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KUESIONER PENELITIAN

PENGARUH *FEAR OF MISSING OUT (FOMO)*, *INFLUENCER MARKETING* DAN *PERCEIVED VALUE* TERHADAP KEPUTUSAN PEMBELIAN PRODUK GLAD2GLOW DI TIKTOK PADA KONSUMEN GEN Z DI KOTA BENGKULU

BAGIAN 1: KRITERIA RESPONDEN

1. Berdomisili di Kota Bengkulu
2. Gen Z kelahiran tahun 1997-2012
3. Pengguna aplikasi TikTok
4. Pernah membeli produk Glad2Glow

BAGIAN 2: KUESIONER PENELITIAN

Skala penilaian

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Ragu-Ragu (RR)
4. Setuju (S)
5. Sangat Setuju (SS)

Fear Of Missing Out (FOMO)

No	Pertanyaan	STS	TS	RR	S	SS
1	Saya merasa takut tertinggal jika tidak mencoba produk Glad2Glow yang sedang viral di TikTok					
2	Saya merasa khawatir jika orang lain sudah menggunakan Glad2Glow sementara saya belum mencobanya					

3	Saya selalu ingin mengetahui review dan pengalaman orang lain dalam menggunakan produk Glad2Glow					
4	Saya merasa tidak nyaman jika tidak mengikuti tren penggunaan produk Glad2Glow di TikTok					

Influencer Marketing

No	Pertanyaan	STS	TS	RR	S	SS
1	Influencer yang mempromosikan Glad2Glow di TikTok terlihat menyampaikan pendapat secara jujur dan apa adanya					
2	Cara influencer menyampaikan promosi Glad2Glow di TikTok terasa dekat dan tidak berjarak dengan pengikutnya					
3	Konten promosi Glad2Glow di TikTok disampaikan secara alami tanpa terkesan berlebihan					
4	Influencer menjelaskan pengalaman menggunakan produk Glad2Glow berdasarkan pengalaman pribadi mereka					

Perceived Value

No	Pertanyaan	STS	TS	RR	S	SS
1	Saya merasakan manfaat yang jelas dari penggunaan produk Glad2Glow					
2	Harga produk Glad2Glow sesuai dengan manfaat yang saya peroleh					
3	Manfaat yang saya dapatkan dari Glad2Glow sebanding dengan biaya yang saya keluarkan					
4	Dibandingkan produk sejenis, Glad2Glow memberikan nilai yang lebih baik bagi saya					

Keputusan Pembelian

No	Pertanyaan	STS	TS	RR	S	SS
1	Saya memutuskan membeli produk Glad2Glow setelah melihat konten dan ulasan di TikTok					
2	Glad2Glow menjadi merek yang saya pilih dibandingkan merek lain yang sejenis					
3	Saya memilih membeli Glad2Glow melalui toko atau penjual yang saya temukan di TikTok					
4	Saya membeli produk Glad2Glow ketika produk tersebut sedang banyak dibahas di TikTok					
5	Saya membeli lebih dari satu produk Glad2Glow dalam satu kali pembelian					
6	Kemudahan metode pembayaran memengaruhi keputusan saya membeli produk Glad2Glow					

TABULASI UJI COBA KUESIONER

No	Fear Of Missing Out (FOMO)					Influencer Marketing						Perceived Value					Keputusan Pembelian					
	P1	P2	P3	P4	Jml	P1	P2	P3	P4	P5	Jml	P1	P2	P3	P4	Jml	P1	P2	P3	P4	P5	Jml
1	5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	20	5	5	5	5	5	25
2	5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	20	5	5	5	5	5	25
3	4	4	5	3	16	4	3	5	4	4	20	4	3	3	5	15	5	5	5	5	4	24
4	3	4	5	4	16	5	4	5	4	4	22	3	4	4	4	15	5	5	5	5	5	25
5	4	3	4	5	16	5	4	3	4	5	21	4	3	4	5	16	4	5	3	5	4	21
6	5	3	4	5	17	4	5	3	5	4	21	4	3	5	4	16	5	4	3	4	5	21
7	3	4	5	4	16	4	4	4	4	5	21	5	5	4	4	18	5	5	5	5	4	24
8	4	4	5	4	17	3	3	4	4	3	17	4	4	3	4	15	5	5	5	4	4	23
9	2	3	4	3	12	2	3	4	3	2	14	3	3	3	4	14	5	5	5	5	5	25
10	4	4	4	4	16	4	4	4	4	4	20	4	4	4	4	16	4	4	4	4	4	20
11	4	5	5	4	18	5	4	4	4	3	20	4	4	3	5	16	4	4	4	4	3	19
12	3	5	4	5	17	5	3	4	5	5	22	4	3	5	5	17	3	5	4	3	4	19
13	2	2	3	3	10	4	3	4	3	2	16	3	3	3	3	12	4	4	4	4	4	20
14	3	4	5	4	16	4	3	5	5	4	21	5	5	4	5	17	4	5	3	5	4	21
15	4	4	4	4	16	5	5	4	4	5	23	4	4	4	3	15	5	5	5	5	5	25
16	4	5	3	4	16	5	4	4	5	3	21	5	5	4	5	17	3	4	4	5	5	21
17	4	4	5	5	18	3	3	4	4	5	19	5	4	5	4	18	4	3	5	5	4	21
18	4	4	4	3	15	3	4	5	3	4	19	3	3	3	3	13	4	4	4	4	3	19
19	4	4	5	5	18	4	4	5	5	4	22	5	4	5	5	18	5	5	5	5	5	25

20	4	4	5	5	18	5	4	4	5	5	23	4	4	4	4	16	5	5	5	5	5	25
21	3	5	4	4	16	4	5	5	3	4	21	5	4	3	4	16	3	4	4	5	5	21
22	4	4	4	5	17	3	4	3	3	4	17	4	4	5	5	18	5	5	5	5	5	25
23	4	4	5	5	18	3	3	4	4	5	19	5	4	5	5	17	4	5	3	5	5	22
24	4	4	5	3	17	3	4	5	4	5	21	4	4	5	5	17	4	5	3	5	4	21
25	3	3	1	3	12	2	5	3	4	4	18	5	5	3	4	16	4	4	4	3	4	19
26	5	5	4	5	19	4	4	4	4	4	20	5	5	5	5	20	4	5	5	5	4	23
27	3	4	5	4	16	4	4	5	5	3	21	5	4	5	4	17	4	5	4	5	3	21
28	4	4	5	5	18	4	5	5	5	5	24	4	4	5	5	18	4	4	4	4	5	21
29	4	4	5	5	18	3	4	5	4	5	21	5	4	3	5	17	4	5	5	4	5	23
30	3	4	4	5	16	4	4	5	5	4	22	3	3	5	4	15	4	5	3	5	4	21



OUTPUT SPSS UJI VALIDITAS

Fear Of Missing Out (FOMO)

		Correlations				
		FOMO1	FOMO2	FOMO3	FOMO4	JUMLAH
FOMO1	Pearson Correlation	1	.444*	.293	.511**	.793**
	Sig. (2-tailed)		.014	.116	.004	.000
	N	30	30	30	30	30
FOMO2	Pearson Correlation	.444*	1	.358	.351	.722**
	Sig. (2-tailed)	.014		.052	.057	.000
	N	30	30	30	30	30
FOMO3	Pearson Correlation	.293	.358	1	.349	.654**
	Sig. (2-tailed)	.116	.052		.059	.000
	N	30	30	30	30	30
FOMO4	Pearson Correlation	.511**	.351	.349	1	.732**
	Sig. (2-tailed)	.004	.057	.059		.000
	N	30	30	30	30	30
JUMLAH	Pearson Correlation	.793**	.722**	.654**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

Influencer Marketing

Correlations

		influencer marketting1	influencer marketing 2	influencer marketing 3	influecer marketng 4	influencer marketing 5	jumlah influencer marketing
influencer marketting1	Pearson Correlation	1	.261	.141	.500**	.223	.708**
	Sig. (2-tailed)		.164	.458	.005	.237	.000
	N	30	30	30	30	30	30
influencer marketing 2	Pearson Correlation	.261	1	.021	.215	.327	.573**
	Sig. (2-tailed)	.164		.914	.254	.078	.001
	N	30	30	30	30	30	30
influencer marketing 3	Pearson Correlation	.141	.021	1	.220	.098	.441*
	Sig. (2-tailed)	.458	.914		.243	.605	.015
	N	30	30	30	30	30	30
influecer marketng 4	Pearson Correlation	.500**	.215	.220	1	.333	.718**
	Sig. (2-tailed)	.005	.254	.243		.072	.000
	N	30	30	30	30	30	30
influencer marketing 5	Pearson Correlation	.223	.327	.098	.333	1	.664**
	Sig. (2-tailed)	.237	.078	.605	.072		.000
	N	30	30	30	30	30	30
jumlah influencer marketing	Pearson Correlation	.708**	.573**	.441*	.718**	.664**	1

Sig. (2-tailed)	.000	.001	.015	.000	.000	
N	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).

Perceived Value

Correlations

		PERCEIVED VALUE 1	PERCEIVED VALUE 2	PERCEIVED VALUE 3	PERCEIVED VALUE 4	JUMLAH PERCEIVED VALUE
PERCEIVED VALUE 1	Pearson Correlation	1	.731**	.267	.470**	.748**
	Sig. (2-tailed)		.000	.153	.009	.000
	N	30	30	30	30	30
PERCEIVED VALUE 2	Pearson Correlation	.731**	1	.175	.313	.680**
	Sig. (2-tailed)	.000		.356	.092	.000
	N	30	30	30	30	30
PERCEIVED VALUE 3	Pearson Correlation	.267	.175	1	.380*	.664**
	Sig. (2-tailed)	.153	.356		.038	.000
	N	30	30	30	30	30
PERCEIVED VALUE 4	Pearson Correlation	.470**	.313	.380*	1	.683**
	Sig. (2-tailed)	.009	.092	.038		.000
	N	30	30	30	30	30
<u>JUMLAH PERCEIVED VALUE</u>	Pearson Correlation	.748**	.680**	.664**	.683**	1

Sig. (2-tailed)	.000	.000	.000	.000
N	30	30	30	30

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

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

Keputusan Pembelian

Correlations

		keputusan pembelian 1	keputusan pembelian 2	keputusan pembelian 3	keputusan pembelian 4	keputusan pembelian 5	jumlah keputusan pembelian
keputusan pembelian 1	Pearson Correlation	1	.409*	.513**	.307	.293	.770**
	Sig. (2-tailed)		.025	.004	.099	.116	.000
	N	30	30	30	30	30	30
keputusan pembelian 2	Pearson Correlation	.409*	1	.153	.359	.189	.596**
	Sig. (2-tailed)	.025		.420	.051	.318	.001
	N	30	30	30	30	30	30
keputusan pembelian 3	Pearson Correlation	.513**	.153	1	.156	.267	.683**
	Sig. (2-tailed)	.004	.420		.412	.153	.000
	N	30	30	30	30	30	30
keputusan pembelian 4	Pearson Correlation	.307	.359	.156	1	.282	.615**
	Sig. (2-tailed)	.099	.051	.412		.131	.000
	N	30	30	30	30	30	30
keputusan pembelian 5	Pearson Correlation	.293	.189	.267	.282	1	.623**
	Sig. (2-tailed)	.116	.318	.153	.131		.000

N		30	30	30	30	30	30
jumlah keputusan pembelian	Pearson Correlation	.770**	.596**	.683**	.615**	.623**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	
N		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).

OUTPUT SPSS UJI RELIABILITAS

Fear Of Missing Out (FOMO)

Reliability Statistics	
Cronbach's Alpha	N of Items
.709	4

Influencer Marketing

Reliability Statistics	
Cronbach's Alpha	N of Items
.606	5



Perceived Value

Reliability Statistics

Cronbach's Alpha	N of Items
.707	4

Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.669	5



HASIL TABULASI DATA KUESIONER PENELITIAN PENGARUH FEAR OF MISSING OUT (FOMO), INFLUENCER MARKETING DAN PERCEIVED VALUE TERHADAP KEPUTUSAN PEMBELIAN PRODUK GLAD2GLOW DI TIKTOK PASA KONSUMEN GEN Z DI KOTA BENGKULU

NO	Fear Of Missing Out (FOMO)					Influencer Marketing					Perceived Value					Keputusan Pembelian						
	P1	P2	P3	P4	JML	P1	P2	P3	P4	JML	P1	P2	P3	P4	JML	P1	P2	P3	P4	P5	P6	JML
1	3	3	4	3	13	3	3	4	3	13	4	4	5	5	18	5	4	5	4	3	5	26
2	4	4	5	4	17	4	4	5	4	17	5	4	4	4	17	5	4	5	4	3	5	26
3	4	3	4	3	14	2	3	3	3	11	3	2	2	2	9	4	3	4	5	4	5	25
4	4	4	5	3	16	4	4	5	4	17	4	4	4	3	15	5	4	5	5	5	5	29
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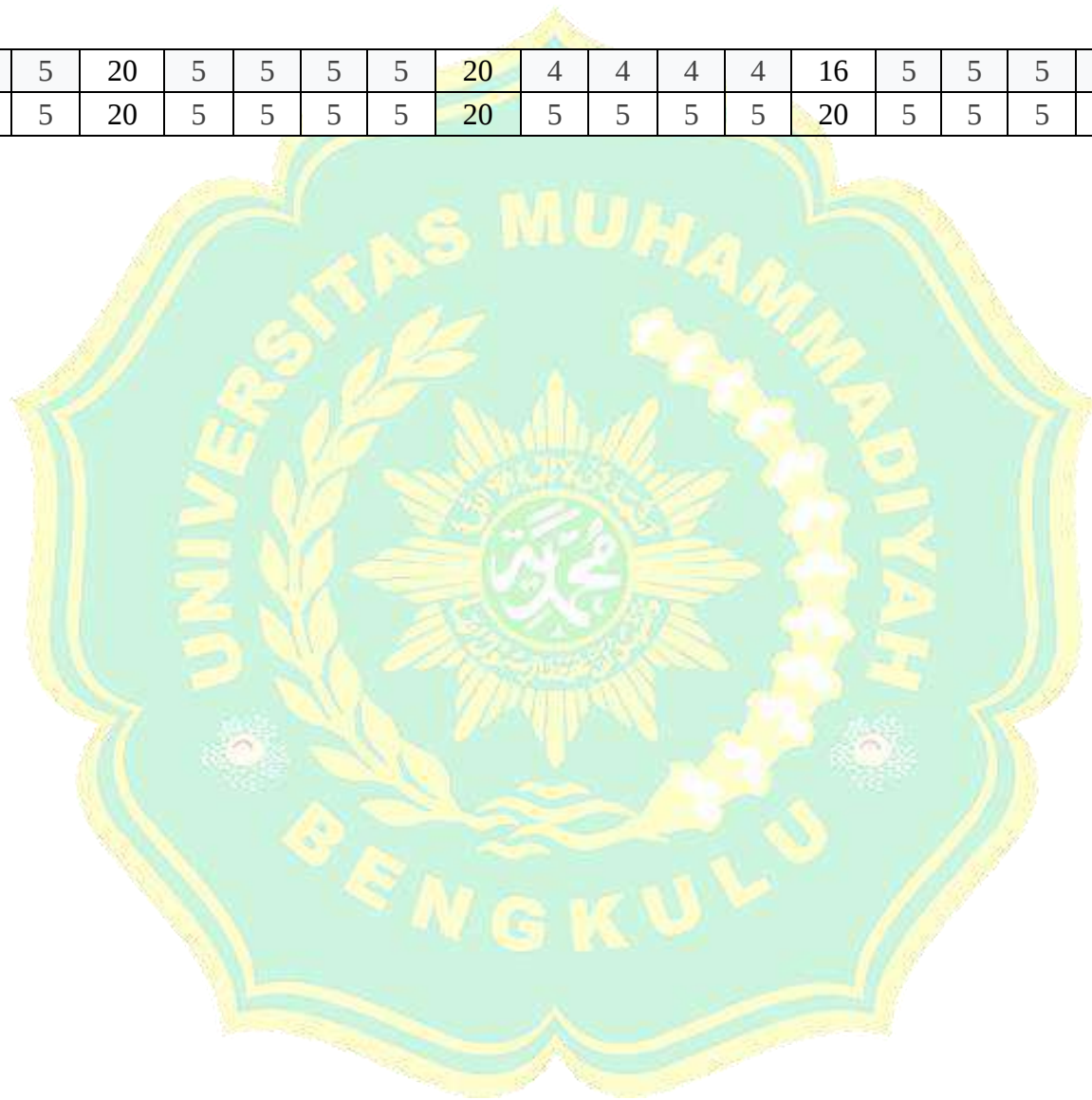
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175	5	5	5	5	20	5	5	5	4	19	5	5	5	5	20	5	5	5	5	5	4	29
176	5	5	5	5	20	4	4	4	4	16	5	5	5	4	19	4	4	4	4	4	4	24
177	4	4	4	4	16	5	5	5	5	20	5	5	5	5	20	4	4	4	4	4	4	24
178	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	5	5	30

179	5	5	5	5	20	5	5	5	5	20	4	4	4	4	16	5	5	5	5	5	5	30
180	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	5	5	30



HASIL UJI VALIDITAS VARIABEL *FEAR OF MISSING OUT* (FOMO)

		Correlations				
		fomo	fomo	fomo	fomo	total fomo
fomo	Pearson Correlation	1	.770**	.740**	.787**	.911**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	180	180	180	180	180
fomo	Pearson Correlation	.770**	1	.726**	.808**	.913**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	180	180	180	180	180
fomo	Pearson Correlation	.740**	.726**	1	.733**	.881**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	180	180	180	180	180
fomo	Pearson Correlation	.787**	.808**	.733**	1	.919**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	180	180	180	180	180
total fomo	Pearson Correlation	.911**	.913**	.881**	.919**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	180	180	180	180	180

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

HASIL UJI VALIDITAS VARIABEL INFLUENCER MARKETING

Correlations

		influencer marketing	influencer marketing	influencer marketing	influencer marketing	total influencer marketing
influencer marketing	Pearson Correlation	1	.711**	.672**	.701**	.883**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	180	180	180	180	180
influencer marketing	Pearson Correlation	.711**	1	.659**	.711**	.877**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	180	180	180	180	180
influencer marketing	Pearson Correlation	.672**	.659**	1	.698**	.859**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	180	180	180	180	180
influencer marketing	Pearson Correlation	.701**	.711**	.698**	1	.888**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	180	180	180	180	180
total influencer marketing	Pearson Correlation	.883**	.877**	.859**	.888**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	180	180	180	180	180

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

HASIL UJI VALIDITAS VARIABEL PERCEIVED VALUE

Correlations

		perceived value	perceived value	perceived value	perceived value	total perceived value
perceived value	Pearson Correlation	1	.737**	.685**	.720**	.862**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	180	180	180	180	180
perceived value	Pearson Correlation	.737**	1	.809**	.787**	.919**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	180	180	180	180	180
perceived value	Pearson Correlation	.685**	.809**	1	.841**	.921**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	180	180	180	180	180
perceived value	Pearson Correlation	.720**	.787**	.841**	1	.925**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	180	180	180	180	180
total perceived value	Pearson Correlation	.862**	.919**	.921**	.925**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	180	180	180	180	180

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

HASIL UJI VALIDITAS VARIABEL KEPUTUSAN PEMBELIAN

Correlations

		keputusan pembelian	keputusan pembelian	keputusan pembelian	keputusan pembelian	keputusan pembelian	keputusan pembelian	total keputusan pembelian
keputusan pembelian	Pearson Correlation	1	.700**	.696**	.695**	.700**	.697**	.865**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	180	180	180	180	180	180	180
keputusan pembelian	Pearson Correlation	.700**	1	.687**	.639**	.750**	.624**	.849**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	180	180	180	180	180	180	180
keputusan pembelian	Pearson Correlation	.696**	.687**	1	.751**	.678**	.662**	.858**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	180	180	180	180	180	180	180
keputusan pembelian	Pearson Correlation	.695**	.639**	.751**	1	.809**	.671**	.880**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	180	180	180	180	180	180	180
keputusan pembelian	Pearson Correlation	.700**	.750**	.678**	.809**	1	.710**	.899**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	180	180	180	180	180	180	180
keputusan pembelian	Pearson Correlation	.697**	.624**	.662**	.671**	.710**	1	.839**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	180	180	180	180	180	180	180

total keputusan pembelian	Pearson Correlation	.865**	.849**	.858**	.880**	.899**	.839**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	180	180	180	180	180	180	180

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



HASIL UJI RELIABILITAS

FEAR OF MISSING OUT (FOMO)

INFLUENCER MARKETING

Reliability Statistics	
Cronbach's Alpha	N of Items
.927	4

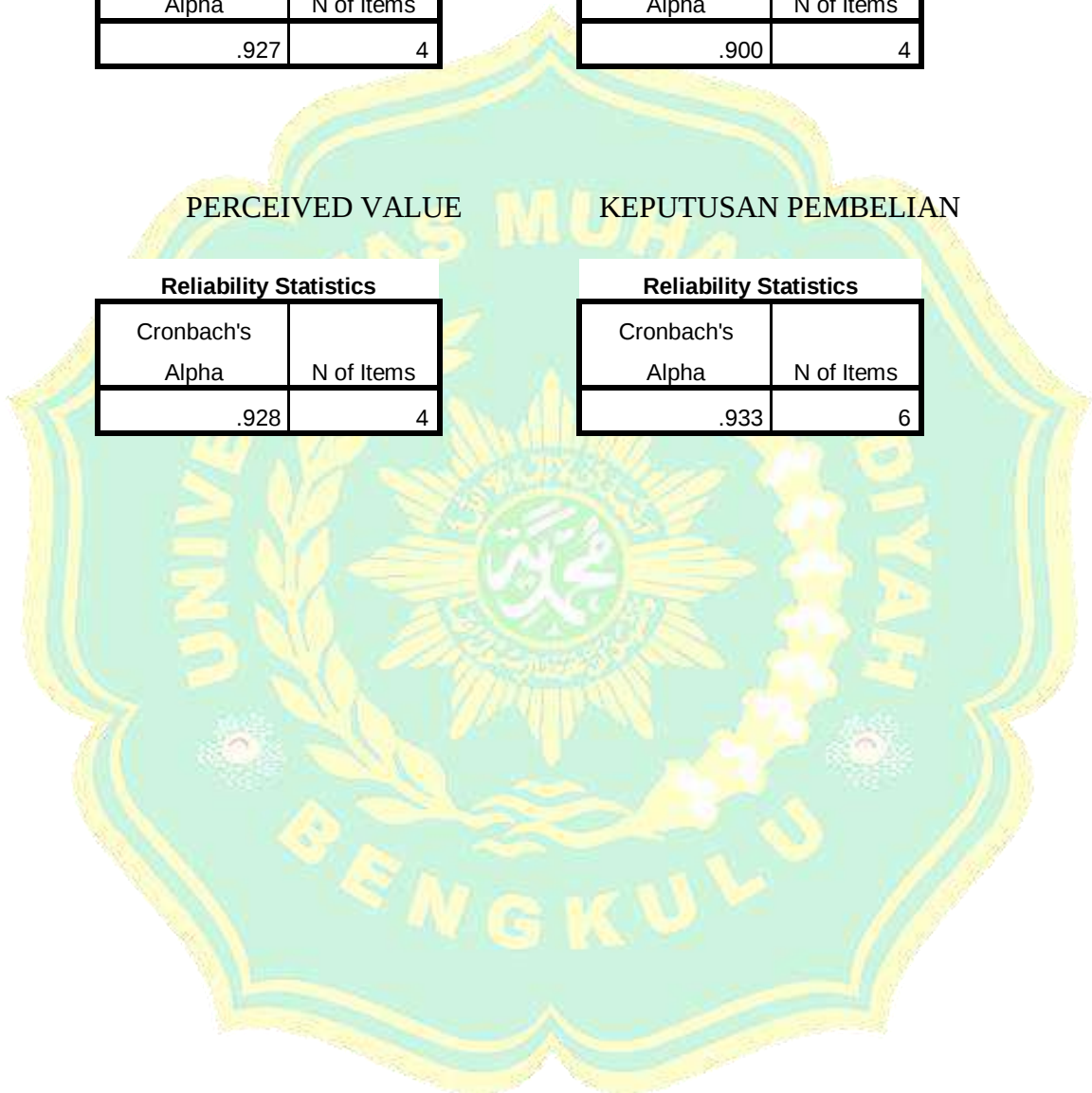
Reliability Statistics	
Cronbach's Alpha	N of Items
.900	4

PERCEIVED VALUE

KEPUTUSAN PEMBELIAN

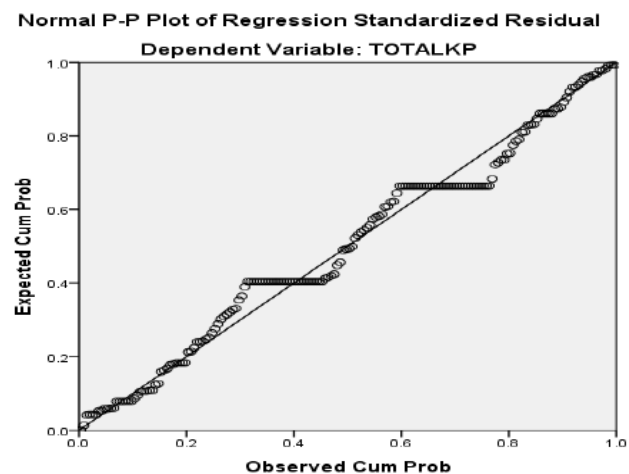
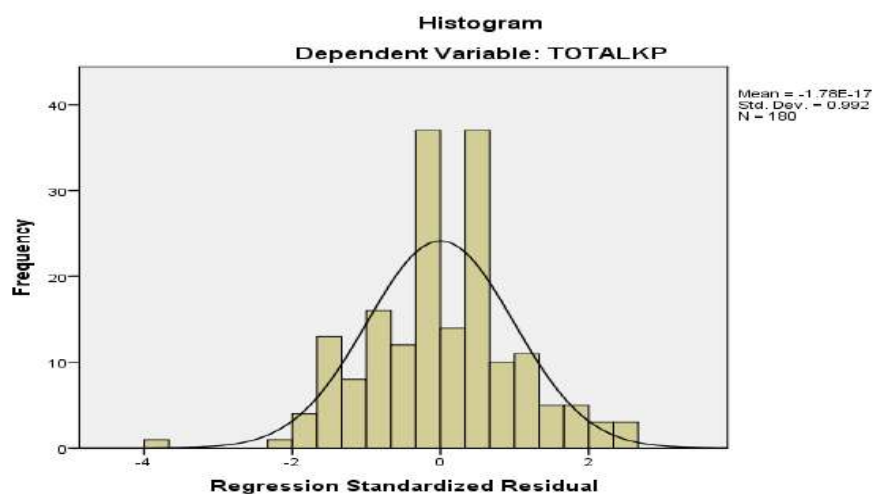
Reliability Statistics	
Cronbach's Alpha	N of Items
.928	4

Reliability Statistics	
Cronbach's Alpha	N of Items
.933	6



HASIL Uji NORMALITAS

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		180
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.08847140
Most.Extreme Diffeences	Absolute	.089
	Positive	.089
	Negative	-.083
Test Statistic		.089
Asymp. Sig. (2-tailed)		.108 ^d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

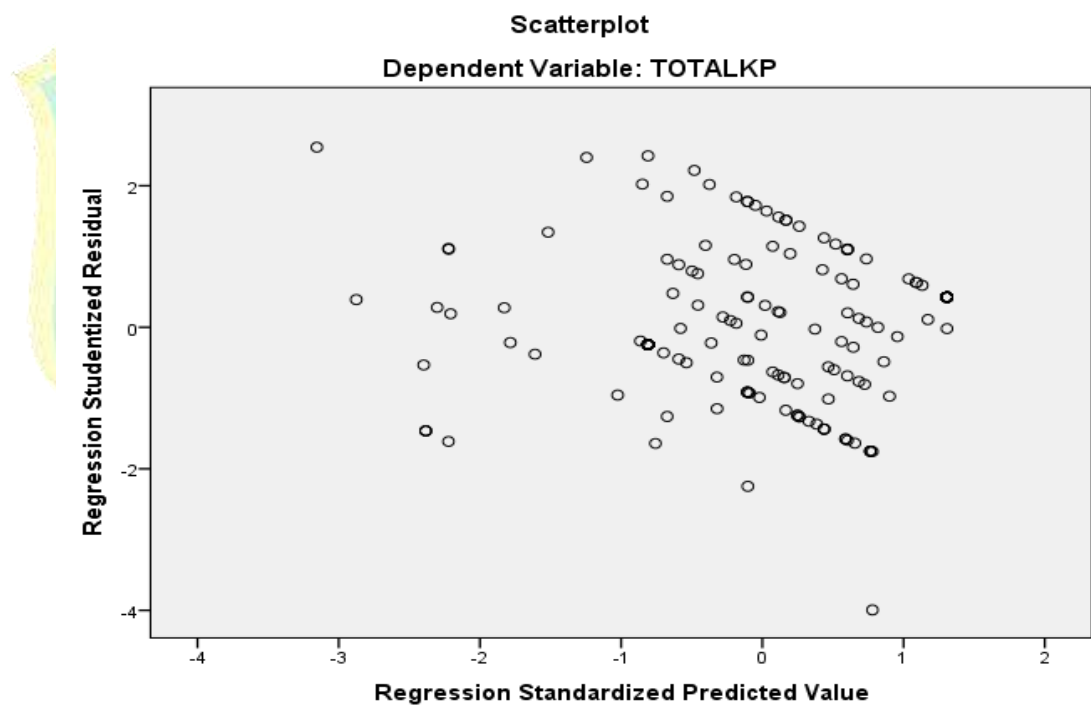


HASIL Uji MULTIKOLINEARITAS

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6.569	1.596		4.117	.000		
TOTALFOMO	.462	.098	.343	4.705	.000	.565	1.769
TOTALIM	.288	.101	.205	2.844	.005	.577	1.734
TOTALPV	.374	.098	.264	3.794	.000	.620	1.612

a. Dependent Variable: TOTALKP

HASIL Uji HETEROKEDASTISITAS



HASIL ANALISIS REGRESI LINIER BERGANDA

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.569	1.596		4.117	.000
total fomo	.462	.098	.343	4.705	.000
total influencer marketing	.288	.101	.205	2.844	.005
total perceived value	.374	.098	.264	3.794	.000

a. Dependent Variable: total keputusan pembelian

NILAI KOEFISIEN DETERMINASI R²

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687 ^a	.473	.464	2.262

a. Predictors: (Constant), total perceived value, total influencer marketing, total fomo

HASIL UJI T (UJI SECARA PARSIAL)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.569	1.596		4.117	.000
total fomo	.462	.098	.343	4.705	.000
total influencer marketing	.288	.101	.205	2.844	.005
total perceived value	.374	.098	.264	3.794	.000

a. Dependent Variable: total keputusan pembelian

HASIL UJI F (UJI SECARA SIMULTAN)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	806.906	3	268.969	52.581	.000 ^b
	Residual	900.294	176	5.115		
	Total	1707.200	179			

a. Dependent Variable: total keputusan pembelian

b. Predictors: (Constant), total perceived value, total influencer marketing, total fomo

