

Lampiran 1

Kuesioner dan Angket

Pengaruh *Viral Marketing* dan *Brand Image* Terhadap Keputusan Pembelian (Studi Kasus Pada Platform Tokopedia)

Memohon kesediaan Saudara/i untuk mengisi kuesioner (daftar pertanyaan). Daftar pertanyaan ini saya ajukan semata-mata untuk keperluan penelitian sebagai salah satu tugas akhir yaitu skripsi, Jurusan Manajemen, Fakultas Ekonomi, Universitas PGRI Adibuana Surabaya. Atas partisipasi Saudara/i dalam mengisi daftar pertanyaan atau kuesioner ini, saya ucapkan terima kasih.

Identitas Responden

Isi dan beri tanda (X) pilihan-pilihan dari jawaban yang paling sesuai dengan Saudara/i

1. Nama :
2. Prodi Manajemen/kelas:
3. Angkatan :
4. Jenis Kelamin : L P
5. Usia : 17-20 th 20-25 th
 25-30h 30-35 th
6. Belanja Online di :
 Tokopedia Lazada Shopee
 Olx Lain-lain Tidak

Daftar Pernyataan

Pilih salah satu jawaban yang tersedia sesuai dengan pengalaman yang anda dapatkan setelah melakukan pembelian online. Dengan memberi tanda (X) sebagai jawaban. Masing-masing jawaban memiliki makna sebagai berikut:

SS : Sangat Setuju

S : Setuju

N : Netral

KS : Kurang Setuju

STS : Sangat Tidak Setuju

Berilah tanda (X) pada salah satu jawaban yang paling sesuai menurut pendapat Saudara/i

Viral Marketing

No	Pertanyaan	Jawaban				
		SS	S	N	KS	STS
1.	Saya tahu bahwa aplikasi Tokopedia mudah diakses					
2.	Saya akan merekomendasikan aplikasi Tokopedia kepada teman-teman					
3.	Saya akan menunjukkan testimonial belanja di Tokopedia yang sudah saya beli kepada teman-teman					
4.	Saya akan mengajak teman-teman untuk belanja di Tokopedia					
5.	Saya tahu bahwa Tokopedia termasuk informasi belanja dalam konten elektronik					

Brand Image

No	Pertanyaan	Jawaban				
		SS	S	N	KS	STS
1.	Nama Tokopedia mudah untuk diingat					
2.	Saya lebih sering mendengar nama Tokopedia dibanding dengan marketplace lainnya					
3.	Saya lebih suka belanja di Tokopedia dibandingkan belanja di marketplace lainnya					

Keputusan Pembelian

No	Pertanyaan	Jawaban				
		SS	S	N	KS	STS
1.	Saya belanja di Tokopedia karena sadar akan kebutuhan					
2.	Saya tertarik belanja di Tokopedia karena informasi yang saya peroleh dari teman					
3.	Saya telah memperoleh informasi dan ingin belanja di Tokopedia					
4.	Saya yakin telah melakukan pemilihan yang tepat saat belanja di Tokopedia					
5.	Saya melakukan belanja di Tokopedia berulang-ulang atau lebih dari satu kali					

Lampiran 2
Tabulasi Data

No	Viral Marketing (X1)						Brand Image (X2)				Keputusan Pembelian (Y)					
	X 1.1	X 1.2	X 1.3	X 1.4	X 1.5	Total	X 2.1	X 2.2	X 2.3	Total	X 3.1	X 3.2	X 3.3	X 3.4	X 3.5	Total
1	5	5	4	3	4	21	4	5	3	12	4	4	5	4	3	20
2	4	5	3	4	2	18	2	3	3	8	3	2	3	3	5	16
3	4	4	5	5	5	23	5	5	5	15	4	4	4	5	5	22
4	5	3	4	5	4	21	4	4	4	12	5	5	5	5	5	25
5	4	3	4	2	2	15	2	2	3	7	3	4	3	5	2	17
6	4	5	3	4	3	19	4	5	3	12	3	4	5	5	5	22
7	4	4	5	4	4	21	3	3	3	9	4	4	4	5	5	22
8	4	3	5	4	5	21	4	5	4	13	4	5	3	4	5	21
9	3	4	4	4	4	19	3	4	5	12	4	5	4	3	5	21
10	4	3	3	3	4	17	4	3	4	11	4	5	4	4	4	21

11	5	4	5	3	3	20	4	4	3	11	3	4	3	4	5	19
12	4	4	3	3	4	18	3	4	3	10	4	4	4	4	4	20
13	3	3	2	4	4	16	3	3	3	9	3	4	4	4	4	19
14	4	3	4	3	3	17	4	4	3	11	5	4	5	4	3	21
15	4	5	4	3	4	20	5	5	4	14	3	3	5	3	4	18
16	4	4	3	3	3	17	2	2	2	6	3	3	2	3	2	13
17	4	4	3	3	3	17	2	2	2	6	3	3	2	3	2	13
18	4	3	3	2	4	16	2	3	2	7	3	3	2	3	3	14
19	5	5	5	5	5	25	2	2	5	9	5	5	5	5	5	25
20	4	4	3	3	3	17	4	4	3	11	3	4	4	4	5	20
21	4	3	3	3	4	17	4	4	4	12	4	4	4	4	4	20
22	4	5	4	4	4	21	4	4	4	12	4	5	4	4	5	22
23	4	3	3	3	4	17	4	3	2	9	2	3	4	4	3	16

24	5	3	3	3	3	17	3	3	3	9	4	3	3	3	5	18
25	5	5	4	5	5	24	3	4	3	10	3	4	4	3	5	19
26	4	4	3	4	5	20	5	4	5	14	5	3	3	4	5	20
27	3	3	4	3	4	17	3	2	2	7	3	3	3	3	2	14
28	5	4	4	3	4	20	3	4	4	11	3	4	4	4	4	19
29	4	4	4	3	4	19	4	4	5	13	5	4	5	3	3	20
30	5	5	5	4	3	22	4	3	3	10	4	3	3	3	4	17
31	5	4	4	3	4	20	3	4	4	11	3	4	4	4	4	19
32	4	4	5	5	4	22	3	3	4	10	4	5	3	3	4	19
33	4	4	4	5	5	22	4	4	4	12	5	5	4	4	4	22
34	5	5	4	4	5	23	4	5	3	12	4	4	4	5	5	22
35	3	3	4	3	3	16	4	4	3	11	5	5	5	3	3	21
36	4	3	3	3	4	17	4	3	3	10	4	3	3	4	3	17

37	4	4	5	3	3	19	3	4	5	12	4	3	4	3	4	18
38	4	3	5	4	3	19	4	4	5	13	4	3	3	3	3	16
39	4	4	5	5	4	22	4	5	4	13	3	4	4	3	4	18
40	3	4	3	5	4	19	5	5	4	14	4	5	3	4	5	21



= Item pertanyaan yang tidak lolos Uji Reliabilitas

Lampiran 3

Hasil Uji Validitas dan Uji Reliabilitas Instrumen (Tahap 1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TOTX 1
X1.1	Pearson Correlation	1	,369*	,291	,043	,107	,509**
	Sig. (2-tailed)		,019	,068	,794	,512	,001
	N	40	40	40	40	40	40
X1.2	Pearson Correlation	,369*	1	,213	,356*	,128	,638**
	Sig. (2-tailed)	,019		,187	,024	,430	,000
	N	40	40	40	40	40	40
X1.3	Pearson Correlation	,291	,213	1	,346*	,148	,646**
	Sig. (2-tailed)	,068	,187		,029	,363	,000
	N	40	40	40	40	40	40
X1.4	Pearson Correlation	,043	,356*	,346*	1	,486**	,746**
	Sig. (2-tailed)	,794	,024	,029		,001	,000
	N	40	40	40	40	40	40
X1.5	Pearson Correlation	,107	,128	,148	,486**	1	,609**
	Sig. (2-tailed)	,512	,430	,363	,001		,000
	N	40	40	40	40	40	40
TOT X1	Pearson Correlation	,509**	,638**	,646**	,746**	,609**	1
	Sig. (2-tailed)	,001	,000	,000	,000	,000	
	N	40	40	40	40	40	40

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,627	5

Item Statistics

	Mean	Std. Deviation	N
X1.1	4,1250	,60712	40
X1.2	3,8750	,75744	40
X1.3	3,8500	,83359	40
X1.4	3,6250	,86787	40
X1.5	3,8000	,79097	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	15,1500	4,900	,291	,613
X1.2	15,4000	4,246	,394	,566
X1.3	15,4250	4,097	,373	,578
X1.4	15,6500	3,618	,509	,499
X1.5	15,4750	4,307	,341	,593

Lampiran 4

Tabulasi Data

No	Viral Marketing (X1)					Brand Image (X2)				Keputusan Pembelian (Y)					
	X 1.1	X 1.2	X 1.3	X 1.4	Total	X 3.1	X 3.2	X 3.3	Total	Y 1.1	Y 1.2	Y 1.3	Y 1.4	X 4.5	Total
1	5	4	3	4	16	4	5	3	12	4	4	5	4	3	20
2	5	3	4	2	14	2	3	3	8	3	2	3	3	5	16
3	4	5	5	5	19	5	5	5	15	4	4	4	5	5	22
4	3	4	5	4	16	4	4	4	12	5	5	5	5	5	25
5	3	4	2	2	11	2	2	3	7	3	4	3	5	2	17
6	5	3	4	3	15	4	5	3	12	3	4	5	5	5	22
7	4	5	4	4	17	3	3	3	9	4	4	4	5	5	22
8	3	5	4	5	17	4	5	4	13	4	5	3	4	5	21
9	4	4	4	4	16	3	4	5	12	4	5	4	3	5	21
10	3	3	3	4	13	4	3	4	11	4	5	4	4	4	21
11	4	5	3	3	15	4	4	3	11	3	4	3	4	5	19
12	4	3	3	4	14	3	4	3	10	4	4	4	4	4	20
13	3	2	4	4	13	3	3	3	9	3	4	4	4	4	19
14	3	4	3	3	13	4	4	3	11	5	4	5	4	3	21

15	5	4	3	4	16	5	5	4	14	3	3	5	3	4	18
16	4	3	3	3	13	2	2	2	6	3	3	2	3	2	13
17	4	3	3	3	13	2	2	2	6	3	3	2	3	2	13
18	3	3	2	4	12	2	3	2	7	3	3	2	3	3	14
19	5	5	5	5	20	2	2	5	9	5	5	5	5	5	25
20	4	3	3	3	13	4	4	3	11	3	4	4	4	5	20
21	3	3	3	4	13	4	4	4	12	4	4	4	4	4	20
22	5	4	4	4	17	4	4	4	12	4	5	4	4	5	22
23	3	3	3	4	13	4	3	2	9	2	3	4	4	3	16
24	3	3	3	3	12	3	3	3	9	4	3	3	3	5	18
25	5	4	5	5	19	3	4	3	10	3	4	4	3	5	19
26	4	3	4	5	16	5	4	5	14	5	3	3	4	5	20
27	3	4	3	4	14	3	2	2	7	3	3	3	3	2	14
28	4	4	3	4	15	3	4	4	11	3	4	4	4	4	19
29	4	4	3	4	15	4	4	5	13	5	4	5	3	3	20
30	5	5	4	3	17	4	3	3	10	4	3	3	3	4	17
31	4	4	3	4	15	3	4	4	11	3	4	4	4	4	19
32	4	5	5	4	18	3	3	4	10	4	5	3	3	4	19

33	4	4	5	5	18	4	4	4	12	5	5	4	4	4	22
34	5	4	4	5	18	4	5	3	12	4	4	4	5	5	22
35	3	4	3	3	13	4	4	3	11	5	5	5	3	3	21
36	3	3	3	4	13	4	3	3	10	4	3	3	4	3	17
37	4	5	3	3	15	3	4	5	12	4	3	4	3	4	18
38	3	5	4	3	15	4	4	5	13	4	3	3	3	3	16
39	4	5	5	4	18	4	5	4	13	3	4	4	3	4	18
40	4	3	5	4	16	5	5	4	14	4	5	3	4	5	21

Lampiran 5

Hasil Uji Validitas dan Uji Reliabilitas *Viral Marketing* (Tahap 2)

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTX1
X1.1	Pearson Correlation	1	,213	,356*	,128	,608**
	Sig. (2-tailed)		,187	,024	,430	,000
	N	40	40	40	40	40
X1.2	Pearson Correlation	,213	1	,346*	,148	,638**
	Sig. (2-tailed)	,187		,029	,363	,000
	N	40	40	40	40	40
X1.3	Pearson Correlation	,356*	,346*	1	,486**	,817**
	Sig. (2-tailed)	,024	,029		,001	,000
	N	40	40	40	40	40
X1.4	Pearson Correlation	,128	,148	,486**	1	,647**
	Sig. (2-tailed)	,430	,363	,001		,000
	N	40	40	40	40	40
TOT X1	Pearson Correlation	,608**	,638**	,817**	,647**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	40	40	40	40	40

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,613	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	3,8750	,75744	40
X1.2	3,8500	,83359	40
X1.3	3,6250	,86787	40
X1.4	3,8000	,79097	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	11,2750	3,435	,317	,595
X1.2	11,3000	3,241	,321	,596
X1.3	11,5250	2,512	,594	,369
X1.4	11,3500	3,259	,356	,569

Lampiran 6

Hasil Uji Validitas dan Uji Reliabilitas *Brand Image*

Correlations

		X2.1	X2.2	X2.3	TOTX2
X2.1	Pearson Correlation	1	,726**	,375*	,848**
	Sig. (2-tailed)		,000	,017	,000
	N	40	40	40	40
X2.2	Pearson Correlation	,726**	1	,418**	,874**
	Sig. (2-tailed)	,000		,007	,000
	N	40	40	40	40
X2.3	Pearson Correlation	,375*	,418**	1	,736**
	Sig. (2-tailed)	,017	,007		,000
	N	40	40	40	40
TOTX2	Pearson Correlation	,848**	,874**	,736**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	40	40	40	40

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,753	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	3,5250	,87669	40
X2.2	3,7000	,93918	40
X2.3	3,5250	,93336	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	7,2250	2,487	,654	,590
X2.2	7,0500	2,254	,684	,545
X2.3	7,2250	2,846	,428	,840

Lampiran 7

Hasil Uji Validitas dan Uji Reliabilitas Keputusan Pembelian

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TOTY 1
Y1.1	Pearson Correlation	1	,448**	,361*	,169	,196	,620**
	Sig. (2-tailed)		,004	,022	,297	,226	,000
	N	40	40	40	40	40	40
Y1.2	Pearson Correlation	,448**	1	,437**	,393*	,344*	,759**
	Sig. (2-tailed)	,004		,005	,012	,030	,000
	N	40	40	40	40	40	40
Y1.3	Pearson Correlation	,361*	,437**	1	,352*	,262	,708**
	Sig. (2-tailed)	,022	,005		,026	,102	,000
	N	40	40	40	40	40	40
Y1.4	Pearson Correlation	,169	,393*	,352*	1	,345*	,642**
	Sig. (2-tailed)	,297	,012	,026		,029	,000
	N	40	40	40	40	40	40
Y1.5	Pearson Correlation	,196	,344*	,262	,345*	1	,672**
	Sig. (2-tailed)	,226	,030	,102	,029		,000
	N	40	40	40	40	40	40
TOT Y1	Pearson Correlation	,620**	,759**	,708**	,642**	,672**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	40	40	40	40	40	40

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,704	5

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3,7500	,77625	40
Y1.2	3,9000	,81019	40
Y1.3	3,7500	,86972	40
Y1.4	3,7750	,73336	40
Y1.5	4,0000	1,01274	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	15,4250	6,046	,406	,677
Y1.2	15,2750	5,333	,591	,603
Y1.3	15,4250	5,430	,497	,640
Y1.4	15,4000	6,041	,450	,662
Y1.5	15,1750	5,328	,395	,694

Lampiran 8

Hasil Jumlah Responden Berdasarkan Belanja *online* di Tokopedia

MAHASISWA_MANAJEMEN_2015

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	215	100,0	100,0	100,0

KUESIONER_TIDAK_KEMBALI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	22	10,2	100,0	100,0
Missing System	193	89,8		
Total	215	100,0		

KUESIONER_KEMBALI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	193	89,8	100,0	100,0
Missing System	22	10,2		
Total	215	100,0		

BELANJA_DIONLINE_LAIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	69	32,1	100,0	100,0
Missing	System	146	67,9		
Total		215	100,0		

TIDAK BELANJA ONLINE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5,00	84	39,1	100,0	100,0
Missing	System	131	60,9		
Total		215	100,0		

BELANJA_ONLINE_DITOKOPEDIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6,00	40	18,6	100,0	100,0
Missing	System	175	81,4		
Total		215	100,0		

Lampiran 9

Hasil Uji Karakteristik Responden

1. Berdasarkan Jenis Kelamin

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	17	42,5	42,5	42,5
Perempuan	23	57,5	57,5	100,0
Total	40	100,0	100,0	

2. Berdasarkan Usia

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20	1	2,5	2,5	2,5
25-30	1	2,5	2,5	5,0
20-25	38	95,0	95,0	100,0
Total	40	100,0	100,0	

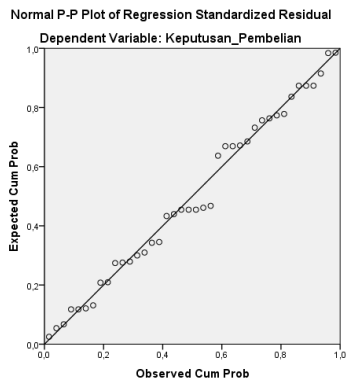
Lampiran 10
Hasil Uji Asumsi Klasik
1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Viral_Mar keting	Brand_Im age	Keputusa n_Pembel ian
N		40	40	40
Normal Parameters ^{a,b}	Mean	15,1500	10,7500	19,1750
	Std. Deviation	2,21359	2,25036	2,86345
Most Extreme Differences	Absolute	,159	,144	,126
	Positive	,159	,089	,112
	Negative	-,091	-,144	-,126
Kolmogorov-Smirnov Z		1,007	,912	,795
Asymp. Sig. (2-tailed)		,262	,376	,553

a. Test distribution is Normal.

b. Calculated from data.



2. Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7,047	2,540		2,775	,009		
1 Viral_Marketing	,403	,185	,311	2,182	,036	,763	1,310
1 Brand_Image	,560	,182	,440	3,085	,004	,763	1,310

a. Dependent Variable: Keputusan_Pembelian

3. Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,651 ^a	,424	,393	2,23039	1,292

a. Predictors: (Constant), Brand_Image, Viral_Marketing

b. Dependent Variable: Keputusan_Pembelian

4. Uji Heterokedastisitas

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,364	2	1,682	1,101	,343 ^b
	Residual	56,499	37	1,527		
	Total	59,863	39			

a. Dependent Variable: RES2

b. Predictors: (Constant), X2, X1

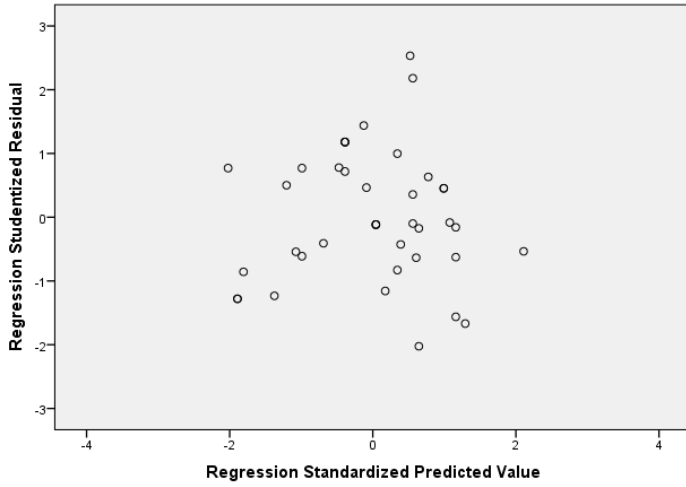
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,553	1,407		1,104	,277
	X1	,114	,102	,203	1,112	,273
	X2	-,141	,101	-,256	-1,400	,170

a. Dependent Variable: RES2

Scatterplot

Dependent Variable: Keputusan_Pembelian



Lampiran 11

Hasil Uji Regresi Linear Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
TOTY1	19,1750	2,86345	40
TOTX1	15,1500	2,21359	40
TOTX2	10,7500	2,25036	40

Correlations

		TOTY1	TOTX1	TOTX2
Pearson Correlation	TOTY1	1,000	,526	,592
	TOTX1	,526	1,000	,486
	TOTX2	,592	,486	1,000
Sig. (1-tailed)	TOTY1	.	,000	,000
	TOTX1	,000	.	,001
	TOTX2	,000	,001	.
N	TOTY1	40	40	40
	TOTX1	40	40	40
	TOTX2	40	40	40

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7,047	2,540		2,775	,009		
X1	,403	,185	,311	2,182	,036	,763	1,310
X2	,560	,182	,440	3,085	,004	,763	1,310

a. Dependent Variable: Y1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135,714	2	67,857	13,641	,000 ^b
	Residual	184,061	37	4,975		
	Total	319,775	39			

a. Dependent Variable: TOTY1

b. Predictors: (Constant), TOTX2, TOTX1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,651 ^a	,424	,393	2,23039	1,292

a. Predictors: (Constant), TOTX2, TOTX1

b. Dependent Variable: TOTY1

Lampiran 12

Hasil Distribusi Frekuensi Variabel *Viral Marketing* (X1)

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
3	14	34,1	34,1	34,1
4	17	41,5	41,5	75,6
Valid 5	9	22,0	22,0	97,6
X1.1	1	2,4	2,4	100,0
Total	41	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	2,4	2,4	2,4
3	14	34,1	34,1	36,6
Valid 4	15	36,6	36,6	73,2
5	10	24,4	24,4	97,6
X1.2	1	2,4	2,4	100,0
Total	41	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	4,9	4,9	4,9
3	19	46,3	46,3	51,2
4	11	26,8	26,8	78,0
5	8	19,5	19,5	97,6
X1.3	1	2,4	2,4	100,0
Total	41	100,0	100,0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	4,9	4,9	4,9
3	11	26,8	26,8	31,7
4	20	48,8	48,8	80,5
5	7	17,1	17,1	97,6
X1.4	1	2,4	2,4	100,0
Total	41	100,0	100,0	

Hasil Distribusi Frekuensi Variabel *Brand Image* (X2)

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	14,6	14,6	14,6
3	11	26,8	26,8	41,5
4	19	46,3	46,3	87,8
5	4	9,8	9,8	97,6
X2.1	1	2,4	2,4	100,0
Total	41	100,0	100,0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	12,2	12,2	12,2
3	10	24,4	24,4	36,6
4	17	41,5	41,5	78,0
5	8	19,5	19,5	97,6
X2.2	1	2,4	2,4	100,0
Total	41	100,0	100,0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	12,2	12,2	12,2
3	16	39,0	39,0	51,2
4	12	29,3	29,3	80,5
5	7	17,1	17,1	97,6
X2.3	1	2,4	2,4	100,0
Total	41	100,0	100,0	

Hasil Distribusi Frekuensi Variabel Keputusan Pembelian (Y)

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	2,4	2,4	2,4
3	15	36,6	36,6	39,0
4	17	41,5	41,5	80,5
5	7	17,1	17,1	97,6
Y1.1	1	2,4	2,4	100,0
Total	41	100,0	100,0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	2,4	2,4	2,4
3	12	29,3	29,3	31,7
4	17	41,5	41,5	73,2
5	10	24,4	24,4	97,6
Y1.2	1	2,4	2,4	100,0
Total	41	100,0	100,0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	7,3	7,3	7,3
3	12	29,3	29,3	36,6
4	17	41,5	41,5	78,0
5	8	19,5	19,5	97,6
Y1.3	1	2,4	2,4	100,0
Total	41	100,0	100,0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
3	16	39,0	39,0	39,0
4	17	41,5	41,5	80,5
Valid 5	7	17,1	17,1	97,6
Y1.4	1	2,4	2,4	100,0
Total	41	100,0	100,0	

Y1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	9,8	9,8	9,8
3	8	19,5	19,5	29,3
Valid 4	12	29,3	29,3	58,5
5	16	39,0	39,0	97,6
X4.5	1	2,4	2,4	100,0
Total	41	100,0	100,0	

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama : Fitri Noer Ariyanti
2. NIM : 151500146
3. Program Studi : Manajemen G 2015
4. Tanggal Mengajukan Skripsi : 15 Oktober 2018
5. Judul Skripsi : Pengaruh *Viral Marketing* dan *Brand Image* Terhadap Keputusan Pembelian (Studi Kasus Pada Platform Online Tokopedia)
6. Dosen Pembimbing : Drs.Sugijanto,M.Ak
7. Konsultasi :

No.	Tanggal	Paraf Pembimbing	Uraian/Kegiatan
1.	15-10-2018		Revisi Mengajukan judul & jurnal
2.	17-10-2018		ACC Judul & indikator lanjut BAB I
3.	21-10-2018		Revisi BAB I & Lanjut BAB II
4.	26-10-2018		ACC BAB I & BAB II
5.	31-10-2018		Revisi BAB III & Kuesioner
6.	14-11-2018		Revisi BAB III & Kuesioner
7.	21-11-2018		Revisi BAB III & Kuesioner
8.	27-11-2018		ACC BAB III & Kuesioner
9.	18-12-2018		Revisi BAB IV & BAB V

10.	20-12-2018		Revisi BAB IV & BAB V
11.	07-01-2019		Revisi BAB IV + BAB V
12.	16-01-2019		ACC BAB IV + BAB V
13.	21-01-2019		ACC Abstrak & Lampiran
14.	15-02-2019		Kelengkapan Skripsi

8. Telah selesai menulis skripsi : 15 Februari 2019
9. Telah diuji dengan nilai :

Surabaya, 15 Februari 2019
Dosen Pembimbing,

Drs.Sugijanto,M.Ak
NIP/NPP : 0501487DY

LEMBAR PERSETUJUAN

Skripsi ini telah disetujui oleh dosen pembimbing dan layak untuk diuji:

Tanggal : 11 Maret 2019

Dosen Pembimbing,

Drs.Sugijanto,M.Ak
NIP/NPP : 0501487DY

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Artikel ini telah disetujui oleh Dosen Pembimbing, dan layak untuk di publikasikan:

Judul Skripsi : *Pengaruh Viral Marketing dan Brand Image Terhadap Keputusan Pembelian (Studi Kasus Pada Platform Online Tokopedia)*

Nama : Fitri Noer Ariyanti

NIM : 151500146

Prodi : Manajemen

Fakultas : Ekonomi Universitas PGRI Adi Buana
Surabaya

E-mail : Fitrinoerariyanti@gmail.com

Surabaya, 10 April 2019
Dosen Pembimbing,

Drs.Sugijanto,M.Ak
NIP/NPP : 0501487DY

