

LAMPIRAN

Lampiran 1.1 Kuesioner Penelitian

KUESIONER PENELITIAN

Kepada Yth

Bapak/Ibu (Responden)

Di tempat

Dengan hormat

Dalam rangka penyelesaian tugas akhir sebagai mahasiswa program strata satu (S1) Universitas PGRI Madiun, Saya:

Nama : Feri Sapto Nugroho

Nim : 2003102197

Bermaksud menyelesaikan penelitian ilmiah yang berjudul **“Pengaruh Pengaruh *Price Discount*, *Online Customer Rating*, dan Kualitas Layanan Terhadap Keputusan *Impulse Buying* Makanan Pada ShopeeFood (Studi Kasus Masyarakat Kota Madiun)”**. Dengan ini saya mohon ketersediaan Bapak/Ibu berkenan mengisi kuesioner penelitian (terlampir). Saya menyadari kesibukan Bapak/Ibu, akan tetapi keberhasilan penelitian ini sangat bergantung pada kebaikan hati Bapak/Ibu untuk mengisi kuesioner yang dimaksud. Data yang diperoleh hanya akan digunakan untuk kepentingan penelitian, sehingga keberhasilannya akan saya jaga sesuai dengan etika penelitian.

Demikian permohonan saya, atas ketersediaan dan bantuan Bapak/Ibu saya mengucapkan terima kasih

Madiun, Juni 2024

Hormat saya,

Feri Sapto Nugroho

Petunjuk Pengisian Kuesioner

1. Isilah data diri sesuai dengan keadaan sebenarnya pada identitas responden
2. Responden diharapkan membaca terlebih dahulu deskripsi masing-masing pertanyaan sebelum memberikan pertanyaan
3. Jawablah semua pertanyaan yang ada menurut pengalaman, kesan, dan harapan anda sebagai pengguna aplikasi ShopeeFood.
4. Pilih salah satu jawaban pada kolom jawaban yang menurut saudara/I paling sesuai dan tepat
5. Masing-masing jawaban memiliki makna sebagai berikut:

Kode	Keterangan	Skor
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

6. Tidak menjawab lebih dari satu jawaban

Data Karakteristik Responden

a . Nama :

b . Jenis Kelamin : [Pilih Salah Satu]

- Laki – laki
 Perempuan

c. Usia : [Pilih Salah Satu]

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

d. Pekerjaan : [Pilih Salah Satu]

- Mahasiswa
 Pelajar
 Wiraswasta
 PNS

e. Pendapatan [Pilih Salah Satu]

- < Rp. 1.000.000
 Rp. 1.000.000 – Rp. 3.000.000
 Rp. 3.000.000 – Rp. 5.000.000
 Rp. >5.000.000

f. Pengguna Aplikasi Shopee [Pilih Salah Satu]

- Ya
 Tidak

g. Domisili [Pilih Salah Satu]

- Kecamatan Taman
 Kecamatan Manguharjo
 Kecamatan Kartoharjo

h. Pernah Melakukan Pembelian Makanan Menggunakan
ShopeeFood [Pilih Salah Satu]

- 1 Kali
 3 Kali
 > 5 Kali

DRAFT KUESIONER

1. Pernyataan Kuesioner Pengguna Aplikasi ShopeeFood

a. *Price Discount (X₁)*

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Potongan harga yang besar di ShopeeFood mendorong saya untuk memesan makanan yang sebenarnya tidak saya butuhkan.					
2	Saya merasa senang dan bersemangat memesan makanan dengan potongan harga yang besar di ShopeeFood meskipun tidak merencanakannya.					
3	Saya merasa terdorong untuk segera memesan makanan di ShopeeFood ketika masa potongan harga akan segera berakhir.					
4	Masa potongan harga yang terbatas di ShopeeFood mendorong saya untuk memesan makanan yang sebenarnya tidak saya butuhkan.					
5	Saya cenderung memesan jenis makanan yang mendapatkan diskon daripada jenis makanan yang tidak mendapat diskon sama sekali di ShopeeFood.					
6	Diskon pada jenis makanan Favorit saya di ShopeeFood mendorong saya untuk memesan tanpa berpikir panjang.					

b. *Online Customer Rating (X₂)*

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Saya merasa rating di ShopeeFood memberikan informasi yang berguna dalam menentukan pilihan makanan.					
2	Rating restoran di ShopeeFood memberikan gambaran yang berguna tentang kualitas makanan dan layanan yang ditawarkan oleh restoran					
3	Melihat rating restoran di ShopeeFood memberikan pengalaman yang menyenangkan bagi saya saat mencari makanan.					
4	Membaca ulasan dan komentar pelanggan di ShopeeFood memberikan kesenangan tersendiri bagi saya saat memilih restoran.					
5	Rating yang tinggi di ShopeeFood membuat saya lebih yakin untuk memesan makanan dari restoran tersebut.					

6	Saya cenderung lebih percaya pada restoran dengan banyak rating di ShopeeFood.					
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c. Kualitas Pelayanan (X₃)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Saya merasa nyaman melakukan pembelian makanan di ShopeeFood karena layanan pelanggan selalu memberikan respon yang cepat.					
2	Kecepatan layanan ShopeeFood dalam memproses pesanan mendorong saya untuk melakukan pembelian.					
3	Saya merasa bahwa ShopeeFood mampu menyediakan informasi yang akurat dan up-to-date mengenai restoran dan menu makanan.					
4	Saya merasa bahwa aplikasi ShopeeFood memiliki kemampuan teknis yang baik dalam menyediakan fitur yang inovatif dan bermanfaat.					
5	ShopeeFood selalu menangani keluhan saya dengan baik dan memberikan solusi yang memuaskan.					
6	Saya merasa ShopeeFood berusaha untuk meningkatkan layanan sesuai dengan kebutuhan dan keinginan pelanggan					

d. Impulse Buying (Y)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1	Saya sering membuat keputusan untuk membeli makanan di ShopeeFood dengan cepat tanpa banyak berpikir.					
2	Promosi yang muncul di ShopeeFood sering kali mendorong saya untuk membeli makanan secara spontan.					
3	Saya sering tidak memikirkan kualitas atau harga makanan saat membeli makanan di ShopeeFood.					
4	Saya sering menunda pembelian yang lebih penting demi membeli makanan di ShopeeFood.					
5	Mencari dan menemukan tawaran terbaik di ShopeeFood sering kali membuat saya melakukan pembelian yang tidak terencana karena perasaan senang yang dirasakan.					

6	Promosi mendadak di ShopeeFood sering kali membuat saya merasa gembira dan mendorong saya untuk membeli makanan secara langsung.					
7	Saya sering membeli makanan di ShopeFood tanpa memikirkan dampaknya pada keuangan saya.					
8	Saat membeli makanan di ShopeFood, saya jarang mempertimbangkan apakah saya benar-benar mampu membelinya.					

Lampiran 1.2 Tabulasi Data

HASIL ANGKET *PRICE DISCOUNT* (X1)

No.	Price Discount (X1)						Jumlah
	1	2	3	4	5	6	
1	3	4	3	4	3	4	21
2	1	2	2	2	1	1	9
3	4	4	4	4	4	4	24
4	2	4	4	4	4	3	21
5	4	4	3	4	3	4	22
6	4	4	4	3	5	4	24
7	2	2	3	2	3	2	14
8	5	5	5	5	5	5	30
9	5	4	4	4	4	4	25
10	2	2	2	2	2	4	14
11	1	1	3	1	5	3	14
12	5	5	5	5	5	5	30
13	5	4	5	3	3	3	23
14	5	4	4	3	5	3	24
15	4	2	4	4	3	4	21
16	4	5	4	3	3	3	22
17	1	1	2	3	4	2	13
18	2	1	1	1	5	1	11
19	2	4	4	2	4	3	19
20	3	2	2	2	1	4	14
21	5	5	5	5	5	5	30
22	2	3	2	1	2	2	12
23	1	1	1	1	1	1	6
24	4	4	4	5	5	4	26
25	4	4	4	4	4	4	24
26	3	5	4	3	5	4	24
27	3	3	2	2	3	5	18
28	2	1	1	1	5	1	11
29	4	5	4	5	4	5	27
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36	4	5	3	3	5	4	24
37	3	3	3	3	3	3	18
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40	4	5	5	5	5	4	28
41	4	4	4	3	5	4	24
42	2	4	5	2	5	5	23
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HASIL ANGKET KEPUTUSAN *IMPULSE BUYING* (Y)

No.	Impulse Buying (Y)								Jumlah
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186	3	5	3	5	3	5	3	4	31
187	4	4	5	4	4	4	4	4	33
188	4	5	2	4	2	4	2	2	25
189	4	5	4	3	4	5	3	4	32
190	5	3	4	5	4	3	3	5	32
191	1	5	3	4	5	4	5	3	30
192	5	4	5	3	4	5	4	3	33
193	4	5	4	3	4	5	3	4	32
194	5	3	4	5	4	3	3	5	32
195	1	5	3	4	5	4	5	3	30
196	5	4	5	3	4	5	4	3	33
197	4	5	4	3	4	5	3	4	32
198	5	3	4	5	4	3	3	5	32
199	1	5	3	4	5	4	5	3	30
200	5	4	5	3	4	5	4	3	33
201	4	5	4	3	4	5	3	4	32
202	5	3	4	5	4	3	3	5	32
203	1	5	3	4	5	4	5	3	30
204	5	4	5	3	4	5	4	3	33
205	4	5	4	3	4	5	3	4	32
206	5	3	4	5	4	3	3	5	32
207	1	5	3	4	5	4	5	3	30

208	5	4	5	3	4	5	4	3	33
209	4	5	4	3	4	5	3	4	32
210	5	3	4	5	4	3	3	5	32
211	1	5	3	4	5	4	5	3	30
212	5	4	5	3	4	5	4	3	33
213	4	5	4	3	4	5	3	4	32
214	5	3	4	5	4	3	3	5	32
215	1	5	3	4	5	4	5	3	30
216	5	4	5	3	4	5	4	3	33
217	4	5	4	3	4	5	3	4	32
218	5	3	4	5	4	3	3	5	32
219	1	5	3	4	5	4	5	3	30
220	5	4	5	3	4	5	4	3	33
221	4	5	4	3	4	5	3	4	32
222	5	3	4	5	4	3	3	5	32
223	1	5	3	4	5	4	5	3	30
224	5	4	5	3	4	5	4	3	33
225	4	5	4	3	4	5	3	4	32
226	4	5	5	3	4	5	5	4	35
227	4	5	4	3	4	5	3	4	32
228	5	3	4	5	4	3	3	5	32
229	1	5	3	4	5	4	5	3	30
230	5	4	5	3	4	5	4	3	33
231	4	5	4	3	4	5	3	4	32
232	5	3	4	5	4	3	3	5	32
233	1	5	3	4	5	4	5	3	30
234	5	4	5	3	4	5	4	3	33
235	4	5	4	3	4	5	3	4	32
236	5	3	4	5	4	3	3	5	32
237	1	5	3	4	5	4	5	3	30
238	5	4	5	3	4	5	4	3	33
239	4	5	4	3	4	5	3	4	32
240	5	3	4	5	4	3	3	5	32
241	1	5	3	4	5	4	5	3	30
242	5	4	5	3	4	5	4	3	33
243	4	5	4	3	4	5	3	4	32
244	5	3	4	5	4	3	3	5	32
245	1	5	3	4	5	4	5	3	30
246	5	4	5	3	4	5	4	3	33
247	4	5	4	3	4	5	3	4	32
248	5	3	4	5	4	3	3	5	32
249	1	5	3	4	5	4	5	3	30
250	5	4	5	3	4	5	4	3	33

251	4	5	4	3	4	5	3	4	32
252	5	3	4	5	4	3	3	5	32
253	1	5	3	4	5	4	5	3	30
254	5	4	5	3	4	5	4	3	33
255	4	5	4	3	4	5	3	4	32
256	5	3	4	5	4	3	3	5	32
257	1	5	3	4	5	4	5	3	30
258	5	4	5	3	4	5	4	3	33
259	4	5	4	3	4	5	3	4	32
260	5	3	4	5	4	3	3	5	32
261	1	5	3	4	5	4	5	3	30
262	5	4	5	3	4	5	4	3	33
263	4	5	4	3	4	5	3	4	32
264	5	3	4	5	4	3	3	5	32
265	1	5	3	4	5	4	5	3	30
266	5	4	5	3	4	5	4	3	33
267	4	5	4	3	4	5	3	4	32
268	5	3	4	5	4	3	3	5	32
269	1	5	3	4	5	4	5	3	30
270	5	4	5	3	4	5	4	3	33
271	4	5	4	3	4	5	3	4	32
272	5	3	4	5	4	3	3	5	32
273	1	5	3	4	5	4	5	3	30
274	5	4	5	3	4	5	4	3	33
275	4	5	4	3	4	5	3	4	32
276	5	3	4	5	4	3	3	5	32
277	1	5	3	4	5	4	5	3	30
278	5	4	5	3	4	5	4	3	33
279	4	5	4	3	4	5	3	4	32
280	5	3	4	5	4	3	3	5	32
281	1	5	3	4	5	4	5	3	30
282	5	4	5	3	4	5	4	3	33
283	4	5	4	3	4	5	3	4	32
284	5	3	4	5	4	3	3	5	32
285	1	5	3	4	5	4	5	3	30
286	5	4	5	3	4	5	4	3	33
287	4	5	4	3	4	5	3	4	32
288	5	3	4	5	4	3	3	5	32
289	1	5	3	4	5	4	5	3	30
290	5	4	5	3	4	5	4	3	33
291	4	5	4	3	4	5	3	4	32
292	5	3	4	5	4	3	3	5	32
293	1	5	3	4	5	4	5	3	30

294	5	4	5	3	4	5	4	3	33
295	4	5	4	3	4	5	3	4	32
296	5	3	4	5	4	3	3	5	32
297	1	5	3	4	5	4	5	3	30
298	5	4	5	3	4	5	4	3	33
299	4	5	4	3	4	5	3	4	32
300	5	3	4	5	4	3	3	5	32
301	1	5	3	4	5	4	5	3	30
302	5	4	5	3	4	5	4	3	33
303	4	5	4	3	4	5	3	4	32
304	5	3	4	5	4	3	3	5	32
305	1	5	3	4	5	4	5	3	30
306	4	5	4	3	4	5	3	4	32
307	5	3	4	5	4	3	3	5	32
308	1	5	3	4	5	4	5	3	30
309	5	4	5	3	4	5	4	3	33
310	4	5	4	3	4	5	3	4	32
311	5	3	4	5	4	3	3	5	32
312	1	5	3	4	5	4	5	3	30
313	5	4	5	3	4	5	4	3	33
314	4	5	4	3	4	5	3	4	32
315	5	3	4	5	4	3	3	5	32
316	1	5	3	4	5	4	5	3	30
317	3	5	5	5	5	5	3	5	36
318	4	5	4	3	4	5	3	4	32
319	4	5	4	3	4	5	3	4	32
320	4	5	4	3	4	5	3	4	32
321	5	3	4	5	4	3	3	5	32
322	1	5	3	4	5	4	5	3	30
323	5	4	5	3	4	5	4	3	33
324	4	5	4	3	4	5	3	4	32
325	5	3	4	5	4	3	3	5	32
326	1	5	3	4	5	4	5	3	30
327	5	4	5	3	4	5	4	3	33
328	4	5	4	3	4	5	3	4	32
329	5	3	4	5	4	3	3	5	32
330	1	5	3	4	5	4	5	3	30
331	5	4	5	3	4	5	4	3	33
332	4	5	4	3	4	5	3	4	32
333	5	3	4	5	4	3	3	5	32
334	1	5	3	4	5	4	5	3	30
335	5	4	5	3	4	5	4	3	33
336	4	5	4	3	4	5	3	4	32

337	5	3	4	5	4	3	3	5	32
338	1	5	3	4	5	4	5	3	30
339	5	4	5	3	4	5	4	3	33
340	4	5	4	3	4	5	3	4	32
341	5	3	4	5	4	3	3	5	32
342	1	5	3	4	5	4	5	3	30
343	5	4	5	3	4	5	4	3	33
344	4	5	4	3	4	5	3	4	32
345	5	3	4	5	4	3	3	5	32
346	1	5	3	4	5	4	5	3	30
347	5	4	5	3	4	5	4	3	33
348	4	5	4	3	4	5	3	4	32
349	5	3	4	5	4	3	3	5	32
350	1	5	3	4	5	4	5	3	30
351	5	4	5	3	4	5	4	3	33
352	4	5	4	3	4	5	3	4	32
353	5	3	4	5	4	3	3	5	32
354	1	5	3	4	5	4	5	3	30
355	5	4	5	3	4	5	4	3	33
356	4	5	4	3	4	5	3	4	32
357	5	3	4	5	4	3	3	5	32
358	1	5	3	4	5	4	5	3	30
359	5	4	5	3	4	5	4	3	33
360	4	5	4	3	4	5	3	4	32
361	5	3	4	5	4	3	3	5	32
362	1	5	3	4	5	4	5	3	30
363	5	4	5	3	4	5	4	3	33
364	4	5	4	3	4	5	3	4	32
365	5	3	4	5	4	3	3	5	32
366	1	5	3	4	5	4	5	3	30
367	5	4	5	3	4	5	4	3	33
368	4	5	4	3	4	5	3	4	32
369	5	3	4	5	4	3	3	5	32
370	1	5	3	4	5	4	5	3	30
371	5	4	5	3	4	5	4	3	33
372	4	5	4	3	4	5	3	4	32
373	5	3	4	5	4	3	3	5	32
374	1	5	3	4	5	4	5	3	30
375	5	4	5	3	4	5	4	3	33
376	4	5	4	3	4	5	3	4	32
377	5	3	4	5	4	3	3	5	32
378	1	5	3	4	5	4	5	3	30
379	5	4	5	3	4	5	4	3	33

380	4	5	4	3	4	5	3	4	32
381	5	3	4	5	4	3	3	5	32
382	1	5	3	4	5	4	5	3	30
383	5	4	5	3	4	5	4	3	33
384	4	5	4	3	4	5	3	4	32

TABEL NILAI-NILAI KRITIS KOEFISIEN (R) PRODUCT MOMENT

N	Taraf Signifikansi		N	Taraf Signifikansi		N	Taraf Signifikansi	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	87	0,209	0,276
11	0,602	0,735	35	0,334	0,430	90	0,207	0,270
12	0,576	0,708	36	0,329	0,424	95	0,202	0,263
13	0,553	0,684	37	0,325	0,418	100	0,195	0,256
14	0,532	0,661	38	0,320	0,413	125	0,176	0,230
15	0,514	0,641	39	0,316	0,408	150	0,159	0,210
16	0,497	0,623	40	0,312	0,403	175	0,148	0,194
17	0,482	0,606	41	0,308	0,398	200	0,138	0,181
18	0,468	0,590	42	0,304	0,393	300	0,113	0,148

19	0,456	0,575	43	0,401	0,389	400	0,098	0,128
20	0,444	0,561	44	0,297	0,384	500	0,088	0,115
21	0,433	0,549	45	0,294	0,380	600	0,080	0,105
22	0,423	0,537	46	0,291	0,376	700	0,074	0,097
23	0,413	0,526	47	0,288	0,372	800	0,070	0,091
24	0,404	0,515	48	0,284	0,368	900	0,065	0,086
25	0,396	0,505	49	0,281	0,364	1000	0,062	0,081
26	0,388	0,496	50	0,279	0,361			

Lampiran 1.3 Hasil Analisis Data

HASIL UJI VALIDITAS *PRICE DISCOUNT* (X1)

		Correlations						Price Discount
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
X1.1	Pearson Correlation	1	.593**	.347**	.673**	.341**	.205**	.780**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384
X1.2	Pearson Correlation	.593**	1	.172**	.622**	.550**	.221**	.774**
	Sig. (2-tailed)	.000		.001	.000	.000	.000	.000
	N	384	384	384	384	384	384	384
X1.3	Pearson Correlation	.347**	.172**	1	.353**	.050	.535**	.580**
	Sig. (2-tailed)	.000	.001		.000	.324	.000	.000
	N	384	384	384	384	384	384	384
X1.4	Pearson Correlation	.673**	.622**	.353**	1	.400**	.347**	.840**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	384	384	384	384	384	384	384
X1.5	Pearson Correlation	.341**	.550**	.050	.400**	1	.097	.574**
	Sig. (2-tailed)	.000	.000	.324	.000		.058	.000
	N	384	384	384	384	384	384	384
X1.6	Pearson Correlation	.205**	.221**	.535**	.347**	.097	1	.572**
	Sig. (2-tailed)	.000	.000	.000	.000	.058		.000
	N	384	384	384	384	384	384	384
Price Discount	Pearson Correlation	.780**	.774**	.580**	.840**	.574**	.572**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384	384

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

HASIL UJI VALIDITAS *ONLINE CUSTOMER RATING* (X2)

		Correlations						Online Customer Rating
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	
X2.1	Pearson Correlation	1	.752**	.000	-.094	.613**	.378**	.814**
	Sig. (2-tailed)		.000	.998	.067	.000	.000	.000
	N	384	384	384	384	384	384	384
X2.2	Pearson Correlation	.752**	1	-.061	-.255**	.710**	.077	.741**
	Sig. (2-tailed)	.000		.234	.000	.000	.132	.000
	N	384	384	384	384	384	384	384
X2.3	Pearson Correlation	.000	-.061	1	.318**	-.086	.219**	.630**
	Sig. (2-tailed)	.998	.234		.000	.094	.000	.000
	N	384	384	384	384	384	384	384
X2.4	Pearson Correlation	-.094	-.255**	.318**	1	.007	.335**	.653**
	Sig. (2-tailed)	.067	.000	.000		.890	.000	.000
	N	384	384	384	384	384	384	384
X2.5	Pearson Correlation	.613**	.710**	-.086	.007	1	.251**	.756**
	Sig. (2-tailed)	.000	.000	.094	.890		.000	.000
	N	384	384	384	384	384	384	384
X2.6	Pearson Correlation	.378**	.077	.219**	.335**	.251**	1	.574**
	Sig. (2-tailed)	.000	.132	.000	.000	.000		.000
	N	384	384	384	384	384	384	384
Online Customer Rating	Pearson Correlation	.814**	.741**	.630**	.653**	.756**	.574**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384	384

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

HASIL UJI VALIDITAS KUALITAS PELAYANAN (X3)
Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Kualitas Pelayanan
X3.1	Pearson Correlation	1	.088	.094	.361**	.234**	.226**	.564**
	Sig. (2-tailed)		.085	.066	.000	.000	.000	.000
	N	384	384	384	384	384	384	384
X3.2	Pearson Correlation	.088	1	.033	-.230**	.438**	-.192**	.612**
	Sig. (2-tailed)	.085		.521	.000	.000	.000	.000
	N	384	384	384	384	384	384	384
X3.3	Pearson Correlation	.094	.033	1	.235**	-.067	.396**	.477**
	Sig. (2-tailed)	.066	.521		.000	.188	.000	.000
	N	384	384	384	384	384	384	384
X3.4	Pearson Correlation	.361**	-.230**	.235**	1	.312**	.666**	.716**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	384	384	384	384	384	384	384
X3.5	Pearson Correlation	.234**	.438**	-.067	.312**	1	.219**	.637**
	Sig. (2-tailed)	.000	.000	.188	.000		.000	.000
	N	384	384	384	384	384	384	384
X3.6	Pearson Correlation	.226**	-.192**	.396**	.666**	.219**	1	.700**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	384	384	384	384	384	384	384
Kualitas Pelayanan	Pearson Correlation	.564**	.612**	.477**	.716**	.637**	.700**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384	384

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

HASIL UJI VALIDITAS KEPUTUSAN *IMPULSE BUYING* (Y)

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Keputusa n Impulse Buying
Y1.1	Pearson Correlation	1	.011	.571**	.276**	.081	.267**	-.025	.493**	.548**
	Sig. (2-tailed)		.832	.000	.000	.115	.000	.621	.000	.000
	N	384	384	384	384	384	384	384	384	384
Y1.2	Pearson Correlation	.011	1	.321**	.206**	.622**	.666**	.535**	.238**	.636**
	Sig. (2-tailed)	.832		.000	.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384	384
Y1.3	Pearson Correlation	.571**	.321**	1	.461**	.388**	.470**	.412**	.468**	.782**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384	384
Y1.4	Pearson Correlation	.276**	.206**	.461**	1	.503**	.046	.441**	.580**	.657**
	Sig. (2-tailed)	.000	.000	.000		.000	.369	.000	.000	.000
	N	384	384	384	384	384	384	384	384	384
Y1.5	Pearson Correlation	.081	.622**	.388**	.503**	1	.437**	.633**	.443**	.731**
	Sig. (2-tailed)	.115	.000	.000	.000		.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384	384
Y1.6	Pearson Correlation	.267**	.666**	.470**	.046	.437**	1	.393**	.203**	.632**
	Sig. (2-tailed)	.000	.000	.000	.369	.000		.000	.000	.000
	N	384	384	384	384	384	384	384	384	384
Y1.7	Pearson Correlation	-.025	.535**	.412**	.441**	.633**	.393**	1	.320**	.668**
	Sig. (2-tailed)	.621	.000	.000	.000	.000	.000		.000	.000
	N	384	384	384	384	384	384	384	384	384
Y1.8	Pearson Correlation	.493**	.238**	.468**	.580**	.443**	.203**	.320**	1	.711**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	384	384	384	384	384	384	384	384	384
Keputusa an Impulse Buying	Pearson Correlation	.548**	.636**	.782**	.657**	.731**	.632**	.668**	.711**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384	384	384	384

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

HASIL UJI RELIABILITAS *PRICE DISCOUNT* (X1)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.784	.777	6

HASIL UJI RELIABILITAS *ONLINE CUSTOMER RATING* (X2)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.731	.716	6

HASIL UJI RELIABILITAS KUALITAS PELAYANAN (X3)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.781	6

HASIL UJI RELIABILITAS KEPUTUSAN *IMPULSE BUYING* (Y)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.827	8

ANALISIS DESKRIPTIF

		Price Discount	Online Customer Rating	Kualitas Pelayanan	Keputusan Impulse Buying
N	Valid	384	384	384	384
	Missing	0	0	0	0
Mean		23.0885	23.9922	23.5339	29.6615
Median		24.5000	24.0000	24.0000	32.0000
Std. Deviation		3.88442	3.39596	3.07672	6.12873
Minimum		6.00	6.00	6.00	8.00
Maximum		30.00	30.00	30.00	40.00

Frequency Table**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	34	8.9	8.9	11.2
	3.00	65	16.9	16.9	28.1
	4.00	177	46.1	46.1	74.2
	5.00	99	25.8	25.8	100.0
	Total		384	100.0	100.0

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	1.6	1.6	1.6
	2.00	14	3.6	3.6	5.2
	3.00	67	17.4	17.4	22.7
	4.00	80	20.8	20.8	43.5
	5.00	217	56.5	56.5	100.0
	Total		384	100.0	100.0

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	1.6	1.6	1.6
	2.00	16	4.2	4.2	5.7
	3.00	224	58.3	58.3	64.1
	4.00	83	21.6	21.6	85.7
	5.00	55	14.3	14.3	100.0
	Total		384	100.0	100.0

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	3.6	3.6	3.6
	2.00	85	22.1	22.1	25.8
	3.00	37	9.6	9.6	35.4
	4.00	208	54.2	54.2	89.6
	5.00	40	10.4	10.4	100.0
	Total		384	100.0	100.0

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	1.00	6	1.6	1.6	1.6
	2.00	4	1.0	1.0	2.6
	3.00	28	7.3	7.3	9.9
	4.00	113	29.4	29.4	39.3
	5.00	233	60.7	60.7	100.0
	Total	384	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.6	2.6	2.6
	2.00	13	3.4	3.4	6.0
	3.00	158	41.1	41.1	47.1
	4.00	133	34.6	34.6	81.8
	5.00	70	18.2	18.2	100.0
	Total	384	100.0	100.0	

Price Discount

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6.00	1	.3	.3	.3
	9.00	1	.3	.3	.5
	11.00	3	.8	.8	1.3
	12.00	3	.8	.8	2.1
	13.00	1	.3	.3	2.3
	14.00	4	1.0	1.0	3.4
	15.00	1	.3	.3	3.6
	16.00	7	1.8	1.8	5.5
	17.00	3	.8	.8	6.3
	18.00	54	14.1	14.1	20.3
	19.00	11	2.9	2.9	23.2
	20.00	7	1.8	1.8	25.0
	21.00	8	2.1	2.1	27.1
	22.00	9	2.3	2.3	29.4
	23.00	10	2.6	2.6	32.0
	24.00	69	18.0	18.0	50.0
	25.00	118	30.7	30.7	80.7
	26.00	24	6.3	6.3	87.0
	27.00	25	6.5	6.5	93.5
	28.00	16	4.2	4.2	97.7
29.00	5	1.3	1.3	99.0	
30.00	4	1.0	1.0	100.0	
Total	384	100.0	100.0		

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	54	14.1	14.1	14.8
	3.00	68	17.7	17.7	32.6
	4.00	171	44.5	44.5	77.1
	5.00	88	22.9	22.9	100.0
	Total	384	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	52	13.5	13.5	13.5
	3.00	20	5.2	5.2	18.8
	4.00	130	33.9	33.9	52.6
	5.00	182	47.4	47.4	100.0
	Total	384	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	7	1.8	1.8	2.6
	3.00	115	29.9	29.9	32.6
	4.00	141	36.7	36.7	69.3
	5.00	118	30.7	30.7	100.0
	Total	384	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	9	2.3	2.3	3.1
	3.00	31	8.1	8.1	11.2
	4.00	216	56.3	56.3	67.4
	5.00	125	32.6	32.6	100.0
	Total	384	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	1.3	1.3	1.3
	2.00	6	1.6	1.6	2.9
	3.00	67	17.4	17.4	20.3
	4.00	119	31.0	31.0	51.3
	5.00	187	48.7	48.7	100.0
	Total	384	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	1.3	1.3	1.3
	3.00	127	33.1	33.1	34.4
	4.00	162	42.2	42.2	76.6
	5.00	90	23.4	23.4	100.0
	Total	384	100.0	100.0	

Online Customer Rating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6.00	2	.5	.5	.5
	8.00	1	.3	.3	.8
	16.00	2	.5	.5	1.3
	17.00	1	.3	.3	1.6
	18.00	5	1.3	1.3	2.9
	19.00	51	13.3	13.3	16.1
	20.00	3	.8	.8	16.9
	21.00	5	1.3	1.3	18.2
	22.00	9	2.3	2.3	20.6
	23.00	64	16.7	16.7	37.2
	24.00	63	16.4	16.4	53.6
	25.00	68	17.7	17.7	71.4
	26.00	26	6.8	6.8	78.1
	27.00	28	7.3	7.3	85.4
	28.00	31	8.1	8.1	93.5
	29.00	12	3.1	3.1	96.6
	30.00	13	3.4	3.4	100.0
	Total	384	100.0	100.0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	1.0	1.0	1.0
	2.00	5	1.3	1.3	2.3
	3.00	77	20.1	20.1	22.4
	4.00	193	50.3	50.3	72.7
	5.00	105	27.3	27.3	100.0
	Total	384	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	8	2.1	2.1	2.9
	3.00	78	20.3	20.3	23.2
	4.00	133	34.6	34.6	57.8
	5.00	162	42.2	42.2	100.0
	Total	384	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	1.0	1.0	1.0
	2.00	9	2.3	2.3	3.4
	3.00	79	20.6	20.6	24.0
	4.00	189	49.2	49.2	73.2
	5.00	103	26.8	26.8	100.0
	Total	384	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	1.0	1.0	1.0
	2.00	51	13.3	13.3	14.3
	3.00	34	8.9	8.9	23.2
	4.00	180	46.9	46.9	70.1
	5.00	115	29.9	29.9	100.0
	Total	384	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	9	2.3	2.3	3.1
	3.00	177	46.1	46.1	49.2
	4.00	84	21.9	21.9	71.1
	5.00	111	28.9	28.9	100.0
	Total	384	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	52	13.5	13.5	14.3
	3.00	71	18.5	18.5	32.8
	4.00	186	48.4	48.4	81.3
	5.00	72	18.8	18.8	100.0
	Total	384	100.0	100.0	

Kualitas Pelayanan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6.00	3	.8	.8	.8
	15.00	1	.3	.3	1.0
	17.00	3	.8	.8	1.8
	18.00	6	1.6	1.6	3.4
	19.00	9	2.3	2.3	5.7
	20.00	53	13.8	13.8	19.5
	21.00	9	2.3	2.3	21.9
	22.00	10	2.6	2.6	24.5
	23.00	61	15.9	15.9	40.4
	24.00	119	31.0	31.0	71.4
	25.00	18	4.7	4.7	76.0
	26.00	30	7.8	7.8	83.9

	27.00	37	9.6	9.6	93.5
	28.00	15	3.9	3.9	97.4
	29.00	3	.8	.8	98.2
	30.00	7	1.8	1.8	100.0
	Total	384	100.0	100.0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	63	16.4	16.4	16.4
	2.00	33	8.6	8.6	25.0
	3.00	28	7.3	7.3	32.3
	4.00	126	32.8	32.8	65.1
	5.00	134	34.9	34.9	100.0
	Total	384	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	3.4	3.4	3.4
	2.00	27	7.0	7.0	10.4
	3.00	70	18.2	18.2	28.6
	4.00	120	31.3	31.3	59.9
	5.00	154	40.1	40.1	100.0
	Total	384	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	37	9.6	9.6	9.6
	2.00	41	10.7	10.7	20.3
	3.00	70	18.2	18.2	38.5
	4.00	149	38.8	38.8	77.3
	5.00	87	22.7	22.7	100.0
	Total	384	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	23	6.0	6.0	6.0
	2.00	43	11.2	11.2	17.2
	3.00	121	31.5	31.5	48.7
	4.00	112	29.2	29.2	77.9
	5.00	85	22.1	22.1	100.0
	Total	384	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	3.6	3.6	3.6
	2.00	19	4.9	4.9	8.6
	3.00	34	8.9	8.9	17.4
	4.00	213	55.5	55.5	72.9
	5.00	104	27.1	27.1	100.0
	Total	384	100.0	100.0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	3.1	3.1	3.1
	2.00	17	4.4	4.4	7.6
	3.00	78	20.3	20.3	27.9
	4.00	126	32.8	32.8	60.7
	5.00	151	39.3	39.3	100.0
	Total	384	100.0	100.0	

Y1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	30	7.8	7.8	7.8
	2.00	34	8.9	8.9	16.7
	3.00	123	32.0	32.0	48.7
	4.00	103	26.8	26.8	75.5
	5.00	94	24.5	24.5	100.0
	Total	384	100.0	100.0	

Y1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	27	7.0	7.0	7.0
	2.00	37	9.6	9.6	16.7
	3.00	113	29.4	29.4	46.1
	4.00	118	30.7	30.7	76.8
	5.00	89	23.2	23.2	100.0
	Total	384	100.0	100.0	

Keputusan Impulse Buying

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8.00	5	1.3	1.3	1.3
	9.00	1	.3	.3	1.6
	10.00	3	.8	.8	2.3
	11.00	2	.5	.5	2.9
	12.00	1	.3	.3	3.1
	13.00	1	.3	.3	3.4
	14.00	3	.8	.8	4.2
	15.00	3	.8	.8	4.9
	16.00	4	1.0	1.0	6.0
	17.00	4	1.0	1.0	7.0
	18.00	3	.8	.8	7.8
	19.00	4	1.0	1.0	8.9
	20.00	3	.8	.8	9.6

21.00	5	1.3	1.3	10.9
22.00	7	1.8	1.8	12.8
23.00	6	1.6	1.6	14.3
24.00	8	2.1	2.1	16.4
25.00	8	2.1	2.1	18.5
26.00	7	1.8	1.8	20.3
27.00	9	2.3	2.3	22.7
28.00	4	1.0	1.0	23.7
29.00	5	1.3	1.3	25.0
30.00	53	13.8	13.8	38.8
31.00	7	1.8	1.8	40.6
32.00	111	28.9	28.9	69.5
33.00	60	15.6	15.6	85.2
34.00	8	2.1	2.1	87.2
35.00	17	4.4	4.4	91.7
36.00	15	3.9	3.9	95.6
37.00	13	3.4	3.4	99.0
38.00	1	.3	.3	99.2
39.00	1	.3	.3	99.5
40.00	2	.5	.5	100.0
Total	384	100.0	100.0	

UJI ASUMSI KLASIK

UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.38688540
Most Extreme Differences	Absolute	.083
	Positive	.059
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.120 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

UJI MULTIKOLINEARITAS

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price Discount	.586	1.705
	Online Customer Rating	.547	1.827
	Kualitas Pelayanan	.733	1.365

a. Dependent Variable: Keputusan Impulse Buying

UJI HETEROKEDASTISITAS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.781	.950		.822	.132
	Price Discount	.086	.076	.119	1.131	.071
	Online Customer Rating	.083	.090	.091	.922	.101
	Kualitas Pelayanan	.063	.085	.073	.739	.219

a. Dependent Variable: Abs_Res

UJI AUTOKORELASI

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.921 ^a	.848	.844	1.40417	1.983

a. Predictors: (Constant), Kualitas Pelayanan, Price Discount, Online Customer Rating

b. Dependent Variable: Keputusan Impulse Buying

ANALISIS REGRESI LINIER BERGANDA

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.921 ^a	.848	.844	1.40417	.848	120.557	3	380	.000	1.983

a. Predictors: (Constant), Kualitas Pelayanan, Price Discount, Online Customer Rating

b. Dependent Variable: Keputusan Impulse Buying

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7015.245	3	2338.415	120.557	.000 ^b
	Residual	7370.744	380	19.397		
	Total	14385.990	383			

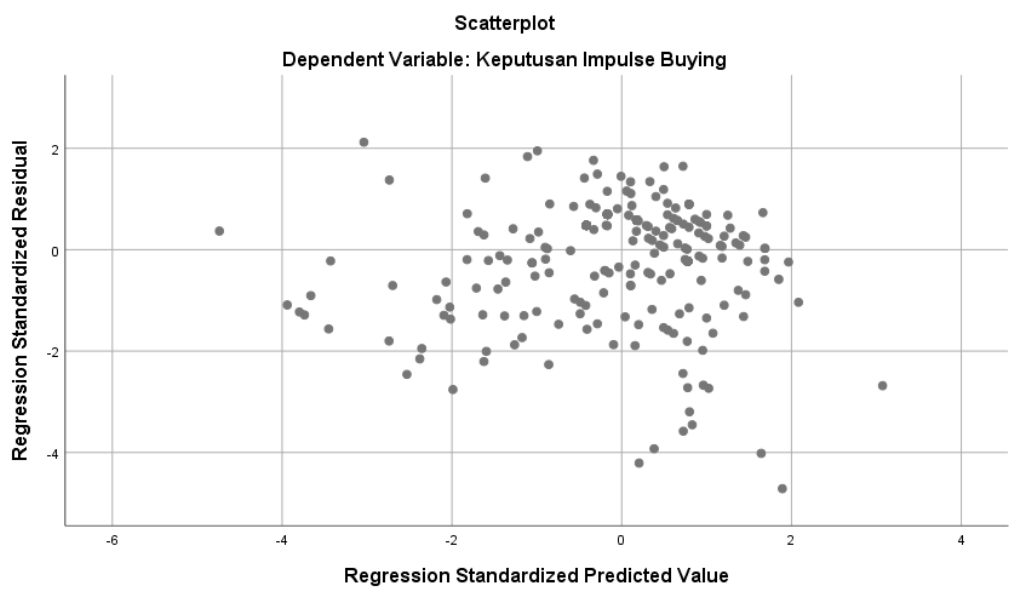
a. Dependent Variable: Keputusan Impulse Buying

b. Predictors: (Constant), Kualitas Pelayanan, Price Discount, Online Customer Rating

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.675	.950		3.869	.000						
	Price Discount	.789	.076	.687	10.327	.000	.549	.592	.526	.586	1.705	
	Online Customer Rating	.887	.090	.492	9.906	.000	.492	.453	.364	.547	1.827	
	Kualitas Pelayanan	.781	.085	.392	9.139	.000	.448	.424	.336	.733	1.365	

a. Dependent Variable: Keputusan Impulse Buying



VALIDASI SUMBER PUSTAKA PENULISAN SKRIPSI

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 Fakultas : Ekonomi Dan Bisnis
 Dosen Pembimbing I : Dr. Heny Sidanti, S.E., M.M
 Dosen Pembimbing II : Dr. Apriyanti S.E., M.M..
 Judul : Pengaruh *Price Discount*, *Online Customer Rating*, Dan Kualitas Layanan Terhadap Keputusan *Impulse Buying* Makanan Pada Shopeefood (Studi Kasus Pada Masyarakat di Kota Madiun).

No	Sumber Pustaka	Halaman		Hasil Validasi	
		Pustaka	Skripsi	Sesuai	Tidak Sesuai
1.	Agustintia, D., & Putra, O. A. (2024). Pengaruh Trust , Service Quality , dan Preceived enjoyment terhadap Impulsive... <i>MEDIKONIS: Jurnal Media Ekonomi Dan Bisnis</i> , 15(1), 60–68. https://tambara.e-journal.id/medikonis/index	163	10	✓	
2.	Aldilla, F. A. (2021). Pengaruh Online Customer Review dan Online Customer Rating Terhadap Purchase Intention Melalui Customer Trust pada Konsumen E-Commerce Shopee. <i>Repositori Universitas Islam Sultan Agung Semarang</i> , April, 30.	19, 20, 27	20, 21, 22, 38, 39, 46	✓	

3.	Anggraini, W., Permatasari, B., & Putri, A. D. (2023). Pengaruh Online Customer Review, Online Customer Rating dan Kepercayaan Konsumen Terhadap Keputusan Pembelian di Tiktok Shop. <i>Jurnal Technobiz</i> , 6(2), 86–96.	88	8	✓	
4.	Apasrawirote, D., Yawised, K., & Muneesawang, P. (2022). Digital Marketing Capability the Mystery of Business Capabilities. <i>Marketing Intelligence and Planning</i> , 40(4), 477–496. https://doi.org/10.1108MIP-11-2021-0399	480	15	✓	
5.	Arachchi, H. A. D. M., & Samarasinghe, G. D. (2023). Impulse Purchase Intention in an AI-mediated Retail Environment: Extending the TAM with Attitudes Towards Technology and Innovativeness. <i>Global Business Review</i> . https://api.semanticscholar.org/CorpusID:265547956	86	2	✓	
6.	Atmaja, H. S., Achsa, A., & Sijabat, Y. P. (2023). Pengaruh Sales Promotion, Store Atmosphere, dan Kualitas Pelayanan Terhadap Impulse Buying pada Konsumen Alfamart Kota Magelang Magelang City. <i>Jurnal Ilmiah Manajemen Dan Bisnis (JIMBI)</i> , 4(1), 98–105. https://doi.org/10.31289/jimbi.v4i1.1773	104	10, 39, 87	✓	
7.	Kusnanto, D., Haq, A. A. F., & Fahmi, I. S. (2020). Pengaruh potongan harga terhadap pembelian impulsif pada pengguna aplikasi grab (grabfood). <i>Jurnal Manajemen</i> , 12(1), 1-9.	1	6, 38, 83	✓	
8.	Darmawan, D. (2023). Studi Empiris Perilaku Konsumen Aliexpress: Peran Online Consumer Review, Online Customer Rating, Dan Persepsi Harga Terhadap Keputusan Pembelian	8	8, 39, 85	✓	

	Impulsif. <i>Jurnal Baruna Horizon</i> , 6(1), 1-13. https://doi.org/10.52310/jbhorizon.v6i1.91				
9.	Desai, V. V. (2019). Digital Marketing: A Review. <i>International Journal of Trend in Scientific Research and Development</i> . https://api.semanticscholar.org/CorpusID:197874288	196	15	✓	
10.	Ghozali, I. (2016). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8). Cetakan ke VIII. Badan Penerbit Universitas Diponegoro.	76-77, 79-80,	50, 51, 52, 53	✓	
11.	Irawati, R. S. (2018). <i>Hubungan Kepercayaan Terhadap Toko Online di Media Sosial Dengan Keputusan Membeli Produk Online Pada Mahasiswa Fakultas Psikologi UIN Suksa Riau. Skripsi thesis.</i> , Universitas Islam Negeri Sultan Syarif Kasim Riau.	184	16	✓	
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Madiun, 23 Agustus 2024
Validator Dosen Pembimbing I



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