

LAMPIRAN

Kuesioner

Identitas Responden

Nama :

Jenis Kelamin : a) Laki-laki
b) Perempuan

Umur : a) 20 – 25 th
b) 26 – 30 th
c) 31 – 35 th
d) > 35 th

Pekerjaan : a) Mahasiswa
b) PNS / Karyawan
c) Wirasawasta
d) Profesional
e) Lain-lain : Sebutkan

Petunjuk Pengisian

Berilah penilaian anda dengan tanda (✓) pada jawaban yang paling tepat

Sangat Tidak Setuju (STS)	Tidak Setuju (TS)	Netral (N)	Setuju (S)	Sangat Setuju (SS)
1	2	3	4	5

Contoh :

No	Indikator	Skor				
		1	2	3	4	5

1.	Aplikasi Tokopedia merupakan aplikasi yang memiliki teknologi canggih			✓		
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1 = Sangat tidak setuju

2 = Tidak setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Iklan Sosial Media

No	Indikator	Skor				
		1	2	3	4	5
1.	Iklan Sosial Media menyampaikan Informasi dengan pesan yang baik mengenai Tokopedia					
2.	Iklan sosial media memberikan kemudahan dalam mengakses Informasi Tokopedia					
3.	Iklan sosial media memberikan rasa kepercayaan terhadap Tokopedia					

Celebrity Endorser

No	Indikator	Skor				
		1	2	3	4	5
1.	<i>Celebrity Endorser</i> memiliki daya tarik dalam mempromosikan Tokopedia					
2.	<i>Celebrity endorser</i> dapat membuat konsumen percaya terhadap promosi Tokopedia					
3.	<i>Celebrity endorser</i> memiliki keahlian dalam mempromosikan Tokopedia					

Brand Image

No	Indikator	Skor				
		1	2	3	4	5
1.	Tokopedia memiliki logo merek yang mudah dikenali					
2.	Tokopedia memiliki karakteristik produk yang jelas					
3.	Tokopedia merupakan aplikasi yang mudah diingat					
4.	Tokopedia mempunyai citra merek yang menarik					

Branding Community

No	Indikator	Skor				
		1	2	3	4	5
1.	Tokopedia memberikan Informasi yang jelas didalam komunitas					
2.	Tokopedia memberikan Komunikasi yang baik didalam komunitas					
3.	Tokopedia menarik bagi anggota komunitas					
4.	Tokopedia memberikan Feedback bagi Komunitas					

Minat Beli

No	Indikator	Skor				
		1	2	3	4	5
1.	Saya tertarik untuk membeli produk di Tokopedia karena tersedia banyak produk yang dibutuhkan					
2.	Saya bersedia merekomendasikan Tokopedia kepada orang lain					
3.	Saya memilih Tokopedia dalam memenuhi kebutuhan saya					
4.	Tokopedia menarik perhatian saya					
5	Saya menanyakan informasi produk Tokopedia kepada orang yang sudah menggunakannya					



No.	x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2	x3.1	x3.2	x3.3	x3.4	x3	Z1.1	Z1.2	Z1.3	Z1.4	Z	y1.1	y1.2	y1.3	y1.4	y1.5	y1
1	4	4	5	13	5	4	5	14	4	4	5	4	17	4	4	5	4	17	4	5	4	5	4	22
2	5	5	5	15	5	5	5	15	4	4	4	4	16	4	5	5	5	19	5	5	5	5	5	25
3	4	5	4	13	5	4	5	14	4	4	4	4	16	4	4	4	4	16	5	4	4	4	5	22
4	4	4	4	12	4	4	4	12	4	4	4	4	16	5	3	4	4	16	4	4	4	4	4	20
5	5	4	4	13	4	4	4	12	4	4	4	4	16	4	3	5	4	16	4	4	4	4	4	20
6	4	3	3	10	3	2	3	8	4	4	4	4	16	3	4	2	3	12	3	4	4	4	3	18
7	5	5	5	15	5	5	5	15	3	3	3	3	12	5	5	4	5	19	5	5	5	5	5	25
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100	5	4	5	14	5	5	4	14	4	5	5	5	19	5	5	4	5	19	5	5	4	5	4	23



LAMPIRAN

Uji Validitas

Correlations

		Iklan Social Media
x1.1	Pearson Correlation	.920**
	Sig. (2-tailed)	.000
	N	100
x1.2	Pearson Correlation	.940**
	Sig. (2-tailed)	.000
	N	100
x1.3	Pearson Correlation	.931**
	Sig. (2-tailed)	.000
	N	100
Iklan Social Media	Pearson Correlation	1
	N	100

** . Correlation is significant at the 0.01 level

Correlations

		Celebrity Endoser
x2.1	Pearson Correlation	.860**
	Sig. (2-tailed)	.000
	N	100
x2.2	Pearson Correlation	.895**
	Sig. (2-tailed)	.000
	N	100
x2.3	Pearson Correlation	.903**
	Sig. (2-tailed)	.000
	N	100
Celebrity Endoser	Pearson Correlation	1
	N	100

** . Correlation is significant at the 0.01 level

Correlations

		Brand Image
x3.1	Pearson Correlation	.762**
	Sig. (2-tailed)	.000
	N	100
x3.2	Pearson Correlation	.824**
	Sig. (2-tailed)	.000
	N	100
x3.3	Pearson Correlation	.798**
	Sig. (2-tailed)	.000
	N	100
x3.4	Pearson Correlation	.916**
	Sig. (2-tailed)	.000
	N	100
Brand Image	Pearson Correlation	1
	N	100

** . Correlation is significant at the 0.01 level

Correlations

		Brand Comunity
Z1.1	Pearson Correlation	.723**
	Sig. (2-tailed)	.000
	N	100
Z1.2	Pearson Correlation	.758**
	Sig. (2-tailed)	.000
	N	100
Z1.3	Pearson Correlation	.771**
	Sig. (2-tailed)	.000
	N	100
Z1.4	Pearson Correlation	.936**
	Sig. (2-tailed)	.000
	N	100
Brand Comunity	Pearson Correlation	1
	N	100

** . Correlation is significant at the 0.01 level

Correlations

		Minat Beli
y1.1	Pearson Correlation	.851**
	Sig. (2-tailed)	.000
	N	100
y1.2	Pearson Correlation	.748**
	Sig. (2-tailed)	.000
	N	100
y1.3	Pearson Correlation	.773**
	Sig. (2-tailed)	.000
	N	100
y1.4	Pearson Correlation	.804**
	Sig. (2-tailed)	.000
	N	100
y1.5	Pearson Correlation	.832**
	Sig. (2-tailed)	.000
	N	100
Minat Beli	Pearson Correlation	1
	N	100

** . Correlation is significant at the 0.01 level

Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.922	3

Item Statistics

	Mean	Std. Deviation	N
x1.1	4.05	.845	100
x1.2	3.91	.842	100
x1.3	3.99	.870	100

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	7.90	2.677	.822	.904
x1.2	8.04	2.604	.865	.870
x1.3	7.96	2.564	.840	.890

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.95	5.664	2.380	3



Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.882	3

Item Statistics

	Mean	Std. Deviation	N
x2.1	4.06	.763	100
x2.2	4.13	.825	100
x2.3	4.09	.900	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	8.22	2.557	.776	.835
x2.2	8.15	2.371	.780	.826
x2.3	8.19	2.176	.771	.840

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.28	5.032	2.243	3

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.841	4

Item Statistics

	Mean	Std. Deviation	N
x3.1	3.99	.659	100
x3.2	3.97	.771	100
x3.3	4.11	.695	100
x3.4	4.10	.659	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	12.18	3.402	.592	.833
x3.2	12.20	2.949	.653	.813
x3.3	12.06	3.208	.636	.816
x3.4	12.07	2.934	.844	.727

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.17	5.274	2.296	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.794	4

Item Statistics

	Mean	Std. Deviation	N
Z1.1	3.86	.752	100
Z1.2	3.94	.862	100
Z1.3	4.12	.844	100
Z1.4	4.12	.656	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z1.1	12.18	3.947	.517	.783
Z1.2	12.10	3.586	.529	.785
Z1.3	11.92	3.569	.557	.769
Z1.4	11.92	3.468	.885	.625

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.04	6.059	2.462	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.861	5

Item Statistics

	Mean	Std. Deviation	N
y1.1	3.99	.904	100
y1.2	4.04	.737	100
y1.3	4.04	.852	100
y1.4	4.02	.752	100
y1.5	3.97	.870	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	16.07	6.672	.740	.815
y1.2	16.02	7.838	.621	.846
y1.3	16.02	7.313	.631	.844
y1.4	16.04	7.514	.696	.829
y1.5	16.09	6.911	.717	.822

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.06	10.946	3.308	5

Uji Asumsi Klasik

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	-.0048827
	Std. Deviation	1.48816021
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.068
Kolmogorov-Smirnov Z		.780
Asymp. Sig. (2-tailed)		.578

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Iklan Social Media	.350	2.857
	Celebrity Endoser	.306	3.267
	Brand Image	.375	2.669
	Brand Comunity	.348	2.871

a. Dependent Variable: Minat Beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.837	.637		4.454	.000
	Iklan Social Media	.022	.061	.059	.353	.725
	Celebrity Endoser	-.006	.071	-.015	-.082	.935
	Brand Image	-.061	.062	-.159	-.988	.325
	Brand Comunity	-.061	.060	-.170	-1.017	.312

a. Dependent Variable: Abs_res

ANALISIS REGRESI MODERATING

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3_Z, Iklan Social Media, Celebrity Endoser, Brand Comunity, Brand Image, X2_Z, X1_Z	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Minat Beli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	.821	.808	1.451

- a. Predictors: (Constant), X3_Z, Iklan Social Media, Celebrity Endoser, Brand Comunity, Brand Image, X2_Z, X1_Z

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	890.042	7	127.149	60.422	.000 ^a
	Residual	193.598	92	2.104		
	Total	1083.640	99			

- a. Predictors: (Constant), X3_Z, Iklan Social Media, Celebrity Endoser, Brand Comunity, Brand Image, X2_Z, X1_Z
 b. Dependent Variable: Minat Beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7.451	3.969		-1.877	.064
	Iklan Social Media	.631	.275	.454	2.293	.024
	Celebrity Endoser	.462	.220	.308	2.099	.039
	Brand Image	.436	.199	.303	2.189	.031
	Brand Comunity	.942	.260	.701	3.630	.000
	X1_Z	.392	.016	.427	2.450	.015
	X2_Z	.027	.013	.016	2.068	.046
	X3_Z	.022	.010	.255	2.172	.024

a. Dependent Variable: Minat Beli

