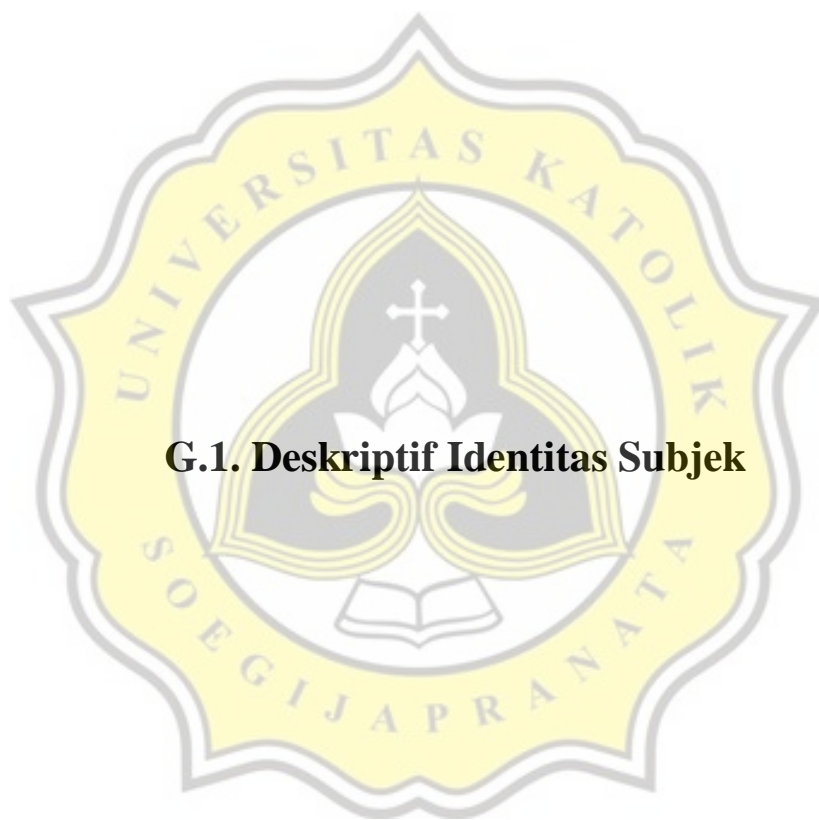
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.720	5.061		5.279	.000
	XTOT	.552	.069	.619	7.995	.000

- a. Dependent Variabel: YTOT



LAMPIRAN G
UJI DESKRIPTIF

- G.1. Deskriptif Identitas Subjek**
G.2 Deskriptif Var. Keputusan Pembelian
G.3. Deskriptif Var. *Tagline* JD.ID #DijaminOri



G.1. Deskriptif Identitas Subjek

Jenis Kelamin

Statistics

Jenis_kelamin

N	Valid	105
	Missing	0

Jenis_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	66	62.9	62.9	62.9
	Laki-Laki	39	37.1	37.1	100.0
	Total	105	100.0	100.0	

Usia Subjek

Statistics

Usia

N	Valid	105
	Missing	0

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	9	8.6	8.6	8.6
	19	13	12.4	12.4	21.0
	20	8	7.6	7.6	28.6
	21	13	12.4	12.4	41.0
	22	21	20.0	20.0	61.0
	23	17	16.2	16.2	77.1
	24	24	22.9	22.9	100.0
	Total	105	100.0	100.0	



G.2 Deskriptif Var. Keputusan Pembelian

Rerata Var. Keputusan Pembelian

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
YTOT	105	28	53	81	66.98	6.593	43.461
Valid N (listwise)	105						

Frekuensi Kategori Var. Keputusan Pembelian

Statistics

Keputusan_Pembelian

N	Valid	105
	Missing	0

Keputusan_Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	22	21.0	21.0	21.0
	Sedang	66	62.9	62.9	83.8
	Tinggi	17	16.2	16.2	100.0
	Total	105	100.0	100.0	

Deskriptif Aspek-aspek Var. Keputusan Pembelian

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Problem_Recognition	105	9	16	12.50	1.693	2.868
Information_Search	105	15	26	20.43	2.572	6.613
Validation_Of_Alternative	105	8	14	10.82	1.663	2.765
Purchase_decision	105	8	16	12.13	1.861	3.463
Post_Purchase_Behav	105	6	15	11.10	1.773	3.145
Valid N (listwise)	105					

Frekuensi Kategori Aspek-aspek Var. Keputusan Pembelian

Problem_Recognition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	18	17.1	17.1	17.1
	Sedang	54	51.4	51.4	68.6
	Tinggi	33	31.4	31.4	100.0
	Total	105	100.0	100.0	

Information_Search

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	14	13.3	13.3	13.3
	Sedang	64	61.0	61.0	74.3
	Tinggi	27	25.7	25.7	100.0
	Total	105	100.0	100.0	

Validation_of_Alternative

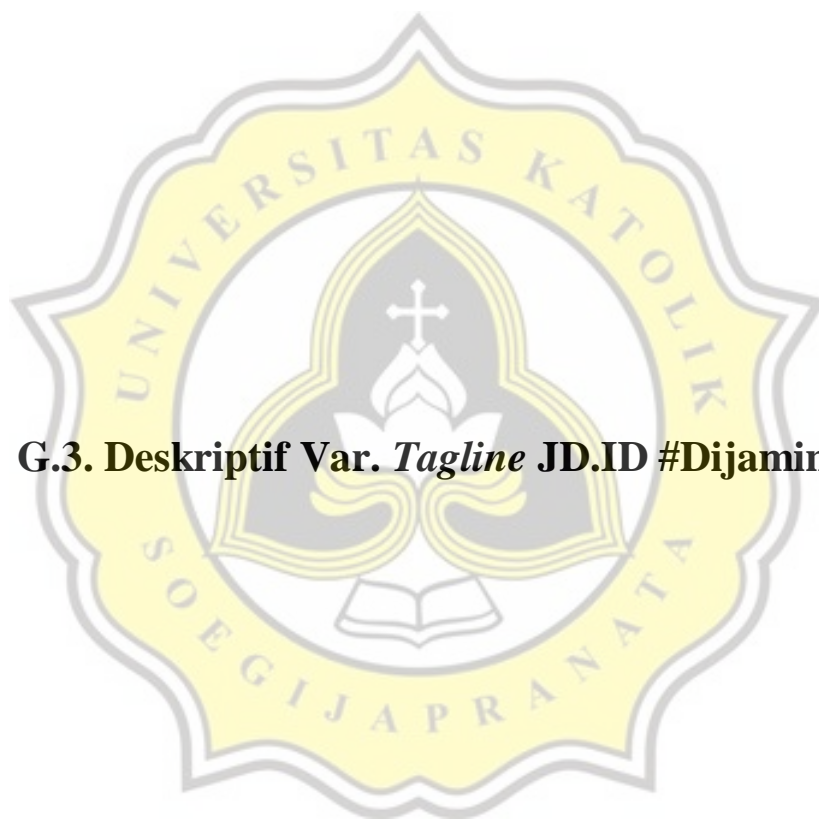
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	8	7.6	7.6	7.6
	Sedang	80	76.2	76.2	83.8
	Tinggi	17	16.2	16.2	100.0
	Total	105	100.0	100.0	

Purchase_Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	10	9.5	9.5	9.5
	Sedang	75	71.4	71.4	81.0
	Tinggi	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

Post-Purchase_Behav

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	9	8.6	8.6	8.6
	Sedang	73	69.5	69.5	78.1
	Tinggi	23	21.9	21.9	100.0
	Total	105	100.0	100.0	



G.3. Deskriptif Var. *Tagline* JD.ID #DijaminOri

Rerata Var. *Tagline* JD.ID #DijaminOri

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
XTOT	105	36	54	90	72.99	7.396	54.702
Valid N (listwise)	105						

Frekuensi Kategori Var. *Tagline* JD.ID #DijaminOri

Statistics

Tagline

N	Valid	105
	Missing	0

Tagline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rendah	17	16.2	16.2	16.2
	Sedang	65	61.9	61.9	78.1
	Tinggi	23	21.9	21.9	100.0
	Total	105	100.0	100.0	

Deskriptif Aspek-aspek Var. *Tagline* JD.ID #DijaminOri

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Familiarity	105	5	11	8.21	1.549	2.398
Differentiation	105	16	30	23.91	2.561	6.560
Message_Value	105	26	48	37.81	4.190	17.560
Valid N (listwise)	105					

Frekuensi Kategori Aspek-aspek Var. *Tagline* JD.ID #DijaminOri

		Familiarity			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Rendah	16	15.2	15.2	15.2
	Sedang	63	60.0	60.0	75.2
	Tinggi	26	24.8	24.8	100.0
	Total	105	100.0	100.0	

		Differentiation			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Rendah	19	18.1	18.1	18.1
	Sedang	70	66.7	66.7	84.8
	Tinggi	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

		Message_Of_Value			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Rendah	12	11.4	11.4	11.4
	Sedang	75	71.4	71.4	82.9
	Tinggi	18	17.1	17.1	100.0
	Total	105	100.0	100.0	



LAMPIRAN H
HASIL PLAGSCAN



9.14% PLAGIARISM
APPROXIMATELY

Report #13674611

EFEKTIVITAS TAGLINE JD.ID #DijaminOri TERHADAP KEPUTUSAN
PEMBELIAN PADA MAHASISWA KOTA SEMARANG 1. BAB I

Pendahuluan 1.1 Latar Belakang Perkembangan internet yang pesat mempengaruhi hidup manusia. Hidup manusia menjadi serba instan, mudah dan efektif dengan adanya internet. Kemajuan internet juga membuat komunikasi berkembang menjadi sangat cepat dan efektif. Manusia dapat melakukan banyak hal dari rumah menggunakan jaringan internet. Salah satu yang terasa adalah masyarakat dapat berbelanja dari rumah yang sering disebut dengan belanja online. Belanja melalui online, memungkinkan masyarakat berbelanja dimanapun dan kapanpun dengan menggunakan perangkat elektronik dan internet saja. Penggunaan internet untuk aktivitas transaksi bisnis dikenal dengan istilah electronic commerce (e-commerce).
Menurut Laudon (2009) electronic commerce (e-commerce) adalah suatu proses membeli dan menjual produk-produk secara elektronik oleh konsumen dan dari perusahaan ke perusahaan dengan komputer sebagai perantara transaksi bisnis.