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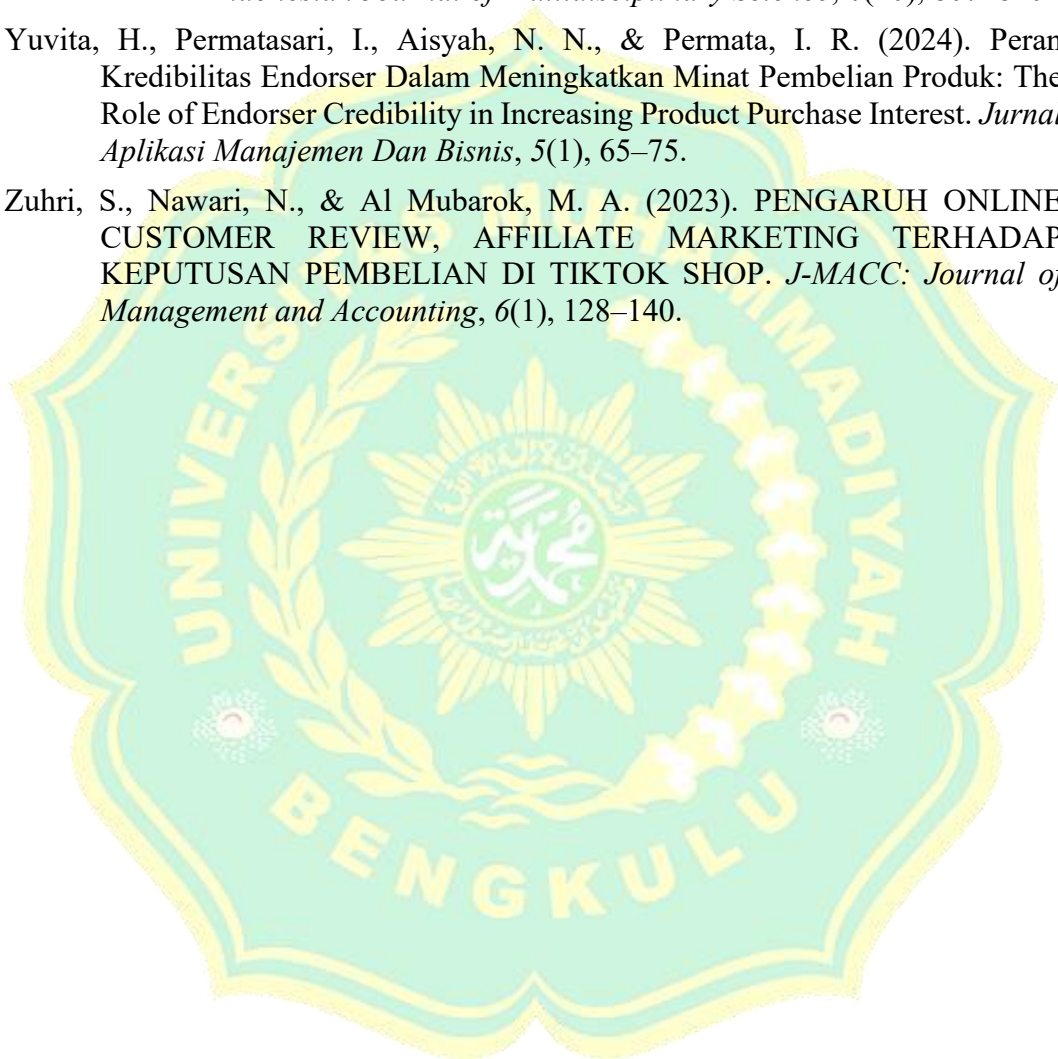
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LAMPIRAN I

KUESIONER PENELITIAN

Pengaruh *affiliate marketing* dan *strategies credibility* terhadap *purchase intention* di mediasi variabel kepercayaan pada produk fashion di tiktok shop. (studi kasus mahasiswa fakultas ekonomi dan bisnis universitas muhammadiyah bengkulu)

Kuesioner Penelitian ini dilakukan oleh mahasiswa dalam rangka penyusunan skripsi. Sehubungan dengan hal tersebut, kami mohon kesediaan Saudara/i untuk meluangkan waktu mengisi kuesioner ini. Jawaban yang diberikan akan sangat berharga dan bermanfaat bagi pengembangan ilmu pengetahuan. Atas kesediaan dan bantuan Saudara/i, kami ucapkan terimakasih

A. Identitas peneliti

Nama : Seli Aulia
 Npm : 2261201056
 Program Study : Manajemen
 Fakultas : Ekonomi dan Bisnis
 Perguruan tinggi : Universitas Muhammadiyah Bengkulu

B. Identitas Responden

Nama :
 Jenis kelamin : ☐ Perempuan ☐ Laki – Laki
 Usia : ☐ 20 – 24 ☐ 25 - 28
 Prodi : ☐ Manajemen ☐ Akuntansi ☐ Ekonomi islam
 Media : ☐ Tiktok shop

C. Petunjuk pengisian Kuesioner

1. Bacalah pertanyaan dengan cermat dan teliti, setiap pernyataan menggambarkan

pengalaman anda mengenai promosi produk fashion melalui tiktok shop

2. tidak ada jawaban yang benar atau salah, isilah dengan jujur sesuai pendapat anda pribadi, karena hasil penelitian ini akan di gunakan hanya untuk kepentingan akademik

3. usahakan tidak ada jawaban yang kosong, dan berikan tanda centang (☐) atau pilih skor angka (1-5) yang sesuai dengan tingkat persetujuan anda terhadap setiap pernyataan.

Kategori Penilaian	Bobot Nilai
Sangat Setuju (SS)	5
Setuju (S)	4
Kurang setuju (KS)	3
Tidak Setuju (S)	2
Sangat Tidak Setuju (STS)	1

PERNYATAAN PENELITIAN KUESIONER

Variabel X1: *Affiliate Marketing*

Kode	Pernyataan	1	2	3	4	5
X1.1	Informasi produk fashion di tiktok shop yang disampaikan melalui affiliate marketing sesuai dengan kondisi produk yang sebenarnya.					
X1.2	Konten affiliate menjelaskan produk fashion di tiktok shop secara jelas dan tidak menyesatkan.					
X1.3	Informasi dalam promosi affiliate membantu saya memahami manfaat produk fashion di tiktok shop tersebut					
X1.4	Konten affiliate memberikan informasi yang berguna dalam menentukan keputusan pembelian produk fashion di tiktok shop					
X1.5	Konten affiliate disajikan secara menarik sehingga meningkatkan ketertarikan saya terhadap produk fashion di tiktok shop					
X1.6	Cara penyampaian promosi affiliate membuat saya tertarik untuk mengetahui produk fashion lebih lanjut.					
X1.7	Tautan atau kode affiliate memudahkan saya menuju proses pembelian produk fashion di tiktok shop					
X1.8	Proses pembelian produk fashion di tiktok shop melalui promosi affiliate terasa praktis dan mudah dilakukan.					

Variabel X2: *Strategies Credibility*

Kode	Pernyataan	1	2	3	4	5
X2.1	Kreator affiliate marketing memiliki pengetahuan yang baik mengenai produk fashion yang dipromosikan di tiktok shop					
X2.2	Kreator mampu menjelaskan produk Fashion di tiktok shop secara jelas dan mudah dipahami.					
X2.3	Kreator menyampaikan informasi produk fashion secara jujur tanpa melebih-lebihkan.					
X2.4	Saya merasa informasi yang disampaikan kreator dapat dipercaya.					

Kode	Pernyataan	1	2	3	4	5
X2.5	Penampilan dan gaya penyampaian kreator membuat saya nyaman saat menerima informasi tentang produk fashion di tiktok shop					
X2.6	Cara komunikasi kreator membuat saya tertarik terhadap produk fashion yang di rekomendasinya.					
X2.7	Kreator memiliki reputasi yang baik dalam menyajikan konten promosi produk fashion di tiktok shop					
X2.8	Kreator dikenal konsisten dalam menyajikan konten yang berkualitas.					

Variabel Z: Kepercayaan

Kode	Pernyataan	1	2	3	4	5
Z1	Saya percaya penjual mampu menyediakan produk fashion sesuai dengan yang dijanjikan.					
Z2	Produk fashion di tiktok shop yang ditawarkan memiliki kualitas yang dapat diandalkan.					
Z3	Saya merasa penjual produk fashion mengutamakan kepentingan konsumen.					
Z4	Penjual produk fashion di tiktok shop menunjukkan niat baik dalam melayani konsumennya.					
Z5	Penjual menyampaikan informasi produk fashion di tiktok shop secara jujur dan transparan.					
Z6	Saya percaya penjual fashion di tiktok shop menjalankan bisnis sesuai dengan prinsip etika.					

Variabel Y: *Purchase Intention*

Kode	Pernyataan	1	2	3	4	5
Y1	Saya tertarik untuk membeli produk fashion di tiktok shop yang dipromosikan affiliate					
Y2	Saya berencana melakukan pembelian produk fashion di tiktok shop tersebut.					
Y3	Saya bersedia merekomendasikan produk fashion ini kepada orang lain.					
Y4	Saya akan menyarankan produk fashion ini jika ada orang yang membutuhkannya.					
Y5	Produk fashion ini menjadi pilihan utama saya dibandingkan produk lain					

Kode	Pernyataan	1	2	3	4	5
Y6	Saya lebih memilih produk fashion di tiktok shop ini dibandingkan produk lain yang serupa.					
Y7	Saya tertarik mencari informasi lebih lanjut mengenai produk fashion di tiktok shop ini.					
Y8	Saya ingin mengetahui lebih banyak ulasan pengguna tentang produk fashion di tiktok shop ini.					



LAMPIRAN II
HASIL UJI COBA INSTRUMEN PENELITIAN
Hasil Output SPSS IBM 22

Affiliate marketing (X1)

Correlations

		X1	X2	X3	X4	X5	X6	X7	X8	TO-TAL
X1	Pearson Correlation	1	,481**	,227	,507**	,617**	,514**	,672**	,530**	,778**
	Sig. (2-tailed)		,007	,228	,004	,000	,004	,000	,003	,000
	N	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	,481**	1	,227	,135	,365*	,302	,409*	,393*	,583**
	Sig. (2-tailed)	,007		,228	,475	,047	,105	,025	,032	,001
	N	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	,227	,227	1	,291	,435*	,463**	,337	,422*	,604**
	Sig. (2-tailed)	,228	,228		,118	,016	,010	,068	,020	,000
	N	30	30	30	30	30	30	30	30	30
X4	Pearson Correlation	,507**	,135	,291	1	,473**	,428*	,538**	,518**	,666**
	Sig. (2-tailed)	,004	,475	,118		,008	,018	,002	,003	,000
	N	30	30	30	30	30	30	30	30	30
X5	Pearson Correlation	,617**	,365*	,435*	,473**	1	,559**	,554**	,571**	,787**
	Sig. (2-tailed)	,000	,047	,016	,008		,001	,001	,001	,000
	N	30	30	30	30	30	30	30	30	30
X6	Pearson Correlation	,514**	,302	,463**	,428*	,559**	1	,631**	,647**	,778**
	Sig. (2-tailed)	,004	,105	,010	,018	,001		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
X7	Pearson Correlation	,672**	,409*	,337	,538**	,554**	,631**	1	,538**	,801**

	Sig. (2-tailed)	,000	,025	,068	,002	,001	,000		,002	,000
	N	30	30	30	30	30	30	30	30	30
X8	Pearson Correlation	,530**	,393*	,422*	,518**	,571**	,647**	,538**	1	,796**
	Sig. (2-tailed)	,003	,032	,020	,003	,001	,000	,002		,000
	N	30	30	30	30	30	30	30	30	30
TO-TAL	Pearson Correlation	,778**	,583**	,604**	,666**	,787**	,778**	,801**	,796**	1
	Sig. (2-tailed)	,000	,001	,000	,000	,000	,000	,000	,000	
	N	30	30	30	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).

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,865	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	27,8667	24,120	,698	,840
X2	27,8667	25,499	,435	,870
X3	27,5667	25,082	,455	,869
X4	27,6333	25,068	,552	,856
X5	27,3667	23,826	,708	,839
X6	27,3000	24,286	,701	,840
X7	27,5667	23,840	,727	,837
X8	27,5667	23,633	,718	,837

Hasil Uji Validitas *Strategies Credibility* : (X2)

		Correlations								
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TO-TAL
X2.1	Pearson Correlation	1	,441*	,473**	,551**	,494**	,341	,758**	,611**	,752**
	Sig. (2-tailed)		,015	,008	,002	,006	,065	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	,441*	1	,692**	,329	,461*	,604**	,416*	,417*	,709**
	Sig. (2-tailed)	,015		,000	,076	,010	,000	,022	,022	,000
	N	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	,473**	,692**	1	,541**	,487**	,592**	,494**	,412*	,764**
	Sig. (2-tailed)	,008	,000		,002	,006	,001	,005	,024	,000
	N	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	,551**	,329	,541**	1	,541**	,605**	,421*	,279	,704**
	Sig. (2-tailed)	,002	,076	,002		,002	,000	,021	,136	,000
	N	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	,494**	,461*	,487**	,541**	1	,697**	,557**	,703**	,823**
	Sig. (2-tailed)	,006	,010	,006	,002		,000	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	,341	,604**	,592**	,605**	,697**	1	,453*	,416*	,785**
	Sig. (2-tailed)	,065	,000	,001	,000	,000		,012	,022	,000
	N	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	,758**	,416*	,494**	,421*	,557**	,453*	1	,788**	,795**
	Sig. (2-tailed)	,000	,022	,005	,021	,001	,012		,000	,000
	N	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	,611**	,417*	,412*	,279	,703**	,416*	,788**	1	,760**
	Sig. (2-tailed)	,000	,022	,024	,136	,000	,022	,000		,000
	N	30	30	30	30	30	30	30	30	30

TO- TAL	Pearson Corre- lation	,752**	,709**	,764**	,704**	,823**	,785**	,795**	,760**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	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).

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,896	8

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	27,8333	28,282	,679	,883
X2.2	27,8000	28,303	,619	,888
X2.3	27,8333	27,592	,686	,882
X2.4	27,8667	27,706	,601	,890
X2.5	27,7667	25,840	,749	,875
X2.6	27,7667	26,323	,698	,881
X2.7	27,6000	27,145	,725	,878
X2.8	27,6667	26,989	,672	,883

Hasil Uji Validitas Variabel Kepercayaan : (Z)

		Correlations						
		Z1	Z2	Z3	Z4	Z5	Z6	TOTAL
Z1	Pearson Correlation	1	,681**	,477**	,585**	,510**	,447*	,768**
	Sig. (2-tailed)		,000	,008	,001	,004	,013	,000
	N	30	30	30	30	30	30	30
Z2	Pearson Correlation	,681**	1	,493**	,766**	,408*	,383*	,780**
	Sig. (2-tailed)	,000		,006	,000	,025	,037	,000
	N	30	30	30	30	30	30	30
Z3	Pearson Correlation	,477**	,493**	1	,693**	,658**	,542**	,810**
	Sig. (2-tailed)	,008	,006		,000	,000	,002	,000
	N	30	30	30	30	30	30	30
Z4	Pearson Correlation	,585**	,766**	,693**	1	,578**	,527**	,870**
	Sig. (2-tailed)	,001	,000	,000		,001	,003	,000
	N	30	30	30	30	30	30	30
Z5	Pearson Correlation	,510**	,408*	,658**	,578**	1	,686**	,801**
	Sig. (2-tailed)	,004	,025	,000	,001		,000	,000
	N	30	30	30	30	30	30	30
Z6	Pearson Correlation	,447*	,383*	,542**	,527**	,686**	1	,752**
	Sig. (2-tailed)	,013	,037	,002	,003	,000		,000
	N	30	30	30	30	30	30	30
TO-TAL	Pearson Correlation	,768**	,780**	,810**	,870**	,801**	,752**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	30	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).

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,885	6

Item-Total Statistics

Item Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Z1	19,8000	16,097	,665	,870
Z2	19,7667	15,702	,673	,869
Z3	19,9667	15,344	,714	,863
Z4	19,9000	14,714	,799	,848
Z5	19,7667	15,702	,708	,864
Z6	19,6333	15,826	,632	,876

Hasil Uji Validitas *Purchase Intention* : (Y)

Correlations

[illegible]

Y3	Pearson Correlation	,543**	,462*	1	,607**	,615**	,738**	,574**	,430*	,753**
	Sig. (2-tailed)	,002	,010		,000	,000	,000	,001	,018	,000
	N	30	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	,589**	,602**	,607**	1	,632**	,532**	,688**	,568**	,794**
	Sig. (2-tailed)	,001	,000	,000		,000	,002	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	,685**	,794**	,615**	,632**	1	,635**	,576**	,726**	,862**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	,667**	,609**	,738**	,532**	,635**	1	,609**	,614**	,818**
	Sig. (2-tailed)	,000	,000	,000	,002	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	,708**	,716**	,574**	,688**	,576**	,609**	1	,643**	,835**
	Sig. (2-tailed)	,000	,000	,001	,000	,001	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	,672**	,726**	,430*	,568**	,726**	,614**	,643**	1	,816**
	Sig. (2-tailed)	,000	,000	,018	,001	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30
TO-TAL	Pearson Correlation	,852**	,859**	,753**	,794**	,862**	,818**	,835**	,816**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	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).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	30	100,0

Excluded ^a	0	,0
Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,932	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	28,8000	27,959	,800	,921
Y2	28,5000	28,052	,811	,920
Y3	28,6333	29,275	,676	,930
Y4	28,7667	28,461	,724	,926
Y5	28,7000	27,390	,811	,920
Y6	28,8000	28,648	,759	,924
Y7	28,6333	28,378	,781	,922
Y8	28,5333	28,602	,756	,924

Hasil Uji Validitas

Uji Instrumen penelitian di lakukan terhadap 30 orang responden yang di ambil di luar sampel penelitian. Uji instrumen di lakukan pada bulan desember di kota bengkulu

Variabel	Item pertanyaan	Item - Rest Correlation	R Table	Keterangan
<i>Affiliate Marketing</i> (X1)	X1.1	0,778	0,361	Valid
	X1.2	0,583	0,361	Valid
	X1.3	0,604	0,361	Valid
	X1.4	0,666	0,361	Valid
	X1.5	0,787	0,361	Valid
	X1.6	0,778	0,361	Valid
	X1.7	0,801	0,361	Valid
	X1.8	0,796	0,361	Valid

<i>Strategi Credibility (X2)</i>	X2.1	0,752	0,361	Valid
	X2.2	0,709	0,361	Valid
	X2.3	0,764	0,361	Valid
	X2.4	0,704	0,361	Valid
	X2.5	0,823	0,361	Valid
	X2.6	0,785	0,361	Valid
	X2.7	0,795	0,361	Valid
	X2.8	0,760	0,361	Valid
Kepercayaan (Z)	Z1	0,768	0,361	Valid
	Z2	0,780	0,361	Valid
	Z3	0,810	0,361	Valid
	Z4	0,870	0,361	Valid
	Z5	0,801	0,361	Valid
	Z6	0,752	0,361	Valid
<i>Purchase Intention (Y)</i>	Y1	0,852	0,361	Valid
	Y2	0,859	0,361	Valid
	Y3	0,753	0,361	Valid
	Y4	0,794	0,361	Valid
	Y5	0,862	0,361	Valid
	Y6	0,818	0,361	Valid
	Y7	0,835	0,361	Valid
	Y8	0,816	0,361	Valid

Sumber: Output SPSS 22 di olah 2026

Dari tabel diatas terlihat bahwa tabel korelasi total item yang disesuaikan atau nilai masing-masing variabel adalah $R_{\text{Hitung}} > 0.361$. Hal ini menunjukkan bahwa item item dalam setiap kuesioner valid untuk masing-masing variabel dan layak digunakan dalam survei ini. Artinya item-item dalam setiap pernyataan dapat mengukur dan menjelaskan variabel dengan baik

Hasil Uji Reabilitas

N O	Variabel	Cronbach'S Alpha	Keterangan
1	<i>Affiliate Marketing (X1)</i>	0,865	Reliabel
2	<i>Strategies Credibility (X2)</i>	0,896	Reliabel
3	Kepercayaan (Z)	0,885	Reliabel

4	<i>Purchase Intention (Y)</i>	0,932	Reliabel
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Sumber: Output SPSS 22 di olah 2026

Berdasarkan tabel diatas menampilkan hasil pengujian untuk setiap variabel, dapat disimpulkan semua variabel merupakan ukunan reliabel.

Dengan Cronbach alpha > 0.60 artinya instrumen.

Hasil Uji Normalitas:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,00111742
Most Extreme Differences	Absolute	,050
	Positive	,050
	Negative	-,046
Test Statistic		,050
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.

Hasil Uji Multikolonieritas:

Coefficients^a

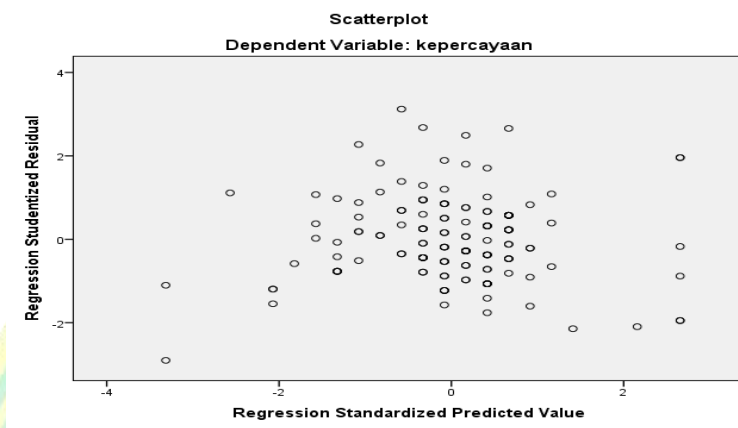
		Collinearity Statistics		Keterangan
		Tolerance	VIF	
1	Affiliate marketing	,690	1,449	Non Multikoloniaritas
2	strategies credibility	,690	1,449	Non Multikoloniaritas

a. Dependent Variable: purchase intention

Hasil Uji Heterokedstasitas:

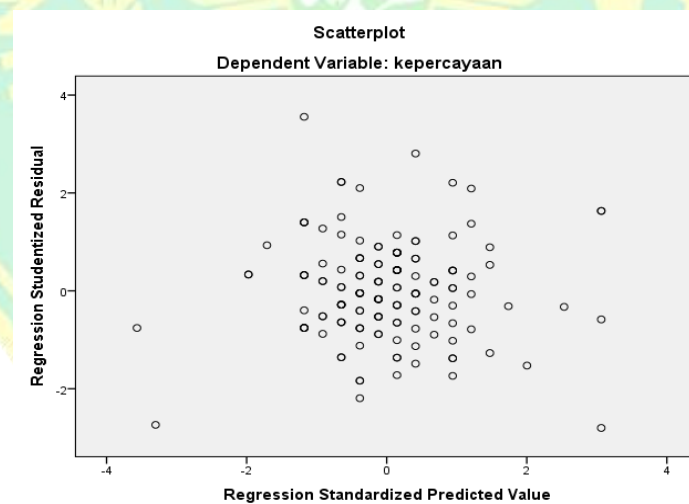
Gambar 4.1.

Affiliate marketing (X_1) Terhadap Kepercayaan (Z)



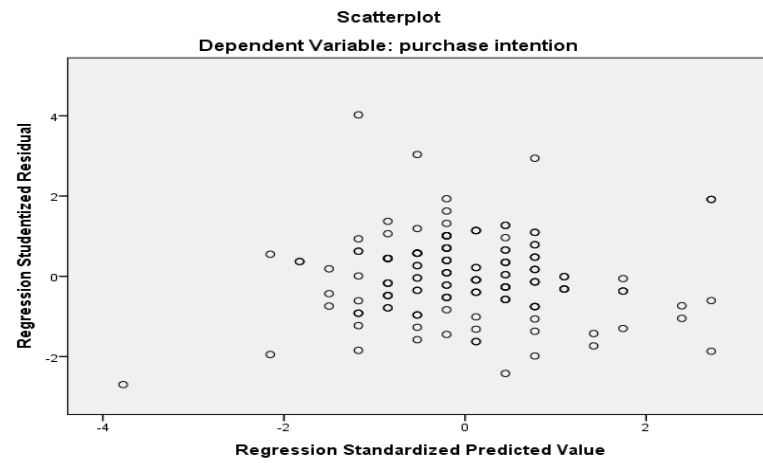
Gambar 4.2.

Strategies credibility (X_2) Terhadap Kepercayaan (Z)



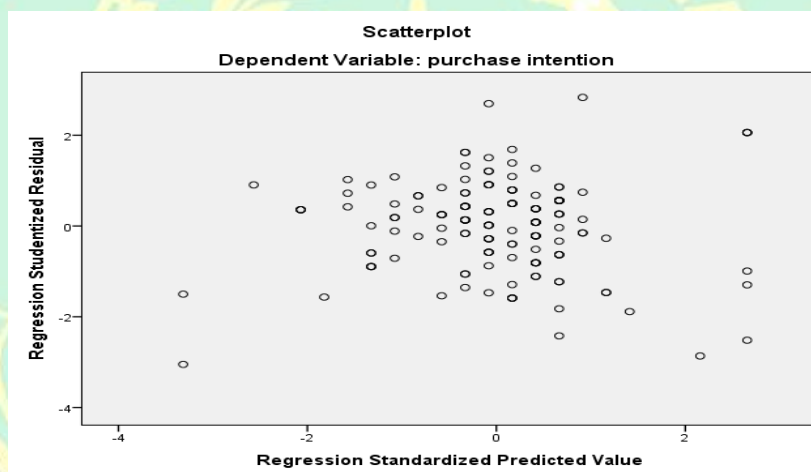
Gambar 4.3

Kepercayaan (Z) terhadap *Purchase Intention* (Y)



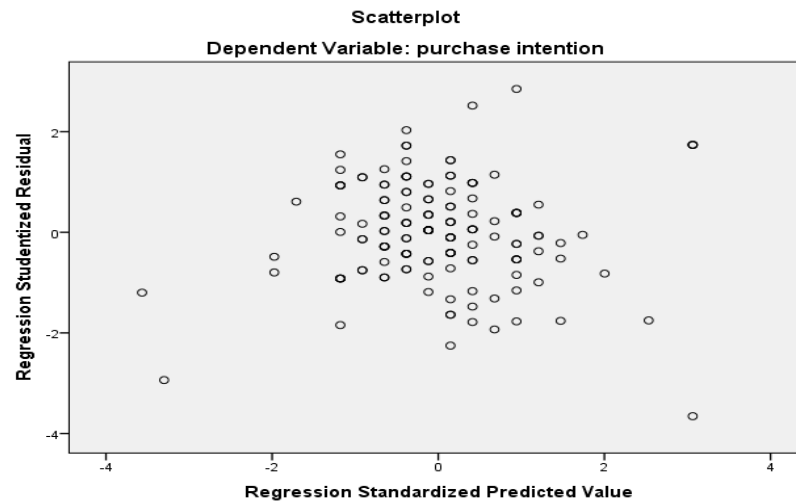
Gambar 4.4

Affiliate marketing (X_1) Terhadap Purchase Intention (Y)



Gambar 4.5.

Strategies credibility (X₂) Terhadap Purchase Intention (Y)



Hasil Analisi Regresi dan

a. Pengaruh *affiliate marketing* (X₁) terhadap Kepercayaan (Z)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,350 ^a	,122	,116	2,89482

a. Predictors: (Constant), Affiliate marketing

b. Predictors: (Constant), Affiliate marketing

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172,854	1	172,854	20,627	,000 ^b
	Residual	1240,240	148	8,380		
	Total	1413,093	149			

a. Dependent Variable: kepercayaan

b. Predictors: (Constant), Affiliate marketing

b. Pengaruh *Strategies Credibility* (X₂) terhadap Kepercayaan (Z)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,419 ^a	,176	,170	2,80569

a. Predictors: (Constant), strategies credibility

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	248,054	1	248,054	31,511	,000 ^b
	Residual	1165,039	148	7,872		
	Total	1413,093	149			

a. Dependent Variable: kepercayaan

b. Predictors: (Constant), strategies credibility

c. Pengaruh Kepercayaan (Z) terhadap *Purchase intention* (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,481 ^a	,231	,226	3,26380

a. Predictors: (Constant), kepercayaan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	473,641	1	473,641	44,463	,000 ^b
	Residual	1576,553	148	10,652		
	Total	2050,193	149			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), kepercayaan

d. Pengaruh *affiliate marketing* (X₁) terhadap *Purchase intention* (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,425 ^a	,180	,175	3,36992

a. Predictors: (Constant), Affiliate marketing

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	369,456	1	369,456	32,533	,000 ^b
	Residual	1680,738	148	11,356		
	Total	2050,193	149			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), Affiliate marketing

e. Pengaruh *Strategies Credibility* (X₂) terhadap *Purchase intention* (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,479 ^a	,230	,225	3,26649

a. Predictors: (Constant), strategies credibility

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	471,043	1	471,043	44,147	,000 ^b
	Residual	1579,151	148	10,670		
	Total	2050,193	149			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), strategies credibility

Hasil Hipotesis Uji T:

X1 – Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,588	2,032		8,655	,000
	Affiliate market- ing	,392	,069	,425	5,704	,000

a. Dependent Variable: purchase intention

Sumber : Data di olah spss 22

X2 – Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,661	2,036		7,692	,000
	strategies credibil- ity	,471	,071	,479	6,644	,000

a. Dependent Variable: purchase intention

Sumber : Data di olah spss 22

X1 – Z

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,771	1,746		7,888	,000
	Affiliate marketing	,268	,059	,350	4,542	,000

a. Dependent Variable: kepercayaan

Sumber : Data di olah spss 22

X2 – Z

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,894	1,749		6,801	,000
	strategies credibility	,342	,061	,419	5,613	,000

a. Dependent Variable: kepercayaan

Sumber : Data di olah spss 22

Z - Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,553	1,897		8,728	,000
	kepercayaan	,579	,087	,481	6,668	,000

a. Dependent Variable: purchase intention

Sumber : Data di olah spss 22

df (N-2)		Tabel Distribusi t				
		Tingkat Signifikansi				
	One Tail	0,05	0,025	0,01	0,005	0,0005
	Two Tail	0,1	0,05	0,02	0,01	0,001
130		1,6566594	1,9783804	2,3553746	2,6141772	3,3669416
131		1,6565686	1,9782385	2,3551504	2,6138805	3,3663462
132		1,6564793	1,9780988	2,3549296	2,6135882	3,3657600
133		1,6563912	1,9779613	2,3547123	2,6133005	3,3651828
134		1,6563045	1,9778258	2,3544981	2,6130171	3,3646144
135		1,6562191	1,9776923	2,3542872	2,6127379	3,3640546
136		1,6561350	1,9775608	2,3540795	2,6124629	3,3635031
137		1,6560521	1,9774312	2,3538748	2,6121920	3,3629599
138		1,6559704	1,9773035	2,3536731	2,6119250	3,3624247
139		1,6558899	1,9771777	2,3534743	2,6116620	3,3618974
140		1,6558105	1,9770537	2,3532784	2,6114027	3,3613777
141		1,6557323	1,9769315	2,3530853	2,6111472	3,3608656
142		1,6556552	1,9768110	2,3528950	2,6108953	3,3603608
143		1,6555791	1,9766922	2,3527073	2,6106470	3,3598631
144		1,6555042	1,9765751	2,3525223	2,6104021	3,3593726
145		1,6554303	1,9764596	2,3523399	2,6101607	3,3588889
146		1,6553573	1,9763457	2,3521600	2,6099227	3,3584120
147		1,6552854	1,9762333	2,3519825	2,6096879	3,3579416
148		1,6552145	1,9761225	2,3518075	2,6094563	3,3574778
149		1,6551445	1,9760132	2,3516349	2,6092279	3,3570203
150		1,6550755	1,9759053	2,3514646	2,6090026	3,3565690
151		1,6550074	1,9757989	2,3512965	2,6087802	3,3561238
152		1,6549402	1,9756939	2,3511307	2,6085609	3,3556845
153		1,6548738	1,9755903	2,3509671	2,6083444	3,3552511
154		1,6548084	1,9754881	2,3508057	2,6081308	3,3548234
155		1,6547438	1,9753871	2,3506463	2,6079200	3,3544013
156		1,6546800	1,9752875	2,3504890	2,6077119	3,3539848
157		1,6546170	1,9751892	2,3503337	2,6075065	3,3535736
158		1,6545549	1,9750921	2,3501804	2,6073037	3,3531677

sebesar $K = 2$ dan $df (n - k - 1) = (150 - 2 - 1) = 147$ di dapat t_{tabel} sebesar 1,976

LAMPIRAN III

TABULASI

DATA PENELITIAN

Tabulasi 150 Responden

	<i>Affiliate marketing: (X1)</i>								
NO	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Total X1
1	1	2	3	4	5	1	2	3	21
2	1	2	3	4	5	1	2	3	21
3	1	2	3	4	5	1	2	3	21
4	5	4	3	2	1	5	4	3	27
5	5	4	4	2	1	5	4	3	28
6	5	4	3	2	1	4	3	3	25
7	4	3	4	3	4	5	3	3	29
8	4	4	4	4	4	3	3	3	29
9	5	4	3	2	1	4	3	3	25
10	4	3	2	4	3	3	3	1	23
11	3	3	3	3	3	3	3	3	24
12	3	3	3	3	3	3	3	3	24
13	3	3	3	3	3	3	3	3	24
14	4	4	4	4	4	4	4	4	32
15	4	4	4	4	4	4	4	4	32
16	4	4	4	4	4	4	4	4	32
17	5	5	5	5	5	5	5	5	40
18	5	5	5	5	5	5	5	5	40
19	5	5	5	5	5	5	5	5	40
20	2	2	2	2	2	2	2	2	16
21	2	2	2	2	2	2	2	2	16
22	3	2	3	2	2	3	3	4	22
23	4	3	2	1	4	5	3	1	23
24	4	3	4	3	4	2	3	2	25
25	5	4	3	3	5	3	4	4	31
26	4	2	3	3	4	4	5	4	29
27	2	3	4	5	1	2	3	4	24
28	3	4	5	3	3	5	2	3	28
29	4	3	5	4	3	5	4	3	31
30	5	4	3	5	4	3	5	3	32
31	1	2	3	4	4	3	4	5	26
32	4	3	4	3	4	5	3	5	31
33	5	3	4	3	4	2	4	4	29
34	4	3	4	3	4	2	5	3	28
35	3	4	5	2	3	3	4	4	28
36	4	5	2	3	4	4	3	4	29
37	4	3	4	4	3	5	5	5	33
38	5	3	4	3	4	4	3	3	29
39	5	4	3	3	4	4	2	5	30
40	3	4	3	3	4	4	5	5	31

41	4	3	5	4	3	3	3	4	29
42	4	4	3	3	4	4	4	5	31
43	4	4	4	4	4	4	4	4	32
44	4	4	4	4	4	4	4	4	32
45	5	5	5	2	5	2	5	5	34
46	1	3	3	2	4	3	2	5	23
47	5	4	3	4	4	3	3	2	28
48	4	3	2	5	5	4	3	3	29
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	<i>Purchase intention : (Y)</i>								
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