



LAMPIRAN

KUESIONER PENELITIAN

Kepada Yth. Mahasiswi Universitas Bangka Belitung

Dengan Hormat,

Saya yang bertanda tangan dibawah ini :

Nama : Helena Esandra
NIM : 3021711047
Prodi : Manajemen

Adalah mahasiswi Fakultas Ekonomi, Universitas Bangka Belitung yang sedang menyusun skripsi sebagai salah satu syarat untuk memperoleh gelar sarjana ekonomi dengan judul **“PENGARUH *ELECTRONIC WORD OF MOUTH* OLEH *BEAUTY VLOGGER* DAN CITRA MEREK TERHADAP MINAT BELI KOSMETIK EMINA PADA MAHASISWI UNIVERSITAS BANGKA BELITUNG”**. Oleh karena itu, mohon bantuan Saudari untuk menjawab pertanyaan kuesioner berikut ini. Kuesioner ini dilakukan untuk bahan penelitian dan untuk segala bentuk identitas informan akan dijaga kerahasiaannya. Demikianlah saya ucapkan terima kasih atas kesediaan Saudari yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

Bangka, 27 November 2020

Helena Esandra

KUISIONER PENELITIAN SKRIPSI

“PENGARUH *ELECTRONIC WORD OF MOUTH* OLEH *BEAUTY VLOGGER* DAN CITRA MEREK TERHADAP MINAT BELI KOSMETIK EMINA PADA MAHASISWI UNIVERSITAS BANGKA BELITUNG”

A. Identitas Responden

Nama :

NIM :

Umur : 15-18 Tahun

19-22 Tahun

23-25 Tahun

Fakultas : Fakultas Ekonomi

Fakultas Teknik

Fakultas Hukum

Fakultas Ilmu Sosial & Ilmu Politik

Fakultas Pertanian, Perikanan & Biologi

Apakah anda tahu produk Emina ?

Iya

Tidak

Pernahkah anda melihat *review* produk kosmetik Emina yang dilakukan oleh *beauty vlogger* disosial media minimal satu kali ?

Pernah

Tidak

B. Petunjuk Pengisian Kuesioner

1. Kuisisioner ini ditujukan untuk Mahasiswi Universitas Bangka Belitung.
2. Sebelum mengisi kuesioner ini, mohon Saudari membaca setiap pernyataan dengan cermat
3. Saudari beri tanda check list (√) pada kolom yang sesuai pilihan.
4. Jika ada kesalahan dalam memilih alternatif jawaban, beri tanda (X) pada kolom yang salah, kemudian beri tanda check list (√) pada kolom yang sesuai.
5. Semua pernyataan yang ada, mohon dijawab tanpa ada satupun yang terlewat.

C. Keterangan Jawaban

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

Electronic Word Of Mouth Oleh Beauty Vlogger (X1)

Electronic Word Of Mouth Oleh Beauty Vlogger (X1)

| No | Pertanyaan | Pilihan Jawaban | | | | |
|---------------------------|--|-----------------|---|----|----|-----|
| | | SS | S | RR | TS | STS |
| Intensity | | | | | | |
| 1. | Saya mengakses informasi produk kosmetik emina yang menarik perhatian saya | | | | | |
| 2. | Saya mencari informasi terkait isi ulasan yang diberikan oleh <i>beauty vlogger</i> mengenai produk kosmetik emina. | | | | | |
| Valence Of Opinion | | | | | | |
| 3. | Saya melihat ulasan pada akun <i>beauty vlogger</i> yang bersifat positif atau yang menunjukkan kehandalan dari produk kosmetik emina. | | | | | |

| | | | | | | |
|----------------|---|--|--|--|--|--|
| 4. | Saya mendapatkan rekomendasi dari <i>beauty vlogger</i> untuk menggunakan/ membeli produk kosmetik emina | | | | | |
| Content | | | | | | |
| 5. | Saya mendapatkan informasi terkait produk kosmetik terbaru emina melalui <i>beauty vlogger</i> | | | | | |
| 6. | Saya mendapatkan informasi melalui <i>beauty vlogger</i> terkait komposisi yang digunakan tidak berbahaya | | | | | |
| 7. | <i>Beauty vlogger</i> memberikan informasi terkait harga produk kosmetik emina | | | | | |

Citra Merek (X2)

| No | Pernyataan | Pilihan Jawaban | | | | |
|---|---|-----------------|---|----|----|-----|
| | | SS | S | RR | TS | STS |
| Kekuatan Merek (Strength Of Brand) | | | | | | |
| 8. | Saya merasa harga produk kosmetik emina yang di <i>review beauty vlogger</i> lumayan murah | | | | | |
| 9. | Saya merasa produk kosmetik emina di <i>review beauty vlogger</i> sangat bervariasi | | | | | |
| Keunikan Merek (Uniqueness Of Brand) | | | | | | |
| 10. | Saya merasa kemasan produk kosmetik emina di <i>review beauty vlogger</i> memiliki penampilan yang sangat menarik | | | | | |
| 11. | Saya merasa harga produk kosmetik emina di <i>review beauty vlogger</i> sangat beragam sesuai dengan variasi produk | | | | | |
| 12. | Saya merasa produk kosmetik emina di <i>review beauty vlogger</i> memiliki inovasi varian produk yang sangat banyak | | | | | |
| Keunggulan Merek (Favorability Of Brand) | | | | | | |
| 13. | Saya merasa produk kosmetik merek emina di <i>review beauty vlogger</i> mudah diucapkan | | | | | |
| 14. | Saya merasa produk kosmetik merek emina di <i>review beauty vlogger</i> lebih mudah diingat | | | | | |
| 15. | Saya merasa produk kosmetik merek emina di <i>review beauty vlogger</i> sesuai dengan ekspektasi | | | | | |

Minat Beli (Y1)

| No | Pernyataan | Pilihan Jawaban | | | | |
|--------------------------------|--|-----------------|---|----|----|-----|
| | | SS | S | RR | TS | STS |
| Attention (Perhatian) | | | | | | |
| 16. | Setelah melihat <i>review beauty vlogger</i> saya menjadi ingin lebih mengetahui produk emina | | | | | |
| 17. | Setelah melihat <i>review beauty vlogger</i> saya menjadi ingin lebih mengetahui produk emina, khususnya varian terbaru | | | | | |
| Interest (Ketertarikan) | | | | | | |
| 18. | Setelah melihat <i>review beauty vlogger</i> saya tertarik mencari informasi produk emina, seperti, tekstur, dll | | | | | |
| 19. | Setelah melihat <i>review beauty vlogger</i> saya menjadi tertarik untuk mempelajari keunggulan produk, seperti dapat digunakan untuk ke semua kulit, dll | | | | | |
| Desire (Keinginan) | | | | | | |
| 20. | Setelah saya melihat <i>review beauty vlogger</i> saya memiliki keinginan untuk mencoba salah satu produk emina | | | | | |
| 21. | Setelah melihat <i>review beauty vlogger</i> saya memiliki keinginan ingin memiliki salah satu produk emina karena banyak ulasan atau <i>review</i> positif dari pengguna lainnya. | | | | | |
| Action (Tindakan) | | | | | | |
| 22. | Setelah melihat <i>review beauty vlogger</i> saya mempertimbangkan untuk membeli produk emina yang saya butuhkan | | | | | |
| 23. | Setelah melihat <i>review beauty vlogger</i> saya membeli produk emina yang saya butuhkan karena harganya murah dan banyak mendapatkan ulasan atau <i>review</i> yang positif dari pengguna lainnya. | | | | | |

LAMPIRAN 2

TABULASI JAWABAN RESPONDEN

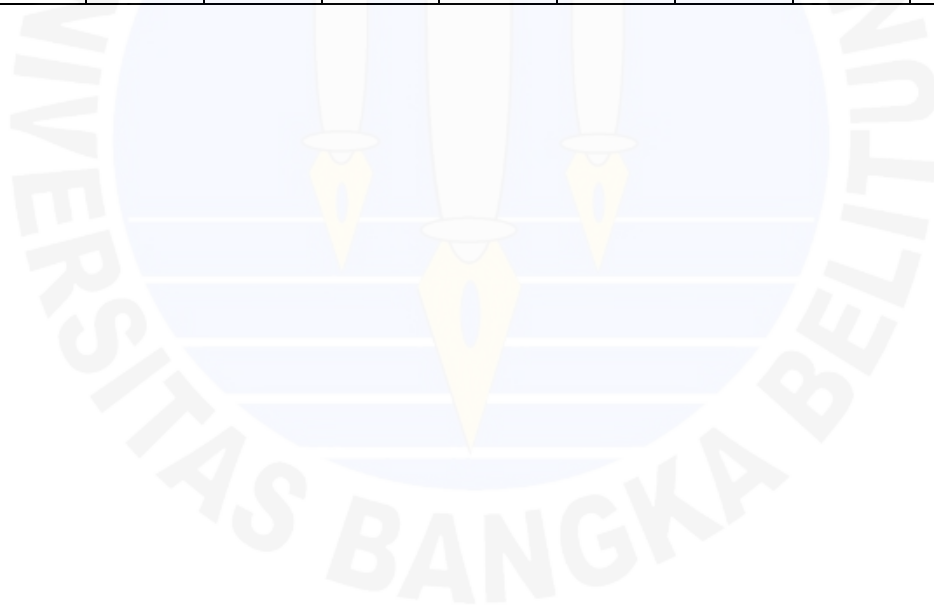
VARIABEL *ELECTRONIC WORD OF MOUTH* OLEH BEAUTY

VLOGGER(X1)

| | | | | | | | | |
|----|---|---|---|---|---|---|---|----|
| 1 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 32 |
| 2 | 4 | 5 | 5 | 3 | 5 | 4 | 4 | 30 |
| 3 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 30 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 31 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 31 |
| 6 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 25 |
| 7 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 |
| 8 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 33 |
| 9 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 26 |
| 10 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 31 |
| 11 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 32 |
| 12 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 32 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 14 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 30 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 17 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 26 |
| 18 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 32 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 |
| 20 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 30 |
| 21 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 26 |
| 22 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 31 |
| 23 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 29 |
| 24 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 25 |
| 25 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 25 |
| 26 | 4 | 4 | 5 | 2 | 2 | 2 | 4 | 23 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 28 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 33 |
| 29 | 3 | 5 | 3 | 3 | 5 | 4 | 3 | 26 |
| 30 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 33 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 33 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 29 |
| 34 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 |
| 35 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 25 |

| | | | | | | | | |
|----|---|---|---|---|---|---|---|----|
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 37 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 31 |
| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 39 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 29 |
| 40 | 5 | 5 | 5 | 4 | 4 | 5 | 2 | 30 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 42 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 31 |
| 43 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 25 |
| 44 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 32 |
| 45 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 31 |
| 46 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 33 |
| 47 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 27 |
| 48 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 33 |
| 49 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 30 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 |
| 51 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 |
| 52 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 30 |
| 53 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 31 |
| 54 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 30 |
| 55 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 28 |
| 56 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 27 |
| 57 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 31 |
| 58 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 32 |
| 59 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 30 |
| 60 | 4 | 4 | 5 | 4 | 4 | 2 | 3 | 26 |
| 61 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 |
| 62 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 33 |
| 63 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 66 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 27 |
| 67 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 30 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 69 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 25 |
| 70 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 30 |
| 71 | 4 | 4 | 5 | 4 | 2 | 1 | 5 | 25 |
| 72 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 29 |
| 73 | 5 | 5 | 3 | 5 | 2 | 5 | 5 | 30 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 75 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 24 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 78 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 34 |

| | | | | | | | | |
|----|---|---|---|---|---|---|---|----|
| 79 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 26 |
| 80 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 27 |
| 81 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 |
| 82 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 26 |
| 83 | 3 | 3 | 4 | 5 | 5 | 3 | 5 | 28 |
| 84 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 |
| 85 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 26 |
| 86 | 3 | 2 | 4 | 2 | 3 | 2 | 4 | 20 |
| 87 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 30 |
| 88 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 30 |
| 89 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 29 |
| 90 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 91 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 32 |
| 92 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 29 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 94 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 29 |
| 95 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 31 |
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| 97 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 31 |



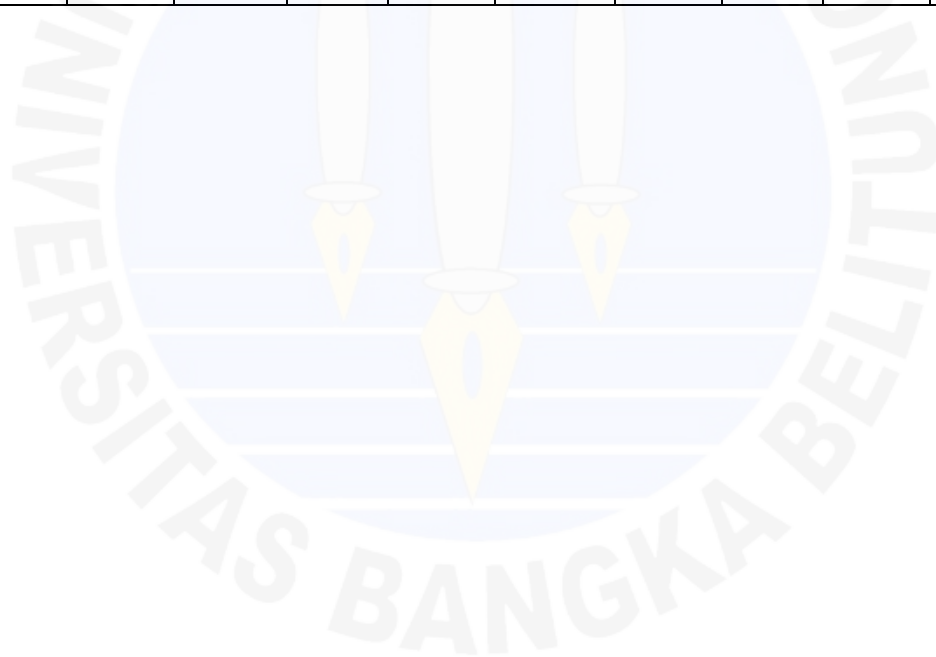
VARIABEL CITRA MEREK (X2)

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

| | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|----|
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 67 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 37 |
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| 70 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 36 |
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| 74 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 35 |
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| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 78 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 31 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 31 |
| 80 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 81 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| 82 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 30 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 84 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 34 |
| 85 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 28 |
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| 87 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 36 |
| 88 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 34 |
| 89 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 30 |
| 90 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 91 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 38 |
| 92 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 34 |
| 93 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 33 |
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| 95 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 35 |
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| 97 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |

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|----|---|---|---|---|---|---|---|---|----|
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 42 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 43 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 29 |
| 44 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 36 |
| 45 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 46 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 36 |
| 47 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 34 |
| 48 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 34 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 51 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 33 |
| 52 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 36 |
| 53 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 35 |
| 54 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 55 | 3 | 4 | 2 | 4 | 3 | 4 | 3 | 4 | 27 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 57 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 32 |
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| 61 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 62 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 63 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 34 |
| 64 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 65 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| 68 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 36 |
| 69 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 27 |
| 70 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 35 |
| 71 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 27 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 74 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 35 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 79 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 36 |
| 80 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |

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|----|---|---|---|---|---|---|---|---|----|
| 81 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 82 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 84 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 85 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 27 |
| 86 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 87 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 32 |
| 88 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 36 |
| 89 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 31 |
| 90 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 34 |
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| 93 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 94 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 34 |
| 95 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 32 |
| 96 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 33 |
| 97 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 35 |



LAMPIRAN 3

HASIL KARAKTERISTIK RESPONDEN

| | | Usia | | | |
|-------|-------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 15-18 Tahun | 4 | 4.1 | 4.1 | 4.1 |
| | 19-22 Tahun | 91 | 93.8 | 93.8 | 97.9 |
| | 23-25 Tahun | 2 | 2.1 | 2.1 | 100.0 |
| | Total | 97 | 100.0 | 100.0 | |

| | | Fakultas | | | |
|-------|---|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Fakultas Ekonomi | 32 | 33.0 | 33.0 | 33.0 |
| | Fakultas Hukum | 10 | 10.3 | 10.3 | 43.3 |
| | Fakultas Ilmu Sosial & Ilmu Politik | 12 | 12.4 | 12.4 | 55.7 |
| | Fakultas Pertanian, Perikanan & Biologi | 21 | 21.6 | 21.6 | 77.3 |
| | Fakultas Teknik | 22 | 22.7 | 22.7 | 100.0 |
| | Total | 97 | 100.0 | 100.0 | |

LAMPIRAN 4

HASIL UJI VALIDITAS

ELECTRONIC WORD OF MOUTH OLEH BEAUTY VLOGGER (X1)

| | | Correlations | | | | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1 |
| X1.1 | Pearson Correlation | 1 | .551** | .415** | .445** | .177 | .363** | .215* | .682** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .082 | .000 | .035 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.2 | Pearson Correlation | .551* | 1 | .449** | .314** | .280** | .306** | .092 | .659** |
| | Sig. (2-tailed) | .000 | | .000 | .002 | .005 | .002 | .372 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.3 | Pearson Correlation | .415* | .449** | 1 | .184 | .319** | .155 | .208* | .575** |
| | Sig. (2-tailed) | .000 | .000 | | .072 | .001 | .129 | .041 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.4 | Pearson Correlation | .445* | .314** | .184 | 1 | .387** | .373** | .282** | .674** |
| | Sig. (2-tailed) | .000 | .002 | .072 | | .000 | .000 | .005 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.5 | Pearson Correlation | .177 | .280** | .319** | .387** | 1 | .458** | .196 | .661** |
| | Sig. (2-tailed) | .082 | .005 | .001 | .000 | | .000 | .054 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.6 | Pearson Correlation | .363* | .306** | .155 | .373** | .458** | 1 | .281** | .700** |
| | Sig. (2-tailed) | .000 | .002 | .129 | .000 | .000 | | .005 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.7 | Pearson Correlation | .215* | .092 | .208* | .282** | .196 | .281** | 1 | .498** |
| | Sig. (2-tailed) | .035 | .372 | .041 | .005 | .054 | .005 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1 | Pearson Correlation | .682* | .659** | .575** | .674** | .661** | .700** | .498** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |

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

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

CITRA MEREK (X2)

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2 |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X2.1 | Pearson Correlation | 1 | .352** | .262** | .471** | .408** | .353** | .474** | .329** | .676** |
| | Sig. (2-tailed) | | .000 | .009 | .000 | .000 | .000 | .000 | .001 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.2 | Pearson Correlation | .352** | 1 | .355** | .500** | .270** | .314** | .350** | .344** | .622** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .008 | .002 | .000 | .001 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.3 | Pearson Correlation | .262** | .355** | 1 | .398** | .372** | .287** | .300** | .450** | .622** |
| | Sig. (2-tailed) | .009 | .000 | | .000 | .000 | .004 | .003 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.4 | Pearson Correlation | .471** | .500** | .398** | 1 | .467** | .456** | .530** | .489** | .789** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.5 | Pearson Correlation | .408** | .270** | .372** | .467** | 1 | .387** | .373** | .369** | .661** |
| | Sig. (2-tailed) | .000 | .008 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.6 | Pearson Correlation | .353** | .314** | .287** | .456** | .387** | 1 | .410** | .408** | .656** |
| | Sig. (2-tailed) | .000 | .002 | .004 | .000 | .000 | | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.7 | Pearson Correlation | .474** | .350** | .300** | .530** | .373** | .410** | 1 | .449** | .722** |
| | Sig. (2-tailed) | .000 | .000 | .003 | .000 | .000 | .000 | | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.8 | Pearson Correlation | .329** | .344** | .450** | .489** | .369** | .408** | .449** | 1 | .714** |
| | Sig. (2-tailed) | .001 | .001 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2 | Pearson Correlation | .676** | .622** | .622** | .789** | .661** | .656** | .722** | .714** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |

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

MINAT BELI (Y)

| | | Correlations | | | | | | | | |
|-----|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y |
| Y.1 | Pearson Correlation | 1 | .578** | .444** | .514** | .526** | .447** | .470** | .420** | .726** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y.2 | Pearson Correlation | .578** | 1 | .487** | .448** | .459** | .562** | .483** | .417** | .743** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y.3 | Pearson Correlation | .444** | .487** | 1 | .491** | .540** | .536** | .475** | .420** | .747** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y.4 | Pearson Correlation | .514** | .448** | .491** | 1 | .473** | .553** | .439** | .481** | .732** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y.5 | Pearson Correlation | .526** | .459** | .540** | .473** | 1 | .568** | .432** | .617** | .769** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y.6 | Pearson Correlation | .447** | .562** | .536** | .553** | .568** | 1 | .591** | .575** | .805** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y.7 | Pearson Correlation | .470** | .483** | .475** | .439** | .432** | .591** | 1 | .518** | .733** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y.8 | Pearson Correlation | .420** | .417** | .420** | .481** | .617** | .575** | .518** | 1 | .739** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| Y | Pearson Correlation | .726** | .743** | .747** | .732** | .769** | .805** | .733** | .739** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |

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

HASIL UJI REABILITAS

VARIABEL *ELECTRONIC WORD OF MOUTH* OLEH *BEAUTY VLOGGER (X1)*

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 97 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 97 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .753 | 7 |

VARIABEL CITRA MEREK (X2)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 97 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 97 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .837 | 8 |

VARIABEL MINAT BELI (Y)

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 97 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 97 | 100.0 |

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

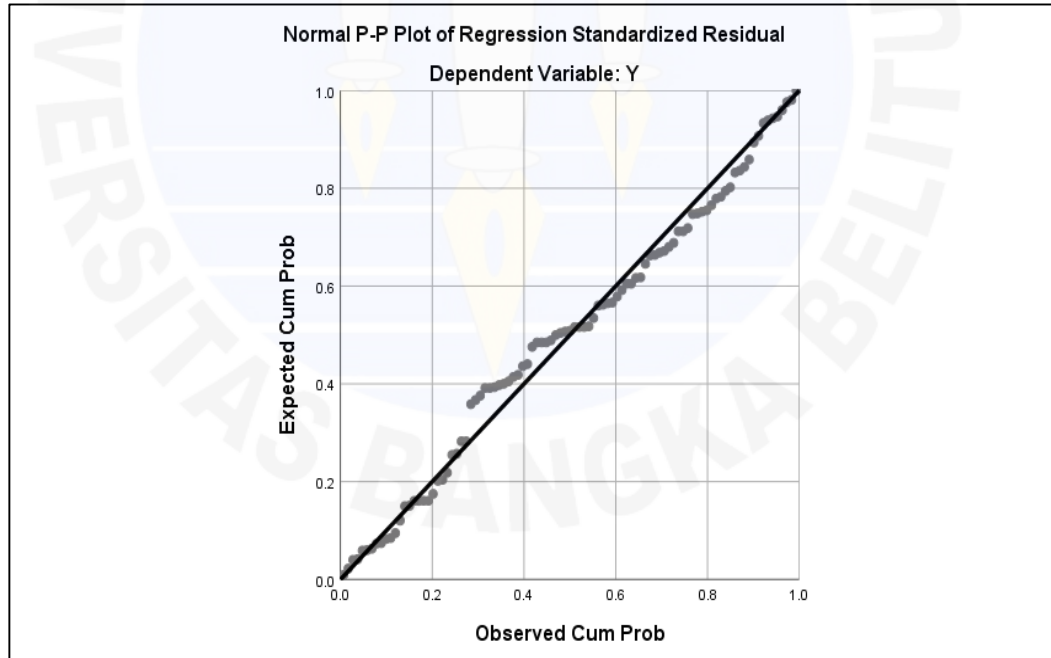
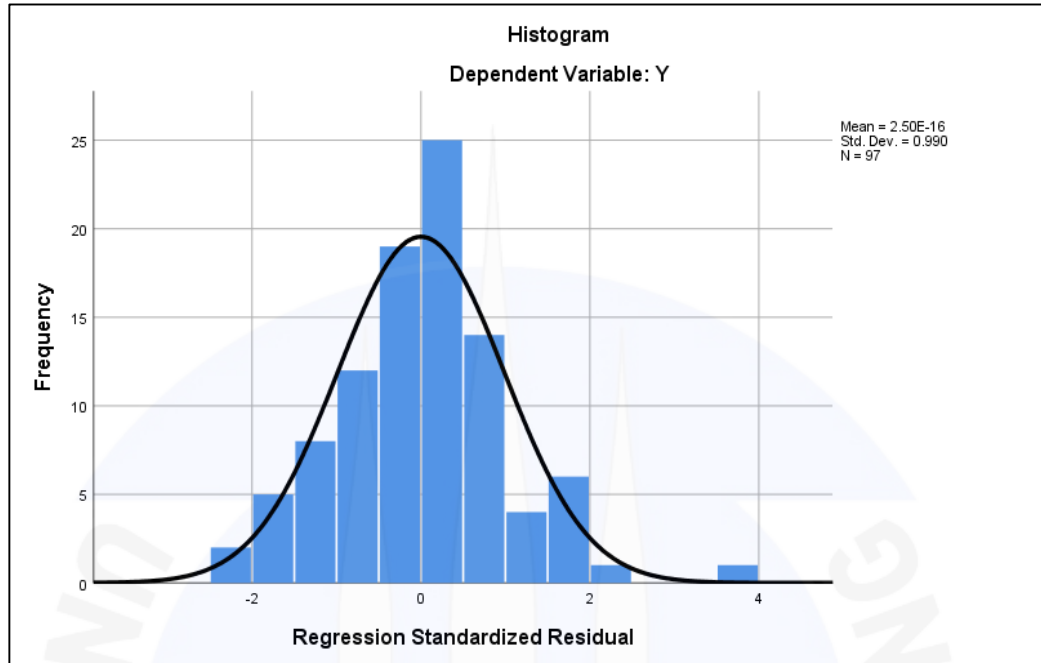
Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .887 | 8 |



LAMPIRAN 6

HASIL UJI ASUMSI KLASIK



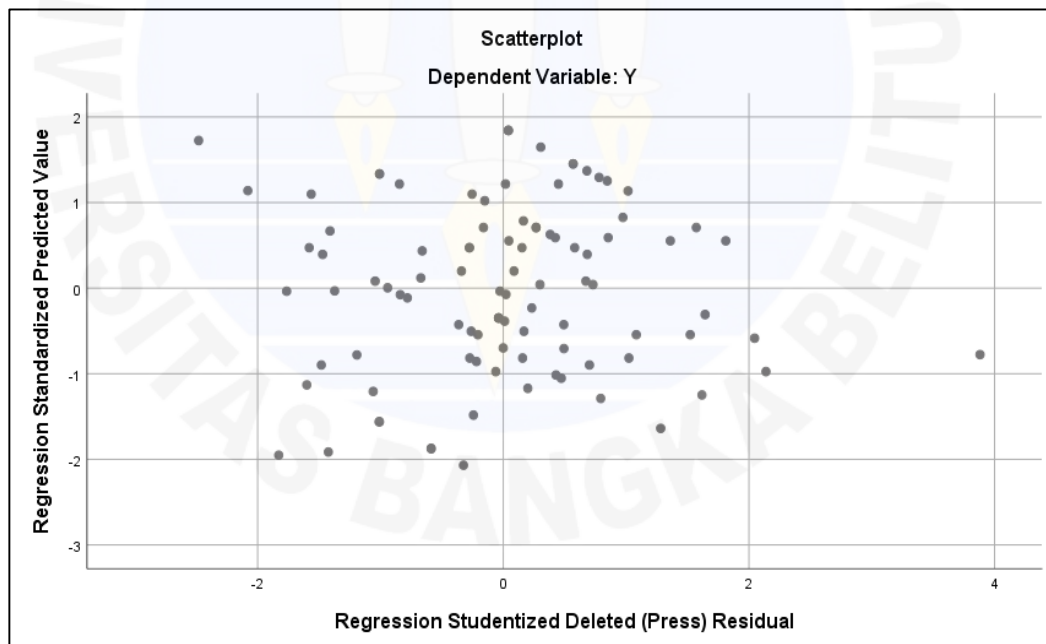
HASIL UJI NORMALITAS KOLMOGROV

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 97 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.31816162 |
| Most Extreme Differences | Absolute | .081 |
| | Positive | .051 |
| | Negative | -.081 |
| Test Statistic | | .081 |
| Asymp. Sig. (2-tailed) | | .119 ^c |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

HASIL UJI HETERODITAS



Uji Glejser

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.171 | 1.595 | | 1.989 | .050 |
| | X1 | .039 | .064 | .081 | .607 | .545 |
| | X2 | -.077 | .055 | -.186 | -1.388 | .168 |

a. Dependent Variable: glejser1



LAMPIRAN 7

HASIL ANALISIS REGRESI BERGANDA UJI T, UJI F, KOEFISIEN DETERMINASI

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .802 ^a | .643 | .635 | 2.343 |

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

ANOVA^a

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 928.129 | 2 | 464.064 | 84.557 | .000 ^b |
| | Residual | 515.892 | 94 | 5.488 | | |
| | Total | 1444.021 | 96 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2.795 | 2.461 | | 1.136 | .259 | | |
| | X1 | .366 | .099 | .298 | 3.691 | .000 | .582 | 1.718 |
| | X2 | .607 | .085 | .576 | 7.125 | .000 | .582 | 1.718 |

a. Dependent Variable: Y

LAMPIRAN 7

FOTO DOKUMENTASI



LAMPIRAN 8

DAFTAR RIWAYAT HIDUP

NAMA : HELENA ESANDRA

NIM : 3021711047

TEMPAT,TANGGAL LAHIR : TANGERANG, 26 DESEMBER 1998

JENIS KELAMIN : WANITA

AGAMA : ISLAM

PENDIDIKAN TERAKHIR : S1 (SARJANA EKONOMI)

ALAMAT : PERUMAHAN PURI BHAYANGKARA
GANG RAJAWALI BLOK A NO 34
PASIR PADI AIR ITAM

NO HP : 082386860349

EMAIL ; helenaesandra192@gmail.com

PENDIDIKAN FORMAL :

1. 2003-2004 : TK PEMBINA BANDUNG
2. 2005-2011 : SD N 21 PANGKAL PINANG
3. 2011-2014 : SMP PEMBINAAN PANGKAL PINANG
4. 2014-2017 : SMA N 2 PANGKAL PINANG
5. 2017-2021 : UNIVERSITAS BANGKA BELITUNG
(FAKULTAS EKONOMI)

KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI
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Telepon (0717) 4260030, 4260031
Laman www.ubb.ac.id

KARTU SEMINAR

Nama Mahasiswa : Helena Esandra
NIM : 3021711047
Jurusan : MANAJEMEN

| NO | NAMA MAHASISWA SEMINAR | JUDUL PROPOSAL | NAMA DAN PARAF KETUA PENGUJI |
|----|--|---|------------------------------|
| 1 | Sonia Yuniar Novilla Tgl. 30/01/2020 | Analisis Kinerja Keuangan Pemerintah daerah Kabupaten Bangka Barat Tahun Anggaran 2014 - 2018 | |
| 2 | Nurul Mardianti Tgl. 19/10/2020 | Pengaruh Bakat, Kreativitas, dan lingkungan keluarga terhadap minat Berwirausaha pada Mahasiswa Universitas Bangka Belitung. | |
| 3 | Ardian Harsain Pratama Tgl. 19/10/2020 | Pengaruh Kemasan, citra rasa, dan harga terhadap minat beli konsumen pada teri Krispi juve di kabupaten Belitung. | |
| 4 | Siti Haryanti Tgl. 22/12/2020 | Pengaruh Kepemimpinan dan Motivasi kerja terhadap Efektivitas kerja Pegawai pada Kantor UPT Badan Keu. daerah provinsi kepulauan wilayah Bangka Belitung. | |

Mengetahui,
Ketua Jurusan Manajemen

ttd :

Dr. Hamsani, S.E., M.Sc



KARTU PEMBIMBING SKRIPSI

Nama : Helena Esandra
NIM : 3021711047
Jurusan : Manajemen
Angkatan : 2017
Konsentrasi Studi : Manajemen Pemasaran
Semester : 7 (Tujuh)

IPK : 3,34
Nama Pembimbing : Khairiyansyah, S.E., M.M.
Mulai Skripsi : Sep-20

Judul Proposal / Skripsi :
Pengaruh Electronic word of mouth oleh Beauty Vlogger dan Citra Merek
terhadap Minat Beli Kosmetik Emina pada Mahasiswa Fakultas Ekonomi
Universitas Bangka Belitung (USB).

| No | Tanggal | Keterangan | Paraf Pembimbing |
|----|------------|-------------------------------|------------------|
| 1 | 1-10-2020 | Screening Awal | A |
| 2 | 2-10-2020 | Konsul Judul | A |
| 3 | 7-10-2020 | Konsul Judul, Variabel | A |
| 4 | 16-10-2020 | BAB I, Tata tulis | A |
| 5 | 27-10-2020 | BAB I | A |
| 6 | 3-11-2020 | BAB I, lanjut BAB II, III | A |
| 7 | 17-11-2020 | BAB I (Prasurvey), BAB II, DP | A |
| 8 | 24-11-2020 | BAB II | A |
| 9 | 2-12-2020 | Definisi Opr, Kuesioner | A |
| 10 | 11-12-2020 | Kelengkapan Berkas | A |
| 11 | 15-12-2020 | ACC Seminar Proposal | A |
| 12 | 29-03-2021 | BAB 4 | A |
| 13 | 31-03-2021 | BAB 4 | A |
| 14 | 19-04-2021 | BAB 4 | A |
| 15 | 23-04-2021 | BAB 5 | A |
| 16 | 30-04-2021 | Kelengkapan Berkas | A |
| 17 | 2-5-2021 | ACC Sidang | A |
| 18 | | | |
| 19 | | | |
| 20 | | | |

Catatan :



KARTU PEMBIMBING SKRIPSI

Nama : Helena Esandra IPK : 3,34
 NIM : 3021711047 Nama Pembimbing : H. Sumar, S.E.,M.M.
 Jurusan : Manajemen Mulai Skripsi : Sep-20
 Angkatan : 2017
 Konsentrasi Studi : Manajemen Pemasaran
 Semester : 7 (Tujuh)

Judul Proposal / Skripsi :
 Pengaruh Electronic Word of mouth oleh beauty Vlogger dan Citra Merek
 terhadap minat beli kosmetik Emina pada Mahasiswa Fakultas Ekonomi
 Universitas Bangka Belitung (UBB).

| No | Tanggal | Keterangan | Paraf Pembimbing |
|----|------------|-------------------|------------------|
| 1 | 30-09-2020 | Konfirmasi Orde | [Signature] |
| 2 | 2-09-2020 | 'berminat' orde | [Signature] |
| 3 | 15-09-2020 | BAB I | [Signature] |
| 4 | 3-09-2020 | BAB II | [Signature] |
| 5 | 10-10-20 | BAB III | [Signature] |
| 6 | 17-11-20 | Teknik Penulisan | [Signature] |
| 7 | 19-12-20 | BAB III | [Signature] |
| 8 | 20-11-20 | BAB III | [Signature] |
| 9 | 17-12-20 | Ace Gya proposal | [Signature] |
| 10 | 15-03-21 | Konfirmasi BAB IV | [Signature] |
| 11 | 25-03-21 | Konfirmasi BAB IV | [Signature] |
| 12 | 8-04-21 | Bab V | [Signature] |
| 13 | 23-04-21 | Konfirmasi BAB V | [Signature] |
| 14 | 3-05-21 | Ace Gya defen | [Signature] |
| 15 | | | |
| 16 | | | |
| 17 | | | |
| 18 | | | |
| 19 | | | |
| 20 | | | |

Catatan :



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
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Nomor : 627/UN50/A.A1/E/KM/2021

3 Februari 2021

Lampiran : -

Hal : Pemberian Izin Pengambilan Data dan Penyebaran Kuesioner

Yth. Dekan Fakultas Ekonomi
Universitas Bangka Belitung
Bangka

Menindaklanjuti surat Fakultas Ekonomi Nomor 50/UN50.08.2.1/PP/2021 tanggal 28 Januari 2021 perihal Permohonan Izin Pengambilan Data dan Penyebaran Kuesioner, dengan ini disampaikan bahwa mahasiswa atas nama:

Nama : Helena Esandra
NIM : 3021711047
Program Studi : Manajemen
Judul Skripsi : Pengaruh *Electronic Word of Mouth* oleh *Beauty Vlogger* dan Citra Merek terhadap Minat Beli Kosmetik Emina pada Mahasiswi Universitas Bangka Belitung

diberikan izin untuk pengambilan data dan penyebaran kuesioner terhadap objek penelitian di Universitas Bangka Belitung mulai tanggal 18 Januari 2021 sampai dengan 28 April 2021 untuk keperluan penyusunan skripsi, dengan tetap mengacu kepada ketentuan yang berlaku di lingkungan Universitas Bangka Belitung.

Demikian disampaikan, atas perhatian dan kerjasamanya kami sampaikan terima kasih.

a.n Rektor,
Wakil Rektor Bidang Akademik dan
Kemahasiswaan



Nizwan Zuhri
NP 506806002



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN TEKNOLOGI
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ABSTRACT

HELENA ESANDRA. 3021711047. The Influence of Electronic Word Of Mouth and Brand Image on Emina's Cosmetics Purchase Interest in Bangka Belitung University Students

The background of this research was the phenomena that occur in the community which shows that electronic word of mouth by beauty vloggers, brand image, can influence purchase interest. The purpose of this research is to get an overview and the effect of Electronic Word Of Mouth and Brand Image on Emina's Cosmetics Purchase Interest in Bangka Belitung University Students.

This study uses quantitative descriptive with 97 respondents and uses non-probability sampling with purposive sampling as a sampling method. The independent variables in this study consisted of Electronic Word Of Mouth by Beauty Vlogger (X1), Brand Image (X2), while the dependent variable was Purchase Interest (Y). Instrument testing uses validity and reliability with multiple linear regression analysis methods, T test, F test, and the coefficient of determination.


The results of each independent variable obtained X1 that $T_{count} > T_{table}$ ($3.691 > 1.985$ and sig. $0.000 < 0.05$), X2 that $T_{count} > T_{table}$ ($7.125 > 1.985$ and sig. $0.000 < 0.05$), so it can be concluded that each independent variable has a positive and significant effect on the dependent variable. While the results of the Fcount test ($84.557 > F_{table}$ (3.90) and the significance value is $0.000 < 0.05$ which means that the Electronic Word Of Mouth variable by Beauty Vlogger simultaneously affects the Purchase Interest variable significantly. The results of the coefficient of determination (R2) show that the variable Electronic Word Of Mouth By Beauty Vlogger and Brand Image simultaneously affect the Purchase Interest variable by 0.635 or 63.5%.

Keywords: *Electronic Word Of Mouth by Beauty Vlogger, Brand Image and Purchase Interest.*

Head of UPT Bahasa,

Translator,

a.n



Riwan Kusmiadi, STP., M.Si.
NP 107499008



Dian Fitri K, MA
NIP. 199004182019032021

EPT SCORE RECORD

Name of Institution : UPT BAHASA UNIVERSITAS BANGKA BELITUNG

Name : HELENA ESANDRA

DOB : 26/12/1998

Native Country : INDONESIA

Native Language : INDONESIA

Scaled Score : Listening Comprehension

Structure & Written Expression

Reading Comprehension

Total Score

43

36

41

400

Sex : F

Test Date : 03/03/2021

From : EPT USL

Signed,

Head of UPT Bahasa

Riwan Kasmiadi, S.T.P., M.Si.

Valid thru: 03/03/2023



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN TEKNOLOGI
UNIVERSITAS BANGKA BELITUNG

FAKULTAS EKONOMI
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Telepon (0717) 4260030, 42260031
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KARTU REVISI
SIDANG SKRIPSI & UJIAN KOMPREHENSIF

Nama : Helena Esandra
NIM : 3021711047
Konsentrasi : Manajemen Pemasaran
Judul Skripsi : Pengaruh Electronic Word Of Mouth Oleh Beauty Blogger dan Citra Merek terhadap Minat Beli Kosmetik Emina pada Mahasiswi Universitas Bangka Belitung

Tanggal Ujian : 14 Juni 2021

| NAMA DEWAN PENGUJI | | REVISI / SARAN | PARAF |
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