



#### Lampiran 1.1 Kuesioner Penelitian

Perkenalkan nama saya Muhammad Zein Erian Mahasiswa Universitas Pembangunan Jaya, Fakultas Humaniora dan Bisnis, Program Studi Manajemen. Saat ini saya sedang melakukan sebuah penelitian untuk menyusun penulisan skripsi sebagai salah satu syarat untuk memperoleh gelar Sarjana dengan judul "PENGARUH ULASAN PELANGGAN ONLINE TERHADAP KEPUTUSAN PEMBELIAN MELALUI BRAND AWARENESS DAN KEPERCAYAAN DI E-COMMERCE SHOPEE (Studi Kasus Pada Produk Dari Brand Lokal Fashion Roughneck 1991)".

Sehubungan dengan itu, saya memohon kepada Saudara/i untuk bersedia mengisi kuesioner ini dengan sejujur-jujurnya. Informasi yang Saudara/i berikan merupakan bantuan yang sangat berarti bagi saya untuk menyelesaikan penelitian ini. Atas kesediaan dan partisipasi Saudara/i dalam mengisi kuesioner ini, saya ucapkan terima kasih.

Identitas Responden:

Isilah jawaban yang sesuai dengan identitas Anda

1. Jenis Kelamin anda

- Laki-Laki
- Perempuan

2. Berapakah Usia Anda?

- 17-20 tahun
- 21-30 tahun
- 31-40 tahun
- >40 tahun

3. Pendidikan Terakhir

- SMA
- SMK
- D3
- S1

4. Pekerjaan

- Pelajar/Mahasiswa
- Wirausaha
- Pegawai Swasta
- Pegawai Negeri Sipil
- Lain-lain

5. Penghasilan

- < Rp1.000.000/bulan
- Rp1.000.000 – Rp5.000.000/bulan
- >Rp5.000.000 – Rp10.000.000/bulan
- >Rp10.000.000/bulan

6. Apakah anda aktif menggunakan E-Commerce Shopee ?

- Ya
- Tidak (terimakasih, berhenti sampai disini)

7. Apakah anda sudah pernah membeli dan memiliki pengalaman sebelumnya dalam melakukan keputusan pembelian produk dari brand lokal fashion Roughneck 1991 ?

- Ya
- Tidak (terimakasih, berhenti sampai disini)

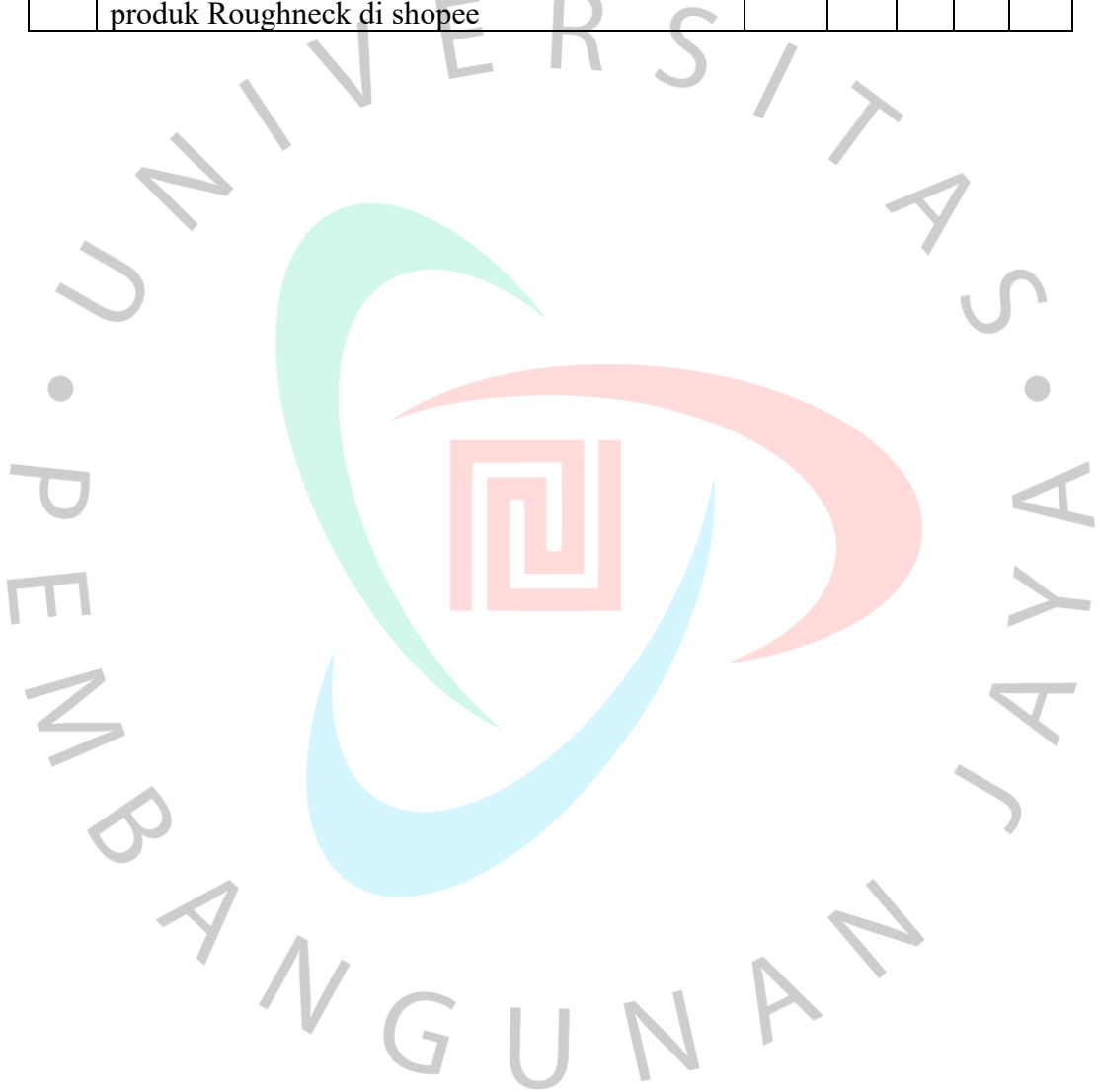
Berikan tanggapan Anda terkait pernyataan-pernyataan di bawah ini dengan memilih satu jawaban pada skala yang tersedia sesuai dengan tingkat persetujuan Anda. Detail kriteria bobot:

| No. | Opsi Jawaban        | Singkatan | Skor |
|-----|---------------------|-----------|------|
| 1   | Sangat Tidak Setuju | STS       | 1    |
| 2   | Tidak Setuju        | TS        | 2    |
| 3   | Netral              | N         | 3    |
| 4   | Setuju              | S         | 4    |
| 5   | Sangat setuju       | SS        | 5    |

| No   | Item Pernyataan   | Pilihan Jawaban |    |   |   |    |
|--|---|-----------------|----|---|---|----|
|  |   | STS             | TS | N | S | SS |
| <b>VARIABEL X1 (ULASAN PELANGGAN ONLINE)</b> |   |                 |    |   |   |    |
| <b>PERCEIVED USEFULNESS</b>                  |   |                 |    |   |   |    |
| 1  | Ulasan Pelanggan Online membuat saya lebih mudah untuk berbelanja online  |                 |    |   |   |    |
| 2  | Ulasan Pelanggan online membuat saya lebih mudah untuk mencari dan menemukan informasi produk Roughneck           |                 |    |   |   |    |
| <b>SOURCE CREDIBILITY</b>                    |   |                 |    |   |   |    |
| 1  | Saya percaya pada fitur ulasan yang ada di shopee   |                 |    |   |   |    |
| 2  | Saya percaya mengenai ulasan yang diberikan konsumen lain mengenai produk Roughneck                               |                 |    |   |   |    |
| <b>ARGUMENT QUALITY</b>                      |   |                 |    |   |   |    |
| 1  | Ulasan mengenai produk Roughneck di shopee memberikan saya informasi mengenai kelebihan dan kekurangan produk     |                 |    |   |   |    |
| 2  | Ulasan yang ada membantu saya menentukan pilihan pembelian  |                 |    |   |   |    |
| <b>VALENCE</b>                               |   |                 |    |   |   |    |
| 1  | Ulasan Produk Roughneck di shopee memberikan informasi yang benar   |                 |    |   |   |    |
| 2  | Ulasan produk di shopee memberikan gambaran yang lengkap kepada saya mengenai produk roughneck secara keseluruhan |                 |    |   |   |    |
| <b>VOLUME OF REVIEW</b>                      |   |                 |    |   |   |    |
| 1  | Semakin banyak jumlah ulasan positif mengenai produk Roughneck semakin baik reputasinya                           |                 |    |   |   |    |
| 2  | Jumlah ulasan dan diskusi yang ada menunjukkan kepopuleran produk Roughneck                                       |                 |    |   |   |    |
| <b>VARIABEL Z1 (BRAND AWARENESS)</b>         |   |                 |    |   |   |    |
| <b>RECALL</b>                                |   |                 |    |   |   |    |
| 1  | Ketika diminta menyebutkan merek fesyen lokal pria, maka saya akan menyebutkan Roughneck                          |                 |    |   |   |    |
| 2  | Menurut saya, merek Roughneck mudah disebut sehingga mudah diingat  |                 |    |   |   |    |
| <b>RECOGNITION</b>                           |   |                 |    |   |   |    |
| 1  | Saya mengenal Rougneck sebagai produk pada kategori fesyen lokal  |                 |    |   |   |    |
| 2  | Saya mengenal Roughneck sebagai produk untuk pria   |                 |    |   |   |    |
| <b>PURCHASE</b>                              |   |                 |    |   |   |    |
| 1  | Saya membandingkan Roughneck dengan produk fesyen lain Ketika ingin melakukan pembelian                           |                 |    |   |   |    |

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| 2                                       | Saya menjadikan Roughneck sebagai pilihan pertama ketika ingin membeli produk fesyen                                       |  |  |  |  |  |
| <b>CONSUMPTION</b>                      |  |  |  |  |  |  |
| 1                                       | Saya dapat mengenali merek Roughneck   |  |  |  |  |  |
| 2                                       | Saya dapat mengenali merek Roughneck meski sedang menggunakan produk dari merek pesaing                                    |  |  |  |  |  |
| <b>VARIABEL Z2 (KEPERCAYAAN)</b>        |  |  |  |  |  |  |
| <b>INTEGRITAS</b>                       |  |  |  |  |  |  |
| 1                                       | Roughneck memberikan pelayanan sesuai dengan prosedur yang telah ditentukan  |  |  |  |  |  |
| 2                                       | Janji mengenai produk yang diberikan roughneck sesuai dengan kenyataan yang ada  |  |  |  |  |  |
| <b>KOMPETENSI</b>                       |  |  |  |  |  |  |
| 1                                       | Saya yakin bahwa Roughneck memiliki keahlian untuk memenuhi harapan konsumen mengenai produknya                            |  |  |  |  |  |
| 2                                       | Saya yakin bahwa Roughneck memiliki keahlian dan pengetahuan dalam menjaga hubungan dengan baik dalam melayani konsumennya |  |  |  |  |  |
| <b>KONSISTENSI</b>                      |  |  |  |  |  |  |
| 1                                       | Roughneck konsisten dalam melayani konsumennya dengan baik   |  |  |  |  |  |
| 2                                       | Roughneck konsisten, sehingga memiliki reputasi yang baik  |  |  |  |  |  |
| <b>KEBAIKAN HATI</b>                    |  |  |  |  |  |  |
| 1                                       | Saya yakin roughneck akan memberikan pelayanan semaksimal mungkin untuk kepuasan konsumennya                               |  |  |  |  |  |
| 2                                       | Roughneck peduli terhadap kebutuhan konsumennya  |  |  |  |  |  |
| <b>VARIABEL Y (KEPUTUSAN PEMBELIAN)</b> |  |  |  |  |  |  |
| <b>PENGENALAN KEBUTUHAN</b>             |  |  |  |  |  |  |
| 1                                       | Roughneck menyediakan kebutuhan untuk produk Fesyen lokal  |  |  |  |  |  |
| 2                                       | Produk roughneck dapat memenuhi keinginan atau kebutuhan saya  |  |  |  |  |  |
| <b>PENCARIAN INFORMASI</b>              |  |  |  |  |  |  |
| 1                                       | Saya mendapat informasi mengenai produk Roughneck dari orang lain  |  |  |  |  |  |
| 2                                       | Saya mencari informasi mengenai produk Roughneck dari banyak sumber  |  |  |  |  |  |
| <b>PENILAIAN ALTERNATIF</b>             |  |  |  |  |  |  |
| 1                                       | Saya mengevaluasi berbagai merek fesyen yang ada   |  |  |  |  |  |
| 2                                       | Roughneck menjadi pilihan alternatif yang dipilih  |  |  |  |  |  |

| KEPUTUSAN PEMBELIAN      |  |  |  |  |  |
|--------------------------|--|--|--|--|--|
| 1                        | Saya memutuskan untuk membeli produk fesyen dari merek Roughneck di shopee |  |  |  |  |
| 2                        | Saya merasa yakin dengan keputusan pembelian produk Roughneck di shopee    |  |  |  |  |
| PERILAKU PASCA PEMBELIAN |  |  |  |  |  |
| 1                        | Saya merasa puas setelah membeli produk Roughneck di shopee                |  |  |  |  |
| 2                        | Saya melakukan pembelian ulang Kembali produk Roughneck di shopee          |  |  |  |  |



Lampiran 1.2 Data Kuesioner Variabel Ulasan Pelanggan *Online*

| UPO1 | UPO2 | UPO3 | UPO4 | UPO5 | UPO6 | UPO7 | UPO8 | UPO9 | UPO10 |
|------|------|------|------|------|------|------|------|------|-------|
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 4    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 5    | 5     |
| 5    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4     |
| 4    | 4    | 3    | 3    | 4    | 5    | 4    | 4    | 4    | 3     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 4    | 4    | 5    | 4    | 4    | 5    | 4    | 5    | 3    | 4     |
| 4    | 5    | 4    | 4    | 5    | 4    | 4    | 2    | 5    | 5     |
| 4    | 4    | 4    | 3    | 3    | 4    | 5    | 4    | 5    | 5     |
| 4    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    | 3     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 3     |
| 5    | 4    | 5    | 4    | 5    | 5    | 4    | 4    | 5    | 5     |
| 5    | 5    | 4    | 4    | 5    | 5    | 2    | 4    | 5    | 5     |
| 4    | 4    | 5    | 4    | 4    | 3    | 4    | 5    | 5    | 4     |
| 4    | 4    | 5    | 4    | 4    | 4    | 4    | 5    | 4    | 4     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 1    | 5    | 3     |
| 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4     |
| 5    | 5    | 3    | 4    | 4    | 4    | 3    | 4    | 5    | 5     |
| 1    | 1    | 1    | 2    | 2    | 1    | 2    | 1    | 1    | 2     |
| 4    | 5    | 4    | 4    | 4    | 5    | 5    | 5    | 5    | 5     |
| 5    | 3    | 3    | 2    | 4    | 4    | 4    | 5    | 3    | 4     |
| 5    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4     |
| 5    | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 5     |
| 5    | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 4     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     |
| 5    | 5    | 5    | 4    | 4    | 5    | 4    | 4    | 5    | 5     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     |
| 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 5    | 4    | 5    | 4    | 4    | 5    | 5    | 5     |
| 5    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4     |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     |
| 5    | 4    | 4    | 4    | 5    | 3    | 4    | 4    | 4    | 4     |
| 4    | 4    | 5    | 5    | 5    | 5    | 5    | 3    | 1    | 5     |
| 5    | 5    | 4    | 5    | 5    | 5    | 4    | 5    | 5    | 5     |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     |
| 5    | 4    | 4    | 5    | 4    | 4    | 4    | 4    | 5    | 4     |
| 5    | 5    | 4    | 4    | 5    | 5    | 5    | 5    | 5    | 5     |
| 5    | 5    | 4    | 4    | 5    | 5    | 4    | 4    | 5    | 4     |
| 5    | 5    | 2    | 4    | 5    | 5    | 2    | 5    | 5    | 5     |
| 4    | 4    | 4    | 4    | 4    | 5    | 5    | 4    | 4    | 4     |
| 5    | 5    | 5    | 4    | 5    | 4    | 5    | 5    | 5    | 4     |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4     |

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| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| 4 | 4 | 5 | 2 | 5 | 4 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 5 | 3 | 4 | 3 | 4 | 5 | 3 | 3 | 3 | 3 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 3 |
| 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 1 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 3 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 4 | 5 | 2 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 4 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 5 |
| 5 | 5 | 4 | 5 | 4 | 2 | 5 | 5 | 5 | 3 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 3 | 3 | 5 | 4 | 3 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 1 |
| 4 | 1 | 3 | 4 | 2 | 4 | 1 | 1 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 2 | 4 | 5 | 5 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |



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| 3 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 3 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
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| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |
| 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 1 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |

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| 5 | 4 | 3 | 3 | 5 | 3 | 3 | 4 | 4 | 4 |
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| 5 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 5 |
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| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 3 | 4 | 1 | 2 | 5 | 3 | 3 | 1 | 4 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 4 | 3 | 4 | 3 | 2 | 5 | 3 | 3 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 |
| 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 |
| 3 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 3 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 |
| 5 | 4 | 3 | 4 | 4 | 2 | 5 | 4 | 4 | 5 |

Lampiran 1.3 Data Kuesioner Variabel *Brand Awareness*

| BA1 | BA2 | BA3 | BA4 | BA5 | BA6 | BA7 | BA8 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| 5   | 4   | 4   | 4   | 5   | 5   | 5   | 4   |
| 5   | 5   | 4   | 4   | 5   | 5   | 5   | 3   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 3   | 3   | 4   | 3   | 5   | 3   | 4   | 3   |
| 3   | 4   | 4   | 4   | 4   | 3   | 4   | 4   |
| 3   | 3   | 4   | 3   | 3   | 3   | 5   | 4   |
| 3   | 4   | 5   | 4   | 3   | 3   | 3   | 3   |
| 2   | 4   | 4   | 5   | 2   | 4   | 4   | 2   |
| 2   | 2   | 5   | 5   | 2   | 2   | 4   | 4   |
| 5   | 5   | 4   | 3   | 5   | 5   | 5   | 5   |
| 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   |
| 3   | 4   | 4   | 4   | 4   | 2   | 3   | 2   |
| 4   | 4   | 4   | 4   | 4   | 5   | 5   | 4   |
| 4   | 4   | 5   | 5   | 5   | 2   | 5   | 5   |
| 4   | 5   | 5   | 4   | 4   | 4   | 5   | 5   |
| 2   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 1   | 3   | 5   | 1   | 5   | 1   | 3   | 3   |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 3   | 4   | 3   | 4   | 2   | 1   | 4   | 4   |
| 2   | 2   | 1   | 1   | 2   | 1   | 1   | 2   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 2   | 2   | 3   | 3   | 2   | 3   | 2   | 2   |
| 4   | 4   | 5   | 4   | 4   | 4   | 4   | 4   |
| 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   |
| 3   | 3   | 4   | 5   | 4   | 3   | 4   | 3   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 4   | 4   | 4   | 4   | 4   | 4   | 5   | 5   |
| 4   | 4   | 5   | 4   | 4   | 5   | 5   | 5   |
| 4   | 4   | 4   | 5   | 5   | 5   | 4   | 4   |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   |
| 4   | 4   | 3   | 4   | 4   | 5   | 4   | 4   |
| 5   | 5   | 5   | 5   | 4   | 4   | 2   | 5   |
| 4   | 4   | 5   | 5   | 4   | 4   | 4   | 4   |
| 4   | 4   | 4   | 3   | 3   | 3   | 4   | 4   |
| 4   | 5   | 4   | 4   | 4   | 4   | 4   | 4   |
| 5   | 5   | 5   | 5   | 4   | 4   | 5   | 5   |

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 2 | 4 | 5 | 5 | 4 | 1 | 1 | 1 |
| 1 | 5 | 5 | 4 | 5 | 1 | 5 | 5 |
| 2 | 4 | 2 | 4 | 4 | 2 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 5 | 5 | 4 | 5 | 5 |
| 2 | 4 | 5 | 5 | 2 | 2 | 4 | 4 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 |
| 3 | 3 | 5 | 3 | 4 | 3 | 3 | 3 |
| 3 | 3 | 4 | 4 | 3 | 3 | 5 | 4 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 3 | 3 | 5 | 4 | 5 | 4 |
| 3 | 3 | 2 | 2 | 3 | 4 | 2 | 2 |
| 3 | 4 | 4 | 4 | 4 | 1 | 4 | 4 |
| 3 | 3 | 5 | 5 | 4 | 3 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 2 |
| 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 4 | 4 | 4 | 1 | 4 | 4 |
| 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 4 | 5 | 4 | 3 | 5 | 3 | 3 | 3 |
| 3 | 5 | 5 | 5 | 1 | 2 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

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|---|---|---|---|---|---|---|---|
| 3 | 4 | 5 | 3 | 5 | 2 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 4 | 3 | 4 | 3 | 2 | 3 | 2 | 3 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 5 | 1 | 3 | 5 | 4 | 3 | 5 |
| 4 | 5 | 4 | 2 | 4 | 5 | 4 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 4 | 2 | 3 | 4 | 4 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 2 | 3 | 4 | 2 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 4 | 4 | 5 | 4 | 3 | 3 | 3 |
| 2 | 4 | 5 | 2 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 5 | 3 | 4 | 4 | 5 | 5 | 4 | 1 |
| 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 5 | 5 | 4 | 3 | 3 | 3 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 |
| 5 | 4 | 5 | 5 | 5 | 5 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 |
| 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 5 | 3 | 3 | 3 | 4 | 4 |
| 2 | 2 | 4 | 4 | 2 | 4 | 2 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 2 | 3 | 3 | 4 | 2 | 2 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 3 | 4 | 4 | 3 | 5 | 3 | 3 | 3 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 1 | 2 | 5 | 5 | 5 | 1 | 2 | 4 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 5 | 4 | 4 | 3 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 4 | 4 | 5 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |

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|---|---|---|---|---|---|---|---|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 4 | 3 | 4 | 3 | 5 | 2 | 4 | 5 |
| 5 | 2 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |
| 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 |



Lampiran 1.4 Data Kuesioner Variabel Kepercayaan

| K1 | K2 | K3 | K4 | K5 | K6 | K7 | K8 |
|----|----|----|----|----|----|----|----|
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  |
| 5  | 4  | 5  | 4  | 4  | 5  | 5  | 4  |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |
| 4  | 4  | 5  | 5  | 5  | 5  | 4  | 5  |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  |
| 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5  |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  |
| 4  | 5  | 4  | 5  | 5  | 5  | 5  | 4  |
| 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |
| 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  |
| 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 5  | 4  | 5  | 4  | 5  | 4  | 4  | 5  |
| 4  | 4  | 5  | 5  | 4  | 4  | 5  | 5  |
| 5  | 5  | 5  | 4  | 5  | 4  | 4  | 4  |
| 4  | 4  | 4  | 4  | 5  | 5  | 4  | 4  |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |
| 5  | 5  | 3  | 3  | 3  | 3  | 3  | 3  |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 1  | 2  | 2  | 1  | 1  | 1  | 1  | 1  |
| 4  | 4  | 5  | 4  | 5  | 5  | 5  | 5  |
| 3  | 5  | 1  | 2  | 3  | 3  | 3  | 5  |
| 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4  |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 4  | 4  | 4  | 4  | 4  | 5  | 5  | 4  |
| 5  | 5  | 4  | 4  | 4  | 4  | 5  | 5  |
| 4  | 4  | 4  | 5  | 5  | 5  | 5  | 4  |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 4  | 5  | 4  | 4  | 5  | 4  | 4  | 4  |
| 5  | 5  | 3  | 1  | 4  | 5  | 4  | 5  |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |
| 4  | 4  | 3  | 3  | 3  | 4  | 4  | 4  |
| 5  | 4  | 4  | 4  | 4  | 4  | 5  | 4  |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |



|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 2 | 5 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 |
| 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 3 | 4 | 4 | 3 | 3 | 4 | 5 | 5 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 3 | 3 | 5 | 4 | 3 | 3 | 5 | 5 |
| 4 | 4 | 3 | 4 | 4 | 5 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

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|---|---|---|---|---|---|---|---|
| 3 | 3 | 4 | 4 | 3 | 3 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 4 | 3 | 2 | 3 | 4 | 4 | 3 | 3 |
| 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 5 | 1 | 3 | 4 | 5 | 5 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 3 | 2 | 3 | 3 | 2 | 3 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 1 | 2 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |

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|---|---|---|---|---|---|---|---|
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
| 4 | 2 | 3 | 4 | 3 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 3 | 3 | 4 | 5 | 3 | 3 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 3 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| 3 | 3 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 5 | 5 | 3 | 5 | 5 |
| 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |



Lampiran 1.5 Data Kuesioner Variabel Keputusan Pembelian

| KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | KP10 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| 5   | 4   | 4   | 5   | 4   | 4   | 4   | 4   | 4   | 5    |
| 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 4    |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    |
| 4   | 3   | 3   | 4   | 2   | 3   | 4   | 4   | 4   | 3    |
| 4   | 4   | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 4    |
| 5   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 3   | 3    |
| 5   | 4   | 2   | 5   | 3   | 3   | 5   | 5   | 5   | 3    |
| 5   | 4   | 5   | 5   | 5   | 5   | 5   | 4   | 4   | 4    |
| 5   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5    |
| 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5    |
| 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    |
| 4   | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 4   | 4    |
| 5   | 4   | 5   | 4   | 5   | 5   | 4   | 4   | 5   | 4    |
| 5   | 4   | 1   | 5   | 5   | 4   | 3   | 3   | 4   | 4    |
| 4   | 3   | 4   | 5   | 4   | 5   | 5   | 4   | 4   | 5    |
| 4   | 4   | 5   | 4   | 4   | 5   | 4   | 4   | 5   | 4    |
| 5   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5    |
| 3   | 1   | 3   | 4   | 5   | 5   | 5   | 5   | 3   | 5    |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    |
| 4   | 3   | 5   | 3   | 4   | 3   | 3   | 3   | 3   | 3    |
| 1   | 2   | 2   | 1   | 1   | 1   | 1   | 1   | 2   | 1    |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    |
| 3   | 2   | 4   | 4   | 3   | 2   | 2   | 3   | 2   | 3    |
| 4   | 4   | 3   | 4   | 4   | 4   | 5   | 4   | 4   | 5    |
| 5   | 4   | 4   | 4   | 4   | 5   | 5   | 5   | 5   | 5    |
| 5   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    |
| 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5    |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    |
| 4   | 4   | 4   | 5   | 4   | 5   | 4   | 4   | 4   | 4    |
| 5   | 5   | 5   | 4   | 5   | 5   | 5   | 4   | 4   | 4    |
| 5   | 5   | 4   | 5   | 4   | 4   | 5   | 5   | 5   | 4    |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    |
| 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4    |
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| 5   | 4   | 4   | 4   | 4   | 5   | 5   | 5   | 5   | 5    |
| 4   | 4   | 4   | 4   | 3   | 4   | 4   | 4   | 4   | 3    |
| 4   | 4   | 4   | 4   | 4   | 4   | 5   | 4   | 4   | 4    |
| 5   | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5    |

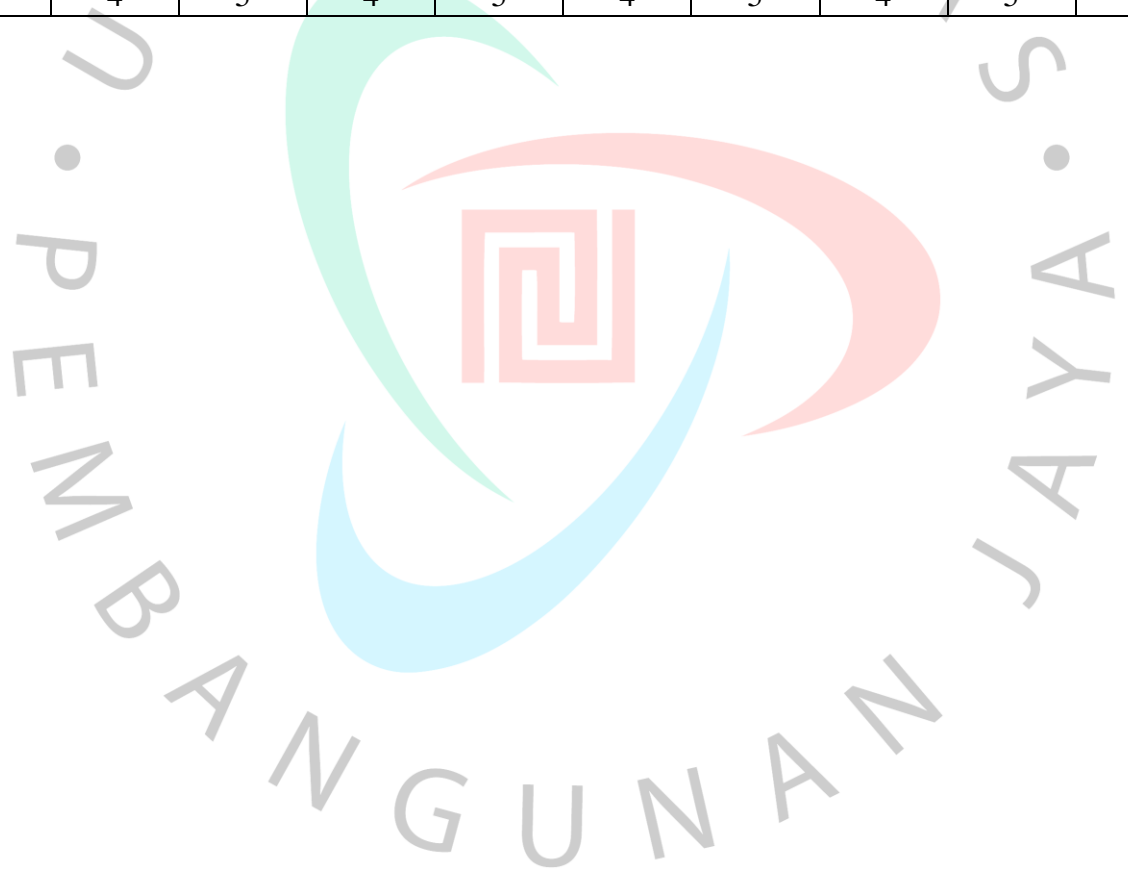
|   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|
| 5 | 4 | 5 | 2 | 5 | 4 | 5 | 5 | 5 | 4 |
| 5 | 1 | 5 | 5 | 4 | 5 | 1 | 5 | 4 | 4 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 3 | 3 | 5 | 4 | 5 | 5 | 5 | 5 |
| 2 | 2 | 4 | 5 | 5 | 2 | 2 | 4 | 4 | 2 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 3 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 |
| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 |
| 2 | 3 | 5 | 3 | 3 | 1 | 1 | 1 | 1 | 1 |
| 4 | 3 | 1 | 3 | 3 | 5 | 5 | 5 | 4 | 5 |
| 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | 4 |
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| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 |
| 4 | 4 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 |
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| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

|   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|
| 5 | 3 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
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| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| 3 | 3 | 1 | 5 | 4 | 3 | 3 | 4 | 5 | 3 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 |
| 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 1 | 3 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 2 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |
| 5 | 5 | 1 | 3 | 5 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 3 | 2 | 3 | 2 | 2 | 4 | 2 | 3 | 3 | 2 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 1 | 4 | 1 | 1 | 3 | 4 | 4 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |

|   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| 4 | 3 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 3 | 2 | 5 | 3 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 2 | 4 | 2 | 5 | 2 | 2 | 2 | 3 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 5 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
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| 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
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| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 2 |
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| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 2 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |



|   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 |
| 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 2 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 2 |
| 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 3 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 |



# Lampiran 1.6 Pengolahan Data SmartPLS

The screenshot displays the SmartPLS software interface. The top window shows a path model diagram with three latent variables: Brand Awareness (R² = 0.418), Ulasan Pelanggan Online (R² = 0.599), and Keputusan Pembelian (R² = 0.766). The model includes indicators BA1-BA8, UPO1-UPO10, and KP1-KP10. Path coefficients are shown between indicators and latent variables, and between latent variables.

The bottom window shows the 'Outer Loadings' table, which provides the weights for each indicator on its corresponding latent variable.

| Indicator | Brand Awareness | Kepercayaan | Keputusa... | Ulasan Pe... |
|-----------|-----------------|-------------|-------------|--------------|
| BA1       | 0.822           |             |             |              |
| BA2       | 0.787           |             |             |              |
| BA5       | 0.744           |             |             |              |
| BA6       | 0.787           |             |             |              |
| BA7       | 0.826           |             |             |              |
| BA8       | 0.780           |             |             |              |
| K1        |                 | 0.798       |             |              |
| K3        |                 | 0.830       |             |              |
| K4        |                 | 0.850       |             |              |
| K5        |                 | 0.876       |             |              |
| K6        |                 | 0.857       |             |              |
| K7        |                 | 0.881       |             |              |
| K8        |                 | 0.825       |             |              |
| KP1       |                 |             | 0.804       |              |

Below the table, there are sections for 'Final Results', 'Quality Criteria', 'Interim Results', and 'Base Data', each with links to various model statistics and diagnostic tools.

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Indicators

| No. | Indicator |
|-----|-----------|
| 1   | UPO1      |
| 2   | UPO2      |
| 3   | UPO3      |
| 4   | UPO4      |
| 5   | UPO5      |
| 6   | UPO6      |
| 7   | UPO7      |
| 8   | UPO8      |
| 9   | UPO9      |
| 10  | UPO10     |
| 11  | BA1       |

Discriminant Validity

|     | Brand Aw... | Kepercay... | Keputusa... | Ulasan Pe... |
|-----|-------------|-------------|-------------|--------------|
| BA1 | 0.822       | 0.529       | 0.622       | 0.443        |
| BA2 | 0.787       | 0.596       | 0.635       | 0.544        |
| BA5 | 0.744       | 0.596       | 0.585       | 0.502        |
| BA6 | 0.787       | 0.535       | 0.602       | 0.448        |
| BA7 | 0.826       | 0.695       | 0.671       | 0.609        |
| BA8 | 0.780       | 0.572       | 0.571       | 0.505        |
| K1  | 0.632       | 0.798       | 0.713       | 0.639        |
| K3  | 0.647       | 0.830       | 0.651       | 0.624        |
| K4  | 0.603       | 0.850       | 0.666       | 0.622        |
| K5  | 0.632       | 0.876       | 0.720       | 0.655        |
| K6  | 0.619       | 0.857       | 0.747       | 0.677        |
| K7  | 0.638       | 0.881       | 0.715       | 0.710        |
| K8  | 0.645       | 0.825       | 0.673       | 0.649        |
| KP1 | 0.592       | 0.719       | 0.804       | 0.650        |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R Square Stop Criterion Changes Setting

Indirect Effects I Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIP) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

Residuals Model Selection Criteria

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Indicators

| No. | Indicator |
|-----|-----------|
| 1   | UPO1      |
| 2   | UPO2      |
| 3   | UPO3      |
| 4   | UPO4      |
| 5   | UPO5      |
| 6   | UPO6      |
| 7   | UPO7      |
| 8   | UPO8      |
| 9   | UPO9      |
| 10  | UPO10     |
| 11  | BA1       |

Construct Reliability and Validity

|              | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extract... |
|--------------|------------------|-------|-----------------------|-----------------------------|
| Brand Aw...  | 0.881            | 0.883 | 0.910                 | 0.626                       |
| Kepercay...  | 0.933            | 0.934 | 0.946                 | 0.715                       |
| Keputusa...  | 0.920            | 0.923 | 0.936                 | 0.677                       |
| Ulasan Pe... | 0.923            | 0.924 | 0.935                 | 0.591                       |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R Square Stop Criterion Changes Setting

Indirect Effects I Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIP) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

Residuals Model Selection Criteria

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Indicators

| No. | Indicator |
|-----|-----------|
| 1   | UPO1      |
| 2   | UPO2      |
| 3   | UPO3      |
| 4   | UPO4      |
| 5   | UPO5      |
| 6   | UPO6      |
| 7   | UPO7      |
| 8   | UPO8      |
| 9   | UPO9      |
| 10  | UPO10     |
| 11  | BA1       |

R Square

|             | R Square | R Square Adjusted |
|-------------|----------|-------------------|
| Brand Aw... | 0.418    | 0.415             |
| Kepercay... | 0.599    | 0.597             |
| Keputusa... | 0.766    | 0.762             |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R Square Stop Criterion Changes Setting

Indirect Effects f Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIP) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

Residuals Model Selection Criteria

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  - Skripsi Zein
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Indicators

| No. | Indicator |
|-----|-----------|
| 1   | UPO1      |
| 2   | UPO2      |
| 3   | UPO3      |
| 4   | UPO4      |
| 5   | UPO5      |
| 6   | UPO6      |
| 7   | UPO7      |
| 8   | UPO8      |
| 9   | UPO9      |
| 10  | UPO10     |
| 11  | BA1       |

f Square

|              | Brand Aw... | Kepercay... | Keputusa... | Ulasan Pe... |
|--------------|-------------|-------------|-------------|--------------|
| Brand Aw...  |             |             |             |              |
| Kepercay...  |             | 0.197       |             |              |
| Keputusa...  |             |             | 0.195       |              |
| Ulasan Pe... | 0.719       | 1.494       | 0.102       |              |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R Square Stop Criterion Changes Setting

Indirect Effects f Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIP) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

Residuals Model Selection Criteria

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Indicators

| No. | Indicator |
|-----|-----------|
| 1   | UPO1      |
| 2   | UPO2      |
| 3   | UPO3      |
| 4   | UPO4      |
| 5   | UPO5      |
| 6   | UPO6      |
| 7   | UPO7      |
| 8   | UPO8      |
| 9   | UPO9      |
| 10  | UPO10     |
| 11  | BA1       |

Construct Crossvalidated Redundancy

| Total        | Case1    | Case2    | Case3 | Case4 | Case5 | Case6 | Case7 |
|--------------|----------|----------|-------|-------|-------|-------|-------|
|              |          |          |       |       |       |       |       |
|              | SSO      |          |       |       |       |       |       |
| Brand Aw...  | 1080.000 | 806.348  |       |       |       |       | 0.253 |
| Kepercay...  | 1260.000 | 735.156  |       |       |       |       | 0.417 |
| Keputusa...  | 1260.000 | 620.594  |       |       |       |       | 0.507 |
| Ulasan Pe... | 1800.000 | 1800.000 |       |       |       |       |       |

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Final Results Base Data

[Construct Crossvalidated Redundancy](#) [Setting](#)  
[Construct Crossvalidated Communality](#) [Inner Model](#)  
[Indicator Crossvalidated Redundancy](#) [Outer Model](#)  
[Indicator Crossvalidated Communality](#) [Indicator Data \(Original\)](#)  
[Indicator Data \(Standardized\)](#)

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  - Tabulasi data zein bismillah [180 records]
  - Archive

Indicators

| No. | Indicator |
|-----|-----------|
| 1   | UPO1      |
| 2   | UPO2      |
| 3   | UPO3      |
| 4   | UPO4      |
| 5   | UPO5      |
| 6   | UPO6      |
| 7   | UPO7      |
| 8   | UPO8      |
| 9   | UPO9      |
| 10  | UPO10     |
| 11  | BA1       |

Path Coefficients

| Mean, STDEV, T-Values, P...                    | Confidence Intervals   | Confidence Intervals Bias ... | Samples | Copy to Clipboard: Excel Format R Format |
|--|--|-------------------------------|---------|--|
|  |  |                               |         |  |
|  | Original ... Sample ... Standard ... T Statistics (I/O/STDEV) P Values |                               |         |  |
| Brand Awareness -> Keputusan Pembelian         | 0.326  | 0.340                         | 0.075   | 4.333 0.000                              |
| Kepercayaan -> Keputusan Pembelian             | 0.392  | 0.386                         | 0.081   | 4.852 0.000                              |
| Ulasan Pelanggan Online -> Brand Awareness     | 0.647  | 0.655                         | 0.051   | 12.686 0.000                             |
| Ulasan Pelanggan Online -> Kepercayaan         | 0.774  | 0.774                         | 0.047   | 16.360 0.000                             |
| Ulasan Pelanggan Online -> Keputusan Pembelian | 0.247  | 0.239                         | 0.070   | 3.519 0.000                              |

Final Results Histograms Base Data

[Path Coefficients](#) [Path Coefficients Histogram](#) [Setting](#)  
[Total Indirect Effects](#) [Indirect Effects Histogram](#) [Inner Model](#)  
[Specific Indirect Effects](#) [Total Effects Histogram](#) [Outer Model](#)  
[Total Effects](#) [Indicator Data \(Original\)](#)  
[Outer Loadings](#) [Indicator Data \(Standardized\)](#)  
[Outer Weights](#)

9:50 AM 6/21/2024

SmartPLS: C:\Users\zeine\smartpls\_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- FSI
- PLS-SEM BOOK - Corporate Reputation Extended
- Skripsi Zein
  - Skripsi Zein
  - Tabulasi data zein bismillah [180 records]**
  - Archive

Indicators

| No. | Indicator |
|-----|-----------|
| 1   | UP01      |
| 2   | UP02      |
| 3   | UP03      |
| 4   | UP04      |
| 5   | UP05      |
| 6   | UP06      |
| 7   | UP07      |
| 8   | UP08      |
| 9   | UP09      |
| 10  | UP010     |
| 11  | BA1       |

**Specific Indirect Effects**

|   | Original ... | Sample ... | Standard ... | T-Statistic... | P Values |
|---|--------------|------------|--------------|----------------|----------|
| Ulasan Pelanggan Online -> Brand Awareness -> Keputusan Pembelian | 0.211        | 0.223      | 0.053        | 3.992          | 0.000    |
| Ulasan Pelanggan Online -> Kepercayaan -> Keputusan Pembelian     | 0.303        | 0.299      | 0.067        | 4.502          | 0.000    |

**Final Results**

- Path Coefficients
- Total Indirect Effects
- Specific Indirect Effects
- Total Effects
- Outer Loadings
- Outer Weights

**Histograms**

- Path Coefficients Histogram
- Indirect Effects Histogram
- Total Effects Histogram

**Base Data**

- Setting
- Inner Model
- Outer Model
- Indicator Data (Original)
- Indicator Data (Standardized)

9:51 AM  
6/21/2024



Lampiran 1.7 Formulir Pengajuan Skripsi/TA




|   |                                      |                      |
|---|--------------------------------------|----------------------|
|  | <b>FORMULIR PENGAJUAN SKRIPSI/TA</b> | SPT-I/03/SOP-28/F-01 |
|   |                                      | No. Rekaman          |

Nama Mahasiswa : MUHAMMAD ZEIN ERIAN  
 Prodi/NIM : Manajemen / 2020021094  
 Judul Skripsi/TA yang diajukan : Pengaruh Ulasan Pelanggan *Online* Terhadap Keputusan Pembelian  
 (disusun dalam kalimat singkat, padat, jelas dan menarik minat pembaca) : Melalui *Brand Awareness* Dan Kepercayaan Di *E-Commerce* Shopee  
 (Studi Kasus Pada Produk Dari *Brand Lokal Fashion Roughneck* 1991)

Telah memenuhi syarat pengajuan Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)

| No | Syarat   | Ya | Tidak |
|----|--|----|-------|
| 1  | Jumlah sks lulus (sesuai ketentuan Prodi)              | V  |       |
| 2  | Mata kuliah prasyarat (sesuai ketentuan Prodi)         | V  |       |
| 3  | IPK minimal 2,00                                       | V  |       |
| 4  | Tidak sedang terkena sanksi akademik/sanksi lainnya    | V  |       |
| 5  | Poin JSDP (sesuai ketentuan Prodi)                     | V  |       |
| 6  | Mengumpulkan Proposal Skripsi (sesuai ketentuan Prodi) | V  |       |
| 7  | MK Skripsi/TA tercantum di BRS semester berjalan       | V  |       |

Tangerang Selatan, ... 20 - 03 - 2024 .....

| Mengajukan,   | Menyetujui,   | Mengetahui,  |
|---|---|--|
| <br>MUHAMMAD ZEIN ERIAN<br>Mahasiswa | <br>Dr. Yohanes Totok Suyoto, S.S.,<br>M.Si., CPMA<br>Dosen PA | <br>DR. Dede Suleman, S.E.,<br>M.M.CMA<br>Kaprodi |

Lampiran 1.8 Formulir Persetujuan Penulisan Skripsi/TA

|  |   |                      |
|--|---|----------------------|
| <br>Universitas<br>Pembangunan Jaya | <b>FORMULIR PERSETUJUAN PENULISAN<br/>                 SKRIPSI/TA</b> | SPT-I/03/SOP-28/F-02 |
|  |   | No. Revisi           |

Nama Mahasiswa : MUHAMMAD ZEIN ERIAN

Prodi/NIM : Manajemen / 2020021094




Judul Skripsi/TA yang diajukan : PENGARUH ULASAN PELANGGAN ONLINE TERHADAP KEPUTUSAN PEMBELIAN MELALUI BRAND AWARENESS DAN KEPERCAYAAN DI E-COMMERCE SHOPEE (Studi Kasus Pada Produk Dari Brand Lokal Fashion Roughneck 1991)

Telah disetujui untuk menulis Skripsi/TA.

Dosen Pembimbing Skripsi/TA yang ditugaskan Prodi adalah:

| No | Nama   | NIDN       | JAD    |
|----|--|------------|--------|
| 1  | Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA. | 0407067307 | Lektor |
| 2  |  |            |        |

Tangerang Selatan, 25 April 2024

















| Menugaskan,  | Menyetujui,   | Menerima,   |                                |
|--|---|---|--------------------------------|
| <br>Yusuf Iskandar, S.Si., M.M.<br>Koordinator Skripsi/TA | <br>Dr. Dede Suleman, S.E.,<br>M.M., CMA.<br>Kaprodi | <br>Dr. Yohanes Totok Suyoto,<br>S.S., M.Si., CPMA.<br>Dosen Pembimbing 1 | <br><br><br>Dosen Pembimbing 2 |





Lampiran 1.9 Formulir Pembimbingan Skripsi/TA

|   |   |                      |
|---|---|----------------------|
|  | <b>FORMULIR PEMBIMBINGAN SKRIPSI/TA</b> | SPT-I/03/SOP-28/F-03 |
|   |   | No. Rekaman          |

Nama Mahasiswa : MUHAMMAD ZEIN ERIAN  
 Prodi/NIM : Manajemen / 2020021094  
 Judul Skripsi/TA yang diajukan : Pengaruh Ulasan Pelanggan *Online* Terhadap Keputusan Pembelian Melalui *Brand Awareness* Dan Kepercayaan Di *E-Commerce* Shopee  
 (Studi Kasus Pada Produk Dari *Brand* Lokal *Fashion Roughneck* 1991)

| No | Tanggal    | Materi Pembimbingan                | Paraf Mhs   | Paraf Dosen Pembimbing  |
|----|------------|------------------------------------|---|---|
| 1  | 12-02-2024 | Judul dan Model Penelitian         |    |    |
| 2  | 19-02-2024 | Bimbingan BAB 1.                   |    |    |
| 3  | 26-02-2024 | Revisi BAB 1 dan Progres BAB 2.    |    |    |
| 4  | 6-03-2024  | Bimbingan BAB 1 sampai dengan 3.   |  |  |
| 5  | 14-03-2024 | Bimbingan BAB 1, 2, 3 Hasil Revisi |  |  |
| 6  | 20-03-2024 | Bimbingan kuesioner Penelitian     |  |  |
| 7  | 6-6-2024   | Bimbingan BAB 4 & 5                |  |  |
| 8  | 10-6-2024  | Pengolahan Data Skripsi            |  |  |
|    |            |                                    |   |   |

\* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

|   |   |                            |
|---|---|----------------------------|
| <br>MUHAMMAD ZEIN ERIAN<br>Mahasiswa | <br>Dr. Yohanes Totok Suyoto, S.S.,<br>M.Si., CPMA<br>Dosen Pembimbing 1 | <br><br>Dosen Pembimbing 2 |
|---|---|----------------------------|

**FORMULIR PEMBIMBINGAN SKRIPSI/TA**

SPT-I/03/SOP-28/F-03

No. Rekaman

Nama Mahasiswa : MUHAMMAD ZEIN ERIAN  
Prodi/NIM : Manajemen / 2020021094  
Judul Skripsi/TA yang diajukan : Pengaruh Ulasan Pelanggan *Online* Terhadap Keputusan Pembelian Melalui *Brand Awareness* Dan Kepercayaan Di *E-Commerce* Shopee (Studi Kasus Pada Produk Dari *Brand Lokal Fashion Roughneck 1991*)

| No | Tanggal    | Materi Pembimbingan               | Paraf Mhs | Paraf Dosen Pembimbing |
|----|------------|-----------------------------------|-----------|------------------------|
| 1  | 19-06-2024 | Finalisasi Skripsi Bab 1 - 5      |           |                        |
| 2  | 20-06-2024 | Revisi Finalisasi Skripsi Bab 1-5 |           |                        |
| 3  |            |                                   |           |                        |
| 4  |            |                                   |           |                        |
| 5  |            |                                   |           |                        |
| 6  |            |                                   |           |                        |
| 7  |            |                                   |           |                        |
| 8  |            |                                   |           |                        |
|    |            |                                   |           |                        |

\* Jika pembimbingan lebih dari minimal 8 kali, mohon membuat salinan formulir ini

|                     |  |                    |
|---------------------|--|--------------------|
|                     |  |                    |
| MUHAMMAD ZEIN ERIAN | Dr. Yohanes Totok Suyoto, S.S.,<br>M.Si., CPMA |                    |
| Mahasiswa           | Dosen Pembimbing 1                             | Dosen Pembimbing 2 |

Lampiran 1.10 Formulir Pengajuan Sidang Skripsi/TA

|   |   |                      |
|---|---|----------------------|
|  | <b>FORMULIR PENGAJUAN SIDANG SKRIPSI/TA</b> | SPT-I/04/SOP-06/F-01 |
|   |   | No. Rekaman          |

Nama Mahasiswa : MUHAMMAD ZEIN ERIAN  
 Prodi/NIM : Manajemen / 2020021094  
 Judul Skripsi/TA : PENGARUH ULASAN PELANGGAN *ONLINE* TERHADAP KEPUTUSAN PEMBELIAN MELALUI *BRAND AWARENESS* DAN KEPERCAYAAN DI *E-COMMERCE SHOPEE* (Studi Kasus Pada Produk Dari *Brand* Lokal *Fashion Roughneck 1991*)

Dosen Pembimbing : 1. Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA  
 :  
 :  
 Dosen Penguji : 1. Dr. Mohamad Trio Febriyantoro S.E., M.M., Ph.D. JAD : LEKTOR  
 : 2. Zulkifli, S.E., M.M. JAD : LEKTOR  
 :  
 :  
 Jadwal Sidang : Tempat : Hari/Tanggal:

Telah memenuhi syarat Sidang Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)

| No | Syarat   | Ya | Tidak |
|----|--|----|-------|
| 1  | IPK minimal 2.00   | ✓  |       |
| 2  | Tidak ada nilai D untuk mata kuliah mayor/inti Prodi             | ✓  |       |
| 3  | MK Skripsi/TA tercantum di BRS semester berjalan                 | ✓  |       |
| 4  | Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun               | ✓  |       |
| 5  | SPT-I/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x) | ✓  |       |
| 6  | Poin JSDP (minimal 75% persen dari syarat kelulusan)             | ✓  |       |
| 7  | Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi)         | ✓  |       |

Tangerang Selatan, 19 Juni 2024

| Mengajukan  | Mengetahui  | Memeriksa  | Menyetujui  |
|---|---|--|---|
|  |  |  |  |
| MUHAMMAD ZEIN ERIAN   | Dr. Yohanes Totok Suyoto,<br>S.S., M.Si., CPMA.                                     | Yusuf Iskandar, S.Si., M.M.  | Dr. Dede Suleman,<br>S.E., M.M., CMA.   |

Lampiran 1.11 Formulir Revisi Skripsi/TA

|  |                                     |                      |
|--|-------------------------------------|----------------------|
| <br>Universitas<br>Pembangunan Jaya | <b>FORMULIR REVISI SKRIPSI / TA</b> | SPT-1/04/SOP-06/F-05 |
|  |                                     | No. Rekaman          |

Nama Mahasiswa : MUHAMMAD ZEIN ERIAN  
Program Studi/NIM : Manajemen/2020021094  
Judul Skripsi : PENGARUH ULASAN PELANGGAN *ONLINE* TERHADAP KEPUTUSAN PEMBELIAN MELALUI *BRAND AWARENESS* DAN KEPERCAYAAN DI *E-COMMERCE SHOPEE* (Studi Kasus Pada Produk Dari *Brand Lokal Fashion Roughneck 1991*)  
Jadwal Sidang : Rabu 3 juli 2024, pukul 15.00-16.00 WIB  
Dosen Pembimbing : Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA.

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- 1) Cetak dan perbaiki semua kesalahan penulisan kata, struktur kalimat, dan cara penulisan sitasi dari awal sampai akhir.
- 2) Perdalam pembahasan dengan analisis atau hasil uji statistik dengan terang teori dan hasil penelitian terdahulu.
- 3) Saran penulis dibuat konkrit, spesifik, dan actionable.
- 4) Daftar pustaka di cek kelengkapan.
- 5) Ikuti saran dan nasihat pengisi 4 perbaikan.
- 6) Lakukan revisi dan laporkan kepada pengisi 4 mendapatkan persetujuan.

Tangerang Selatan, 03 Juli 2024



Dr. Yohanes Totok Suyoto, S.S., M.Si., CPMA.

\*Ditandatangani setelah mahasiswa menyelesaikan revisi

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FORMULIR REVISI SKRIPSI / TA

SPT-I/04/SOP-06/F-05

No. Rekaman

Nama Mahasiswa : MUHAMMAD ZEIN ERIAN  
Program Studi/NIM : Manajemen/2020021094  
Judul Skripsi : PENGARUH ULASAN PELANGGAN *ONLINE* TERHADAP KEPUTUSAN PEMBELIAN MELALUI *BRAND AWARENESS* DAN KEPERCAYAAN DI *E-COMMERCE SHOPEE* (Studi Kasus Pada Produk Dari *Brand Lokal Fashion Roughneck 1991*)  
Jadwal Sidang : Rabu 3 Juli 2024, pukul 15.00-16.00 WIB  
Dosen Penguji 1 : Mohamad Trio Febriyantoro, S.E., M.M., Ph.D.

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- Perjelas objeknya apakah e-commerce atau Roughneck ✓
- Cantumkan jumlah sampel yg didapatkan (abstrak) ✓
- Penjelasan roughneck diperbanyak ✓
- Jelaskan industri Fashion ✓
- Sesuaikan grand theory ✓
- hilangkan halaman pada sitasi ✓
- Tambahkan penjelasan urgensi menggunakan Gof ✓
- tidak perlu persentase dalam menjelaskan original sampel ✓
- pada pembahasan kaitkan dengan roughneck dan cantumkan penelitian terdahulu ✓

Tangerang Selatan, 05 Juli 2024 - perbaiki implikasi praktis ✓  
- perbaiki saran ✓

  
Mohamad Trio Febriyantoro, S.E., M.M., Ph.D.

\*Ditandatangani setelah mahasiswa menyelesaikan revisi

|  |                                     |                      |
|--|-------------------------------------|----------------------|
| <br>Universitas<br>Pembangunan Jaya | <b>FORMULIR REVISI SKRIPSI / TA</b> | SPT-I/04/SOP-06/F-05 |
|  |                                     | No Rekaman           |

Nama Mahasiswa : MUHAMMAD ZEIN ERIAN  
 Program Studi/NIM : Manajemen/20200194  
 Judul Skripsi : PENGARUH ULASAN PELANGGAN *ONLINE* TERHADAP KEPUTUSAN PEMBELIAN MELALUI *BRAND AWARENESS* DAN KEPERCAYAAN DI *E-COMMERCE SHOPEE* (Studi Kasus Pada Produk Dari *Brand Lokal Fashion Roughneck 1991*)  
 Jadwal Sidang : Rabu 3 juli 2024, pukul 15.00-16.00 WIB  
 Dosen Penguji 2 : Zulkifli, S.E., M.M.

Berdasarkan hasil evaluasi pada Sidang Skripsi, maka Skripsi yang disusun oleh mahasiswa tersebut perlu dilakukan revisi, dengan rincian sebagai berikut:

- 1) Disarankan tidak menggunakan purposive sampling, cukup dengan pendapat Hair.
- 2) Analisis statistik deskriptif ditambahkan penjelasan mean tertinggi dan terendah
- 3) Hasil penelitian, pembahasan dan simpulan, saran diperbaiki

Tangerang Selatan, 5 Juli 2024



Zulkifli, S.E., M.M.

\*Ditandatangani setelah mahasiswa menyelesaikan revisi