

Lampiran

Lampiran 1 Kuesioner

1. Online Customer Review (X1)

No	Pertanyaan	Pilihan Jawaban				
		SS	S	N	TS	SK S
1	Perceived Usefulness (Manfaat yang dirasakan) Saya merasa online customer review yang bervariasi sangat bermanfaat sebelum melakukan keputusan pembelian					
2	Source credibility (kredibilitas sumber) Saya merasa jika banyaknya online customer review menandakan toko tersebut terpercaya					
3	Argument quality (kualitas argumen) Saya merasa online customer review yang diberikan konsumen lain dapat membantu saya terhindar dari penipuan					
4	Review Valensi (Ulasan Gabungan) Saya merasa online customer review positif dan negative dari konsumen lain menjadi faktor yang mempengaruhi keputusan pembelian pada toko tersebut					

5	Quantity of Reviews (Jumlah ulasan) Saya merasa variasi ulasan yang cukup banyak, maka akan lebih memudahkan saya untuk melakukan keputusan pembelian					
6	Quantity of Reviews (Jumlah ulasan) Saya merasa variasi ulasan yang cukup banyak, mendorong saya dalam melakukan keputusan pembelian					

2. Online Customer Rating (X2)

No	Pertanyaan	Pilihan Jawaban				
		SS	S	N	TS	SK S
1	Layanan Dengan adanya layanan fast respon dalam penanggapan online customer rating membuat saya senang berbelanja di shopee					
2	Produk Saya merasa fitur online customer rating membuat produk semakin dapat dipercaya					
3	Operasional Saya merasa adanya fitur online customer rating dapat bebas menilai sebuah produk yang telah dibeli					
4	Kualitas informasi Saya merasa informasi yang di sampaikan pada fitur online customer rating sesuai dengan					

	tampilan					
5	Kepercayaan Rating pada shopee yang tinggi mendorong saya untuk lebih percaya berbelanja di shopee					
6	Kepuasan Pelanggan Rating yang tinggi memberi kepuasan saya untuk berbelanja di shopee					

3. Flash Sale (X3)

No	Pertanyaan	Pilihan Jawaban				
		SS	S	N	TS	SK S
1.	Frekuensi promosi Flash Sale yang sering dilakukan oleh Shopee membuat saya mengingat promosi tersebut					
2.	Frekuensi promosi Saya merasa flash sale yang diadakan oleh shopee merupakan diskon besar-besaran					
3.	Mutu dalam promosi Flash sale yang diadakan oleh shopee membuat saya tertarik untuk mengambil keputusan pembelian					
4.	Waktu pada promosi Shopee mengadakan flash sale pada beberapa tanggal kembar setiap bulannya (1.1,2.2,3.3) sehingga di nantikan pelanggan					

5.	Waktu pada promosi Waktu untuk tiap sesi flash sale Shopee dilakukan pada waktu tertentu saja					
6.	Ketepatan atau kesesuaian Saya merasa program flash sale membuat saya lebih sering berbelanja di Shopee daripada marketplace lainnya					

4. Keputusan Pembelian (Y)

No	Pertanyaan	Pilihan Jawaban				
		SS	S	N	TS	SKS
1.	Rasa kemantapan sebuah produk Adanya Review dan Rating pada Shopee mempengaruhi saya agar melakukan keputusan pembelian					
2.	Rasa kemantapan sebuah produk Saya merasa antusias untuk berbelanja di Shopee pada sesi flash sale karena potongan harga yang diberikan					
3.	Perilaku kebiasaan dalam membeli produk Adanya Review, Rating dan Flash sale membuat kebiasaan saya dalam membeli produk di shopee					

4.	Memberikan rekomendasi pada orang lain					
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	Adanya Review, Rating dan Flash sale membuat saya menyampaikan hal ini terhadap orang lain					
5.	Memberikan rekomendasi pada orang lain Saya akan memiliki dorongan keinginan untuk berbelanja di aplikasi Shopee karena memiliki pengalaman berbelanja yang baik di aplikasi tersebut dan menyarankan kepada orang lain					
6.	Melakukan pembelian ulang Banyaknya opini positif pada Review, Rating dan Flash sale membuat saya terdorong dalam melakukan pembelian ulang					

5. Harga (Z)

No	Pertanyaan	Pilihan Jawaban				
		SS	S	N	TS	SKS
1.	Keterjangkauan harga Saya merasa harga yang diberikan shopee dapat terjangkau oleh kalangan mahasiswa					

2.	Keterjangkauan harga Saya merasa harga yang ditawarkan shopee sesuai dengan harga pasar					
3.	Daya saing harga Saya merasa harga yang ditawarkan shopee adalah					

	harga yang lebih murah					
4.	Daya saing harga Saya merasa harga yang ditawarkan shopee lebih menarik dibanding harga pesaing					
5.	Kesesuaian harga dengan kualitas produk Saya merasa nilai harga yang diberikan sesuai dengan nilai produk yang diberikan					
6.	Kesesuaian harga dengan manfaat Saya merasa harga yang diberikan shopee bervariasi dan sesuai dengan keinginan mahasiswa					

Lampiran 2 Hasil Output SPSS

Validitas

Correlations

	x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	tx1
x1.1 Pearson Correlation	1	.370**	.556**	.390**	.774**	.620**	.806**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
N	90	90	90	90	90	90	90
x1.2 Pearson Correlation	.370**	1	.428**	.536**	.391**	.504**	.699**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
N	90	90	90	90	90	90	90
x1.3 Pearson Correlation	.556**	.428**	1	.423**	.494**	.565**	.751**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
N	90	90	90	90	90	90	90
x1.4 Pearson Correlation	.390**	.536**	.423**	1	.423**	.443**	.687**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
N	90	90	90	90	90	90	90
x1.5 Pearson Correlation	.774**	.391**	.494**	.423**	1	.719**	.827**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000

	N	90	90	90	90	90	90	90
x1.6	Pearson Correlation	.620**	.504**	.565**	.443**	.719**	1	.842**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90	90
tx1	Pearson Correlation	.806**	.699**	.751**	.687**	.827**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90

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

Correlations

	x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	tx2
x2.1 Pearson Correlation	1	.679**	.552**	.429**	.459**	.468**	.776**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
N	90	90	90	90	90	90	90
x2.2 Pearson Correlation	.679**	1	.606**	.439**	.384**	.491**	.776**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
N	90	90	90	90	90	90	90
x2.3 Pearson Correlation	.552**	.606**	1	.353**	.486**	.436**	.748**
Sig. (2-tailed)	.000	.000		.001	.000	.000	.000
N	90	90	90	90	90	90	90
x2.4 Pearson Correlation	.429**	.439**	.353**	1	.377**	.626**	.732**
Sig. (2-tailed)	.000	.000	.001		.000	.000	.000
N	90	90	90	90	90	90	90
x2.5 Pearson Correlation	.459**	.384**	.486**	.377**	1	.482**	.711**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
N	90	90	90	90	90	90	90
x2.6 Pearson Correlation	.468**	.491**	.436**	.626**	.482**	1	.785**

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90	90
tx2	Pearson Correlation	.776**	.776**	.748**	.732**	.711**	.785**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90

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

Correlations

	x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	tx3
x3.1 Pearson Correlation	1	.558**	.639**	.563**	.443**	.599**	.807**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
N	90	90	90	90	90	90	90
x3.2 Pearson Correlation	.558**	1	.621**	.542**	.406**	.636**	.811**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
N	90	90	90	90	90	90	90
x3.3 Pearson Correlation	.639**	.621**	1	.517**	.444**	.711**	.847**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
N	90	90	90	90	90	90	90
x3.4 Pearson Correlation	.563**	.542**	.517**	1	.444**	.520**	.747**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
N	90	90	90	90	90	90	90
x3.5 Pearson Correlation	.443**	.406**	.444**	.444**	1	.387**	.644**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
N	90	90	90	90	90	90	90
x3.6 Pearson Correlation	.599**	.636**	.711**	.520**	.387**	1	.838**

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90	90
tx3	Pearson Correlation	.807**	.811**	.847**	.747**	.644**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90

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

Correlations

		y1	y2	y3	y4	y5	y6	ty
y1	Pearson Correlation	1	.357**	.565**	.313**	.409**	.323**	.674**
	Sig. (2-tailed)		.001	.000	.003	.000	.002	.000
	N	90	90	90	90	90	90	90
y2	Pearson Correlation	.357**	1	.397**	.437**	.375**	.389**	.670**
	Sig. (2-tailed)	.001		.000	.000	.000	.000	.000
	N	90	90	90	90	90	90	90
y3	Pearson Correlation	.565**	.397**	1	.642**	.475**	.480**	.811**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	90	90	90	90	90	90	90
y4	Pearson Correlation	.313**	.437**	.642**	1	.481**	.579**	.783**
	Sig. (2-tailed)	.003	.000	.000		.000	.000	.000
	N	90	90	90	90	90	90	90
y5	Pearson Correlation	.409**	.375**	.475**	.481**	1	.543**	.735**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	90	90	90	90	90	90	90
y6	Pearson Correlation	.323**	.389**	.480**	.579**	.543**	1	.745**
	Sig. (2-tailed)							
	N							

	Sig. (2-tailed)	.002	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90	90
ty	Pearson Correlation	.674**	.670**	.811**	.783**	.735**	.745**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90

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

Correlations

		z1	z2	z3	z4	z5	z6	tz
z1	Pearson Correlation	1	.510**	.508**	.487**	.499**	.601**	.777**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	90	90	90	90	90	90	90
z2	Pearson Correlation	.510**	1	.325**	.453**	.368**	.344**	.653**
	Sig. (2-tailed)	.000		.002	.000	.000	.001	.000
	N	90	90	90	90	90	90	90
z3	Pearson Correlation	.508**	.325**	1	.688**	.549**	.496**	.790**
	Sig. (2-tailed)	.000	.002		.000	.000	.000	.000
	N	90	90	90	90	90	90	90
z4	Pearson Correlation	.487**	.453**	.688**	1	.543**	.484**	.812**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	90	90	90	90	90	90	90
z5	Pearson Correlation	.499**	.368**	.549**	.543**	1	.644**	.784**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	90	90	90	90	90	90	90
z6	Pearson Correlation	.601**	.344**	.496**	.484**	.644**	1	.764**
	Sig. (2-tailed)							
	N							

	Sig. (2-tailed)	.000	.001	.000	.000	.000		.000
	N	90	90	90	90	90	90	90
tz	Pearson Correlation	.777**	.653**	.790**	.812**	.784**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90

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

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.862	6

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	21.78	8.085	.705	.830
x1.2	21.84	8.627	.558	.856
x1.3	21.83	8.410	.631	.844
x1.4	21.71	8.859	.556	.856
x1.5	21.73	8.018	.736	.825
x1.6	21.82	7.698	.748	.821

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.845	6

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	21.09	8.644	.673	.811
x2.2	20.98	8.764	.677	.812
x2.3	21.04	8.605	.626	.819
x2.4	21.37	8.280	.577	.831
x2.5	21.06	8.615	.563	.832
x2.6	21.02	8.224	.666	.811

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.874	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	19.77	12.293	.713	.847
x3.2	19.87	11.825	.706	.848
x3.3	19.86	11.631	.761	.838
x3.4	19.54	13.127	.647	.859
x3.5	19.74	13.765	.514	.878
x3.6	20.11	11.246	.736	.843

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.831	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	20.39	8.308	.516	.822
y2	20.69	8.329	.511	.823
y3	20.56	7.531	.701	.783
y4	20.72	7.731	.665	.791
y5	20.54	8.161	.610	.803
y6	20.43	8.046	.619	.801

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.856	6

Item-Total Statistics

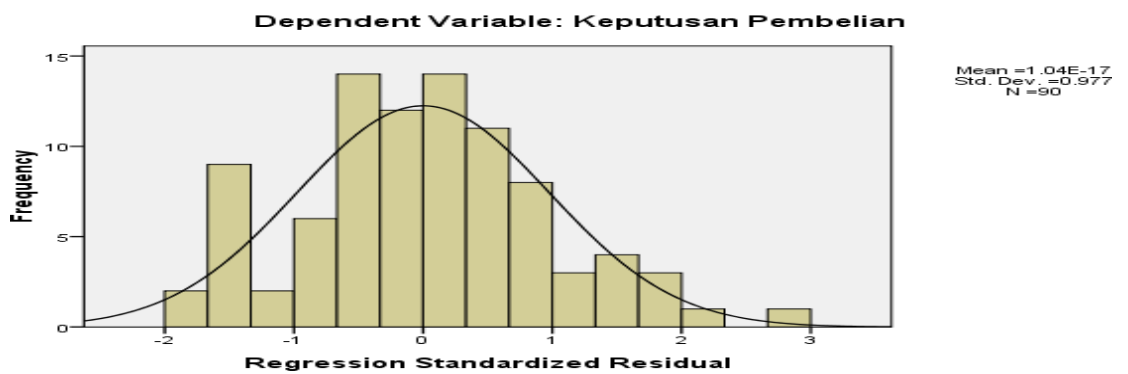
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
z1	20.30	8.976	.672	.827
z2	20.38	9.496	.499	.858
z3	20.31	8.531	.672	.827
z4	20.28	8.270	.699	.821
z5	20.28	8.765	.674	.826
z6	20.12	9.232	.663	.830

Analisis Descriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
OC Review	90	16	30	26.14	3.407
OC Rating	90	14	30	25.31	3.450
Flas Sale	90	15	30	23.78	4.159
Harga	90	17	30	24.33	3.525
Keputusan Pembelian	90	18	30	24.67	3.342
Valid N (listwise)	90				

Histogram



Normalitas

One-Sample Kolmogorov-Smirnov Test

		OC Review	OC Rating	Flas Sale	Harga	Keputusan Pembelian
N		90	90	90	90	90
Normal Parameters ^{a, b}	Mean	26.14	25.31	23.78	24.33	24.67
	Std. Deviation	3.407	3.450	4.159	3.525	3.342
Most Extreme Differences	Absolute	.138	.115	.088	.107	.168
	Positive	.129	.115	.086	.103	.168
	Negative	-.138	-.102	-.088	-.107	-.100
Kolmogorov-Smirnov Z		1.307	1.088	.835	1.013	.615
Asymp. Sig. (2-tailed)		.066	.187	.489	.256	.844

a. Test distribution is Normal.

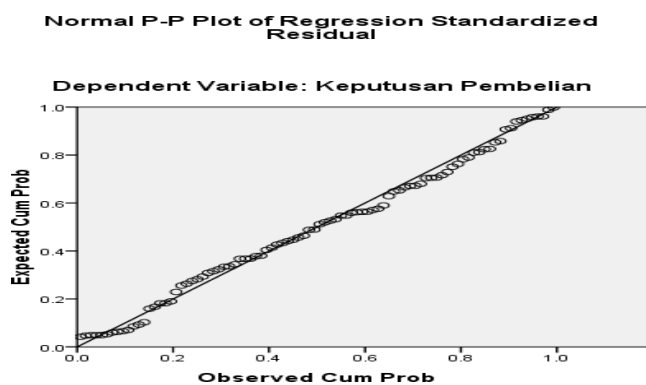
b. Calculated from data.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		90
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	21.83589798
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.040
Kolmogorov-Smirnov Z		.526
Asymp. Sig. (2-tailed)		.945

a. Test distribution is Normal.

b. Calculated from data.



Multikolinieritas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	OC Review	.979	1.021
	OC Rating	.976	1.025
	Flas Sale	.996	1.004
	Harga	.992	1.008

a. Dependent Variable: Keputusan Pembelian

Heteroskedastisitas

Dengan Gletzer

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.094	12.767		.007	.994
	OC Review	-.586	.618	-.146	-.948	.346
	OC Rating	.634	.721	.160	.880	.381
	Flas Sale	.392	.519	.119	.756	.452
	Harga	.278	.613	.072	.454	.651

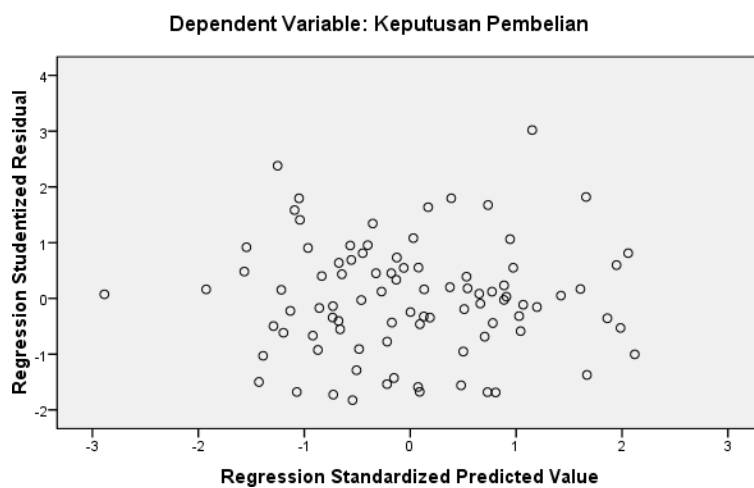
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.094	12.767		.007	.994
	OC Review	-.586	.618	-.146	-.948	.346
	OC Rating	.634	.721	.160	.880	.381
	Flas Sale	.392	.519	.119	.756	.452
	Harga	.278	.613	.072	.454	.651

a. Dependent Variable: absresid

Dengan Scatterplot

Scatterplot



Autokorelasi

Model Summary^b

Model	Durbin-Watson
1	1.886 ^a

a. Predictors: (Constant),
Harga, Flas Sale, OC
Review, OC Rating

b. Dependent Variable:
Keputusan Pembelian

Durbin-watson:

$$d_u < d < 4-d_l = 1,7508 < 1,886 < (4-1,5656) \\ = 2,3501 < 2,370 < 2,4344$$

Sehingga dapat dikatakan tidak terjadi gejala autokorelasi

UJI KOEFISIEN DETERMINAN

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777 ^a	.603	.594	2.130

a. Predictors: (Constant), Harga, Flas Sale

UJI F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	599.445	2	299.723	66.089	.000 ^a
	Residual	394.555	87	4.535		
	Total	994.000	89			

a. Predictors: (Constant), Harga, Flas Sale

b. Dependent Variable: Keputusan Pembelian

UJI T

X1: OC Review

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598 ^a	.358	.351	2.693

a. Predictors: (Constant), OC Review

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	355.853	1	355.853	49.072	.000 ^a
	Residual	638.147	88	7.252		

Total	994.000	89		
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a. Predictors: (Constant), OC Review

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.323	2.209		4.221	.000
	OC Review	.587	.084	.598	7.005	.000

a. Dependent Variable: Keputusan Pembelian

X2: OC Rating

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624 ^a	.389	.382	2.626

a. Predictors: (Constant), OC Rating

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	387.077	1	387.077	56.124	.000 ^a
	Residual	606.923	88	6.897		
	Total	994.000	89			

a. Predictors: (Constant), OC Rating

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.366	2.061		4.544	.000
	OC Rating	.604	.081	.624	7.492	.000

a. Dependent Variable: Keputusan Pembelian

X3: Flash Sales

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.522	2.311

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.522	2.311

a. Predictors: (Constant), Flas Sale

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	524.179	1	524.179	98.182	.000 ^a
	Residual	469.821	88	5.339		
	Total	994.000	89			

a. Predictors: (Constant), Flas Sale

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.792	1.421		7.594	.000
	Flas Sale	.584	.059	.726	9.909	.000

a. Dependent Variable: Keputusan Pembelian

Z: Harga

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711 ^a	.506	.501	2.362

a. Predictors: (Constant), Harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	503.179	1	503.179	90.216	.000 ^a
	Residual	490.821	88	5.578		
	Total	994.000	89			

a. Predictors: (Constant), Harga

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.254	1.746		4.728	.000
	Harga	.675	.071	.711	9.498	.000

a. Dependent Variable: Keputusan Pembelian

Hasil X1, Z, MRA – Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.631	.619	2.064

a. Predictors: (Constant), x1z, OC Review, Harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	627.591	3	209.197	49.101	.000 ^a
	Residual	366.409	86	4.261		
	Total	994.000	89			

a. Predictors: (Constant), x1z, OC Review, Harga

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.938	11.420		.257	.798
	OC Review	.334	.418	.340	.799	.427
	Harga	.487	.499	.513	.976	.332
	x1z	.002	.018	.079	.100	.920

a. Dependent Variable: Keputusan Pembelian

Hasil X2, Z, MRA – Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 ^a	.570	.555	2.230

a. Predictors: (Constant), x2z, OC Rating, Harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	566.272	3	188.757	37.952	.000 ^a
	Residual	427.728	86	4.974		
	Total	994.000	89			

a. Predictors: (Constant), x2z, OC Rating, Harga

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.551	11.914		.550	.584
	OC Rating	.237	.463	.245	.512	.610
	Harga	.426	.515	.450	.828	.410
	x2z	.003	.019	.129	.144	.886

a. Dependent Variable: Keputusan Pembelian

Hasil X3, Z, MRA – Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.606	.592	2.134

a. Predictors: (Constant), x3z, Harga, Flas Sale

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	602.433	3	200.811	44.104	.000 ^a
	Residual	391.567	86	4.553		
	Total	994.000	89			

a. Predictors: (Constant), x3z, Harga, Flas Sale

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.263	8.999		1.585	.117
	Flas Sale	.059	.377	.073	.156	.876
	Harga	.070	.386	.073	.180	.857
	x3z	.012	.015	.643	.810	.420

a. Dependent Variable: Keputusan Pembelian