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**LAMPIRAN**

# Lampiran 1

**Pengaruh *Online Customer Review*, *Online Customer Rating* Dan *Customer Experience* Terhadap *Purchase Decision* Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Pancasakti Tegal Di *Marketplace* Shopee**

Yth. Saudara/saudari

Di Tempat

Dengan Hormat,

Perkenankan saya mohon Kesediaan waktu Saudara/saudari untuk bersedia mengisi kuesioner tentangPengaruh *Online Customer Review*, *Online Customer Rating* Dan *Customer Experience* Terhadap *Purchase Decision* Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Pancasakti Tegal Di *Marketplace* Shopee. Adapun Judul dari penelitian ini tentang “Pengaruh *Online Customer Review*, *Online Customer Rating* Dan *Customer Experience* Terhadap *Purchase Decision* Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Pancasakti Tegal Di *Marketplace* Shopee” adalah dalam angka menyusun skripsi yang untuk memperoleh gelar kesarjanaan pada Fakultas Ekonomi Dan Bisnis Universitas Pancasaki Tegal.

Atas bantuan dan kesediaan Saudara/saudari meluangkan waku dalam pengisian kuesioner saya ini Saya ucapkan Terimakasih.

Peneliti

Muhammad Hilmy Fuadi

**JUDUL PENELITIAN**

**PENGARUH *ONLINE CUSTOMER REVIEW*, *ONLINE CUSTOMER RATING* DAN *CUSTOMER EXPERIENCE* TERHADAP *PURCHASE DECISION* PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS PANCASAKTI TEGAL DI *MARKETPLACE* SHOPEE**

**DAFTAR PERTANYAAN**

**I. PETUNJUK PENGISIAN**

1. Kepada Saudara/Saudari diharapkan untuk menjawab seluruh pertanyaan yang ada dengan jujur dan sebenarnya
2. Pilihlah salah satu jawaban sesuai dengan keadaan yang sebenarnya.
3. Ada 5 (lima) alternatif jawaban yaitu

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

**II. IDENTITAS RESPONDEN**

1. Nama :
2. NPM :
3. Prodi

Manajemen Akuntasi

Bisnis Digital Manajemen Perpajakan

1. Jenis Kelamin :

Laki-Laki Perempuan

1. Usia :

15 – 20 Tahun 31 – 35 Tahun

21 – 26 Tahun 36 – 40 Tahun

27 – 30 Tahun > 40 Tahun

1. Pernahkah anda berbelanja di Shopee? :

Ya

Tidak

1. Jika pernah berbelanja di shopee, berapa kali Anda berbelanja pada toko yang sama? :

1-5 kali

6-7 kali

> 10 kali

**KUESIONER PENELITIAN**

1. **Online Customer Review (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Skor | | | | |
| SS | S | N | TS | STS |
|  | **Dapat dipercaya (*Trustworthy*)** | | | | | |
| 1 | Saya yakin bahwa *review* produk secara *online* dari konsumen yang lain dapat dipercaya. |  |  |  |  |  |
| 2 | Saya akan yakin membeli produk secara *online* setelah saya melihat *review* dari konsumen yang sudah menggunakan produk tersebut. |  |  |  |  |  |
|  | **Jujur (*Honest*)** | | | | | |
| 3 | Saya yakin *review* konsumen berasal dari pengalaman konsumen dalam berbelanja. |  |  |  |  |  |
|  | **Profesional (*Professional*)** | | | | | |
| 4 | Penilaian produk pada Shopee bersifat profesional karena berdasarkan penilaian langsung dari konsumen. |  |  |  |  |  |
|  | **Berguna (*Useful)*** | | | | | |
| 5 | Sebelum melakukan pembelian saya melihat *review* produk terlebih dahulu untuk dijadikan sumber informasi produk. |  |  |  |  |  |
| 6 | Saya selalu memberi *review* setelah membeli produk supaya dapat memberi informasi kepada orang lain. |  |  |  |  |  |
| 7 | Adanya *review* produk secara *online* memudahkan saya mengambil keputusan dalam pembelian |  |  |  |  |  |
|  | **Menyenangkan (*Likable*)** | | | | | |
| 8 | Adanya *review* produk secara *online* membuat saya merasa senang dalam berbelanja. |  |  |  |  |  |
|  | **Menarik (*Interesting*)** | | | | | |
| 9 | Adanya *review* produk secara *online* membuat saya tertarik untuk melakukan pembelian. |  |  |  |  |  |
|  | **Kemungkinan untuk membeli dari situs web tersebut (*Likely to buy***  ***from this website*)** | | | | | |
| 10 | Adanya *review* produk membuat saya berkeinginan untuk berbelanja disitus  tersebut. |  |  |  |  |  |

1. ***Online Customer Rating* (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Skor | | | | |
| SS | S | N | TS | STS |
|  | **Layanan** | | | | | |
| 1 | Saya senang jika stok produk yang tertera pada Shopee sesuai dengan keadaan sesungguhnya. |  |  |  |  |  |
| 2 | Saya percaya pemberian *rating* didasarkan atas waktu pengemasan yang cepat. |  |  |  |  |  |
| 3 | Saya percaya pemberian *rating* didasarkan atas kesesuaian produk yang dipesan dengan yang diterima. |  |  |  |  |  |
| 4 | *Rating* yang tinggi menunjukan produk yang diterima pelanggan sesuai ekspektasi |  |  |  |  |  |
| 5 | *Rating* yang diberikan menunjukkan keadaan produk setelah diterima |  |  |  |  |  |
| 6 | Pengemaan produk yang baik sehingga keadaan produk aman akan mempengaruhi *rating* |  |  |  |  |  |
|  | **Produk** | | | | | |
| 7 | Saya percaya pemberian *rating* didasarkan atas kesesuaian foto produk dengan produk yang diterima. |  |  |  |  |  |
| 8 | Saya percaya pemberian *rating* didasarkan atas kesesuaian fungsi produk dengan deskripsi yang diberikan penjual. |  |  |  |  |  |
| 9 | *Rating* menjadi tolak ukur saya terhadap kualitas produk. |  |  |  |  |  |
|  | **Operasional** | | | | | |
| 10 | Semakin tinggi jumlah *rating* menunjukkan pelayanan penjual yang semakin baik |  |  |  |  |  |

1. ***Customer Experience* (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Skor | | | | |
| SS | S | N | TS | STS |
|  | ***Sense*** | | | | | |
| 1 | Shopee lebih *user friendly* dibandingkan marketplace lain. |  |  |  |  |  |
|  | ***Feel*** | | | | | |
| 2 | Dengan segala fitur yang ditawarkan saya merasa senang berbelanja di Shopee. |  |  |  |  |  |
| 3 | Dengan berbagai program promo yang ditawarkan saya jadi lebih hemat berbelanja di Shopee. |  |  |  |  |  |
| 4 | Saya merasa aman berbelanja di Shopee |  |  |  |  |  |
|  | ***Think*** | | | | | |
| 5 | Saya akan memberikan masukan kepada pihak Shopee agar menjadi perbaikan kedepan. |  |  |  |  |  |
|  | ***Act*** | | | | | |
| 6 | Saya sering memanfaatkan fitur ShopeePay atau SpayLater . |  |  |  |  |  |
| 7 | Saya selalu mengikuti program yang diadakan Shopee (program 1.1 dan seterusnya, promo malam ulang tahun Shopee dan sebagainya) |  |  |  |  |  |
| 8 | Saya selalu memperbaharui aplikasi Shopee yang saya miliki. |  |  |  |  |  |
|  | ***Relate*** | | | | | |
| 9 | Saya mengikuti dan aktif dimedia sosial resmi Shopee. |  |  |  |  |  |
| 10 | Saya tertarik menjadi *Partner* Shopee. |  |  |  |  |  |

1. ***Purchase Decision* (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Skor | | | | |
| SS | S | N | TS | STS |
|  | **Pengenalan Kebutuhan** | | | | | |
| 1 | Saya melakukan pembelian di Shopee karena sesuai dengan kebutuhan saya. |  |  |  |  |  |
|  | **Pencarian Informasi** | | | | | |
| 2 | Informasi produk saya dapatkan  melalui *review* dan *rating* konsumen Shopee. |  |  |  |  |  |
| 3 | Saya mengetahui kualitas, layanan, dan keadaan produk dari *review* dan *rating* konsumen. |  |  |  |  |  |
|  | **Evaluasi Alternatif** | | | | | |
| 4 | Saya membutuhkan waktu yang relatif singkat untuk membeli produk di Shopee. |  |  |  |  |  |
| 5 | Saya sulit beralih ke *marketplace*  selain Shopee karena pengalaman saya berbelanja sebelumnya di Shopee. |  |  |  |  |  |
|  | **Keputusan Pembeli** | | | | | |
| 6 | Saya memutuskan pembelian produk karena melihat *review* dan *rating* produk. |  |  |  |  |  |
| 7 | Saya hanya akan membeli produk yang memiliki *review* positif serta *rating* yang tinggi. |  |  |  |  |  |
|  | **Perilaku Pasca Pembelian** | | | | | |
| 8 | Saya akan melakukan pembelian ulang karena pengalaman saya atas layanan dan kualitas produk yang memuaskan. |  |  |  |  |  |
| 9 | Saya akan merekomendasikan *seller* dan produk karena pengalaman saya atas layanan dan kualitas produk yang memuaskan. |  |  |  |  |  |
| 10 | Saya akan memberikan *review* dan  *rating* setelah melakukan pembelian. |  |  |  |  |  |

# Lampiran 2

**Data Uji Validitas Purchase Decision (Y) Non Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Item Pertanyaan** | | | | | | | | | | **TOTAL** |
| **Y\_1** | **Y\_2** | **Y\_3** | **Y\_4** | **Y\_5** | **Y\_6** | **Y\_7** | **Y\_8** | **Y\_9** | **Y\_10** |
|  | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | **36** |
|  | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | **43** |
|  | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | **40** |
|  | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **46** |
|  | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | **45** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 5 | 5 | 1 | 2 | 4 | 5 | 5 | 4 | 3 | **38** |
|  | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | **47** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 4 | 5 | 1 | 3 | 4 | 4 | 4 | 4 | 3 | **36** |
|  | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | **34** |
|  | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | **47** |
|  | 5 | 5 | 4 | 4 | 3 | 2 | 5 | 5 | 5 | 4 | **42** |
|  | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | **45** |
|  | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | **40** |
|  | 4 | 5 | 5 | 2 | 2 | 3 | 5 | 5 | 4 | 5 | **40** |
|  | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | **39** |
|  | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | **46** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 3 | 4 | **38** |
|  | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | **45** |
|  | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | **47** |
|  | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | **42** |
|  | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 3 | **39** |
|  | 4 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 4 | 4 | **43** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | **39** |
|  | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | **46** |
|  | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | **46** |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **49** |

**Lampiran 3**

**Data Uji Validitas Online Customer Review(X1) Non Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Item Pertanyaan** | | | | | | | | | | **TOTAL** |
| **X1\_1** | **X1\_2** | **X1\_3** | **X1\_4** | **X1\_5** | **X1\_6** | **X1\_7** | **X1\_8** | **X1\_9** | **X1\_10** |
|  | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | **36** |
|  | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | **40** |
|  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | **42** |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **49** |
|  | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | **47** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | **47** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **49** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 3 | 5 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | **34** |
|  | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | **34** |
|  | 3 | 2 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 3 | **39** |
|  | 3 | 3 | 4 | 4 | 5 | 4 | 2 | 2 | 5 | 5 | **37** |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | **49** |
|  | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | **35** |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **49** |
|  | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | **38** |
|  | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | **44** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | **44** |
|  | 3 | 5 | 5 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | **39** |
|  | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | **48** |
|  | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | **41** |
|  | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | **38** |
|  | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | **43** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 3 | 4 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | **33** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | **48** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | **49** |
|  | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | **45** |

**Lampiran 4**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Item Pertanyaan** | | | | | | | | | | **TOTAL** |
| **X2\_1** | **X2\_2** | **X2\_3** | **X2\_4** | **X2\_5** | **X2\_6** | **X2\_7** | **X2\_8** | **X2\_9** | **X2\_10** |
|  | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | **39** |
|  | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 5 | 5 | **42** |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **40** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **49** |
|  | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | **48** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | **47** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | **43** |
|  | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | **33** |
|  | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | **44** |
|  | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | **43** |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **48** |
|  | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | **38** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **48** |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | **31** |
|  | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | **44** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | **45** |
|  | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | **44** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | **45** |
|  | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | **44** |
|  | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **43** |
|  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | **41** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **47** |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **49** |
|  | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 2 | **43** |
|  | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | **47** |

**Data Uji Validitas Variabel Online Customer Rating (X2) Non Responden**

**Lampiran 5**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Item Pertanyaan** | | | | | | | | | | **TOTAL** |
| **X3\_1** | **X3\_2** | **X3\_3** | **X3\_4** | **X3\_5** | **X3\_6** | **X3\_7** | **X3\_8** | **X3\_9** | **X3\_10** |
|  | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | **36** |
|  | 3 | 4 | 3 | 3 | 5 | 2 | 2 | 2 | 1 | 2 | **27** |
|  | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | **44** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | **43** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 5 | 3 | 4 | 2 | 2 | 2 | 3 | **35** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | **29** |
|  | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 1 | 3 | **30** |
|  | 1 | 3 | 1 | 3 | 5 | 5 | 2 | 3 | 2 | 5 | **30** |
|  | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | **44** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | **48** |
|  | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | **38** |
|  | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | **44** |
|  | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | **36** |
|  | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | **39** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | **45** |
|  | 5 | 5 | 1 | 3 | 3 | 5 | 2 | 2 | 2 | 5 | **33** |
|  | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 2 | 2 | 1 | **32** |
|  | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | **43** |
|  | 3 | 4 | 5 | 4 | 4 | 4 | 2 | 2 | 2 | 3 | **33** |
|  | 2 | 2 | 3 | 4 | 4 | 4 | 5 | 4 | 2 | 2 | **32** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 2 | 3 | **30** |
|  | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | **34** |
|  | 5 | 5 | 5 | 4 | 1 | 5 | 2 | 3 | 1 | 2 | **33** |
|  | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 4 | **39** |

**Data Uji Validitas Variabel Customer Experience (X3) Non Responden**

**Lampiran 6**

**Jawaban Pernyataan 100 Responden Variabel Purchase Decision (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Item Pertanyaan** | | | | | | | | | | **TOTAL** |
| **Y\_1** | **Y\_2** | **Y\_3** | **Y\_4** | **Y\_5** | **Y\_6** | **Y\_7** | **Y\_8** | **Y\_9** | **Y\_10** |
|  | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | **36** |
|  | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | **44** |
|  | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | **41** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **48** |
|  | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | **45** |
|  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **49** |
|  | 4 | 5 | 5 | 1 | 2 | 4 | 5 | 5 | 4 | 3 | **38** |
|  | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | **46** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 1 | 3 | 4 | 4 | 4 | 4 | 3 | **37** |
|  | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | **35** |
|  | 4 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | **46** |
|  | 5 | 5 | 4 | 4 | 3 | 2 | 5 | 5 | 5 | 4 | **42** |
|  | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | **45** |
|  | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | **40** |
|  | 4 | 5 | 5 | 2 | 2 | 3 | 5 | 5 | 4 | 5 | **40** |
|  | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | **38** |
|  | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | **45** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 3 | 4 | **40** |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | **47** |
|  | 3 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | **45** |
|  | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | **42** |
|  | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 3 | **39** |
|  | 4 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 4 | 4 | **43** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | **38** |
|  | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | **46** |
|  | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | **46** |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **49** |
|  | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | **39** |
|  | 5 | 5 | 5 | 2 | 4 | 4 | 4 | 5 | 5 | 3 | **42** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | **47** |
|  | 4 | 5 | 5 | 3 | 2 | 3 | 4 | 2 | 3 | 4 | **35** |
|  | 3 | 5 | 4 | 2 | 2 | 4 | 5 | 3 | 3 | 3 | **34** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 4 | 1 | 4 | 5 | 5 | 5 | 4 | **43** |
|  | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | **41** |
|  | 4 | 5 | 5 | 1 | 3 | 4 | 5 | 4 | 3 | 3 | **37** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | **44** |
|  | 3 | 5 | 5 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | **38** |
|  | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | **40** |
|  | 3 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 4 | **38** |
|  | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | **44** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **48** |
|  | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **46** |
|  | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | **48** |
|  | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | **31** |
|  | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 3 | 3 | **43** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | **40** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **41** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | **37** |
|  | 5 | 5 | 5 | 1 | 1 | 5 | 5 | 5 | 4 | 4 | **40** |
|  | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | **44** |
|  | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | **45** |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | **44** |
|  | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | **43** |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | **43** |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | **43** |
|  | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | **48** |
|  | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | **39** |
|  | 5 | 4 | 5 | 2 | 4 | 4 | 5 | 4 | 4 | 5 | **42** |
|  | 5 | 4 | 5 | 2 | 4 | 5 | 4 | 4 | 4 | 5 | **42** |
|  | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | **43** |
|  | 5 | 4 | 4 | 2 | 5 | 4 | 5 | 5 | 4 | 4 | **42** |
|  | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | **44** |
|  | 5 | 5 | 4 | 2 | 5 | 5 | 5 | 4 | 5 | 5 | **45** |
|  | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | **45** |
|  | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | **44** |
|  | 4 | 4 | 5 | 2 | 4 | 5 | 4 | 4 | 5 | 4 | **41** |
|  | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | **48** |
|  | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | **43** |
|  | 4 | 5 | 4 | 2 | 4 | 5 | 5 | 4 | 4 | 5 | **42** |
|  | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | **45** |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | **43** |
|  | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | **44** |
|  | 5 | 4 | 4 | 2 | 5 | 4 | 5 | 4 | 5 | 5 | **43** |
|  | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | **43** |
|  | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **45** |
|  | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | **44** |
|  | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | **43** |
|  | 4 | 4 | 5 | 2 | 4 | 4 | 5 | 4 | 5 | 5 | **42** |
|  | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | **46** |
|  | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | **45** |
|  | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | **43** |
|  | 5 | 4 | 4 | 2 | 4 | 5 | 5 | 4 | 4 | 5 | **42** |
|  | 5 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 5 | 5 | **42** |
|  | 4 | 5 | 4 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | **41** |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | **44** |
|  | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | **42** |
|  | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | **42** |
|  | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 5 | 5 | 5 | **42** |
|  | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | **43** |
|  | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | **47** |
|  | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | 5 | 5 | **46** |
|  | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | **32** |
|  | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | **42** |

**Lampiran 7**

**Jawaban Pernyataan 100 Responden Variabel Online Customer Review (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Item Pertanyaan** | | | | | | | | | | **TOTAL** |
| **X1-1** | **X1-2** | **X1-3** | **X1-4** | **X1-5** | **X1-6** | **X1-7** | **X1-8** | **X1-9** | **X1-10** |
|  | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | **36** |
|  | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | **40** |
|  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | **42** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | **47** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | **47** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **49** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 3 | 4 | 2 | 5 | 3 | 4 | 3 | 3 | 3 | **34** |
|  | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | **34** |
|  | 3 | 2 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 3 | **39** |
|  | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 5 | 5 | **35** |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | **49** |
|  | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | **37** |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **49** |
|  | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | **36** |
|  | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | **43** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | **44** |
|  | 3 | 5 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | **40** |
|  | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | **47** |
|  | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | **43** |
|  | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | **39** |
|  | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | **42** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | **32** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | **48** |
|  | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | **47** |
|  | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | **45** |
|  | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | **41** |
|  | 5 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | **42** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | **41** |
|  | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 4 | **36** |
|  | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | **35** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 4 | 3 | 4 | 3 | 2 | 5 | 4 | 3 | 4 | **36** |
|  | 5 | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | **41** |
|  | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 3 | 3 | **39** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | **43** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | **37** |
|  | 3 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | **39** |
|  | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | **38** |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | **41** |
|  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **49** |
|  | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | **45** |
|  | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **47** |
|  | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | **34** |
|  | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 3 | **43** |
|  | 3 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | **35** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | **37** |
|  | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 4 | **43** |
|  | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | **42** |
|  | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | **43** |
|  | 3 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | **42** |
|  | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **44** |
|  | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | **43** |
|  | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | **41** |
|  | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | **43** |
|  | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | **39** |
|  | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | **39** |
|  | 5 | 4 | 4 | 4 | 5 | 2 | 5 | 4 | 4 | 5 | **42** |
|  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | **42** |
|  | 4 | 5 | 5 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | **41** |
|  | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | **44** |
|  | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | **43** |
|  | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | **45** |
|  | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | **43** |
|  | 4 | 5 | 5 | 4 | 4 | 2 | 5 | 5 | 5 | 5 | **44** |
|  | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | **48** |
|  | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | **43** |
|  | 4 | 5 | 5 | 5 | 4 | 2 | 5 | 5 | 4 | 4 | **43** |
|  | 4 | 5 | 5 | 4 | 5 | 2 | 5 | 5 | 5 | 4 | **44** |
|  | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | **43** |
|  | 4 | 5 | 4 | 5 | 5 | 2 | 5 | 4 | 4 | 4 | **42** |
|  | 4 | 5 | 5 | 4 | 5 | 2 | 4 | 5 | 4 | 4 | **42** |
|  | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | **44** |
|  | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | **46** |
|  | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | **45** |
|  | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | **44** |
|  | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | **44** |
|  | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | **46** |
|  | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | **43** |
|  | 4 | 5 | 5 | 4 | 5 | 2 | 5 | 5 | 5 | 4 | **44** |
|  | 4 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 4 | 4 | **44** |
|  | 4 | 5 | 5 | 5 | 5 | 2 | 5 | 4 | 5 | 4 | **44** |
|  | 4 | 5 | 4 | 5 | 5 | 2 | 5 | 4 | 5 | 5 | **44** |
|  | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | **44** |
|  | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | **43** |
|  | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | **43** |
|  | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | **43** |
|  | 4 | 5 | 5 | 4 | 5 | 2 | 5 | 4 | 4 | 5 | **43** |
|  | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | **46** |
|  | 5 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 5 | **46** |
|  | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | **33** |
|  | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | **43** |

**Lampiran 8**

**Jawaban Pernyataan 100 Responden Variabel Online Customer Rating(X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Item Pertanyaan** | | | | | | | | | | **TOTAL** |
| **X2-1** | **X2-2** | **X2-3** | **X2-4** | **X2-5** | **X2-6** | **X2-7** | **X2-8** | **X2-9** | **X2-10** |
|  | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | **40** |
|  | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | **41** |
|  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | **41** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | **48** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | **47** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 3 | **41** |
|  | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | **33** |
|  | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | **44** |
|  | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | **42** |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **48** |
|  | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | **38** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **47** |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | **32** |
|  | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | **44** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | **46** |
|  | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 5 | **41** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | **45** |
|  | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | **42** |
|  | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **43** |
|  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **40** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **47** |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **49** |
|  | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 2 | **42** |
|  | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | **47** |
|  | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | **43** |
|  | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **47** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **49** |
|  | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | **42** |
|  | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | **37** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 2 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | **44** |
|  | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | **38** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | **45** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | **47** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
|  | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | **44** |
|  | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | **40** |
|  | 3 | 2 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | **37** |
|  | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **47** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | **45** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | **35** |
|  | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | **44** |
|  | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | **45** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **41** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | **44** |
|  | 5 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **46** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | **47** |
|  | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | **44** |
|  | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | **44** |
|  | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | **43** |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **45** |
|  | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | **46** |
|  | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | **44** |
|  | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | **43** |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | **47** |
|  | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **45** |
|  | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | **42** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
|  | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | **45** |
|  | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | **44** |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | **42** |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **41** |
|  | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | **47** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |
|  | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | **45** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **46** |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | **48** |
|  | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | **42** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
|  | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **44** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **46** |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | **47** |
|  | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | **43** |
|  | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | **44** |
|  | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | **43** |
|  | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | **42** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **46** |
|  | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | **43** |
|  | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | **44** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | **35** |
|  | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |

**Lampiran 9**

**Jawaban Pernyataan 100 Responden Variabel Customer Experience(X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Item Pertanyaan** | | | | | | | | | | **TOTAL** |
| **X3-1** | **X3-2** | **X3-3** | **X3-4** | **X3-5** | **X3-6** | **X3-7** | **X3-8** | **X3-9** | **X3-10** |
|  | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | **36** |
|  | 3 | 4 | 3 | 3 | 5 | 2 | 2 | 2 | 1 | 2 | **27** |
|  | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | **44** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | **43** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 5 | 3 | 4 | 2 | 2 | 2 | 3 | **35** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | **29** |
|  | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 1 | 3 | **30** |
|  | 1 | 3 | 1 | 3 | 5 | 5 | 2 | 3 | 2 | 5 | **30** |
|  | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | **44** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | **48** |
|  | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | **38** |
|  | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | **44** |
|  | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | **36** |
|  | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | **39** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | **45** |
|  | 5 | 5 | 1 | 3 | 3 | 5 | 2 | 2 | 2 | 5 | **33** |
|  | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 2 | 2 | 1 | **32** |
|  | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | **43** |
|  | 3 | 4 | 5 | 4 | 4 | 4 | 2 | 2 | 2 | 3 | **33** |
|  | 2 | 2 | 3 | 4 | 4 | 4 | 5 | 4 | 2 | 2 | **32** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 2 | 3 | **30** |
|  | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | **34** |
|  | 5 | 5 | 5 | 4 | 1 | 5 | 2 | 3 | 1 | 2 | **33** |
|  | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 4 | **39** |
|  | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | **37** |
|  | 5 | 4 | 4 | 5 | 2 | 5 | 5 | 5 | 3 | 5 | **43** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 2 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 1 | 3 | **29** |
|  | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | **31** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 1 | 3 | 2 | 3 | 5 | 4 | 5 | 1 | 1 | 1 | **26** |
|  | 4 | 4 | 5 | 4 | 2 | 3 | 4 | 4 | 3 | 2 | **35** |
|  | 5 | 4 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 3 | **28** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **50** |
|  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **41** |
|  | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | **32** |
|  | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | **37** |
|  | 4 | 4 | 3 | 4 | 3 | 1 | 3 | 2 | 1 | 2 | **27** |
|  | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | **44** |
|  | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 3 | 3 | 5 | **42** |
|  | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | **47** |
|  | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | **40** |
|  | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | **31** |
|  | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | **41** |
|  | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 4 | **33** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **40** |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **45** |
|  | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | **39** |
|  | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | **32** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | **39** |
|  | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | **41** |
|  | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | **41** |
|  | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | **39** |
|  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | **40** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | **39** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 2 | **44** |
|  | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 2 | 2 | **40** |
|  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | **38** |
|  | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 2 | 5 | **41** |
|  | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 3 | **40** |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | **40** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **45** |
|  | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | **41** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | **45** |
|  | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **45** |
|  | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | **44** |
|  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **46** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | **43** |
|  | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | **44** |
|  | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | **45** |
|  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | **44** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 5 | **44** |
|  | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | **45** |
|  | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | **47** |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 2 | 5 | **45** |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | **45** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | **44** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | **44** |
|  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | **46** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | **43** |
|  | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | **45** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 2 | **44** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 4 | **43** |
|  | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 3 | **42** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | **43** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | **43** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | **43** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | **43** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | **44** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 3 | **44** |
|  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 1 | **42** |
|  | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | **33** |
|  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | **43** |

**Lampiran 10**

**Hasil Uji Validitas 30 Responden Variabel Purchase Decision (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | Y\_1 | Y\_2 | Y\_3 | Y\_4 | Y\_5 | Y\_6 | Y\_7 | Y\_8 | Y\_9 | Y\_10 | JMLY |
| Y\_1 | Pearson Correlation | 1 | .539\*\* | .296 | .129 | .348 | .000 | .312 | .310 | 1.000\*\* | .386\* | .668\*\* |
| Sig. (2-tailed) |  | .002 | .113 | .496 | .059 | 1.000 | .093 | .096 | .000 | .035 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y\_2 | Pearson Correlation | .539\*\* | 1 | .614\*\* | .211 | .258 | .088 | .463\*\* | .624\*\* | .539\*\* | .438\* | .704\*\* |
| Sig. (2-tailed) | .002 |  | .000 | .263 | .168 | .642 | .010 | .000 | .002 | .015 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y\_3 | Pearson Correlation | .296 | .614\*\* | 1 | .034 | .227 | .543\*\* | .507\*\* | .374\* | .296 | .384\* | .617\*\* |
| Sig. (2-tailed) | .113 | .000 |  | .860 | .228 | .002 | .004 | .042 | .113 | .036 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y\_4 | Pearson Correlation | .129 | .211 | .034 | 1 | .225 | .244 | .035 | .262 | .129 | .478\*\* | .552\*\* |
| Sig. (2-tailed) | .496 | .263 | .860 |  | .232 | .194 | .852 | .162 | .496 | .008 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y\_5 | Pearson Correlation | .348 | .258 | .227 | .225 | 1 | .281 | .000 | -.013 | .348 | .389\* | .584\*\* |
| Sig. (2-tailed) | .059 | .168 | .228 | .232 |  | .132 | 1.000 | .945 | .059 | .034 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y\_6 | Pearson Correlation | .000 | .088 | .543\*\* | .244 | .281 | 1 | .327 | .035 | .000 | .358 | .488\*\* |
| Sig. (2-tailed) | 1.000 | .642 | .002 | .194 | .132 |  | .077 | .855 | 1.000 | .052 | .006 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y\_7 | Pearson Correlation | .312 | .463\*\* | .507\*\* | .035 | .000 | .327 | 1 | .334 | .312 | .390\* | .514\*\* |
| Sig. (2-tailed) | .093 | .010 | .004 | .852 | 1.000 | .077 |  | .071 | .093 | .033 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y\_8 | Pearson Correlation | .310 | .624\*\* | .374\* | .262 | -.013 | .035 | .334 | 1 | .310 | .376\* | .533\*\* |
| Sig. (2-tailed) | .096 | .000 | .042 | .162 | .945 | .855 | .071 |  | .096 | .040 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y\_9 | Pearson Correlation | 1.000\*\* | .539\*\* | .296 | .129 | .348 | .000 | .312 | .310 | 1 | .386\* | .668\*\* |
| Sig. (2-tailed) | .000 | .002 | .113 | .496 | .059 | 1.000 | .093 | .096 |  | .035 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y\_10 | Pearson Correlation | .386\* | .438\* | .384\* | .478\*\* | .389\* | .358 | .390\* | .376\* | .386\* | 1 | .762\*\* |
| Sig. (2-tailed) | .035 | .015 | .036 | .008 | .034 | .052 | .033 | .040 | .035 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JMLY | Pearson Correlation | .668\*\* | .704\*\* | .617\*\* | .552\*\* | .584\*\* | .488\*\* | .514\*\* | .533\*\* | .668\*\* | .762\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .002 | .001 | .006 | .004 | .002 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

**Lampiran 11**

**Hasil Uji Validitas 30 Responden Variabel Online Customer Review(X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X1\_1 | X1\_2 | X1\_3 | X1\_4 | X1\_5 | X1\_6 | X1\_7 | X1\_8 | X1\_9 | X1\_10 | JMLX1 |
| X1\_1 | Pearson Correlation | 1 | .697\*\* | .625\*\* | .760\*\* | .462\* | .623\*\* | .666\*\* | .559\*\* | .491\*\* | .437\* | .865\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .010 | .000 | .000 | .001 | .006 | .016 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1\_2 | Pearson Correlation | .697\*\* | 1 | .432\* | .742\*\* | .332 | .542\*\* | .495\*\* | .566\*\* | .375\* | .603\*\* | .802\*\* |
| Sig. (2-tailed) | .000 |  | .017 | .000 | .073 | .002 | .005 | .001 | .041 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1\_3 | Pearson Correlation | .625\*\* | .432\* | 1 | .394\* | .296 | .504\*\* | .720\*\* | .447\* | .462\* | .334 | .680\*\* |
| Sig. (2-tailed) | .000 | .017 |  | .031 | .113 | .004 | .000 | .013 | .010 | .071 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1\_4 | Pearson Correlation | .760\*\* | .742\*\* | .394\* | 1 | .505\*\* | .711\*\* | .413\* | .611\*\* | .764\*\* | .686\*\* | .909\*\* |
| Sig. (2-tailed) | .000 | .000 | .031 |  | .004 | .000 | .023 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1\_5 | Pearson Correlation | .462\* | .332 | .296 | .505\*\* | 1 | .252 | .111 | .286 | .284 | .304 | .517\*\* |
| Sig. (2-tailed) | .010 | .073 | .113 | .004 |  | .179 | .560 | .125 | .128 | .103 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1\_6 | Pearson Correlation | .623\*\* | .542\*\* | .504\*\* | .711\*\* | .252 | 1 | .359 | .342 | .576\*\* | .578\*\* | .750\*\* |
| Sig. (2-tailed) | .000 | .002 | .004 | .000 | .179 |  | .052 | .065 | .001 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1\_7 | Pearson Correlation | .666\*\* | .495\*\* | .720\*\* | .413\* | .111 | .359 | 1 | .602\*\* | .415\* | .187 | .664\*\* |
| Sig. (2-tailed) | .000 | .005 | .000 | .023 | .560 | .052 |  | .000 | .023 | .323 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1\_8 | Pearson Correlation | .559\*\* | .566\*\* | .447\* | .611\*\* | .286 | .342 | .602\*\* | 1 | .537\*\* | .318 | .723\*\* |
| Sig. (2-tailed) | .001 | .001 | .013 | .000 | .125 | .065 | .000 |  | .002 | .087 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1\_9 | Pearson Correlation | .491\*\* | .375\* | .462\* | .764\*\* | .284 | .576\*\* | .415\* | .537\*\* | 1 | .658\*\* | .747\*\* |
| Sig. (2-tailed) | .006 | .041 | .010 | .000 | .128 | .001 | .023 | .002 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1\_10 | Pearson Correlation | .437\* | .603\*\* | .334 | .686\*\* | .304 | .578\*\* | .187 | .318 | .658\*\* | 1 | .691\*\* |
| Sig. (2-tailed) | .016 | .000 | .071 | .000 | .103 | .001 | .323 | .087 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JMLX1 | Pearson Correlation | .865\*\* | .802\*\* | .680\*\* | .909\*\* | .517\*\* | .750\*\* | .664\*\* | .723\*\* | .747\*\* | .691\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .003 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

**Lampiran 12**

**Hasil Uji Validitas 30 Responden Variabel Online Customer Rating(X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X2\_1 | X2\_2 | X2\_3 | X2\_4 | X2\_5 | X2\_6 | X2\_7 | X2\_8 | X2\_9 | x2\_10 | JMLX2 |
| X2\_1 | Pearson Correlation | 1 | .439\* | .570\*\* | .647\*\* | .578\*\* | .378\* | .470\*\* | .363\* | .337 | .154 | .694\*\* |
| Sig. (2-tailed) |  | .015 | .001 | .000 | .001 | .039 | .009 | .048 | .068 | .416 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2\_2 | Pearson Correlation | .439\* | 1 | .721\*\* | .502\*\* | .370\* | .350 | .500\*\* | .493\*\* | .380\* | .094 | .711\*\* |
| Sig. (2-tailed) | .015 |  | .000 | .005 | .044 | .058 | .005 | .006 | .038 | .620 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2\_3 | Pearson Correlation | .570\*\* | .721\*\* | 1 | .517\*\* | .419\* | .507\*\* | .504\*\* | .505\*\* | .298 | .074 | .746\*\* |
| Sig. (2-tailed) | .001 | .000 |  | .003 | .021 | .004 | .005 | .004 | .110 | .698 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2\_4 | Pearson Correlation | .647\*\* | .502\*\* | .517\*\* | 1 | .593\*\* | .355 | .695\*\* | .571\*\* | .493\*\* | .266 | .803\*\* |
| Sig. (2-tailed) | .000 | .005 | .003 |  | .001 | .054 | .000 | .001 | .006 | .156 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2\_5 | Pearson Correlation | .578\*\* | .370\* | .419\* | .593\*\* | 1 | .525\*\* | .528\*\* | .425\* | .422\* | .294 | .734\*\* |
| Sig. (2-tailed) | .001 | .044 | .021 | .001 |  | .003 | .003 | .019 | .020 | .115 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2\_6 | Pearson Correlation | .378\* | .350 | .507\*\* | .355 | .525\*\* | 1 | .349 | .474\*\* | .187 | .301 | .655\*\* |
| Sig. (2-tailed) | .039 | .058 | .004 | .054 | .003 |  | .059 | .008 | .323 | .106 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2\_7 | Pearson Correlation | .470\*\* | .500\*\* | .504\*\* | .695\*\* | .528\*\* | .349 | 1 | .709\*\* | .367\* | .172 | .766\*\* |
| Sig. (2-tailed) | .009 | .005 | .005 | .000 | .003 | .059 |  | .000 | .046 | .365 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2\_8 | Pearson Correlation | .363\* | .493\*\* | .505\*\* | .571\*\* | .425\* | .474\*\* | .709\*\* | 1 | .310 | .520\*\* | .794\*\* |
| Sig. (2-tailed) | .048 | .006 | .004 | .001 | .019 | .008 | .000 |  | .096 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2\_9 | Pearson Correlation | .337 | .380\* | .298 | .493\*\* | .422\* | .187 | .367\* | .310 | 1 | .248 | .548\*\* |
| Sig. (2-tailed) | .068 | .038 | .110 | .006 | .020 | .323 | .046 | .096 |  | .187 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2\_10 | Pearson Correlation | .154 | .094 | .074 | .266 | .294 | .301 | .172 | .520\*\* | .248 | 1 | .464\*\* |
| Sig. (2-tailed) | .416 | .620 | .698 | .156 | .115 | .106 | .365 | .003 | .187 |  | .010 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JMLX2 | Pearson Correlation | .694\*\* | .711\*\* | .746\*\* | .803\*\* | .734\*\* | .655\*\* | .766\*\* | .794\*\* | .548\*\* | .464\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .002 | .010 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

**Lampiran 13**

**Hasil Uji Validitas 30 Responden Variabel Customer Experience(X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X3\_1 | X3\_2 | X3\_3 | X3\_4 | X3\_5 | X3\_6 | X3\_7 | X3\_8 | X3\_9 | X3\_10 | JMLX3 |
| X3\_1 | Pearson Correlation | 1 | .778\*\* | .531\*\* | .565\*\* | .088 | .400\* | .337 | .463\*\* | .561\*\* | .374\* | .705\*\* |
| Sig. (2-tailed) |  | .000 | .003 | .001 | .643 | .028 | .068 | .010 | .001 | .042 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3\_2 | Pearson Correlation | .778\*\* | 1 | .470\*\* | .497\*\* | .161 | .480\*\* | .216 | .333 | .451\* | .449\* | .650\*\* |
| Sig. (2-tailed) | .000 |  | .009 | .005 | .396 | .007 | .253 | .072 | .012 | .013 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3\_3 | Pearson Correlation | .531\*\* | .470\*\* | 1 | .572\*\* | .054 | .025 | .446\* | .411\* | .424\* | .077 | .576\*\* |
| Sig. (2-tailed) | .003 | .009 |  | .001 | .776 | .895 | .014 | .024 | .019 | .684 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3\_4 | Pearson Correlation | .565\*\* | .497\*\* | .572\*\* | 1 | .270 | .483\*\* | .479\*\* | .507\*\* | .553\*\* | .257 | .712\*\* |
| Sig. (2-tailed) | .001 | .005 | .001 |  | .149 | .007 | .007 | .004 | .002 | .171 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3\_5 | Pearson Correlation | .088 | .161 | .054 | .270 | 1 | .260 | .445\* | .556\*\* | .527\*\* | .600\*\* | .572\*\* |
| Sig. (2-tailed) | .643 | .396 | .776 | .149 |  | .166 | .014 | .001 | .003 | .000 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3\_6 | Pearson Correlation | .400\* | .480\*\* | .025 | .483\*\* | .260 | 1 | .234 | .367\* | .384\* | .531\*\* | .550\*\* |
| Sig. (2-tailed) | .028 | .007 | .895 | .007 | .166 |  | .213 | .046 | .036 | .003 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3\_7 | Pearson Correlation | .337 | .216 | .446\* | .479\*\* | .445\* | .234 | 1 | .835\*\* | .767\*\* | .441\* | .772\*\* |
| Sig. (2-tailed) | .068 | .253 | .014 | .007 | .014 | .213 |  | .000 | .000 | .015 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3\_8 | Pearson Correlation | .463\*\* | .333 | .411\* | .507\*\* | .556\*\* | .367\* | .835\*\* | 1 | .817\*\* | .650\*\* | .868\*\* |
| Sig. (2-tailed) | .010 | .072 | .024 | .004 | .001 | .046 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3\_9 | Pearson Correlation | .561\*\* | .451\* | .424\* | .553\*\* | .527\*\* | .384\* | .767\*\* | .817\*\* | 1 | .651\*\* | .895\*\* |
| Sig. (2-tailed) | .001 | .012 | .019 | .002 | .003 | .036 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3\_10 | Pearson Correlation | .374\* | .449\* | .077 | .257 | .600\*\* | .531\*\* | .441\* | .650\*\* | .651\*\* | 1 | .720\*\* |
| Sig. (2-tailed) | .042 | .013 | .684 | .171 | .000 | .003 | .015 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| JMLX3 | Pearson Correlation | .705\*\* | .650\*\* | .576\*\* | .712\*\* | .572\*\* | .550\*\* | .772\*\* | .868\*\* | .895\*\* | .720\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .001 | .000 | .001 | .002 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

**Lampiran 14**

**Hasil Uji Reliabilitas Variabel Purchase Decision (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .772 | 10 |

**Lampiran 15**

**Hasil Uji Reliabilitas Variabel Online Customer Review(X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .907 | 10 |

**Lampiran 16**

**Hasil Uji Reliabilitas Variabel Online Customer Rating(X2)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .876 | 10 |

**Lampiran 17**

**Hasil Uji Reliabilitas Variabel Customer Experience(X3)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .886 | 10 |

**Lampiran 19**

**Hasil Uji Heterokesdastisitas**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |  |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.562 | 1.154 |  | 3.088 | .003 |
| Review | -.040 | .055 | -.130 | -.722 | .472 |
| Rating | -.005 | .046 | -.017 | -.118 | .906 |
| Exp | .000 | .041 | .001 | .006 | .995 |
| a. Dependent Variable: Abs\_Res1 | | | | | | | |