



Lampiran 1 Kuesioner Penelitian atau Daftar Pertanyaan

KUESIONER PENELITIAN

**PENGARUH *TREND FASHION*, *PLEASURE* DAN *E-SERVICE QUALITY*
TERHADAP KEPUTUSAN PEMBELIAN ONLINE H&M**

**(Studi Kasus Pada Mahasiswa Prodi Manajemen Universitas Muhammadiyah
Ponorogo Angkatan 2017)**

Yth. Bapak/Ibu/Saudara

Di Ponorogo

Dalam rangka menyelesaikan tugas akhir skripsi program studi Manajemen Fakultas Ekonomi Universitas Muhammadiyah Ponorogo, saya peneliti memberitahukan bahwa saya melakukan survei penelitian dengan konsumen H&M.

Sehubungan hal ini, maka saya harap bantuan dari Bapak/Ibu/Saudara untuk mengisi kuesioner sesuai dengan persepsi jawaban masing-masing. Saya akan menjaga kerahasiaan informasi dari Bapak/Ibu/Saudara.

Atas kerjasama dan ketersediaannya dalam meluangkan waktu mengisi kuesioner ini saya ucapkan terimakasih.

Peneliti

Novia Septiyan Damayanti

DATA RESPONDEN

1. Nama :
2. NIM :
3. Jenis Kelamin :
 - a. Laki-laki
 - b. Perempuan
4. Seberapa sering melakukan pembelian online produk H&M?
 - a. 1 kali
 - b. Lebih dari 1 kali



PETUNJUK PENGISIAN KUESIONER

1. Jawablah masing-masing pertanyaan dibawah ini sesuai dengan penilaian saudara.
2. Berilah respon terhadap pertanyaan dalam tabel dengan memberi tanda centang (✓) pada kolom jawaban.

Keterangan :

- | | | |
|----|-----|---------------------|
| 1. | STS | Sangat Tidak Setuju |
| 2. | TS | Tidak Setuju |
| 3. | N | Netral |
| 4. | S | Setuju |
| 5. | SS | Sangat Setuju |

A. Kuisisioner Variabel *Trend Fashion* (X_1)

No.	Pertanyaan	Pilihan Pertanyaan				
	<i>Trend Fashion</i> (X_1)	SS	S	N	TS	STS
	<i>Trend fashion</i> mengikuti perkembangan zaman					
1.	Produk H&M sesuai <i>Trend fashion</i> yang dapat diterima semua kalangan					
	Bisa diterima semua kalangan					
2.	Produk H&M selalu mengikuti <i>trend fashion</i>					

B. Kuisiener Variabel *Pleasure* (X_2)

No.	Pertanyaan	Pilihan Pertanyaan				
	<i>Pleasure</i> (X_2)					
		SS	S	N	TS	STS
Kepercayaan						
1.	Saya percaya produk H&M memiliki kualitas bahan premium					
Keanekaragaman						
2.	Banyaknya model pilihan produk H&M yang membuat saya berminat untuk membelinya					
3.	H&M memiliki variasi warna, ukuran, harga dan bahan model yang mengikuti trend sehingga membuat saya berminat membeli produk					
Kesukaan						
4.	Saya merasa senang berbelanja online di H&M					

C. Kuisiener Variabel *E-Service Quality* (X_3)

No.	Pertanyaan	Pilihan Pertanyaan				
	<i>E-Service Quality</i> (X_3)					
		SS	S	N	TS	STS

<i>Desain website</i>						
1.	Website H&M dapat diandalkan untuk pemesanan online					
2.	Saya merasa mudah untuk mengakses dan mengeksplorasi website H&M					
3.	Saya merasa desain website H&M yang digunakan sangat menarik					
Reliabilitas						
4.	H&M selalu menjaga privasi konsumennya					
Ketanggapan						
5.	H&M selalu tanggap dalam melayani pelanggan					
6.	H&M selalu sabar dan ramah dalam menjawab pertanyaan pelanggan					
Kepercayaan						
7.	H&M dapat dipercaya dalam penyediaan produk yang berkualitas					
Personalisasi						
8.	Saya membeli melalui situs website karena metode pembayaran yang lengkap					
9.	H&M menjamin pengembalian uang penuh					

	atas barang yang dikembalikan					
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D. Kuisisioner Variabel Keputusan Pembelian(Y)

No.	Pertanyaan	Pilihan Pertanyaan				
	Keputusan Pembelian (Y)	SS	S	N	TS	STS
Kemantapan pada sebuah produk						
1.	Saya membeli produk H&M, karena situs H&M mudah dan nyaman					
2.	Saya membeli lewat situs H&M karena mempunyai produk lengkap					
Kebiasaan dalam membeli produk						
3.	Saya membeli produk pakaian H&M yang sesuai dengan keinginan saya					
Memberikan rekomendasi kepada orang lain						
4.	Saya merekomendasikan produk merek H&M kepada orang lain					
Melakukan pembelian ulang						
5.	Saya memutuskan untuk pembelian ulang produk H&M					

Lampiran 2 Tabulasi Data

RESPONDEN	TREND FASHION			PLEASURE					E-SERVICE QUALITY									KEPUTUSAN PEMBELIAN						
	X1.1	X1.2	TOTAL X1	X2.1	X2.2	X2.3	X2.4	TOTAL X2	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	TOTAL X3	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TOTAL Y
1	4	4	8	4	3	3	4	14	4	3	4	4	4	4	4	4	4	35	3	3	3	3	4	16
2	5	4	9	4	5	5	5	19	4	5	5	4	5	5	5	5	4	42	4	4	5	5	5	23
3	5	5	10	4	5	3	5	17	4	5	4	5	4	5	4	4	4	39	5	4	5	5	4	23
4	5	4	9	4	4	4	3	15	3	3	2	3	3	4	3	3	4	28	3	4	3	3	3	16
5	5	4	9	5	4	5	4	18	4	3	4	4	4	4	4	4	4	35	5	4	5	3	5	22
6	4	4	8	4	4	4	4	16	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	20
7	4	3	7	3	3	4	3	13	4	3	3	3	4	4	3	4	4	32	3	3	4	3	3	16
8	5	3	8	3	4	3	3	13	4	3	3	4	3	4	3	4	3	31	4	4	3	4	3	18
9	2	4	6	5	5	4	3	17	4	3	3	3	4	3	4	4	4	32	4	4	4	4	3	19
10	4	5	9	5	5	5	4	19	4	4	4	5	5	5	5	4	5	41	5	5	5	4	4	23
11	4	4	8	4	4	4	4	16	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	20
12	4	4	8	5	4	4	4	17	4	4	4	4	5	5	5	4	4	39	4	4	4	4	5	21
13	5	5	10	5	5	5	5	20	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	25
14	4	4	8	4	4	4	4	16	4	4	4	4	4	4	4	3	3	34	4	4	4	4	4	20
15	4	4	8	4	4	5	4	17	3	4	3	4	4	4	4	3	4	33	3	5	4	4	5	21
16	5	4	9	3	4	2	3	12	3	4	2	2	4	4	3	3	3	28	4	4	4	4	2	18
17	4	4	8	5	4	3	3	15	3	4	4	4	3	4	4	5	3	34	3	3	4	5	4	19
18	3	4	7	4	3	3	3	13	4	4	3	3	3	3	4	3	3	30	3	3	3	4	3	16
19	4	4	8	4	4	4	4	16	4	4	4	4	4	4	4	4	4	36	4	4	4	5	5	22
20	3	3	6	4	4	4	3	15	3	3	3	3	3	3	3	3	4	28	3	3	3	3	4	16

21	5	5	10	4	4	5	4	17	3	4	5	3	4	4	5	5	5	38	4	4	3	5	5	21
22	4	5	9	4	4	4	4	16	4	4	4	4	4	4	4	4	3	35	4	4	4	5	5	22
23	4	5	9	4	4	4	4	16	3	3	3	4	4	4	4	3	4	32	3	3	4	3	4	17
24	4	3	7	4	4	3	3	14	2	3	2	4	3	3	5	4	2	28	3	2	3	2	4	14
25	5	4	9	5	4	3	4	16	4	3	3	4	3	4	3	3	3	30	4	3	3	4	4	18
26	4	5	9	4	4	4	5	17	4	4	4	5	4	4	4	4	4	37	4	4	4	4	4	20
27	5	5	10	5	5	4	4	18	4	4	4	5	5	5	5	4	5	41	5	4	5	4	4	22
28	4	4	8	4	4	4	4	16	3	3	3	3	3	3	4	3	3	28	3	3	4	4	4	18
29	4	5	9	5	4	4	5	18	4	4	4	5	4	4	4	5	4	38	5	4	4	4	4	21
30	5	5	10	5	5	5	5	20	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	25
31	5	4	9	3	5	4	2	14	3	4	4	3	5	3	2	3	4	31	4	5	1	3	3	16
32	4	3	7	3	3	5	4	15	3	3	3	2	4	3	4	3	3	28	4	3	5	4	4	20
33	4	4	8	4	5	5	4	18	4	4	4	4	4	4	4	4	4	36	4	5	5	5	5	24
34	2	3	5	4	4	4	3	15	3	4	3	4	4	4	3	3	2	30	4	3	3	3	3	16
35	4	4	8	5	3	5	4	17	3	4	3	4	4	3	2	4	3	30	4	4	5	3	5	21
36	4	4	8	4	4	4	4	16	4	4	4	4	4	4	4	3	4	35	4	4	4	4	4	20
37	2	4	6	4	3	4	3	14	3	3	4	3	3	3	3	3	3	28	3	3	5	4	3	18
38	4	4	8	5	4	4	5	18	4	5	5	5	5	5	5	5	5	44	5	5	4	5	4	23
39	4	3	7	3	4	3	4	14	3	4	3	3	3	4	4	4	4	32	3	3	4	3	3	16
40	3	4	7	4	3	4	4	15	3	3	3	4	4	4	4	4	4	33	4	4	4	4	4	20
41	3	4	7	3	4	4	3	14	3	3	3	3	3	3	3	3	3	27	3	3	3	3	3	15
42	4	4	8	3	4	4	4	15	3	4	5	4	4	3	4	4	3	34	4	3	4	3	4	18
43	3	5	8	4	3	5	4	16	5	5	3	4	4	5	4	4	5	39	4	4	5	3	3	19
44	4	4	8	5	4	5	4	18	3	4	5	4	4	4	4	4	3	35	4	4	5	5	4	22
45	5	4	9	5	4	4	5	18	4	4	4	4	4	3	4	5	5	36	4	5	4	4	4	21
46	4	5	9	4	4	4	4	16	4	4	5	4	5	5	4	5	4	40	5	5	4	4	5	23
47	3	4	7	4	4	4	4	16	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	20

48	5	5	10	5	5	5	4	19	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	25
49	5	5	10	5	5	5	5	20	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	25
50	4	4	8	4	3	4	5	16	4	4	4	4	5	4	4	5	4	38	4	4	5	4	4	21
51	4	3	7	4	4	3	4	15	3	3	4	4	3	3	3	5	3	31	3	4	3	3	3	16
52	5	5	10	5	5	5	5	20	4	4	4	4	4	4	4	4	4	36	4	4	5	5	5	23
53	5	5	10	5	5	5	5	20	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	25
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55	5	5	10	4	5	5	5	19	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	25
56	5	4	9	5	4	4	5	18	4	4	4	4	3	3	5	3	5	35	4	5	5	1	4	19
57	4	5	9	4	4	4	4	16	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	20
58	4	5	9	4	4	4	4	16	4	4	4	3	4	4	5	4	3	35	4	4	4	4	4	20
59	4	4	8	5	5	5	5	20	3	4	4	4	4	3	3	3	4	32	4	4	4	5	4	21
60	3	5	8	5	4	3	5	17	5	5	3	4	4	4	4	5	4	38	5	4	4	4	4	21
61	4	4	8	4	4	4	4	16	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	20
62	4	4	8	3	4	4	4	15	4	3	3	3	4	4	4	4	4	33	4	4	4	4	4	20
63	4	5	9	4	5	3	5	17	3	5	4	5	4	5	4	3	5	38	4	4	3	5	4	20
64	4	4	8	4	4	4	4	16	3	4	4	4	3	3	4	4	4	33	4	4	4	3	4	19
65	4	4	8	3	4	4	4	15	4	3	3	3	3	3	3	3	3	28	3	3	5	5	5	21
66	4	3	7	4	4	3	4	15	4	4	3	4	4	4	4	3	3	33	4	4	4	4	4	20
67	4	3	7	5	3	4	4	16	4	4	5	4	3	4	4	3	4	35	5	5	4	4	4	22
68	5	4	9	4	4	4	2	14	3	3	3	3	4	3	3	4	3	29	3	4	5	3	2	17
69	4	4	8	4	4	4	4	16	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	20
70	4	4	8	5	3	5	5	18	4	4	4	4	4	4	4	4	5	37	4	4	4	4	4	20

Lampiran 3 Hasil Diskripsi Responden

1. Berdasarkan jenis kelamin

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	17	24.3	24.3	24.3
	Perempuan	53	75.7	75.7	100.0
	Total	70	100.0	100.0	



Lampiran 4 Hasil Jawaban Responden

1. Jawaban responden pada variabel Trend Fashion (X1)

a. X1.1

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	8.6	8.6
	3	8	8.0	11.4	20.0
	4	41	41.0	58.6	78.6
	5	15	15.0	21.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

b. X1.2

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	4.3	4.3
	2	1	1.0	1.4	5.7
	3	12	12.0	17.1	22.9
	4	41	41.0	58.6	81.4
	5	13	13.0	18.6	100.0
Total		70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

2. Jawaban hasil responden variabel pleasure (X2)

a. X2.1

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.0	14.3	14.3
	4	37	37.0	52.9	67.1
	5	23	23.0	32.9	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

b. X2.2

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	12.0	17.1	17.1
	4	42	42.0	60.0	77.1
	5	16	16.0	22.9	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

PONOROGO

c. X2.3

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.4	1.4
	3	13	13.0	18.6	20.0
	4	37	37.0	52.9	72.9
	5	19	19.0	27.1	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

d. X2.4

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.9	2.9
	3	13	13.0	18.6	21.4
	4	37	37.0	52.9	74.3
	5	18	18.0	25.7	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

3. Jawaban Hasil Responden Variabel E-Service Quality (X3)

a. X3.1

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.4	1.4
	3	24	24.0	34.3	35.7
	4	37	37.0	52.9	88.6
	5	8	8.0	11.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

b. X3.2

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	20.0	28.6	28.6
	4	38	38.0	54.3	82.9
	5	12	12.0	17.1	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

c. X3.3

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	4.3	4.3
	3	22	22.0	31.4	35.7
	4	32	32.0	45.7	81.4
	5	13	13.0	18.6	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

d. X3.4

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.9	2.9
	3	16	16.0	22.9	25.7
	4	39	39.0	55.7	81.4
	5	13	13.0	18.6	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

e. X3.5

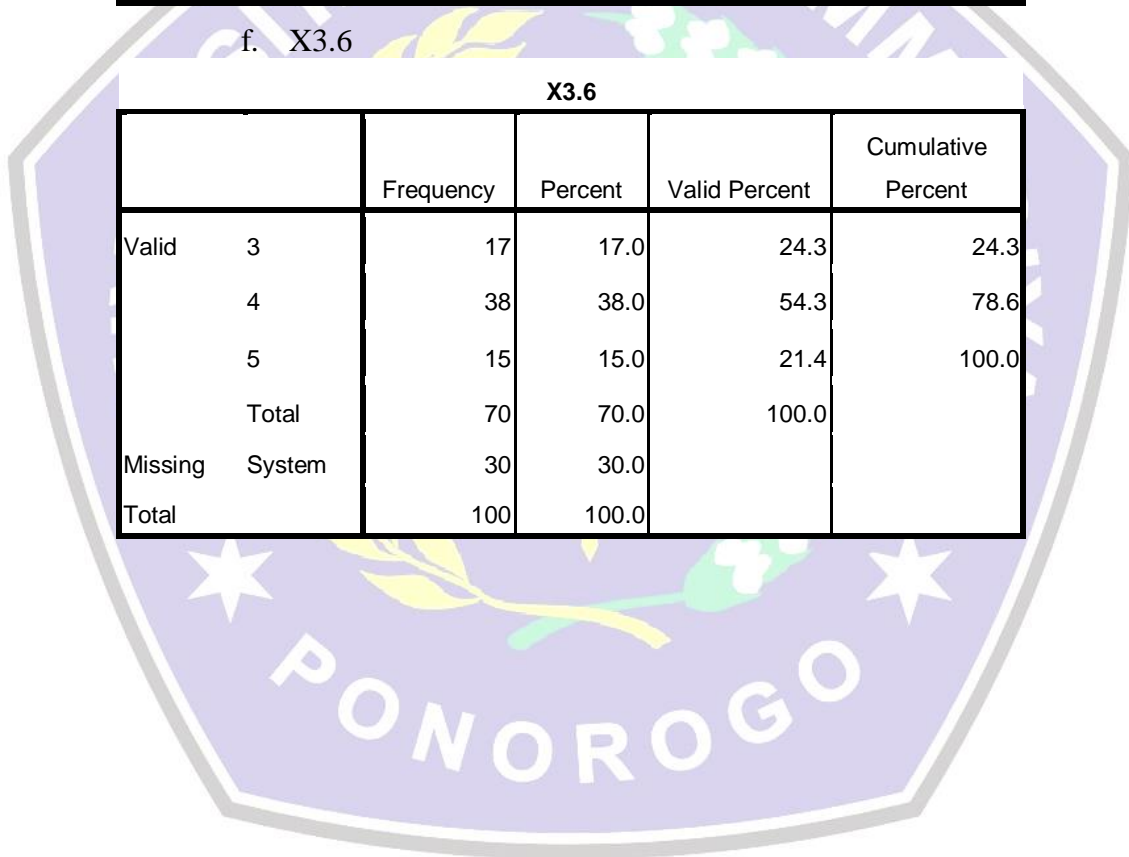
X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17.0	24.3	24.3
	4	39	39.0	55.7	80.0
	5	14	14.0	20.0	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

f. X3.6

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17.0	24.3	24.3
	4	38	38.0	54.3	78.6
	5	15	15.0	21.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		



g. X3.7

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.9	2.9
	3	15	15.0	21.4	24.3
	4	38	38.0	54.3	78.6
	5	15	15.0	21.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

h. X3.8

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	22.0	31.4	31.4
	4	33	33.0	47.1	78.6
	5	15	15.0	21.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

PONOROGO

i. X3.9

X3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.9	2.9
	3	20	20.0	28.6	31.4
	4	33	33.0	47.1	78.6
	5	15	15.0	21.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

4. Jawaban Hasil Responden Variabel Keputusan Pembelian (Y)

a. Y.1

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	17.0	24.3	24.3
	4	38	38.0	54.3	78.6
	5	15	15.0	21.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

b. Y.2

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.4	1.4
	3	16	16.0	22.9	24.3
	4	38	38.0	54.3	78.6
	5	15	15.0	21.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

c. Y.3

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.4	1.4
	3	13	13.0	18.6	20.0
	4	34	34.0	48.6	68.6
	5	22	22.0	31.4	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

d. Y.4

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.4	1.4
	2	1	1.0	1.4	2.9
	3	17	17.0	24.3	27.1
	4	32	32.0	45.7	72.9
	5	19	19.0	27.1	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

e. Y.5

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.9	2.9
	3	13	13.0	18.6	21.4
	4	37	37.0	52.9	74.3
	5	18	18.0	25.7	100.0
	Total	70	70.0	100.0	
Missing	System	30	30.0		
Total		100	100.0		

Lampiran 5 Hasil Uji Validitas

1. Trend Fashion (X₁)

Correlations				
		X1.2	X1.1	TOTAL Trend_Fashion
X1.1	Pearson Correlation	.085	1	.712**
	Sig. (2-tailed)	.484		0
	N	70	70	70
X1.2	Pearson Correlation	1	.085	.760**
	Sig. (2-tailed)		.484	0
	N	70	70	70
TOTAL Trend_Fashion	Pearson Correlation	.760**	.712**	1
	Sig. (2-tailed)	0	0	
	N	70	70	70

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

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

2. Pleasure (X₂)

Correlations						
		X2.1	X2.2	X2.3	X2.4	TOTAL Pleasure
X2.1	Pearson Correlation	.025	.397*	.154	.166	.259'
	Sig. (2-tailed)	.840	.001	.203	.170	.030
	N	70	70	70	70	70
X2.2	Pearson Correlation	.143	-.062	.081	.025	.068
	Sig. (2-tailed)	.236	.608	.506	.839	.575
	N	70	70	70	70	70
X2.3	Pearson Correlation	.117	.215	.157	.126	.217
	Sig. (2-tailed)	.334	.074	.193	.300	.071
	N	70	70	70	70	70
X2.4	Pearson Correlation	1	.249*	.340"	.458"	.726"
	Sig. (2-tailed)		.038	.004	.000	.000
	N	70	70	70	70	70
TOTAL Pleasure	Pearson Correlation	.249'	1	.247'	.272'	.608
	Sig. (2-tailed)	.038		.040	.023	.000
	N	70	70	70	70	70

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

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

3. E-Service Quality

Correlations											
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	TOTAL E-Service Quality
X3.1	Pearson Correlation	.123	.195	.264'	.255'	.311"	.359"	.122	.231	.257'	.305'
	Sig. (2-tailed)	.309	.106	.027	.033	.009	.002	.355	.054	.032	.010
	N	70	70	70	70	70	70	70	70	70	70
X3.2	Pearson Correlation	.204	.045	.079	.090	.160	.185	.186	.157	.078	.170
	Sig. (2-tailed)	.091	.711	.516	.459	.186	.126	.124	.194	.522	.160
	N	70	70	70	70	70	70	70	70	70	70
X3.3	Pearson Correlation	.224	.159	.288	.230	.215	.364"	.204	.261'	.222	.318"
	Sig. (2-tailed)	.062	.189	.058	.056	.008	.002	.090	.029	.064	.007
	N	70	70	70	70	70	70	70	70	70	70
X3.4	Pearson Correlation	.366"	.372"	.404"	.579"	.278"	.332"	.375"	.339"	.410"	.503"
	Sig. (2-tailed)	.002	.001	.001	.000	.020	.005	.001	.004	.000	.000
	N	70	70	70	70	70	70	70	70	70	70
X3.5	Pearson Correlation	.272'	.458"	.369"	.454"	.450"	.373"	.347"	.265'	.367"	.485"
	Sig. (2-tailed)	.023	.000	.002	.000	.000	.001	.003	.027	.002	.000
	N	70	70	70	70	70	70	70	70	70	70
X3.6	Pearson Correlation	.299'	.284'	.476"	.261'	.487"	.210	.305'	.261'	.453"	.443"
	Sig. (2-tailed)	.012	.017	.000	.029	.000	.080	.010	.029	.000	.000
	N	70	70	70	70	70	70	70	70	70	70
X3.7	Pearson Correlation	.522"	.607"	.538"	.641"	.405"	.483"	.523"	.428"	.573"	.685"
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70
X3.8	Pearson Correlation	.527"	.616"	.643"	.690"	.579"	.500"	.556"	.464"	.649"	.759"
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70
X3.9	Pearson Correlation	1	.575"	.463"	.510"	.521"	.616"	.464"	.480"	.571"	.747"
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70
TOTAL E_Service_Quality	Pearson Correlation	.463"	1	.604"	.631"	.602"	.659"	.512"	.482"	.554"	.809"
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70

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

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

4. Keputusan Pembelian

		Correlations					TOTAL Keputusan Pembelian
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	
Y1.1	Pearson Correlation	.281'	.292'	0.054	.352"	.307"	.349"
	Sig. (2-tailed)	0.018	.014	0.658	0.003	0.01	0.003
	N	70	70	70	70	70	70
Y1.2	Pearson Correlation	0.185	0.151	0.202	0.011	0.133	0.181
	Sig. (2-tailed)	0.126	0.213	0.093	0.928	0.272	0.133
	N	70	70	70	70	70	70
Y1.3	Pearson Correlation	.314"	.297'	0.178	.237'	.294'	.355"
	Sig. (2-tailed)	0.008	0.013	0.141	0.048	0.014	0.003
	N	70	70	70	70	70	70
Y1.4	Pearson Correlation	.492"	.415"	.353"	.247'	.400"	.512"
	Sig. (2-tailed)	0	0	0.003	.039"	0.001	0
	N	70	70	70	70	70	70
Y1.5	Pearson Correlation	.440"	.455"	0.163	.439"	.333"	.495"
	Sig. (2-tailed)	0	0	0.178	0	0.005	0
	N	70	70	70	70	70	70
TOTAL Keputusan_Pembelian	Pearson Correlation	.358"	.458"	.524"	.291'	.561"	.595"
	Sig. (2-tailed)	0.002	0	0	0.014	0	0
	N	70	70	70	70	70	70

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

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

Lampiran 6 Hasil Uji Reliabilitas

1. *Trend Fashion (X1)*

Reliability Statistics

Cronbach's Alpha	N of Items
.156	2

2. *Pleasure (X2)*

Reliability Statistics

Cronbach's Alpha	N of Items
.654	4

3. *E-Service Quality (X3)*

Reliability Statistics

Cronbach's Alpha	N of Items
.912	9

4. Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.784	5

Lampiran 7 Hasil Analisis Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.379	1.543		-.894	.375
	Trend_Fashion	.263	.135	.120	1.948	.056
	Pleasure	.694	.128	.487	5.438	.000
	E_Service_Quality	.228	.052	.408	4.425	.000

a. Dependent Variable: Keputusan_Pembelian

Lampiran 8 Hasil Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 ^a	.776	.766	1.342

a. Predictors: (Constant), E_Service_Quality, Trend_Fashion, Pleasure

Lampiran 9 Hasil Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.379	1.543		-.894	.375
	Trend_Fashion	.263	.135	.120	1.948	.056
	Pleasure	.694	.128	.487	5.438	.000
	E_Service_Quality	.228	.052	.408	4.425	.000

a. Dependent Variable: Keputusan_Pembelian

Lampiran 10 Hasil Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	412.093	3	137.364	76.254	.000 ^a
	Residual	118.893	66	1.801		
	Total	530.986	69			

a. Predictors: (Constant), E_Service_Quality, Trend_Fashion, Pleasure

b. Dependent Variable: Keputusan_Pembelian

Lampiran 11 t Tabel

Titik Persentase Distribusi t (df = 41 – 80) Pr

df	Pr 0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789
52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526

Lampiran 12 F Tabel

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04	2.00	1.97	1.94	1.91	1.89
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04	2.00	1.96	1.93	1.91	1.88
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03	1.99	1.96	1.93	1.90	1.88
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03	1.99	1.96	1.93	1.90	1.88
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03	1.99	1.95	1.92	1.89	1.87
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.90	1.88	1.85
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00	1.96	1.92	1.89	1.87	1.84
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00	1.96	1.92	1.89	1.86	1.84
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.95	1.92	1.89	1.86	1.84
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99	1.95	1.91	1.88	1.86	1.83

62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99	1.95	1.91	1.88	1.85	1.83
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.85	1.82
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.84	1.82
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98	1.93	1.90	1.87	1.84	1.82
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97	1.93	1.90	1.87	1.84	1.82
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97	1.93	1.90	1.86	1.84	1.81
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97	1.93	1.89	1.86	1.84	1.81
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.80
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.80
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.81	1.79
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.90	1.87	1.84	1.81	1.79
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.79

86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.78
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.87	1.83	1.81	1.78
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.86	1.83	1.81	1.78
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78



Lampiran 13 Berita Acara



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3. Jurusan : Manajemen S-1
4. Bidang : Pemasaran
5. Alamat : Jl. K.H. Hasyim Asyari Rt.16/Rw.05 Mlilir Dolopo Madiun
6. Judul Skripsi : Pengaruh *Trend Fashion, Pleasure, E-Service Quality* terhadap Keputusan Pembelian Online H&M (Studi Kasus pada Mahasiswa Prodi Manajemen Universitas Muhammadiyah Ponorogo Angkatan 2017)
7. Masa Pembimbingan : September 2021 s/d Agustus 2022
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
27 - 9 - 2021	Revisi Proposal - Latar Belakang - Penelitian terdahulu, Tinjauan pustaka. Definisi Operasional, Daftar Pustaka.	
4 - 10 - 2021	Latar Belakang, Sampul, Terasat Pengambilan Sampul Definisi Operasional	
15 - 10 - 2021	ACC Proposal	
21 - 10 - 2021	ACC Proposal	
22 - 10 - 2021	Cover babnya Kuesioner blm ada Belajar tentang Accidental	
24 - 10 - 2021	ACC Bab 123	

Tanggal Disetujui	BAB	Paraf Pembimbing
25 - 10 - 2021	Hipotesis, Accidental Sampling, Daftar Pustaka	
26 - 10 - 2021	Kuisisioner / Ace Bab 123	
10 - 11 - 2021	Ace Bab 4,5 dg cattn : Hand regression uji t	
15 / 11 / 2021	Revisi Bab 4 dan 5 Pemer. pembatasan dan Saran pembatasan	
22 / 11 / 2021	Ace Bab 4 dan 5 cattn pembatasan artikel	
26 / 11 / 2021	Artikel revisi	
1 / 12 / 2021	Ace Artikel	

10. Tanggal Selesai Penulisan Skripsi : _____
11. Keterangan Bimbingan Telah Selesai : _____
12. Telah Di Evaluasi/Di Uji Dengan Nilai : _____ (angka)
 _____ (huruf)

Pembimbing,

ADI SANTOSO, SE., MM
 NIDN. 0727118803

Ponorogo, 25 Oktober 2021

Dekan
DR. HAJI SUMARSONO, M.Si
 NIDN. 189605082005011002