

LAMPIRAN 1.**KUESIONER PENELITIAN****“PENGARUH PROMOSI *ONLINE* DAN KEMASAN TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT MEMBELI PADA PENGGUNA SKINCARE YESSICA DI APLIKASI TIK TOK”**

Kepada Yth,

Bpk/Ibu/Saudara/i

di Tempat

Dengan Hormat,

Bersama ini saya :

Nama : Ratih Indraswari

Pekerjaan : Mahasiswa

Sedang mengadakan penelitian dengan judul **“Pengaruh Promosi *Online* dan Kemasan Terhadap Keputusan Pembelian Melalui Minat Membeli Pada Pengguna Skincare Yessica di Aplikasi Tik Tok”**. Untuk keperluan tersebut, saya mohon bantuan Bpk/ Ibu/ Sdr/ i dengan hormat untuk memberikan penilaian melalui kuesioner ini dengan sebenar-benarnya berdasarkan atas apa yang Bpk/ Ibu/ Sdr/ i ketahui.

Atas kerjasama dan partisipasi yang diberikan tersebut, saya ucapkan terima kasih.

Hormat saya,

Ratih Indraswari

KUESIONER PENELITIAN**“PENGARUH PROMOSI *ONLINE* DAN KEMASAN TERHADAP
KEPUTUSAN PEMBELIAN MELALUI MINAT MEMBELI PADA
PENGGUNA SKINCARE YESSICA DI APLIKASI TIK TOK”****IDENTITAS RESPONDEN**

1. Nama :
2. Umur :

<input type="checkbox"/>	17 – 27 Tahun
<input type="checkbox"/>	28 – 38 Tahun
<input type="checkbox"/>	39 – 49 Tahun
<input type="checkbox"/>	50 – 60 Tahun
3. Jenis Kelamin :

<input type="checkbox"/>	Perempuan
<input type="checkbox"/>	Laki-Laki
4. Pendidikan Terakhir :

<input type="checkbox"/>	Sarjana (S1/S2)
<input type="checkbox"/>	Diploma (D1/D2/D3)
<input type="checkbox"/>	SMA/SMK
<input type="checkbox"/>	Lain-Lain
5. Pekerjaan/Profesi :

<input type="checkbox"/>	Pelajar/Mahasiswa
<input type="checkbox"/>	Karyawan Negeri
<input type="checkbox"/>	Karyawan Swasta
<input type="checkbox"/>	Wiraswasta
<input type="checkbox"/>	Lain-Lain
6. Pendapatan :

<input type="checkbox"/>	Rp 1.000.000 – Rp 2.000.000
<input type="checkbox"/>	Rp 3.000.000 – Rp 5.000.000
<input type="checkbox"/>	> Rp 5.000.000

7. Pengeluaran :

- | | |
|--------------------------|-----------------------------|
| <input type="checkbox"/> | Rp 500.000 – Rp 1.000.000 |
| <input type="checkbox"/> | Rp 2.000.000 – Rp 3.000.000 |
| <input type="checkbox"/> | > Rp 4.000.000 |

8. Banyak Melakukan Pembelian

- | | |
|--------------------------|------------|
| <input type="checkbox"/> | 2 – 3 Kali |
| <input type="checkbox"/> | 3 – 4 Kali |
| <input type="checkbox"/> | > 5 Kali |

PETUNJUK PENGISIAN:

PILIH SALAH SATU JAWABAN YANG MENURUT SAUDARA PALING SESUAI MENURUT SAUDARA DENGAN MEMBERIKAN TANDA (√) PADA TEMPAT YANG TERSEDIA.

KETERANGAN:

SS = Sangat Setuju

ST = Setuju

N = Ragu-ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

VARIABEL PROMOSI ONLINE (X1)

INDIKATOR	JAWABAN				
	SS	ST	N	TS	STS
	5	4	3	2	1
Jangkauan promosi online					
1. Jangkauan promosi Skincare Yessica di Aplikasi Tik Tok sangat luas.					
2. Adanya promosi online yang dilakukan Skincare Yessica di Aplikasi Tik Tok dikenal oleh banyak orang dari berbagai kalangan.					
Kuantitas Update di media					
3. Kuantitas update tentang Skincare Yessica di Aplikasi Tik Tok rutin dilakukan.					
4. Kuantitas update tentang Skincare Yessica di Aplikasi Tik Tok sangat tinggi.					
Kualitas pesan secara online					
5. Kualitas pesan tentang Skincare Yessica di Aplikasi Tik Tok sangat baik.					
6. Pesan tentang Skincare Yessica di Aplikasi Tik Tok mudah dipahami.					

Sumber: Tjiptono, 2018

VARIABEL KEMASAN (X2)

INDIKATOR	JAWABAN				
	SS	ST	N	TS	STS
	5	4	3	2	1
Warna					
1. Warna kemasan Skincare Yessica di Aplikasi Tik Tok sangat menarik					

2. Warna Skincare Yessica di Aplikasi Tik Tok sesuai dengan jenis skincare Yessica tersebut					
Bentuk					
3. Bentuk kemasan Skincare Yessica di Aplikasi Tik Tok sangat menarik.					
4. Bentuk kemasan Skincare Yessica di Aplikasi Tik Tok sangat unik dan mudah dikenali.					
Logo					
5. Logo kemasan Skincare Yessica di Aplikasi Tik Tok mudah dikenali.					
6. Logo kemasan Skincare Yessica di Aplikasi Tik Tok sangat unik dan menarik.					
Ilustrasi					
7. Ilustrasi kemasan Skincare Yessica di Aplikasi Tik Tok sangat menarik					
8. Ilustrasi kemasan Skincare Yessica di Aplikasi Tik Tok mudah dipahami.					
Tipografi					
9. Tipografi Skincare Yessica di Aplikasi Tik Tok mudah dikenali karena menggunakan huruf yang mudah terbaca					
10. Tipografi Skincare Yessica di Aplikasi Tik Tok sangat menarik karena menggunakan huruf yang tepat.					
Tata Letak					
11. Tata letak kemasan Skincare Yessica di Aplikasi Tik Tok sesuai					
12. Tata letak Skincare Yessica di Aplikasi Tik Tok sangat menarik.					

Sumber: Alma, 2020

VARIABEL MINAT MEMBELI (Z)

INDIKATOR	JAWABAN				
	SS	ST	N	TS	STS
	5	4	3	2	1
Minat transaksional					
1. Kualitas Skincare Yessica di Aplikasi Tik Tok terjamin					
2. Skincare Yessica di Aplikasi Tik Tok mampu memberikan hasil yang maksimal.					
Minat referensial					
3. Mereferensikan Skincare Yessica di Aplikasi Tik Tok kepada orang lain.					
4. Produk Skincare Yessica di Aplikasi Tik Tok memang layak untuk direferensikan.					
Minat preferensial					
5. Produk Skincare Yessica di Aplikasi Tik Tok lebih bagus daripada produk lain.					
6. Sebelum saya membeli Skincare Yessica di Aplikasi Tik Tok, saya menyeleksi dengan produk lain					
Minat eksploratif					
7. Mencari informasi Skincare Yessica di Aplikasi Tik Tok dengan lengkap					
8. Mencari inforasi Skincare Yessica di Aplikasi Tik Tok dari berbagai pihak dan sumber.					

Sumber: Ferdinand, 2017

VARIABEL KEPUTUSAN PEMBELIAN (Y)

INDIKATOR	JAWABAN				
	SS	ST	N	TS	STS
	5	4	3	2	1
Kemantapan Membeli Setelah Mengetahui Informasi Produk					
1. Yakin membeli Skincare Yessica di Aplikasi Tik Tok karena memperoleh informasi dari aplikasi tersebut.					
2. Informasi Skincare Yessica yang diberikan pada aplikasi tik tok lengkap.					
Memutuskan Membeli Karena Merek Yang Paling Disukai					
3. Memutuskan membeli Skincare Yessica di Aplikasi Tik Tok karena saya					

menyukai merek dari produk tersebut.					
4. Merek Skincare Yessica di Aplikasi Tik Tok adalah merek ternama.					
Membeli Karena Sesuai Dengan Keinginan Dan Kebutuhan					
5. Skincare Yessica di Aplikasi Tik Tok sesuai dengan keinginan saya.					
6. Skincare Yessica di Aplikasi Tik Tok sesuai dengan kebutuhan saya.					
Membeli Karena Mendapat Rekomendasi Dari Orang Lain					
7. Membeli Skincare Yessica di Aplikasi Tik Tok karena ada rekomendasi dari orang lain.					
8. Merasa lebih yakin membeli Skincare Yessica di Aplikasi Tik Tok karena adanya rekomendasi dari orang lain.					

Sumber: Kotler & Armstrong, 2018

TERIMA KASIH
ATAS WAKTU DAN PARTISIPASI YANG SAUDARA BERIKAN
SEMOGA SUKSES SELALU

LAMPIRAN 2.**HASIL ANGGKET VARIABEL PROMOSI ONLINE (X1)**

No.	Promosi Online (X1)						Jumlah
	1	2	3	4	5	6	
1	5	4	5	4	4	5	27
2	5	4	5	4	4	4	26
3	4	4	4	5	4	4	25
4	4	4	4	4	5	5	26
5	4	5	4	4	2	2	21
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7	4	4	4	4	5	5	26
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11	5	2	5	5	5	4	26
12	5	4	5	4	4	4	26
13	5	4	5	3	4	4	25
14	5	5	5	4	4	4	27
15	4	4	4	4	4	4	24
16	4	4	4	4	4	4	24
17	5	5	5	4	5	5	29
18	3	3	3	3	2	2	16
19	5	4	5	4	4	4	26
20	4	3	4	4	5	5	25
21	5	5	4	5	4	5	28
22	4	4	4	4	4	4	24
23	4	4	4	4	4	4	24
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27	5	5	4	4	5	2	25
28	2	4	3	4	2	2	17
29	4	5	4	4	4	4	25
30	5	4	5	4	5	5	28
31	5	4	4	4	4	5	26
32	4	5	4	4	4	4	25
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34	4	5	4	5	5	4	27
35	4	4	4	4	4	4	24
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37	4	4	4	4	4	4	24

38	4	4	4	4	4	4	24
39	4	4	4	4	4	4	24
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41	2	4	3	3	2	2	16
42	4	5	4	4	4	4	25
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44	5	4	4	4	4	4	25
45	5	4	4	4	4	4	25
46	4	4	4	5	4	4	25
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118	3	3	3	3	2	2	16
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171	4	3	4	2	2	4	19
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181	4	4	4	4	4	4	24
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184	4	3	4	3	2	4	20
185	5	4	4	4	5	4	26
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188	5	4	4	4	4	4	25
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192	5	4	4	4	4	4	25
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195	5	4	4	5	4	4	26
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206	5	5	5	4	4	4	27
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212	5	4	5	4	4	4	26
213	5	4	5	3	4	4	25
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215	4	4	4	4	4	4	24
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217	5	5	5	4	5	5	29
218	3	3	3	3	2	2	16
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246	4	4	4	5	4	4	25
247	5	4	5	4	5	5	28
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249	5	4	4	4	5	4	26
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252	5	4	4	4	4	4	25
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256	4	3	4	4	3	4	22
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262	5	4	4	4	5	4	26
263	4	5	5	4	5	5	28
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271	4	3	4	2	2	4	19
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278	4	4	2	4	4	2	20
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284	4	3	4	3	2	4	20
285	5	4	4	4	5	4	26
286	4	5	5	4	5	5	28
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HASIL ANGKET VARIABEL KEMASAN (X2)

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376	3	4	4	4	4	4	4	4	31
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382	4	4	4	3	4	4	4	4	31
383	4	5	5	4	5	5	5	5	38
384	3	2	4	2	4	4	2	2	23
385	4	5	4	4	4	4	4	4	33

HASIL ANGKET VARIABEL KEPUTUSAN PEMBELIAN (Y)

No.	Keputusan Pembelian (Y)								Jumlah
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15	4	4	4	4	4	4	4	4	32
16	4	4	4	4	4	4	4	4	32
17	5	5	5	5	5	4	5	5	39
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103	4	4	4	4	4	4	4	4	32
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105	4	4	4	2	2	3	4	4	27
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385	4	4	4	5	4	4	4	4	33

LAMPIRAN 3.
HASIL UJI VALIDITAS VARIABEL PROMOSI ONLINE (X1)

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Promosi Online
X1.1	Pearson Correlation	1	.104*	.480**	.130*	.492**	.425**	.668**
	Sig. (2-tailed)		.041	.000	.011	.000	.000	.000
	N	385	385	385	385	385	385	385
X1.2	Pearson Correlation	.104*	1	.210**	.283**	.281**	.080	.464**
	Sig. (2-tailed)	.041		.000	.000	.000	.118	.000
	N	385	385	385	385	385	385	385
X1.3	Pearson Correlation	.480**	.210**	1	.091	.240**	.535**	.645**
	Sig. (2-tailed)	.000	.000		.073	.000	.000	.000
	N	385	385	385	385	385	385	385
X1.4	Pearson Correlation	.130*	.283**	.091	1	.534**	.279	.573**
	Sig. (2-tailed)	.011	.000	.073		.000	.000	.000
	N	385	385	385	385	385	385	385
X1.5	Pearson Correlation	.492**	.281**	.240**	.534**	1	.555**	.811**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	385	385	385	385	385	385	385
X1.6	Pearson Correlation	.425**	.080	.535**	.279	.555**	1	.760**
	Sig. (2-tailed)	.000	.118	.000	.000	.000		.000
	N	385	385	385	385	385	385	385
Promosi Online	Pearson Correlation	.668**	.464**	.645**	.573**	.811**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385

*. Correlation is significant at the 0.05 level (2-tailed).

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

X2.10	Pearson Correlation	.348**	.253**	.547**	.291**	.435**	.307**	.956**	.265**	.336**	1	.340**	.253**	.716**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385	385	385
X2.11	Pearson Correlation	.309**	.272**	.067	.184**	.099	.006	.367**	.127	.222**	.340**	1	.272**	.456**
	Sig. (2-tailed)	.000	.000	.189	.000	.052	.905	.000	.013	.000	.000		.000	.000
	N	385	385	385	385	385	385	385	385	385	385	385	385	385
X2.12	Pearson Correlation	.369**	1.000**	.226**	.359**	.195**	.212**	.277**	.071	.205**	.253**	.272**	1	.603**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.167	.000	.000	.000		.000
	N	385	385	385	385	385	385	385	385	385	385	385	385	385
Kemasan	Pearson Correlation	.755**	.603**	.611**	.664**	.504**	.538**	.746**	.574**	.425**	.716**	.456**	.603**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385	385	385	385	385	385

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

* . Correlation is significant at the 0.05 level (2-tailed).

HASIL UJI VALIDITAS VARIABEL MINAT MEMBELI (Z)

		Correlations								Minat Membeli
		Z1.1	Z1.2	Z1.3	Z1.4	Z1.5	Z1.6	Z1.7	Z1.8	
Z1.1	Pearson Correlation	1	.534**	.279**	.451**	-.009	.299**	.479**	.535**	.632**
	Sig. (2-tailed)		.000	.000	.000	.865	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
Z1.2	Pearson Correlation	.534**	1	.555**	.563**	.325**	.327**	.591**	.998**	.914**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
Z1.3	Pearson Correlation	.279**	.555**	1	.452**	.255**	.275**	.367**	.556**	.700**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
Z1.4	Pearson Correlation	.451**	.563**	.452**	1	.025	.229**	.399**	.565**	.675**
	Sig. (2-tailed)	.000	.000	.000		.631	.000	.000	.000	.000

	N	385	385	385	385	385	385	385	385	385
Z1.5	Pearson Correlation	-.009	.325**	.255**	.025	1	.272**	.067	.326**	.420**
	Sig. (2-tailed)	.865	.000	.000	.631		.000	.189	.000	.000
	N	385	385	385	385	385	385	385	385	385
Z1.6	Pearson Correlation	.299**	.327**	.275**	.229**	.272**	1	.226**	.329**	.511**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
Z1.7	Pearson Correlation	.479**	.591**	.367**	.399**	.067	.226**	1	.593**	.678**
	Sig. (2-tailed)	.000	.000	.000	.000	.189	.000		.000	.000
	N	385	385	385	385	385	385	385	385	385
Z1.8	Pearson Correlation	.535**	.998**	.556**	.565**	.326**	.329**	.593**	1	.915**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	385	385	385	385	385	385	385	385	385
Minat Membeli	Pearson Correlation	.632**	.914**	.700**	.675**	.420**	.511**	.678**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385	385

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

HASIL UJI VALIDITAS VARIABEL KEPUTUSAN PEMBELIAN (Y)

		Correlations								Keputusan Pembelian
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	
Y1.1	Pearson Correlation	1	.226**	.205**	.327**	.275**	.071	.205**	.272**	.497**
	Sig. (2-tailed)		.000	.000	.000	.000	.167	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
Y1.2	Pearson Correlation	.226**	1	.053	.591**	.367**	.260**	.053	.067	.529**
	Sig. (2-tailed)	.000		.296	.000	.000	.000	.296	.189	.000
	N	385	385	385	385	385	385	385	385	385
Y1.3	Pearson Correlation	.205**	.053	1	.130	.155**	.548**	1.000**	.222**	.662**

	Sig. (2-tailed)	.000	.296		.011	.002	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385	385
Y1.4	Pearson Correlation	.327**	.591**	.130*	1	.555**	.336**	.130*	.325**	.701**
	Sig. (2-tailed)	.000	.000	.011		.000	.000	.011	.000	.000
	N	385	385	385	385	385	385	385	385	385
Y1.5	Pearson Correlation	.275**	.367**	.155**	.555**	1	.656**	.155**	.255**	.696**
	Sig. (2-tailed)	.000	.000	.002	.000		.000	.002	.000	.000
	N	385	385	385	385	385	385	385	385	385
Y1.6	Pearson Correlation	.071	.260**	.548**	.336**	.656**	1	.548**	.127*	.711**
	Sig. (2-tailed)	.167	.000	.000	.000	.000		.000	.013	.000
	N	385	385	385	385	385	385	385	385	385
Y1.7	Pearson Correlation	.205**	.053	1.000**	.130*	.155**	.548**	1	.222**	.662**
	Sig. (2-tailed)	.000	.296	.000	.011	.002	.000		.000	.000
	N	385	385	385	385	385	385	385	385	385
Y1.8	Pearson Correlation	.272**	.067	.222**	.325**	.255**	.127*	.222**	1	.505**
	Sig. (2-tailed)	.000	.189	.000	.000	.000	.013	.000		.000
	N	385	385	385	385	385	385	385	385	385
Keputusan Pembelian	Pearson Correlation	.497**	.529**	.662**	.701**	.696**	.711**	.662**	.505**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385	385

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

* . Correlation is significant at the 0.05 level (2-tailed).

LAMPIRAN 4.**HASIL UJI RELIABILITAS VARIABEL PROMOSI ONLINE (X1)**

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.743	.734	6

HASIL UJI RELIABILITAS VARIABEL KEMASAN (X2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.830	.839	12

HASIL UJI RELIABILITAS VARIABEL MINAT MEMBELI (Z)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.843	.835	8

HASIL UJI RELIABILITAS VARIABEL KEPUTUSAN PEMBELIAN (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.773	.772	8

LAMPIRAN 5.**HASIL ANALISIS DESKRIPTIF**

		Statistics			
		Promosi Online	Kemasan	Minat Membeli	Keputusan Pembelian
N	Valid	385	385	385	385
	Missing	0	0	0	0
Mean		24.8571	49.4649	32.9558	32.5662
Median		25.0000	49.0000	32.0000	32.0000
Std. Deviation		2.67470	4.55515	3.87172	3.45377
Minimum		16.00	40.00	23.00	25.00
Maximum		29.00	58.00	40.00	40.00

Frequency Table**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	2.1	2.1	2.1
	3.00	4	1.0	1.0	3.1
	4.00	209	54.3	54.3	57.4
	5.00	164	42.6	42.6	100.0
	Total	385	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	1.0	1.0	1.0
	3.00	38	9.9	9.9	10.9
	4.00	261	67.8	67.8	78.7
	5.00	82	21.3	21.3	100.0
	Total	385	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	11	2.9	2.9	2.9
	3.00	31	8.1	8.1	10.9
	4.00	254	66.0	66.0	76.9
	5.00	89	23.1	23.1	100.0
	Total	385	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	2.1	2.1	2.1
	3.00	32	8.3	8.3	10.4
	4.00	278	72.2	72.2	82.6
	5.00	67	17.4	17.4	100.0
	Total	385	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	32	8.3	8.3	8.3
	3.00	8	2.1	2.1	10.4
	4.00	223	57.9	57.9	68.3
	5.00	122	31.7	31.7	100.0
	Total	385	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	31	8.1	8.1	8.1
	4.00	247	64.2	64.2	72.2
	5.00	107	27.8	27.8	100.0
	Total	385	100.0	100.0	

Promosi Online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16.00	8	2.1	2.1	2.1
	17.00	4	1.0	1.0	3.1
	19.00	8	2.1	2.1	5.2
	20.00	16	4.2	4.2	9.4
	21.00	7	1.8	1.8	11.2
	22.00	12	3.1	3.1	14.3
	23.00	3	.8	.8	15.1
	24.00	78	20.3	20.3	35.3
	25.00	96	24.9	24.9	60.3
	26.00	61	15.8	15.8	76.1
	27.00	24	6.2	6.2	82.3
	28.00	56	14.5	14.5	96.9
	29.00	12	3.1	3.1	100.0
	Total	385	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	27	7.0	7.0	7.0
	3.00	3	.8	.8	7.8
	4.00	248	64.4	64.4	72.2
	5.00	107	27.8	27.8	100.0
	Total	385	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	2.1	2.1	2.1
	4.00	258	67.0	67.0	69.1
	5.00	119	30.9	30.9	100.0
	Total	385	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	4.9	4.9	4.9
	4.00	263	68.3	68.3	73.2
	5.00	103	26.8	26.8	100.0
	Total	385	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	4.9	4.9	4.9
	3.00	8	2.1	2.1	7.0
	4.00	205	53.2	53.2	60.3
	5.00	153	39.7	39.7	100.0
	Total	385	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	11	2.9	2.9	2.9
	3.00	19	4.9	4.9	7.8
	4.00	232	60.3	60.3	68.1
	5.00	123	31.9	31.9	100.0
	Total	385	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	16	4.2	4.2	4.2
	3.00	24	6.2	6.2	10.4
	4.00	241	62.6	62.6	73.0
	5.00	104	27.0	27.0	100.0
	Total	385	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	42	10.9	10.9	10.9
	4.00	285	74.0	74.0	84.9
	5.00	58	15.1	15.1	100.0
	Total	385	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	11	2.9	2.9	2.9
	3.00	39	10.1	10.1	13.0
	4.00	282	73.2	73.2	86.2
	5.00	53	13.8	13.8	100.0
	Total	385	100.0	100.0	

X2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	4.9	4.9	4.9
	3.00	53	13.8	13.8	18.7
	4.00	244	63.4	63.4	82.1
	5.00	69	17.9	17.9	100.0
	Total	385	100.0	100.0	

X2.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.3	.3	.3
	3.00	42	10.9	10.9	11.2
	4.00	285	74.0	74.0	85.2
	5.00	57	14.8	14.8	100.0
	Total	385	100.0	100.0	

X2.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	4.9	4.9	4.9
	3.00	32	8.3	8.3	13.2
	4.00	257	66.8	66.8	80.0
	5.00	77	20.0	20.0	100.0
	Total	385	100.0	100.0	

X2.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	2.1	2.1	2.1
	4.00	258	67.0	67.0	69.1
	5.00	119	30.9	30.9	100.0
	Total	385	100.0	100.0	

Kemasan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	40.00	3	.8	.8	.8
	41.00	16	4.2	4.2	4.9
	42.00	24	6.2	6.2	11.2
	43.00	6	1.6	1.6	12.7
	45.00	12	3.1	3.1	15.8
	46.00	16	4.2	4.2	20.0
	47.00	20	5.2	5.2	25.2
	48.00	70	18.2	18.2	43.4
	49.00	59	15.3	15.3	58.7
	50.00	41	10.6	10.6	69.4
	51.00	14	3.6	3.6	73.0
	52.00	16	4.2	4.2	77.1
	54.00	19	4.9	4.9	82.1
	55.00	11	2.9	2.9	84.9
	56.00	24	6.2	6.2	91.2
	57.00	8	2.1	2.1	93.2

	58.00	26	6.8	6.8	100.0
	Total	385	100.0	100.0	

Z1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	2.1	2.1	2.1
	3.00	32	8.3	8.3	10.4
	4.00	278	72.2	72.2	82.6
	5.00	67	17.4	17.4	100.0
	Total	385	100.0	100.0	

Z1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	32	8.3	8.3	8.3
	3.00	8	2.1	2.1	10.4
	4.00	223	57.9	57.9	68.3
	5.00	122	31.7	31.7	100.0
	Total	385	100.0	100.0	

Z1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	31	8.1	8.1	8.1
	4.00	247	64.2	64.2	72.2
	5.00	107	27.8	27.8	100.0
	Total	385	100.0	100.0	

Z1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	16	4.2	4.2	4.2
	3.00	27	7.0	7.0	11.2
	4.00	253	65.7	65.7	76.9
	5.00	89	23.1	23.1	100.0
	Total	385	100.0	100.0	

Z1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	4.9	4.9	4.9
	3.00	32	8.3	8.3	13.2
	4.00	257	66.8	66.8	80.0
	5.00	77	20.0	20.0	100.0
	Total	385	100.0	100.0	

Z1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	2.1	2.1	2.1
	4.00	258	67.0	67.0	69.1
	5.00	119	30.9	30.9	100.0
	Total	385	100.0	100.0	

Z1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	4.9	4.9	4.9
	4.00	263	68.3	68.3	73.2
	5.00	103	26.8	26.8	100.0
	Total	385	100.0	100.0	

Z1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	32	8.3	8.3	8.3
	3.00	8	2.1	2.1	10.4
	4.00	224	58.2	58.2	68.6
	5.00	121	31.4	31.4	100.0
	Total	385	100.0	100.0	

Minat Membeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	23.00	8	2.1	2.1	2.1
	24.00	24	6.2	6.2	8.3
	29.00	8	2.1	2.1	10.4
	30.00	11	2.9	2.9	13.2
	31.00	47	12.2	12.2	25.5
	32.00	111	28.8	28.8	54.3
	33.00	21	5.5	5.5	59.7
	34.00	37	9.6	9.6	69.4
	35.00	19	4.9	4.9	74.3
	36.00	11	2.9	2.9	77.1
	37.00	21	5.5	5.5	82.6
	38.00	56	14.5	14.5	97.1
	40.00	11	2.9	2.9	100.0
	Total	385	100.0	100.0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	2.1	2.1	2.1
	4.00	258	67.0	67.0	69.1
	5.00	119	30.9	30.9	100.0
	Total	385	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	4.9	4.9	4.9
	4.00	263	68.3	68.3	73.2
	5.00	103	26.8	26.8	100.0
	Total	385	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	4.9	4.9	4.9
	3.00	53	13.8	13.8	18.7
	4.00	244	63.4	63.4	82.1
	5.00	69	17.9	17.9	100.0
	Total	385	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	32	8.3	8.3	8.3
	3.00	8	2.1	2.1	10.4
	4.00	223	57.9	57.9	68.3
	5.00	122	31.7	31.7	100.0
	Total	385	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	31	8.1	8.1	8.1
	4.00	247	64.2	64.2	72.2
	5.00	107	27.8	27.8	100.0
	Total	385	100.0	100.0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	11	2.9	2.9	2.9
	3.00	39	10.1	10.1	13.0
	4.00	282	73.2	73.2	86.2
	5.00	53	13.8	13.8	100.0
	Total	385	100.0	100.0	

Y1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	4.9	4.9	4.9
	3.00	53	13.8	13.8	18.7
	4.00	244	63.4	63.4	82.1
	5.00	69	17.9	17.9	100.0
	Total	385	100.0	100.0	

Y1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	4.9	4.9	4.9
	3.00	32	8.3	8.3	13.2
	4.00	257	66.8	66.8	80.0
	5.00	77	20.0	20.0	100.0
	Total	385	100.0	100.0	

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25.00	3	.8	.8	.8
	26.00	8	2.1	2.1	2.9
	27.00	24	6.2	6.2	9.1
	28.00	16	4.2	4.2	13.2
	30.00	20	5.2	5.2	18.4
	31.00	18	4.7	4.7	23.1
	32.00	167	43.4	43.4	66.5
	33.00	60	15.6	15.6	82.1
	36.00	4	1.0	1.0	83.1
	38.00	18	4.7	4.7	87.8
	39.00	31	8.1	8.1	95.8
	40.00	16	4.2	4.2	100.0
	Total	385	100.0	100.0	

LAMPIRAN 6.**UJI ASUMSI KLASIK****UJI NORMALITAS****One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.44995050
Most Extreme Differences	Absolute	.108
	Positive	.108
	Negative	-.087
Test Statistic		.108
Asymp. Sig. (2-tailed)		.077

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

UJI MLTIKOLINIERITAS**Model 1****Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Promosi Online	.379	2.638
	Kemasan	.379	2.638

a. Dependent Variable: Minat Membeli

Model 2**Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Promosi Online	.267	3.750
	Kemasan	.249	6.708
	Minat Membeli	.209	4.793

a. Dependent Variable: Keputusan Pembelian

UJI HETEROKEDASTISITAS**Model 1****Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	.653	.839		.778	.224
	Promosi Online	.032	.027	.017	1.171	.098
	Kemasan	.046	.046	.007	.993	.112

a. Dependent Variable: Abs_Res

Model 2 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.620	.860		.721	.237
	Promosi Online	.034	.054	.001	.631	.351
	Kemasan	.046	.050	.003	.921	.124
	Minat Membeli	.041	.036	.011	1.126	.100

a. Dependent Variable: Abs_Res

UJI AUTOKORELASI

Model 1 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.922 ^a	.851	.850	1.49883	1.944

a. Predictors: (Constant), Kemasan, Promosi Online

b. Dependent Variable: Minat Membeli

Model 2 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.908 ^a	.824	.822	1.45565	1.902

a. Predictors: (Constant), Minat Membeli, Promosi Online, Kemasan

b. Dependent Variable: Keputusan Pembelian

LAMPIRAN 7.**ANALISIS REGRESI LINIER BERGANDA****Pengaruh Promosi Online Dan Kemasan Terhadap Minat Membeli****Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Change Statistics		Sig. F Change	Durbin-Watson
							df1	df2		
1	.922 ^a	.851	.850	1.49883	.851	109.166	2	382	.000	1.944

a. Predictors: (Constant), Kemasan, Promosi Online

b. Dependent Variable: Minat Membeli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4898.091	2	2449.046	109.166	.000 ^b
	Residual	858.158	382	2.246		
	Total	5756.249	384			

a. Dependent Variable: Minat Membeli

b. Predictors: (Constant), Kemasan, Promosi Online

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Correlations		Collinearity Statistics	
		B	Std. Error	Beta				Partial	Part	Tolerance	VIF
1	(Constant)	5.528	.839		6.589	.000					
	Promosi Online	.482	.027	.567	17.665	.000	.888	.671	.349	.379	2.638
	Kemasan	.590	.046	.407	12.693	.000	.854	.545	.251	.379	2.638

a. Dependent Variable: Minat Membeli

Pengaruh Promosi Online, Kemasan, dan Minat Membeli Terhadap Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	Durbin-Watson	
					R Square Change	F Change	df1			
1	.908 ^a	.824	.822	1.45565	.824	93.584	3	381	.000	1.902

a. Predictors: (Constant), Minat Membeli, Promosi Online, Kemasan

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3773.256	3	1257.752	93.584	.000 ^b
	Residual	807.305	381	2.119		
	Total	4580.561	384			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Minat Membeli, Promosi Online, Kemasan

Coefficients^a

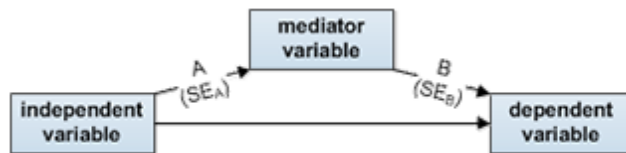
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Zero-order	Correlations		Collinearity Statistics	
		B	Std. Error					Partial	Part	Tolerance	VIF
1	(Constant)	2.357	.860		2.741	.006					
	Promosi Online	.196	.054	.152	3.644	.000	.745	.184	.078	.267	3.750
	Kemasan	.146	.050	.163	2.934	.004	.791	.149	.063	.249	6.708
	Minat Membeli	.350	.036	.529	9.738	.000	.904	.711	.425	.209	4.793

a. Dependent Variable: Keputusan Pembelian

LAMPIRAN 8.

HASIL UJI SOBEL

Model 1

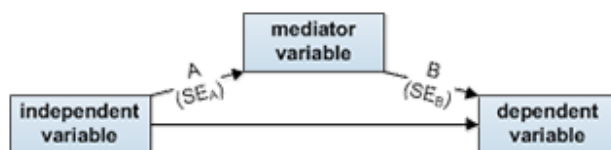
A: ?B: ?SE_A: ?SE_B: ?**Calculate!**

Sobel test statistic: 3.34594485

One-tailed probability: 0.00041001

Two-tailed probability: 0.00082003

Model 2

A: ?B: ?SE_A: ?SE_B: ?**Calculate!**

Sobel test statistic: 2.79658872

One-tailed probability: 0.00258226

Two-tailed probability: 0.00516452

DAFTAR RIWAYAT HIDUP



Ratih Indraswari dilahirkan di Ngawi pada 15 Maret 2001, anak ke dua dari pasangan Bapak Saprodi dan Ibu Siti. Pendidikan dasar dan menengah di tempuh di Madiun. Tamat SDN Jeblogan 2 selama 6 tahun dan lulus pada tahun 2014, melanjutkan ke SMP Al-Amnaniyah Karangjati pada tahun 2017, selanjutnya melanjutkan ke SMK PGRI 4 Ngawi pada tahun 2020.

Pendidikan berikutnya ditempuh di Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun tahun 2020 sampai dengan 2024. Semasa mahasiswa bergabung dalam UKM Kependudukan Cendekia, melaksanakan Praktik Magang di Dinas Kependudukan dan Pencatatan Sipil Kabupaten Ngawi.