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LAMPIRAN

Lampiran 1 Instrumen Penelitian

Kuesioner Penelitian Evaluasi Pengaruh Ulasan Daring Terhadap Niat Beli Produk Kosmetik Lokal

Dengan hormat,

Saya adalah mahasiswi Magister Manajemen Universitas Gadjah Mada yang sedang melakukan penelitian Tesis berjudul “Evaluasi Pengaruh Ulasan Daring terhadap Niat Beli Produk Kosmetik Lokal”.

Dalam penelitian ini kosmetik yang akan diteliti lebih lanjut terbatas pada produk kosmetik rias misalnya seperti bedak, perona pipi, perona mata dan lain-lain. Sedangkan ulasan daring yang dimaksud adalah ulasan produk kosmetik lokal yang terdapat pada forum daring (forum *online*). Forum daring sendiri merupakan fasilitas yang tersedia untuk penggunaanya dapat berdiskusi mengenai sebuah topik melalui hubungan internet. Di Indonesia beberapa contoh forum daring yang membahas masalah kecantikan dan produk kosmetik antara lain Female Daily, Beautynesia, Sociolla, Fimela, Storie, Popbela dan lain-lain.

Pada kuesioner ini tidak ada jawaban yang salah. Responden diharap dapat mengisi sesuai petunjuk dan pendapat pribadi masing-masing. Data dan jawaban responden akan dijamin kerahasiaannya, dan hanya akan digunakan untuk keperluan penelitian ini saja. Terima kasih atas waktu dan kesediaan Anda untuk berpartisipasi dalam penelitian ini.

Hormat saya,

Chyntia

Petunjuk Pengisian :

Berilah tanda (✓) pada jawaban yang Anda pilih.

I. Screening

1. Apakah Anda menggunakan produk kosmetik dalam keseharian Anda?
☐ Ya
☐ Tidak
2. Apakah Anda merupakan anggota aktif (Terdaftar, memberikan ulasan pada produk, atau mengomentari ulasan anggota lain) pada forum daring?
☐ Ya
☐ Tidak
3. Apakah Anda pernah membaca ulasan daring mengenai produk kosmetik dalam satu tahun terakhir?
☐ Ya
☐ Tidak

Jika jawaban Anda adalah “**Ya**”, harap melanjutkan pengisian kuesioner ini.

Jika jawaban Anda adalah “**Tidak**”, maka pengisian kuesioner cukup sampai di sini.

II. Data Responden

1. Jenis Kelamin
☐ Wanita
☐ Pria
2. Usia
☐ ≤ 20 tahun
☐ 21 – 30 tahun
☐ 31 – 40 tahun
☐ ≥ 41 tahun

3. Pendidikan terakhir

- ☐ SMU atau sederajat
- ☐ Diploma
- ☐ S1
- ☐ S2
- ☐ S3

4. Pekerjaan saat ini

- ☐ Pelajar
- ☐ Mahasiswa
- ☐ Karyawan
- ☐ Ibu rumah tangga
- ☐ Wirausaha
- ☐ Lainnya, sebutkan _____

4. Pendapatan atau uang saku per bulan

- ☐ \leq Rp1.000.000,00
- ☐ Rp1.000.001,00 – Rp2.500.000,00
- ☐ Rp2.500.001,00 – Rp5.000.000,00
- ☐ Rp5.000.001,00 – Rp10.000.000,00
- ☐ \geq Rp10.000.001,00

5. Merek kosmetik lokal yang paling Anda sukai atau sering gunakan saat ini

- ☐ Make Over
- ☐ By Lizzie Para Beauty (BLP)
- ☐ Rollover Reaction
- ☐ PIXY
- ☐ Mustika Ratu

- ☐ Wardah
- ☐ Emina
- ☐ Esqa Cosmetics
- ☐ Purbasari
- ☐ Lainnya, sebutkan _____

6. Jenis produk kosmetik yang paling sering digunakan saat ini

- ☐ Foundation (alas bedak)
- ☐ Bedak
- ☐ Lipstick/lipcream/lipstain, dll
- ☐ Mascara
- ☐ Eyeshadow (Perona mata)
- ☐ Blush on (Perona pipi)
- ☐ Lainnya, sebutkan _____

7. Dalam waktu 12 bulan terakhir, berapa dana yang Anda gunakan untuk membeli produk kosmetik lokal?

- ☐ \leq Rp500.000,00
- ☐ Rp500.001,00 – Rp1.000.000,00
- ☐ Rp1.000.001,00 – Rp1.500.000,00
- ☐ Rp1.500.001,00 – Rp2.000.000,00
- ☐ \geq Rp2.000.001,00

8. Apakah saat ini anda masih membeli produk kosmetik merek asing?

- ☐ Ya
- ☐ Tidak

9. Berapa rata-rata waktu yang anda gunakan untuk mengakses media sosial (Facebook, Instagram, twitter, youtube, blog, forum daring, dan lain sebagainya) dalam 1 (satu) hari?
- ☐ 1 – 2 jam
- ☐ 3 – 4 jam
- ☐ 5 – 6 jam
- ☐ ≥ 7 jam

III. Kuesioner Utama

Petunjuk Pengisian: Berilah tanda centang (✓) pada masing-masing kolom, yang paling menunjukkan sikap Anda terhadap pernyataan di bawah ini:

Keterangan:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

1. Kegunaan ulasan daring

No.	Pernyataan	STS	TS	N	S	SS
1	Konten ulasan di forum daring relevan dengan produk kosmetik lokal					
2	Isi ulasan produk kosmetik lokal di forum daring tulus					
3	Isi ulasan produk kosmetik lokal di forum daring dapat diandalkan					
4	Isi ulasan produk kosmetik lokal di forum daring netral					
5	Ulasan daring memberikan manfaat					

2. Keahlian Pengulas

No.	Pernyataan	STS	TS	N	S	SS
1	Para pengulas di forum daring memiliki pengetahuan tentang produk kosmetik lokal					
2	Para pengulas di forum daring adalah orang-orang yang terkenal					
3	Pengulas di forum daring memiliki reputasi yang baik					
4	Pengulas merupakan pengguna web yang berpengalaman (misalnya anggota senior, master forum)					
5	Pengulas adalah profesional yang mampu memberikan kritik atau ulasan negatif					

3. Ketepatan waktu ulasan daring

No.	Pernyataan	STS	TS	N	S	SS
1	Ulasan daring yang diposting secara instan adalah penting					
2	Ulasan produk kosmetik lokal yang baru diposting penting					
3	Ulasan terbaru di forum daring dapat mencerminkan informasi terkini dari produk					

4. Volume Ulasan Daring

No.	Pernyataan	STS	TS	N	S	SS
1	Anda lebih memerhatikan produk-produk kosmetik lokal yang memiliki ulasan daring lebih banyak					
2	Volume ulasan daring berkaitan dengan perhatian yang didapat produk kosmetik					
3	Volume ulasan daring yang lebih besar mencerminkan bahwa banyak orang tertarik pada					

	produk kosmetik tersebut					
4	Volume ulasan daring yang lebih besar berarti ulasan negatif dan positif yang didistribusikan secara merata					
5	Volume ulasan yang lebih besar akan meningkatkan niat pembelian Anda					
6	Anda akan membaca semua ulasan yang tersedia tentang sebuah produk kosmetik					

5. Ulasan daring positif

No.	Pernyataan	STS	TS	N	S	SS
1	Anda lebih memerhatikan ulasan positif					
2	Ulasan positif memiliki nilai lebih					
3	Anda lebih memerhatikan produk-produk kosmetik lokal yang memiliki ulasan positif yang lebih banyak					

6. Ulasan daring negatif

No.	Pernyataan	STS	TS	N	S	SS
1	Banyaknya ulasan negatif memberikan informasi yang penting bagi saya					
2	Banyak ulasan positif akan membuat Anda tidak menyukai produk kosmetik					
3	Ulasan negatif mengenai produk kosmetik lokal akan menghentikan niat beli Anda					

7. Kelengkapan ulasan daring

No.	Pernyataan	STS	TS	N	S	SS
1	Ulasan ringkasan di forum daring sama nilainya dengan ulasan yang terperinci					
2	Ulasan produk kosmetik lokal yang terperinci akan menarik lebih banyak perhatian					
3	Ulasan terperinci akan lebih banyak membantu saya mendapatkan informasi					

8. Niat Beli

No.	Pernyataan	STS	TS	N	S	SS
1	Ulasan produk kosmetik lokal di forum daring membuat saya ingin membeli produk tersebut					
2	Saya akan membeli produk kosmetik lokal ketika saya membutuhkannya					
3	Saya akan mencoba membeli produk kosmetik lokal					

Lampiran 2 Uji Validitas dan Reliabilitas Pretest

Uji Validitas

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.582
Approx. Chi-Square		1228.021
Bartlett's Test of Sphericity	df	465
	Sig.	.000

Communalities

	Initial	Extraction
KUD1	1.000	.714
KUD2	1.000	.703
KUD3	1.000	.791
KUD4	1.000	.679
KUD5	1.000	.674
KP1	1.000	.659
KP2	1.000	.634
KP3	1.000	.742
KP4	1.000	.738
KP5	1.000	.762
KW1	1.000	.814
KW2	1.000	.697
KW3	1.000	.718
VOL1	1.000	.708
VOL2	1.000	.722
VOL3	1.000	.746
VOL4	1.000	.717
VOL5	1.000	.757

VOL6	1.000	.590
UDP1	1.000	.769
UDP2	1.000	.770
UDP3	1.000	.679
UDN1	1.000	.801
UDN2	1.000	.760
UDN3	1.000	.773
KLD1	1.000	.735
KLD2	1.000	.878
KLD3	1.000	.880
NB1	1.000	.767
NB2	1.000	.776
NB3	1.000	.750

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.284	23.497	23.497	7.284	23.497	23.497	3.783	12.204	12.204
2	3.756	12.117	35.614	3.756	12.117	35.614	3.609	11.643	23.847
3	3.026	9.760	45.374	3.026	9.760	45.374	3.522	11.360	35.207
4	2.244	7.239	52.613	2.244	7.239	52.613	2.591	8.357	43.564
5	2.069	6.676	59.289	2.069	6.676	59.289	2.549	8.222	51.786
6	1.768	5.702	64.991	1.768	5.702	64.991	2.374	7.657	59.443
7	1.546	4.988	69.979	1.546	4.988	69.979	2.266	7.308	66.752
8	1.212	3.908	73.887	1.212	3.908	73.887	2.212	7.135	73.887
9	.912	2.943	76.830						
10	.776	2.504	79.335						
11	.754	2.432	81.766						
12	.670	2.160	83.926						
13	.653	2.105	86.031						
14	.572	1.844	87.876						
15	.483	1.558	89.434						
16	.416	1.342	90.776						
17	.398	1.285	92.062						
18	.338	1.091	93.153						



19	.306	.986	94.138					
20	.285	.919	95.057					
21	.255	.823	95.880					
22	.226	.729	96.608					
23	.218	.702	97.310					
24	.174	.560	97.871					
25	.158	.510	98.381					
26	.154	.497	98.877					
27	.107	.346	99.224					
28	.090	.292	99.515					
29	.070	.226	99.741					
30	.055	.179	99.920					
31	.025	.080	100.000					

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
KUD1	0.039	0.756	0.052	0.119	0.065	0.216	0.261	0.079
KUD2	0.153	0.736	-0.031	0.144	-0.084	0.154	0.292	-0.017
KUD3	0.075	0.842	0.072	0.136	0.155	-0.073	-0.027	0.15
KUD4	0.114	0.753	0.109	-0.033	0.09	-0.023	0.059	0.27
KUD5	0.073	0.778	0.072	-0.109	0.195	0.086	0.024	-0.007
KP1	0.188	0.027	0.726	-0.078	0.252	0.107	0.102	0.058
KP2	0.233	0.083	0.733	0.05	0.131	-0.001	-0.12	-0.055
KP3	-0.066	0.067	0.817	0.109	-0.05	-0.01	0.224	-0.019
KP4	0.016	0.126	0.812	0.194	-0.017	-0.057	-0.072	0.129
KP5	0.131	-0.024	0.822	0.154	-0.029	-0.126	0.139	0.098
KW1	0.211	-0.026	0.24	0.791	0.022	0.124	0.018	0.265
KW2	0.15	0.173	0.208	0.713	0.196	-0.032	0.222	-0.058
KW3	0.042	0.041	0.044	0.799	0.268	0.025	-0.027	-0.033
VOL1	0.799	0.001	0.197	0.14	0.071	0.055	0.052	0.031
VOL2	0.79	0.151	0.103	0.17	-0.088	0.127	-0.109	-0.021
VOL3	0.73	0.19	0.172	0.335	-0.04	0.049	0.167	0.055
VOL4	0.694	0.109	0.044	0.15	-0.122	-0.121	0.407	-0.062
VOL5	0.824	0.08	-0.042	-0.149	-0.001	0.104	-0.088	0.173
VOL6	0.714	0.021	0.069	-0.065	-0.023	-0.218	0.098	-0.113
UDP1	0.049	-0.012	0.26	-0.193	0.251	-0.031	0.155	0.757
UDP2	0.07	0.341	0.069	0.28	0.088	-0.123	-0.006	0.737
UDP3	-0.056	0.156	-0.062	0.079	0.221	0.089	0.064	0.762
UDN1	-0.091	0.086	0.008	-0.026	0.104	0.868	-0.119	-0.079
UDN2	0.063	0.069	-0.011	-0.001	0.085	0.855	-0.064	-0.09
UDN3	0.059	0.091	-0.103	0.149	-0.016	0.76	0.31	0.233
KLD1	0.041	0.149	-0.072	0.164	0.791	0.103	0.061	0.196
KLD2	-0.124	0.149	0.199	0.217	0.789	0.009	0.295	0.208
KLD3	-0.123	0.156	0.163	0.153	0.86	0.104	0.103	0.174
NB1	0.13	0.089	0.263	-0.198	0.175	0.149	0.754	0.111
NB2	0.041	0.246	-0.063	0.379	0.229	-0.076	0.668	0.247
NB3	0.11	0.421	0.086	0.187	0.182	-0.108	0.688	-0.029

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Component Transformation Matrix

Component	1	2	3	4	5	6	7	8
1	.539	.569	.389	.338	.271	.184	.064	.095
2	.463	-.142	-.607	-.150	.091	.399	.445	-.096
3	-.488	.584	-.154	.013	-.398	.299	.341	.180
4	.164	-.382	.552	.032	-.571	.293	.293	-.154
5	-.129	-.124	.286	-.563	.349	.439	-.063	.501
6	-.337	-.350	-.059	.711	.297	.394	.008	.108
7	.264	-.157	-.158	.200	-.314	-.283	.021	.813
8	-.173	-.081	.205	-.018	.353	-.450	.769	.044

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	62	100.0
	Excluded ^a	0	.0
	Total	62	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.873	31

1. Kegunaan Ulasan Daring

Reliability Statistics

Cronbach's Alpha	N of Items
.864	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
KUD1	16.05	4.178	.709	.829
KUD2	16.18	4.279	.657	.842
KUD3	16.05	4.112	.742	.821
KUD4	16.05	4.440	.674	.840
KUD5	15.68	3.927	.661	.846

2. Keahlian Pengulas

Reliability Statistics

Cronbach's Alpha	N of Items
.865	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
KP1	13.15	6.585	.633	.849
KP2	13.97	6.819	.615	.853
KP3	13.40	6.572	.713	.831
KP4	13.63	6.336	.710	.830
KP5	13.53	5.827	.763	.816

3. Ketepatan Waktu

Reliability Statistics

Cronbach's Alpha	N of Items
.795	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KW1	8.13	1.360	.674	.691
KW2	7.84	1.482	.680	.674
KW3	7.65	1.970	.597	.777

4. Volume Ulasan

Reliability Statistics

Cronbach's Alpha	N of Items
.868	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VOL1	19.60	9.917	.711	.839
VOL2	19.73	10.137	.680	.845
VOL3	19.66	9.342	.725	.835
VOL4	20.02	9.328	.675	.844
VOL5	19.73	9.940	.671	.845
VOL6	20.31	9.364	.581	.866

5. Ulasan Daring Positif

Reliability Statistics

Cronbach's Alpha	N of Items
.709	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
UDP1	7.95	1.588	.564	.673
UDP2	7.18	2.804	.570	.599
UDP3	7.03	2.884	.569	.609

6. Ulasan Daring Negatif

Reliability Statistics

Cronbach's Alpha	N of Items
.796	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
UDN1	7.24	2.481	.686	.681
UDN2	7.37	2.368	.679	.682
UDN3	7.58	2.313	.570	.809

7. Kelengkapan Ulasan Daring

Reliability Statistics

Cronbach's Alpha	N of Items
.889	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KLD1	8.29	1.816	.689	.933
KLD2	8.00	1.836	.836	.797
KLD3	7.90	1.827	.838	.796

8. Niat beli

Reliability Statistics

Cronbach's Alpha	N of Items
.763	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NB1	8.18	1.624	.521	.761
NB2	7.84	1.416	.617	.656
NB3	7.98	1.360	.651	.616

Lampiran 3 Rekap Data Penelitian

Karakteristik Responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Wanita	116	96.7	96.7	96.7
Pria	4	3.3	3.3	100.0
Total	120	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 20 tahun	9	7.5	7.5	7.5
21 – 30 tahun	78	65.0	65.0	72.5
31 – 40 tahun	31	25.8	25.8	98.3
> 41 tahun	2	1.7	1.7	100.0
Total	120	100.0	100.0	

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMU atau sederajat	23	19.2	19.2	19.2
Diploma	4	3.3	3.3	22.5
S1	75	62.5	62.5	85.0
S2	18	15.0	15.0	100.0
Total	120	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Pelajar	4	3.3	3.3	3.3
Mahasiswa	33	27.5	27.5	30.8
Karyawan	48	40.0	40.0	70.8
Ibu rumah tangga	18	15.0	15.0	85.8
Wirausaha	17	14.2	14.2	100.0
Total	120	100.0	100.0	

Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp1.000.000,00	22	18.3	18.3	18.3
Rp1.000.001,00 – Rp2.500.0000,00	16	13.3	13.3	31.7
Rp2.500.001,00 – Rp5.000.000,00	21	17.5	17.5	49.2
Rp5.000.001,00 – Rp10.000.000,00	24	20.0	20.0	69.2
> Rp10.000.001,00	37	30.8	30.8	100.0
Total	120	100.0	100.0	

Merek Kosmetik Lokal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Make Over	27	22.5	22.5	22.5
By Lizzie Para (BLP) Beauty	15	12.5	12.5	35.0
Rollover Reaction	12	10.0	10.0	45.0
PIXY	9	7.5	7.5	52.5
Mustika Ratu	9	7.5	7.5	60.0
Wardah	23	19.2	19.2	79.2
Emina	6	5.0	5.0	84.2
Esqa Cosmetics	5	4.2	4.2	88.3
Purbasari	8	6.7	6.7	95.0
Lainnya	6	5.0	5.0	100.0
Total	120	100.0	100.0	

Produk Kosmetik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Foundation (alas bedak)	11	9.2	9.2	9.2
Bedak	57	47.5	47.5	56.7
Lipstick/lipcream/lipstain, dll	40	33.3	33.3	90.0
Mascara	2	1.7	1.7	91.7
Eyeshadow (Perona mata)	4	3.3	3.3	95.0
Blush on (Perona pipi)	3	2.5	2.5	97.5
Lainnya	3	2.5	2.5	100.0
Total	120	100.0	100.0	

Lampiran 4 Hasil Uji Validitas Penelitian

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.686
Approx. Chi-Square		2634.651
Bartlett's Test of Sphericity	df	465
	Sig.	.000

Communalities

	Initial	Extraction
KUD1	1.000	.714
KUD2	1.000	.756
KUD3	1.000	.805
KUD4	1.000	.668
KUD5	1.000	.652
KP1	1.000	.722
KP2	1.000	.714
KP3	1.000	.751
KP4	1.000	.722
KP5	1.000	.750
KW1	1.000	.794
KW2	1.000	.685
KW3	1.000	.712
VOL1	1.000	.750
VOL2	1.000	.737
VOL3	1.000	.758
VOL4	1.000	.770
VOL5	1.000	.733
VOL6	1.000	.608
UDP1	1.000	.764
UDP2	1.000	.771
UDP3	1.000	.558
UDN1	1.000	.830
UDN2	1.000	.787
UDN3	1.000	.761

KLD1	1.000	.744
KLD2	1.000	.872
KLD3	1.000	.868
NB1	1.000	.726
NB2	1.000	.718
NB3	1.000	.738

Extraction Method: Principal

Component Analysis.

Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
KUD1	.773	.095	.040	.141	.100	.061	.223	.152
KUD2	.793	.036	-.001	.175	-.034	.132	.273	-.040
KUD3	.852	.101	.058	.126	.130	-.147	-.105	.032
KUD4	.770	.133	.113	.005	.154	-.043	.024	.134
KUD5	.728	.233	.116	-.158	.149	.045	-.027	.065
KP1	.044	.154	.773	-.039	.151	.159	.072	.210
KP2	.136	.286	.729	.119	.158	-.167	.011	-.122
KP3	.120	-.003	.788	.225	.043	-.068	.240	.024
KP4	.095	.128	.777	.248	.033	.019	.032	.170
KP5	.007	.166	.788	.238	-.081	-.078	.100	.149
KW1	-.036	.149	.210	.792	.015	.154	-.005	.273
KW2	.168	.124	.257	.720	.126	-.061	.190	.030
KW3	.075	.056	.169	.770	.249	-.075	-.081	-.084
VOL1	.024	.813	.234	.053	.096	-.035	.004	.144
VOL2	.181	.798	.175	.088	-.068	-.063	-.134	.054
VOL3	.199	.745	.150	.299	.026	-.033	.101	.198
VOL4	.156	.660	.099	.248	-.026	-.089	.465	-.119
VOL5	.119	.831	-.015	-.093	.094	.032	.070	.063
VOL6	.055	.656	.138	.045	-.043	-.129	.221	-.294
UDP1	.040	.100	.306	-.030	.224	-.074	.302	.714
UDP2	.435	.087	.167	.330	.072	-.229	-.107	.607
UDP3	.351	.007	.133	.159	.286	.016	.107	.546
UDN1	-.028	-.131	-.134	-.091	.005	.869	-.159	.070
UDN2	-.001	.034	-.004	-.061	-.047	.864	-.162	-.080

UDN3	.042	-.092	.063	.097	-.029	.829	.202	-.090
KLD1	.176	.095	-.009	.097	.827	.053	.092	-.019
KLD2	.142	-.036	.133	.227	.836	-.115	.190	.181
KLD3	.128	-.002	.105	.098	.884	-.043	-.021	.215
NB1	.103	.172	.311	-.062	.176	-.013	.715	.208
NB2	.268	.073	.184	.513	.272	-.235	.451	.102
NB3	.396	.255	.186	.310	.188	-.239	.522	.143

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Lampiran 5 Hasil Uji Reliabilitas Penelitian

Case Processing Summary		
	N	%
Valid	120	100.0
Cases Excluded ^a	0	.0
Total	120	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.887	31

1. Kegunaan Ulasan Daring

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KUD1	16.05	4.166	.723	.835
KUD2	16.17	4.241	.672	.847
KUD3	16.08	4.077	.748	.828
KUD4	16.05	4.401	.706	.841
KUD5	15.68	3.916	.648	.859

2. Keahlian Pengulas

Reliability Statistics

Cronbach's Alpha	N of Items
.878	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	13.13	6.990	.670	.861
KP2	13.93	7.306	.635	.868
KP3	13.38	6.961	.744	.844
KP4	13.56	6.736	.738	.844
KP5	13.49	6.235	.765	.838

3. Ketepatan Waktu Ulasan

Reliability Statistics

Cronbach's Alpha	N of Items
.782	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KW1	8.13	1.209	.651	.686
KW2	7.85	1.372	.672	.645
KW3	7.65	1.843	.585	.761

4. Volume Ulasan Daring

Reliability Statistics

Cronbach's Alpha	N of Items
.875	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VOL1	19.61	9.904	.721	.848
VOL2	19.73	10.180	.688	.854
VOL3	19.68	9.314	.736	.843
VOL4	19.99	9.319	.697	.850
VOL5	19.73	9.966	.705	.850
VOL6	20.31	9.408	.579	.877

5. Ulasan Daring Positif

Reliability Statistics

Cronbach's Alpha	N of Items
.682	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
UDP1	7.91	1.496	.517	.667
UDP2	7.11	2.602	.540	.564
UDP3	6.93	2.668	.546	.568

6. Ulasan Daring Negatif

Reliability Statistics

Cronbach's Alpha	N of Items
.829	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
UDN1	7.28	2.608	.748	.712
UDN2	7.38	2.507	.715	.736
UDN3	7.62	2.457	.614	.847

7. Kelengkapan Ulasan Daring

Reliability Statistics

Cronbach's Alpha	N of Items
.881	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NB1	8.24	1.765	.670	.926
NB2	7.98	1.739	.833	.777
NB3	7.87	1.730	.817	.789

8. Niat Beli

Reliability Statistics

Cronbach's Alpha	N of Items
.759	3

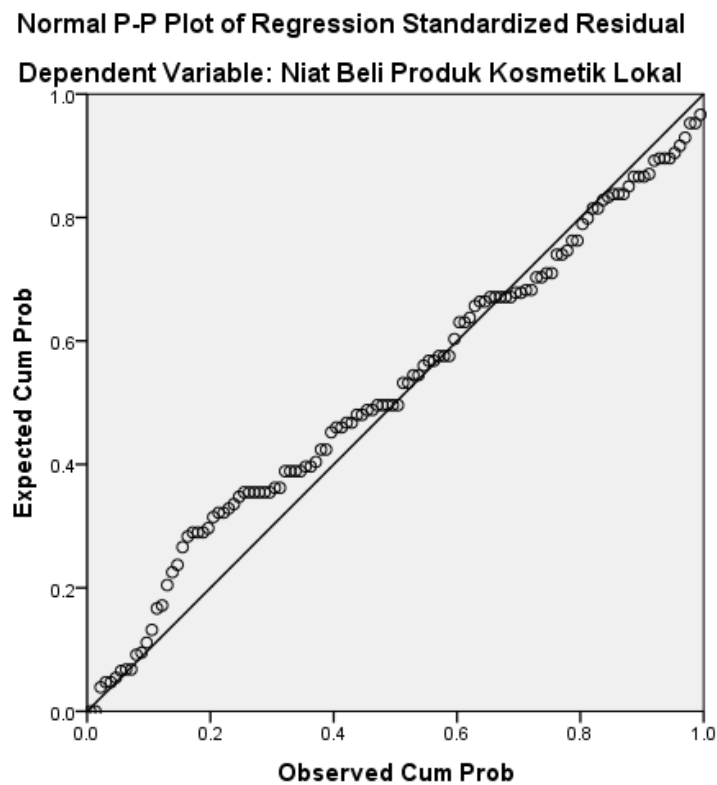
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NB1	8.17	1.602	.507	.765
NB2	7.84	1.361	.605	.661
NB3	7.94	1.316	.664	.589

Lampiran 6 Hasil Uji Asumsi Klasik

Hasil Uji Asumsi Klasik

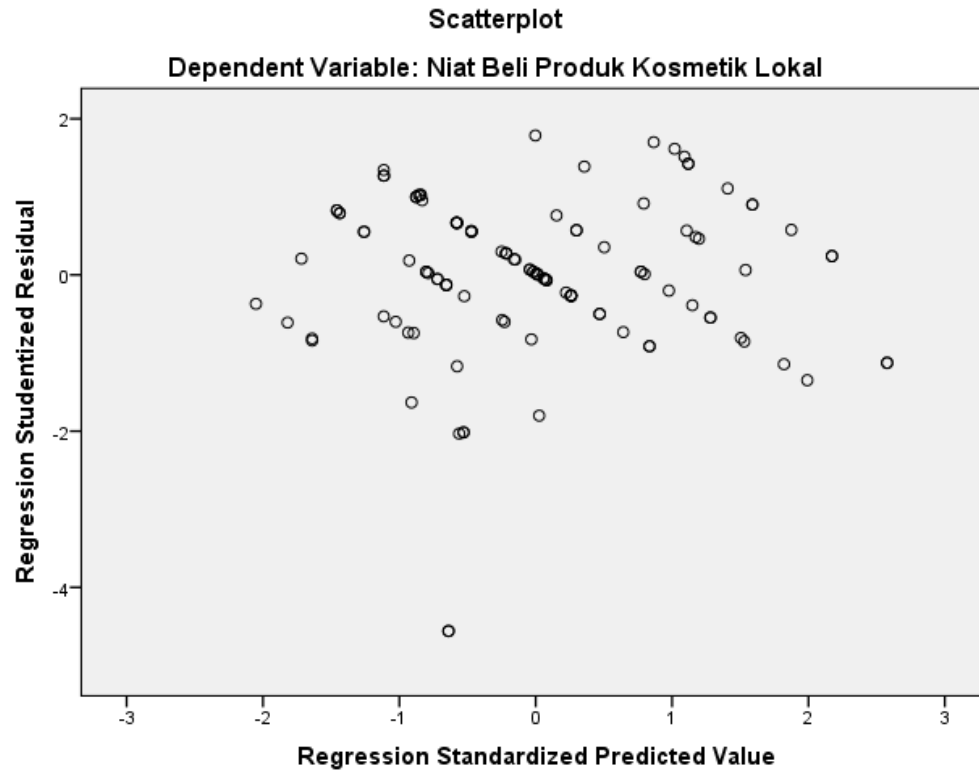
Uji Normalitas



Uji Multikolinieritas

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.513	1.263		1.198	.233		
	Kegunaan Ulasan Daring	.140	.049	.207	2.850	.005	.739	1.353
	Keahlian Pengulas	.084	.041	.159	2.046	.043	.643	1.554
	Ketepatan Waktu Ulasan	.183	.072	.187	2.530	.013	.712	1.405
	Volume Ulasan Daring	.081	.033	.176	2.440	.016	.755	1.325
	Ulasan Daring Positif	.148	.065	.183	2.260	.026	.597	1.676
	Ulasan Daring Negatif	-.114	.048	-.154	-2.398	.018	.947	1.056
	Kelengkapan Ulasan Daring	.151	.063	.171	2.376	.019	.752	1.329
a. Dependent Variable: Niat Beli Produk Kosmetik Lokal								

Uji Heteroskedastisitas



Lampiran 7 Hasil Uji Regresi Linear Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750 ^a	0.563	0.535	1.154

a. Predictors: (Constant), Kelengkapan Ulasan Daring, Ulasan Daring Negatif, Volume Ulasan Daring, Ketepatan Waktu Ulasan, Kegunaan Ulasan Daring, Keahlian Pengulas, Ulasan Daring Positif

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191.781	7	27.397	20.574	.000 ^b
	Residual	149.144	112	1.332		
	Total	340.925	119			

a. Dependent Variable: Niat Beli Produk Kosmetik Lokal

b. Predictors: (Constant), Kelengkapan Ulasan Daring, Ulasan Daring Negatif, Volume Ulasan Daring, Ketepatan Waktu Ulasan, Kegunaan Ulasan Daring, Keahlian Pengulas, Ulasan Daring Positif



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.513	1.263		1.198	.233
Kegunaan Ulasan Daring	.140	.049	.207	2.850	.005
Keahlian Pengulas	.084	.041	.159	2.046	.043
Ketepatan Waktu Ulasan	.183	.072	.187	2.530	.013
Volume Ulasan Daring	.081	.033	.176	2.440	.016
Ulasan Daring Positif	.148	.065	.183	2.260	.026
Ulasan Daring Negatif	-.114	.048	-.154	-2.398	.018
Kelengkapan Ulasan Daring	.151	.063	.171	2.376	.019

a. Dependent Variable: Niat Beli Produk Kosmetik Lokal