

Lampiran 1 : Kuisisioner Penelitian

Halo

Perkenalkan saya Anderson Piet Batmomolin. Saat ini saya sedang melakukan penelitian mengenai "Pengaruh Harga, Ulasan dan Jumlah pembelian Terhadap Keputusan Pembelian Konsumen di Shopee". Shopee merupakan platform *online* shop yang familiar di semua kalangan usia dan praktis dalam penggunaannya.

Kuesioner ini bertujuan untuk mengumpulkan informasi mengenai "pengalaman dan pandangan Anda selama menggunakan shopee". Partisipasi Anda sangat berharga dan akan membantu dalam pengembangan pendidikan tinggi di Indonesia.

✎ Berikut adalah link kuesisionernya:

https://docs.google.com/forms/d/e/1FAIpQLSfXrToEgV-8XFnKtD95t0D5lTp-xs4ydU_EP_mSJ-nZzQGSHA/viewform?usp=header

Petunjuk Pengisian Kuisisioner

1. Bacalah dengan seksama butir pertanyaan yang ada dan jawab sesuai pilihan anda
2. Kuisisioner ini di berikan kepada seluruh lapisan masyarakat Indonesia yang berusia diatas 17 tahun
3. Angket berisikan 20 butir pertanyaan serta 3 variabel independen & 1 variabel dependen

Keterangan poin 1-5

1 : Sangat tidak setuju

2 : tidak setuju

3 : Netral

4 : Setuju

5 : Sangat Setuju

Demikian yang dapat saya sampaikan atas kesediaan dan partisipasi saya ucapkan terimakasih

DATA RESPONDEN & PERTANYAAN FILTER

Profil Responden

1.Usia

- ☐ 17 - 20 tahun
- ☐ 21 - 25 tahun
- ☐ 25 - 30 tahun
- ☐ 30 tahun

2. Profesi

- ☐ Pelajar
- ☐ Mahasiswa

- Karyawan
- PNS
- Yang lain:

3. Jenis Kelamin

- Laki-Laki
- Perempuan

4. Pengeluaran rata-rata untuk berbelanja *online* perbulan

- < Rp.500.000
- Rp.500.000 - Rp.1.000.000
- > Rp. 1.000.000

5. Apakah anda menggunakan atau memiliki aplikasi shoppe

- Ya
- Tidak

A. Variabel Harga

1. Saya sering membeli produk di shopee karena harga yang di tawarkan beragam

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

2. Saya cenderung memilih produk dengan harga lebih rendah di Shopee

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

3. Saya sering membandingkan harga produk di Shopee antara toko yang satu dengan yang lain dengan produk serupa sebelum membeli

- ☐ 1
- ☐ 2
- ☐ 3

- ☐ 4
- ☐ 5

4. Saya sering memanfaatkan potongan harga di Shopee

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

5. Harga produk mempengaruhi kepercayaan saya terhadap kualitas produk

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

B. Variabel Ulasan

1. Ulasan produk yang mendalam berpengaruh dalam kepercayaan pembelian saya di shopee

- ☐ 1

- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

2. Saya sering membaca ulasan produk sebelum membeli di Shopee

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

3. Ulasan positif mempengaruhi keputusan pembelian serta kepercayaan saya terhadap suatu produk di shopee

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

4. Ulasan negatif membuat saya ragu untuk membeli produk di Shopee

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

5. Ulasan produk yang relevan membantu saya dalam membuat keputusan pembelian saya di shopee

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

C.Variabel Jumlah pembelian

1. Jumlah pembelian produk penting dalam keputusan saya untuk membeli suatu produk di shopee

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

2. Saya cenderung memilih produk yang sudah dibeli oleh banyak orang di

Shopee

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

3. Penting bagi saya melihat jumlah pembelian sebelum membeli produk di

Shopee

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

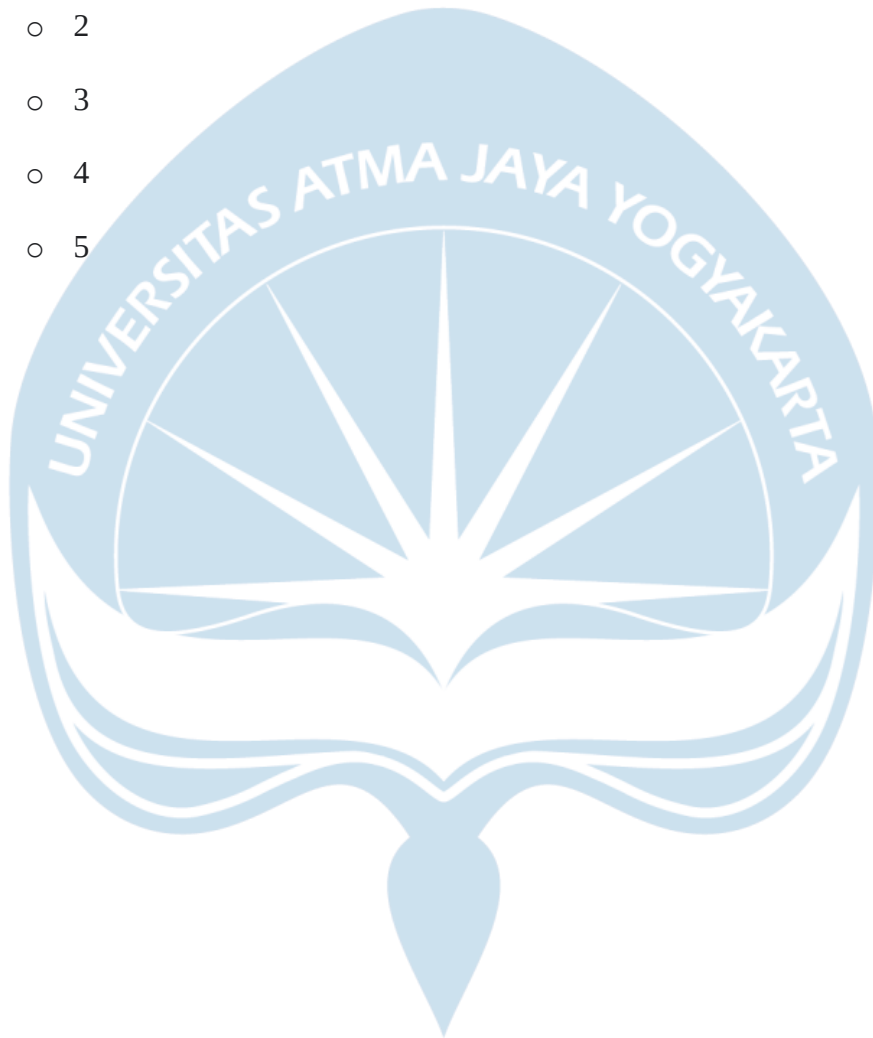
4. Jumlah pembelian produk mempengaruhi kepercayaan saya terhadap kualitas

produk

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

5. Jumlah pembelian membantu saya untuk membuat keputusan pembelian produk di shopee

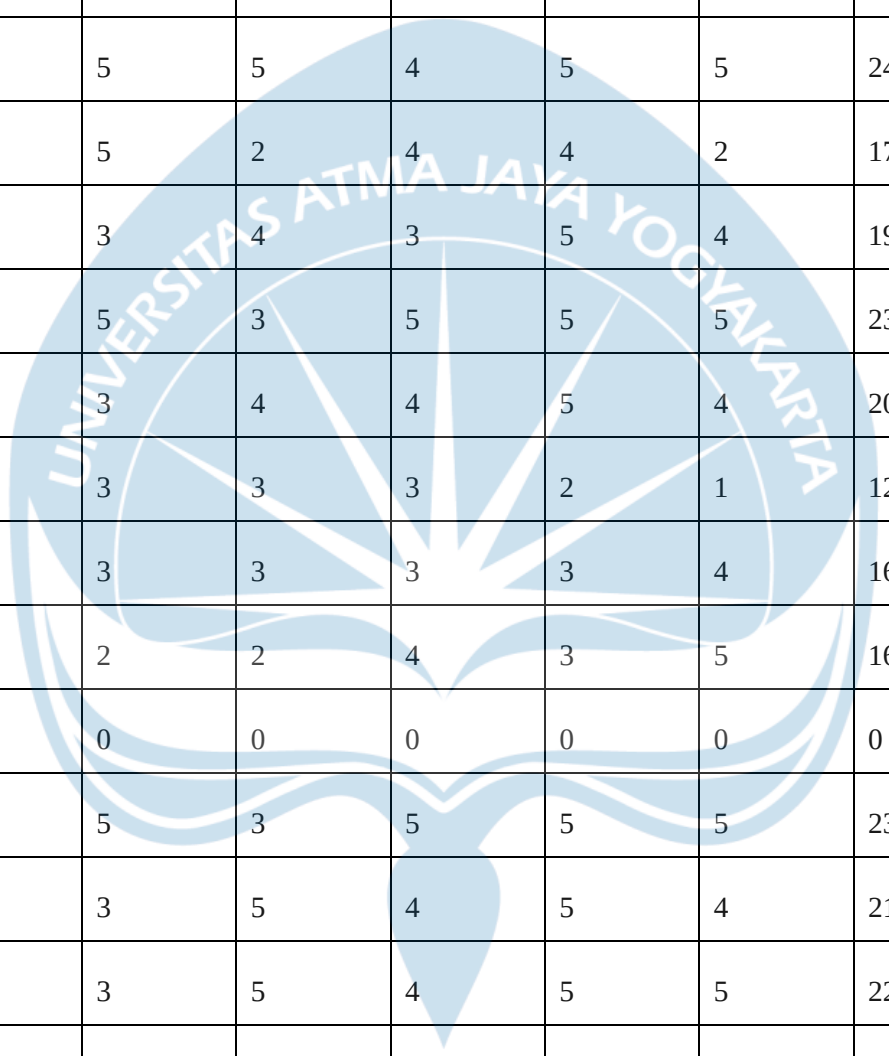
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5



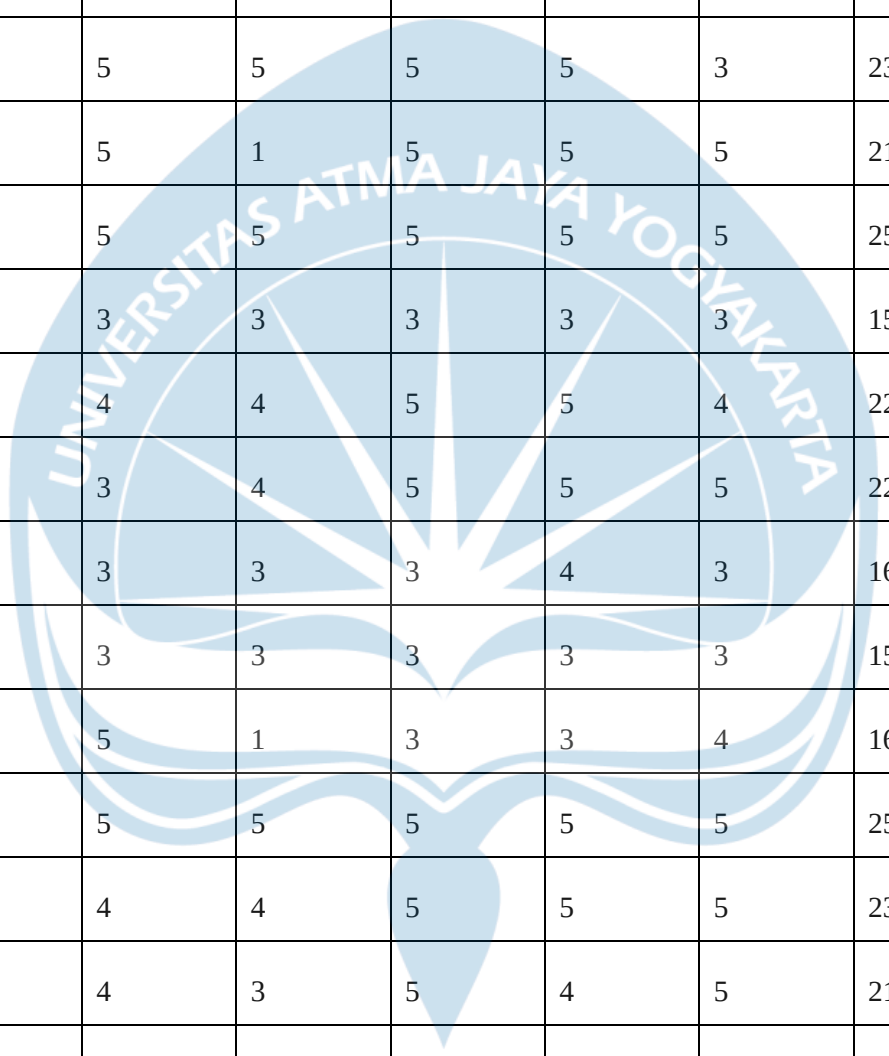
Lampiran 2 : Data Responden

Harga (X1)

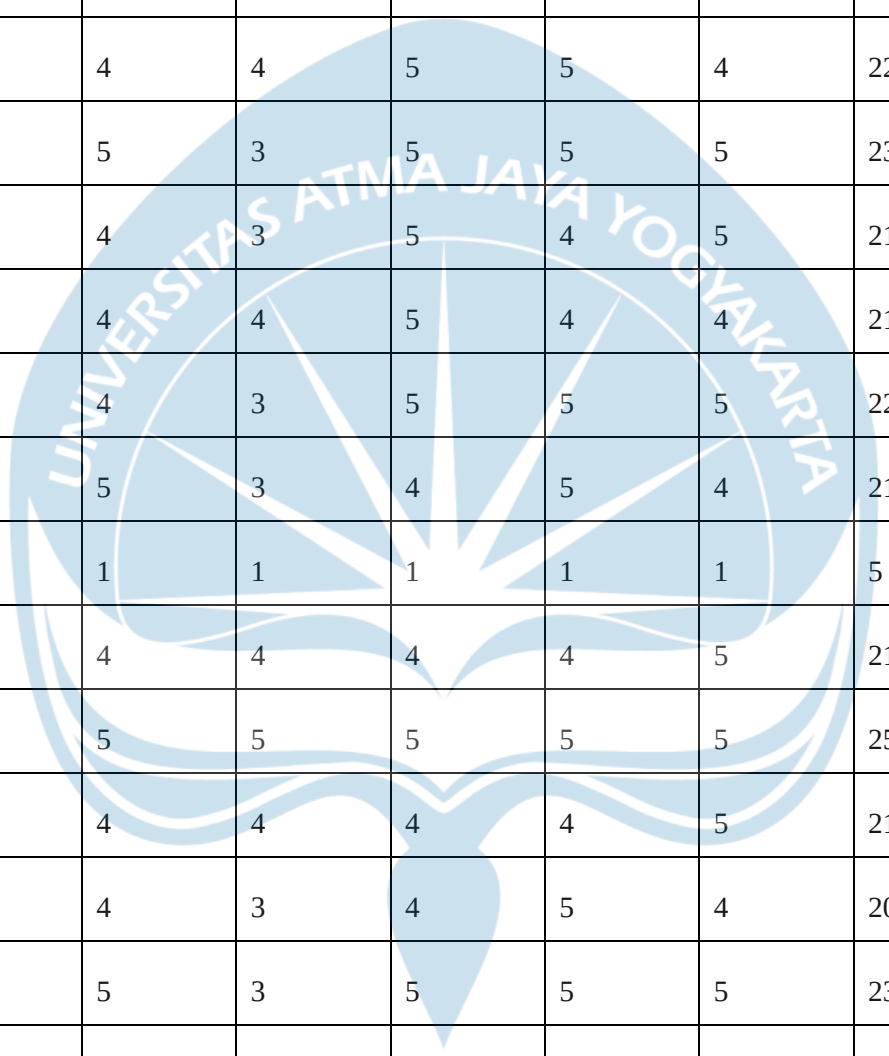
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11	4	4	5	5	4	22
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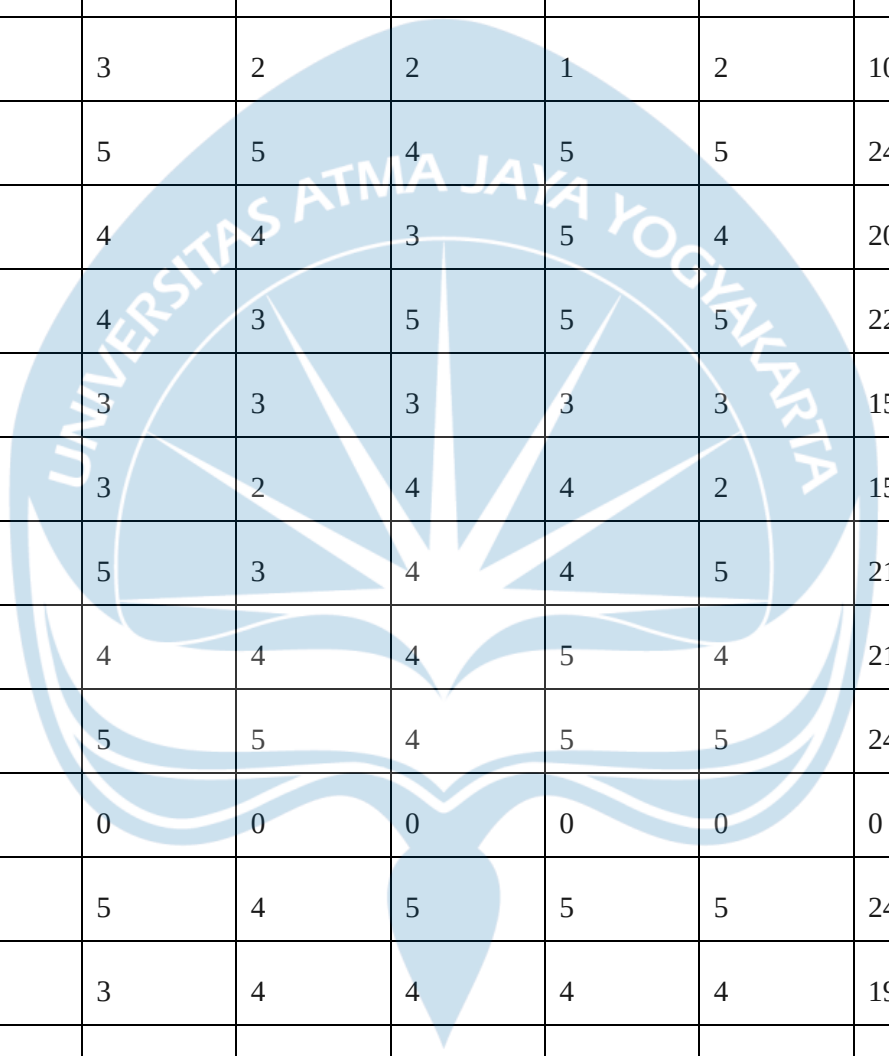
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31	5	5	5	5	5	25
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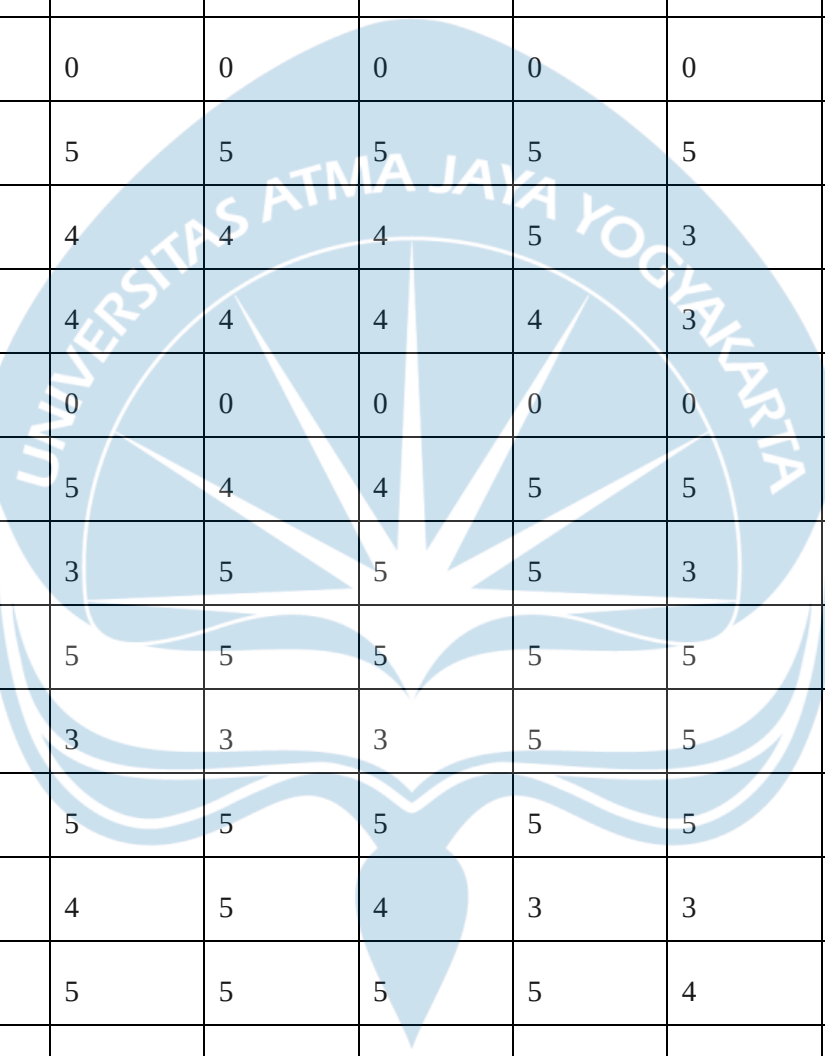
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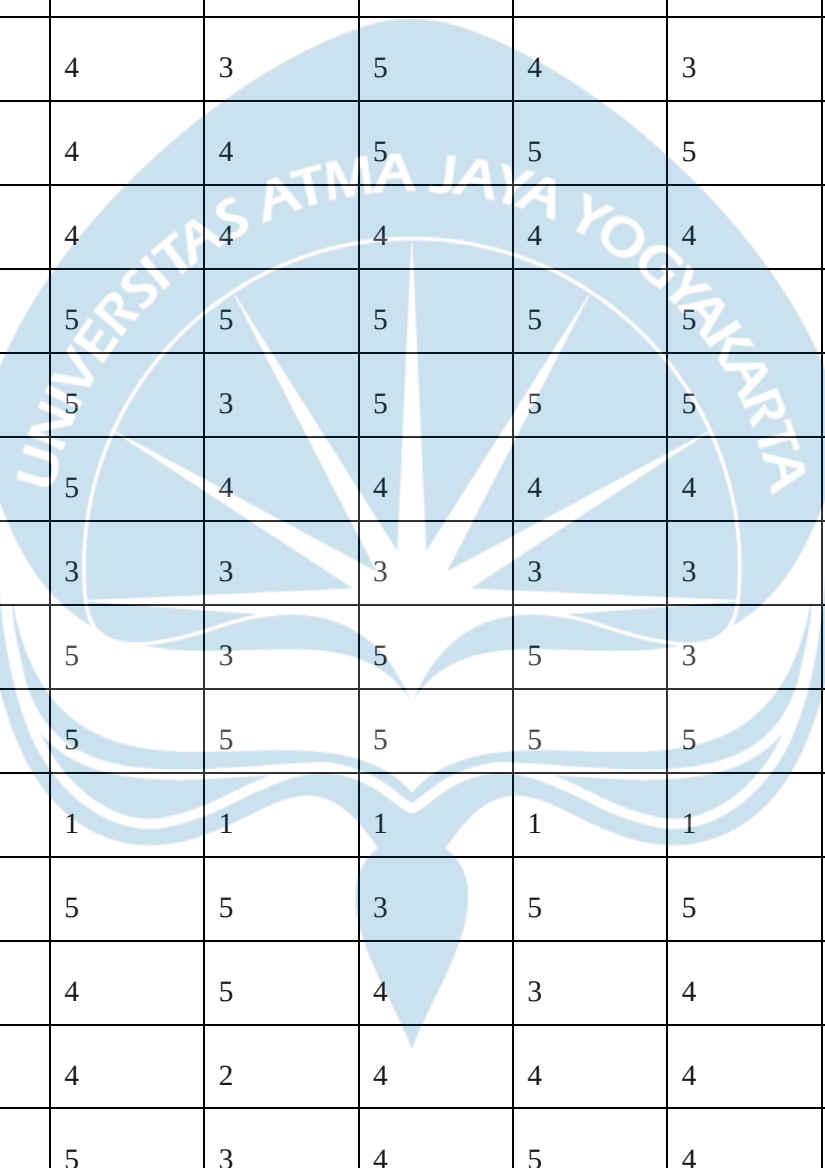
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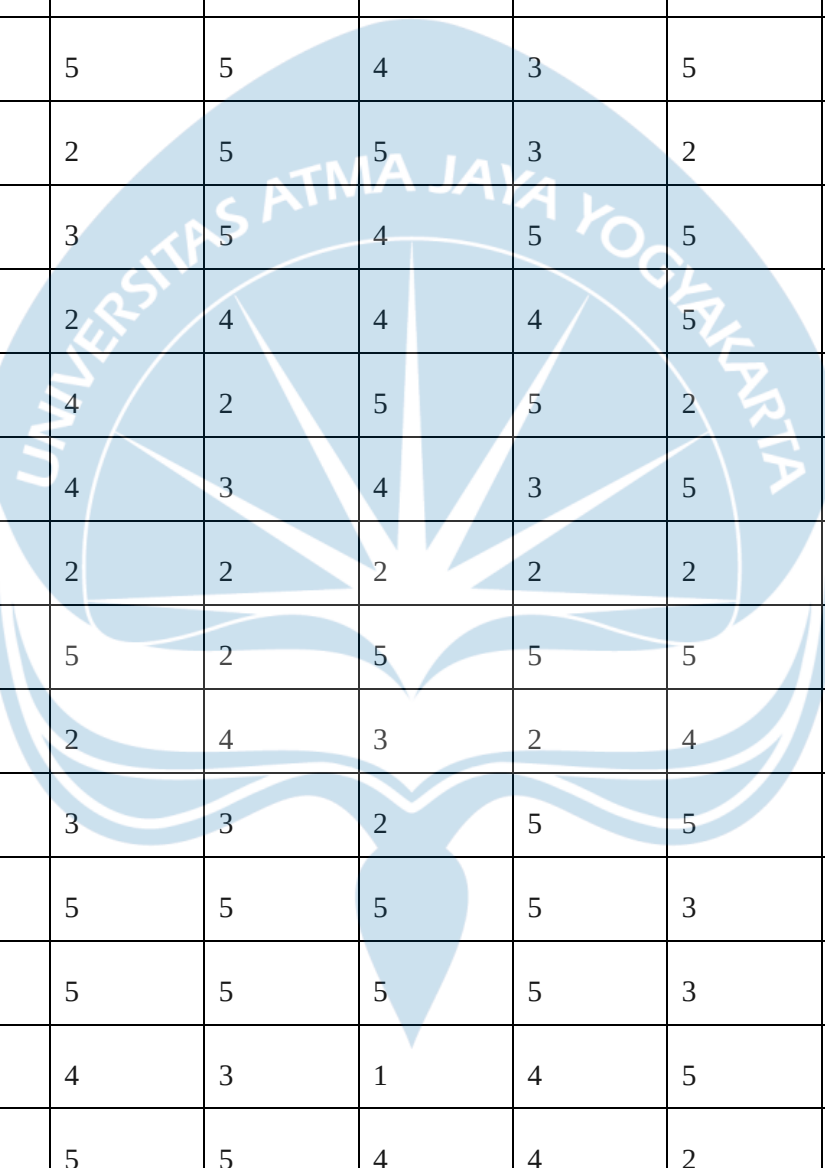
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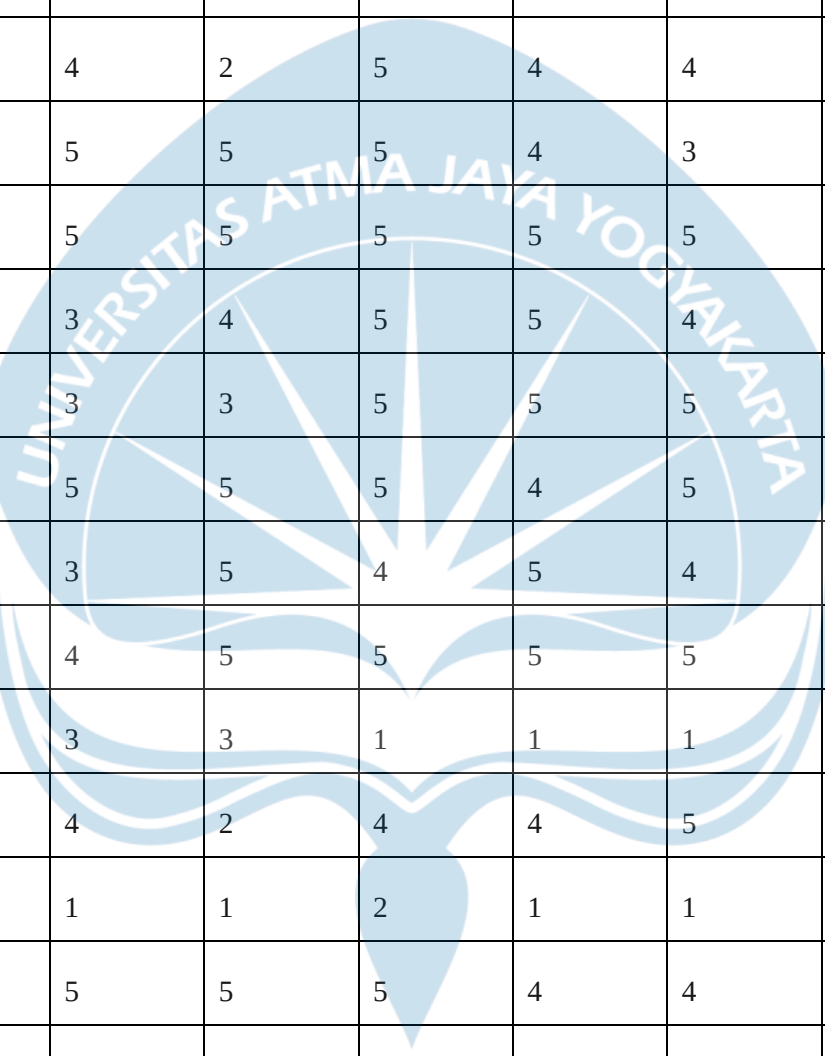
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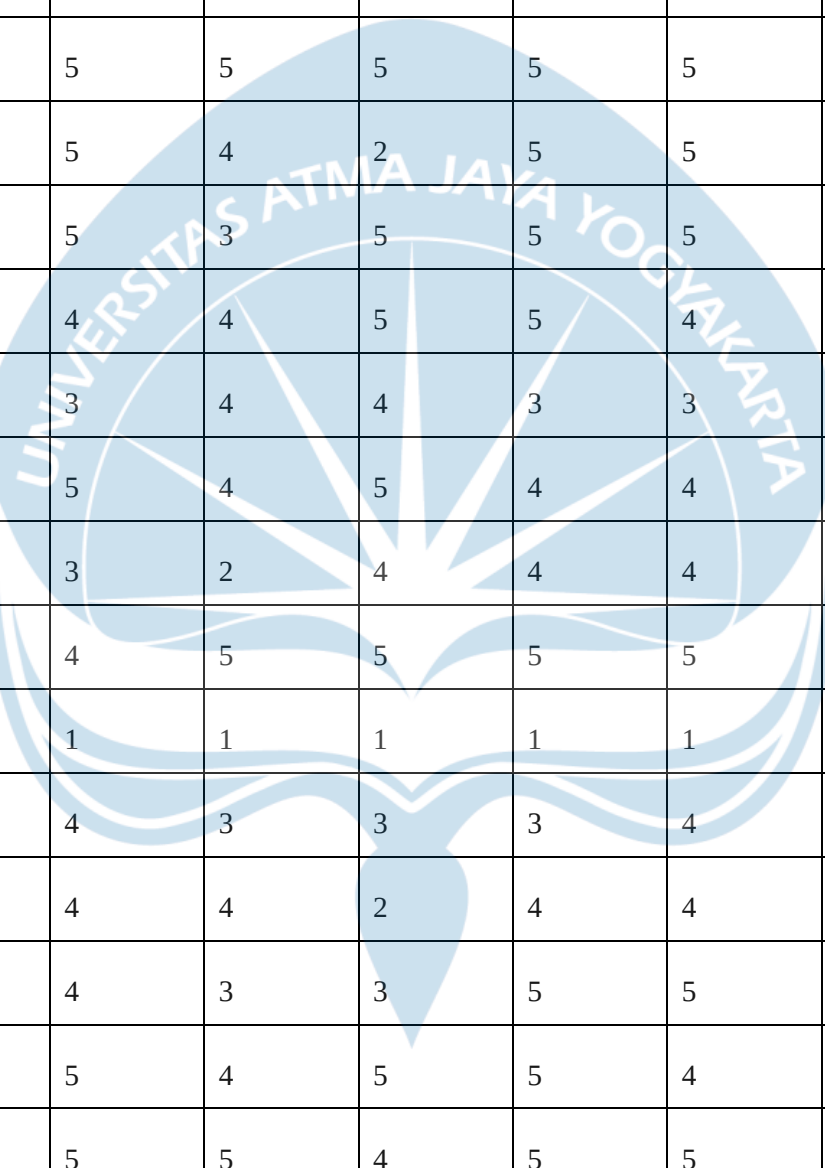
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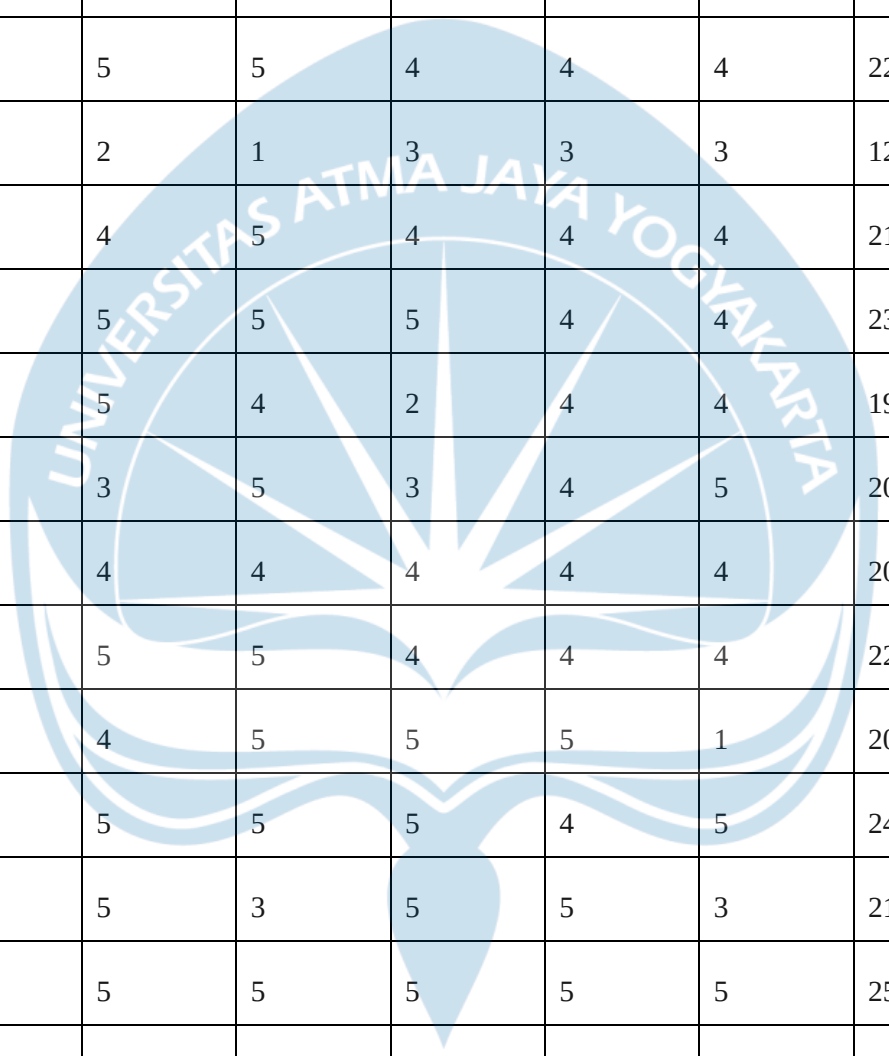


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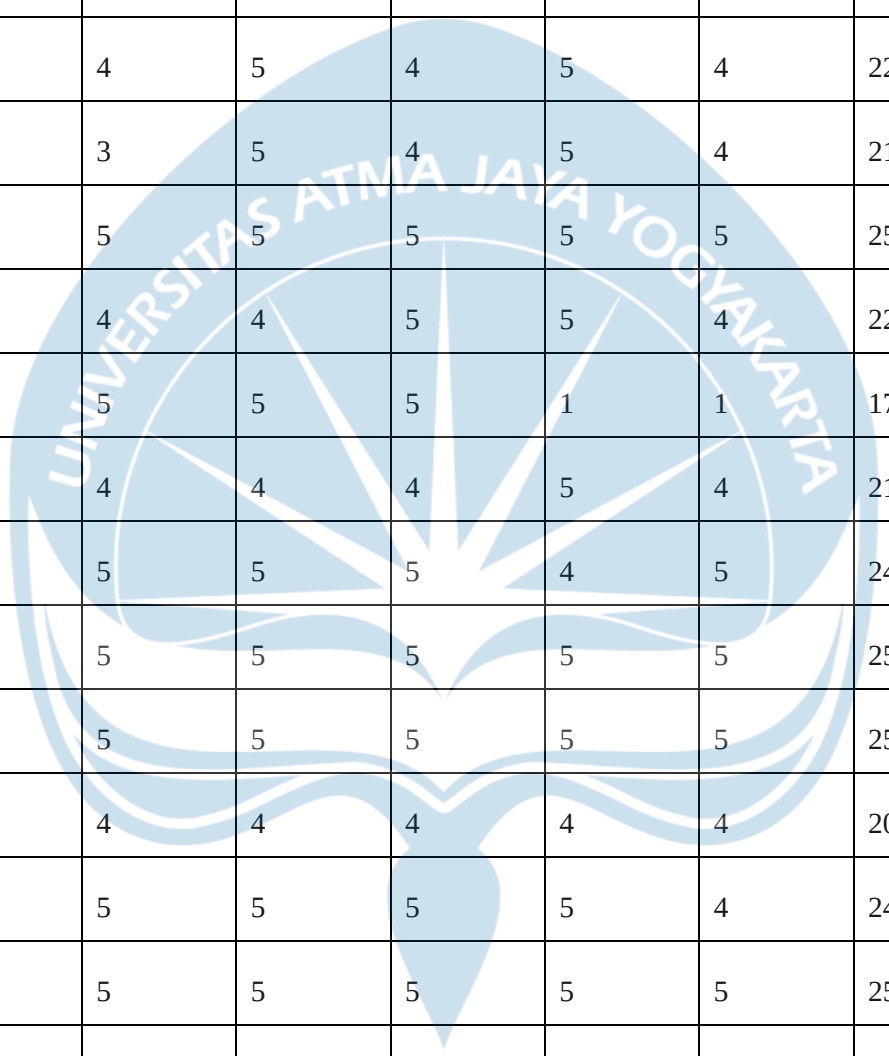
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Ulasan (X2)

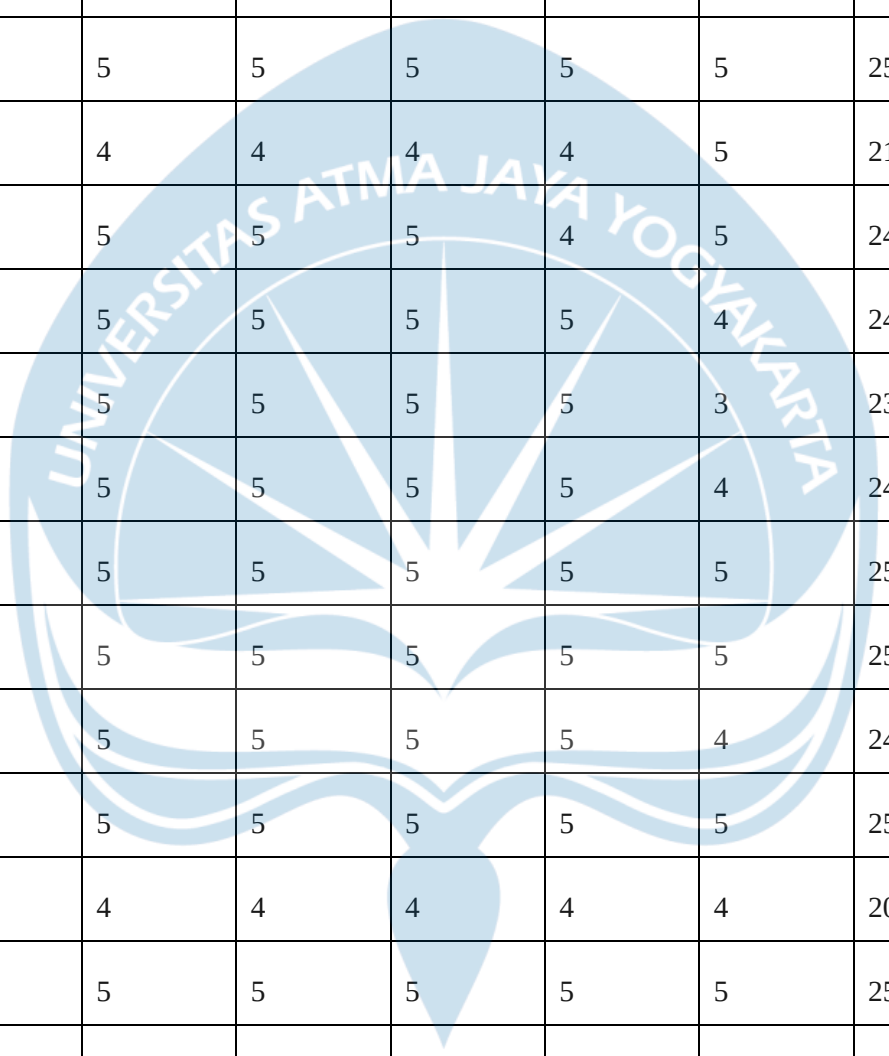
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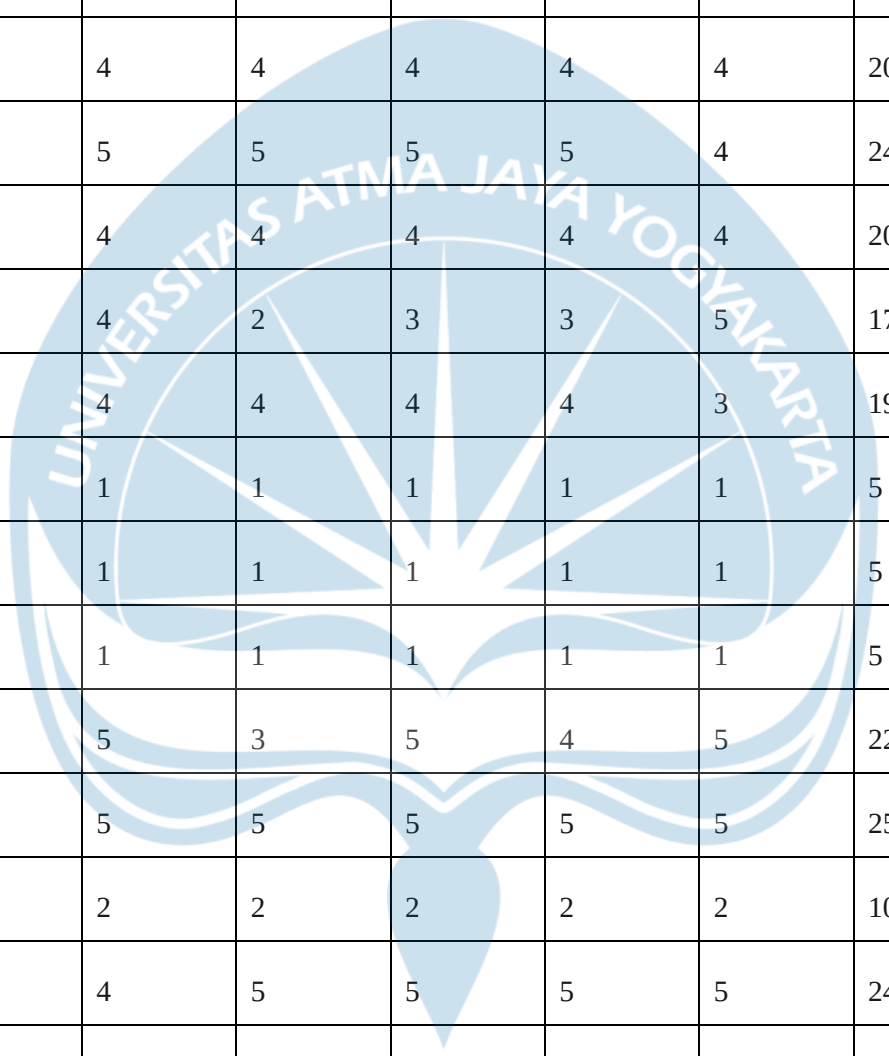
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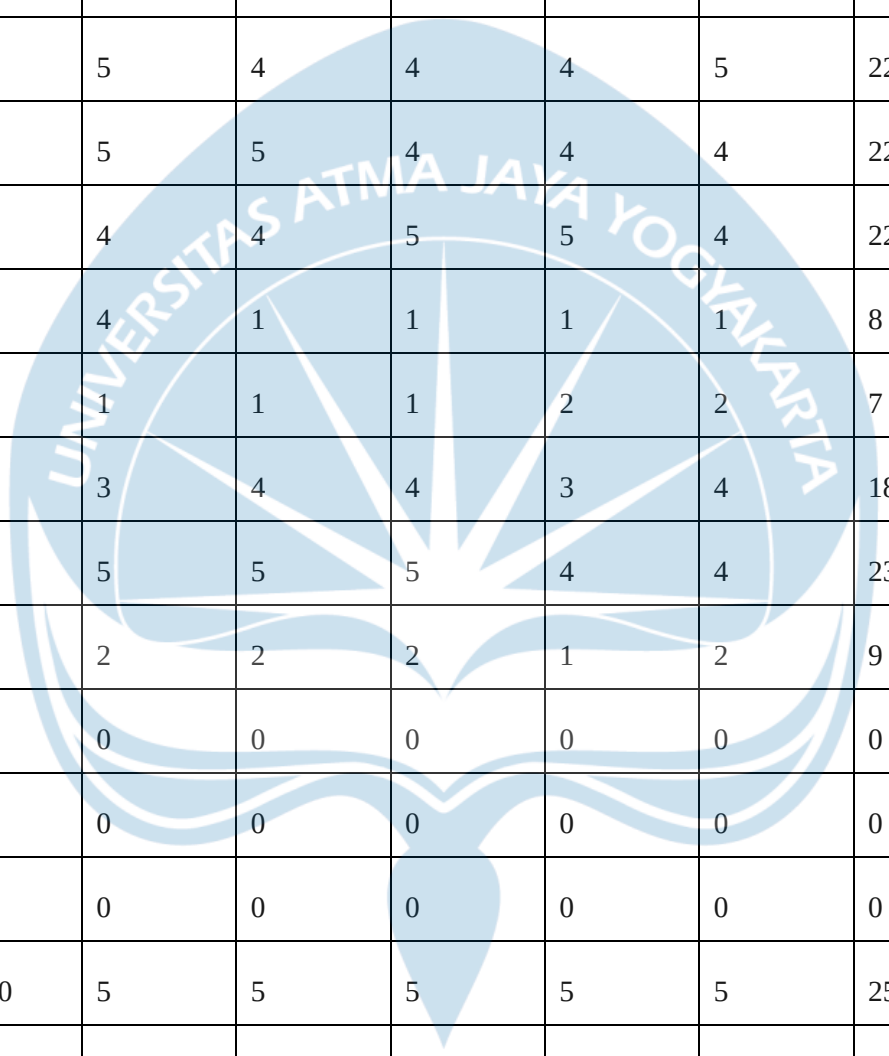
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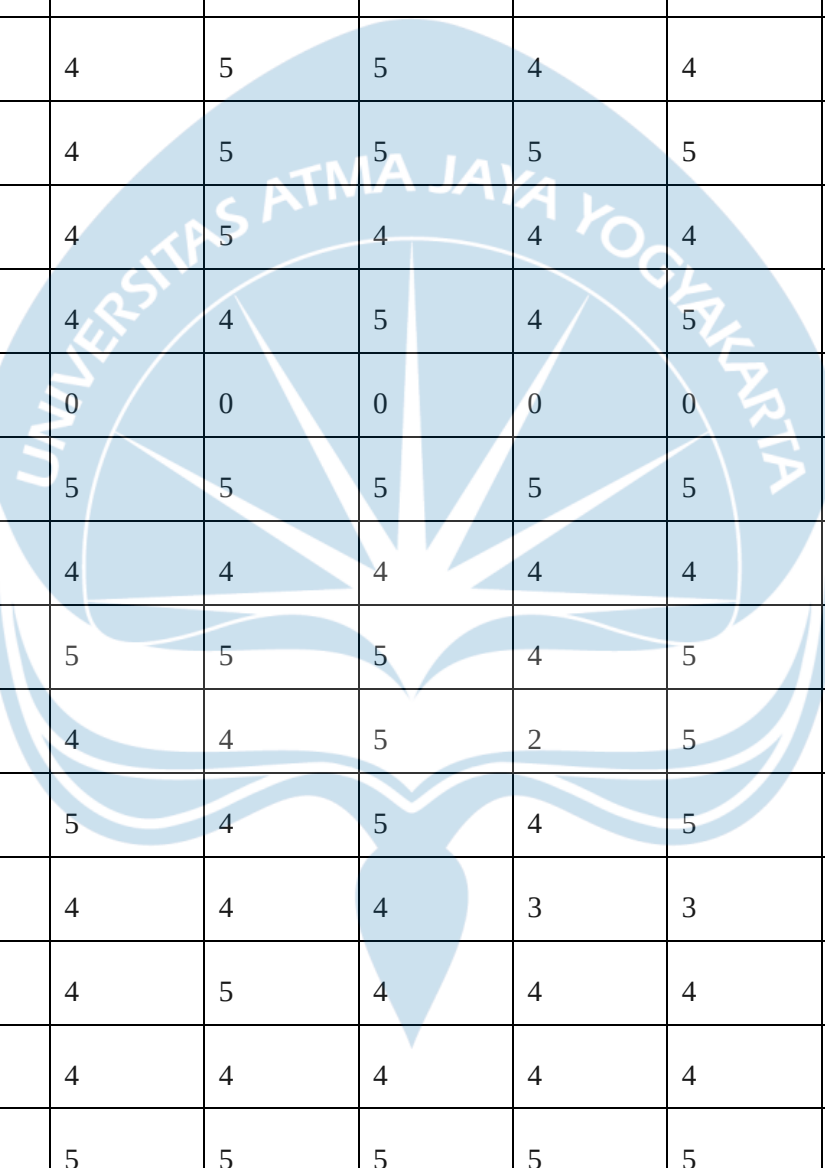
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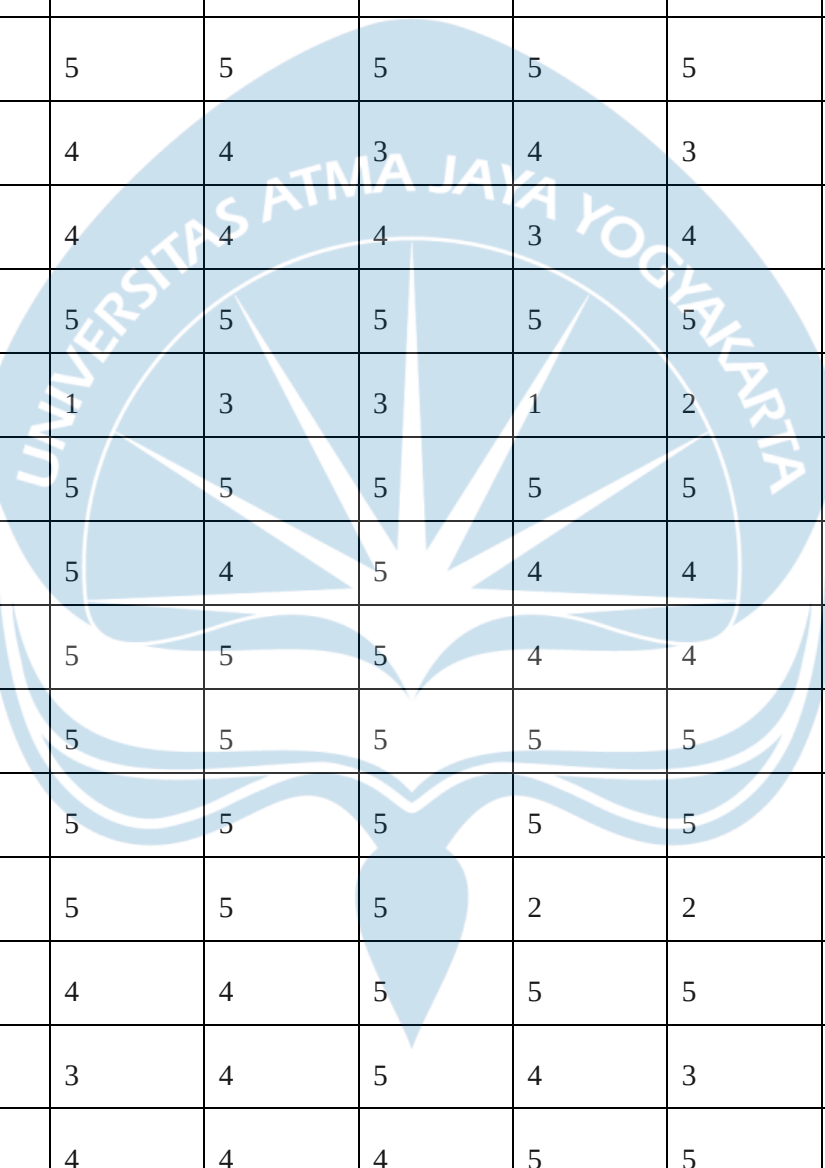
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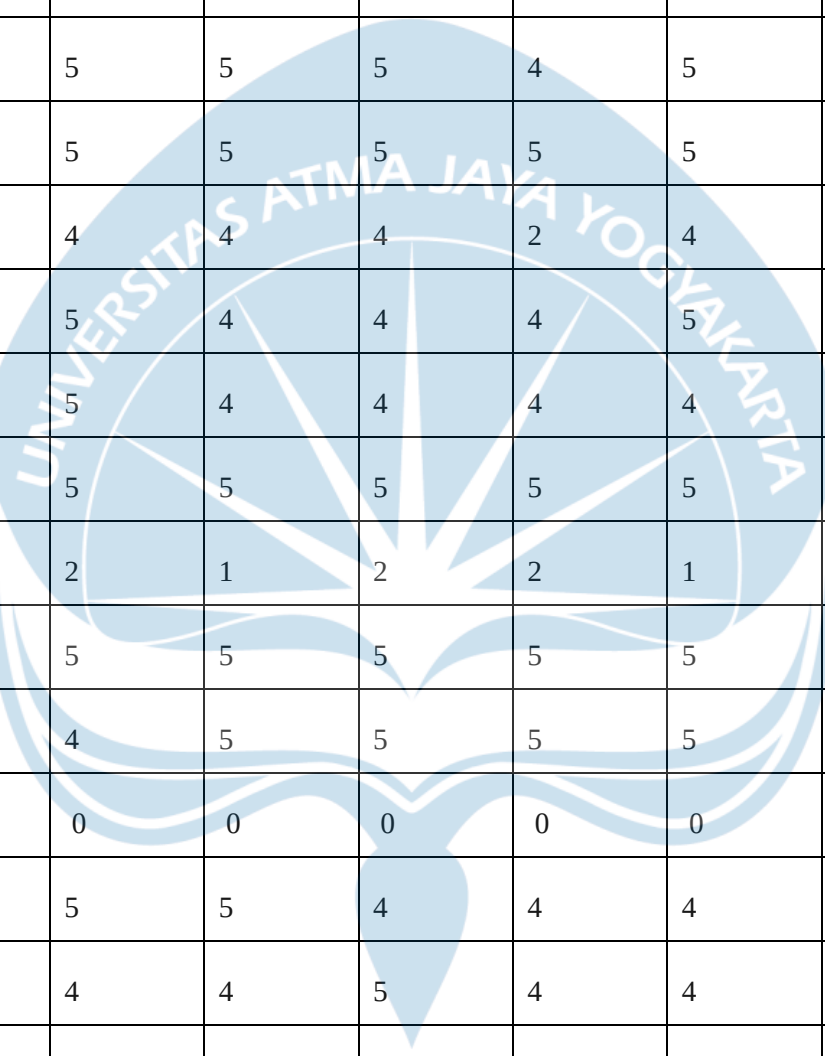
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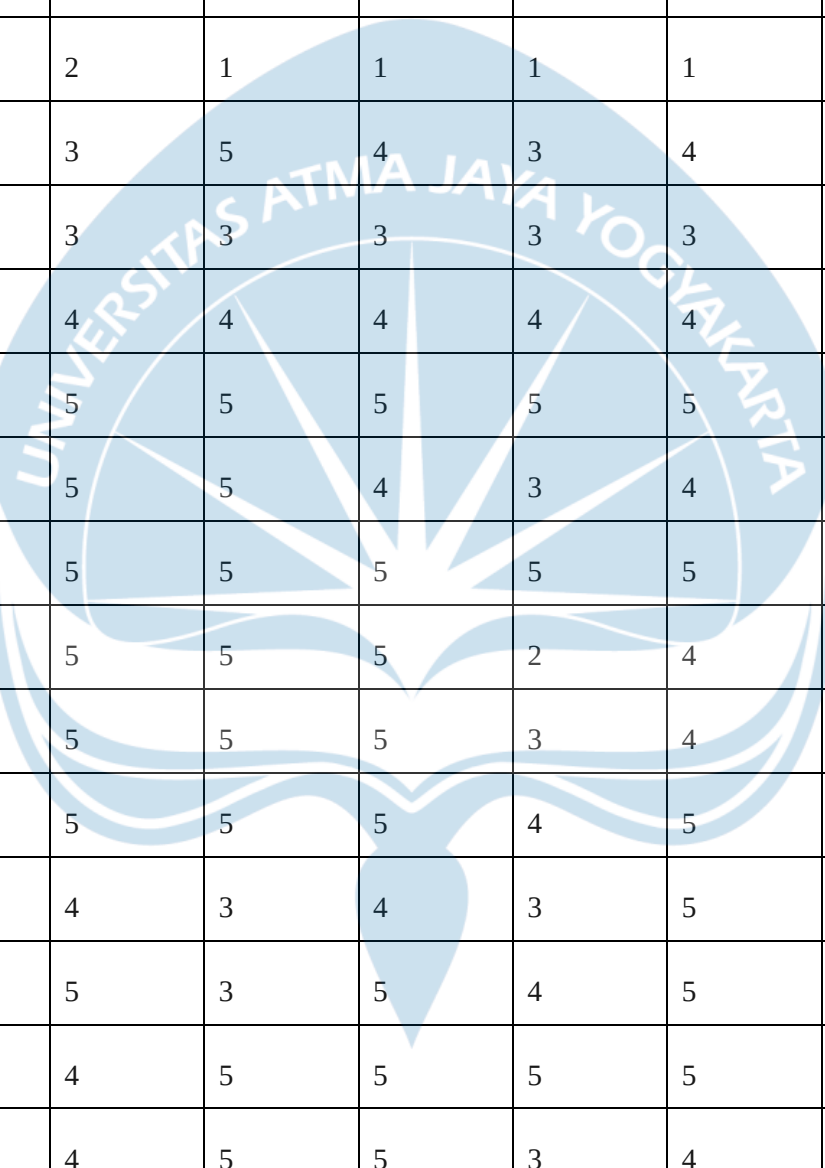
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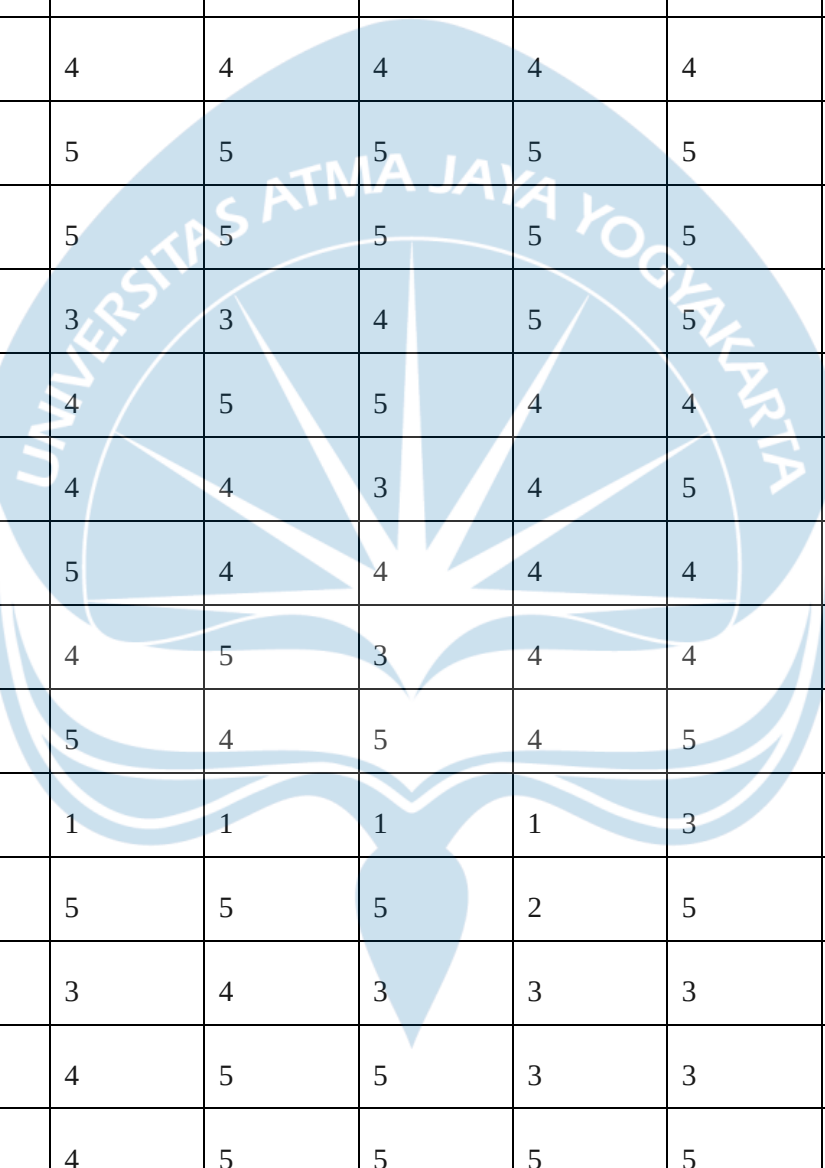
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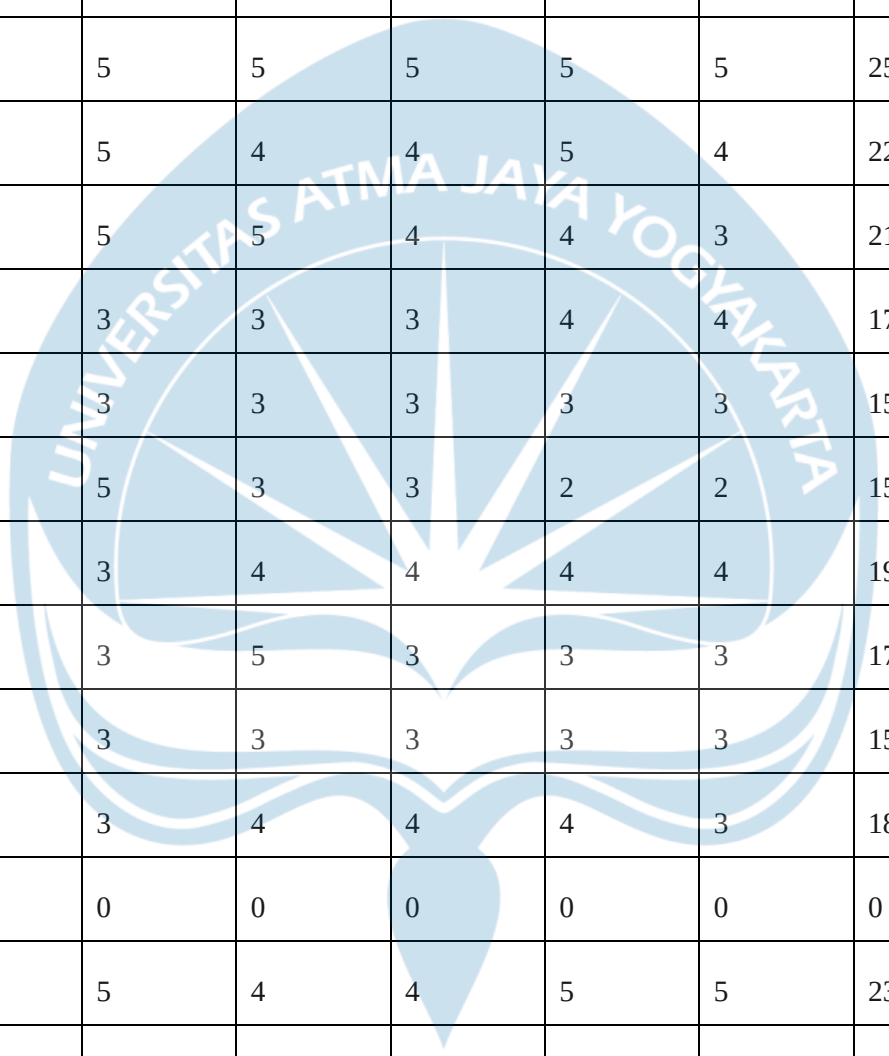


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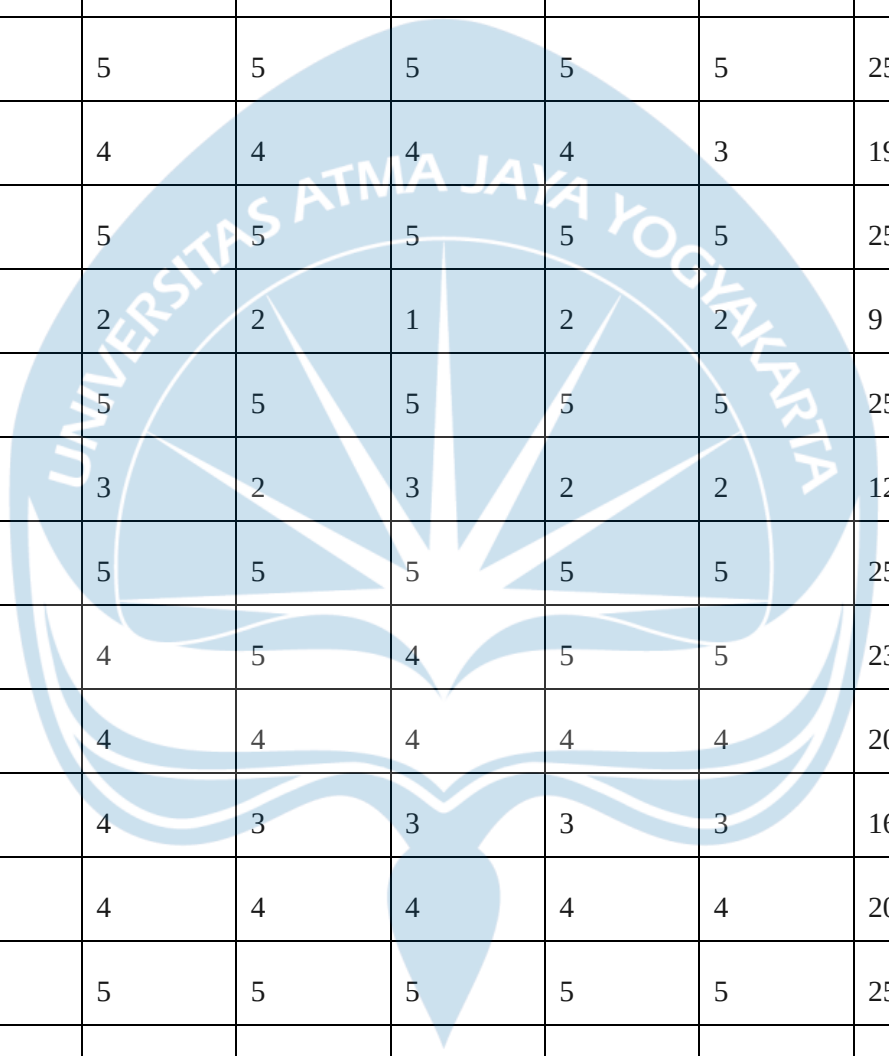
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Jumlah pembelian (X3)

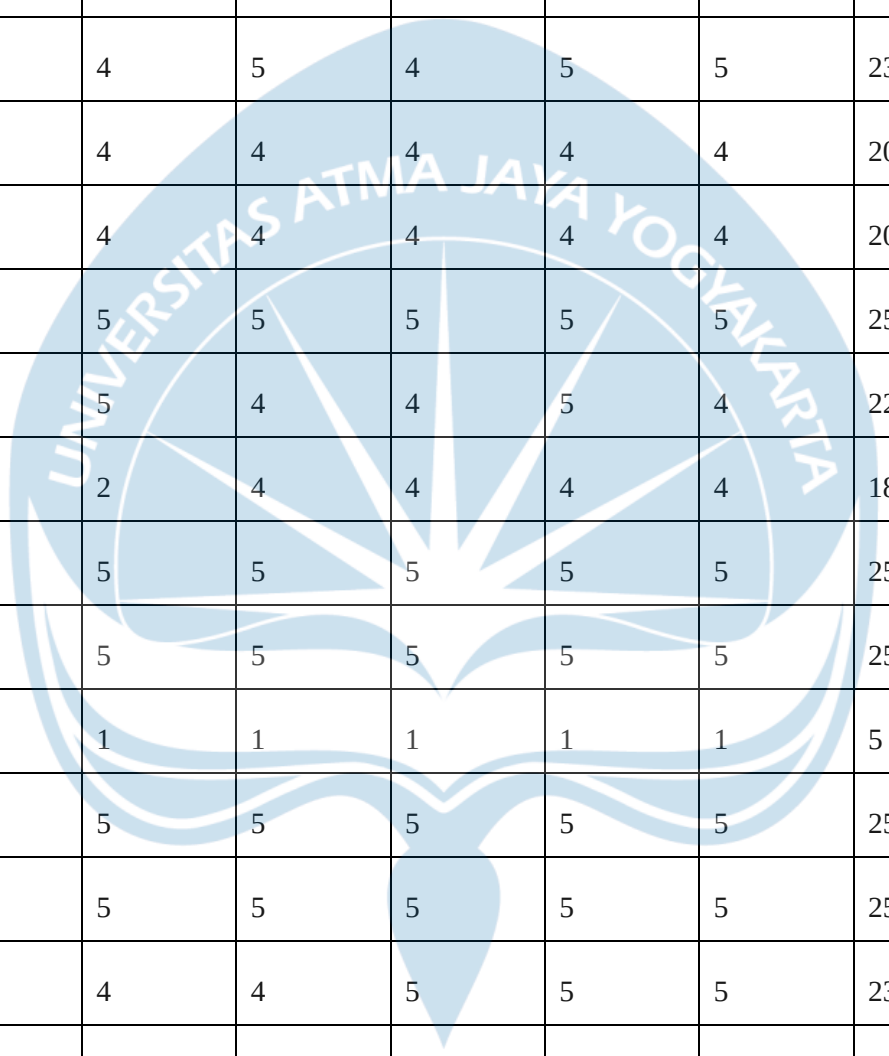
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6	5	5	5	5	5	25
7	4	5	4	4	4	21
8	1	1	1	1	1	5
9	4	4	5	5	5	23
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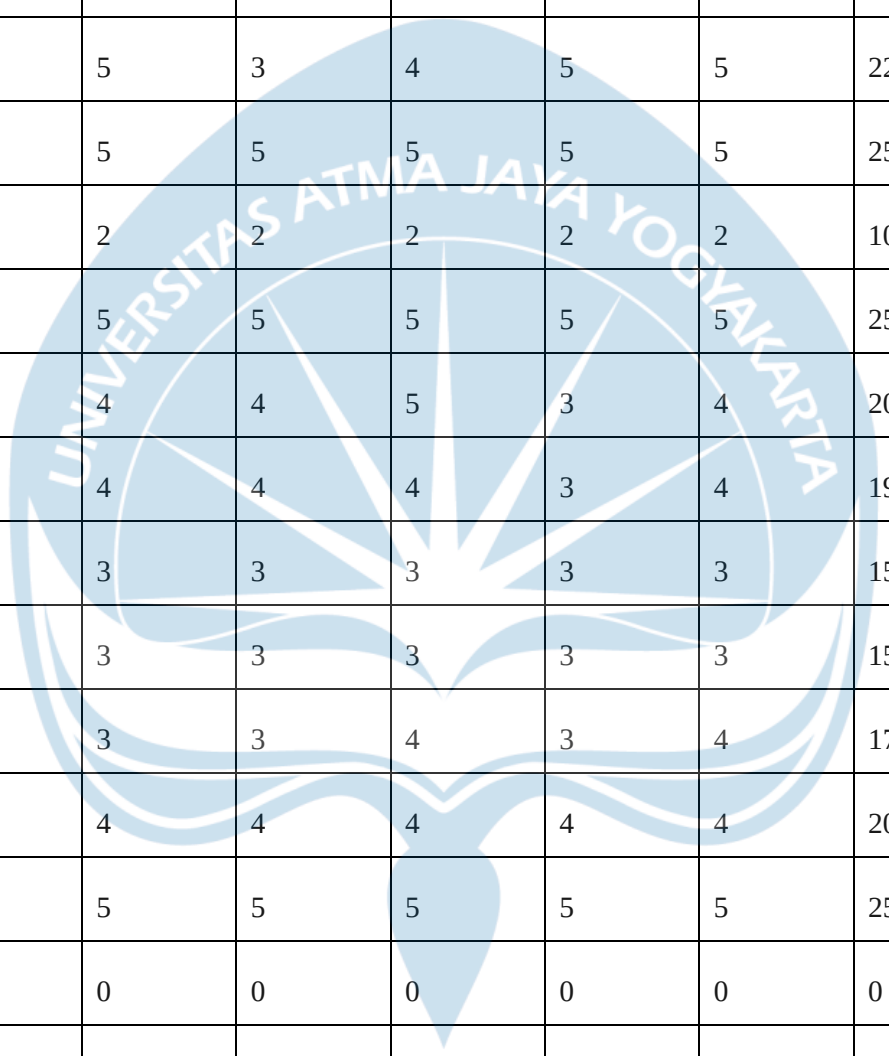
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22	5	3	3	2	2	15
23	3	4	4	4	4	19
24	3	5	3	3	3	17
25	3	3	3	3	3	15
26	3	4	4	4	3	18
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29	5	5	5	5	5	25
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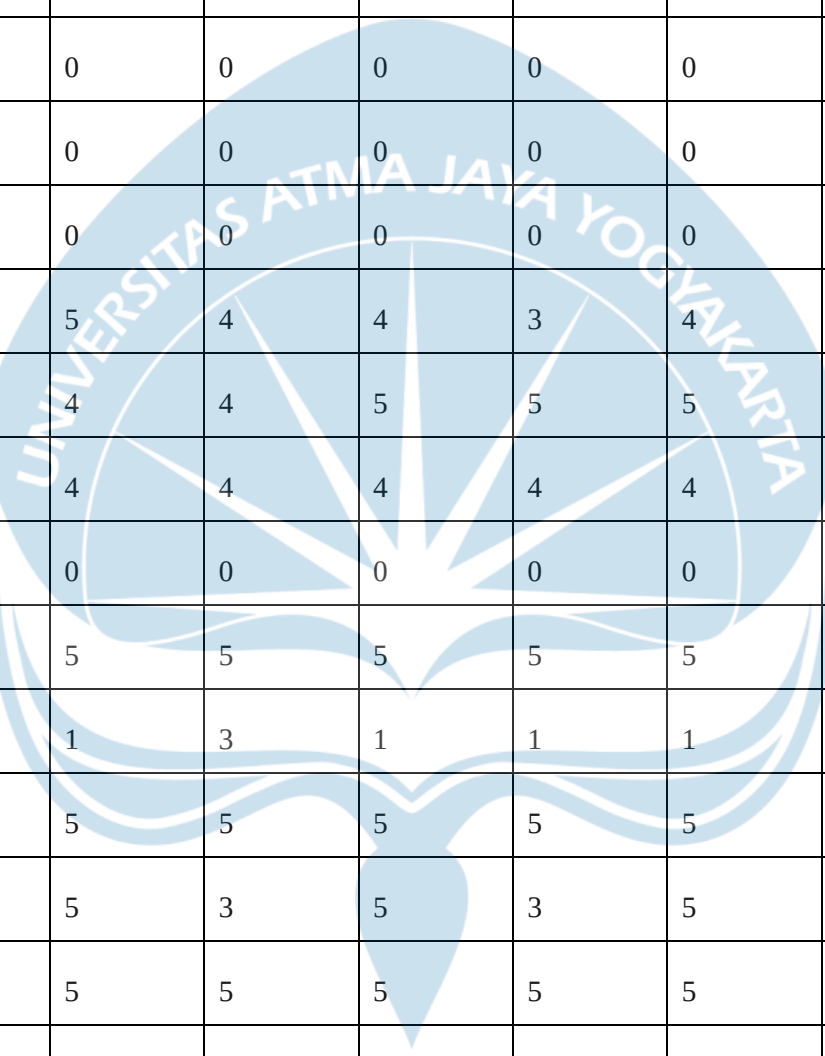
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39	5	5	5	5	5	25
40	2	2	1	2	2	9
41	5	5	5	5	5	25
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43	5	5	5	5	5	25
44	4	5	4	5	5	23
45	4	4	4	4	4	20
46	4	3	3	3	3	16
47	4	4	4	4	4	20
48	5	5	5	5	5	25
49	5	4	5	5	5	24
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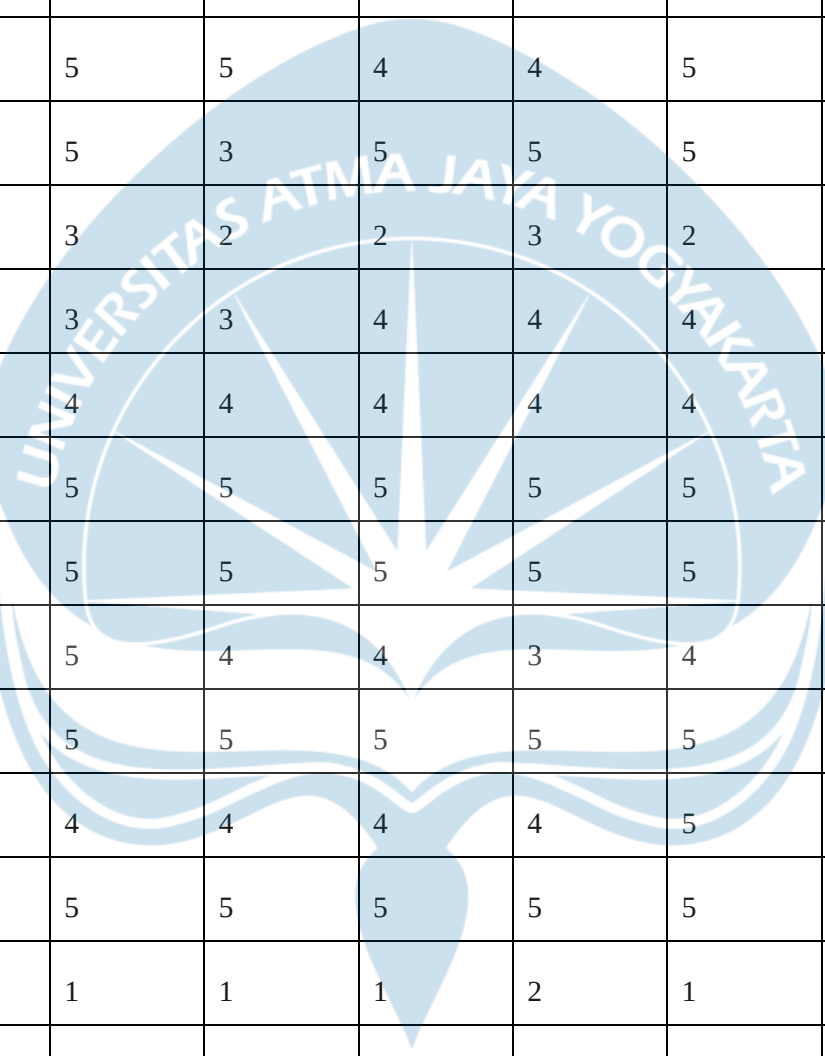
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69	4	3	3	3	3	16
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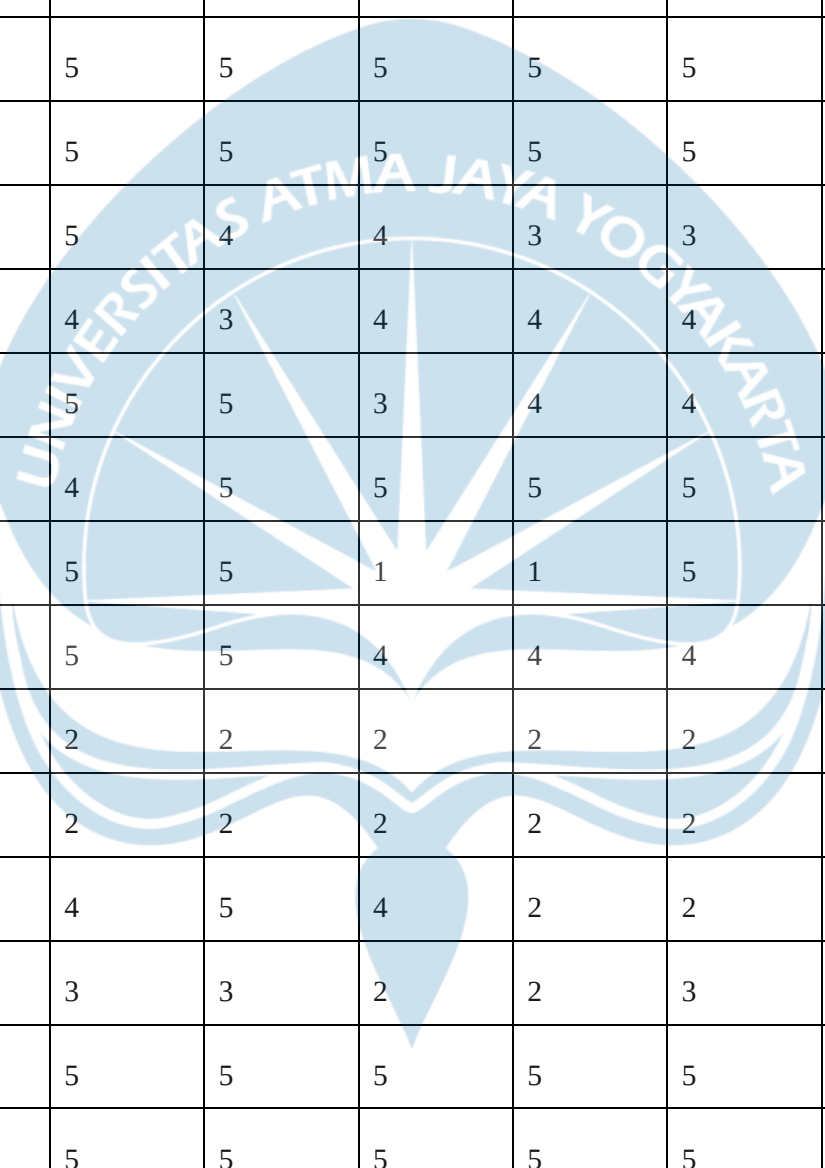
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85	3	3	4	3	4	17
86	4	4	4	4	4	20
87	5	5	5	5	5	25
88	0	0	0	0	0	0
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91	5	5	5	5	4	24
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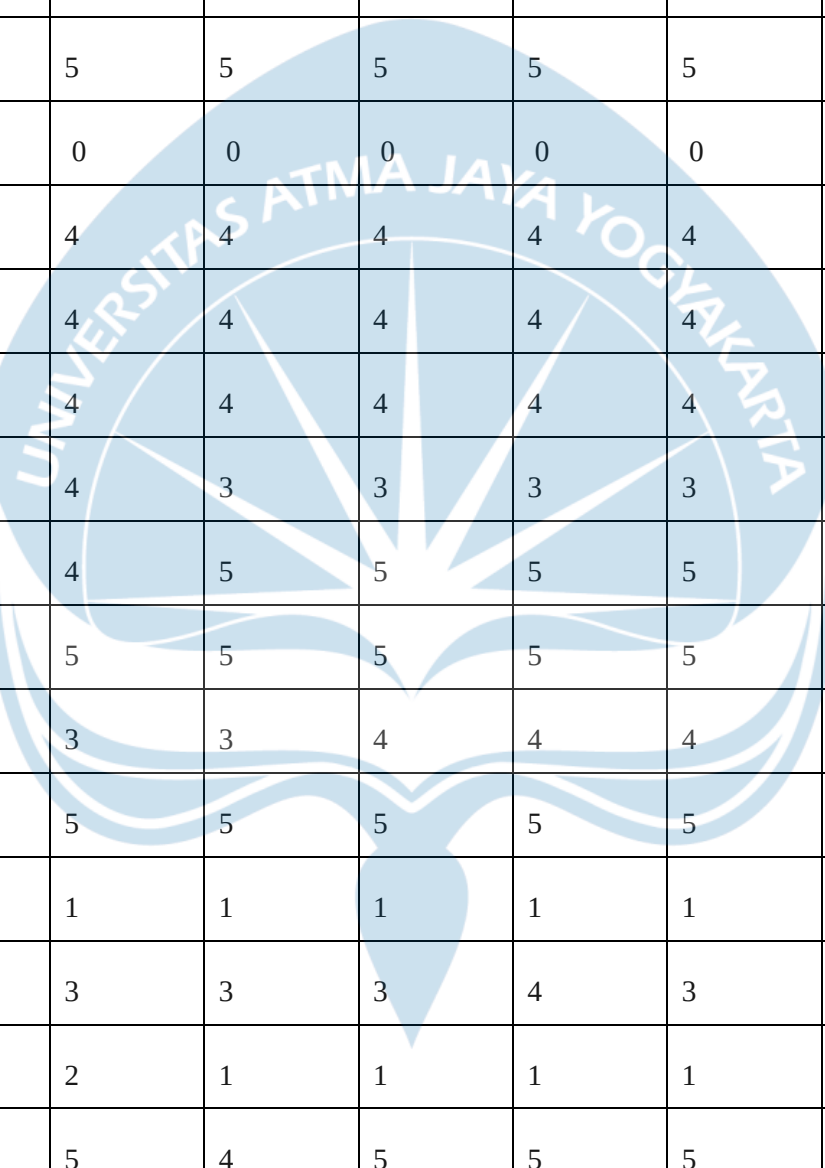
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101	4	4	5	5	5	23
102	4	4	4	4	4	20
103	0	0	0	0	0	0
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105	1	3	1	1	1	7
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107	5	3	5	3	5	21
108	5	5	5	5	5	25
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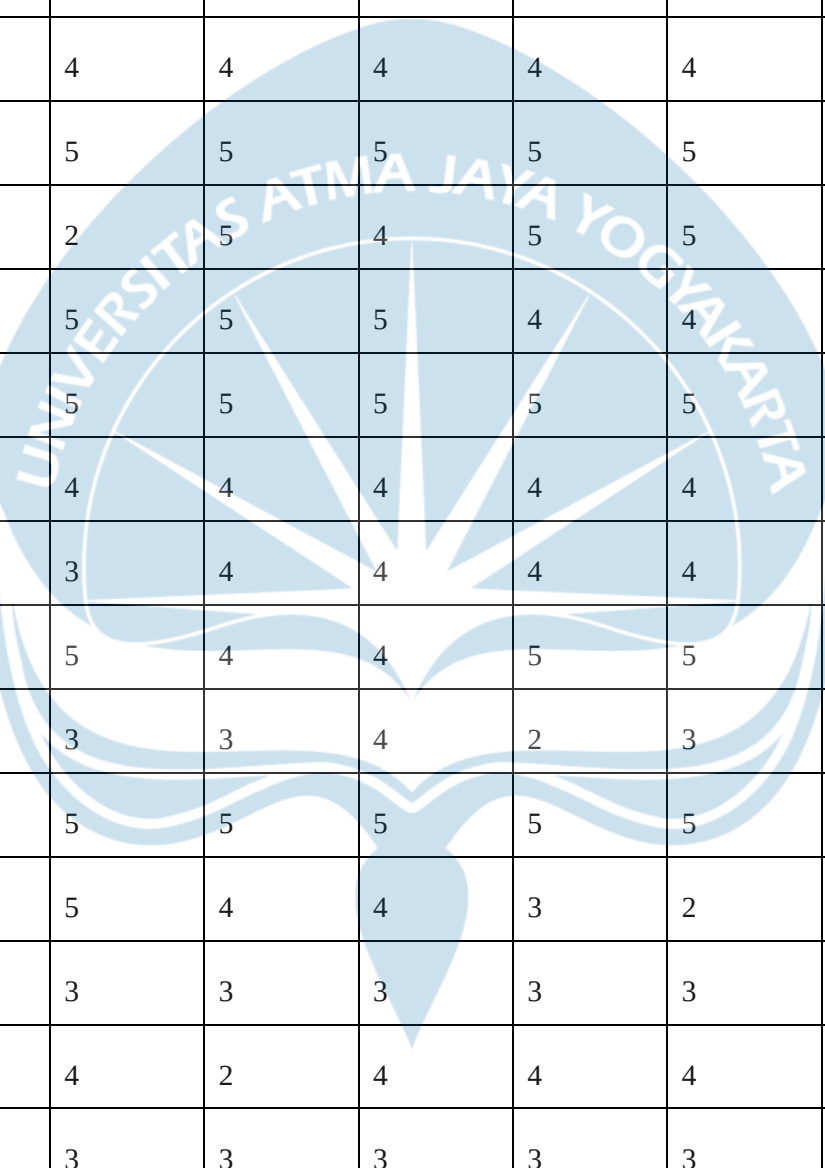
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131	2	2	2	2	2	10
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153	5	5	4	4	4	22



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163	4	5	5	5	5	24
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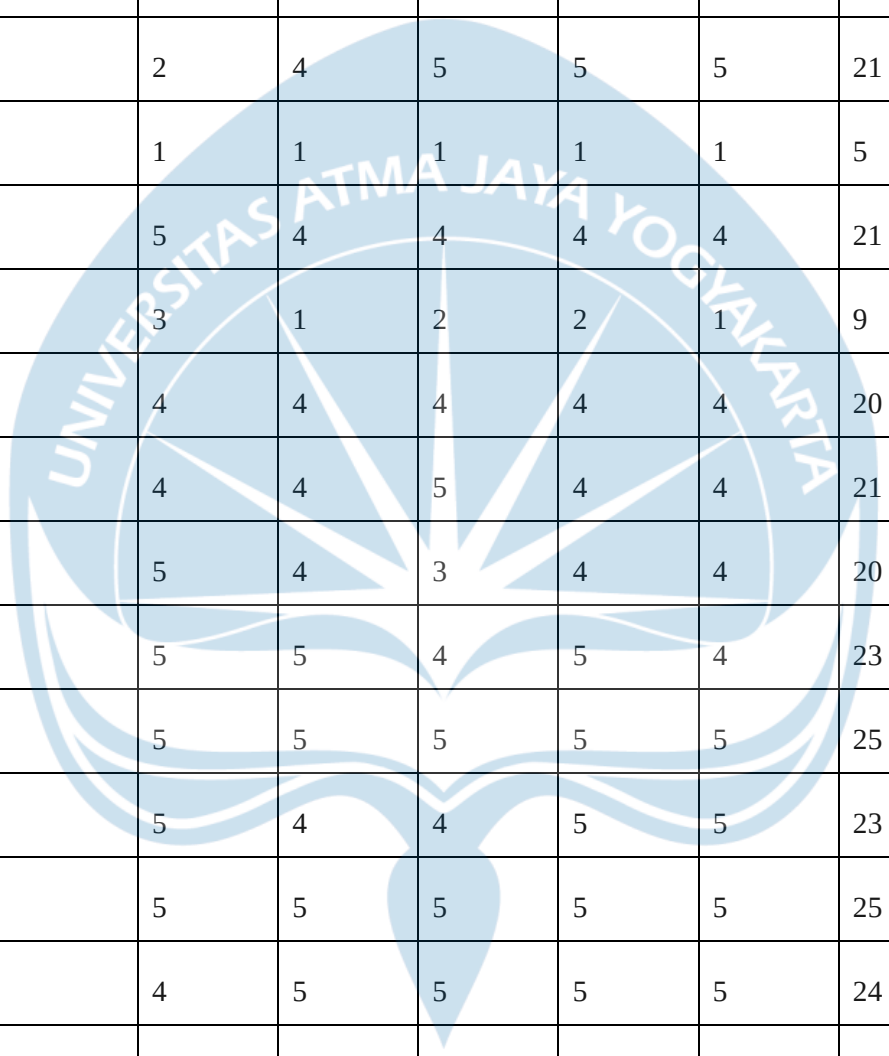


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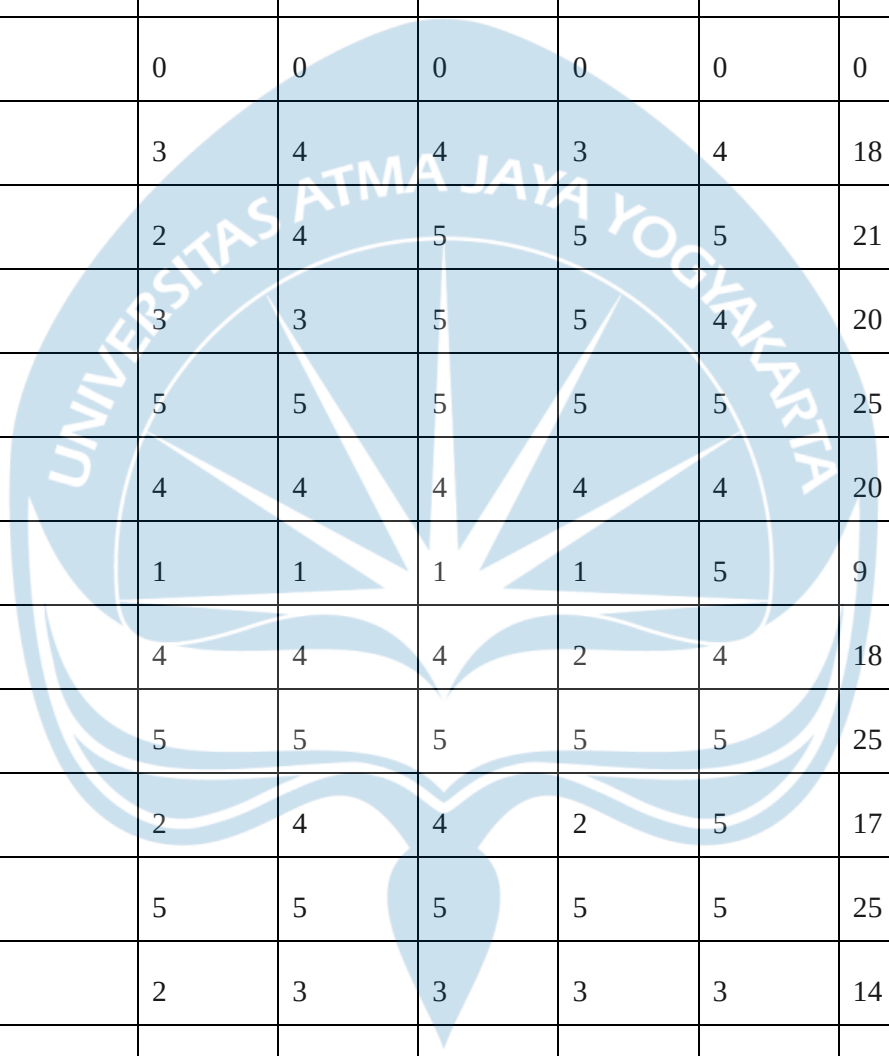
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Keputusan Pembelian (Y)

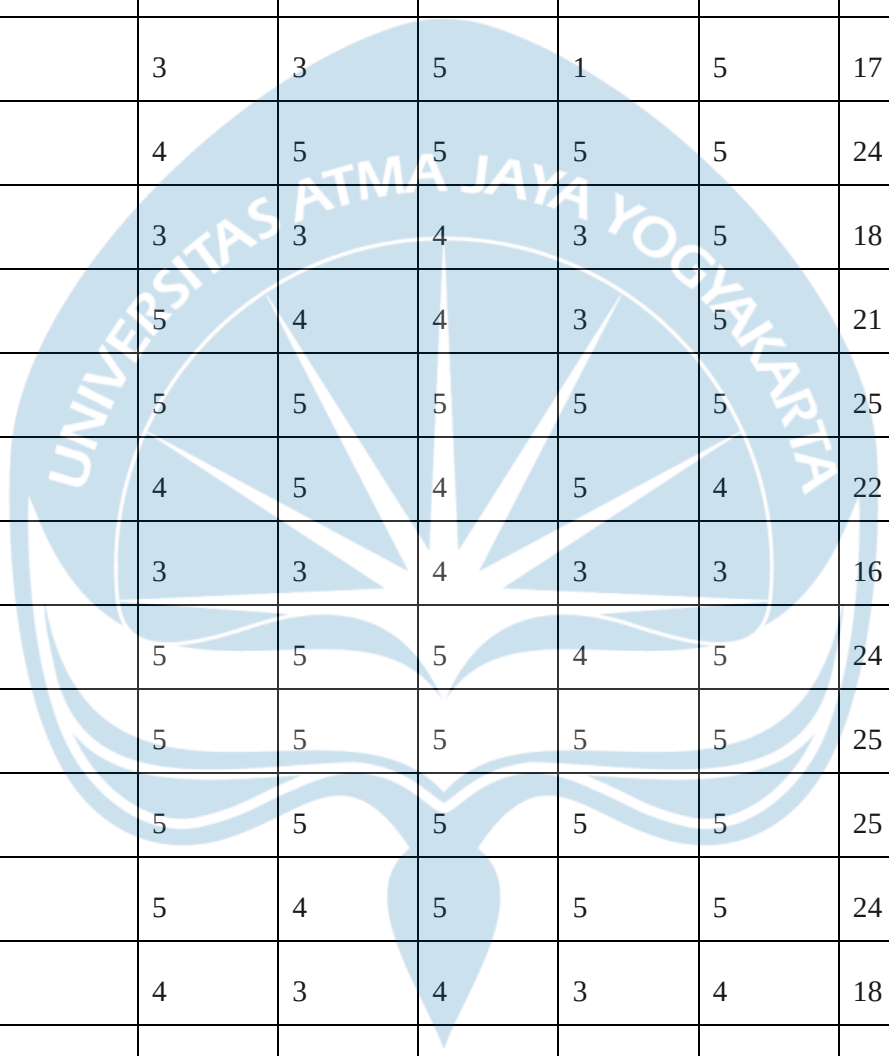
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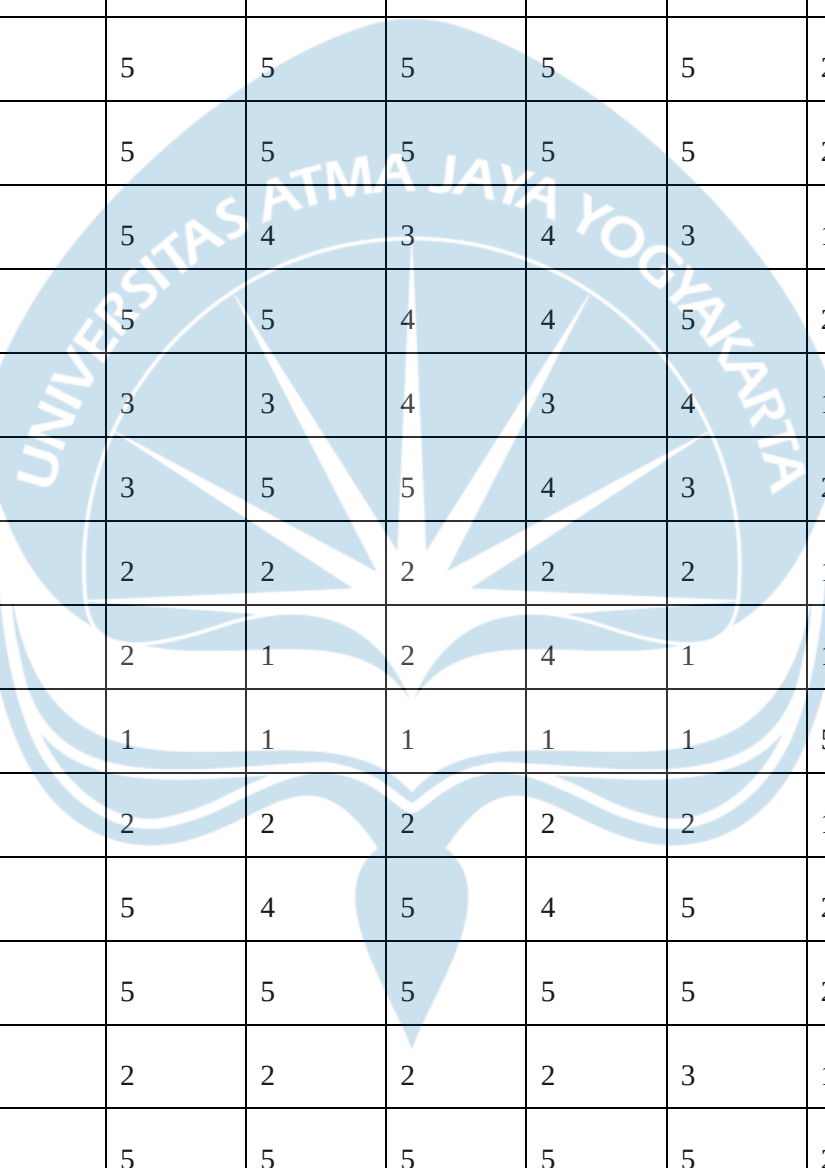
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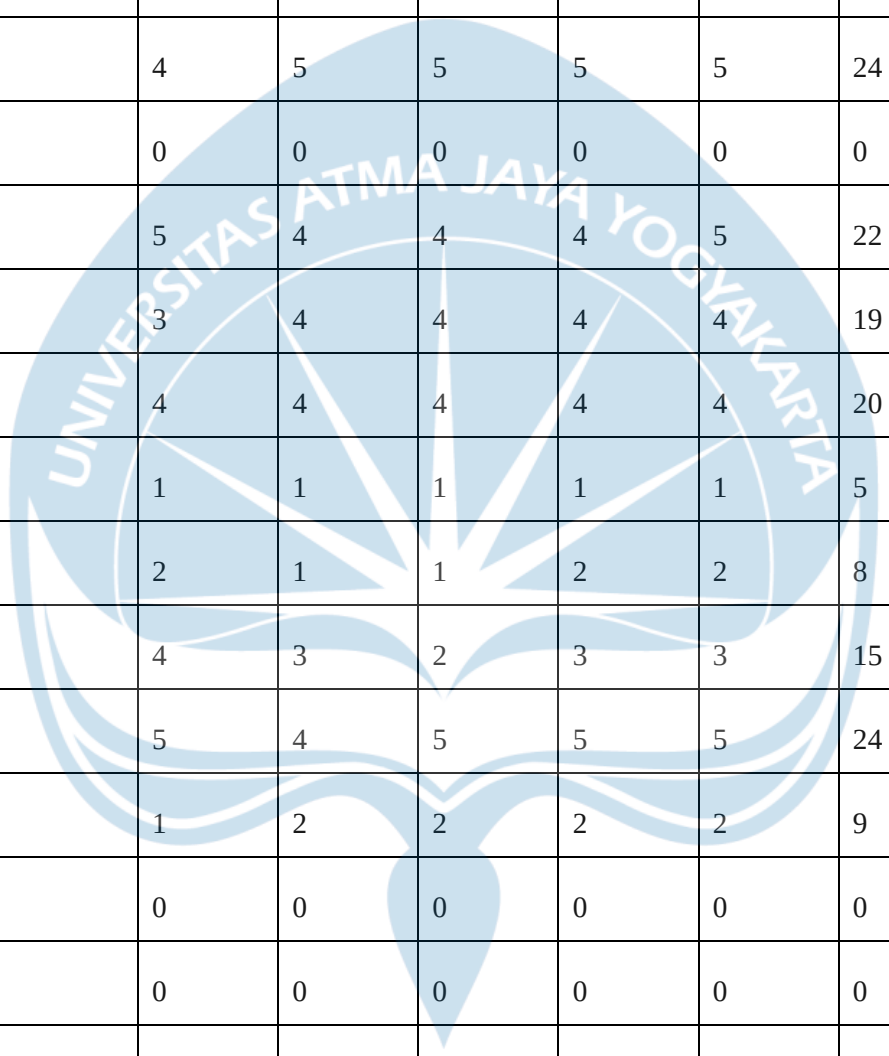
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30	3	3	5	5	4	20
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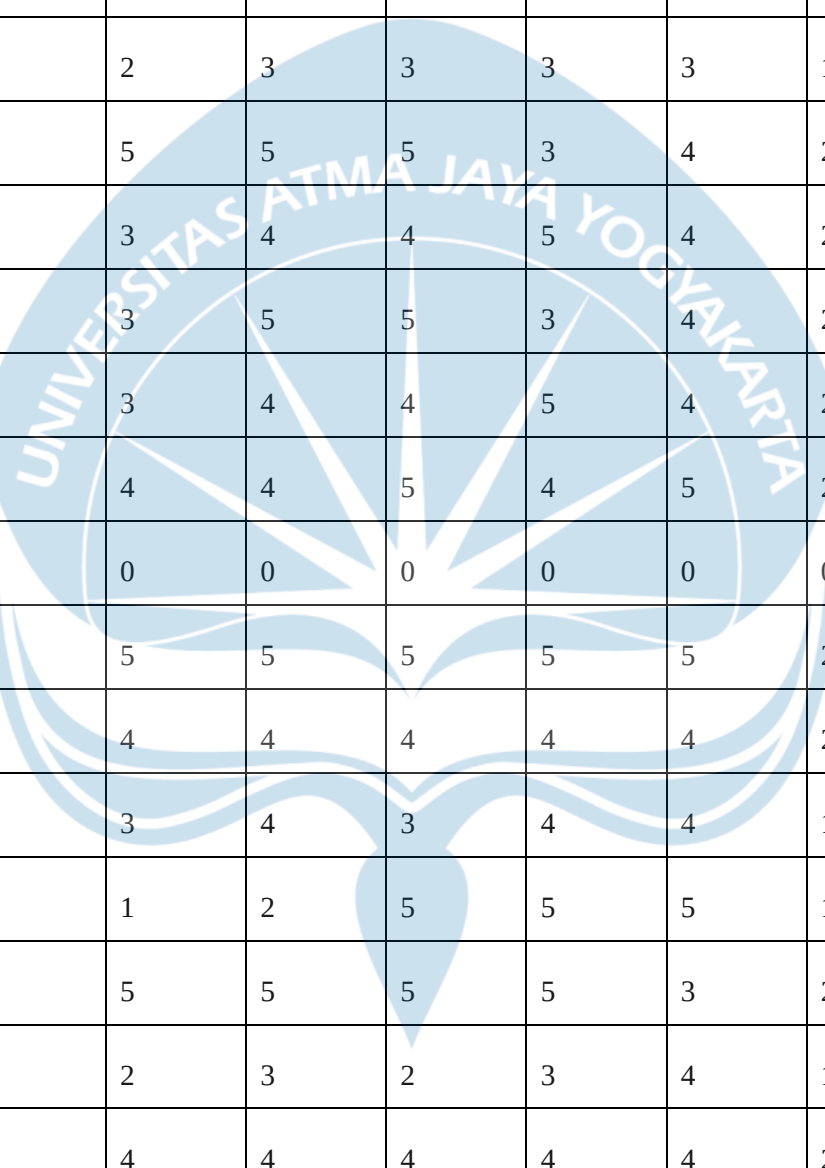
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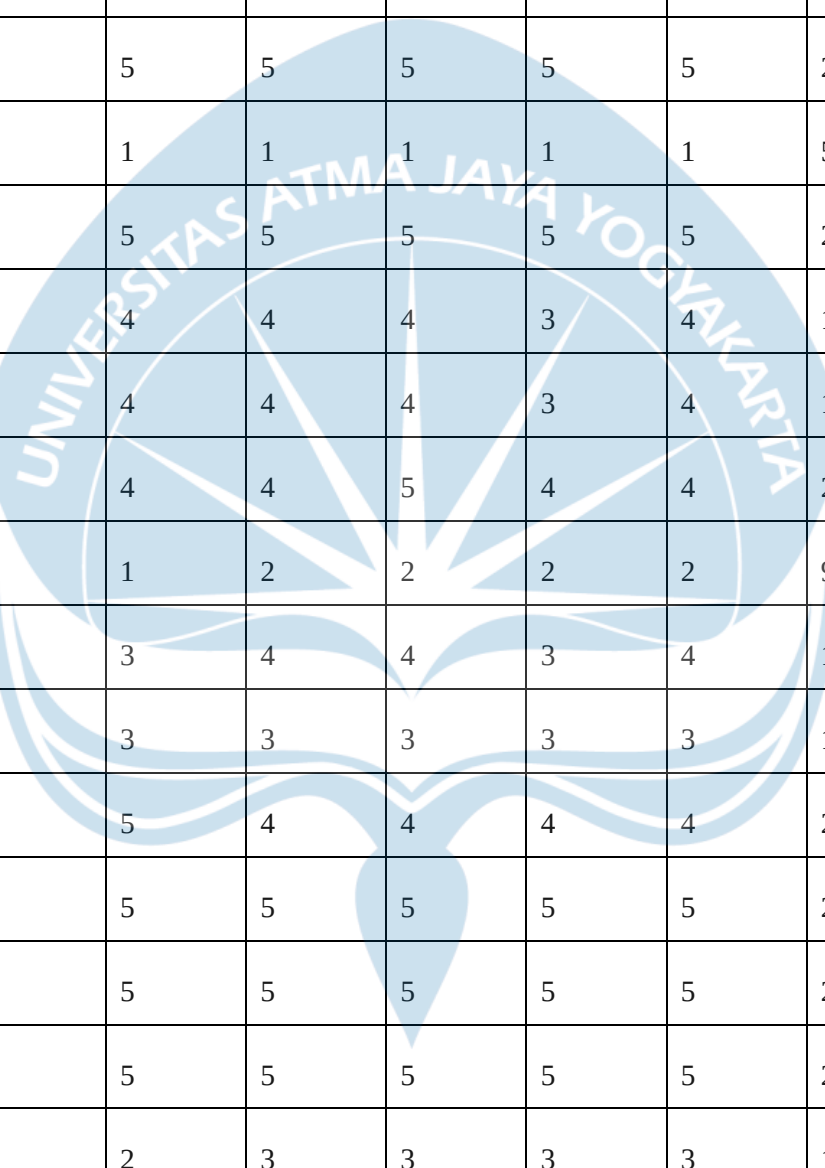
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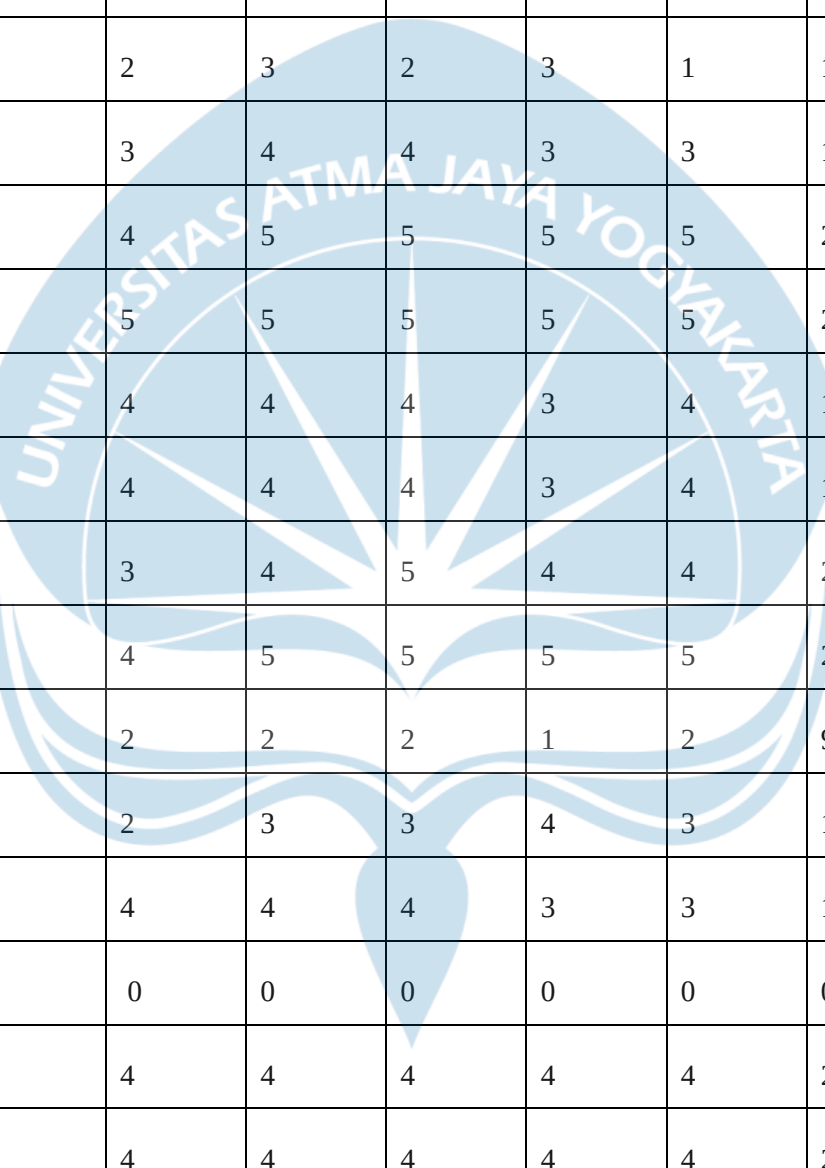
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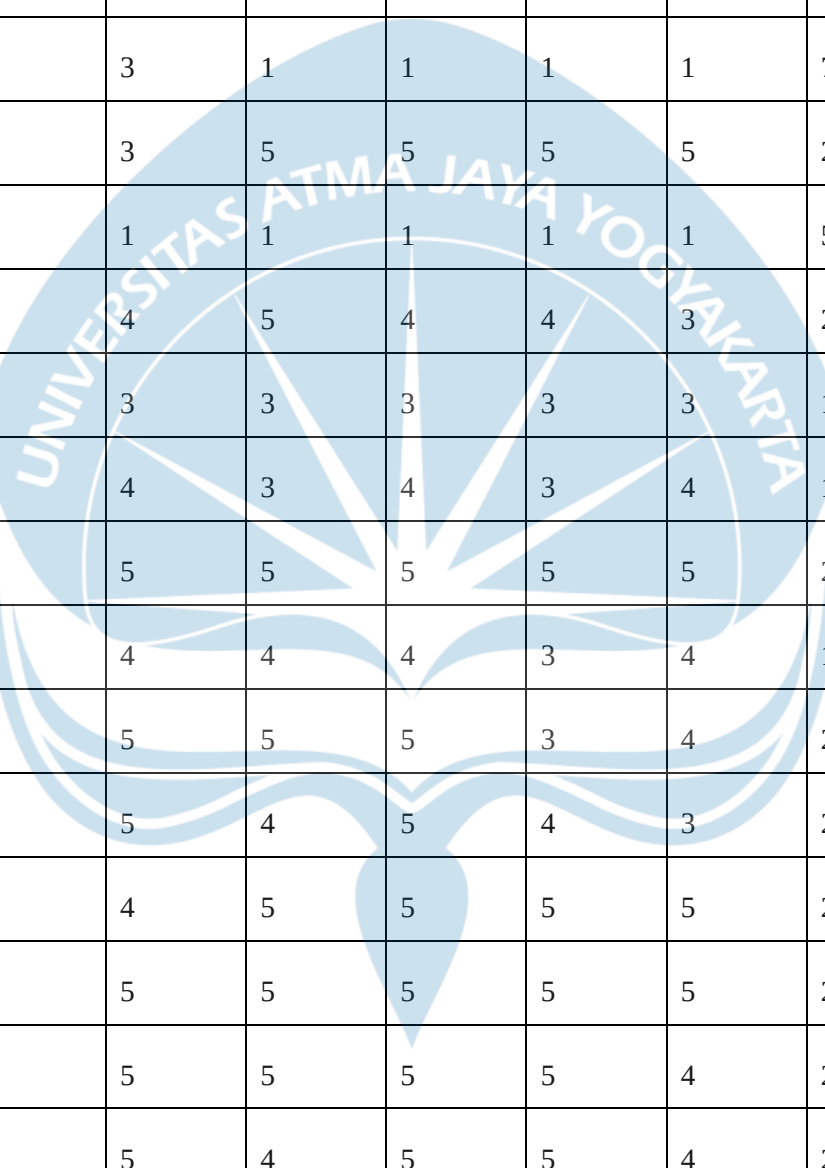
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123	5	5	5	5	5	25



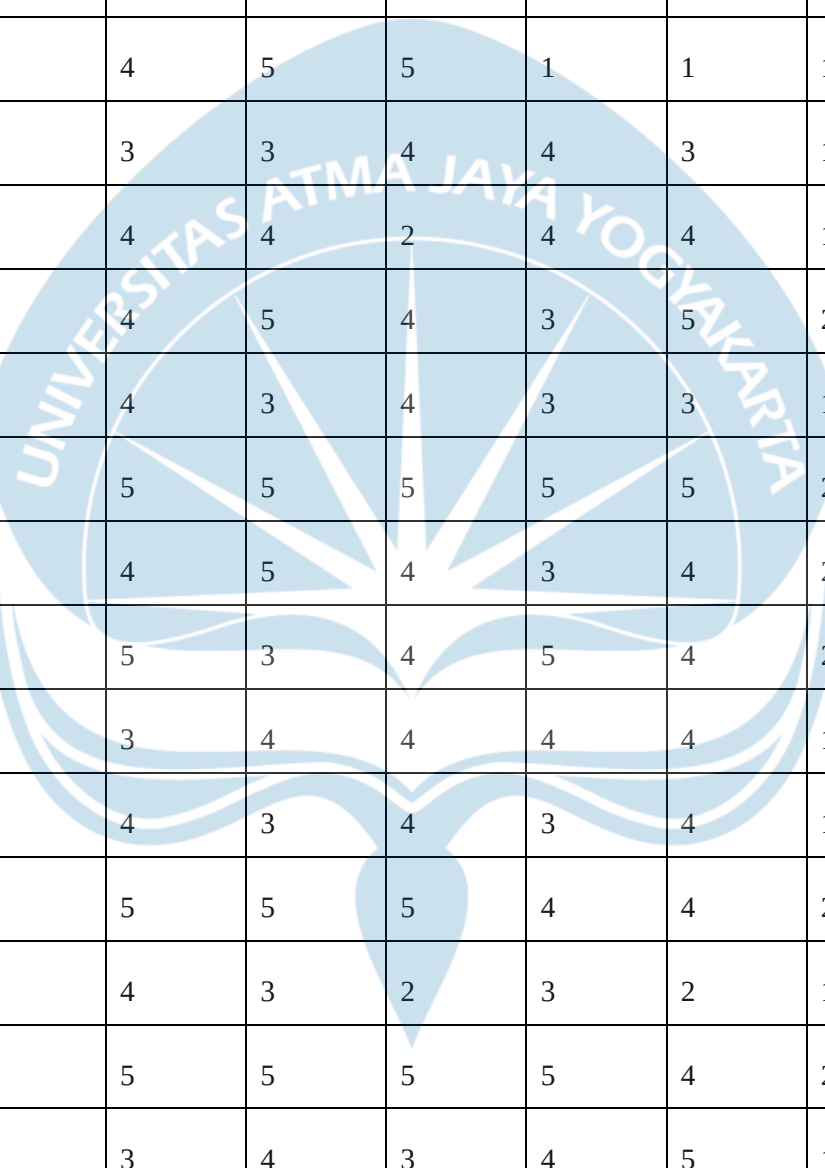
124	5	4	3	4	4	20
125	3	4	4	5	3	19
126	4	5	5	4	4	22
127	5	5	5	5	5	25
128	1	1	1	1	1	5
129	5	5	5	5	5	25
130	4	4	4	3	4	19
131	4	4	4	3	4	19
132	4	4	5	4	4	21
133	1	2	2	2	2	9
134	3	4	4	3	4	18
135	3	3	3	3	3	15
136	5	4	4	4	4	21
137	5	5	5	5	5	25
138	5	5	5	5	5	25
139	5	5	5	5	5	25
140	2	3	3	3	3	14
141	3	4	5	5	4	21
142	4	3	2	3	3	15
143	5	5	5	5	5	25



144	3	2	2	4	5	16
145	2	2	2	2	2	10
146	2	2	2	2	2	10
147	2	3	2	3	1	11
148	3	4	4	3	3	17
149	4	5	5	5	5	24
150	5	5	5	5	5	25
151	4	4	4	3	4	19
152	4	4	4	3	4	19
153	3	4	5	4	4	20
154	4	5	5	5	5	24
155	2	2	2	1	2	9
156	2	3	3	4	3	15
157	4	4	4	3	3	18
158	0	0	0	0	0	0
159	4	4	4	4	4	20
160	4	4	4	4	4	20
161	5	5	5	3	4	22
162	3	4	4	4	3	18
163	2	3	5	5	5	20



164	5	5	5	3	5	23
165	3	4	4	3	4	18
166	5	5	5	4	5	24
167	3	1	1	1	1	7
168	3	5	5	5	5	23
169	1	1	1	1	1	5
170	4	5	4	4	3	20
171	3	3	3	3	3	15
172	4	3	4	3	4	18
173	5	5	5	5	5	25
174	4	4	4	3	4	19
175	5	5	5	3	4	22
176	5	4	5	4	3	21
177	4	5	5	5	5	24
178	5	5	5	5	5	25
179	5	5	5	5	4	24
180	5	4	5	5	4	23
181	4	4	4	4	4	20
182	4	4	4	4	4	20
183	3	4	4	4	4	19



184	5	4	4	4	5	22
185	4	4	4	3	4	19
186	3	4	5	3	5	20
187	4	5	5	1	1	16
188	3	3	4	4	3	17
189	4	4	2	4	4	18
190	4	5	4	3	5	21
191	4	3	4	3	3	17
192	5	5	5	5	5	25
193	4	5	4	3	4	20
194	5	3	4	5	4	21
195	3	4	4	4	4	19
196	4	3	4	3	4	18
197	5	5	5	4	4	23
198	4	3	2	3	2	14
199	5	5	5	5	4	24
200	3	4	3	4	5	19
201	3	4	4	3	4	18
202	4	5	5	5	5	24
203	5	5	5	5	5	25

204	5	4	5	4	4	22
205	5	5	5	5	5	25
206	4	5	5	3	4	21



Lampiran 3 : PRINT OUT OLAH DATA KUESIONER

Uji Validitas (X1)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.T
X1.1	Pearson Correlation	1	,630**	,764**	,793**	,693**	,887**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	206	206	206	206	206	206
X1.2	Pearson Correlation	,630**	1	,640**	,658**	,537**	,792**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	206	206	206	206	206	206
X1.3	Pearson Correlation	,764**	,640**	1	,840**	,686**	,899**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	206	206	206	206	206	206
X1.4	Pearson Correlation	,793**	,658**	,840**	1	,796**	,937**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	206	206	206	206	206	206
X1.5	Pearson Correlation	,693**	,537**	,686**	,796**	1	,853**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	206	206	206	206	206	206
X1.T	Pearson Correlation	,887**	,792**	,899**	,937**	,853**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	206	206	206	206	206	206

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

Uji Validitas (X2)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.T
X2.1	Pearson Correlation	1	,840**	,866**	,763**	,792**	,923**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	206	206	206	206	206	206
X2.2	Pearson Correlation	,840**	1	,863**	,787**	,794**	,930**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	206	206	206	206	206	206
X2.3	Pearson Correlation	,866**	,863**	1	,780**	,794**	,934**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	206	206	206	206	206	206
X2.4	Pearson Correlation	,763**	,787**	,780**	1	,830**	,905**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	206	206	206	206	206	206
X2.5	Pearson Correlation	,792**	,794**	,794**	,830**	1	,914**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	206	206	206	206	206	206
X2.T	Pearson Correlation	,923**	,930**	,934**	,905**	,914**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	206	206	206	206	206	206

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

Uji Validitas (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.T
X3.1	Pearson Correlation	1	,840**	,858**	,789**	,801**	,917**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	206	206	206	206	206	206
X3.2	Pearson Correlation	,840**	1	,826**	,823**	,831**	,924**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	206	206	206	206	206	206
X3.3	Pearson Correlation	,858**	,826**	1	,873**	,848**	,943**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	206	206	206	206	206	206
X3.4	Pearson Correlation	,789**	,823**	,873**	1	,919**	,944**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	206	206	206	206	206	206
X3.5	Pearson Correlation	,801**	,831**	,848**	,919**	1	,943**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	206	206	206	206	206	206
X3.T	Pearson Correlation	,917**	,924**	,943**	,944**	,943**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	206	206	206	206	206	206

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

Uji Validitas (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.T
Y.1	Pearson Correlation	1	,837**	,773**	,691**	,733**	,884**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	206	206	206	206	206	206
Y.2	Pearson Correlation	,837**	1	,908**	,773**	,821**	,950**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	206	206	206	206	206	206
Y.3	Pearson Correlation	,773**	,908**	1	,783**	,843**	,943**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	206	206	206	206	206	206
Y.4	Pearson Correlation	,691**	,773**	,783**	1	,775**	,880**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	206	206	206	206	206	206
Y.5	Pearson Correlation	,733**	,821**	,843**	,775**	1	,912**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	206	206	206	206	206	206
Y.T	Pearson Correlation	,884**	,950**	,943**	,880**	,912**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	206	206	206	206	206	206

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

Uji Koefisien Determinasi R^2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,911 ^a	,831	,828	2,59662

a. Predictors: (Constant), X3.T, X1.T, X2.T

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6685,393	3	2228,464	330,513	<,001 ^b
	Residual	1361,971	202	6,742		
	Total	8047,364	205			

a. Dependent Variable: Y.T

b. Predictors: (Constant), X3.T, X1.T, X2.T

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,221	,616		,359	,720
	X1.T	,496	,071	,482	7,002	<,001
	X2.T	,235	,073	,238	3,236	,001
	X3.T	,232	,054	,236	4,261	<,001

a. Dependent Variable: Y.T

Uji Reliabilitas (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,922	5

Uji Reliabilitas (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,955	5

Uji Reliabilitas (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
,963	5

Uji Reliabilitas (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,950	5