

## Lampiran 1

### KUESIONER PENELITIAN

Assalamualaikum wr. wb.

Saya adalah mahasiswa IAIN Kediri Fakultas Ekonomi dan Bisnis Islam (FEBI) Prodi Ekonomi Syariah yang sedang dalam proses menyelesaikan tugas akhir yaitu skripsi yang berjudul “Pengaruh Komunikasi Persuasif *Beauty Advisor* terhadap Keputusan Pembelian Produk di Sudut Cantik Mall Kediri”. Oleh karena itu saya sangat berharap bapak/ibu berkenan membantu dalam proses penyelesaian skripsi saya dengan mengisi kuesioner guna mengumpulkan data untuk melengkapi skripsi saya.

Wassalamu’alaikum wr. wb.

Hormat Saya,

Clara Angelina

#### **A. IDENTITAS RESPONDEN**

1. Nama :
2. Usia :

#### **B. PETUNJUK PENGISIAN**

1. Pertama-tama, responden akan diberikan *google* formulir:
2. Kedua, mengisi kuesioner pada formulir yang disediakan
  - a. Mengisi identitas responden
  - b. Menjawab pertanyaan dengan memilih salah satu jawaban yang paling mewakili jawaban responden pada *google* formulir
    - Sangat Setuju (SS)
    - Setuju (S)
    - Cukup (C)
    - Tidak Setuju (TS)
    - Sangat Tidak Setuju (STS)

## C. KUESIONER

### 1. Variabel Komunikasi Persuasif

| No. | Pertanyaan   | SS | S | C | TS | STS |
|-----|--|----|---|---|----|-----|
|     | <b>Attention</b>   |    |   |   |    |     |
| 1   | Gaya berpakaian, <i>make up</i> dan wajah <i>beauty advisor</i> menarik perhatian saya                                     |    |   |   |    |     |
| 2   | Gaya bicara <i>beauty advisor</i> membuat saya tertarik untuk mendengarkan.  |    |   |   |    |     |
| 3   | Pelayanan yang diberikan <i>beauty advisor</i> cukup ramah dan membuat nyaman.   |    |   |   |    |     |
|     | <b>Interest</b>  |    |   |   |    |     |
| 4   | Saya merasa penjelasan <i>beauty advisor</i> mengenai kegunaan produk menarik minat saya untuk mencoba menggunakannya.     |    |   |   |    |     |
| 5   | <i>Beauty advisor</i> mampu membuat saya merasa bahwa produk yang direkomendasikan sesuai dengan kebutuhan dan minat saya. |    |   |   |    |     |
|     | <b>Desire</b>  |    |   |   |    |     |
| 6   | Penjelasan <i>beauty advisor</i> tentang manfaat produk membuat saya ingin membeli.  |    |   |   |    |     |
| 7   | <i>Beauty advisor</i> mampu membangkitkan keinginan saya untuk memiliki produk yang ditawarkan.                            |    |   |   |    |     |
| 8   | <i>Beauty advisor</i> membuat saya merasa bahwa produk yang ditawarkan mampu meningkatkan penampilan saya.                 |    |   |   |    |     |
|     | <b>Decision</b>  |    |   |   |    |     |
| 9   | Saya merasa percaya dan yakin terhadap saran dan rekomendasi yang diberikan <i>beauty advisor</i> .                        |    |   |   |    |     |
| 10  | Setelah berinteraksi dengan <i>beauty advisor</i> saya merasa yakin untuk memutuskan membeli produk.                       |    |   |   |    |     |
| 11  | <i>Beauty advisor</i> membantu saya untuk membuat keputusan pembelian dengan lebih mudah.                                  |    |   |   |    |     |
|     | <b>Action</b>  |    |   |   |    |     |
| 12  | Saya memutuskan membeli produk setelah berinteraksi dengan <i>beauty advisor</i> .   |    |   |   |    |     |
| 13  | Saya merasa terdorong untuk segera melakukan pembelian setelah berkonsultasi dengan <i>beauty advisor</i> .                |    |   |   |    |     |
| 14  | Interaksi dengan <i>beauty advisor</i> secara langsung, mempengaruhi saya untuk melakukan keputusan pembelian              |    |   |   |    |     |

## 2. Variabel Keputusan Pembelian

| No. | Pertanyaan  | SS | S | C | TS | STS |
|-----|---|----|---|---|----|-----|
|     | <b>Pengenalan Kebutuhan</b>   |    |   |   |    |     |
| 1   | Saya perlu mengidentifikasi masalah kulit saya sebelum mencari produk perawatan kulit                               |    |   |   |    |     |
| 2   | Saya merasa perlu mencari solusi atas masalah kulit yang saya alami   |    |   |   |    |     |
| 3   | Saya mengetahui sudut cantik menjual berbagai macam produk skincare/kosmetik yang saya butuhkan.                    |    |   |   |    |     |
|     | <b>Pencarian Informasi</b>  |    |   |   |    |     |
| 4   | Saya mengetahui Sudut Cantik dari iklan, media sosial, teman, keluarga.   |    |   |   |    |     |
| 5   | Saya merasa perlu mengkonsultasikan kebutuhan <i>skincare</i> /kosmetik yang cocok dengan permasalahan kulit saya.  |    |   |   |    |     |
|     | <b>Evaluasi Alternatif</b>  |    |   |   |    |     |
| 6   | Saya perlu mempertimbangkan berbagai produk <i>skincare</i> /kosmetik yang direkomendasikan <i>beauty advisor</i> . |    |   |   |    |     |
| 7   | Saya perlu mengetahui manfaat dan kandungan produk sebelum memutuskan untuk membeli.                                |    |   |   |    |     |
|     | <b>Keputusan Pembelian</b>  |    |   |   |    |     |
| 8   | Saya memutuskan untuk membeli produk setelah mempertimbangkan semua alternatif.                                     |    |   |   |    |     |
| 9   | Saya cenderung memilih produk yang direkomendasikan oleh <i>beauty advisor</i> .                                    |    |   |   |    |     |
| 10  | Saya memilih produk skincare sesuai dengan kebutuhan dan keinginan saya.  |    |   |   |    |     |
|     | <b>Perilaku Pasca Pembelian</b>   |    |   |   |    |     |
| 11  | Saya merasa puas membeli produk di Sudut Cantik Mall Kediri.  |    |   |   |    |     |
| 12  | Saya akan melakukan pembelian ulang di Sudut Cantik Mall Kediri   |    |   |   |    |     |
| 13  | Saya akan merekomendasikan Sudut Cantik Mall Kediri kepada orang lain.  |    |   |   |    |     |

## Lampiran 2

**Tabulasi Skor Variabel Komunikasi Persuasif (X)  
Uji Validitas Dan Reliabilitas**

| X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 | X14 | TS_X |
|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|------|
| 5  | 5  | 4  | 5  | 5  | 5  | 5  | 3  | 5  | 5   | 5   | 5   | 5   | 5   | 67   |
| 4  | 4  | 5  | 4  | 4  | 4  | 4  | 3  | 3  | 4   | 4   | 4   | 3   | 4   | 54   |
| 4  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5  | 5   | 5   | 5   | 5   | 5   | 67   |
| 4  | 4  | 5  | 4  | 3  | 4  | 3  | 3  | 3  | 4   | 4   | 4   | 4   | 4   | 53   |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 56   |
| 5  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4  | 5   | 5   | 5   | 5   | 5   | 67   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 4   | 5   | 5   | 4   | 5   | 67   |
| 5  | 5  | 5  | 5  | 5  | 4  | 4  | 3  | 4  | 4   | 5   | 4   | 4   | 4   | 61   |
| 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3  | 4   | 4   | 3   | 3   | 4   | 50   |
| 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3   | 3   | 4   | 3   | 3   | 50   |
| 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 4   | 4   | 4   | 4   | 4   | 53   |
| 5  | 4  | 4  | 4  | 4  | 4  | 5  | 3  | 4  | 5   | 4   | 4   | 4   | 4   | 58   |
| 5  | 4  | 5  | 4  | 5  | 4  | 4  | 3  | 5  | 5   | 4   | 4   | 3   | 4   | 59   |
| 4  | 4  | 5  | 5  | 4  | 4  | 3  | 3  | 4  | 4   | 5   | 4   | 4   | 4   | 57   |
| 4  | 5  | 5  | 5  | 4  | 5  | 4  | 3  | 4  | 4   | 4   | 4   | 4   | 4   | 59   |
| 3  | 4  | 5  | 5  | 5  | 5  | 3  | 4  | 1  | 3   | 5   | 5   | 1   | 3   | 52   |
| 5  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5   | 5   | 5   | 5   | 5   | 68   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 5  | 5   | 5   | 5   | 5   | 5   | 68   |
| 5  | 5  | 5  | 4  | 4  | 4  | 3  | 4  | 3  | 3   | 3   | 3   | 3   | 4   | 53   |
| 4  | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 5  | 5   | 5   | 5   | 5   | 5   | 67   |
| 5  | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 4   | 4   | 4   | 4   | 5   | 61   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 5   | 70   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 5  | 5   | 5   | 5   | 5   | 5   | 68   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 5   | 70   |
| 3  | 4  | 4  | 4  | 4  | 3  | 4  | 5  | 4  | 4   | 4   | 4   | 4   | 4   | 55   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5   | 5   | 5   | 5   | 5   | 69   |
| 4  | 4  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3   | 5   | 3   | 4   | 4   | 52   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 5   | 70   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 5  | 5   | 5   | 5   | 5   | 5   | 68   |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 3   | 4   | 3   | 3   | 4   | 51   |

**Tabulasi Skor Variabel Keputusan Pembelian (Y)**

### Uji Validitas Dan Reliabilitas

| Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 | Y13 | TS_Y |
|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|------|
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 4  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 3  | 4   | 4   | 3   | 4   | 55   |
| 4  | 4  | 4  | 4  | 4  | 4  | 3  | 5  | 5  | 4   | 4   | 4   | 4   | 53   |
| 5  | 5  | 3  | 5  | 5  | 5  | 5  | 5  | 3  | 5   | 4   | 3   | 4   | 57   |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 52   |
| 5  | 5  | 4  | 5  | 4  | 4  | 5  | 5  | 4  | 5   | 5   | 4   | 4   | 59   |
| 5  | 5  | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 4   | 4   | 4   | 3   | 55   |
| 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5   | 4   | 4   | 4   | 60   |
| 5  | 5  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4   | 4   | 4   | 4   | 52   |
| 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4   | 3   | 3   | 3   | 47   |
| 5  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 3  | 5   | 4   | 4   | 4   | 58   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 5   | 5   | 5   | 5   | 63   |
| 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5   | 5   | 4   | 4   | 61   |
| 5  | 5  | 5  | 5  | 5  | 3  | 5  | 3  | 3  | 4   | 4   | 5   | 5   | 57   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5   | 5   | 5   | 5   | 64   |
| 2  | 5  | 5  | 5  | 3  | 3  | 5  | 5  | 2  | 5   | 5   | 5   | 5   | 55   |
| 5  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 63   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4   | 4   | 4   | 4   | 51   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 4  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5   | 5   | 4   | 5   | 61   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 4  | 5  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 4   | 5   | 5   | 5   | 61   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 4  | 4  | 4  | 5  | 5  | 4  | 5  | 5  | 4  | 5   | 5   | 4   | 5   | 59   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 5  | 3  | 4  | 4  | 2  | 4  | 3  | 4  | 3  | 5   | 5   | 5   | 5   | 52   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 5  | 4  | 4  | 5  | 5  | 5  | 5  | 4  | 3  | 5   | 4   | 4   | 5   | 58   |

## Lampiran 3

## Tabulasi Skor Variabel Komunikasi Persuasif (X)

| NO. | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 | TS_X |
|-----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|------|
| 1   | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 64   |
| 2   | 4  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 5   | 5   | 5   | 4   | 60   |
| 3   | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 63   |
| 4   | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 5   | 5   | 5   | 5   | 57   |
| 5   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 5   | 4   | 4   | 53   |
| 6   | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 5   | 5   | 5   | 5   | 63   |
| 7   | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 5   | 5   | 4   | 5   | 62   |
| 8   | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 5   | 4   | 4   | 4   | 58   |
| 9   | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4   | 3   | 3   | 4   | 47   |
| 10  | 3  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 3   | 4   | 3   | 3   | 46   |
| 11  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4   | 4   | 4   | 4   | 50   |
| 12  | 5  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 5  | 4   | 4   | 4   | 4   | 55   |
| 13  | 5  | 4  | 5  | 4  | 5  | 4  | 4  | 5  | 5  | 4   | 4   | 3   | 4   | 56   |
| 14  | 4  | 4  | 5  | 5  | 4  | 4  | 3  | 4  | 4  | 5   | 4   | 4   | 4   | 54   |
| 15  | 4  | 5  | 5  | 5  | 4  | 5  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 56   |
| 16  | 5  | 4  | 5  | 5  | 5  | 5  | 3  | 1  | 4  | 5   | 5   | 4   | 5   | 56   |
| 17  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 5   | 4   | 4   | 53   |
| 18  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 54   |
| 19  | 5  | 5  | 5  | 4  | 4  | 4  | 3  | 3  | 3  | 3   | 3   | 3   | 4   | 49   |
| 20  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 64   |
| 21  | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4   | 4   | 4   | 5   | 56   |
| 22  | 4  | 5  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 55   |
| 23  | 5  | 4  | 4  | 4  | 4  | 5  | 3  | 4  | 4  | 5   | 4   | 4   | 4   | 54   |
| 24  | 4  | 5  | 5  | 5  | 5  | 3  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 55   |
| 25  | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 50   |
| 26  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 27  | 5  | 5  | 4  | 3  | 5  | 3  | 4  | 5  | 3  | 5   | 5   | 5   | 5   | 57   |
| 28  | 4  | 4  | 4  | 4  | 5  | 4  | 5  | 4  | 4  | 4   | 4   | 4   | 4   | 54   |
| 29  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 5   | 4   | 55   |
| 30  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4   | 3   | 3   | 4   | 48   |
| 31  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 3   | 4   | 52   |
| 32  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 33  | 4  | 4  | 5  | 4  | 4  | 4  | 3  | 3  | 5  | 5   | 3   | 3   | 5   | 52   |
| 34  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 3   | 3   | 4   | 51   |
| 35  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5   | 4   | 4   | 4   | 52   |
| 36  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3   | 4   | 4   | 3   | 49   |
| 37  | 5  | 5  | 5  | 5  | 5  | 3  | 3  | 3  | 3  | 3   | 3   | 4   | 4   | 51   |
| 38  | 4  | 5  | 5  | 4  | 5  | 4  | 4  | 4  | 5  | 5   | 4   | 5   | 4   | 58   |
| 39  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 4  | 4   | 4   | 4   | 4   | 58   |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 53 |
| 41 | 4 | 3 | 3 | 3 | 4 | 2 | 4 | 3 | 1 | 2 | 4 | 4 | 5 | 42 |
| 42 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 54 |
| 43 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 48 |
| 44 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 52 |
| 45 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 50 |
| 46 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 55 |
| 47 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 52 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 64 |
| 49 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 60 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 51 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 45 |
| 52 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 37 |
| 53 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 60 |
| 54 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 48 |
| 55 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 55 |
| 56 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 46 |
| 57 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 46 |
| 58 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 55 |
| 59 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 50 |
| 60 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 57 |
| 61 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 44 |
| 62 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 48 |
| 63 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 45 |
| 64 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 46 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 66 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 44 |
| 67 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 55 |
| 68 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 58 |
| 69 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 55 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 71 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 61 |
| 72 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 61 |
| 73 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 53 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 53 |
| 75 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 57 |
| 76 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 50 |
| 77 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 63 |
| 78 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 58 |
| 79 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 52 |
| 80 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 58 |
| 81 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |
| 82 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 50 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 83  | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 54 |
| 84  | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 85  | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 59 |
| 86  | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 56 |
| 87  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 51 |
| 88  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 55 |
| 89  | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 55 |
| 90  | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 58 |
| 91  | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 55 |
| 92  | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 59 |
| 93  | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 55 |
| 94  | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 59 |
| 95  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 62 |
| 96  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 97  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 53 |
| 98  | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 57 |
| 99  | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 55 |
| 100 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 49 |



### Tabulasi Skor Variabel Keputusan Pembelian

| NO. | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 | Y12 | Y13 | TS_Y |
|-----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|------|
| 1   | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 2   | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 4  | 4   | 5   | 5   | 5   | 60   |
| 3   | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 5  | 5  | 4   | 4   | 4   | 4   | 53   |
| 4   | 5  | 5  | 3  | 5  | 5  | 5  | 5  | 5  | 3  | 5   | 4   | 3   | 4   | 57   |
| 5   | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 5   | 5   | 5   | 4   | 56   |
| 6   | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 64   |
| 7   | 5  | 5  | 4  | 5  | 5  | 4  | 4  | 5  | 5  | 5   | 5   | 4   | 3   | 59   |
| 8   | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 5  | 4  | 5   | 5   | 4   | 3   | 57   |
| 9   | 5  | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4   | 5   | 4   | 4   | 56   |
| 10  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 5  | 3  | 4   | 4   | 4   | 3   | 50   |
| 11  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 5  | 3  | 5   | 4   | 4   | 4   | 58   |
| 12  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 5   | 5   | 5   | 5   | 63   |
| 13  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 4   | 4   | 4   | 3   | 58   |
| 14  | 5  | 5  | 5  | 5  | 5  | 3  | 5  | 3  | 3  | 4   | 4   | 5   | 5   | 57   |
| 15  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 4   | 5   | 4   | 4   | 55   |
| 16  | 3  | 5  | 5  | 5  | 4  | 3  | 5  | 5  | 2  | 5   | 5   | 5   | 5   | 57   |
| 17  | 4  | 5  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 4   | 4   | 4   | 3   | 54   |
| 18  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4   | 5   | 5   | 5   | 57   |
| 19  | 4  | 4  | 4  | 4  | 5  | 4  | 3  | 5  | 3  | 4   | 5   | 5   | 3   | 53   |
| 20  | 4  | 4  | 4  | 5  | 4  | 5  | 5  | 5  | 3  | 5   | 5   | 5   | 5   | 59   |
| 21  | 4  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 5   | 5   | 4   | 5   | 61   |
| 22  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 4  | 5  | 4   | 4   | 5   | 3   | 56   |
| 23  | 4  | 5  | 5  | 5  | 4  | 4  | 5  | 5  | 5  | 4   | 5   | 5   | 5   | 61   |
| 24  | 4  | 5  | 4  | 4  | 5  | 5  | 4  | 4  | 4  | 5   | 4   | 4   | 4   | 56   |
| 25  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 5  | 4  | 5   | 5   | 4   | 5   | 59   |
| 26  | 4  | 5  | 5  | 4  | 5  | 5  | 4  | 5  | 5  | 5   | 4   | 5   | 4   | 60   |
| 27  | 5  | 4  | 4  | 4  | 4  | 4  | 3  | 5  | 4  | 5   | 5   | 5   | 5   | 57   |
| 28  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 5   | 4   | 4   | 3   | 55   |
| 29  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 5   | 5   | 5   | 3   | 55   |
| 30  | 5  | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 3  | 5   | 4   | 4   | 5   | 56   |
| 31  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 3  | 5   | 5   | 4   | 4   | 55   |
| 32  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5   | 5   | 5   | 5   | 65   |
| 33  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 2  | 5   | 5   | 5   | 5   | 62   |
| 34  | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 5   | 5   | 4   | 5   | 60   |
| 35  | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 3  | 4   | 4   | 4   | 3   | 53   |
| 36  | 5  | 5  | 4  | 4  | 5  | 4  | 5  | 5  | 3  | 4   | 4   | 4   | 4   | 56   |
| 37  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 3  | 5   | 5   | 5   | 5   | 63   |
| 38  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 5  | 4   | 5   | 5   | 4   | 58   |
| 39  | 5  | 5  | 5  | 5  | 4  | 3  | 4  | 5  | 4  | 5   | 5   | 4   | 4   | 58   |
| 40  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4   | 4   | 4   | 4   | 51   |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 41 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 55 |
| 42 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 55 |
| 43 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 54 |
| 44 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 58 |
| 45 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 52 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 47 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 62 |
| 48 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 60 |
| 49 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 53 |
| 50 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 57 |
| 51 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 56 |
| 52 | 5 | 5 | 2 | 5 | 5 | 5 | 4 | 4 | 1 | 5 | 3 | 3 | 4 | 51 |
| 53 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 50 |
| 54 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 55 |
| 55 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 57 |
| 56 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 50 |
| 57 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 61 |
| 58 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 53 |
| 59 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 56 |
| 60 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 5 | 53 |
| 61 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 2 | 5 | 4 | 3 | 4 | 56 |
| 62 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 4 | 4 | 51 |
| 63 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 56 |
| 64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 4 | 59 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 55 |
| 66 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 57 |
| 67 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 60 |
| 68 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 58 |
| 69 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 53 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 71 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 57 |
| 72 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 57 |
| 73 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 61 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 54 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 54 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | 61 |
| 77 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 59 |
| 78 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 58 |
| 79 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 57 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 64 |
| 81 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 60 |
| 82 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 58 |
| 83 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 60 |

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 84  | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 60 |
| 85  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 59 |
| 86  | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 59 |
| 87  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 63 |
| 88  | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 56 |
| 89  | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 56 |
| 90  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 64 |
| 91  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 56 |
| 92  | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 48 |
| 93  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 62 |
| 94  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 62 |
| 95  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 58 |
| 96  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 97  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 98  | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 58 |
| 99  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 49 |
| 100 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 57 |



### Hasil Uji Validitas Variabel Y

|     |                     | Correlations |        |        |        |        |        |        |        |        |        |        | KEPUTUSAN PEMBELIAN |        |        |
|-----|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------|--------|--------|
|     |                     | Y1           | Y2     | Y3     | Y4     | Y5     | Y6     | Y7     | Y8     | Y9     | Y10    | Y11    | Y12                 | Y13    |        |
| Y1  | Pearson Correlation | 1            | .205   | .063   | .077   | .529** | .491** | .147   | .007   | .369   | .299   | .112   | .183                | .071   | .451*  |
|     | Sig. (2-tailed)     |              | .278   | .740   | .684   | .003   | .006   | .438   | .972   | .045   | .109   | .566   | .332                | .709   | .012   |
| Y2  | Pearson Correlation | .205         | 1      | .472** | .511** | .543** | .291   | .733** | .492** | .266   | .227   | .295   | .216                | .133   | .613** |
|     | Sig. (2-tailed)     |              |        | .008   | .004   | .002   | .119   | <.001  | .006   | .155   | .113   | .075   | .075                | .075   | .001   |
| Y3  | Pearson Correlation | .063         | .472** | 1      | .461*  | .188   | .202   | .453*  | .261   | .684   | .236   | .535   | .118                | .327   | .780** |
|     | Sig. (2-tailed)     |              |        |        | .010   | .319   | .285   | .012   | .164   | .005   | .064   | .005   | .031                | .031   | <.001  |
| Y4  | Pearson Correlation | .740         | .008   | .461*  | 1      | .285   | .202   | .164   | .261   | .501** | .343   | .740** | .882**              | .794*  | .749** |
|     | Sig. (2-tailed)     |              |        |        |        | .319   | .285   | .202   | .164   | .005   | .064   | <.001  | .882**              | .794*  | <.001  |
| Y5  | Pearson Correlation | .077         | .511** | .461*  | 1      | .455*  | .380*  | .369*  | .369*  | .215   | .524** | .534** | .285                | .565** | .686** |
|     | Sig. (2-tailed)     |              |        |        |        | .011   | .039   | <.001  | .045   | .253   | .003   | .002   | .127                | .001   | <.001  |
| Y6  | Pearson Correlation | .684         | .004   | .010   | .455*  | 1      | .039   | .045   | .253   | .003   | .003   | .002   | .127                | .001   | <.001  |
|     | Sig. (2-tailed)     |              |        |        |        |        | .319   | .272   | .594** | .272   | .253   | .041   | .070                | .075   | .595** |
| Y7  | Pearson Correlation | .003         | .002   | .319   | .011   | .003   | <.001  | .146   | .038   | .177   | .828   | .714   | .694                | .075   | <.001  |
|     | Sig. (2-tailed)     |              |        |        |        |        |        | .146   | .038   | .177   | .828   | .714   | .694                | .075   | <.001  |
| Y8  | Pearson Correlation | .30          | .30    | .30    | .30    | .30    | .30    | .30    | .30    | .30    | .30    | .30    | .30                 | .30    | .30    |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y9  | Pearson Correlation | .491**       | .291   | .202   | .380*  | .518** | 1      | .466** | .582** | .483** | .596** | .311   | .075                | .241   | .666** |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y10 | Pearson Correlation | .006         | .119   | .285   | .039   | .003   | .009   | <.001  | .010   | .010   | <.001  | .094   | .694                | .199   | <.001  |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y11 | Pearson Correlation | .147         | .733** | .453*  | .782** | .594** | .466** | 1      | .400*  | .168   | .534** | .417*  | .223                | .442*  | .712** |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y12 | Pearson Correlation | .438         | <.001  | .012   | <.001  | <.001  | .009   | .029   | .029   | .374   | .002   | .022   | .236                | .015   | <.001  |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y13 | Pearson Correlation | .007         | .492** | .261   | .369*  | .272   | .582** | .400*  | 1      | .480** | .511** | .528** | .118                | .133   | .587** |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y14 | Pearson Correlation | .30          | .30    | .30    | .30    | .30    | .30    | .30    | .30    | .30    | .30    | .30    | .30                 | .30    | .30    |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y15 | Pearson Correlation | .369*        | .266   | .501** | .215   | .381*  | .463** | .168   | .480** | 1      | .215   | .495** | .463*               | .327   | .677** |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y16 | Pearson Correlation | .045         | .155   | .005   | .253   | .038   | .010   | .374   | .007   | .253   | .253   | .005   | .010                | .078   | <.001  |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y17 | Pearson Correlation | .299         | .227   | .343   | .524** | .253   | .596** | .534** | .511** | .215   | 1      | .664** | .395*               | .565** | .686** |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y18 | Pearson Correlation | .109         | .227   | .064   | .003   | .177   | <.001  | .002   | .004   | .253   | .253   | <.001  | .031                | .001   | <.001  |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y19 | Pearson Correlation | .112         | .295   | .740** | .534** | .041   | .311   | .417*  | .528** | .495** | .664** | 1      | .737**              | .765** | .763** |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y20 | Pearson Correlation | .556         | .113   | <.001  | .002   | .828   | .094   | .022   | .003   | .005   | <.001  | <.001  | <.001               | <.001  | <.001  |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y21 | Pearson Correlation | .183         | .216   | .882** | .285   | .070   | .075   | .223   | .118   | .463*  | .395*  | .737** | 1                   | .780** | .647** |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y22 | Pearson Correlation | .332         | .252   | <.001  | .127   | .714   | .684   | .236   | .535   | .010   | .031   | <.001  | <.001               | <.001  | <.001  |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y23 | Pearson Correlation | .071         | .133   | .794** | .565** | .075   | .241   | .442*  | .133   | .327   | .565** | .765** | .780**              | 1      | .680** |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y24 | Pearson Correlation | .709         | .482   | <.001  | .001   | .694   | .199   | .015   | .482   | .078   | .001   | <.001  | <.001               | <.001  | <.001  |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y25 | Pearson Correlation | .451*        | .613** | .749** | .686** | .585** | .666** | .712** | .587** | .677** | .686** | .763** | .647**              | .680** | 1      |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |
| Y26 | Pearson Correlation | .012         | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001  | <.001               | <.001  | <.001  |
|     | Sig. (2-tailed)     |              |        |        |        |        |        |        |        |        |        |        |                     |        |        |

\*\* Correlation is significant at the 0.01 level (2-tailed).  
 \* Correlation is significant at the 0.05 level (2-tailed).

**Tabel 4.1 Uji Validitas Variabel X**

| No. | r hitung | r tabel | Keterangan  |
|-----|----------|---------|-------------|
| 1   | 0,717    | 0,361   | Valid       |
| 2   | 0,764    | 0,361   | Valid       |
| 3   | 0,551    | 0,361   | Valid       |
| 4   | 0,716    | 0,361   | Valid       |
| 5   | 0,778    | 0,361   | Valid       |
| 6   | 0,771    | 0,361   | Valid       |
| 7   | 0,807    | 0,361   | Valid       |
| 8   | 0,325    | 0,361   | Tidak Valid |
| 9   | 0,790    | 0,361   | Valid       |
| 10  | 0,839    | 0,361   | Valid       |
| 11  | 0,719    | 0,361   | Valid       |
| 12  | 0,840    | 0,361   | Valid       |
| 13  | 0,814    | 0,361   | Valid       |
| 14  | 0,897    | 0,361   | Valid       |

**Tabel 4.2 Uji Validitas Variabel Y**

| No. | r hitung | r tabel | Keterangan |
|-----|----------|---------|------------|
| 1   | 0,451    | 0,361   | Valid      |
| 2   | 0,613    | 0,361   | Valid      |
| 3   | 0,749    | 0,361   | Valid      |
| 4   | 0,686    | 0,361   | Valid      |
| 5   | 0,595    | 0,361   | Valid      |
| 6   | 0,666    | 0,361   | Valid      |
| 7   | 0,712    | 0,361   | Valid      |
| 8   | 0,587    | 0,361   | Valid      |
| 9   | 0,677    | 0,361   | Valid      |
| 10  | 0,686    | 0,361   | Valid      |
| 11  | 0,763    | 0,361   | Valid      |
| 12  | 0,647    | 0,361   | Valid      |
| 13  | 0,680    | 0,361   | Valid      |

**Tabel 4.3** Hasil Uji Reliabilitas Variabel X  
Sebelum Uji Coba

| <i>Croanbach's Alpha</i> | <i>N of Items</i> |
|--------------------------|-------------------|
| 0,931                    | 14                |

**Tabel 4.4** Hasil Uji Reliabilitas Variabel X  
Setelah Uji Coba

| <i>Croanbach's Alpha</i> | <i>N of Items</i> |
|--------------------------|-------------------|
| 0,941                    | 13                |

**Tabel 4.5** Hasil Uji Realibiltas Variabel Y

| <i>Croanbach's Alpha</i> | <i>N of Items</i> |
|--------------------------|-------------------|
| 0,881                    | 13                |

## Lampiran 5

Tabulasi Data Skor Penelitian Variabel X dan Y

| Responden | X  | Y  | Responden | X  | Y  |
|-----------|----|----|-----------|----|----|
| 1         | 64 | 65 | 51        | 45 | 56 |
| 2         | 60 | 60 | 52        | 37 | 51 |
| 3         | 63 | 53 | 53        | 60 | 50 |
| 4         | 57 | 57 | 54        | 48 | 55 |
| 5         | 53 | 56 | 55        | 55 | 57 |
| 6         | 63 | 64 | 56        | 46 | 50 |
| 7         | 62 | 59 | 57        | 46 | 61 |
| 8         | 58 | 57 | 58        | 55 | 53 |
| 9         | 47 | 56 | 59        | 50 | 56 |
| 10        | 46 | 50 | 60        | 57 | 53 |
| 11        | 50 | 58 | 61        | 44 | 56 |
| 12        | 55 | 63 | 62        | 48 | 51 |
| 13        | 56 | 58 | 63        | 45 | 56 |
| 14        | 54 | 57 | 64        | 46 | 59 |
| 15        | 56 | 55 | 65        | 52 | 55 |
| 16        | 56 | 57 | 66        | 44 | 57 |
| 17        | 53 | 54 | 67        | 55 | 60 |
| 18        | 54 | 57 | 68        | 58 | 58 |
| 19        | 49 | 53 | 69        | 55 | 53 |
| 20        | 64 | 59 | 70        | 52 | 52 |
| 21        | 56 | 61 | 71        | 61 | 57 |
| 22        | 55 | 56 | 72        | 61 | 57 |
| 23        | 54 | 61 | 73        | 53 | 61 |
| 24        | 55 | 56 | 74        | 53 | 54 |
| 25        | 50 | 59 | 75        | 57 | 54 |
| 26        | 65 | 60 | 76        | 50 | 61 |
| 27        | 57 | 57 | 77        | 63 | 59 |
| 28        | 54 | 55 | 78        | 58 | 58 |
| 29        | 55 | 55 | 79        | 52 | 57 |
| 30        | 48 | 56 | 80        | 58 | 64 |
| 31        | 52 | 55 | 81        | 54 | 60 |
| 32        | 65 | 65 | 82        | 50 | 58 |
| 33        | 52 | 62 | 83        | 54 | 60 |
| 34        | 51 | 60 | 84        | 49 | 60 |
| 35        | 52 | 53 | 85        | 59 | 59 |
| 36        | 49 | 56 | 86        | 56 | 59 |
| 37        | 51 | 63 | 87        | 51 | 63 |
| 38        | 58 | 58 | 88        | 55 | 56 |
| 39        | 58 | 58 | 89        | 55 | 56 |
| 40        | 53 | 51 | 90        | 58 | 64 |
| 41        | 42 | 55 | 91        | 55 | 56 |
| 42        | 54 | 55 | 92        | 59 | 48 |
| 43        | 48 | 54 | 93        | 55 | 62 |
| 44        | 52 | 58 | 94        | 59 | 62 |
| 45        | 50 | 52 | 95        | 62 | 58 |
| 46        | 55 | 58 | 96        | 52 | 52 |
| 47        | 52 | 62 | 97        | 53 | 52 |
| 48        | 64 | 60 | 98        | 57 | 58 |



|    |    |    |     |    |    |
|----|----|----|-----|----|----|
| 49 | 60 | 53 | 99  | 55 | 49 |
| 50 | 52 | 57 | 100 | 49 | 57 |

**Tabel 4.7 Distribusi Frekuensi Komunikasi Persuasif (X)**

| Skor    | Keterangan    | F   | F Relatif | F Rekatif Kumulatif |
|---------|---------------|-----|-----------|---------------------|
| 57 - 65 | Sangat Baik   | 30  | 30%       | 30%                 |
| 46- 56  | Baik          | 64  | 64%       | 94%                 |
| 35 - 45 | Cukup         | 6   | 6%        | 100%                |
| 24 - 34 | Kurang        | -   | -         |                     |
| 13 - 23 | Sangat Kuramg | -   | -         |                     |
|         | Jumlah        | 100 |           |                     |

**Tabel 4.8 Distribusi Frekuensi Variabel Keputusan Pembelian (Y)**

| Skor    | Keterangan    | F   | F Relatif | F Rekatif Kumulatif |
|---------|---------------|-----|-----------|---------------------|
| 57 - 65 | Sangat Baik   | 56  | 56%       | 56%                 |
| 46- 56  | Baik          | 44  | 44%       | 100%                |
| 35 - 45 | Cukup         | -   | -         | -                   |
| 24 - 34 | Kurang        | -   | -         | -                   |
| 13 - 23 | Sangat Kuramg | -   | -         | -                   |
|         | <b>Jumlah</b> | 100 |           |                     |

**Tabel 4. 9**

**Distribsi Frekuensi Statistik Variabel X dan Variabel Y**

**Statistics**

|                        |         | KOMUNIKASI<br>PERSUASIF | KEPUTUSAN<br>PEMBELIAN |
|------------------------|---------|-------------------------|------------------------|
| N                      | Valid   | 100                     | 100                    |
|                        | Missing | 0                       | 0                      |
| Mean                   |         | 54.00                   | 56.99                  |
| Std. Error of Mean     |         | .541                    | .372                   |
| Median                 |         | 54.00                   | 57.00                  |
| Mode                   |         | 55                      | 56 <sup>a</sup>        |
| Std. Deviation         |         | 5.410                   | 3.716                  |
| Variance               |         | 29.273                  | 13.808                 |
| Skewness               |         | -.207                   | -.041                  |
| Std. Error of Skewness |         | .241                    | .241                   |
| Kurtosis               |         | .236                    | -.260                  |
| Std. Error of Kurtosis |         | .478                    | .478                   |
| Range                  |         | 28                      | 17                     |
| Minimum                |         | 37                      | 48                     |
| Maximum                |         | 65                      | 65                     |
| Sum                    |         | 5400                    | 5699                   |

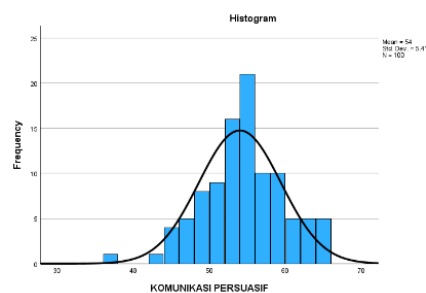
a. Multiple modes exist. The smallest value is shown

## Lampiran 6

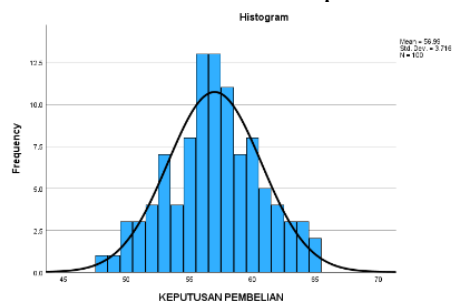
Tabel 4. 11 Hasil Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test  |                         |             | Unstandardized Residual |
|---|-------------------------|-------------|-------------------------|
| N   |                         |             | 100                     |
| Normal Parameters <sup>a,b</sup>  | Mean                    |             | .0000000                |
|   | Std. Deviation          |             | 3.54304896              |
| Most Extreme Differences  | Absolute                |             | .080                    |
|   | Positive                |             | .080                    |
|   | Negative                |             | -.058                   |
| Test Statistic  |                         |             | .080                    |
| Asymp. Sig. (2-tailed) <sup>c</sup>   |                         |             | .113                    |
| Monte Carlo Sig. (2-tailed) <sup>d</sup>  | Sig.                    |             | .114                    |
|   | 99% Confidence Interval | Lower Bound | .105                    |
|   |                         | Upper Bound | .122                    |
| a. Test distribution is Normal.   |                         |             |                         |
| b. Calculated from data.  |                         |             |                         |
| c. Lilliefors Significance Correction.  |                         |             |                         |
| d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744. |                         |             |                         |

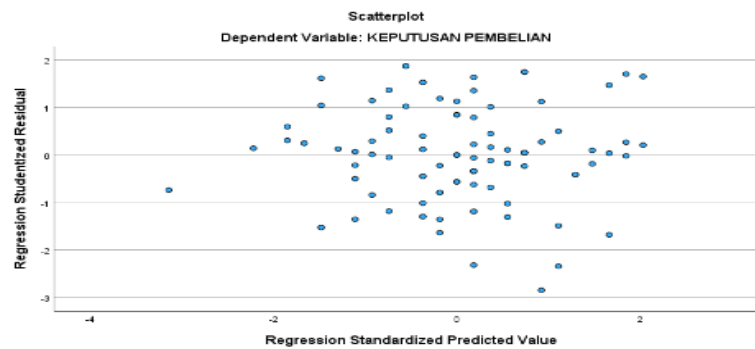
Gambar 4.2 Grafik Variabel Komunikasi Persuasif



Gambar 4.3 Grafik Variabel Keputusan Pembelian



Gambar 4.4 Hasil Uji Heterokedastisitas



Tabel 4.11 Hasil Uji Linieritas

ANOVA Table

|  |                |                          | Sum of Squares | df     | Mean Square | F      | Sig. |
|--|----------------|--------------------------|----------------|--------|-------------|--------|------|
| KEPUTUSAN PEMBELIAN<br>* KOMUNIKASI<br>PERSUASIF | Between Groups | (Combined)               | 430.257        | 23     | 18.707      | 1.518  | .091 |
|  |                | Linearity                | 124.224        | 1      | 124.224     | 10.079 | .002 |
|  |                | Deviation from Linearity | 306.033        | 22     | 13.911      | 1.129  | .338 |
|  | Within Groups  | 936.733                  | 76             | 12.325 |             |        |      |
|  | Total          | 1366.990                 | 99             |        |             |        |      |

Tabel 4.12 Hasil Uji Pearson Correlations

|                         |                     | Komunikasi<br>Persuasif | Keputusan<br>Pembelian |
|-------------------------|---------------------|-------------------------|------------------------|
| Komunikasi<br>Persuasif | Pearson Correlation | 1                       | .301**                 |
|                         | Sig. (2-tailed)     |                         | .002                   |
|                         | N                   | 100                     | 100                    |
| Keputusan<br>Pembelian  | Pearson Correlation | .301**                  | 1                      |
|                         | Sig. (2-tailed)     | .002                    |                        |
|                         | N                   | 100                     | 100                    |

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

Tabel 4. 13  
Hasil Uji Regresi Linier Sederhana

| Coefficients <sup>a</sup> |                      |                             |            |                           |
|---------------------------|----------------------|-----------------------------|------------|---------------------------|
| Model                     |                      | Unstandardized Coefficients |            | Standardized Coefficients |
|                           |                      | B                           | Std. Error | Beta                      |
| 1                         | (Constant)           | 45.810                      | 3.590      |                           |
|                           | Komunikasi Persuasif | .207                        | .066       | .301                      |

a. Dependent Variable: KEPUTUSAN PEMBELIAN

**Tabel 4.14 Hasil Uji Parsial (Uji T)  
Coefficients<sup>a</sup>**

| Model |                      | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|-------|----------------------|-----------------------------|------------|---------------------------|--------|-------|
|       |                      | B                           | Std. Error | Beta                      |        |       |
| 1     | (Constant)           | 45.810                      | 3.590      |                           | 12.761 | <.001 |
|       | KOMUNIKASI PERSUASIF | .207                        | .066       | .301                      | 3.130  | .002  |

a. Dependent Variable: KEPUTUSAN PEMBELIAN

**Tabel 4.16 Hasil Uji Koefisien Determinasi**

| Model Summary <sup>b</sup>                      |                   |          |                   |                            |
|---|-------------------|----------|-------------------|----------------------------|
| Model   | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1   | .301 <sup>a</sup> | .091     | .082              | 3.56108                    |
| a. Predictors: (Constant), KOMUNIKASI PERSUASIF |                   |          |                   |                            |
| b. Dependent Variable: KEPUTUSAN PEMBELIAN      |                   |          |                   |                            |

## Lampiran 7

## R Tabel dan T Tabel

| df | T Tabel  | R Tabel  | df | T Tabel  | R Tabel  |
|----|----------|----------|----|----------|----------|
|    | 0,05     | 0,05     |    | 0,05     | 0,05     |
| 1  | 12,7062  | 0,996917 | 51 | 2,007584 | 0,270628 |
| 2  | 4,302653 | 0,95     | 52 | 2,006647 | 0,268086 |
| 3  | 3,182446 | 0,878339 | 53 | 2,005746 | 0,265614 |
| 4  | 2,776445 | 0,811401 | 54 | 2,004879 | 0,263209 |
| 5  | 2,570582 | 0,754492 | 55 | 2,004045 | 0,260869 |
| 6  | 2,446912 | 0,706734 | 56 | 2,003241 | 0,258589 |
| 7  | 2,364624 | 0,666384 | 57 | 2,002465 | 0,256369 |
| 8  | 2,306004 | 0,631897 | 58 | 2,001717 | 0,254204 |
| 9  | 2,262157 | 0,602069 | 59 | 2,000995 | 0,252094 |
| 10 | 2,228139 | 0,575983 | 60 | 2,000298 | 0,250035 |
| 11 | 2,200985 | 0,552943 | 61 | 1,999624 | 0,248026 |
| 12 | 2,178813 | 0,532413 | 62 | 1,998971 | 0,246064 |
| 13 | 2,160369 | 0,513977 | 63 | 1,998341 | 0,244148 |
| 14 | 2,144787 | 0,497309 | 64 | 1,99773  | 0,242276 |
| 15 | 2,13145  | 0,482146 | 65 | 1,997138 | 0,240447 |
| 16 | 2,119905 | 0,468277 | 66 | 1,996564 | 0,238658 |
| 17 | 2,109816 | 0,455531 | 67 | 1,996008 | 0,236909 |
| 18 | 2,100922 | 0,443763 | 68 | 1,995469 | 0,235198 |
| 19 | 2,093024 | 0,432858 | 69 | 1,994945 | 0,233523 |
| 20 | 2,085963 | 0,422714 | 70 | 1,994437 | 0,231883 |
| 21 | 2,079614 | 0,413247 | 71 | 1,993943 | 0,230278 |
| 22 | 2,073873 | 0,404386 | 72 | 1,993464 | 0,228705 |
| 23 | 2,068658 | 0,39607  | 73 | 1,992997 | 0,227164 |
| 24 | 2,063899 | 0,388244 | 74 | 1,992543 | 0,225654 |
| 25 | 2,059539 | 0,380863 | 75 | 1,992102 | 0,224174 |
| 26 | 2,055529 | 0,373886 | 76 | 1,991673 | 0,222722 |
| 27 | 2,05183  | 0,367278 | 77 | 1,991254 | 0,221298 |
| 28 | 2,048407 | 0,361007 | 78 | 1,990847 | 0,219901 |
| 29 | 2,04523  | 0,355046 | 79 | 1,99045  | 0,21853  |
| 30 | 2,042272 | 0,34937  | 80 | 1,990063 | 0,217185 |
| 31 | 2,039513 | 0,343957 | 81 | 1,989686 | 0,215864 |
| 32 | 2,036933 | 0,338788 | 82 | 1,989319 | 0,214567 |
| 33 | 2,034515 | 0,333845 | 83 | 1,98896  | 0,213293 |
| 34 | 2,032244 | 0,329111 | 84 | 1,98861  | 0,212041 |

|           |          |          |            |          |          |
|-----------|----------|----------|------------|----------|----------|
| <b>35</b> | 2,030108 | 0,324573 | <b>85</b>  | 1,988268 | 0,210811 |
| <b>36</b> | 2,028094 | 0,320217 | <b>86</b>  | 1,987934 | 0,209603 |
| <b>37</b> | 2,026192 | 0,316032 | <b>87</b>  | 1,987608 | 0,208415 |
| <b>38</b> | 2,024394 | 0,312006 | <b>88</b>  | 1,98729  | 0,207246 |
| <b>39</b> | 2,022691 | 0,308131 | <b>89</b>  | 1,986979 | 0,206098 |
| <b>40</b> | 2,021075 | 0,304396 | <b>90</b>  | 1,986674 | 0,204968 |
| <b>41</b> | 2,019541 | 0,300793 | <b>91</b>  | 1,986377 | 0,203856 |
| <b>42</b> | 2,018082 | 0,297315 | <b>92</b>  | 1,986086 | 0,202763 |
| <b>43</b> | 2,016692 | 0,293955 | <b>93</b>  | 1,985802 | 0,201686 |
| <b>44</b> | 2,015368 | 0,290706 | <b>94</b>  | 1,985523 | 0,200627 |
| <b>45</b> | 2,014103 | 0,287563 | <b>95</b>  | 1,985251 | 0,199584 |
| <b>46</b> | 2,012896 | 0,284519 | <b>96</b>  | 1,984984 | 0,198558 |
| <b>47</b> | 2,01174  | 0,28157  | <b>97</b>  | 1,984723 | 0,197547 |
| <b>48</b> | 2,010635 | 0,278711 | <b>98</b>  | 1,984467 | 0,196551 |
| <b>49</b> | 2,009575 | 0,275936 | <b>99</b>  | 1,984217 | 0,19557  |
| <b>50</b> | 2,008559 | 0,273243 | <b>100</b> | 1,983971 | 0,194604 |

## Lampiran 8

Tabel 5.1 Distribusi Frekuensi Indikator *Attention*

| SCORE | KETERANGAN    | FREQUENCY | PERCENT | Cumulatif Percent |
|-------|---------------|-----------|---------|-------------------|
| 15    | Sangat Setuju | 16        | 16%     | 16%               |
| 12-14 | Setuju        | 69        | 69%     | 85%               |
| 9-11  | Cukup         | 15        | 15%     | 100%              |
| 6-8   | Kurang        | -         | -       | -                 |
| 3-5   | Sangat Kurang | -         |         |                   |
|       | <b>TOTAL</b>  | 100       |         |                   |

Tabel 5.2 Distribusi Frekuensi Indikator *Interest*

| SCORE | KETERANGAN    | FREQUENCY | PERCENT | Cumulatif Percent |
|-------|---------------|-----------|---------|-------------------|
| 10    | Sangat Setuju | 21        | 21%     | 21%               |
| 8-9   | Setuju        | 66        | 66%     | 87%               |
| 6-7   | Cukup         | 12        | 12%     | 99%               |
| 4-5   | Kurang        | 1         | 1%      | 100%              |
| 2-3   | Sangat Kurang |           |         |                   |
|       | <b>TOTAL</b>  | 100       |         |                   |

Tabel 5.3 Distribusi Frekuensi Indikator *Desire*

| SCORE | KETERANGAN    | FREQUENCY | PERCENT | Cumulatif Percent |
|-------|---------------|-----------|---------|-------------------|
| 10    | Sangat Setuju | 15        | 15%     | 15%               |
| 8-9   | Setuju        | 62        | 62%     | 77%               |
| 6-7   | Cukup         | 23        | 23%     | 100%              |
| 4-5   | Kurang        |           |         |                   |
| 2-3   | Sangat Kurang |           |         |                   |
|       | <b>TOTAL</b>  | 100       |         |                   |

Tabel 5.4 Distribusi Frekuensi Indikator *Decision*

| SCORE | KETERANGAN    | FREQUENCY | PERCENT | Cumulatif Percent |
|-------|---------------|-----------|---------|-------------------|
| 15    | Sangat Setuju | 14        | 14%     | 14%               |
| 12-14 | Setuju        | 62        | 62%     | 76%               |
| 9-11  | Cukup         | 22        | 22%     | 98%               |
| 6-8   | Kurang        | 2         | 2%      | 100%              |
| 3-5   | Sangat Kurang |           |         |                   |
|       | <b>TOTAL</b>  | 100       |         |                   |

**Tabel 5.5 Distribusi Frekuensi Indikator Action**

| SCORE | KETERANGAN    | FREQUENCY | PERCENT | Cumulatif Percent |
|-------|---------------|-----------|---------|-------------------|
| 15    | Sangat Setuju | 14        | 14%     | 14%               |
| 12-14 | Setuju        | 55        | 55%     | 69%               |
| 9-11  | Cukup         | 29        | 29%     | 98%               |
| 6-8   | Kurang        | 2         | 2%      | 100%              |
| 3-5   | Sangat Kurang |           |         |                   |
|       | <b>TOTAL</b>  | 100       |         |                   |

**Tabel 5.6 Distribusi Frekuensi Indikator Pengenalan Kebutuhan**

| SCORE | KETERANGAN    | FREQUENCY | PERCENT | Cumulatif Percent |
|-------|---------------|-----------|---------|-------------------|
| 15    | Sangat Setuju | 21        | 21%     | 21%               |
| 12-14 | Setuju        | 74        | 74%     | 95%               |
| 9-11  | Cukup         | 5         | 5%      | 100%              |
| 6-8   | Kurang        | -         | -       | -                 |
| 3-5   | Sangat Kurang | -         | -       | -                 |
|       | <b>TOTAL</b>  | 100       |         |                   |

**Tabel 5.7 Distribusi Frekuensi Indikator Pencarian Informasi**

| SCORE | KETERANGAN    | FREQUENCY | PERCENT | Cumulatif Percent |
|-------|---------------|-----------|---------|-------------------|
| 10    | Sangat Setuju | 36        | 36%     | 36%               |
| 8-9   | Setuju        | 60        | 60%     | 96%               |
| 6-7   | Cukup         | 4         | 4%      | 100%              |
| 4-5   | Kurang        | -         | -       | -                 |
| 2-3   | Sangat Kurang | -         | -       | -                 |
|       | <b>TOTAL</b>  | 100       |         |                   |

**Tabel 5.8 Distribusi Frekuensi Indikator Evaluasi Alternatif**

| SCORE | KETERANGAN    | FREQUENCY | PERCENT | Cumulatif Percent |
|-------|---------------|-----------|---------|-------------------|
| 10    | Sangat Setuju | 42        | 42%     | 42%               |
| 8-9   | Setuju        | 52        | 52%     | 94%               |
| 6-7   | Cukup         | 6         | 6%      | 100%              |
| 4-5   | Kurang        | -         | -       | -                 |
| 2-3   | Sangat Kurang | -         | -       | -                 |
|       | <b>TOTAL</b>  | 100       |         |                   |



**Tabel 5.9 Distribusi Frekuensi Indikator Keputusan Pembelian**

| <b>SCORE</b> | <b>KETERANGAN</b> | <b>FREQUENCY</b> | <b>PERCENT</b> | <b>Cumulatif Percent</b> |
|--------------|-------------------|------------------|----------------|--------------------------|
| 15           | Sangat Setuju     | 8                | 8%             | 8%                       |
| 12-14        | Setuju            | 80               | 80%            | 88%                      |
| 9-11         | Cukup             | 12               | 12%            | 100%                     |
| 6-8          | Kurang            | -                | -              | -                        |
| 3-5          | Sangat Kurang     | -                | -              | -                        |
|              | <b>TOTAL</b>      | 100              |                |                          |

**Tabel 5.10 Distribusi Frekuensi Indikator Perilaku Pasca Pembelian**

| <b>SCORE</b> | <b>KETERANGAN</b> | <b>FREQUENCY</b> | <b>PERCENT</b> | <b>Cumulatif Percent</b> |
|--------------|-------------------|------------------|----------------|--------------------------|
| 15           | Sangat Setuju     | 21               | 21%            | 21%                      |
| 12-14        | Setuju            | 63               | 63%            | 84%                      |
| 9-11         | Cukup             | 16               | 16%            | 100%                     |
| 6-8          | Kurang            | -                | -              | -                        |
| 3-5          | Sangat Kurang     | -                | -              | -                        |
|              | <b>TOTAL</b>      | 100              |                |                          |

**Lampiran 9**

**KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI (IAIN) KEDIRI  
FAKULTAS EKONOMI DAN BISNIS ISLAM**

Jalan Sunan Ampel No. 7, Kec. Ngronggo, Kota Kediri, Jawa Timur. Kode Pos 64127  
Telepon (0354) 689282 | Website: www.iainkediri.ac.id

Nomor : 0857/In.36/D4/PP.07.01.05/04/2024  
Lamp. : -  
Perihal : **Permohonan Izin Riset / Penelitian**

Kediri, 19 April 2024

Kepada  
HRD Sudut Cantik  
di Tempat

Assalamualaikum Wr. Wb.

Dengan hormat kami beritahukan bahwa mahasiswa tersebut di bawah ini :

Nama : CLARA ANGELINA  
NIM : 931316217  
Semester : 14  
Prodi : EKONOMI SYARI'AH

Dalam rangka menyelesaikan studi dan menyusun skripsinya yang perlu melakukan penelitian lapangan. Untuk itu kami memohon agar mahasiswa yang bersangkutan diberi izin dan kesempatan untuk melakukan penelitian di wilayah / lembaga yang menjadi wewenang Bapak / Ibu, dalam bidang-bidang yang terkait dengan judul skripsinya, yaitu :

**"Pengaruh Komunikasi Persuasif Beauty Advisor terhadap Keputusan Pembelian Produk di Sudut Cantik Mall Kediri "**

Mahasiswa yang melaksanakan riset/penelitian akan berkewajiban mentaati semua peraturan yang berlaku di lembaga/instansi tempat penelitiannya.  
Demikian atas perkenan dan kerjasama Bapak/Ibu. kami sampaikan terimakasih.

Wassalamualaikum Wr. Wb.

a.n. Dekan Fakultas Ekonomi dan Bisnis Islam,  
Kepala Bagian Tata Usaha



**JULFIANA EVARINI, SE.**  
NIP. 197107021998032002

Sent To : claraangelina774@gmail.com

## Lampiran 10



**KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI KEDIRI  
FAKULTAS EKONOMI DAN BISNIS ISLAM**

Jl. Sunan Ampel No. 07 Ngronggo Kediri 64127 Telp. (0354) 689282 Fax. (0354) 686564  
Website: www.iainkediri.ac.id

**DAFTAR KONSULTASI SKRIPSI**

**Nama Mahasiswa** : Clara Angelina  
**NIM** : 931316217  
**Fakultas/Prodi** : Ekonomi dan Bisnis Islam/Ekonomi Syariah  
**Tahun Akademik** : 2023/2024  
**Judul Skripsi** : Pengaruh Komunikasi Persuasif *Beauty Advisor* terhadap Keputusan Pembelian Produk di Sudut Cantik Mall Kediri

| No | Tanggal Konsultasi | Perintah Dosen Pembimbing                         | Tanda Tangan |
|----|--------------------|---|--------------|
| 1  | 15/01/2023         | Mengumpulkan mini riset penelitian                |              |
| 2  | 19/01/2023         | Revisi BAB 1 latar belakang, penelitian terdahulu |              |
| 3  | 07/02/2023         | Revisi BAB 2 tentang grand theory                 |              |
| 4  | 15/02/2023         | Revisi BAB 3 tentang metode penelitian            |              |
| 5  | 23/02/2023         | ACC pengajuan ujian seminar proposal              |              |
| 7  | 03/04/2023         | Konsultasi mengenai instrument penelitian         |              |
| 8  | 21-04/2023         | Bimbingan BAB 4,5& 6                              |              |
| 9  | 25-05-2024         | ACC pengajuan Ujian munaqosah                     |              |
| 10 |                    |   |              |

Kediri, 28 Mei 2024  
Dosen Pembimbing,

**Yopi Yudha Utama, SE. MSA**  
NIP. 19920622 201903 1 008

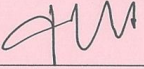

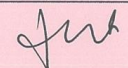
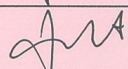

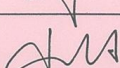
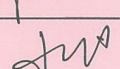



**KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI KEDIRI  
FAKULTAS EKONOMI DAN BISNIS ISLAM**

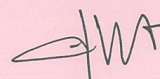
Jl. Sunan Ampel No. 07 Ngronggo Kediri 64127 Telp. (0354) 689282 Fax. (0354) 686564  
Website: www.iainkediri.ac.id

**DAFTAR KONSULTASI SKRIPSI**

**Nama Mahasiswa** : Clara Angelina  
**N I M** : 931316217  
**Fakultas/Prodi** : Ekonomi dan Bisnis Islam/Ekonomi Syariah  
**Tahun Akademik** : 2023/2024  
**Judul Skripsi** : Pengaruh Komunikasi Persuasif Beauty Advisor terhadap Keputusan Pembelian Produk di Sudut Cantik Mall Kediri

| No | Tanggal Konsultasi | Perintah Dosen Pembimbing               | Tanda Tangan  |
|----|--------------------|---|---|
| 1  | 15/01/2023         | Mengumpulkan mini riset penelitian      |  |
| 2  | 19/01/2023         | Revisi format penulisan                 |  |
| 3  | 07/02/2023         | Revisi BAB 1 & 2                        |  |
| 4  | 15/02/2023         | Revisi BAB 3 tentang metode penelitian  |  |
| 5  | 23/02/2023         | ACC pengajuan ujian seminar proposal    |  |
| 6  | 26/03/2023         | Revisi BAB 1-3 setelah seminar proposal |  |
| 7  | 02/04/2023         | Revisi format penulisan                 |  |
| 9  | 28-04-2024         | ACC pengajuan sidang munaqosah          |  |
| 10 |                    |   |   |

Kediri, 28 Mei 2024  
Dosen Pembimbing,



**Mundhori, ME**

NIP. 19870222 201903 1 004

**Lampiran 11****Daftar Riwayat Hidup**

- Nama : Clara Angelina
- Tempat, Tanggal Lahir : Kediri, 03 Juli 1998
- Alamat : Dsn. Kroncong Ds. Purworejo RT/RW 03/4 Jl. Hadi  
Soepomo Kec. Kandat Kab. Kediri
- Nama Ayah : Krisdian
- Nama Ibu : Ninik Ida Yulia
- Riwayat Pendidikan :
- TK Al-Islam (2003 - 2005)
  - MI Muhammadiyah 4 Kandat (2005 - 2011)
  - SMPN 5 Kediri (2011 - 2014)
  - MAN 3 Kediri (2014 - 2017)
  - IAIN Kediri (Angkatan 2017)
- Pengalaman Kerja :
- Tentor Bimbel Privat Marble Course
  - Magang di FCK Corp Jamur Crispy
  - Karyawan di Toko Kecantikan Sudut Cantik Mall Kediri