

LAMPIRAN

Lampiran 1 Kuesioner Penelitian

KUESIONER

“PENGARUH CONTENT MARKETING, PRICE DISCOUNT, DAN LIVE STREAMING TERHADAP KEPUTUSAN PEMBELIAN DENGAN MINAT BELI SEBAGAI VARIABEL INTERVERNING DI SHOPEE”

(Studi Pada Pengguna Aplikasi Shopee di STIE Malangkececwara)

Yth. Mahasiswa/i STIE Malangkececwara, Perkenalkan saya Ila Izza Sukma Yunita (K.2020.5.35374) Mahasiswa Sekolah Tinggi Ilmu Ekonomi (STIE) Malangkececwara yang pada saat ini sedang melakukan penelitian guna memenuhi tugas akhir yaitu skripsi, dengan judul "PENGARUH CONTENT MARKETING, PRICE DISCOUNT, DAN LIVE STREAMING TERHADAP KEPUTUSAN PEMBELIAN DI SHOPEE (Studi Pada Pengguna Aplikasi Shopee di STIE Malangkececwara)"

Oleh karena itu, saya mengharapkan kesediaan teman - teman untuk meluangkan waktu guna mengisi kuesioner ini. Atas kesediaan serta dukungan yang anda berikan peneliti ucapkan

Terima kasih.

A. IDENTITAS RESPONDEN

Email :

Nama :

Jenis Kelamin : Perempuan

Laki-Laki

Apakah Saudara/i merupakan mahasiswa aktif STIE Malangkececwara?

: Ya

Tidak

Prodi/Jurusan : Manajemen

Akuntansi

Tahun Ajaran : 2020

2021

2022

2023

Apakah Saudara/i menggunakan platform Shopee?

Ya

Tidak

B. PETUNJUK PENGISIAN KUESIONER

Pilih salah satu jawaban yang sesuai dengan keadaan saudara/I pada penelitian dibawah ini. Pada masing-masing pertanyaan terdapat lima alternatif jawaban yang mengacu pada skala likert, diantaranya sebagai berikut :

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Variabel *Content Marketing*

No.	Pertanyaan	Skor				
		1	2	3	4	5

1.	Saya merasa konten pemasaran yang menarik memicu perhatian saya untuk mencari tau tentang produk yang dipasarkan					
2.	Saya merasa konten pemasaran mendorong keyakinan saya pada suatu keraguan akan pembelian suatu produk					
3.	Saya sering melihat konten produk/video produk di Shopee					
4.	Saya merasa konten yang sering diunggah di Shopee dapat membuat saya mudah menilai akan produk yang dipasarkan					
5.	Saya merasa video produk di shopee mampu mendorong saya melakukan pembelian					
6.	Saya merasa desain, teks, warna dan gambar yang menarik serta mendetail pada katalog produk dapat membuat saya tertarik untuk membeli					

2. Variabel *Price Discount*

No.	Pertanyaan	Skor				
		1	2	3	4	5
1.	Saya merasa potongan harga adalah hal yang saya nantikan					
2.	Saya merasa shopee selalu memberikan banyak potongan harga setiap hari					
3.	Saya merasa potongan harga di shopee membuat saya selalu menantikan kapan harga suatu produk itu diturunkan					

4.	Saya cenderung lebih banyak melakukan pembelian di harga diskon daripada di harga normal					
5.	Saya merasa potongan harga di Shopee cukup besar					
6.	Saya merasa potongan harga pada hari spesial di shopee seringkali membuat saya melakukan pembelian secara impulsif					

3. Variabel *Live Streaming*

No.	Pertanyaan	Skor				
		1	2	3	4	5
1.	Saya sering merasa ragu akan membeli suatu produk di Shopee dikarenakan takut barang yang datang tidak sesuai dengan katalog produk					
2.	Saya merasa fitur penjualan live streaming di Shopee sangat membantu saya					
3.	Saya merasa informasi yang ditawarkan melalui live streaming sangat mendetail					
4.	Saya merasa dengan mengamati produk dan berinteraksi secara langsung dengan penjual saat live streaming dapat membangun kepercayaan saya dalam pembelian online					
5.	Saya merasa live streaming Shopee memberikan banyak penawaran eksklusif, diskon, dan promosi khusus yang hanya ada saat sesi live streaming saja					
6.	Saat hendak membeli produk, saya cenderung langsung melihat live					

	streamingnya daripada melihat foto produk di katalog tokonya					
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4. Variabel Minat Beli

No.	Pertanyaan	Skor				
		1	2	3	4	5
1.	Saya merasa tertarik membeli produk setelah melihat konten pemasaran yang menarik					
2.	Saya merasa minat untuk membeli suatu produk sangat besar dengan adanya diskon harga					
3.	Saya merasa dengan melihat produk secara <i>real-time</i> melalui Live Streaming membuat saya semakin yakin melakukan pembelian.					
4.	Saya lebih sering melakukan pembelian di platform Shopee dibanding platform lain					
5.	Saya merasa adanya konten pemasaran, diskon harga dan shopee live mempengaruhi minat beli dan keputusan pembelian saya					

5. Variabel Keputusan Pembelian

No.	Pertanyaan	Skor				
		1	2	3	4	5
1.	Platform Shopee menjadi platform berbelanja online terbaik menurut saya					
2.	Saya merasa potongan harga di shopee mempengaruhi keputusan saya dalam membeli suatu produk					

3.	Saya merasa konten video, konten gambar, dan desain katalog produk di Shopee mempengaruhi keputusan pembelian					
4.	Adanya fitur siaran langsung (live streaming) di Shopee membuat saya selalu yakin pada keputusan pembelian yang saya ambil					
5.	Banyaknya rekomendasi dari lingkungan sekitar mempengaruhi keputusan saya dalam membeli produk di Shopee					

Lampiran 2 Tabel Tabulasi Responden

Variabel *Content Marketing* (X1)

No.	X1_1	X1_2	X1_3	X1_4	X1_5	X1_6
1	5	4	4	5	4	5
2	5	5	4	5	5	4
3	5	5	5	5	5	5
4	5	4	5	5	4	4
5	5	4	5	5	5	5
6	5	5	4	5	3	4
7	5	5	5	5	4	4
8	5	5	5	5	5	5
9	5	4	3	4	4	5
10	5	1	2	2	1	3
11	5	5	5	4	4	4
12	5	5	5	4	4	5
13	5	4	4	3	4	5
14	5	3	5	4	4	4
15	5	3	3	4	3	3
16	5	5	5	4	5	5
17	5	3	4	4	4	4
18	5	5	4	3	4	5
19	5	4	4	4	5	4
20	5	4	4	4	4	2

21	5	4	5	5	4	4
22	5	3	4	3	3	4
23	5	3	3	3	4	3
24	5	5	5	5	5	5
25	4	3	4	3	4	4
26	3	3	3	4	3	3
27	5	5	5	4	4	4
28	4	4	4	4	4	4
29	5	5	4	5	3	3
30	2	3	5	3	4	3
31	3	3	3	3	3	3
32	5	3	4	5	4	5
33	5	5	5	5	5	5
34	4	4	5	4	4	4
35	3	3	3	3	3	3
36	4	3	4	3	3	4
37	3	3	4	3	3	4
38	4	3	4	4	3	4
39	5	5	5	5	4	4
40	5	4	3	4	4	5
41	3	2	2	2	3	4
42	5	5	5	4	4	5
43	5	5	5	4	4	4
44	5	4	5	5	5	5
45	5	4	5	5	4	5
46	5	4	5	5	5	5
47	3	3	4	4	3	4
48	4	4	4	4	5	5
49	4	4	5	4	4	4
50	3	4	5	3	4	5
51	5	4	4	4	3	4
52	5	5	5	5	5	5
53	4	3	4	5	3	5
54	4	4	4	3	3	4
55	4	2	4	5	4	5
56	3	3	3	3	3	3
57	4	4	4	4	4	4
58	5	5	5	4	4	5
59	5	5	5	5	4	5
60	5	4	5	5	4	4
61	5	5	5	5	5	5

62	4	4	5	5	4	4
63	4	3	5	2	2	5
64	4	4	3	4	4	3
65	4	4	4	4	4	4
66	5	5	5	5	5	5
67	5	4	4	4	5	4
68	5	5	5	5	5	5
69	5	3	4	1	1	4
70	4	4	4	5	5	5
71	1	1	1	1	1	1
72	5	5	5	5	5	5
73	5	4	4	5	5	4
74	5	5	4	4	4	4
75	4	4	4	4	4	4
76	4	4	4	4	4	4
77	4	4	3	4	4	4
78	5	4	4	4	4	5
79	3	4	4	4	3	5
80	5	4	4	3	4	4
81	5	4	5	5	5	4
82	5	4	5	5	5	5
83	4	3	5	5	5	4
84	5	4	4	5	4	3
85	5	4	5	4	4	5
86	4	2	5	2	4	5
87	4	4	4	4	4	4
88	4	4	5	4	4	5
89	5	4	5	4	5	4
90	4	4	5	5	4	4
91	4	5	5	4	5	5
92	4	5	5	4	5	5
93	5	5	4	4	5	5

Variabel *Price Discount* (X2)

No.	X2_1	X2_2	X2_3	X2_4	X2_5	X2_6
1	4	5	4	5	4	5
2	5	4	5	4	5	5
3	5	5	5	5	3	2
4	5	5	5	4	5	5

5	4	4	5	5	5	5
6	5	5	4	4	4	3
7	5	5	5	5	5	5
8	5	5	5	5	5	5
9	5	4	5	5	5	4
10	1	2	1	2	2	3
11	5	5	4	4	4	4
12	4	5	5	5	5	4
13	4	4	5	3	5	5
14	5	4	5	4	4	5
15	4	4	4	4	3	4
16	5	4	4	3	3	5
17	5	5	5	5	5	5
18	4	4	5	5	4	4
19	4	4	5	5	5	5
20	3	2	2	4	2	2
21	5	5	4	4	5	4
22	5	2	3	3	3	2
23	5	3	3	3	4	3
24	5	5	5	5	5	5
25	5	3	5	4	3	4
26	3	3	4	4	4	3
27	4	3	4	3	3	4
28	4	4	4	4	4	4
29	5	1	3	5	2	4
30	5	1	4	5	3	4
31	3	3	3	3	3	3
32	5	4	5	1	5	1
33	5	5	5	5	5	5
34	5	5	5	4	5	5
35	5	4	4	4	3	3
36	4	3	4	3	3	4
37	4	5	4	3	3	3
38	4	3	4	3	4	3
39	5	4	4	4	5	5
40	5	4	5	5	5	5
41	5	3	4	4	3	4
42	5	3	3	3	3	4
43	4	4	5	5	5	5
44	5	4	5	3	4	5
45	5	4	4	4	4	4

46	5	5	5	5	5	5
47	5	5	5	4	4	3
48	5	5	5	4	4	5
49	5	2	4	4	4	4
50	4	3	4	4	4	3
51	5	4	5	5	4	3
52	5	5	5	5	5	5
53	5	4	5	5	3	2
54	5	3	4	4	4	4
55	5	5	5	2	2	3
56	5	3	3	5	3	1
57	5	5	5	4	5	4
58	5	4	4	4	5	5
59	5	3	5	5	5	5
60	4	4	5	5	5	4
61	5	5	5	5	5	5
62	4	5	5	5	4	4
63	5	2	5	3	4	5
64	3	4	4	3	4	4
65	5	4	4	4	4	4
66	5	5	5	5	5	5
67	4	5	4	5	4	4
68	5	5	5	5	5	5
69	4	4	4	3	1	4
70	5	5	5	5	5	5
71	1	1	1	1	1	1
72	5	5	5	5	5	5
73	5	3	4	5	5	4
74	5	5	4	5	4	4
75	5	4	4	5	3	4
76	4	4	4	4	4	4
77	4	4	4	4	3	5
78	5	4	5	5	5	3
79	5	3	4	5	3	3
80	5	4	3	3	4	3
81	5	5	5	4	3	5
82	5	3	4	5	4	5
83	5	5	3	4	3	3
84	5	5	3	4	5	5
85	5	5	5	5	5	5
86	5	2	5	2	4	4

87	4	4	4	4	4	4
88	4	5	5	4	5	5
89	4	3	5	4	4	5
90	4	5	4	4	4	5
91	5	4	4	5	4	4
92	4	4	4	5	5	5
93	5	5	5	5	5	5

Variabel *Live Streaming* (X3)

No.	X3_1	X3_2	X3_3	X3_4	X3_5	X3_6
1	4	5	4	5	4	5
2	4	4	5	5	5	5
3	5	5	5	5	5	5
4	5	4	5	5	5	5
5	5	5	5	4	4	5
6	4	5	5	5	4	4
7	5	5	5	5	5	5
8	5	5	5	5	5	5
9	3	3	4	4	4	3
10	3	1	1	1	2	3
11	4	4	5	5	4	4
12	4	5	5	4	4	5
13	3	2	5	5	5	3
14	3	4	4	4	4	4
15	3	4	3	3	4	3
16	2	5	5	5	5	3
17	4	4	3	4	4	4
18	4	4	4	4	5	5
19	5	5	5	5	5	5
20	2	2	2	2	2	4
21	5	5	5	5	4	4
22	3	3	3	4	4	3
23	3	3	3	3	4	3
24	3	5	4	4	5	5
25	3	3	3	3	3	3
26	3	3	3	3	3	3
27	2	4	4	3	4	4
28	4	4	4	4	4	4
29	3	3	3	3	4	2

30	4	3	5	3	4	2
31	3	3	3	3	3	3
32	3	5	4	4	5	4
33	4	5	5	5	5	5
34	5	3	4	5	4	4
35	3	3	3	3	3	3
36	4	3	4	3	4	4
37	4	3	2	3	3	2
38	3	4	4	4	4	3
39	4	5	5	5	5	4
40	3	5	4	3	3	3
41	5	4	3	4	4	3
42	3	2	3	4	4	2
43	4	4	4	5	5	5
44	3	4	4	4	4	5
45	4	5	4	4	5	5
46	5	5	5	5	5	4
47	5	5	5	5	5	5
48	3	3	4	4	5	3
49	4	4	4	4	4	4
50	4	3	4	4	4	4
51	4	4	4	4	4	3
52	5	5	5	5	5	5
53	5	4	5	5	4	3
54	4	4	4	4	3	3
55	4	3	4	4	4	3
56	5	3	3	3	3	3
57	4	4	4	4	4	4
58	5	5	4	4	4	5
59	2	5	5	5	5	3
60	4	5	4	5	4	5
61	5	5	5	5	5	5
62	5	5	4	4	5	4
63	4	5	4	4	5	2
64	4	3	4	4	4	4
65	4	4	4	4	4	4
66	5	5	5	5	5	5
67	4	5	5	4	5	4
68	5	5	5	5	5	5
69	2	5	2	3	1	5
70	5	5	5	5	5	5

71	1	1	1	1	1	1
72	5	5	5	5	5	5
73	4	4	5	5	4	5
74	2	4	4	4	4	3
75	3	4	4	5	5	4
76	4	4	4	4	4	4
77	4	3	4	3	3	3
78	3	5	5	4	4	4
79	3	3	3	4	3	2
80	4	3	3	2	2	2
81	5	5	5	4	5	5
82	3	4	5	5	5	3
83	5	4	3	3	4	3
84	5	4	3	4	5	5
85	3	4	4	4	4	4
86	5	5	4	4	5	2
87	4	4	4	4	4	4
88	2	5	4	4	4	2
89	5	4	5	4	5	4
90	5	4	4	4	5	4
91	4	5	4	4	5	5
92	4	5	5	5	5	5
93	4	5	5	4	5	4

Variabel Keputusan Pembelian (Y)

No.	Y_1	Y_2	Y_3	Y_4	Y_5
1	5	4	5	5	4
2	5	4	5	5	5
3	5	5	5	5	5
4	5	5	5	5	4
5	5	5	5	4	4
6	4	4	4	5	4
7	5	5	5	5	5
8	4	5	5	5	5
9	4	4	4	5	4
10	1	1	1	2	1
11	5	5	4	4	4
12	5	4	4	5	4
13	4	5	5	5	2

14	4	5	5	5	4
15	4	4	3	4	4
16	4	5	5	5	5
17	4	4	4	5	5
18	4	4	5	5	4
19	4	4	4	4	4
20	4	4	3	3	2
21	5	4	5	4	5
22	3	3	2	3	2
23	4	4	4	2	3
24	5	5	5	5	5
25	4	5	3	4	3
26	3	3	3	3	3
27	4	4	4	4	3
28	4	4	4	4	4
29	3	4	3	5	4
30	3	4	3	3	4
31	3	3	3	3	3
32	5	4	4	4	5
33	5	5	5	5	5
34	4	4	5	5	5
35	3	3	3	3	3
36	3	4	4	3	4
37	3	3	4	5	3
38	3	4	4	3	4
39	5	5	4	4	4
40	4	4	4	5	5
41	4	4	4	4	5
42	4	5	3	4	4
43	5	5	5	4	5
44	5	5	5	5	5
45	5	5	5	5	5
46	5	5	5	4	5
47	4	5	3	3	4
48	4	5	4	5	5
49	4	5	4	4	4
50	3	4	3	3	4
51	3	4	4	4	4
52	5	5	5	5	5
53	4	4	2	5	4
54	4	4	4	4	4

55	5	4	4	5	5
56	3	5	3	3	3
57	4	4	4	4	4
58	5	5	5	4	4
59	5	5	3	5	5
60	4	5	4	5	5
61	5	5	5	5	5
62	4	5	4	4	5
63	3	4	2	5	5
64	4	4	3	4	4
65	4	4	4	4	4
66	5	5	5	5	5
67	4	4	5	4	4
68	5	5	5	5	5
69	1	5	3	4	1
70	5	5	5	5	5
71	1	1	1	1	1
72	5	5	5	5	5
73	4	5	4	5	4
74	4	4	4	4	4
75	4	5	4	4	5
76	4	4	4	4	4
77	4	4	4	4	5
78	4	5	5	4	5
79	4	4	4	4	4
80	4	4	4	5	4
81	4	4	4	3	4
82	5	5	3	4	5
83	5	5	4	5	4
84	5	4	5	5	4
85	4	4	4	4	4
86	2	4	4	5	4
87	4	4	4	4	4
88	4	5	5	4	4
89	5	4	4	5	5
90	4	5	5	4	5
91	5	5	4	5	4
92	5	5	5	5	5
93	5	5	5	5	5

Variabel *Minat Beli* (Z)

No.	Z_1	Z_2	Z_3	Z_4	Z_5
1	4	5	4	5	5
2	4	4	5	4	5
3	5	5	5	5	5
4	4	5	5	5	4
5	5	5	4	4	5
6	4	5	5	4	4
7	4	5	5	5	5
8	5	5	5	5	5
9	5	5	4	4	4
10	3	2	2	1	3
11	5	5	4	4	5
12	4	5	5	4	4
13	4	4	5	5	3
14	4	4	4	4	4
15	4	4	4	4	4
16	5	5	3	5	5
17	4	4	4	4	4
18	4	3	4	4	5
19	4	4	4	5	5
20	3	3	3	3	4
21	4	5	5	4	5
22	3	2	3	3	2
23	3	3	4	3	3
24	5	5	5	5	5
25	4	4	3	3	3
26	3	3	3	3	3
27	4	4	3	4	4
28	4	4	4	4	4
29	5	4	3	3	4
30	2	4	5	2	5
31	3	3	3	3	3
32	5	5	4	4	4

33	5	5	5	5	5
34	4	4	3	3	4
35	3	3	3	3	3
36	3	4	3	4	3
37	3	3	3	3	4
38	4	4	4	4	4
39	4	4	5	5	5
40	5	5	5	5	5
41	4	4	4	4	4
42	5	5	5	3	5
43	5	5	4	4	4
44	5	5	5	5	5
45	4	5	5	4	4
46	5	5	5	5	5
47	4	3	4	5	4
48	5	5	4	3	5
49	4	4	4	4	4
50	3	5	4	4	3
51	5	5	4	4	3
52	5	5	5	5	5
53	4	4	5	3	4
54	4	4	4	4	4
55	5	3	4	3	3
56	3	5	3	3	3
57	4	4	4	4	4
58	4	4	5	4	5
59	4	5	3	4	5
60	4	5	4	5	5
61	4	4	4	4	4
62	4	4	5	5	5
63	4	5	2	3	4
64	3	4	4	4	4
65	4	4	4	4	4
66	5	5	5	5	5
67	5	4	4	4	5
68	5	5	5	5	5
69	3	4	2	5	5
70	5	5	5	5	5
71	1	1	1	1	1
72	5	5	5	5	5
73	4	5	5	5	5

74	4	4	4	4	4
75	4	5	4	4	4
76	4	4	4	4	4
77	3	4	4	4	4
78	3	4	4	4	4
79	4	4	5	3	3
80	5	4	4	4	4
81	3	4	4	4	4
82	4	4	4	4	5
83	4	5	5	5	4
84	4	3	5	4	5
85	4	4	4	4	4
86	3	4	5	4	4
87	4	4	4	4	4
88	5	4	4	5	4
89	5	5	5	4	5
90	5	5	4	5	5
91	5	5	5	5	5
92	5	5	4	5	4
93	5	5	4	5	5

Lampiran 3 Hasil Uji Olah Data SPSS

Hasil Uji Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Content Marketing 1	93	1	5	4,45	,801
Content Marketing 2	93	1	5	3,95	,913
Content Marketing 3	93	1	5	4,28	,826
Content Marketing 4	93	1	5	4,06	,942
Content Marketing 5	93	1	5	3,98	,897
Content Marketing 6	93	1	5	4,25	,789
Valid N (listwise)	93				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price Discount 1	93	1	5	4,54	,788
Price Discount 2	93	1	5	3,97	1,058
Price Discount 3	93	1	5	4,30	,857
Price Discount 4	93	1	5	4,14	,951
Price Discount 5	93	1	5	4,02	,989
Price Discount 6	93	1	5	4,06	1,030
Valid N (listwise)	93				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Live Streaming 1	93	1	5	3,78	,987
Live Streaming 2	93	1	5	4,02	,978
Live Streaming 3	93	1	5	4,05	,913
Live Streaming 4	93	1	5	4,03	,890
Live Streaming 5	93	1	5	4,12	,942
Live Streaming 6	93	1	5	3,80	1,048
Valid N (listwise)	93				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Keputusan Pembelian 1	93	1	5	4,10	,808
Keputusan Pembelian 2	93	1	5	4,26	,820
Keputusan Pembelian 3	93	1	5	4,11	,853
Keputusan Pembelian 4	93	1	5	4,05	,864
Keputusan Pembelian 5	93	1	5	4,22	,806
Valid N (listwise)	93				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Minat Beli 1	93	1	5	4,09	,905
Minat Beli 2	93	1	5	4,34	,773
Minat Beli 3	93	1	5	4,05	,925
Minat Beli 4	93	1	5	4,24	,852
Minat Beli 5	93	1	5	4,14	,939
Valid N (listwise)	93				

Uji Validitas Content Marketing (X1)

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1
X1_1	Pearson Correlation	1	.539**	.415**	.480**	.422**	.406**	.695**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	93	93	93	93	93	93	93
X1_2	Pearson Correlation	.539**	1	.597**	.585**	.622**	.456**	.825**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	93	93	93	93	93	93	93
X1_3	Pearson Correlation	.415**	.597**	1	.522**	.581**	.577**	.791**

	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	93	93	93	93	93	93	93
X1_4	Pearson Correlation	.480**	.585**	.522**	1	.671**	.373**	.795**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	93	93	93	93	93	93	93
X1_5	Pearson Correlation	.422**	.622**	.581**	.671**	1	.514**	.828**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	93	93	93	93	93	93	93
X1_6	Pearson Correlation	.406**	.456**	.577**	.373**	.514**	1	.703**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	93	93	93	93	93	93	93
X1	Pearson Correlation	.695**	.825**	.791**	.795**	.828**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	93	93	93	93	93	93	93

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

Uji Validitas Price Discount (X2)

		Correlations						
		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2
X2_1	Pearson Correlation	1	.328**	.531**	.381**	.382**	.268**	.624**
	Sig. (2-tailed)		.001	.000	.000	.000	.009	.000
	N	93	93	93	93	93	93	93
X2_2	Pearson Correlation	.328**	1	.539**	.361**	.510**	.381**	.726**
	Sig. (2-tailed)	.001		.000	.000	.000	.000	.000
	N	93	93	93	93	93	93	93
X2_3	Pearson Correlation	.531**	.539**	1	.428**	.621**	.507**	.814**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	93	93	93	93	93	93	93
X2_4	Pearson Correlation	.381**	.361**	.428**	1	.459**	.401**	.689**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	93	93	93	93	93	93	93
X2_5	Pearson Correlation	.382**	.510**	.621**	.459**	1	.554**	.810**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	93	93	93	93	93	93	93
X2_6	Pearson Correlation	.268**	.381**	.507**	.401**	.554**	1	.724**
	Sig. (2-tailed)	.009	.000	.000	.000	.000		.000

	N	93	93	93	93	93	93	93
X2	Pearson Correlation	.624**	.726**	.814**	.689**	.810**	.724**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	93	93	93	93	93	93	93

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

Uji Validitas Live Streaming (X3)

Correlations

		X3_1	X3_2	X3_3	X3_4	X3_5	X3_6	X3
X3_1	Pearson Correlation	1	.396**	.451**	.446**	.469**	.459**	.679**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	98	98	98	98	98	98	93
X3_2	Pearson Correlation	.396**	1	.672**	.635**	.593**	.580**	.810**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	98	98	98	98	98	98	93
X3_3	Pearson Correlation	.451**	.672**	1	.810**	.739**	.488**	.865**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	98	98	98	98	98	98	93
X3_4	Pearson Correlation	.446**	.635**	.810**	1	.743**	.532**	.868**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	98	98	98	98	98	98	93
X3_5	Pearson Correlation	.469**	.593**	.739**	.743**	1	.475**	.831**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	98	98	98	98	98	98	93
X3_6	Pearson Correlation	.459**	.580**	.488**	.532**	.475**	1	.752**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	98	98	98	98	98	98	93
X3	Pearson Correlation	.679**	.810**	.865**	.868**	.831**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	93	93	93	93	93	93	93

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

Uji Validitas Keputusan Pembelian (Y)

Correlations

		Y_1	Y_2	Y_3	Y_4	Y_5	Y
Y_1	Pearson Correlation	1	.632**	.678**	.575**	.692**	.867**

	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	93	93	93	93	93	93
Y_2	Pearson Correlation	.632**	1	.612**	.544**	.569**	.798**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	93	93	93	93	93	93
Y_3	Pearson Correlation	.678**	.612**	1	.579**	.601**	.842**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	93	93	93	93	93	93
Y_4	Pearson Correlation	.575**	.544**	.579**	1	.605**	.793**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	93	93	93	93	93	93
Y_5	Pearson Correlation	.692**	.569**	.601**	.605**	1	.844**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	93	93	93	93	93	93
Y	Pearson Correlation	.867**	.798**	.842**	.793**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	93	93	93	93	93	93

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

Uji Validitas Minat Beli (Z)

Correlations

		Z_1	Z_2	Z_3	Z_4	Z_5	Z
Z_1	Pearson Correlation	1	.651**	.473**	.568**	.569**	.798**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	93	93	93	93	93	93
Z_2	Pearson Correlation	.651**	1	.535**	.625**	.606**	.839**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	93	93	93	93	93	93
Z_3	Pearson Correlation	.473**	.535**	1	.567**	.551**	.773**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	93	93	93	93	93	93
Z_4	Pearson Correlation	.568**	.625**	.567**	1	.623**	.836**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	93	93	93	93	93	93
Z_5	Pearson Correlation	.569**	.606**	.551**	.623**	1	.821**
	Sig. (2-tailed)	.000	.000	.000	.000		.000

	N	93	93	93	93	93	93
Z	Pearson Correlation	.798**	.839**	.773**	.836**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	93	93	93	93	93	93

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

One-Sample Kolmogorov-Smirnov Test

Pernyataan	Content Marketing (X1)	Price Discount (X2)	Live Streaming (X3)	Keputusan Pembelian (Y)	Minat Beli (Z)	R-Tabel	Ket.
1	0,695	0,624	0,679	0,867	0,798	0,171	VALID
2	0,825	0,726	0,810	0,798	0,839	0,171	VALID
3	0,791	0,814	0,865	0,842	0,773	0,171	VALID
4	0,795	0,689	0,868	0,793	0,836	0,171	VALID
5	0,828	0,810	0,831	0,844	0,821	0,171	VALID
6	0,703	0,724	0,752			0,171	VALID

Sumber: Data Diolah

Uji Reliabilitas Content Marketing (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.866	6

Uji Reliabilitas Price Discount (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.824	6

Uji Reliabilitas Live Streaming (X3)

Reliability Statistics

Cronbach's Alpha	N of Items

.884	6
------	---

Uji Reliabilitas Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.885	5

Uji Reliabilitas Minat Beli (Z)

Reliability Statistics

Cronbach's	
Alpha	N of Items
.872	5

Variabel	<i>Cronbach's Alpha</i>	Nilai Kritis	Ket.
Content Marketing (X1)	0,866	0,6	RELIABEL
Price Discount (X2)	0,824	0,6	RELIABEL
Live Streaming (X3)	0,884	0,6	RELIABEL
Keputusan Pembelian (Y)	0,885	0,6	RELIABEL
Minat Beli (Z)	0,872	0,6	RELIABEL

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		93
Normal Parameters ^{a,b}	Mean	.0000000

	Std. Deviation	1.57968568
	Absolute	.075
Most Extreme Differences	Positive	.075
	Negative	-.073
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Uji Multikolinieritas\

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.223	.958		-1.276	.205		
	Content Marketing	.359	.086	.394	4.177	.000	.173	5.791
	Price_Discount	.298	.066	.350	4.557	.000	.261	3.833
	Live_Streaming	-.158	.049	-.224	-3.211	.002	.317	3.159
	Minat Beli	.458	.087	.423	5.281	.000	.239	4.187

a. Dependent Variable: Keputusan Pembelian

Uji Heteroskedastisitas

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.320	.588		3.944	.000
	Content Marketing	.003	.046	.015	.072	.943
	Price Discount	.000	.042	.002	.010	.992
	Live Streaming	.013	.037	.070	.360	.720
	Minat Beli	-.082	.056	-.324	-1.470	.145

a. Dependent Variable: Abs_Res

Analisis Regresi Linier Berganda

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	833,509	3	277,836	115,134	,000 ^b
Residual	214,771	89	2,413		
Total	1048,280	92			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,756	1,062		1,654	,102
	Total Content Marketing	,414	,070	,492	5,901	,000
	Total Price Discount	,167	,073	,207	2,285	,025
	Total Live Streaming	,187	,063	,259	2,982	,004

a. Dependent Variable: Total Minat Beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,196	,857		-1,395	,167
	Total Content Marketing	,232	,066	,255	3,517	,001
	Total Price Discount	,225	,060	,259	3,770	,000
	Total Live Streaming	,142	,052	,182	2,718	,008
	Total Minat Beli	,349	,084	,323	4,144	,000

a. Dependent Variable: Total Keputusan Pembelian