

LAMPIRAN

		Correlations						
		X1.1	X1.2	X1.3	X1.4	XI.5	X1.6	TOTAL_X
X1.1	Pearson Correlation	1	.491**	.021	.353**	.012	.145	.597**
	Sig. (2-tailed)		.000	.861	.002	.919	.214	.000
	N	75	75	75	75	75	75	75
X1.2	Pearson Correlation	.491**	1	.199	.341**	.266*	.116	.714**
	Sig. (2-tailed)	.000		.087	.003	.021	.321	.000
	N	75	75	75	75	75	75	75
X1.3	Pearson Correlation	.021	.199	1	.125	.103	.225	.478**
	Sig. (2-tailed)	.861	.087		.283	.379	.052	.000
	N	75	75	75	75	75	75	75
X1.4	Pearson Correlation	.353**	.341**	.125	1	.238*	.158	.670**
	Sig. (2-tailed)	.002	.003	.283		.040	.176	.000
	N	75	75	75	75	75	75	75
XI.5	Pearson Correlation	.012	.266*	.103	.238*	1	.162	.514**

	Sig. (2-tailed)	.919	.021	.379	.040		.165	.000
	N	75	75	75	75	75	75	75
X1.6	Pearson Correlation	.145	.116	.225	.158	.162	1	.470**
	Sig. (2-tailed)	.214	.321	.052	.176	.165		.000
	N	75	75	75	75	75	75	75
TOTAL_X	Pearson Correlation	.597**	.714**	.478**	.670**	.514**	.470**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75	75

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

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

Hasil Uji Validitas Variabel X

Hasil Uji Validitas Variabel Y

		Correlations													
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	Y1.13	TOTAL_Y
Y1.1	Pearson Correlation	1	.342**	.175	.250*	.105	.082	.105	.186	-.001	.170	-.031	-.022	.012	.424**
	Sig. (2-tailed)		.003	.133	.030	.371	.486	.371	.110	.990	.145	.792	.853	.922	.000
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.2	Pearson Correlation	.342**	1	.626**	.331**	.108	.160	.178	.088	.135	-.009	-.044	-.137	.039	.522**
	Sig. (2-tailed)	.003		.000	.004	.355	.171	.126	.453	.247	.942	.705	.242	.737	.000
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.3	Pearson Correlation	.175	.626**	1	.291*	-.052	-.025	.183	.135	.157	.061	-.114	.046	-.024	.459**
	Sig. (2-tailed)	.133	.000		.011	.658	.830	.116	.247	.179	.605	.330	.693	.837	.000
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.4	Pearson Correlation	.250*	.331**	.291*	1	.225	.254*	.243*	.296**	.301**	.374**	-.099	-.047	-.017	.626**
	Sig. (2-tailed)	.030	.004	.011		.052	.028	.036	.010	.009	.001	.398	.688	.886	.000

	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.5	Pearson Correlation	.105	.108	-.052	.225	1	.402**	.159	.136	.161	.281*	-.174	.005	-.049	.431**
	Sig. (2-tailed)	.371	.355	.658	.052		.000	.173	.246	.169	.015	.136	.968	.679	.000
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.6	Pearson Correlation	.082	.160	-.025	.254*	.402**	1	.440**	.263*	.206	-.067	-.158	-.051	.199	.499**
	Sig. (2-tailed)	.486	.171	.830	.028	.000		.000	.023	.076	.566	.175	.666	.087	.000
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.7	Pearson Correlation	.105	.178	.183	.243*	.159	.440**	1	.503**	.206	-.119	-.226	.246*	.316**	.594**
	Sig. (2-tailed)	.371	.126	.116	.036	.173	.000		.000	.077	.308	.051	.033	.006	.000
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.8	Pearson Correlation	.186	.088	.135	.296**	.136	.263*	.503**	1	.355**	.129	-.308**	.082	.153	.556**
	Sig. (2-tailed)	.110	.453	.247	.010	.246	.023	.000		.002	.269	.007	.485	.189	.000
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.9	Pearson Correlation	-.001	.135	.157	.301**	.161	.206	.206	.355**	1	.294*	-.135	.023	.075	.531**
	Sig. (2-tailed)	.990	.247	.179	.009	.169	.076	.077	.002		.011	.249	.847	.520	.000
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.10	Pearson Correlation	.170	-.009	.061	.374**	.281*	-.067	-.119	.129	.294*	1	-.154	.218	.050	.381**

	Sig. (2-tailed)	.145	.942	.605	.001	.015	.566	.308	.269	.011		.187	.060	.671	.001
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.11	Pearson Correlation	-.031	-.044	-.114	-.099	-.174	-.158	-.226	-.308**	-.135	-.154	1	.004	-.001	-.110
	Sig. (2-tailed)	.792	.705	.330	.398	.136	.175	.051	.007	.249	.187		.976	.995	.349
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.12	Pearson Correlation	-.022	-.137	.046	-.047	.005	-.051	.246*	.082	.023	.218	.004	1	.363**	.273*
	Sig. (2-tailed)	.853	.242	.693	.688	.968	.666	.033	.485	.847	.060	.976		.001	.018
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
Y1.13	Pearson Correlation	.012	.039	-.024	-.017	-.049	.199	.316**	.153	.075	.050	-.001	.363**	1	.343**
	Sig. (2-tailed)	.922	.737	.837	.886	.679	.087	.006	.189	.520	.671	.995	.001		.003
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75
TOTAL_Y	Pearson Correlation	.424**	.522**	.459**	.626**	.431**	.499**	.594**	.556**	.531**	.381**	-.110	.273*	.343**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.349	.018	.003	
	N	75	75	75	75	75	75	75	75	75	75	75	75	75	75

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

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

HASIL RELIABILITAS VARIABEL X

Case Processing Summary

		N	%
Cases	Valid	75	97.4
	Excluded ^a	2	2.6
	Total	77	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.600	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	19.91	13.248	.354	.547
X1.2	19.68	11.923	.510	.476
X1.3	19.44	14.520	.209	.606
X1.4	19.95	12.078	.423	.514
X1.5	19.52	14.172	.256	.587
X1.6	19.37	15.075	.263	.582

HASIL RELIABILITAS VARIABEL Y

Case Processing Summary

		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics

Cronbach's	
Alpha	N of Items
.642	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	41.6800	43.572	.261	.626
Y2	41.5467	41.954	.376	.607
Y3	41.6133	42.592	.289	.621
Y4	41.5333	39.631	.490	.584
Y5	41.7467	43.057	.253	.628
Y6	41.5733	42.437	.352	.611
Y7	42.1067	40.043	.448	.591
Y8	41.6933	41.405	.418	.600
Y9	42.0267	40.405	.348	.610
Y10	41.4267	45.032	.246	.628
Y11	42.2000	52.297	-.256	.695
Y12	41.8800	46.458	.121	.646
Y13	41.6933	45.486	.201	.635

KUESIONER

“PENGARUH INTENSITAS MENONTON *REVIEW* PRODUK *SKINCARE E BRIGHT SKIN* PADA AKUN @SINFONIADEWII TERHADAP MINAT BELI REMAJA DALAM BERBELANJA *ONLINE*”

A. IDENTITAS RESPONDEN

NAMA :

ANGKATAN :

NO TELEPON :

Judul penelitian ini adalah “Pengaruh *Review* Produk *Skincare eBright Skin* pada Akun @Sinfoniadewii terhadap Minat Beli Remaja Dalam Berbelanja *Online*” Tujuan dari penelitian ini yaitu untuk mengetahui seberapa besar pengaruh *review* produk *eBright Skin* pada akun Tiktok @sinfoniadewii terhadap minat beli remaja dalam berbelanja *online*.

Penilaian terhadap butir pernyataan 5 pilihan jawaban yang disetiap jawabannya mempunyai bobot sebagai berikut :

- Sangat Setuju : 5
- Setuju : 4
- Ragu-ragu : 3
- Tidak Setuju : 2
- Sangat Tidak Setuju : 1

Berikanlah tanda centang (✓) untuk memilih penilaian disetiap butir pernyataan, dan hanya satu penilaian untuk satu pernyataan. Jawaban yang telah diberikan akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian. Sebelum dan sesudahnya saya ucapkan banyak terimakasih karena telah membantu proses penelitian ini. Semoga hasil dari penelitian ini dapat bermanfaat bagi semua orang.

Sebelum menjawab beberapa pertanyaan kuesioner, diharapkan responden menjawab pertanyaan dibawah ini terlebih dahulu.

1. Apa media sosial yang sering responden kunjungi ?
 - a. Instagram
 - b. Tiktok
 - c. Facebook

No.	Pernyataan	Penilaian				
		Sangat Setuju	Setuju	Ragu-ragu	Tidak Setuju	Sangat Tidak Setuju

Perhatian

1. Responden menonton review produk eBright Skin pada akun TikTok @sinfoniadewii.

2. Responden memperhatikan konten dari Sinfonia Dewi.

Penghayatan

1. Responden memperhatikan

secara *intens*
tentang *honest*
review yang
dilakukan oleh
@sinfoniadewii
pada akun
TikToknya.

2. Responden
melihat dan
memahami
apasaja yang
telah di jelaskan
Sinfonia
mengenai
produk *eBright*
Skin

Durasi

1. Responden
menonton
sampai selesai
tentang *review*
eBright Skin
pada akun
@sinfoniadewii

Frekuensi

1. Setelah melihat
review produk
eBright Skin,
responden
menjadi sering
mencari tahu
tentang produk
eBright Skin.

Attention

- | | | | | | |
|-----------------|--|--|--|--|--|
| 1. Membuka akun | | | | | |
|-----------------|--|--|--|--|--|

	TikTok @sinfoniadewii					
2.	Menonton review produk eBright Skin pada akun @sinfoniadewii					
Interest						
1.	Membaca komentar dari responden lain terhadap produk <i>eBright Skin</i>					
Search						
1.	Mencari tahu keunikan dari produk eBright Skin					
2.	Mencari tahu harga dari produk eBright Skin					
Action						
1.	Memberikan respon berupa like dan komentar pada akun TikTok @sinfoniadewii					
2.	Mencari tahu					

	informasi terbaru mengenai produk eBright Skin					
Share						
1.	Menyimpan informasi terkait eBright Skin					
2.	Membagikan informasi tentang eBright Skin kepada banyak orang.					
Minat Transaksional						
1.	Saya memutuskan untuk membeli produk <i>eBright Skin</i> setelah melihat <i>honest review</i> dari @sinfoniadewii					
2.	Saya akhirnya membeli produk eBright Skin berdasarkan pengalaman					

	pemakaian dari Sinfonia Dewi					
	Minat Referensial					
1.	Saya tertarik untuk memberi tahu orang lain mengenai produk eBright Skin					
	Minat Preferensial					
1.	Saya meninggalkan like dan comment pada konten yang telah dibuat oleh @sinfoniadewii di akun TikTok nya.					
	Minat Eksploratif					
1.	Saya mencari informasi lebih mengenai produk eBright skin mulai dari kelebihan hingga kekurangan produk.					

HASIL JAWABAN RESPONDEN PADA VARIABEL X

NO RESPONDEN	INTENSITAS MENONTON (X1)						TOTAL X1
	X1.1	X2.2	X3.3	X1.4	X1.5	X1.6	
1	5	5	5	5	5	5	30
2	2	2	5	2	5	5	21
3	3	4	5	2	3	3	20
4	3	2	2	1	4	2	14
5	5	4	3	5	5	4	26
6	3	1	5	4	4	5	22
7	3	2	3	1	3	5	17
8	2	1	5	2	3	5	18
9	1	2	5	1	2	3	14
10	2	4	4	5	5	4	24
11	3	4	5	4	5	5	26
12	4	3	5	5	1	5	23
13	3	2	1	2	2	5	15
14	1	4	5	1	5	4	20
15	2	5	5	1	5	5	23
16	2	1	1	2	3	3	12
17	3	4	3	4	5	2	21
18	4	4	2	3	5	3	21
19	3	2	1	5	5	3	19
20	2	3	3	2	5	3	18
21	1	1	5	4	5	3	19
22	2	2	3	2	5	5	19
23	3	2	5	2	4	5	21

24	3	3	3	2	4	3	18
25	4	4	2	3	3	4	20
26	3	3	4	3	2	4	19
27	2	5	4	5	2	4	22
28	3	3	5	4	2	4	21
29	4	3	5	2	2	4	20
30	3	2	4	4	2	4	19
31	5	4	4	5	4	5	27
32	4	5	5	5	5	1	25
33	4	5	5	4	5	5	28
34	4	5	5	5	4	5	28
35	5	4	5	2	5	4	25
36	4	5	4	4	5	5	27
37	4	4	4	2	5	5	24
38	5	4	5	4	4	5	27
39	2	5	4	4	5	4	24
40	5	5	1	3	2	2	18
41	5	5	5	5	5	4	29
42	5	5	5	5	5	5	30
43	5	1	5	5	2	4	22
44	4	5	4	2	4	5	24
45	4	3	2	4	4	5	22
46	4	5	2	5	2	5	23
47	5	4	5	4	5	5	28
48	4	4	4	4	5	4	25
49	3	4	5	5	5	4	26
50	4	4	4	5	5	4	26
51	4	5	4	5	5	5	28

52	4	4	5	5	4	4	26
53	5	5	5	5	5	5	30
54	4	4	5	4	4	4	25
55	4	5	5	4	4	4	26
56	4	5	5	4	4	5	27
57	5	5	5	5	4	4	28
58	5	5	4	5	4	4	27
59	1	5	5	4	5	5	25
60	5	5	1	5	5	5	26
61	5	5	4	1	4	4	23
62	4	5	5	4	5	5	28
63	4	5	5	2	1	1	18
64	5	4	5	5	5	4	28
65	2	4	5	4	5	4	24
66	4	4	5	4	5	5	27
67	5	5	4	4	4	5	27
68	5	5	5	4	4	4	27
69	5	5	5	1	4	5	25
70	5	5	4	4	5	4	27
71	5	5	5	5	5	4	29
72	5	5	3	5	5	5	28
73	5	5	5	3	1	5	24
74	1	4	5	5	5	5	25
75	5	5	5	5	5	5	30

HASIL JAWABAN RESPONDEN PADA VARIABEL Y

NO RESPONDEN	MINAT PEMBELIAN (Y)													TOTAL Y
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	Y.12	Y.13	
1	2	4	2	3	5	4	3	3	2	2	2	1	2	35
2	3	4	4	3	4	4	4	4	4	3	3	2	3	45
3	4	4	4	4	4	4	4	3	4	4	3	3	4	49
4	2	1	1	1	1	4	1	1	1	1	4	2	3	23
5	4	4	3	4	5	5	3	3	3	3	5	3	4	49
6	3	5	5	5	5	4	4	5	4	4	4	3	5	56
7	4	4	4	4	4	4	4	4	4	4	2	4	3	49
8	5	5	5	5	5	5	5	5	5	5	3	4	5	62
9	4	5	5	4	5	4	4	4	4	4	2	4	4	53
10	4	5	5	4	5	5	5	5	5	4	2	4	4	57
11	3	4	4	2	4	4	3	4	3	3	2	4	3	43
12	4	4	4	4	3	4	4	4	4	4	2	3	5	49
13	4	2	1	5	4	3	4	5	1	4	3	4	5	45
14	4	5	3	5	2	2	4	3	5	5	4	3	5	50
15	3	5	4	5	1	5	3	5	5	4	4	4	5	53
16	1	5	4	5	3	5	1	2	4	4	4	3	2	43
17	3	2	1	3	4	5	5	4	1	4	3	4	3	42
18	2	1	3	5	3	5	5	4	3	5	2	5	3	46
19	2	4	5	2	1	1	1	2	3	4	4	5	4	38
20	4	3	2	1	5	5	1	1	2	5	5	3	5	42
21	3	2	4	3	1	1	1	1	5	5	5	4	3	38
22	4	3	1	2	3	2	1	1	2	3	5	3	2	32

23	3	5	4	3	1	4	5	4	2	2	5	2	4	44
24	1	2	4	3	4	4	5	4	1	1	5	3	4	41
25	5	4	3	2	5	4	3	2	1	4	5	4	3	45
26	1	4	5	4	5	2	3	2	1	5	2	4	2	40
27	5	4	5	4	4	4	3	4	2	5	2	2	3	47
28	1	3	1	5	5	4	2	3	4	5	3	1	4	41
29	4	3	2	4	3	2	3	5	5	4	4	1	2	42
30	4	5	4	3	2	3	2	3	1	1	4	1	3	36
31	5	4	2	4	5	5	1	4	3	4	3	2	2	44
32	5	4	2	2	2	5	4	5	5	3	3	3	4	47
33	3	2	5	2	2	3	3	4	4	3	3	4	5	43
34	3	2	4	2	5	3	3	4	5	3	4	3	3	44
35	3	1	5	5	2	4	2	4	2	5	4	2	2	41
36	3	4	3	5	5	5	3	4	5	4	5	3	3	52
37	5	4	5	5	1	2	3	3	2	4	4	4	4	46
38	5	4	1	5	3	5	3	2	1	4	3	3	5	44
39	4	5	5	5	3	4	3	4	2	4	2	3	4	48
40	4	3	5	5	1	3	2	3	4	4	2	2	3	41
41	1	3	3	2	3	2	3	2	1	2	3	3	2	30
42	3	2	2	1	1	2	3	5	4	3	1	4	3	34
43	4	3	3	5	3	5	3	5	5	3	2	3	4	48
44	2	4	4	3	3	3	4	3	5	3	1	2	3	40
45	5	5	5	5	4	4	1	3	5	4	3	1	2	47
46	3	5	5	5	4	4	3	2	5	4	4	5	3	52
47	4	5	5	4	4	4	3	2	5	4	4	4	2	50
48	5	2	2	2	2	2	2	4	2	4	4	5	4	40
49	1	3	3	2	5	4	1	3	2	5	2	5	5	41
50	5	5	5	4	3	5	5	5	1	2	3	5	6	54

51	4	3	3	5	3	2	3	1	2	4	3	5	5	43
52	3	2	2	3	4	5	5	4	3	4	4	5	4	48
53	5	2	2	4	5	2	1	3	3	5	3	4	2	41
54	5	5	5	5	3	4	5	4	1	4	2	3	2	48
55	3	2	2	4	5	4	2	4	5	5	1	2	3	42
56	5	5	5	5	5	4	5	4	5	4	2	3	4	56
57	5	5	5	5	5	5	5	5	5	5	2	4	5	61
58	1	3	3	2	3	2	1	5	3	5	2	3	4	37
59	5	4	4	3	4	5	3	2	1	4	1	2	4	42
60	5	5	5	5	5	5	5	5	5	5	2	3	3	58
61	5	4	4	5	4	3	1	5	3	5	3	4	2	48
62	5	4	4	5	4	1	2	3	2	4	4	3	3	44
63	3	5	5	5	5	3	3	4	5	5	3	4	4	54
64	4	4	4	5	4	5	4	4	5	3	2	3	3	50
65	4	5	5	4	3	5	5	4	3	2	2	4	2	48
66	4	3	3	5	4	3	4	5	3	4	3	5	3	49
67	3	5	5	3	4	5	5	4	5	3	3	4	5	54
68	3	5	5	2	1	3	2	1	1	3	3	3	4	36
69	5	4	4	3	4	3	4	5	3	5	3	4	3	50
70	4	5	5	5	4	3	1	3	1	3	3	3	3	43
71	3	4	4	3	1	2	3	5	3	4	3	4	4	43
72	5	5	5	1	2	1	2	3	1	4	3	3	3	38
73	4	3	3	5	5	5	4	5	5	5	2	4	4	54
74	1	2	2	4	2	4	5	4	5	4	3	5	5	46
75	3	1	1	1	5	4	3	2	3	3	2	5	5	38

HASIL REGRESI LINEAR SEDERHANA SPSS

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTAL_X ^b	.	Enter

a. Dependent Variable: TOTAL_Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.019 ^a	.000	-.013	7.08062

a. Predictors: (Constant), TOTAL_X

ANOVA^a

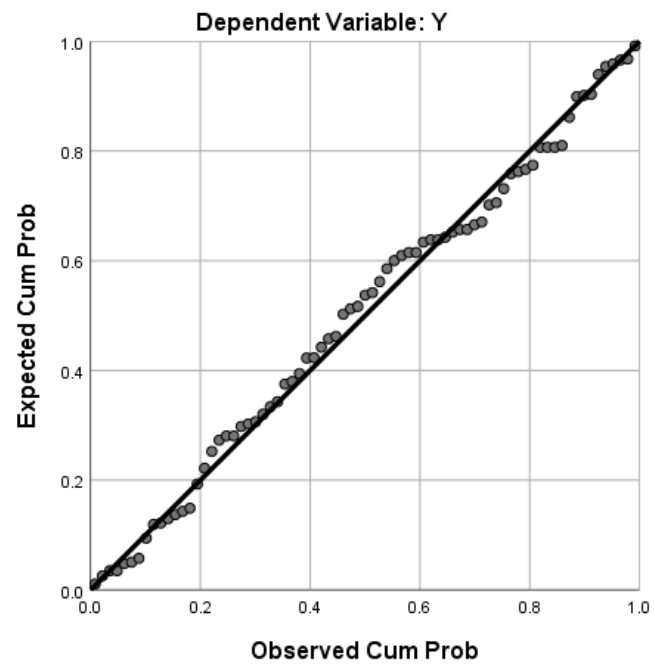
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.277	1	1.277	.025	.874 ^b
	Residual	3659.869	73	50.135		
	Total	3661.147	74			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X

HASIL UJI NORMALITAS

Normal P-P Plot of Regression Standardized Residual



HASIL UJI LINEARITAS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.328 ^a	.107	.095	6.691

a. Predictors: (Constant), TOTALX

